sinch

Connector
Adobe Campaign Classic

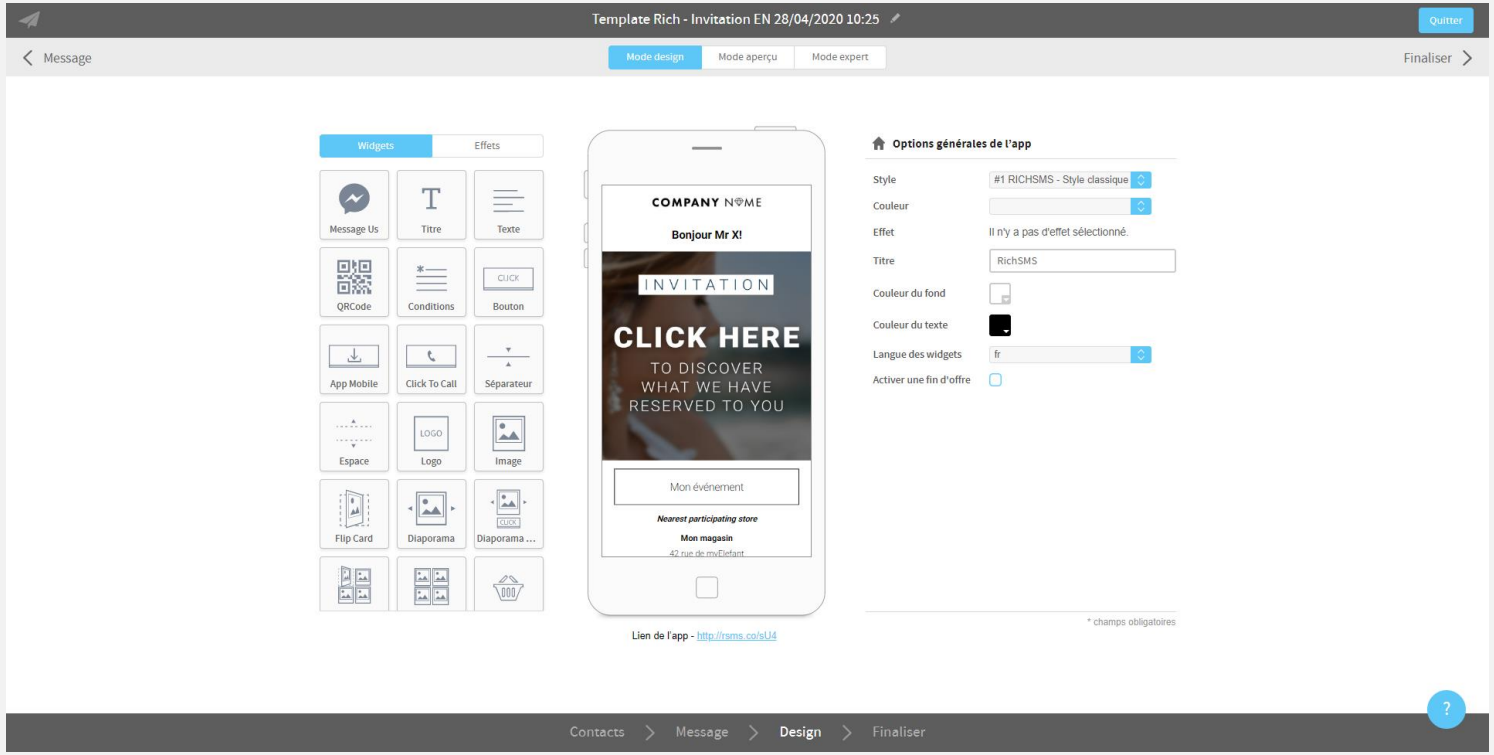
What are Sinch for Marketing and the Campaign Manager platform?

Sinch For Marketing :

- Sinch's Marketing focus Entity

Engage :

- SaaS campaign manager for mobile messaging
- Creation and design of campaigns
- Sending and administration of campaigns



