🚀 Getting Started

1.
   Sign Up / Login

   - Use **Google OAuth** for secure access.

   - Only authenticated users can create/view campaigns.

2.
   Dashboard Overview

   - View all past campaigns.

   - Check delivery stats (**sent ▢ /failed ▢**).

   - Most recent campaigns appear at the **top**.

📢 Creating a Campaign

Step 1: Define Audience Segment

- Click "**Create Campaign**" ▢ "**Define Segment**".

- Use the **Rule Builder** to set conditions:

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Example: Total Spent > ₹10,000 AND Last Purchase < 30 days.

- Combine rules with **AND/OR** logic.

- **Preview audience size** before saving.

Step 2: Craft Your Message

- Use **personalized variables**:

  - {name}, {total_spent}, {city}.

- **AI Suggestions** (Optional):

  - Click "**Generate with AI**" for message variants.

Step 3: Launch Campaign

- Confirm segment & message ⏵ Click "**Send Campaign**".

- View real-time **delivery logs**.

📊 Campaign Analytics

- **Delivery Rate**: % of successful sends.

- **Failed Attempts**: Reasons logged.

- **AI Summary**: Auto-generated insights (e.g., *"High-value customers had 95% delivery rate"*).

▢ Viewing Communication Logs

1. Click "**View Logs**" on any campaign.

2. Filter by:

   - **Status** (Sent/Delivered/Failed).

   - **Customer name/email**.

3. Export data (CSV/PDF) for reporting.

▢ AI-Powered Features

- **Smart Message Generator**:

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Enter objective (e.g., *"Win back inactive users"*).

- Get **3 tailored messages** in seconds.

- **Auto-Segment Builder** (Coming Soon):

  - Type natural language ⛶ **AI converts to rules** (e.g., *"Customers who bought in December"*).

⛶ Admin Controls

- **Access**: Only for admin roles.

- **Features**:

  - Bulk customer upload (CSV/API).

  - Edit campaign templates.

⛶ Need Help?

- **Visit**: https://camply.netlify.app/

- Email: uttam002600@gmail.com

Pro Tip: Use **AI suggestions**.