

# University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

## ECOMM

Better emails. Better events. Better data.



Marketing Cloud Email Quick References Guide

## **Navigating Marketing Cloud**

Follow these steps navigate to the Email Creation/ Email Send section of Marketing Cloud.

- 1. Click the Email Icon in the top left of the screen.
- 2. Then 'Email' to navigate to the Email App
- 3. Once in the Email App, Select 'Email' from the Content Tab.



## **Content Folders**

The Emails, Templates and Images in Marketing Cloud are organized in Folders under the Content Tab. There are two section of folders the 'My' folders and the 'Shared'.

The 'My' folders are NOT your private folders. They are shared with all uses in your Business Unit.

The 'Shared' folders are shared across business units for all of CU. Based on the folder permissions, you may have access to view and use content in the Shared folders, but not to edit the content.

#### Creating a New Folder

Within your Business Unit you should agree on a folder structure so that content is organized and easily accessible when needed. For training/testing each user will create a folder for their emails.



- 1. Right click the 'My Emails' folder.
- 2. Then click 'New Folder'.
- 3. Rename the Folder



In the future the folder can be Renamed, Moved or Deleted, by right clicking on the folder name.

## **Email Creation**

## Create New Email From Shared Template

- Under 'My Emails' click on the sub-folder you would like to create the email in.
- 2. Click 'Create' then 'Template Based' to create a new email.





The unsubscribe footer does NOT work with the 'HTML Paste'

option. Do not select this option unless you are creating a transactional email. An HTML paste template has been created for when you want to use HTML paste.

- Click the 'Select' button to choose the template that will be used for the email.
- 4. Select one of the 'Shared Templates' to use.
- Once the correct template has been selected click 'Next' to continue.



Select a Template:				
Shared Templates     CU Templates     Layout A	4			Â
Layout B				
Layout C				
<ul> <li>Layout D</li> </ul>				
Layout E				
Layout F				
Layout H				~
STREET, STREET				
Preview :				
				^
		TTT I I		
	C	U neader	ľ	
Loft			Right1	

- Enter a Name/Title for the email. Note that name will not be viewable by the receiver of the email.
- Enter a Subject Line for the email and if needed a Preheader.

A preheader is the short summary text that follows the subject line when in some email clients and on mobile. If the text is over the email clients limit no text will be displayed. For preheader best practices see the following MC blog post:

Emails > Training - AE > Create Template Based Email	
∃ Template	
Template (required)	
Layout D	Select
∃ Properties	
Email Name (required)	
My First Email	
Email Subject (required)	
Marketing Cloud Training	🛒 🕵
Preheader	expand 🔻
Location	expand 🔻
My Emails/Training - AE	Select
Target Language	
United States - US-ASCII V	

http://www.exacttarget.com/blog/10-tips-for-successful-email-preheader-text/

8. Once Name and Subject have been entered click the 'Save' button at the top of the screen to continue.

### Add Email Header

- 9. Click into the header section to add the header.
- 10. Click Create Content and then Content.





- 11. Select Image Only
- 12. Click Next

- 13. Select 'Folder' as the source of the image.
- 14. Select 'Shared Portfolio' folder and then 'CU Brander headers' folder and then your campus folder from.
- •

Portfolio folders hold email assets such as images.

- 15. Select the Image you would like to use.
- There are black and white version of each header. If you do not see a header email contact@cu.edu to request one.

equest one.

- 16. Click 'Next' to continue.
- 17. Set Content Properties, background and border color and padding.



Padding on headers should always be updated to **20 pixels**.



If you select a black header be sure to set the **background color** to **black**.

18. Click 'Next' to continue.



Select Image: Choose an image for	vour content area	
13 Source: Folder	Other URL	
Look in folder : Use Image: (red BeBc	Uboulder Upload  Portfolio CU Branded buttons CU Advancement CU Advancement CU Advancement CU Abuttors CU Faulder	Autori Affrity Groups
boulde	CU Denver CU System UCCS eComm_TRAINING_Feb16 ∰ Misc CU branded assets	lder_alumni-affinity_white
Image Size : ) s Url : Url : Conversion Trac	mall Omedium Iarge Original	Page 1 of 11 14 4 >>>1
		< Back Next > Cancel



19. Preview the Image, then click 'Save' to finish adding the image to the header.

## Add Email Footer

20. Click on the bar at the bottom of the screen.

1		
1		
1		
1	No Content	
1	20	1

- 21. From the folder list select 'Shared Content' and then ' FOOTERS'.
- 22. Click the right and left arrows to scroll through the footers in the folder.
- 23. Select the footer you would like to use.
- 24. Drag the footer into the footer content area.

