



Delivra

Q1 FIELD GUIDE 2016



Contents

Use this Field Guide to help you understand the latest updates to Delivra's software tools. All of our new features and updates were developed to ensure our software is easy to use and to help you find new ways to engage your subscribers. Learn how to implement these new features and enhancements with the lessons included in this guide.

Inside, you'll discover...

- 3 [What's New?](#)
- 4 [New Features](#)
- 6 [What's Been Updated?](#)



A Zenit-E camera and a pair of glasses are visible in the top right corner of the image, resting on a dark wooden surface. The camera is a vintage SLR with a black body and silver accents, featuring the 'ZENIT-E' branding. The glasses are dark-rimmed and partially visible. The background is a dark, textured wooden surface.

WHAT'S NEW?

With our Q1 Release, we are excited to introduce a new way to target the right message at the right time to your contacts. **Drip campaigns** can be key to growing your rate of return from your email program. Research shows that the relevant, targeted emails in a drip marketing campaign can produce **18 times more revenue** than an “email blast” to all of your subscribers.

The Drip Campaign builder gives you the ability to strategically plot out an entire email series, determining which mailings are sent based on a variety of subscriber actions, their inactions, or time. Drip Campaigns free up valuable time you would spend manually creating segments and setting up scheduled emails.

NEW FEATURES

Drip Campaign Builder

Save yourself and your team time and effort while growing your potential revenue with our Drip Campaign Builder! Our Builder allows you to plot out automated email campaigns with a series of emails or SMS messages that are sent based on timing, subscriber action, or inaction with little intervention from you once the campaign is setup. The Drip Campaign Builder comes with all Professional or Enterprise licenses.

Additional Drip Campaign Features We Are Excited About:

- Our drag and drop interface makes it easy to use as well as easy to visualize and share the workflow of your campaign.
- Automating your mailings based on time, action or inaction, means no involvement from you once the drip campaign is set up.
- Use our report groups to gather reporting on the individual mailings in your campaign to gauge mailing effectiveness and continue to improve your automated series.
- Improve your targeting for ALL mailings based on engagement in the drip campaign. Our builder automatically add values to demographic fields or contacts into categories based on action or inaction within an automated mailing.
- Utilize the Drip Campaign Builder to send automated SMS messages or a combination of email and SMS if your subscribers are signed up for your SMS list.

[Learn More](#)

NEW FEATURES

RSS Feed Integration

RSS users rejoice! Save time and expand the exposure of your content with Delivra's new [RSS](#) Feed Integration. Our integration allows you to pull in your headlines, a small blurb from the story, an image (if the RSS feed supports images), and your story link to use in your mailing content.

The RSS feed integration is only available to Professional and Enterprise licenses, and only available in the drag and drop editor.

[Learn More](#)



WHAT'S BEEN UPDATED?

This release contains numerous noteworthy module enhancements including: new cell groups for the Drag and Drop Editor, updated integration partners, and updates to the naming of “campaigns”.

