



Opting In & Out of Auto Campaigns

Auto Campaigns

As an end user, if an administrator in your organization makes an auto campaign available to you, that campaign is not activated for you by default. You have the option to begin using it or stop using it at any time. This gives you the flexibility to ensure you are only sending out the right information to the right contacts at the right times.

Auto campaign events only trigger for contacts who belong to groups that you add to the campaign. This gives you further control over the audience of the campaign materials by ensuring only relevant contacts are targeted.

Opting In

When an admin creates an auto campaign and makes it available for you to use, you can make it active by adding one or more contact groups to the campaign.

Tip

For a new campaign, create a new contact group whose purpose is solely to be associated with the campaign. Then add only relevant contacts to that group. Contacts receive campaign materials whether they are added to the group before or after the group is added to the campaign.

To add a group to a campaign (and thus make it active for any contacts who already belong to the group):

1. Navigate to **Campaigns → Auto Campaigns**.
 - a. The grid on this page lists any campaigns (active or inactive) that have been made available to you.
2. For the new campaign, select **Actions → Edit Group Assignment**.
3. Click the **Groups** drop-down menu and select the group whose members should receive the materials specified by the campaign. You can add more than one group if you do not have a dedicated group.
4. Click the **Submit** button.

The Status column in the grid is checked for any campaign that has at least one assigned group with at least one contact in it. That is, Group Count and Contact Count must both be nonzero for the campaign to be active.

Opting Out

You can stop using an auto campaign at any time by simply removing groups from the campaign.

1. Navigate to **Campaigns → Auto Campaigns**.
2. For relevant campaign, select **Actions → Edit Group Assignment**.
3. Click the **Groups** drop-down menu and click the **Deselect All** button.
4. Click **Submit**.

The campaign is still shown in the list, but the Status column is unchecked. It will no longer trigger any actions.

To remove a single contact from a campaign, either remove them from the group associated with the campaign or use the Silence Communication feature on the contact details page.