		24	CU Unit	Footer			~
My Contents     My Contents     Do NOT USE-FOR DE     FOOTERS 21     My Surveys	We of Baharland MD + analosid PM The and the set is a variable of the set the set of the set of the set of the set of the set is a set of the set of the set of the set of the set is a set of the set is a set of the	disease or an and a second sec	And the state of t	Reporter.	Alternational Analysis Alternational Analysis Alternational Analysis Alternational Analysis Alternational Analysis	Acceleration of the second sec	22
	All CU_Email List Emails_Footer	FOOTER_no logo	FOOTER_w Be Boulder logo_center	FOOTER_w Be Boulder logo_left	FOOTER_w CU logo_center	FOOTER_w CU logo_left	

#### 25. Click the bar hide the content bar.



26. Click into the footer section to update the footer with the correct information, and then 'Modify Content'



- 27. Update the Address and other information
- 28. Click 'Save' button to continue.



## Add Personalization Text

30. Click 'Text Only'

31. Click 'Next' to continue.

- 29. Click into one of the content areas, click 'Create Content' and then Content.
- Type: Empty Content
   right

   Lack Content
   Lack Content

   Content
   29

   Dynamic Content
   right2
- Select Orientation:

   Choose a thumbnal that defines the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Image Only

   Image Only

   Image Content

   Image Left

   Image Right

   Origon of the initial layout of your content area

   Origon of the initial layout of your content area

   Image Only

   Image Content

   Image Right

   Origon of the initial layout of your content area

   Image Dottom

   Image Left
   Image Right

   Origon of the initial layout of your content area

   Image Fight

   Ima
- 32. Update 'Content Area Properties'.
- 33. Click 'Next' to continue.



34. You can add text and first name personalization.

Personalization can be added two ways.

- a. By typing %% before and after the field name, for example:
   %%First Name%%.
- b. Or by selecting the field from the Personalization list.

Edit 🔻 Format 🕶	Insert  Personalization  34 ientation	🤌 Edit 🕻 htm
VI 🗶 🖥 🛍 i 🦘	C Executive Vice Chanceller Lilly Marke Communique	^
vrial 🚽 10	Executive vice on ancellor billy marks communique	
	Forever Buffs Insider	
	Forever Buffs Online Community	
	Freestyle Skiing	
%%First Name%%	Getches-Wilkinson Center	
	Giving Opportunities	
	GLBT Alumni News	
	Hispanic Alumni News	
	Hockey	
	Home City	
	Home State	
	Home Street 1	
	Home Street 2	
	Home Zip	
	Humanities Program	
	International Attains	
	International Student and Scholar Services	
	Invitations from Chancellor Phil Disterano	
	lournalism and Mass Communication	
	Laboratory for Atmospheric and Space Physics	
	Lacrosse	
	Last Name	
	Leeds School of Business	
	Legislative Updates	
	Mailing Address	
	Norlin Scholars	
	Office of International Education	
	Office of the Vice Chancellor for Recearch	×
	N .	>

Note the personalization list includes all of the email preference fields as well as the Personalization fields. Below is a list of the current personalizations available.

Field Name	Personalization String	Example
Email Address	%%Email Address%%	MickeyMouse@disney.com
First Name	%%First Name%%	Mickey
Last Name	%%Last Name%%	Mouse
Advance ID	%%Advance ID%%	100000
Preferred Name	%%Preferred Name%%	Mickey
Prefix	%%Prefix%%	Mr
Home Street 1	%%Home Street 1%%	1234 Disney Way
Home Street 2	%%Home Street 2%%	Apt A
Home City	%%Home City%%	Orlando
Home State	%%Home State%%	FL
Home Zip	%%Home Zip%%	74174
Mailing Address	%%Mailing Address%%	1234 Disney Way Orlando, FL 74174 United States