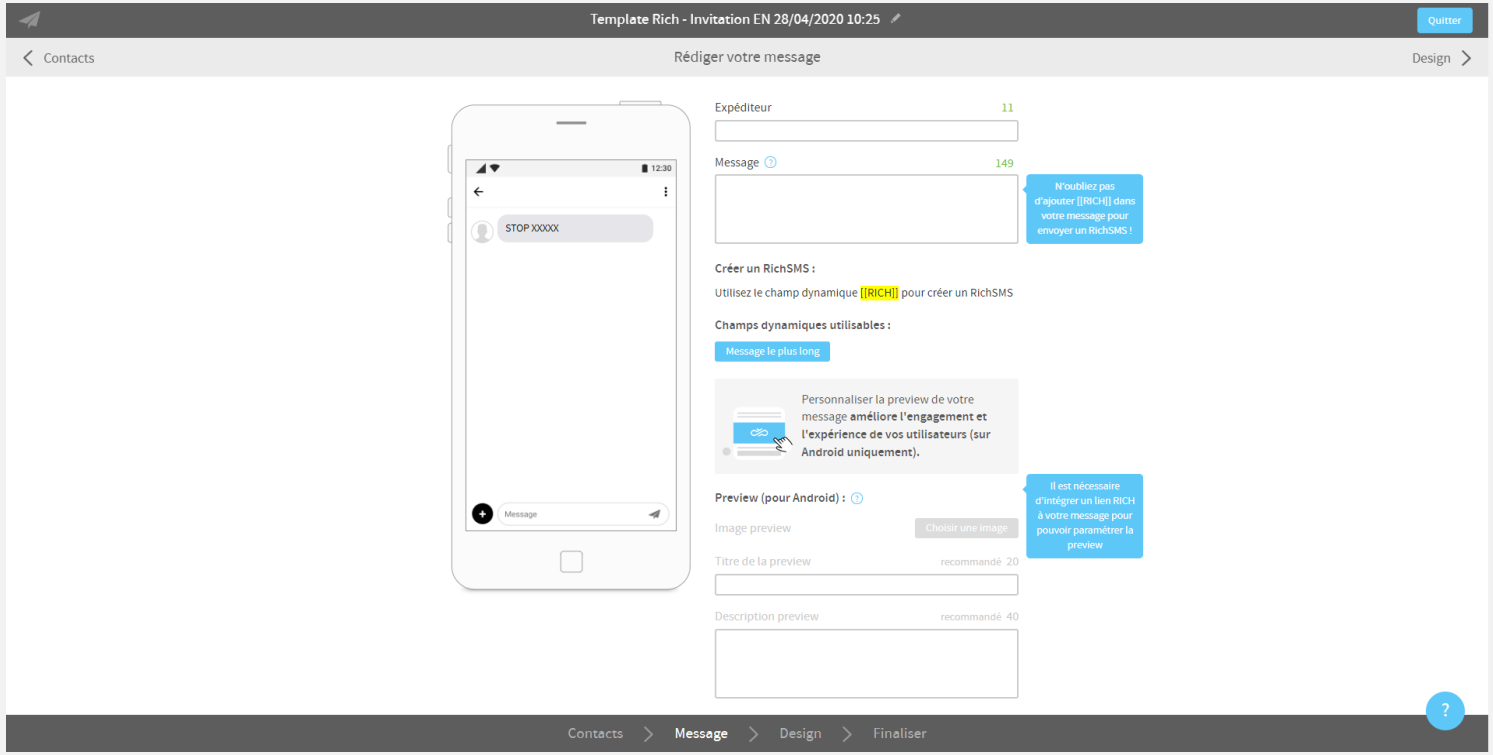
What is a connection to the Engage platform?

What is a connection?

