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Marketing Cloud Campaigns [1]

March 18, 2022 by Melanie Jones [2]

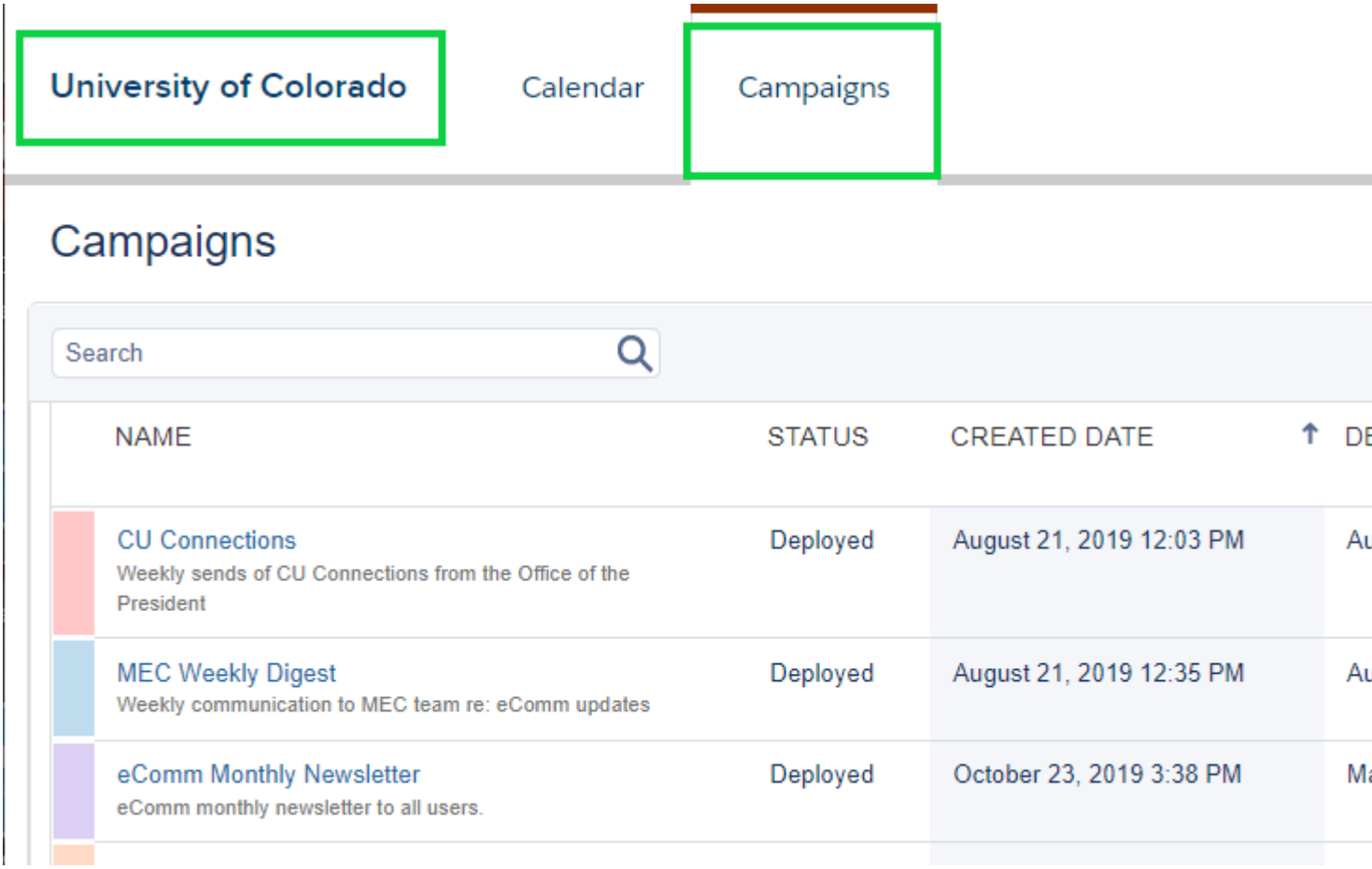
Marketing Cloud Campaigns provide a way of grouping similiar emails together. That way, Campaigns can be used in Datorama Reporting [3] to present data for certain emails. For example, rather than reporting on all emails within a Business Unit, you could view emails that are part of a particular Campaign (like a monthly newsletter, or football invitations).

