

Marketing Cloud Campaigns ^[1]

March 18, 2022 by [Melanie Jones](#) ^[2]

Marketing Cloud Campaigns provide a way of grouping similar emails together. That way, Campaigns can be used in [Datorama Reporting](#) ^[3] to present data for certain emails. For example, rather than reporting on all emails within a Business Unit, you could view emails that are part of a particular Campaign (like a monthly newsletter, or football invitations).

NOTE

- Emails must be associated to a Campaign before being sent to be captured in the Campaign in Datorama Reporting.
- Marketing Cloud Campaigns and [Salesforce Campaigns](#) ^[4] are not associated to one another.

Create Campaign

- **Hover University of Colorado** in the top left
- Select **Campaigns** in the top navigation
- Click the blue **Create Campaign** button in the topright corner. A pop-up will appear.

Campaigns

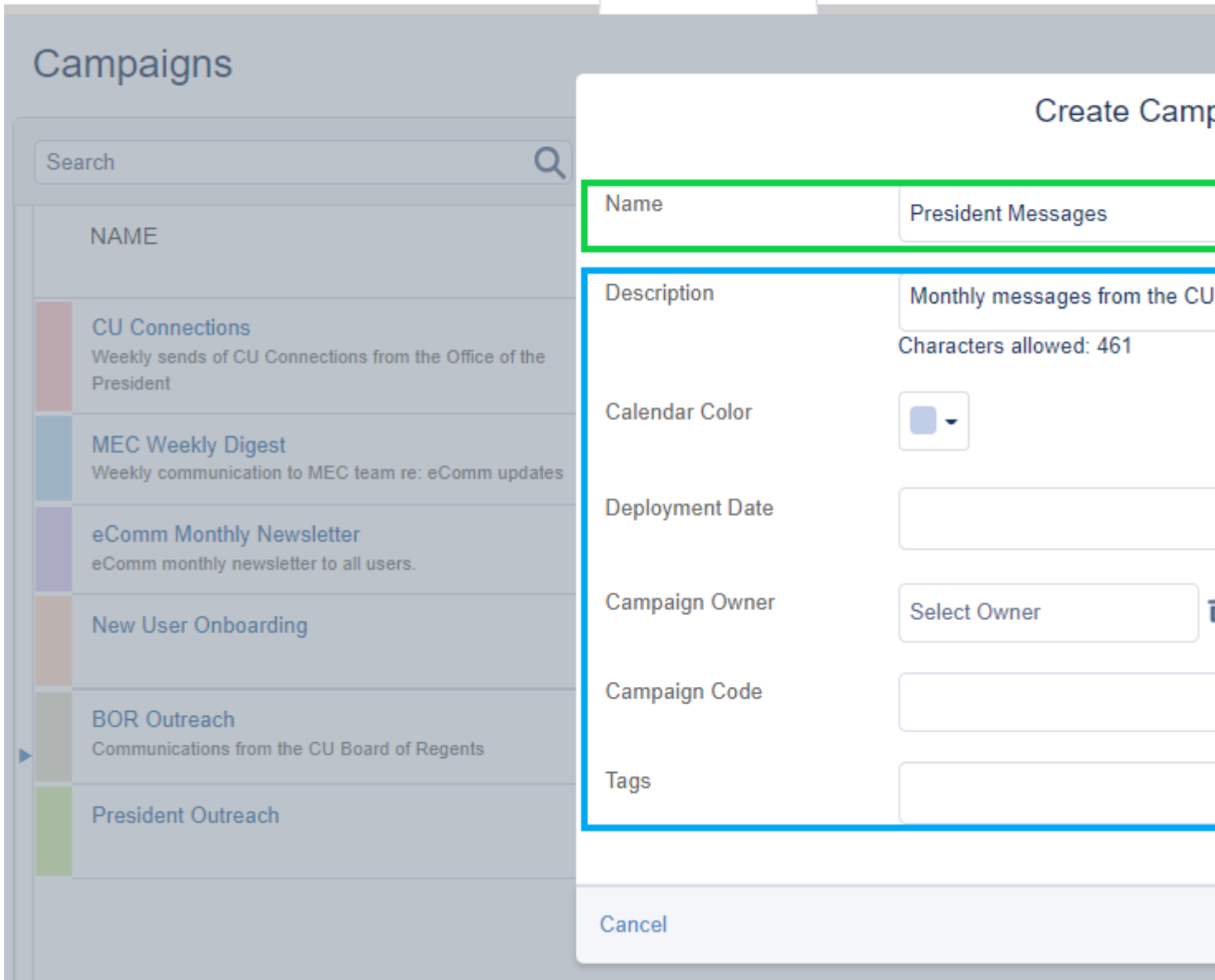
Search



NAME	STATUS	CREATED DATE	↑	DE
CU Connections Weekly sends of CU Connections from the Office of the President	Deployed	August 21, 2019 12:03 PM		AU
MEC Weekly Digest Weekly communication to MEC team re: eComm updates	Deployed	August 21, 2019 12:35 PM		AU
eComm Monthly Newsletter eComm monthly newsletter to all users.	Deployed	October 23, 2019 3:38 PM		Ma

- Required
 - **Name** | Name your campaign.
- Optional
 - **Description** | Give your campaign an optional description.
 - **Calendar Color** | Assign a color to your campaign from the color picker.
 - **Deployment Date** | Assign a date when you campaign starts.
 - **Campaign Owner** | Designate a person in charge of the campaign.
 - **Campaign Code** | Add an optional unique code to identify the campaign in reporting. This can't be automatically generated or enforced at a system level.
 - **Tags** | Add tags to the campaign for organization and tracking

Click the blue **Create** button.



