

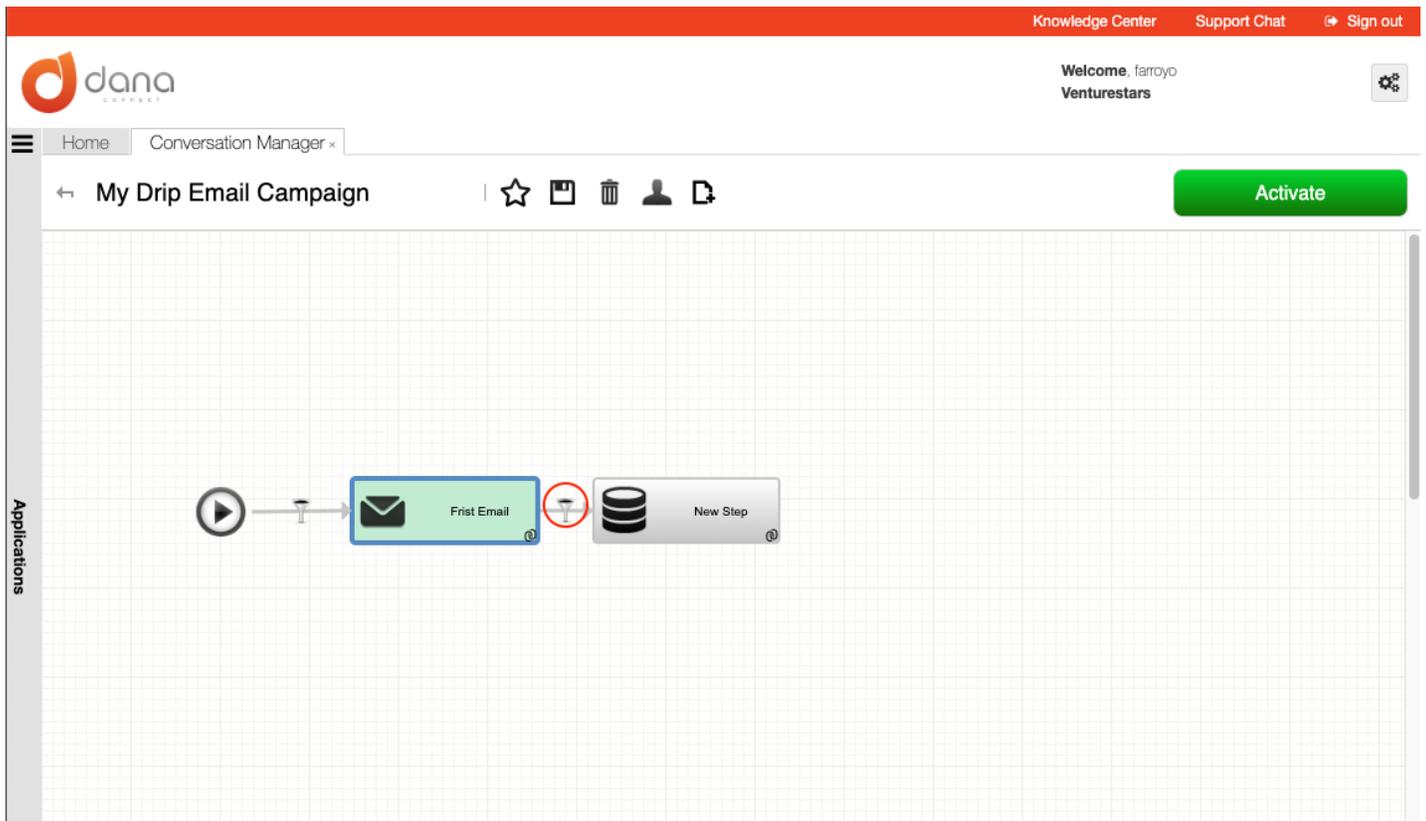
Drip Email Campaign (opened filter)

Detailed step by step explaining how to use the Email Opened filter to create a Follow up campaign, so after a few days, a second message is sent to those contacts who did not open your first email.