- A data flow between the CRM or data tool and the platform

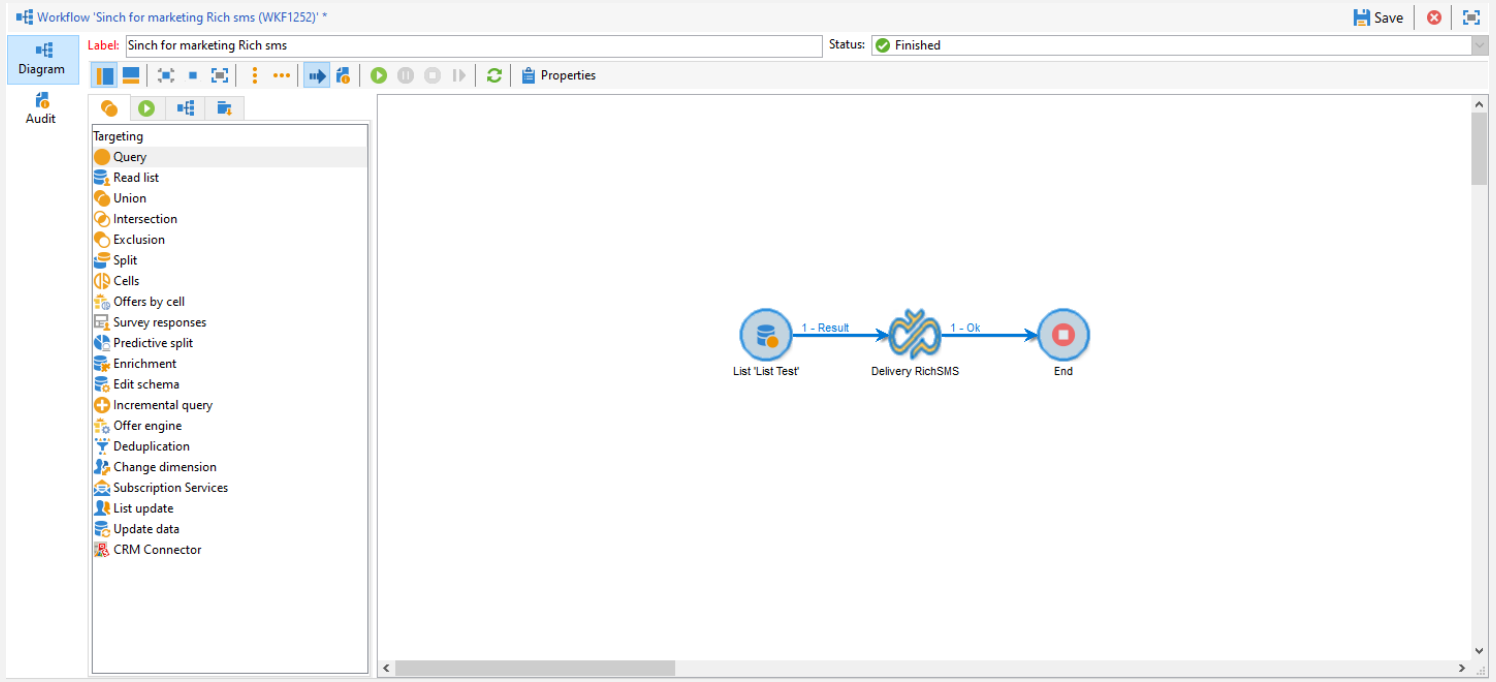
Benefits of being connected?

- Security of data flows
- Ease of use for the teams
- Automation of campaigns (birthdays,…)
- Integration of campaigns in workflows
- Campaign performance statistics directly in the client tool (stops, npai, rich data,...)



