



**connect**<sup>TM</sup>  
gloooq powered by bmail

# User Guide



**revolutionare**<sup>TM</sup>  
NG Email technology

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# Launch a campaign

60 seconds and your ad is live

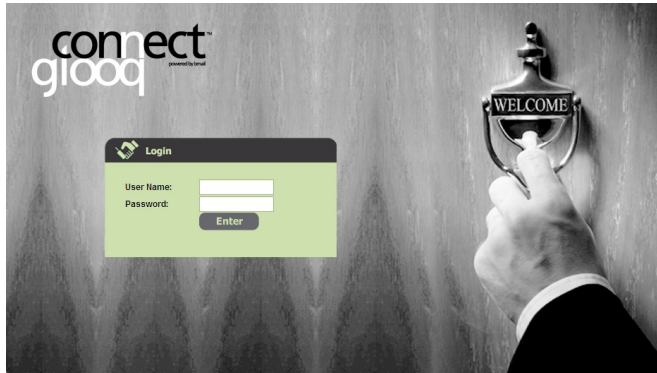
## Step 1

### Log on to the system

Log on to your administration system.

In most cases, the administration's system URL is <http://yourservername/gloog>.

Enter the username and the password.



## Step 2

### Launch campaign

The first screen you see is the Statistics screen.

This screen is empty since you don't have any campaigns yet.

If you want to create a new campaign, click **Launch campaign**.

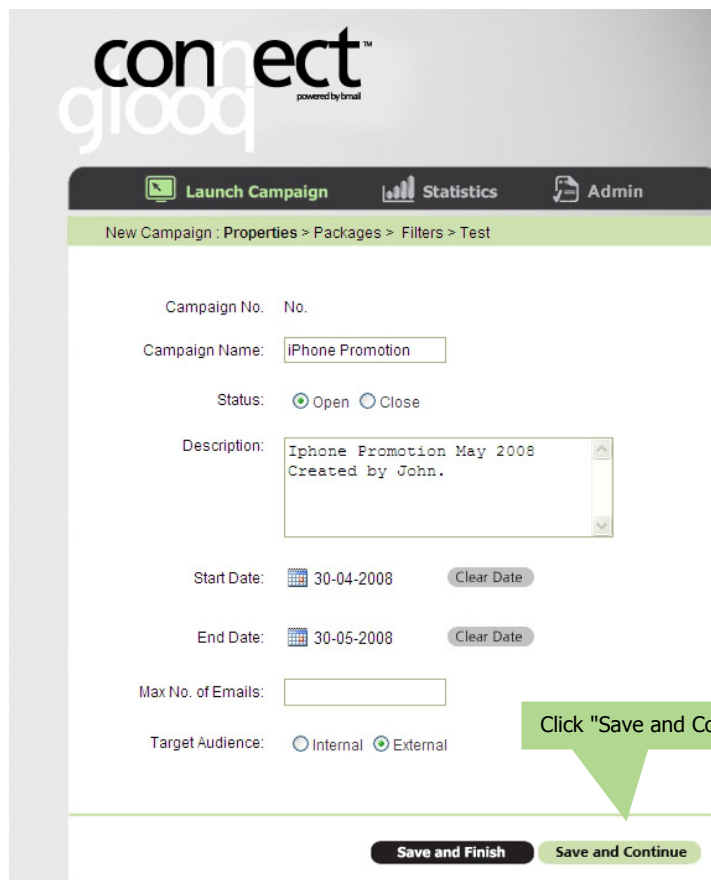


# Step 3

## Setup the campaign

Define the main properties of your campaign and don't forget to click **"Save and Continue"** [all the fields below are optional]

- ❖ **Campaign Name** - Give your campaign a unique name.
- ❖ **Status (Open / Close)** - Enable your newly created campaign or disable it. [default – open]
- ❖ **Description** - Type a short description for your campaign.
- ❖ **Scheduler (Start Date / End Date)** – You can use the scheduler to select the Start Date and an End Date. When the end date is reached, the campaign will be closed automatically.
- ❖ **Max No. of Emails** - You can limit the number of emails sent out with this campaign. When the Maximum number is reached, campaign will be closed automatically.
- ❖ **Target Audience**  
Internal - Microsoft Exchange 2000/2003 internal installation only. (Premium model)  
External - Every email delivered to external recipients