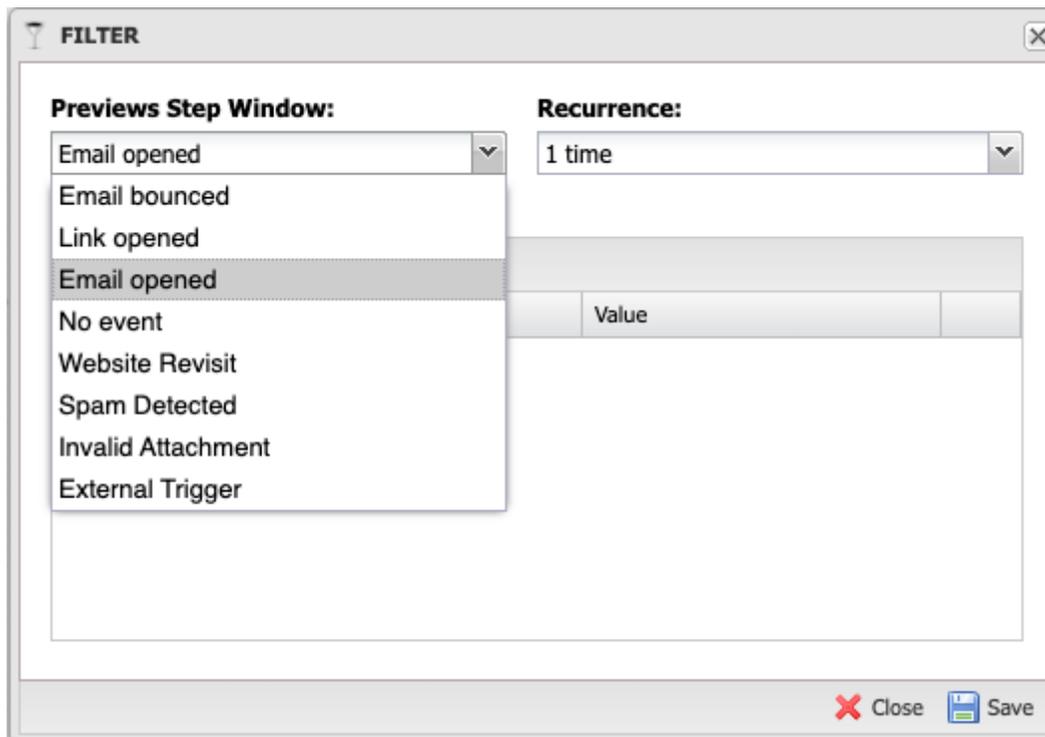
1. After the first node, it is necessary to add an update node to refresh the info in your Contacts List.

The screenshot displays the Dana CRM interface for managing a drip email campaign. The main workspace shows a workflow on a grid background. The workflow begins with a play button icon, followed by a funnel icon, and then a green box labeled "Frist Email" with an envelope icon. A red arrow points to a small funnel icon on the right side of the "Frist Email" node. A context menu is open, showing options: Email, SMS, Call, Timer, Update, Push, and API. A red arrow points to the "Update" option in the menu. The interface includes a top navigation bar with "Knowledge Center", "Support Chat", and "Sign out". The main header shows "Home" and "Conversation Manager". The left sidebar has "Applications" and "My Drip Email Campaign". A green "Activate" button is on the right.

