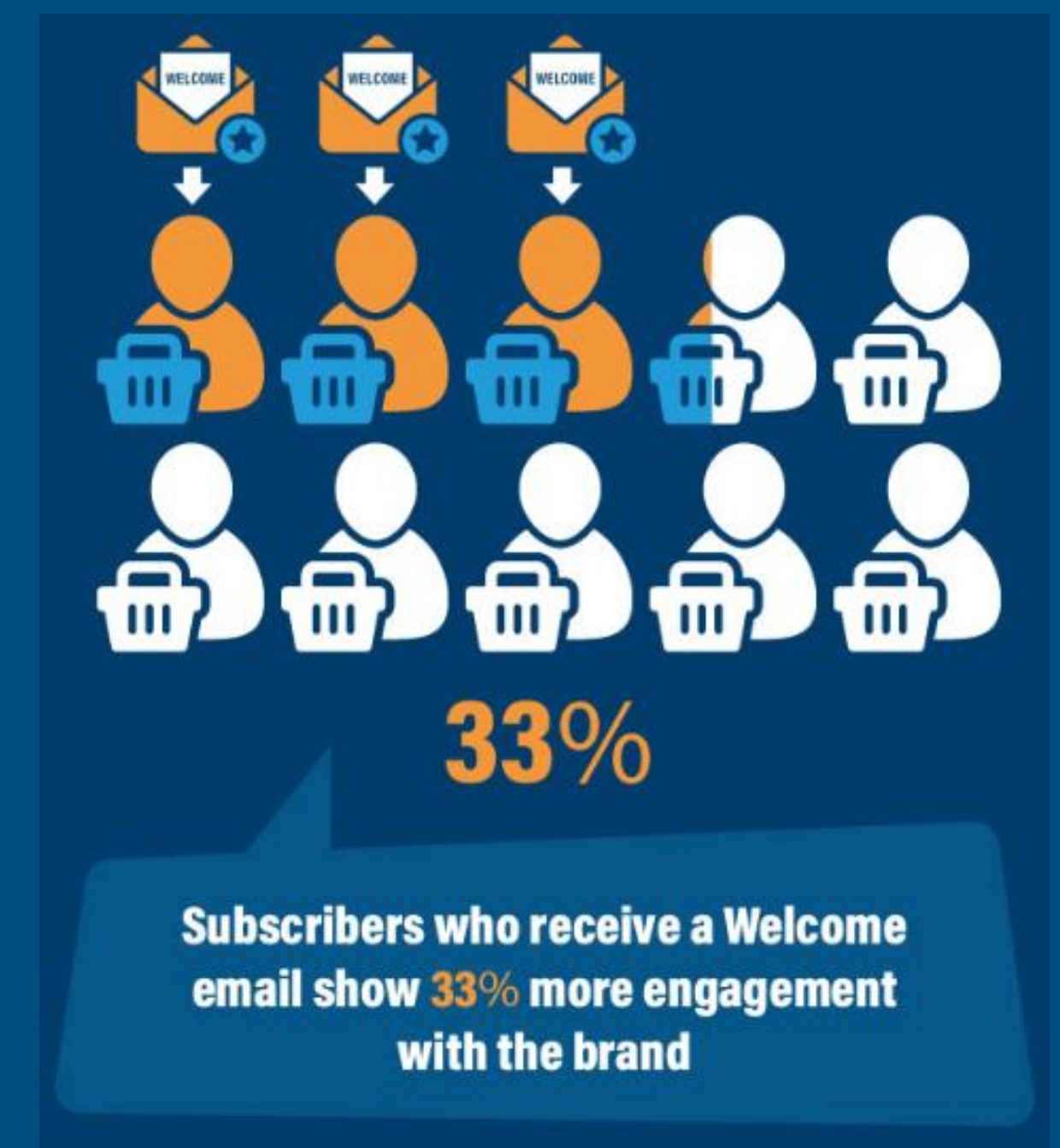




The Importance of a Welcome Series Campaign

Hayat Ali-Ghoneim

Importance of a Welcome Series



Audience Growth

Subscribe today to get unlimited access to all digital editions!

