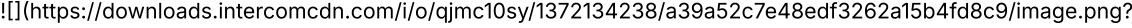# What can I see inside a campaign?

Inside a campaign

By clicking on a campaign, you will be able to track the entire campaign in detail, including campaign overview (key metrics, results achieved and contacts interaction.), Audience, and Activity.

👀 Overview

This panel helps you evaluate the overall performance of the campaign 🚀

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372134238/a39a52c7e48edf3262a15b4fd8c9/image.png?expires=1770309900&signature=f24253d88105c3700c6f4820ddb7608cef3b328a8eb63e4b91627d371ddf978b&req=d!
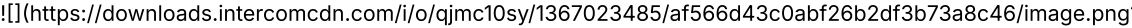
◆ **General Information**

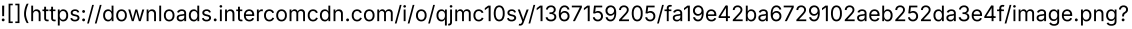- **Identity** 👤
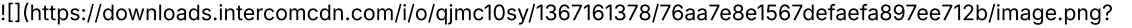- Current campaign status 🔵 (Running, Paused, etc.)
- Creation date 📅

◆ **CRM and Automation**

- Whether the campaign is synced with the CRM 🔄

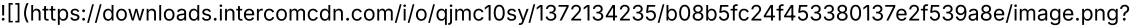![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1367023485/af566d43c0abf26b2df3b73a8c46/image.png?expires=1770309900&signature=0914ae58c65b51a947811d31a153154f017461cbd14dc419f55d08c8e3d2c9d6&req=dSM

- If manual or AI-powered automated responses are enabled 🤖🤖

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1367159205/fa19e42ba6729102aeb252da3e4f/image.png?expires=1770309900&signature=ca82f8cd87f907d73784665a1755ae446f07adb628f85d6b52d4858f831c0458&req=dS
![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1367161378/76aa7e8e1567defaefa897ee712b/image.png?expires=1770309900&signature=d7963c1f8bd3351c172eb39d06721dad2c36dc62686db0f383fbc8403d8089c7&req=d!

✔️ Campaign View Options
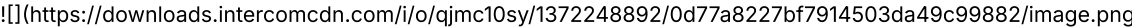
![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372134235/b08b5fc24f453380137e2f539a8e/image.png?expires=1770309900&signature=11ed909047198c432181c29b8fd03e2f4e1abbd92dfbf9b56b9f642d05ff16a4&req=dSM

📥 **View in Inbox** → Takes you to the Inbox, filtering conversations exclusively by this campaign. Perfect for managing responses and continuing interactions from a single location.

📋 **View in List** → Opens the All Contacts list, already filtered to display only the contacts associated with this campaign.

If you open 'View in list', you will be able to see the list filtered by campaign and check the associated contacts.
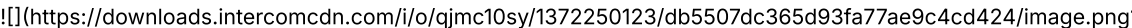
If you go to the **Campaign Contact Status column and filter by contact status**, this column will allow you to filter contacts by their status in the campaign.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372248892/0d77a8227bf7914503da49c99882/image.png?expires=1770309900&signature=d57f204aa0cdcfc3f3c2fef8753f768ca3e82cf19de63ee6ab41903bee22f8c7&req=dSM

- Click on the **Campaign Contact Status** drop-down menu
- You can include or exclude contacts based on specific criteria, such as:
- **LinkedIn Connection Sent**
- **LinkedIn Connection Accepted**
- **LinkedIn Connection Sent Not By Platform**
- And others, such as messages viewed, clicks or replies.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372250123/db5507dc365d93fa77ae9c4cd424/image.png?expires=1770309900&signature=ac3228863414ee2fd8b19aab6bd17649d9300af4aae75af061f5a04c156c4139&req=dSM

For example: If you want to find contacts who have not accepted your LinkedIn connection and add them to another campaign to contact them by email: **Exclude contacts marked as 'LinkedIn Connection Accepted'**. Apply the filter to get the list of contacts with the status **'LinkedIn Connection Sent . Create a new list** Once you have filtered the contacts, select them and create a new list with them.e.g.: This list will group the contacts who have not accepted you on LinkedIn, allowing you to use them in a new email campaign.

Campaign Editing and Management

To edit the campaign, click on the **"Edit Campaign"** button located in the top right corner.

To duplicate or delete the campaign, click on the three dots (⋮) next to the edit button. From there, you can access additional management options.

📋Activity

Here you can see a list of contacted contacts, along with their company, current status, the last action taken, the date of that action, and the next scheduled action.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372134237/ccc6d991dceeb592ac56caf07cb0/image.png?expires=1770309900&signature=adec843c4b94865cacf3dab804ca85045db146492d2f492d01fa54a7009de73b&req=

- ◆ **List of Contacted Contacts** 👤
  - • **Contact name and associated company** 🏢
  - • **Contact status** (Ongoing, Replied, etc.)
- ◆ **Last Action Taken** ⏳
  - • Recent interaction with the contact (invitation sent, message sent, contact replied, etc.)
  - • **Date and time of the last action** 📅
- ◆ **Next Scheduled Action** ⏭️
  - • What's next in the process for each contact (follow-up message, invitation acceptance, etc.)
- ◆ **Filters and Organization** 🔍
  - • You can filter by status, date, or last action to quickly find specific contacts.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372274093/6b0c2aa9d5ef35d83334db30c986/image.png?expires=1770309900&signature=06d81b0424e07ade4c29714db64547cb82e9fac94fdab89cb78dbdb8e3327754&req=

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372273927/e0ceb3e1a61ec12eff477e3270bc/image.png?expires=1770309900&signature=a6d353856bfb2d8bdc4050c9695687409bed425ee7666b575c98d8d4896d7c26&req Represents that the conversation is active and in progress.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372273926/9b8c6db2c546a1ee2ddb1ac10388/image.png?expires=1770309900&signature=72f4d56eae11c80878a0e9c73742070429616e8347ea9c884da756a7ba8ec5c5&req=d Means that a response has been sent to the contact.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372273925/2d6182ed6e053ac25de4c6096997/image.png?expires=1770309900&signature=97330c41f2638dc4cafa3e22590e8f557973e6435a99aaa901780f41579863e8&req=dS Indicates that the conversation is paused. Campaign paused.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372273931/bbf00de5575f6c3442662b7d5a91/image.png?expires=1770309900&signature=7a2b825be0f02b52cf43d39cf0c2c8b0238502704f3aa875c9db9484a5e85c58&req= Indicates that the time allotted for the conversation has expired/ended in sequence.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372273929/d097f8f66ab9f1560d28326a9a7e/image.png?expires=1770309900&signature=beb9dccdad8c2c7af32e612e6dd1d8d6e23b232bfc300bdb4ba146399cedf662&req=d Signals that an error has occurred in the conversation, such as technical problems or failures in processing the information.

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1372273930/c5d267647331349d9ece436bbd3d/image.png?expires=1770309900&signature=00cea00f476e2e1c398fa0bf6f5611bca0e2cdf1094b763aa93fdc64ed6c7cf5&req=dSM Terminated, this status means that it is no longer active or ongoing.

Step 3: FAQ... and not so frequently asked questions 🤪

##