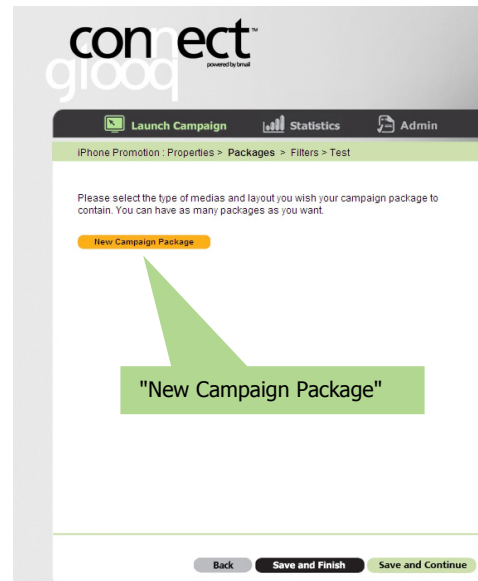


## Step 4

### Build a campaign package

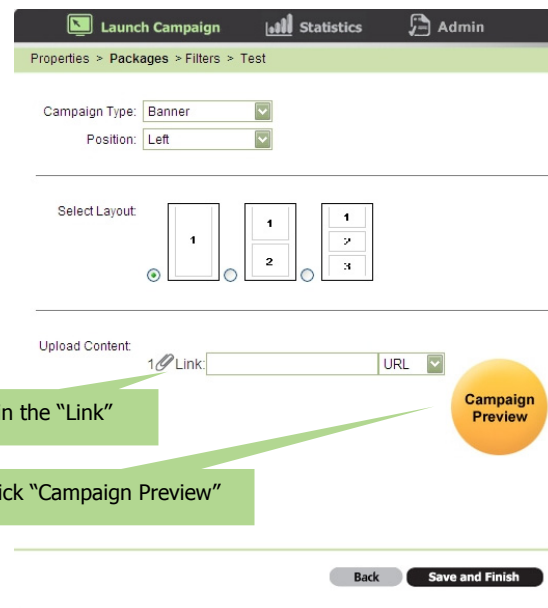
A Package is a set of banners/text ads, which forms your campaign. You can have as many packages as you want in one campaign. [If you have more than one package, they will be picked randomly]

To build a package, simply click on "New Campaign Package".



### Define Package properties

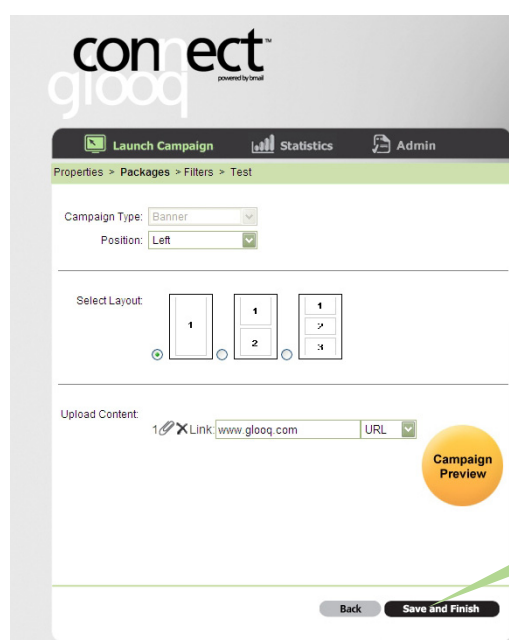
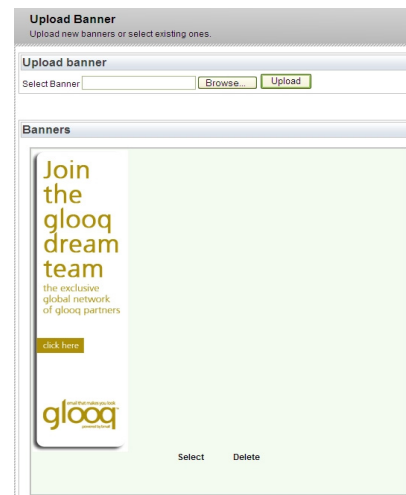
- ❖ **Campaign Type** - Banner / Textual Ad
- ❖ **Position** - Left / Right / Top / Bottom
- ❖ **Select Layout** - select the layout according to the banner's dimensions
- ❖ **Upload Content** - To upload the content or to create a new text ad, just
- ❖ select the layout according to the banner's dimensions  
click on the "clip" icon