NOTE

- Emails must be associated to a Campaign before being sent to be captured in the Campaign in Datorama Reporting.
- Marketing Cloud Campaigns and Salesforce Campaigns [4] are not associated to one another.

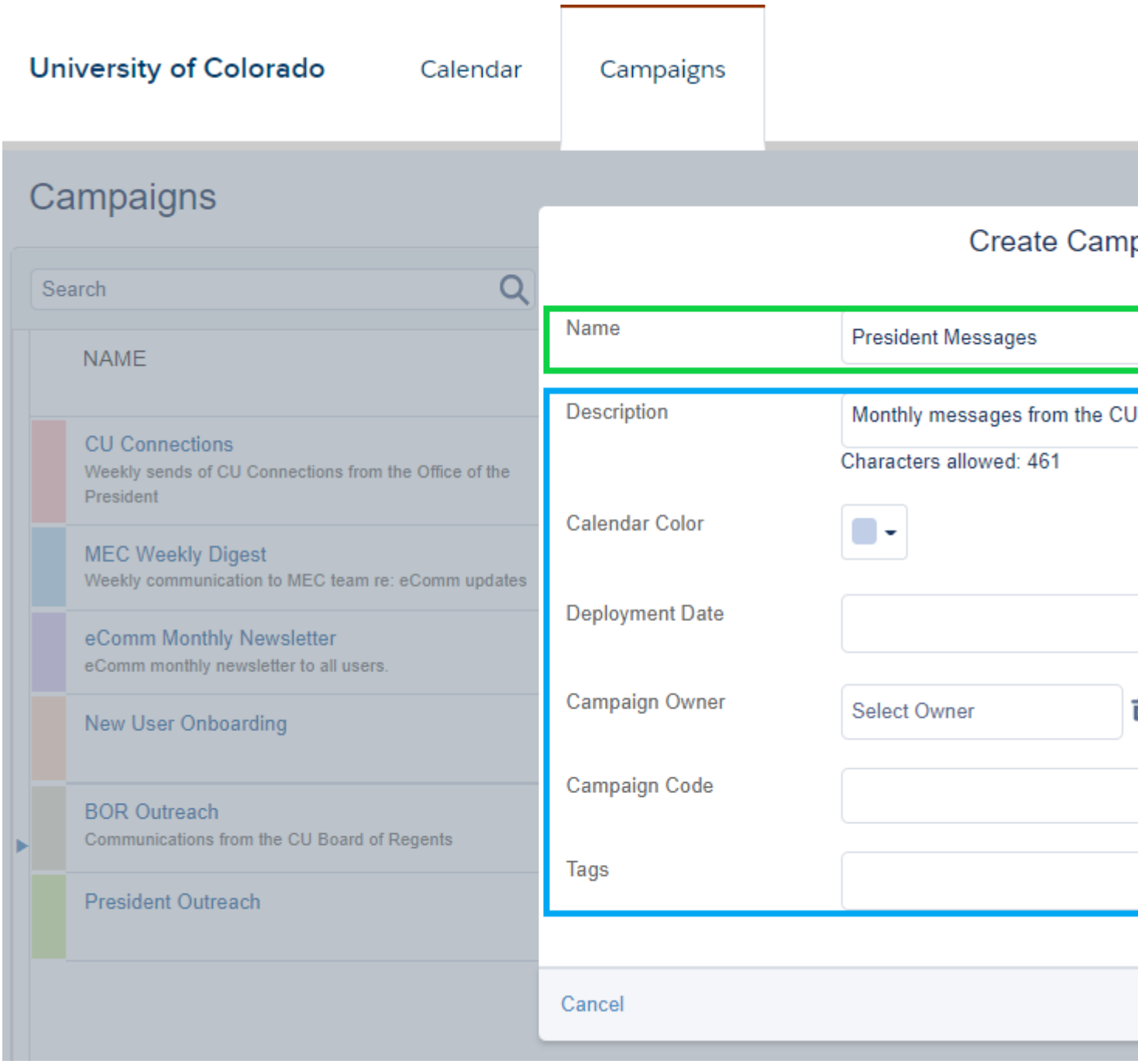
Create Campaign

- **Hover University of Colorado** in the top left
- Select **Campaigns** in the top navigation
- Click the blue **Create Campaign** button in the topright corner. A pop-up will appear.



