



# Campaign Management

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Campaign Management enables enterprises to create and implement various campaigns.

You can create campaigns for specific points of interests, and assign the campaigns to messages such as offers, deals, sponsorships, advertisements, and welcome messages.

You can set triggering rules to specific messages and validity rules for the campaigns.

To create a campaign, you must have an account and a banner.

## Web Banner

The web banner is a type of advertising on the CMX Dashboard. When a guest or a customer walks in a store or venue and connects to the wireless network, you can place a web banner in form of a logo or image on the customer's mobile device.

## Creating a Campaign

Before creating campaign, you must have an account and banner.

To create a campaign, complete these steps:

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- Step 1** From the left side bar menu, select Campaigns.
  - Step 2** Click **Create New Campaign**, in the right pane.
  - Step 3** In the Campaign Name:\* text box, enter the campaign name.
  - Step 4** Select the account from the Account: drop-down list. It is the account that you want to assign this campaign to.



**Note** You must create a point of interest to populate in the Points of Interests: list box.

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- Step 5** Select the point of interest from the Points of Interests: list box. It is the zone where you want to display the campaign.

- Step 6** Click **Active Period**:\* to open a calendar and choose a start date and time along with end date and time. The campaign is on within these time slots.
- Step 7** To apply any additional rules and policies, click **Add** in the Campaign Rules group box. The Add/Edit Policy Rules window appears.
- Step 8** Complete the following steps, in the Add/Edit Policy Rules window:
- Click the **Dates** to open the calendar and choose the start time and end time.
  - Select the day of the week from the Days list. The possible options are: Mon, Tue, Wed, Thu, Fri, Sat, Sun. This is the day of the week when you want to publish this campaign.
  - Click the **Time** to open the calendar and choose Time, Hour, and Minute.
  - Click **Save**.
- Step 9** To assign a welcome message to the campaign, click **Next**. The Welcome Setup tab appears.
- Step 10** From the Active Welcomes list box, choose the welcome banner.
- Step 11** To assign any offer banner that you have already created to the campaign, click **Next**.
- Step 12** Select the active offers from the Active Offers list box.
- Step 13** Click **Next** to assign any offers to this campaign.
- Step 14** Select the active sponsorship from the Active Sponsorships list box.
- Step 15** To assign any advertisements that you have created with this campaign, click **Next**.
- Step 16** Choose the advertisement from the Active Advertisements list box.
- Step 17** Click **Next** to assign deals to this campaign.
- Step 18** Select deals from Active Deals list box.
- Step 19** Click **Submit**.
- Step 20** To publish an active campaign, click **Publish Active Campaigns**, in the right pane.

**Note**

By default the newly created campaigns are inactive. You have to make them active before publishing. After activation the banner appears in the Active Banners group box. You must associate a newly created banner to a campaign.

## Assigning Banner to a Campaign

To assign various banners like welcome message, offer, sponsorships, advertisements, and deals to a campaign, complete the following steps:

- Step 1** Select Campaigns from the left side bar menu.
- Step 2** Click to highlight the campaign in the Active Campaigns group box. You can assign various banners to the selected campaign.
- Step 3** Click **Edit**. The Add/Edit Campaign group box appears.

- Step 4** To assign a welcome message, go to Welcome Setup tab and select the welcome message from the Active Welcomes drop-down list and click **Next**.
- Step 5** The Offers Setup tab opens. Select banner of the offer from the Active Offer drop-down list and click **Next**.
- Step 6** The Sponsorship Setup tab opens. Select the sponsorship from the Active Sponsorship drop-down list and click **Next**.
- Step 7** The Advertisement Setup tab opens. Select the advertisements offer banner from the Active Advertisements drop-down list and click **Next**.
- Step 8** The Deals Setup tab opens. Select the deals from the Active Deals drop-down list.
- Step 9** Click **Submit**.

## Editing the Existing Banner

To edit the existing banner, complete the following steps:

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- Step 1** Choose Banners from the left side bar menu.
  - Step 2** Click **All** in the right pane to view both the active and inactive banners.
  - Step 3** In the All Banners group box click to highlight the banner that you want to edit.
  - Step 4** Click **Edit**.
  - Step 5** Make the necessary changes in the Add/Edit Banner group box and Setup Content group box.
  - Step 6** Click **Submit** to apply your changes.



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**Note** To cancel the changes, click **Cancel**.

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## Deleting a Banner

To delete a banner, follow these steps:

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- Step 1** Choose Banners from the left side bar menu.
  - Step 2** In the right pane click **ALL** to view both the active and inactive banners.
  - Step 3** Select the banner that you want to delete in the All Banners group box.
  - Step 4** Click **Delete**.
  - Step 5** Confirmation dialog box appears. Click **OK** to delete the banner.



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**Note** If you don't want to delete the banner, click Close.

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## Previewing the Existing Banner

To view the existing active or inactive banner, follow these steps:

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- Step 1** Choose Banners from the left side bar menu.
- Step 2** Click **ALL** in the right pane, to view both the active and inactive banners.
- Step 3** Select the banner in the All Banners group box and click **Preview**.
- Step 4** It shows the banner's display when available to the customers on mobile device.

## Searching a banner

To search a banner, follow these steps:

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- Step 1** Choose Banners from the left side bar menu.
- Step 2** Click **Active** in the right pane to view and search all the active banners.
- Step 3** Click **Inactive** in the right pane to view and search all the inactive banners.
- Step 4** Click **All** to search all the active and inactive banners.