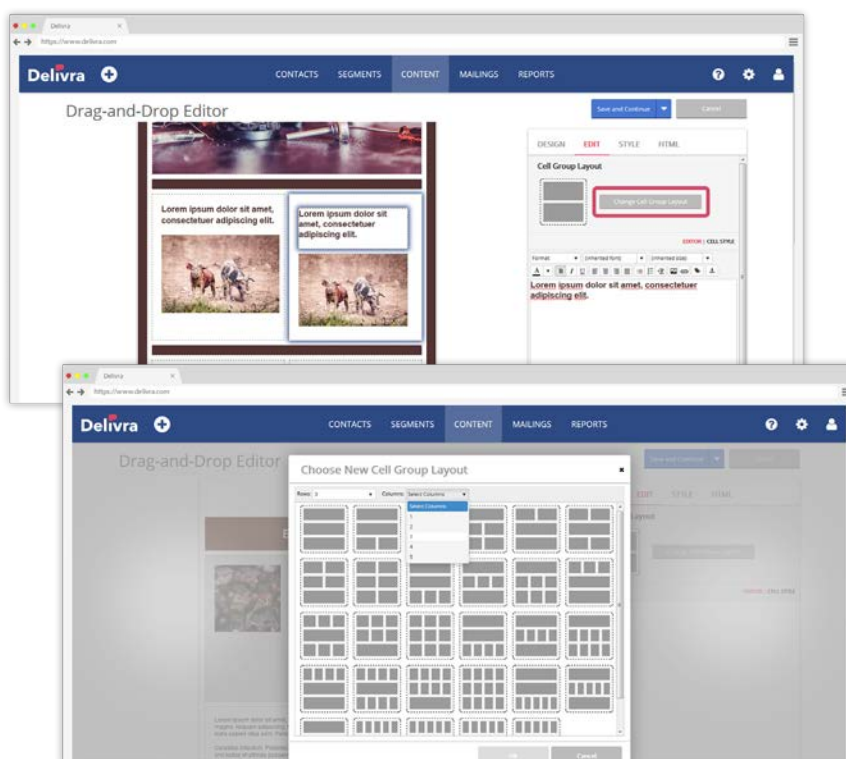
MODULE ENHANCEMENTS

Drag and Drop Editor Enhancements

You Asked, We Listened!

Additional Cell Groups

We added 225 additional cell groups to support more complex design layouts. Use these new groups to organize your mailing content when you want display images, buttons or text side by side or vertically. Search for cell groups by number of desired columns and rows.



Same-Cell Attributes

Have more complex design in mind? Save time making certain content pop with our editor's new capability to specify multiple font, size, and color attributes within the same cell.

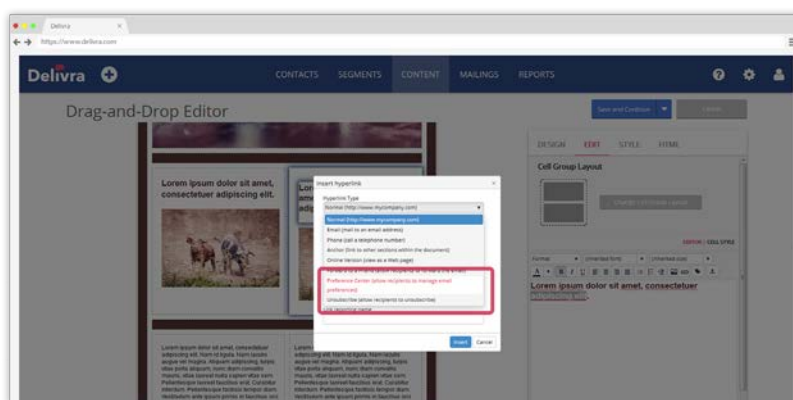
MODULE ENHANCEMENTS

Drag and Drop Editor Enhancements

From Our Email Experts

Hyperlink to a Preference Center or Unsubscribe Form

Save time and ensure consistency by easily and intuitively updating your Preference Center or Unsub Form links directly from your content, rather than navigating to our Setting page to update forms.



Include a 'reusable' Snippet in your Content

Do you reuse content blocks in multiple mailings? Now you can easily and intuitively re-use a content block between mailings, saving you and your team time and effort.

Common examples of reusable snippets include varying terms and conditions for promotions or signature blocks.

[Learn More](#)