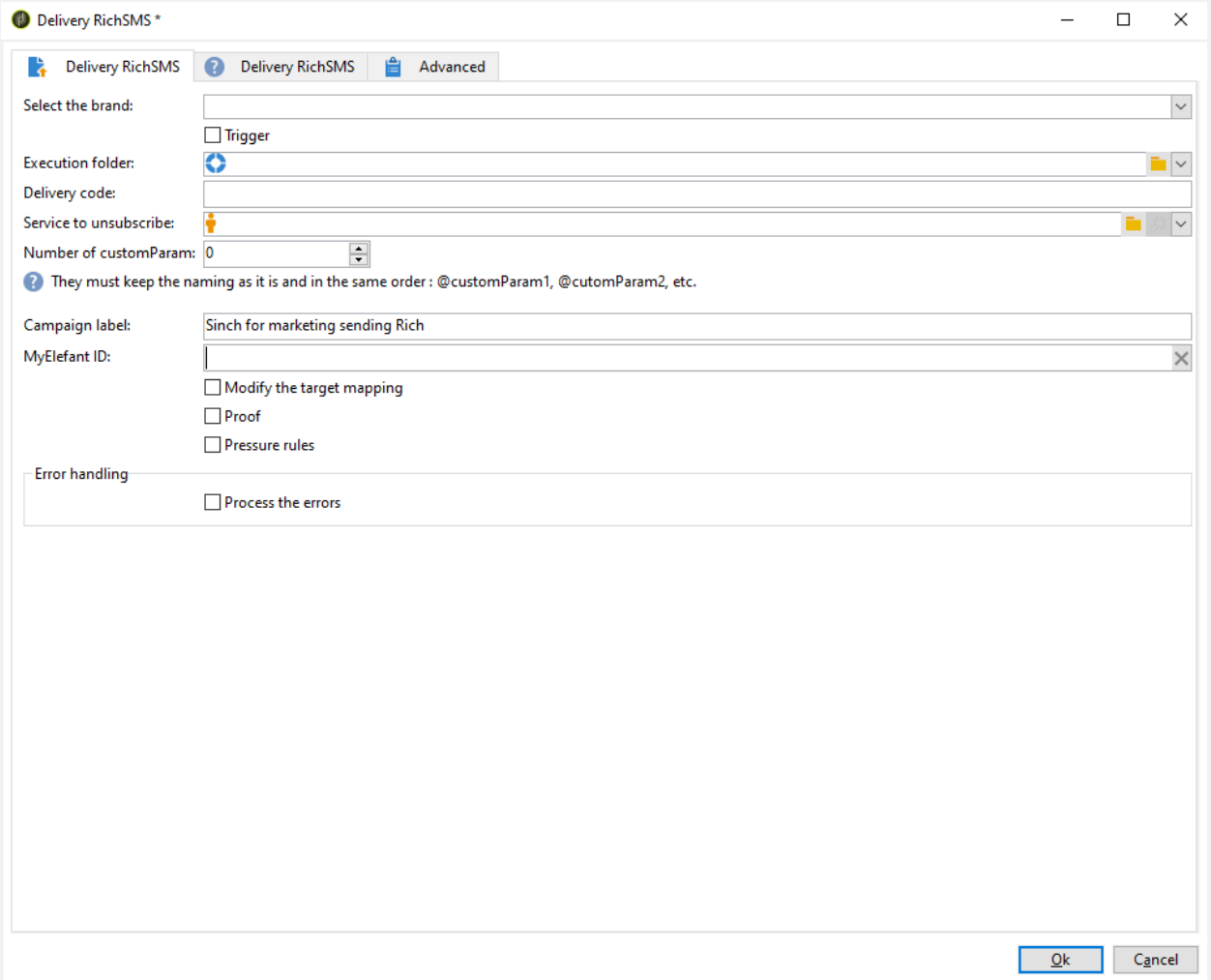
Set up a sending workflow

- Use a query to select your contacts
- Set the SFM delivery to follow
- Close the workflow



Set up a sending workflow

- Set up the RichSMS delivery
- Enter a campaign label
- Copy and paste the id of the campaign to send directly from the platform