[Subscribe](#)

Already a subscriber? [login here](#)

**SIGN UP FOR
ACTIVATE**
[OMEDA'S BI-WEEKLY ENEWSLETTER]

The latest industry news,
product updates, and best practices.

EMAIL ADDRESS



4 Questions that Lead to Better Production Practices

Looking to improve your current workflow? Download the guide now!

[Download Now](#)

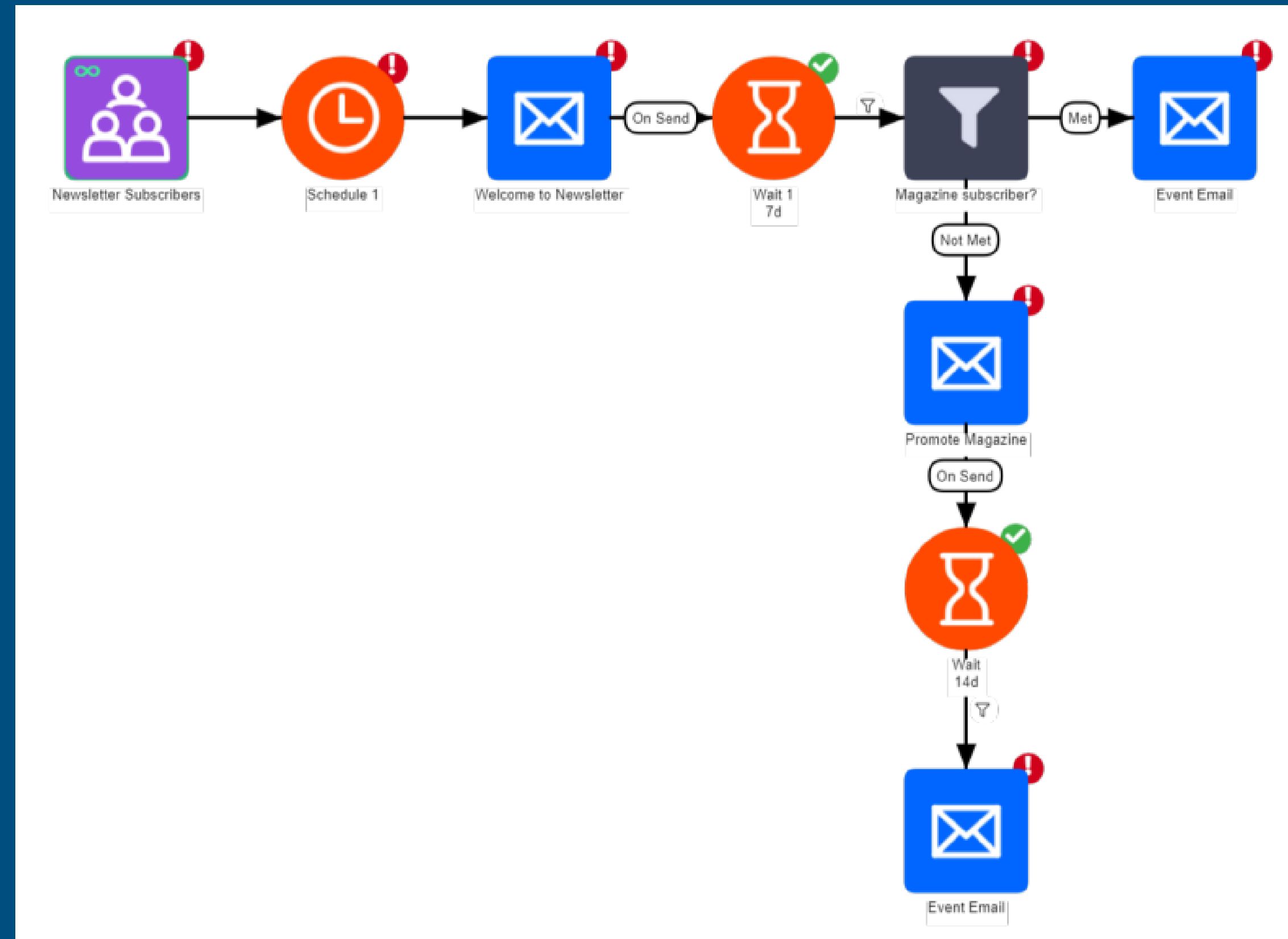
Next Step: Audience Engagement

- Develop a strategy
- Build your target audience
- Content/Messaging
- Build your voyage