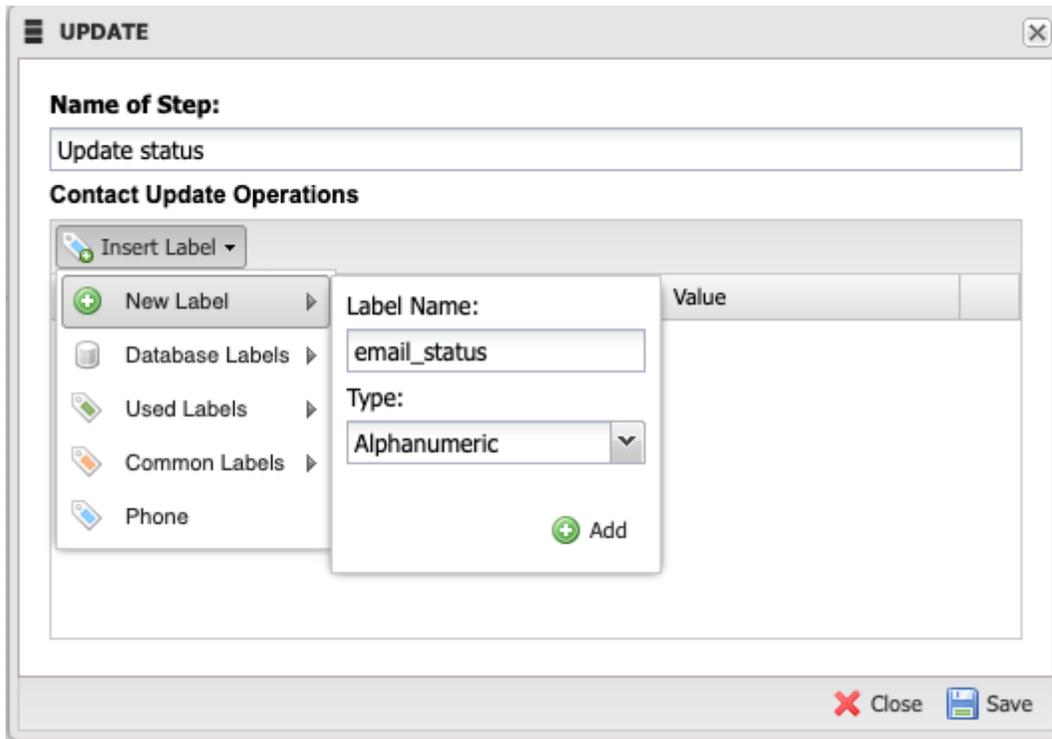
2. Double click on the funnel icon to Configure the filter



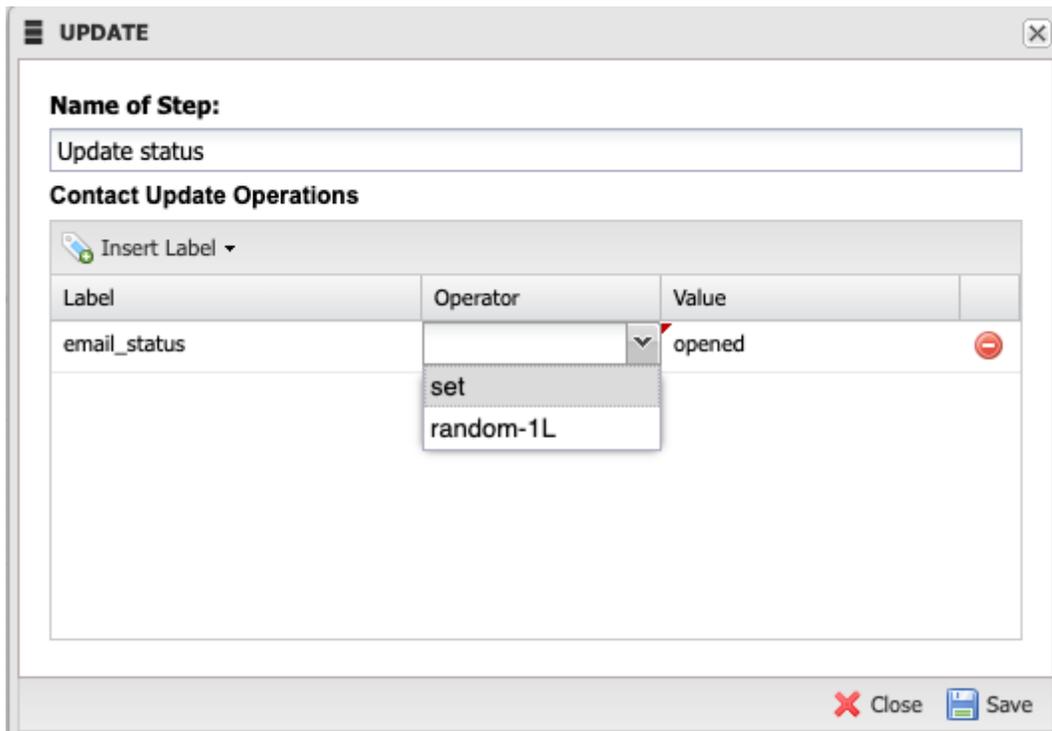
3. Assign an **Email Opened** event and click on save



