

# GETTING STARTED GUIDE

This handy guide will walk you through the basics of adding your list of contacts, creating and sending an email and reviewing your response results. Get that down first, and there are many more exciting features to discover. Let's dive in.

## IMPORTING YOUR AUDIENCE CONTACTS

The easiest way to add contacts to your account is by importing from an Excel spreadsheet or a Comma Separated Values (csv) file. There are 5 simple steps:

- 1 From the Audience page, click **Import contacts**. From the import page, click **Create a new import** on the top right.
- 2 Read the permissions reminder, click **Yes** and click **Continue**. On the next screen, click **Upload a file** and select and your spreadsheet of contacts.
- 3 Map your fields by following the directions on the page, or click **Guess** to let us try to match them for you. If your file has a header row, check **Skip** to exclude it from your import. Click **Continue**.
- 4 Next, choose the type of import. **Add only** simply adds new email addresses in your file. **Add & update** updates every contact record to match what's in your file. Since this is your first import, choose **Add only**.
- 5 Create a new group for your import or select an existing group in your audience. Click **Continue**. Review the import summary and click **Import** to start the process.

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## CREATING YOUR FIRST EMAIL CAMPAIGN

Once you've added your list, it's time for the fun part – designing and sending your first email. Here's how it's done:

- 1 From the Campaigns screen, click **Create a new email**.
- 2 Browse the template gallery and choose the template you'd like to start with. Click **Use this template**.
- 3 The template will open in the email campaign editor. Customize your email by adding content and arranging your layout using the drag & drop design tools.
- 4 Once you have your email content looking the way you want it, click **Send test** to send a test email to yourself and anyone else you want to review your email before you officially send.

- 5 If you're ready to send your email to your list of contacts, click **Review and send**. From this page, you can choose the list you want to send it to, set the "From name" and sender email address and write the copy for your subject line and preheader text.
  - 6 Once you're all set, click **Send now** to send your email right away or **Schedule for later** to schedule your campaign for a later time.
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## REVIEWING YOUR RESPONSE RESULTS

Congrats! Your first email is out the door. Now it's time to review your response results to see how it performed. The mailing will show up in the Completed tab. Click the mailing's name to see your response results. Here's a quick tour of the metrics you'll see beyond the standard **opens, clicks and shares**:

### *Mailing Score*

The Mailing Score takes all the results that you would typically look at (opens, clicks, shares) and rolls them up into a single score that shows how your email did on a 10-point scale. It lets you quickly see how successful your email was at a glance.

### *Opens by device*

Learn more about your audience by seeing the percentage that opens your email on desktops vs. mobile devices (includes phones and tablets). Every audience is different, so understanding how yours is viewing your email helps you make smarter content and design choices.

### *Opens by client*

See the percentage of your audience that opens on different email clients (Outlook, Gmail, Yahoo, etc.). Every email client renders a bit differently, so this will help you see which client you should spend the most time designing and testing for to make sure everything looks great.

### *Click analysis*

This shows you where people are clicking within the context of your actual email. The larger the circle, the more clicks there were on that link. And if you hover over a circle, you can see the exact number of unique clicks on that link. You can also toggle between desktop and mobile views to see how your audience engages with your email on different devices.

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## THAT'S JUST THE BEGINNING!

There are many more features that will help you send your best emails ever. We're here to help you make the most of your account and to share resources that will help you get even better results. If you have questions along the way, don't hesitate to contact us.