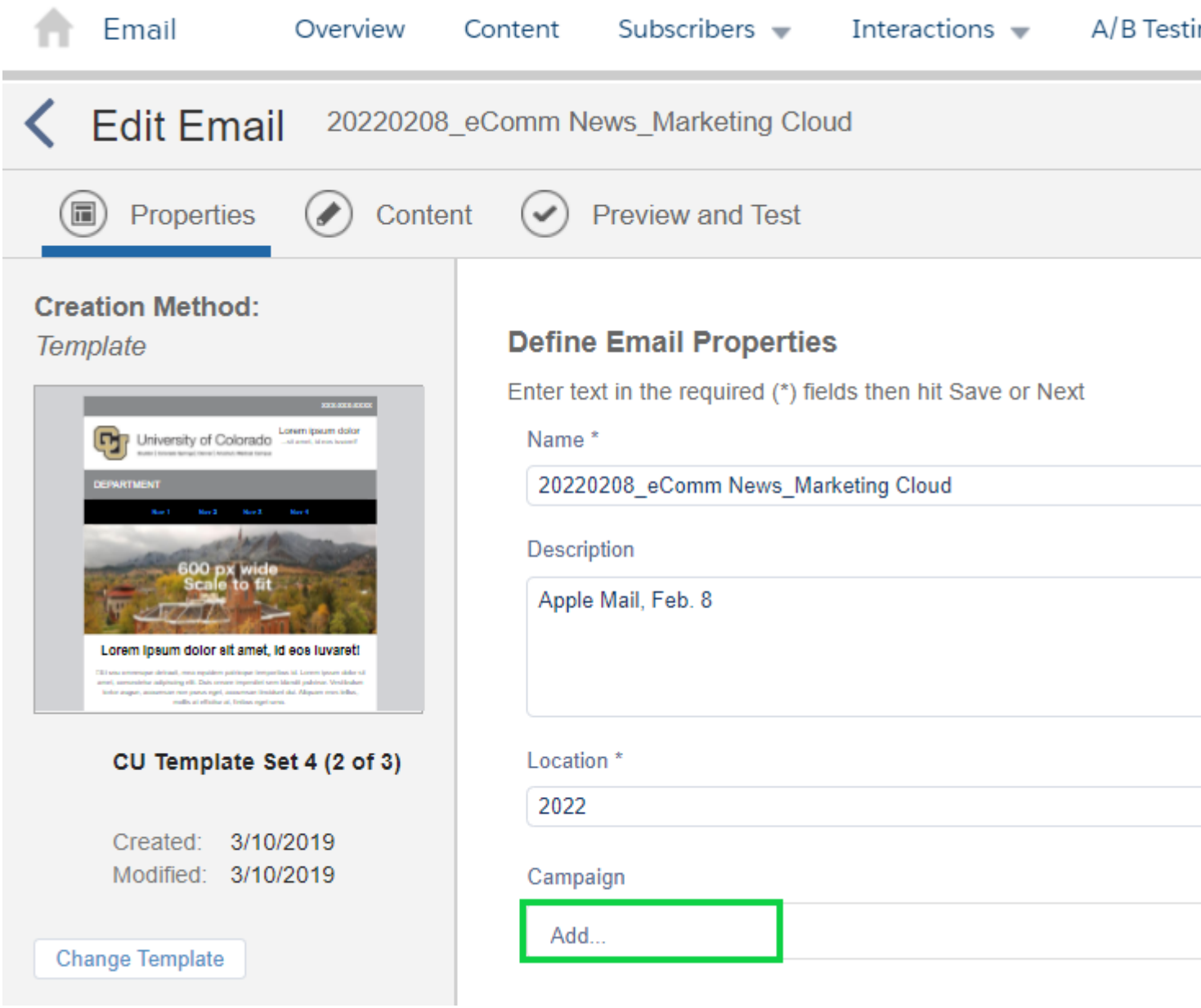
- Required
  - **Name |** Name your campaign.
- Optional
  - **Description |** Give your campaign an optional description.
  - **Calendar Color |** Assign a color to your campaign from the color picker.
  - **Deployment Date |** Assign a date when you campaign starts.
  - **Campaign Owner |** Designate a person in charge of the campaign.
  - **Campaign Code |** Add an optional unique code to identify the campaign in reporting. This can't be automatically generated or enforced at a system level.
  - **Tags |** Add tags to the campaign for organization and tracking

Click the blue **Create** button.