Target Audience - Product

Group 2: FS eNews				Contact Rules	Group Total: 9
OR	...	Email Address Present / Not Present =	Present	149,931	149,931
AND		Invalid Email =	Blank	1,810,968	1,810,968
AND		Customer Created Date =	(today-1)	5,739	5,739
AND		NL-█████Strategy eNews: Class =	(1) Active	47,423	47,423

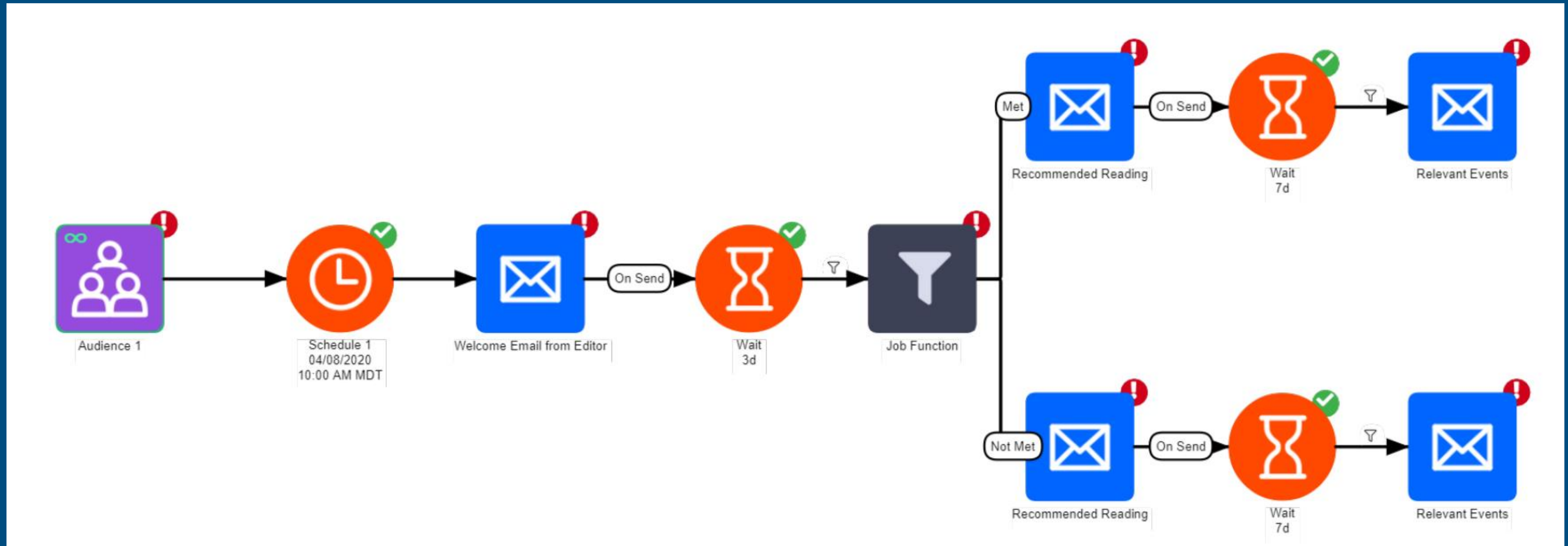
Odyssey Template - Product



Target Audience - Brand

Group 1: FS Mag				Contact Rules	Group Total: 0
..	AND	Email Address Present / Not Present =	Present	496,279	496,279
AND	AND	Invalid Email =	Blank	1,802,275	1,802,275
AND	AND	Customer Created Date =	(today-1)	5,739	5,739
AND	AND	Strategy: Class =	(1) Active Qualified	21,934	24,416
		or	(3) Qualified Reserve	2,482	
Group 2: FS eNews				Contact Rules	Group Total: 9
..	AND	Email Address Present / Not Present =	Present	149,931	149,931
AND	AND	Invalid Email =	Blank	1,810,968	1,810,968
AND	AND	Customer Created Date =	(today-1)	5,739	5,739
AND	AND	NL-Strategy eNews: Class =	(1) Active	47,423	47,423
Group 3: FS Web Reg				Contact Rules	Group Total: 1
..	AND	Email Address Present / Not Present =	Present	2,932	2,932
AND	AND	Invalid Email =	Blank	1,817,678	1,817,678
AND	AND	Customer Created Date =	(today-1)	5,739	5,739
AND	AND	Strategy.com =	FeedStrategy.com Registered	3,522	3,522