## Upload banners

1. Click **"Browse"** and locate the relevant banner.
2. Click **"Upload"** to upload the banner to the system.
3. The only file types that are supported:  
**gif, animated gif and jpeg.**
4. After you select the banner, close the window.

Later on, you can use the uploaded content in various campaigns.



## Define Package properties

1. Fill in the **"Link"** field. This will determine where the banner is linked.
2. Click **"Campaign Preview"**.
3. When you are content with your campaign, click **"Save and Finish"**.

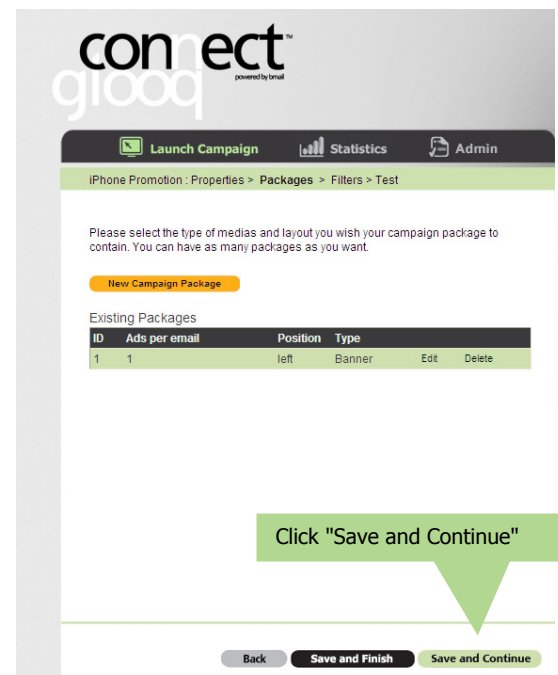
Click "Save and Finish"

## Short Summary

In this screen, you will see a short summary of your Campaign.

**Package #1:** 1 Banner Position – left.

If you want to edit your package, click **"Edit"**.  
If not, click **"Save and Continue"**.



Click "Save and Continue"

# Step 5

## Create Filters

In this screen, you define which users (senders) can send emails with this campaign, and you can also determine who will receive them (recipients).

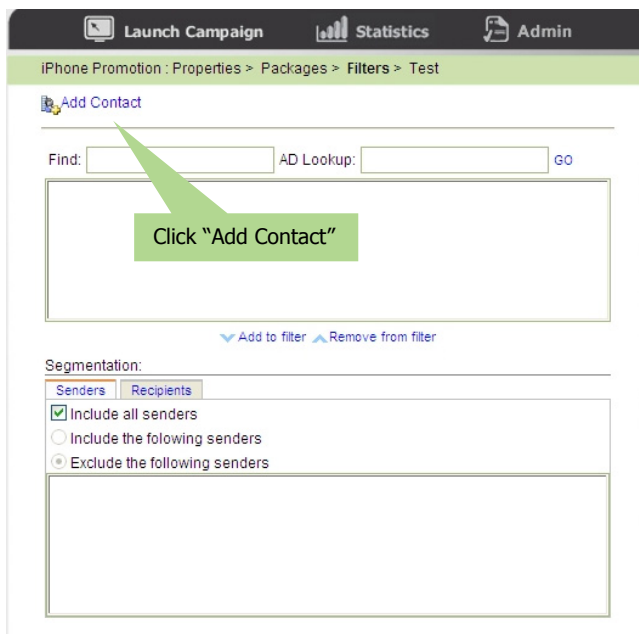
**Add Contact** - you can manually add a contact by typing the address or you can just import the list from a CSV file.

