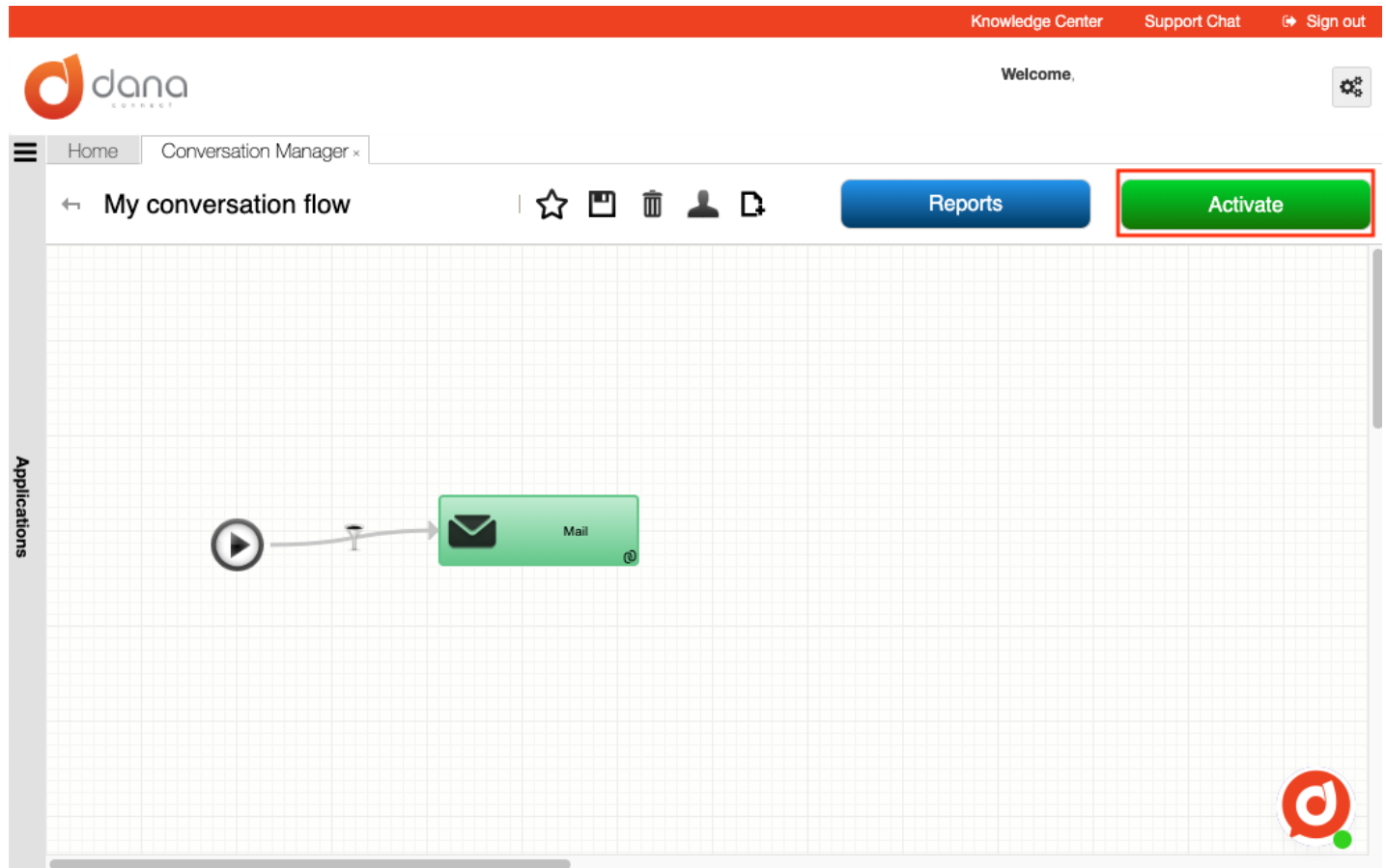


How to activate a conversation

1. Once you are done editing your conversation, close the node your were working in and click on Activate.



2. Click on select to select the contact list



← Activation

Contact list:



Name: Not selected

Number of contacts: Not selected contacts

Select

Details

Conversation Service Type:



Service:

Mercadeo

Activation date and time:



Activation date:

Immediate sending

Activate

3. Select the contact list you want to use for this communication

← Activation

Contact list:



Name: Not selected
Number of contacts: Not selected contacts

Contact list				
Find...				
Category	Name	Segment	Total	Details
All	My Customers 1	All contacts	17695	Explore
All	My Customers 2	All contacts	113695	Explore
All	My Customers 3	All contacts	25323	Explore
All	My Customers 4	All contacts	35423	Explore
All	My Contact list 1	All contacts	26415	Explore
All	Segmented by region 1	Region 1	44241	Explore
All	My Contact list 2	All contacts	34557	Explore
All	My Contact list 3	All contacts	23534	Explore
All	Segmented by region 2	Region 2	56462	Explore
All	Segmented by region 3	Region 3	23411	Explore

Page 4 of 5

Close Select

Activate

4. The system will try to make an automatic mapping of the fields that have similar names.

← Activation

Contact list:



Name: My Contact List (All contacts)

Number of contacts: 35464

Change

Details

Label equivalence:



1- [Email] Mail (2 Items)


Preview

Email Email

→ First_Name Name



The fields on the left column are the ones you are using in your messages, and the fields on the right column corresponds to fields in the contact list you selected. In some cases, the system wouldn't find an equivalence in the names, so you have to make the mapping manually.