Contact_ID	%%Contact_ID%%	003o00000YVXRT
------------	----------------	----------------

## Changing Content Area Type anding a Image

35. From the top of the wysiwyg editor select 'Orientation' and then 'Image Bottom'.



36. Click the insert image icon.



- 37. Select the 'Shared Portfolio Folder' and the 'CU branded buttons'
- Select the button you would like to use. Not there are several pages of buttons.
- Choose an image for your content area Source: 
  Folder Other URL + Dortfolio ~ Shared Portfolio CU Branded buttons 37 ~ 🗊 🚞 CU branded headers Upload... Use image: ~ 38 JOIN US REGISTER register\_bevelled\_black register\_bevelled\_blue joinus border gold Page 2 of 3 14 4 > >1 Image Size : Original ⊖ small ⊖ medium ⊖ large 39 OK Cancel
- 39. Click 'Ok' to continue.

University of Colorado | eComm

Select Image:

40. Select the 'HTML' tab to view and edit the content html.

Edit 👻 Format 👻 Insert 👻 Personalization 👻 Orientation 👻 🧷	Edit (html)
	40
Hi %First Name%	
I hope you are enjoying the training.	
001100	

- 41. To ensure the button renders correctly on mobile devices add the limportant tag to the image. This is not required but should be added if the images are not rendering correctly on mobile.
- 42. Click 'Edit' tab to go back to the wysiwyg editor.

Edit  Format  Insert  Personalization  Orientation  Edit
<pre> Hi %First Name%</pre>
<pre>  </pre>
<pre> I hope 41 are enjoying the training. </pre>
<pre><pre><pre><pre>align"center" style="margin-top: 0px; margin-bottom: 0px;"&gt; <img !important="" alt="joinus border gold" border="0" height="47" id="image-placeholder" src="http://image.communications.cu.edu/lib/fe9213727561017c7c&lt;br&gt;/m/1/joinus_border_gold.jpg" style="margin:&lt;/pre&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;&lt;pre&gt;0px;" thid="ceef25b5-7a28-48ca- afef-fd14c6de3284" title="joinus border gold" width="147"/></pre></pre></pre></pre>

## Add a Second Image to the Section

43. From the top of the wysiwyg editor select 'Orientation' and then 'Image Top'.

Repeat choosing Image Left and Image Right. Notice how the editor automatically reformats the content.

Format 🔻	Insert 🔻	Personalization 🔻	Orientation	•	🧷 Edit 🔇 htm
			ΩΓ		Text Only
▼ 10		TUEEE			Image Only 43
				1	Image Bottom
					Image Left
				=E	Image Right
		JOIN US			Free Form
lame%					
are onioving th	o training				
	Format	Format V Insert V		Format V Insert V Personalization V Orientation	Format     Insert     Personalization     Orientation       Image: Second se

- 44. Now select 'Free Form' from the Orientation list.
- 45. Click 'OK' to continue.







46. The insert image icon is now enabled. Click the icon to add a second image.



- 47. Select 'Other URL'
- 48. Enter URL of an image. For example: http://www.cu.edu/sites/ default/files/media crop/ 685/public/ath ralphie.png
- 49. Click 'OK' to continue.

Source: OFo	lder   Oth	er URL 47		
WWW.cu.edu/sites/	default/files/me	dia crop/685/pt	ublic/ath ralph	ie.png Validate URL
				48
Image Size :	) small	) medium	◯large	Original

- 50. Click 'preview' tab to preview the email.
- 51. Then click 'Mobile' icon to preview as mobile.

My Emails > Training - ASE > My First Email - ASE	Add Campaign Association
🖺 Properties 🥜 Edit   📩 Send 👻 🖺 Send Preview 🏠 Content Detective 📓 Validate 📓 Save as Template	
Preview Mode: 51 To view this email as a web page, go here.	preview (html) text

## Additional Email Steps



Content Detective will validate your email for any Spam filter issues.

Validate will validate that any code or personalizations used in the email are correct.

Save as Template will save the email with the content as a template in the 'My Templates' folder.

## **Email Send**

From Email Folder

- From the email folder select the Email you would like to send by clicking the check box.
- 2. Next click 'Send' and then 'Guided Send'

From Email

 /2. If you are already in the email simply click 'Send' and then 'Guided Send'.