**Find** - Locate the users that you have in your filter box.

**AD Lookup** - Active Directory search for users / groups.

**Segmentation** - You can include or exclude specific users / groups / domains.

To add a new contact to the filter click **"Add Contact"**.



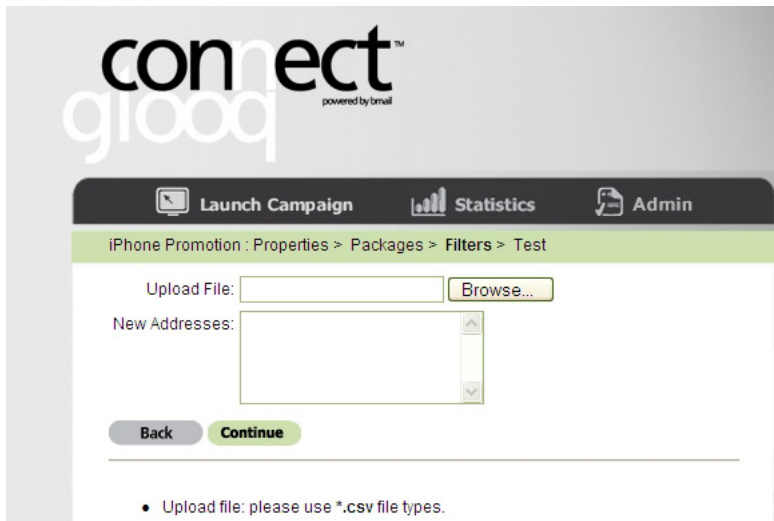
## Add contact

1. You can upload a CSV file with your email addresses.
2. You can manually add contacts by typing the address in the following format:

**Email:** [user@domain.com](mailto:user@domain.com)

**Domain:** domain.com

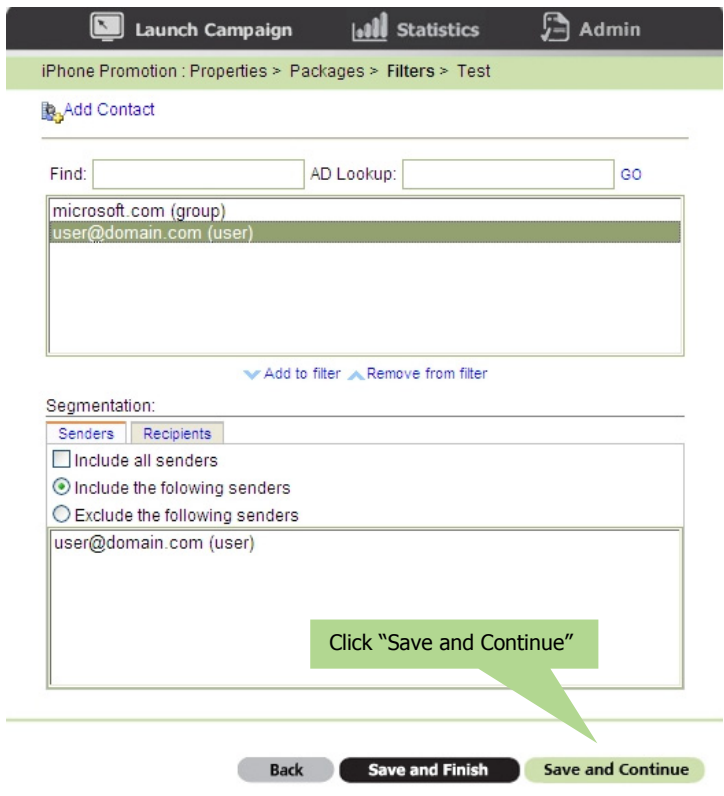
To save the changes, click **"Continue"**. To discard the changes, click **"Back"**.



## Apply the Filter

1. After you add the names to the filter, you can select whether to include them or exclude.
2. Just select one or more records, and click **"Add to filter"**.
3. You can easily remove records, by clicking **"Remove from filter"**.

