

# 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

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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?