Label equivalence:




1- [Email] Mail (2 Items)

Preview

customer	 Not set	▼
Email	 Email	▼

5. Select the type of service for your Conversation. In most cases the type of communication is Marketing, but it could be Transactional communications, Billings, Mandatory communications, etc.

Conversation Service Type:




Service:

Marketing

6. Select the date and time of activation. The most used is Immediate Sending, but you can activate also by programming a future date and time, periodically or by a Webservice (Webservice activation is recommended for advanced users).

Activation date and time:



Activation date:

Immediate sending

Immediate sending

Specific Date and Time

Web service

Monday through Friday

Tuesday and Thursday

Monday, Wednesday and Friday

Everyday

First day of the month

First Monday of the month

Every Monday

Every Tuesday

Every Wednesday


Every Thursday

Every Friday

7. Click on the activate green button at the bottom of the page

← Activation

Contact list:




Name: My Contact List (All contacts)

Number of contacts: 23452 contacts

ChangeDetails

Label equivalence:



1- [Email] Mail (2 Items)

customer


Email

Name

Email

Preview


Conversation Service Type:



Service:

Marketing

Activation date and time:

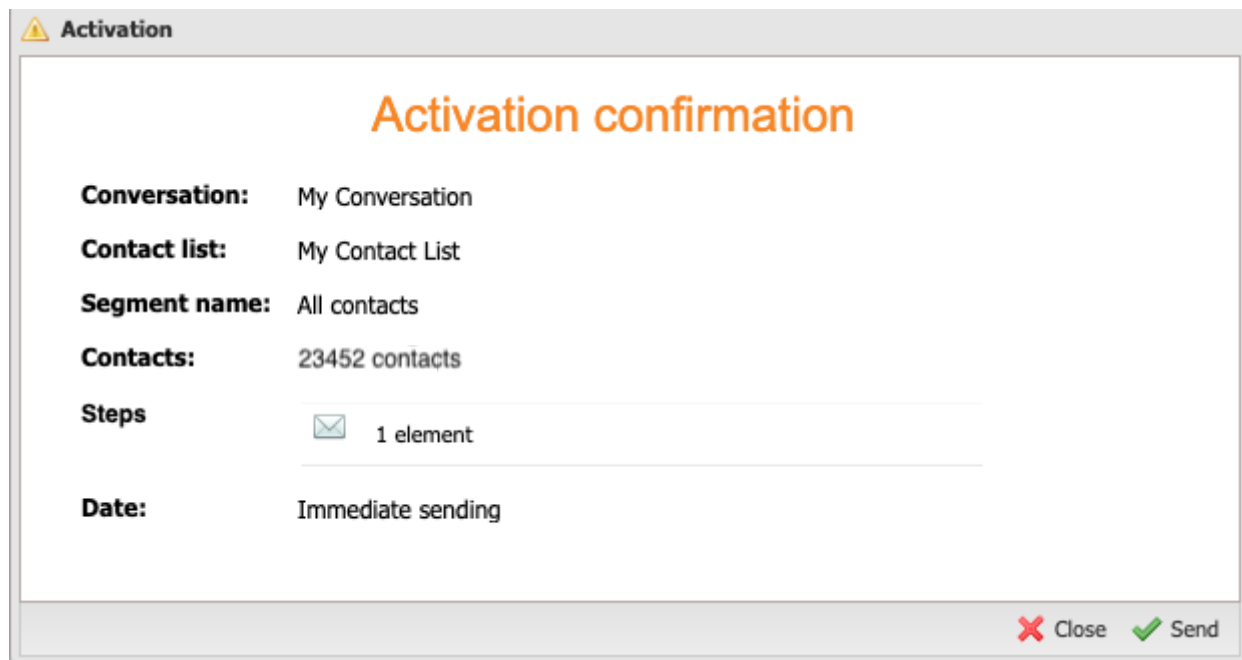


Activation date:

Immediate sending

Activate

8. You get an activation confirmation with the information abstract of your conversation. Click on Send to confirm the activation.



9. Your conversation is active now and you see the live reports window. The report will show you more data as time passes and your contacts interact with the email message.

The screenshot shows the Dana Contact Manager interface. At the top, there's a navigation bar with "Knowledge Center", "Support Chat", and "Sign out". The Dana logo is on the left, and a "Welcome" message is on the right. Below the navigation bar, there are tabs for "Home", "Conversation Manager", and "Contact Manager". The "Conversation Manager" tab is active, showing "My Conversation".

The "My Conversation" section displays the following information:

- Sending Group:** All (with a dropdown arrow)
- Refresh** (circular arrow icon) and **Edit Conversation** (pencil icon) buttons.
- Reschedule** (clock icon), **Pause** (stop icon), and **Cancel** (red circle with X icon) buttons.
- ACTIVE** (green button).

The main content area shows a play button icon and a green box labeled "Mail" with "16769 messages".

At the bottom, there are four panels:

- Contacts:** 16775
- Transactions:** 16769
- Spam:** 2
- Blocked:** 4

The **Distribution** panel shows a world map. The **Totals per Node** panel shows a bar chart for "EMAIL" with a value of 1.0. The **Distributions per Node** panel shows a green circle with "100%" and a legend for "EMAIL".