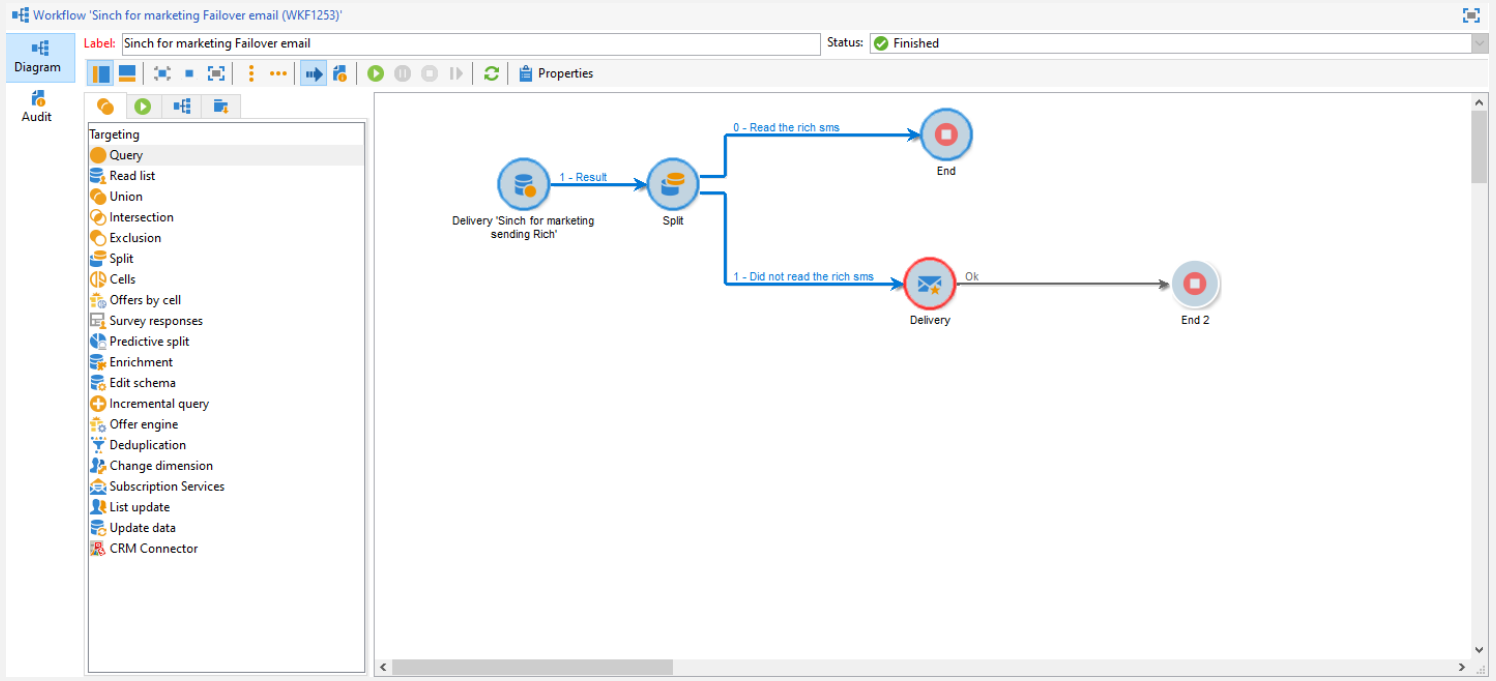
Send the campaign

- Launch the Workflow and the campaign will be sent.

- Once sent, you will find all the information about this sending in the delivery
- You can collect the "stop", “npai" or re-send the message to people who did not open it.

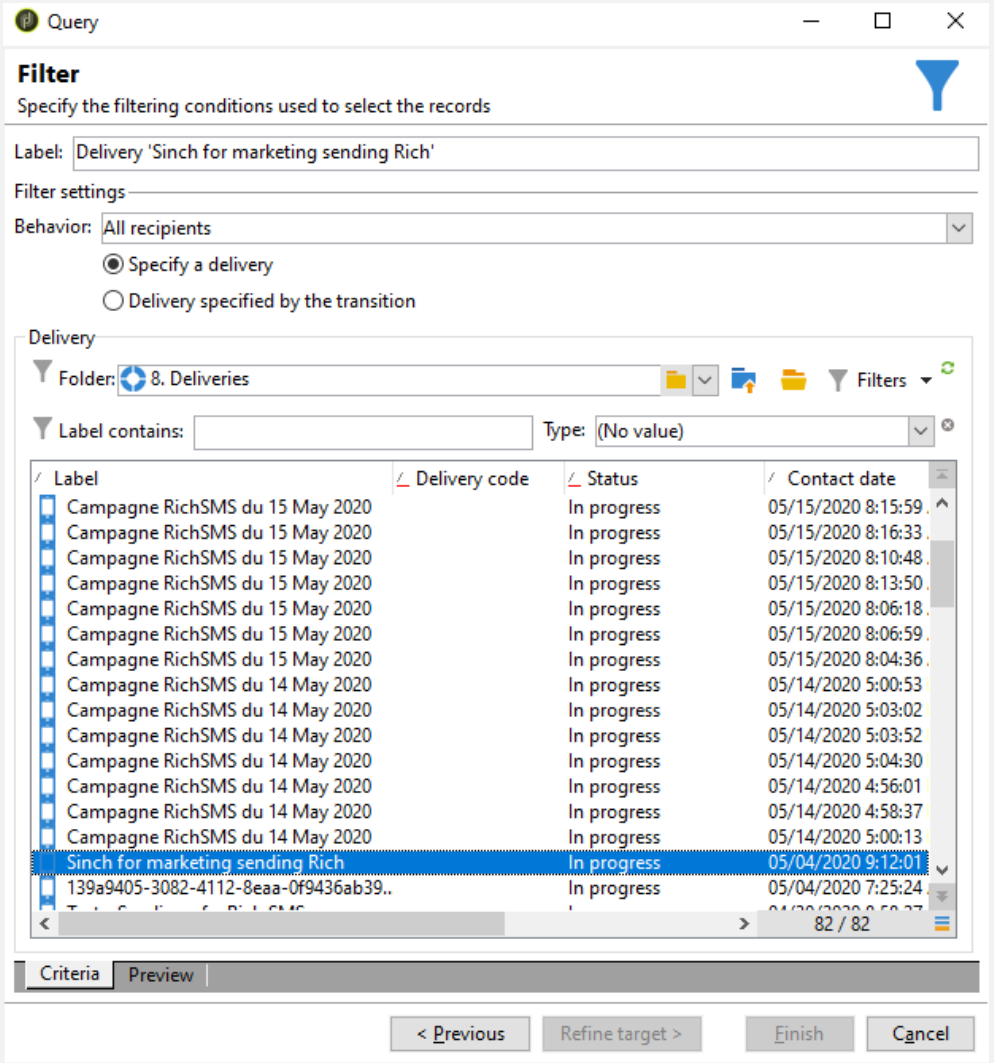
Set up a workflow using return data

- Use a query to select your contacts from the previous delivery
- Use a split entity to segment the list of contacts according to criteria
- Define the behavior to be adapted according to the branch browsed