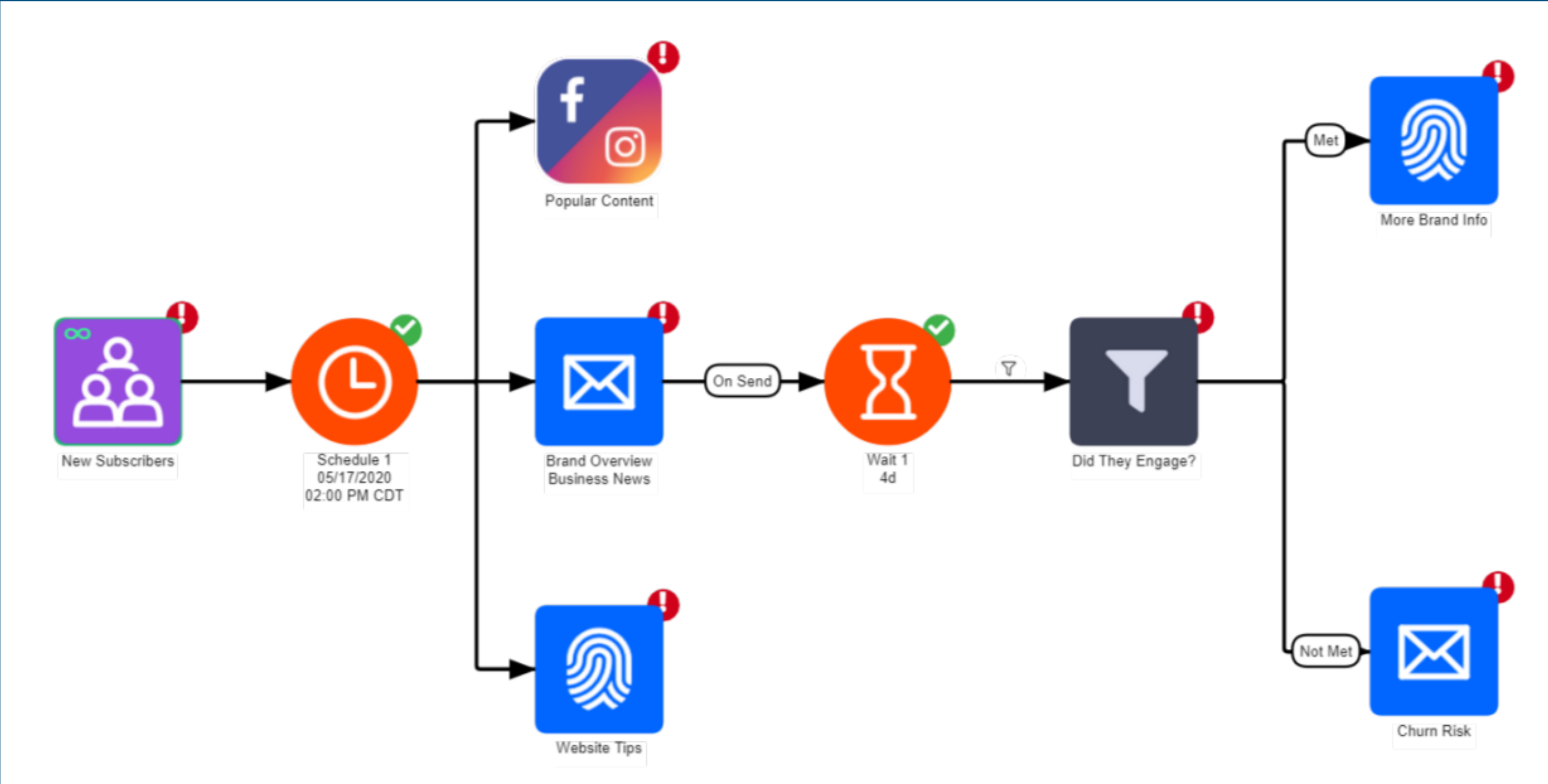
Odyssey Template - Brand



Target Audience - Behavior

Group: 1				Contact Rules	Group Total: 491	
🗑️	--	🔍	Email Address Present / Not Present =	Present	496,279	496,279
🗑️	AND	🔍	Invalid Email =	Blank	1,802,275	1,802,275