Associate Email to Campaign

- Within **Email Studio**, navigate to **Edit Email**. You should be on the first tab, **Properties**.
- Click **Add** in the **Campaigns** section



Email

Overview

Content

Subscribers ▼

Interactions ▼

A/B Testin



Edit Email

20220208_eComm News_Marketing Cloud



Properties



Content



Preview and Test

Creation Method:

Template



CU Template Set 4 (2 of 3)

Created: 3/10/2019

Modified: 3/10/2019

[Change Template](#)

Define Email Properties

Enter text in the required (*) fields then hit Save or Next

Name *

20220208_eComm News_Marketing Cloud

Description

Apple Mail, Feb. 8

Location *

2022

Campaign

[Add...](#)

- In the pop-up, **select the Campaign** you want the email associated with.
- Select the blue **Save & Continue** button in the bottom right.

Select a Campaign

Search



NAME & DESCRIPTION

CAMPAIGN

CU Connections

UR_O

Weekly sends of CU Connections from the Office of the President

 President Outreach

Pres_

MEC Weekly Digest

MEC_

Weekly communication to MEC team re: eComm updates

eComm Monthly Newsletter

ECOM

eComm monthly newsletter to all users.

BOR Outreach

BOR

Communications from the CU Board of Regents

President Messages

1 - 7 of 7 items Per Page

Cancel

Related Content

- [Datorama Reporting Overview](#) [5]
- [Use Datorama Reporting](#) [3]

Display Title:

Sender Profiles, Delivery Profiles and Send Classifications

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-campaigns>

Links

[1] <https://www.cu.edu/blog/ecommerce/wiki/marketing-cloud-campaigns> [2] <https://www.cu.edu/blog/ecommerce/wiki/author/39> [3] <https://www.cu.edu/blog/ecommerce/wiki/marketing-cloud-intelligence-reports>
[4] <https://www.cu.edu/blog/ecommerce/wiki/manage-campaign-members> [5] <https://www.cu.edu/blog/ecommerce/wiki/marketing-cloud-intelligence-reports-overview>