

The screenshot shows the AirMail Campaigns dashboard. At the top, it displays 'Air4media Pilot v10 BETA', 'Select Company OWNER', and 'All Sites'. The user 'Laurent P Groult' is logged in. The dashboard features a sidebar with navigation options like Dashboard, Documentation, CLIENTS, BILLING, MARKETING, and Campaigns. The main content area shows a summary of campaign statistics: Total Campaigns (9), Sent This Month (0), Avg Open Rate (0%), and Scheduled (0). Below this is a search bar and a table of campaigns with columns for Campaign, Site, Status, Type, Recipients, Performance, Schedule, and Created. The table lists various campaigns such as 'Campaign1', 'dama la', 'Test', 'Porsche Passion Pulse', 'My first campaign', 'Coachella Fashion Guide', 'Coachella Lineup Revealed', 'Coachella Survival Guide', and 'Coachella 2025 Announcement'.

Campaign	Site	Status	Type	Recipients	Performance	Schedule	Created
Campaign1	smile	Draft	newsletter	0	-	-	2/27/2026 12:36:46 PM
dama la DAMA LA January 2026 Meeting video Booths	smile	Draft	newsletter	0	-	-	2/2/2026 2:04:36 AM
Test	smile	Draft	newsletter	0	-	-	11/19/2025 4:41:35 PM
Porsche Passion Pulse Rev Up Your Inbox: Adam Levine's Porsche Unveiled!	smile	Draft	newsletter	0	-	-	11/14/2025 1:34:25 PM
My first campaign { {first_name} }, it's our first from Pilot	smile	Sent	newsletter	0	Opens: 0% Clicks: 0%	-	7/29/2025 11:33:23 AM
Coachella Fashion Guide Festival Fashion: What to Wear to Coachella 2025	smile	Sent	newsletter	0	Opens: 0% Clicks: 0%	-	7/24/2025 10:55:42 PM
Coachella Lineup Revealed BREAKING: Coachella 2025 Lineup Dropped!	smile	Sent	announcement	0	Opens: 0% Clicks: 0%	-	7/23/2025 10:55:42 PM
Coachella Survival Guide Your Ultimate Coachella Survival Guide	smile	Sent	newsletter	0	Opens: 0% Clicks: 0%	-	7/21/2025 10:55:42 PM
Coachella 2025 Announcement Coachella 2025: The Ultimate Desert Party Returns!	smile	Sent	announcement	0	Opens: 0% Clicks: 0%	-	7/19/2025 10:55:42 PM

# Campaigns

Create, schedule, and send email campaigns to your subscribers. Track opens, clicks, and performance in one place.

## Key Features

- **Dashboard Stats:** See total campaigns, how many were sent this month, your average open rate, and how many are scheduled at a glance.

- **Campaign Types:** Organize campaigns by type — Newsletter, Announcement, Welcome Series, Promotion, or Transactional.
- **Flexible Recipients:** Send to all active subscribers, specific subscriber lists, or filter by tags.
- **Personalization:** Insert merge tags — `{{first_name}}`, `{{last_name}}`, `{{email}}`, `{{company}}`, `{{unsubscribe_link}}`, and `{{view_browser_link}}` — into subject lines and content. Use the **Merge Tags** button in the editor toolbar to insert them quickly.
- **Multi-channel Delivery:** Send via email, SMS, or both. SMS messages include a link to the full email and support personalization tags (up to 300 characters).
- **AI Newsletter Generator:** Describe your topic, pick a tone and length, and let AI draft a complete newsletter — including subject line, preview text, and formatted content. Review and edit everything before applying. Uses 10 credits per generation.
- **Email Templates:** Start from a built-in layout — Basic Newsletter, Announcement, or Welcome Email — via the **Templates** button in the editor toolbar.
- **Media Assets:** Insert images from your media library directly into the email editor.
- **Content Tabs:** Switch between the visual HTML editor, plain text version, raw source code, and preview — all in one place.
- **Preview Modes:** Preview your campaign in desktop or mobile view before sending.
- **Test Emails:** Send a test to one or more addresses to review the email in a real inbox.
- **Performance Stats:** After sending, view opens, clicks, and other engagement metrics for each campaign.

## How to Use

### Create a Campaign

1. Click **Create Campaign** in the top right.
2. Select a site, enter a campaign name, and choose the type.
3. Write your subject line — use `{{first_name}}` to personalize it.
4. Optionally add preview text (the short line shown after the subject in email clients).
5. Choose a delivery channel: Email, SMS, or both.
6. Select your recipients: all subscribers, specific lists, or by tags.
7. Write your content in the HTML editor. Use **AI Newsletter** to generate content automatically, or **Media Assets** to insert images.
8. Check the **Preview** tab to see how it looks on desktop and mobile.
9. Send a test email to review it in your inbox.
10. Choose to **Send Immediately**, **Schedule for Later**, or **Save as Draft**.
11. Click **Save Campaign**.

## Use the AI Newsletter Generator

1. Click **AI Newsletter** in the editor toolbar.
2. Describe what your newsletter is about.
3. Optionally add keywords, then choose a tone (Professional, Casual, Creative, Funny, or Persuasive) and length.
4. Click **Generate Newsletter** — generation takes 15–30 seconds.
5. Review and edit the generated subject line, campaign name, and preview text.
6. Click **Apply All & Close** to fill in the campaign form, or **Regenerate** to try again.

## Send or Schedule a Campaign

- Campaigns in **Draft** or **Scheduled** status can be edited or sent.
- Click **Send** on any draft to open a confirmation — review the recipient count, check the confirmation box, and click **Send Campaign**.
- Active campaigns can be **paused** and resumed later.
- To reschedule, edit the campaign and update the scheduled date and time.

## View Campaign Stats

- After a campaign is sent, click **Stats** to view open rates, click rates, and delivery details.

## Manage Campaigns

- Use the **search bar** to find campaigns by name or subject.
- Filter by site, status, type, or date range using the filter dropdowns.
- Select multiple campaigns to **Duplicate** or **Delete** them in bulk.

## Tips

- Save early as a draft while you work — you can always come back to edit before sending.
- Always send a test email before sending to your full list.
- Use the AI Newsletter Generator when you need a quick starting point — you can edit all generated details before applying.
- Preview text significantly affects open rates — always fill it in.
- SMS delivery requires subscribers to have a phone number on file.