🔁 Properties 🥜 Edit   🛃	🕈 Send 👻 🛅 Send Previ	w 🔝 Inbox Preview 🛆 Content Det	ective 👿 Validate 🛛 Save as Template
Show content borders	Guided Send	2	
		<b>F</b>	Alumni Affinity Groups

3. Click 'Next' to continue into the Guided Send Wizard.



4. Select the Recipient Source of 'Salesforce reports or campaigns'.



 $\Rightarrow$ 

Do NOT select the first option.

Always select 'Salesforce reports or campaigns'.

5. Click 'Next' to continue.

Send Email		×
Choose Recipient Source		
Recipients: lists, groups or audience     Salesforce reports or campaigns		
	< Back Next > Cancel	1

6. Click the first 'Add' button to add an inclusion report.

An **Inclusion Report** is the list of contact the email will be sent to.

**Campaigns** will be used for the inclusion list when the send is related to Cvent Events and Contact ID list I loads (eg: Advance IDs Employee IDs ect).

Contact your MEC for help with ID upload list.

7. Enter the Name or part of the name of the report you want to use.



You need to know the names of your salesforce reports.

8. Click the 'Find Now' button.

Name :	contains	✓ Sample	7	
Note: To en: or your send	sure a successful send, a will fail.	column in your report must	contain 'Contact ID' or 'Lea	d ID' in a column nam
sults:				8 Find N
-		-		
Name		Туре	Owner	
		Type	Owner	
Name	solav	iype	Owner	

	e the following Re	eports selected			
Add	Remove				
You hav	e the following Ca	ampaigns selec	ted:		
Add	Demaus				
Aug Send tra	cking data to Sales	force			
Allow du	plicate email addre	sses in send			
	all of these people h	nave opted in.	/iew Certification S	Statement ]	
I certify					

- 9. Select the report you want to use by checking the checkbox next to the report.
- 10. Click 'OK' to continue.

Name :	contains	✓ Sample		
column nar	ensure a successful send, a co ne or your send will fail.	olumn in your report must	t contain 'Contact ID' or 'Le	ad ID' in a
esults:				Find Now
Name		Туре	Owner	
9	e Exclusion Report	Report	Anne Early	
Sample	e Report: # of Accounts	Report	Anne Early	
Sampl	e Report: # of Cases	Report	Anne Early	
Sample	e Report: # of Contacts	Report	Anne Early	
<				>
Page 1 of 2	(33 items)			1 <u>2</u>
	(		10 ок	Cancel

- 11. Update Check boxes.
  - a. Send tracking data to Salesforce. Checked by default, uncheck the email does not need to be tracked in Salesforce.
  - Allow duplicate email address in send.
     Unchecked by default, check only if there is a need to send the email to the same email address more than once.

Send Email			×
Choose Salesforce Report or Campaign Search to find the Salesforce Reports or Campaigns you want to send to			
You have the following Reports selected: Sample Exclusion Report			
Add   Remove     You have the following Campaigns selected:			
Add       Remove         Send tracking data to Salesforce         Allow duplicate email addresses in send         I certify all of these people have opted in. [ <u>View Certification Statement</u> ]		12	
	< Back	Next >	Cancel

- c. Check the 'I certify all of these people have opted in.' This box must be checked to continue.
- 12. Click the 'Next' button to continue.

- 13. Select the exclusion report for your department.
- An Exclusion Report is the list of contacts the email should NOT be sent to even if the contact is on the inclusion list. these are the people that have opted out of the emails.
  - 14. Click 'Next' to continue
  - 15. Enter the Name or part of the name of the report you want to use.
  - 16. Click the 'Find Now' button.

17. Select the report you want to use by checking the checkbox next to the report.



All unsubscribe reports have the word 'UNSUB' in them.