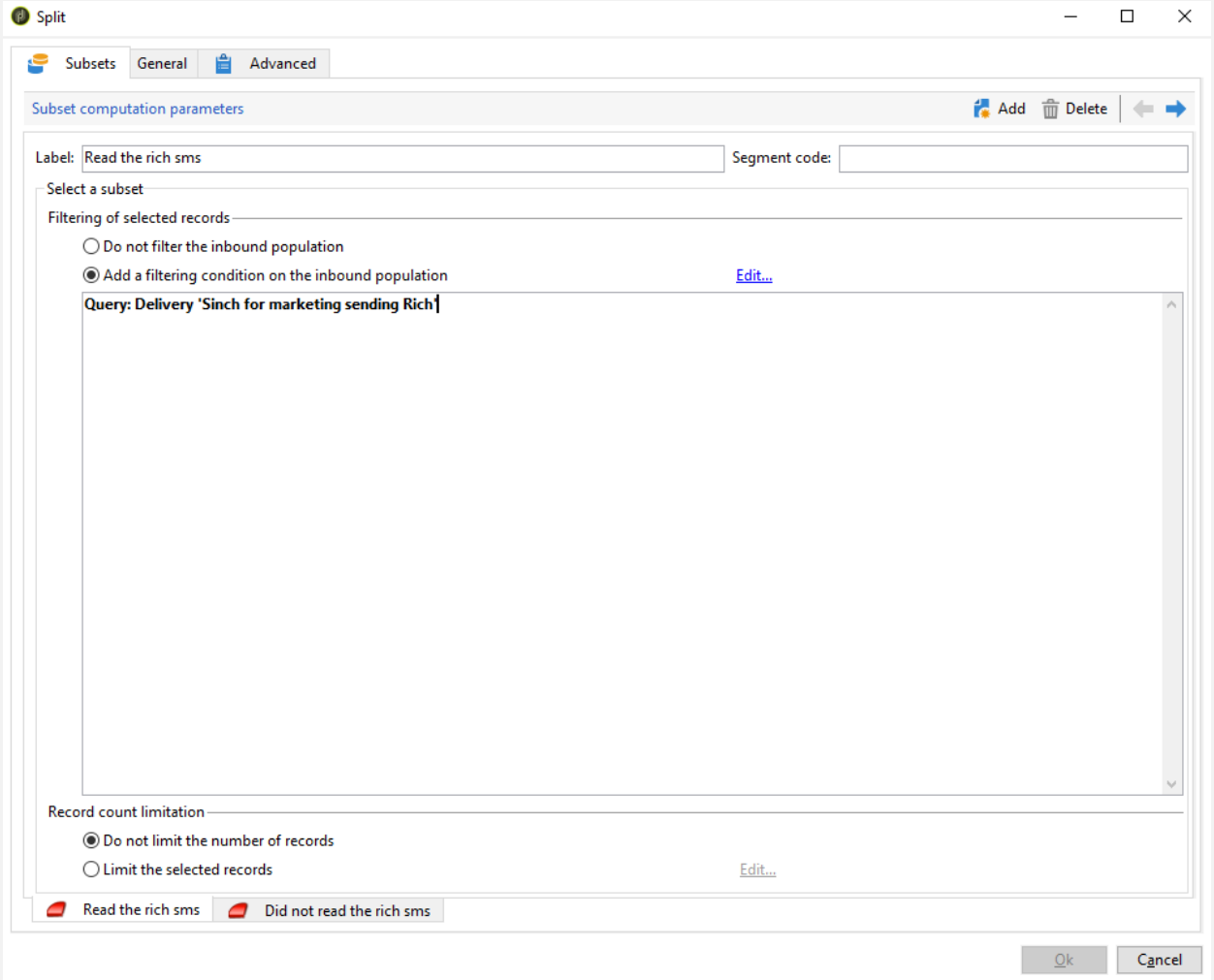
Set up a workflow using return data

- Set up the query by selecting the delivery



Set up a workflow using return data

- Set up the split



Thank you