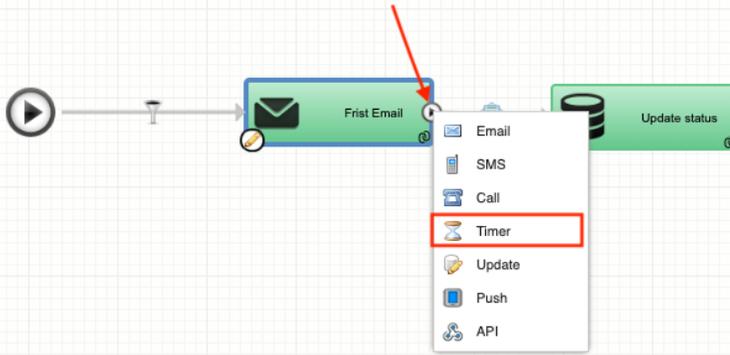
4. Double click on the update node. Name your step with something relating to status update. Insert a new label and name it something like *email_status*.



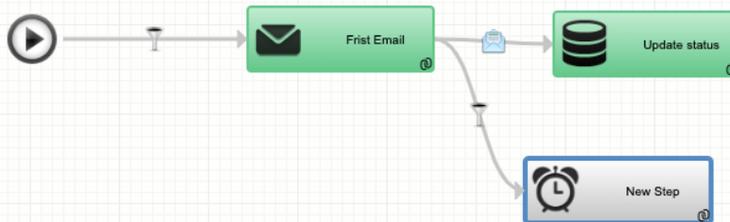
5. Set the value to opened (or similar wording) and click on save



6. Then, you must add another branch of your conversation flow with a timer node



7. Now, you have a new branch with a new step. In your new timer node you must configure the period of time you want the next message to be sent to those contacts that did not open the first communication



8. Double click on the timer new step and put a name to your step like *wait N days*, then select *Specific delay* from the *Delay Time* dropdown menu, and there add the amount of time you want to wait before sending the next message.