18. Click 'OK' to continue.

Send Email		х
Exclude Salesforce Report or Campaign Search to find the Salesforce Reports or Campaigns you want to exclude from sen	ding to	
You have the following Reports selected:		
Add 13 Remove		
You have the following Campaigns selected:		
Add Remove		
	14	
	< Back Next > C	ancel

Name :	contains	V 09_UNSUB_A	dvancement Events	5
Note: To en a column nan	sure a successful send, a ne or your send will fail.	column in your report mus	t contain 'Contact ID' or 'I	Lead ID' in
esults:			16	Find No
Name			Long to the second s	
		Туре	Owner	
		Туре	Owner	
		Туре	Owner	>
lo items to di	splay	Туре	Owner	>

Name : contains	V 09_UNSUB_Ad	Ivancement Events	
Note: To ensure a successful send, a column name or your send will fail.	umn in your report must	t contain 'Contact ID' or 'L	ead ID' in
esults:			Find Now
Name	Туре	Owner	
09_UNSUB_Advancement Events	Report	Anne Early	
17			
17			
17			3

19. You can update the Email Subject.

Send Email				
Set Send Optio Set the from nar	<b>ns</b> ne, subject line and other option	ns for this send		
Subject :	Welcome to Ecomm	19	Insert 🔻	

- 20. From Options/Send Classifications
  - a. Always select a Send Classification. Do Not select first Radio Button option.
  - b. Once you have selected a Send Classification verify that the delivery profile is 'CU FOOTER FOR ALL EMAIL"

Use the following from name and add	ress		
Select a send classification			
CU Advancement Events		~	
Overwrite sender profile with :	CU Advancement Events	×	
Overwrite delivery profile with	CU FOOTER FOR ALL EMA	$> \vee ($	В

c. Do NOT select a send classification of 'Default Commercial' or 'Default Transactional'

From Options     Use the following from name and address     Select a send classification
CU Advancement Events
Advancement
CU Advancement Events C Default Commercial Default Transactional
Sen Johnnie Ray Vice President Ac NEVER Select a send classification of matt.roush@cu.edu
test advancement classificatio 'Default Commercial' or 'Default Transactional'

21. Select location of tracking information, by default it will be saved in the "My Tracking" folder. If subfolders have been created a subfolder can be selected.

Send As Multipart MIME		
Track all links found with	in this email	
Suppress this send from	reports	
Tracking Destination:		
My Tracking		
		- 2
Testing Options		
Send all emails to:		
	subscriber in your list will be sent directly to the address you enter	
Note: An email for each s		~
Note: An email for each s above (i.e. selecting a list	with 50 subscribers will send all 50 emails to the test address)	

22. Click 'Next' to continue.

- 23. Select Send Time.
- 24. Click 'Next' to continue.

All and time to send the email				Canad	Calculate Can
d Email Innecidately The email will be serit upon completion of this wizord. Later The email will be serit at the date and time specified below: Thursday, January 21, 2016			email	send date and time to send t	Select the date
Imamodiately       23         The email will be sent upon completion of this wizard.         Later         The email will be sent at the date and time specified below:         The mail will be sent at the date and time specified below:         Thursday, January 21, 2016         Image: Solo AM					
Junediately The email will be sent upon completion of this wizard. Jate The email will be sent at the date and time specified below: Thursday, January 21, 2016 Solo AM Y				d Email	- Send E
The email will be sert upon completion of the wizord.				Immediately	) Im
Later The email will be sent at the date and time specified below: Thursday, January 21, 2018		is wizard.	pon completion of th	The email will be ser	T
Thursday, January 21,2016		manified below	t the date and time of	Later The empil will be con	
Thursday, January 21, 2016 📴 6 00 AM 💌		pecified below:	t the date and time s	i ne email will be ser	
		6:00 AM	ary 21, 2016	Thursday, Ja	
24					
24	24				
24					

- 25. Confirm information Send information is correct and check the 'This information is correct' checkbox.
- 26. Click the 'Send' button to send the email.

Email	My First Email	Preview	^
Subject :	Marketing Cloud Training	Auren Aberte Genan	
Preheader:	Harteang cloud Harting	and the second	
From :	University of Colorado <email@communications.cu.edu></email@communications.cu.edu>		
De-duplicate Subscribers	True		
Multipart MIME :	Yes		
Link Tracking :	True		
Suppress from Reports	False		
Tracking Folder:	Test Send Emails		
Recipients			
Salesforce Report: Training	Sample Include		~
his is <b>not a test email</b> and	will be sent immediately.		
nis is <b>not a test email</b> and	will be sent immediately.		





