


Overview of campaign data

What are campaigns?





Campaigns in Genesy are an effective way to reach your target audience through automated messages across various channels, including email and/or LinkedIn.



Campaign Dashboard:

 ##

 Filters and Statuses ![]


(https://downloads.intercomcdn.com/i/o/qjmc10sy/1372115893/6856947f71550b1319ab0f11fb12/image.png?expires=1770309900&signature=7c536785df0281a8a16af8bfc78c77bb4a3a377ec89c8e58e89a64e80f3cd417&req=dSI) ##

- **Filter by status:** All,  Active,  Drafts,  Paused,  Archived.
- **Search by identity/identities.**
- **Add filter**

 Filter campaigns by date range.  Filter by campaign tags.


Monthly Conversations

Displays the progress of new conversations each month

 Create a New Campaign

Click the **"New Campaign"** button to create a new campaign.

Active Campaigns

-  **Name and Status:** Running (active), Paused (paused), Archived (archived).

 Identity and campaign creation date.

 Total contacts, percentage initiated, contacted, and responded.

 If AI-suggested replies are enabled.

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Channels

-  Email
-  LinkedIn

Campaign Tag

- Add and classify campaigns with tags. For example, "US Campaign" or "Hiring."

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Step 2: What can I see inside a campaign?