Introducing Conditional Campaigns

Conditional Campaigns let you create flexible, rules-based sequences that adapt to each contact's unique data and behavior. Smarter, multichannel outreach is here!

Instead of building separate flows for each scenario (email only, LinkedIn only, mobile only), now you can **create one campaign that adjusts itself** based on what each contact has available — and how they interact with your outreach.

Key Features

Multichannel Campaigns, Unified

Combine **LinkedIn**, **Email**, and **Tasks** in a single sequence. No need to jump between channels or tools — build smart outreach journeys in one place.

You can include steps like:

- **Send a connection request**

- **Send an intro email**

- **Schedule a follow-up task**

- **Send a LinkedIn voice note**

...all depending on the contact's data.

✨ AI Messages are now FREE

Send personalized, high-performing messages using our AI — and it won't cost you any credits.

These AI-powered messages:

- Dynamically adapt to each contact

- Can be previewed and edited before sending

- Increase replies with tailored content

- Are available **at no additional cost**

Templates that actually perform

Don't start from scratch. Choose from **pre-built campaign templates** optimized for results — tested by our top-performing users.

You can still fully customize each sequence and tweak conditions to fit your exact strategy.

New LinkedIn actions

Go beyond messaging. Now, you can engage contacts with new LinkedIn-native actions:

- **Visit Profile** – spark curiosity

- **Like Last Post** – build familiarity

- **Send LinkedIn Voice** – record or upload your own

Perfect for warming up leads before reaching out directly.

Smarter targeting with advanced conditions

Conditional Campaigns adapt to the contact's profile and behavior. You can:

- Filter based on available data: email, mobile, LinkedIn profile

- Target contacts who were **never contacted**, or those **contacted by you 30+ days ago via LinkedIn**

- Use filters like **job title**, **seniority**, **industry**, or **time in role**

- Include only contacts that exist in your CRM or meet custom criteria

Your outreach becomes more relevant, more precise, and more likely to get results.

AI Replies to keep conversations going

Once a contact replies, you can:

- Let **AI automatically continue the conversation** with smart follow-ups

- Or choose to **review & approve** AI-suggested replies before sending

Either way, you reduce manual work and respond faster with better messaging.

Build campaigns that match your strategy

Create dynamic sequences like:

- *If contact has LinkedIn profile, send connection → wait 3 days → visit profile → send voice note*

- *If contact has email, send intro email → wait 2 days → follow-up email*

- *If contact has both, split into parallel flows*

All in one campaign. All automatically adapted to your data.

📌 Why It Matters

- One campaign, multiple targets

- Smarter logic = better conversion

- Built-in optimization with free AI

- More ways to engage: LinkedIn Voice, Profile Visits, Likes

- Fewer missed opportunities — more closed deals

How to Start

- Go to **Campaigns**

- Click **"New Conditional Campaign"**

- Choose a template or start from scratch

- Add conditions, actions, and messages

- Launch and let it run 🔥