MODULE ENHANCEMENTS

Drag and Drop Forms Enhancements

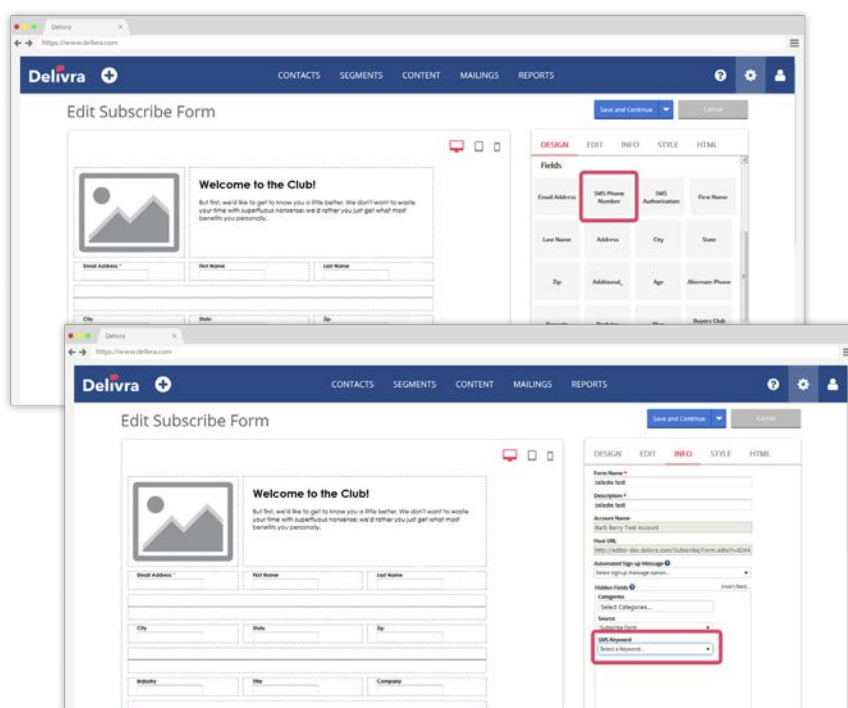
Brand New! Form Templates

Want the benefits of a subscribe form or preference center but don't have the time to design your own? Our expert designers created 9 brand new form templates. Simply scroll over the template to preview functionality, hover for details and select the design that most closely aligns with your form goals.

[Learn More](#)

Sign Up Forms Now Including SMS

Now it's easier than ever to gather new contacts for your email and/or SMS messages. Our drag and drop forms editor now includes functionality to allow you to collect phone numbers for SMS in addition to email and other subscriber information of your choosing on any single form.



MODULE ENHANCEMENTS

Social Integration Enhancements

Our editor's ability to add a "Follow Us" and "Share This" buttons for Facebook, Twitter, and LinkedIn is a client favorite. "Follow Us" allows users to easily follow you on their chosen social media platform right from your mailing. "Share This" allows users to promote you and your content on their social media pages from their inbox, giving your content more reach. To increase your reach even more, we added "Share This" buttons for Pinterest, and "Follow Us" buttons for Pinterest, Instagram, and YouTube.

[Learn More](#)

Post Your Content Automatically on LinkedIn

Save time and expand your content's reach with our LinkedIn integration. Like similar integrations with Facebook and Twitter, this integration gives you the ability to post a Regular or Split Test mailing automatically on LinkedIn after it is sent from Delivra without any extra effort.

New! Social Shared Content Now Contains Images

Once your email content is shared to your Twitter, Facebook and now LinkedIn accounts via Delivra, an image from your email will automatically be selected and displayed alongside the post. This effortlessly keeps your content engaging across social media!

MODULE ENHANCEMENTS

“Campaigns” are now “Report Groups”

To increase ease of use for our software, we renamed “Campaigns” as “Report Groups” and moved them to the **Reports** section. “Report Groups” are only available to clients with Professional or Enterprise licenses.

As a reminder, “Report Groups” are a way to accomplish powerful reporting by grouping mailings together, allowing you to spot trends between similar mailing types to easily make necessary adjustments. For example, if you send out both newsletters and event invite emails you expect different average metrics on each. You can create a “Report Group” for “newsletters” and one for “invites” so you can isolate each mailing type to focus on it’s individual averages.

[Learn More: About Report Groups](#)

[Learn More: Building Report Groups](#)

[Learn More: Tracking Report Groups](#)

Include a ‘reusable’ Snippet in your Content

Do you reuse content blocks in multiple mailings? Now you can easily and intuitively re-use an HTML content block between mailings, saving you and your team time and effort. Common examples of reusable snippets include varying terms and conditions for promotions or signature blocks.

[Learn More](#)

A person is shown in profile, looking at a computer monitor. The monitor displays a dashboard with various charts and data. The background is a solid blue color.

STILL HAVE QUESTIONS?

Contact the Delivra Support Team. We're happy to help!
Delivra Support | 866.915.9465 | support@delivra.com

Interested in Delivra's best practices tips and tricks for improving your email marketing efforts? Sign up for our monthly newsletter [here](#).