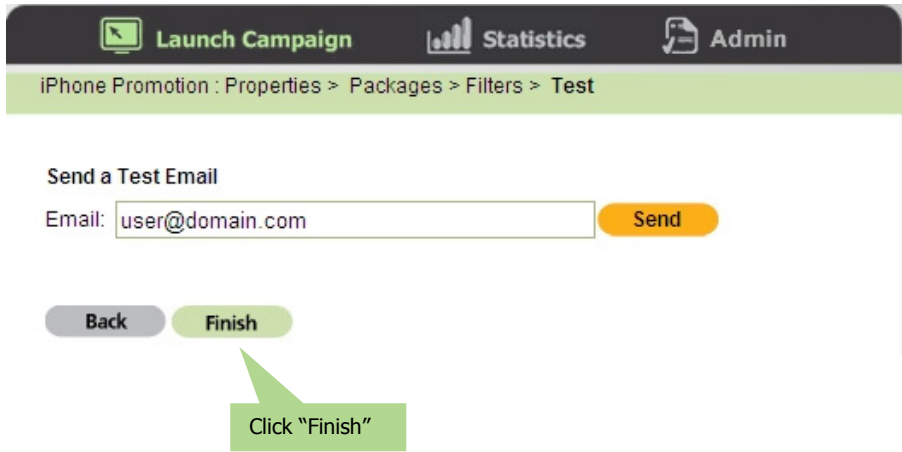
After you define the filter, click **"Save and Continue"**.



## Step 6

### Test campaign

Simply fill in a designated email address and see for yourself how your campaign will look. After you receive the email message, click **"Finish"**.




# Statistical analysis


View the results in real time

## Campaign Statistics

In this screen, you can view the status of your campaign.  
If you have multiple campaigns, you can click **"Overall Statistics"** to view statistics for all your campaigns' history.

% - CTR (Click through Rate) for one campaign.

 - Edit campaign.

 - Copy campaign.

 - Delete campaign.



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Launch Campaign   Statistics   Admin

Statistics

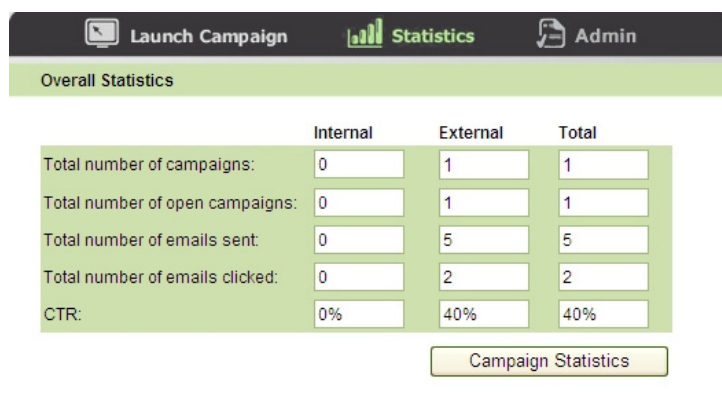
| No. | Name             | Status | Start    | End      | Exposure | Clicks | CTR   |
|-----|------------------|--------|----------|----------|----------|--------|-------|
| 1   | iPhone Promotion | open   | 30/04/08 | 30/05/08 | 5        | 2      | 40.0% |

Overall Statistics

Click "Overall Statistics"

## Overall Statistics

In this screen, you can view statistical analysis for all your campaigns' history.



Launch Campaign   Statistics   Admin

Overall Statistics

|                                 | Internal | External | Total |
|---------------------------------|----------|----------|-------|
| Total number of campaigns:      | 0        | 1        | 1     |
| Total number of open campaigns: | 0        | 1        | 1     |
| Total number of emails sent:    | 0        | 5        | 5     |
| Total number of emails clicked: | 0        | 2        | 2     |
| CTR:                            | 0%       | 40%      | 40%   |

Campaign Statistics

### Need assistance?

International Hotline. +44 20 7617 7392  
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