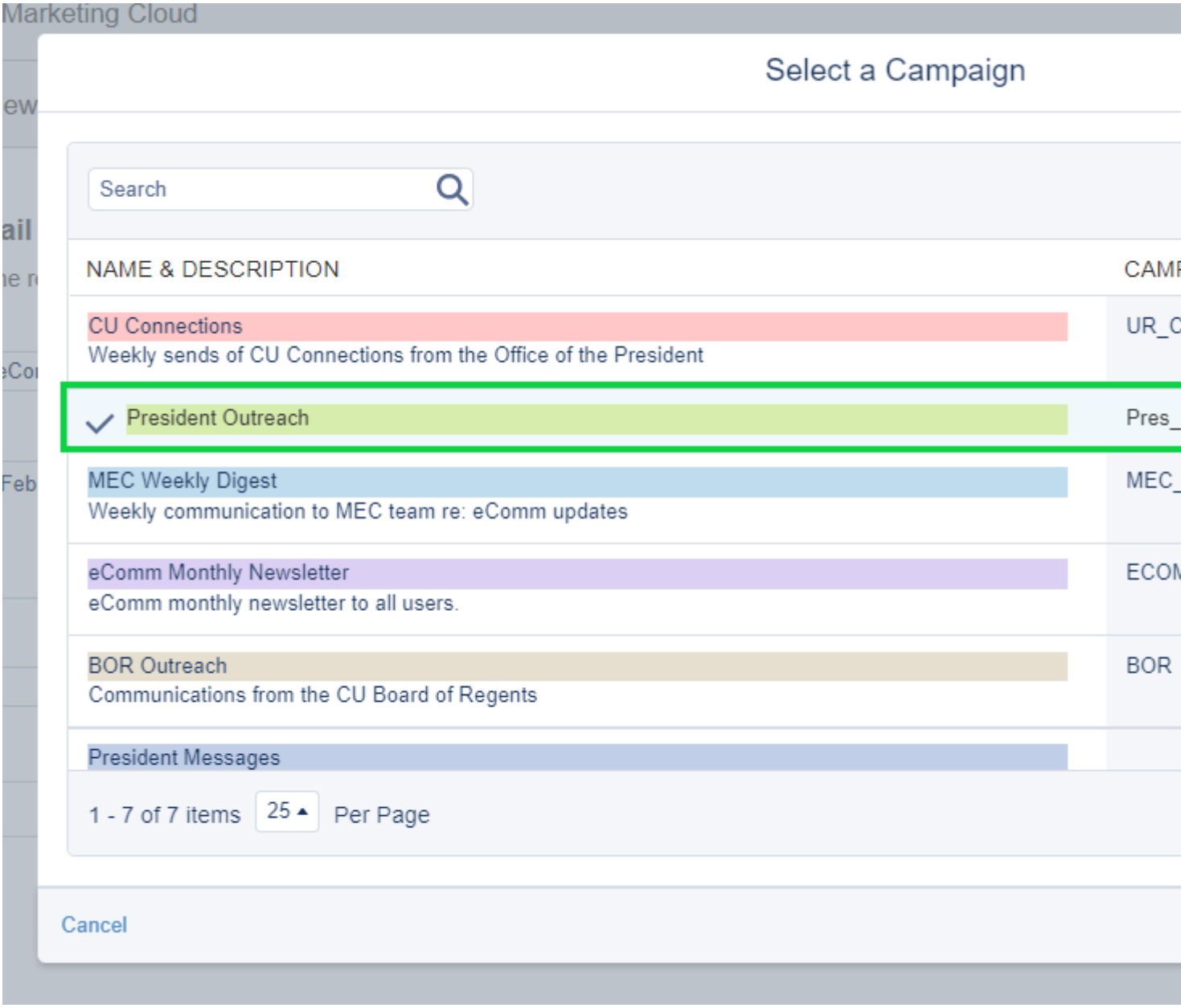


Associate Email to Campaign

- Within **Email Studio**, navigate to **Edit Email.** You should be on the first tab, **Properties**.
- Click **Add** in the **Campaigns** section



- In the pop-up, **select the Campaign** you want the email associated with.
- Select the blue **Save & Continue** button in the bottom right.



Related Content

- Datorama Reporting Overview [5]
- Use Datorama Reporting [3]

Display Title:
Sender Profiles, Delivery Profiles and Send Classifications
Send email when Published:
No

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