## **Email Tracking**

- To view email tracking information select the 'Tracking Tab' then 'Sends'
- Click into the 'My Tracking' folder on the left.
- Click on the Email Name hyperlink to view the tracking information

<b>†</b> Email Overview Cor	ntent 🗸 Subscribers	✓ Interactions ✓ A/B Testi	ing Tracking	Admin
Tracking 11	My Tracking		Sends 1	
🖃 📄 My Tracking 2	💠 Move  🗑 Delete 🔰	Pause Send 🌓 Resume Send 🧕	Canc Reports	re Email Sends   Sl
Salesforce Mass Sends	Job ID	Name	Data Data	Status
Salesforce Single Sends	266055	Basic Template Test Email	6/24/2015 3:46 PM	Complete
Triggered Sends	1033833	Test Email Upload Test E	1/14/2016 6:41 PM	Complete
Journey Builder Sends	1045454	kim test w russ	1/19/2016 6:43 PM	Complete
A/B Testing	1045460	kim test w russ	1/19/2016 6:50 PM	Complete
• My Reports	1048181	Test Email Upload Test E	1/20/2016 7:55 PM	Complete
Report Status and History	1048193	Test Email Upload Test E	1/20/2016 8:04 PM	Complete
Administrator Reports     Email Send Report	1048244	Test Email Upload Test E	1/20/2016 8:45 PM	Complete
Email Sends by User	1050003	Test Email Upload Test E	1/21/2016 12:37 PM	Complete
	1050088	Test Email Upload Test E	1/21/2016 1:20 PM	Complete
Email Reports     Email Porformance Ry Attril	1050287	Test Email Upload Test E	1/21/2016 2:34 PM	Complete
Email Performance by Auto     Email Performance by Dom	1050296	Test Email Upload Test E	1/21/2016 2:38 PM	Complete
Email Performance by List	1053150	Test Email Upload Test E	1/22/2016 5:41 PM	Complete
Email Performance for All D	1053166	Test Email Upload Test E	1/22/2016 5:50 PM	Complete
Email Performance Over Til     Single Email Performance t	1061433	My First Email - ASE	1/26/2016 12:08 PM	Complete
Custom Reports				

4. The 'Overview' tab provides open rate information.

Select Recipients Exp	ort									
Oveniew Click Activ	ty Conversions Surveys Job L	inks								
∃ su <mark>4</mark> ,			Inbox Activity							
Job ID: 1061 Name : My Fi	433 rst Email - ASE		Viewing : Current Acti	vity ~	Unique					
Subject : Welc Date Sent: 1/26/	ome to Ecomm 2016 12:08 PM		Opens	1	1		i.	-		10
Total Sent: 1			Clicks	0	0	0%				
Data Extensions: Sales ad87	-14f0111a8e46 (1) sent		Forwards	0	0	0%				
(Usin	(Using All Subscribers)(1 sent)		Conversions	0	0	0%				
Send Performance			Surveys		0	0%				
	Delivery Rate: 100%		Unsubscribes	-	0	0%				
	Total Bounces:	0								
	Hard Bounce:	0	Unengaged Subs	cribers						
Soft Bounce: 0			Unique							
	Block Bounce:	0	Total Delivered	1						
	Delivered:	1	Did not click	1						
🚽 Open Performance			Did not open	0						
		Forward to a Fri-	end Activ	rity						
	Open Rate: 100%			Total	Uni	que				

5. The 'Click Activity' tab provides click rates for each link included in the email.



## **Additional Resources**

## Marketing Cloud Help

To find Marketing Cloud help, click the arrow next to your name at the top right of the screen and select 'Marketing Cloud Help'

CU System University Rela	✓ Welcome Anne Early ✓	salesforce marketing cloud	
	SETTINGS Administration Cloud Preferences Hide Tips	Home / Documentation / Ema TABLE OF CONTENTS Getting Started Admin	Email
	BackOffice Marketing Cloud Help Salestorce Success Community Salesforce University	Content Subscribers Interactions A/B Testing Tracking Inbox Tools Integrations Resources Enteroise	Getting Started Navigation The Getting Started Guide For Reself Account Administrator For Marketers Get Access to Drag & Drop Segmentation before the Official Roll Out Email Application Admin Content
	Logout	Line proc	Content Subscribers Interactions A/B Testing Tracking Inbox Tools