TIMER

Name of Step:
Wait 3 days

Delay Time:
Specific delay

Days: 3 **Hours:** 0 **Minutes:** 0

Close Save

9. Add another email node after the timer node.

Knowledge Center Support Chat Sign out

Welcome

Home Conversation Manager

My Drip Email Campaign

Applications

Activate

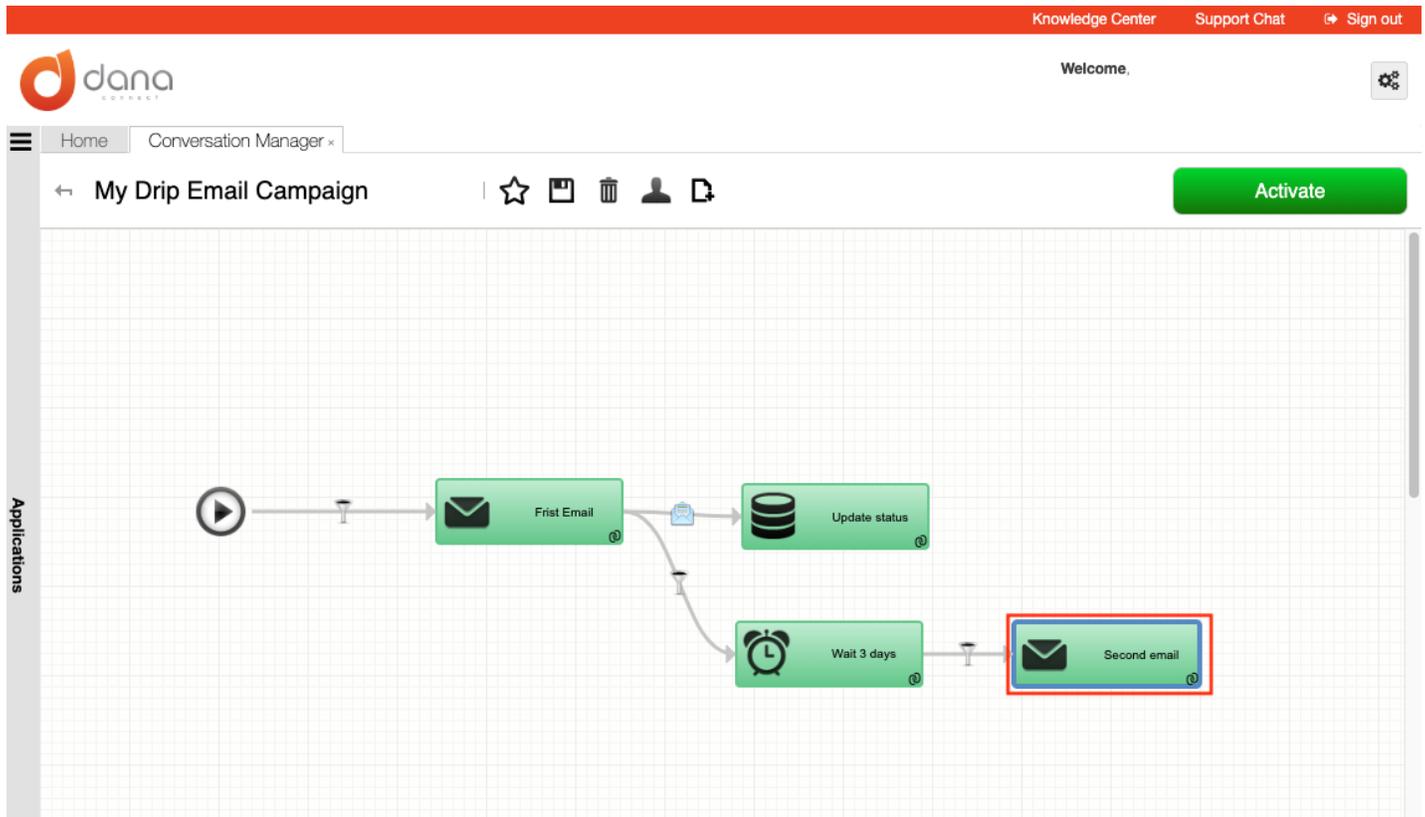
Frist Email

Update status

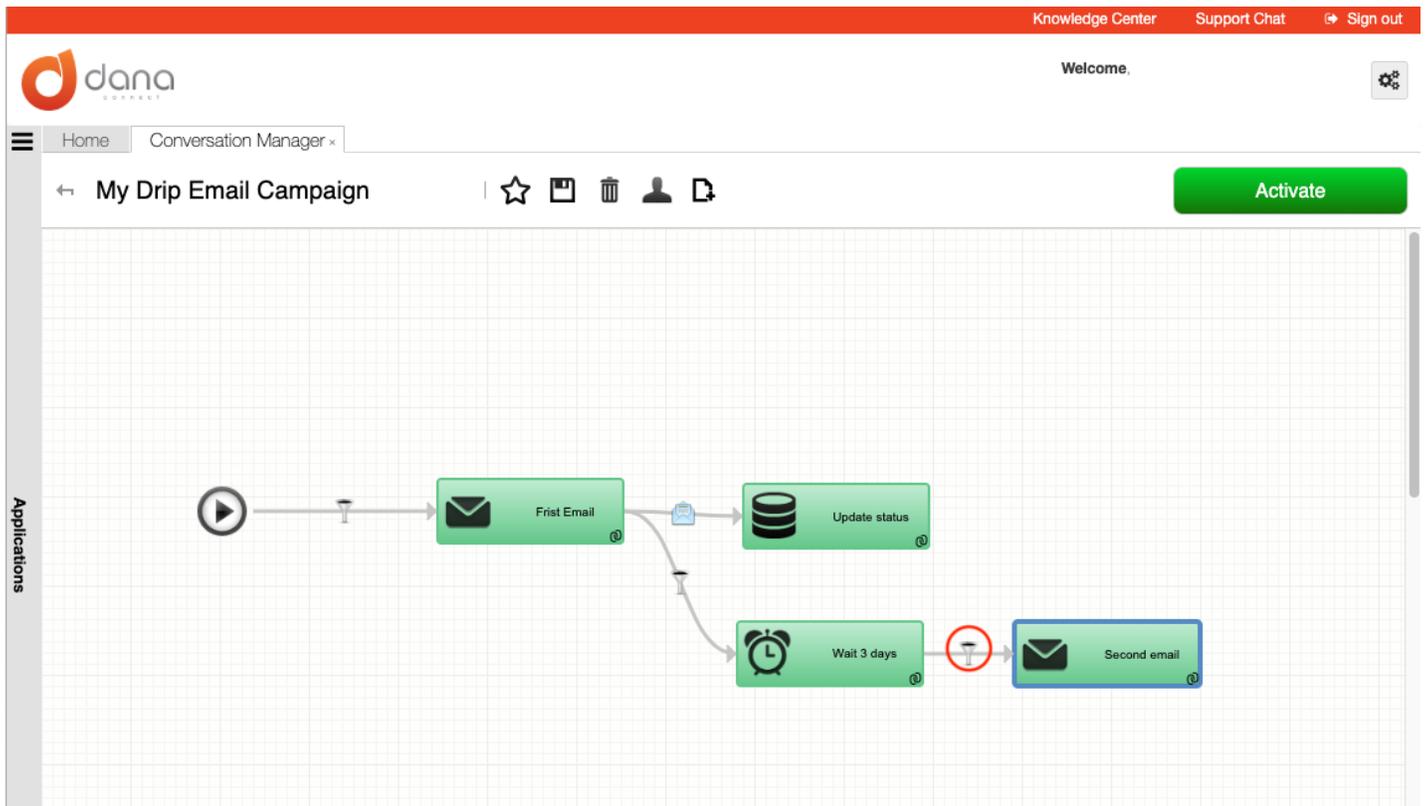
Wait 3 days

- Email
- SMS
- Call
- Timer
- Update
- Push
- API

10. Double click Edit the new email node with the content of the communication you want to share to those contacts that did not open the first email



11. Double click on the funnel icon to open the configuration dialogue



12. Finally, configure the status of the filter by selecting the *email_status* (or the name of label you chose before) label, with the operator *Not equal to* and the value *opened*, (or the name you chose before for the opened status). The second email would be sent, three days after the first email, only if in case the recipient didn't open the first email.

FILTER ✕

Contacts Filter

🔑 Insert Label ▾

Label	Operator	Value	
email_status	Not equal to	opened	✖

✕ Close
 💾 Save



 You need to create a field in your contact list to store the status of opened emails.