🗑️	AND	🔍	Customer Created Date =	(today-7)-(today)	59,166	59,166
🗑️	AND	🔍	Behavior Search (Advanced) =	Behaviors: WB [redacted] Registered, WB [redacted] Registered, WB [redacted] Registered	10,797	10,797

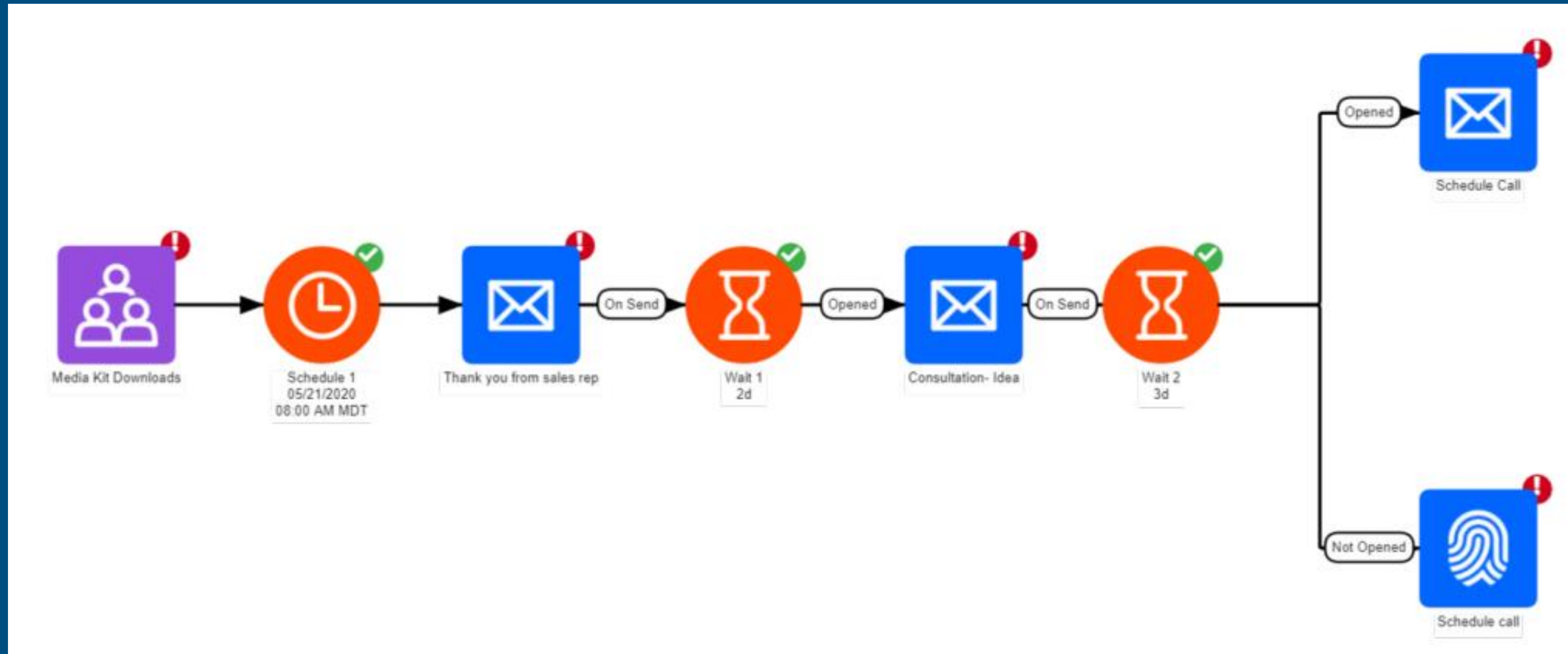
Odyssey Template - Behavior



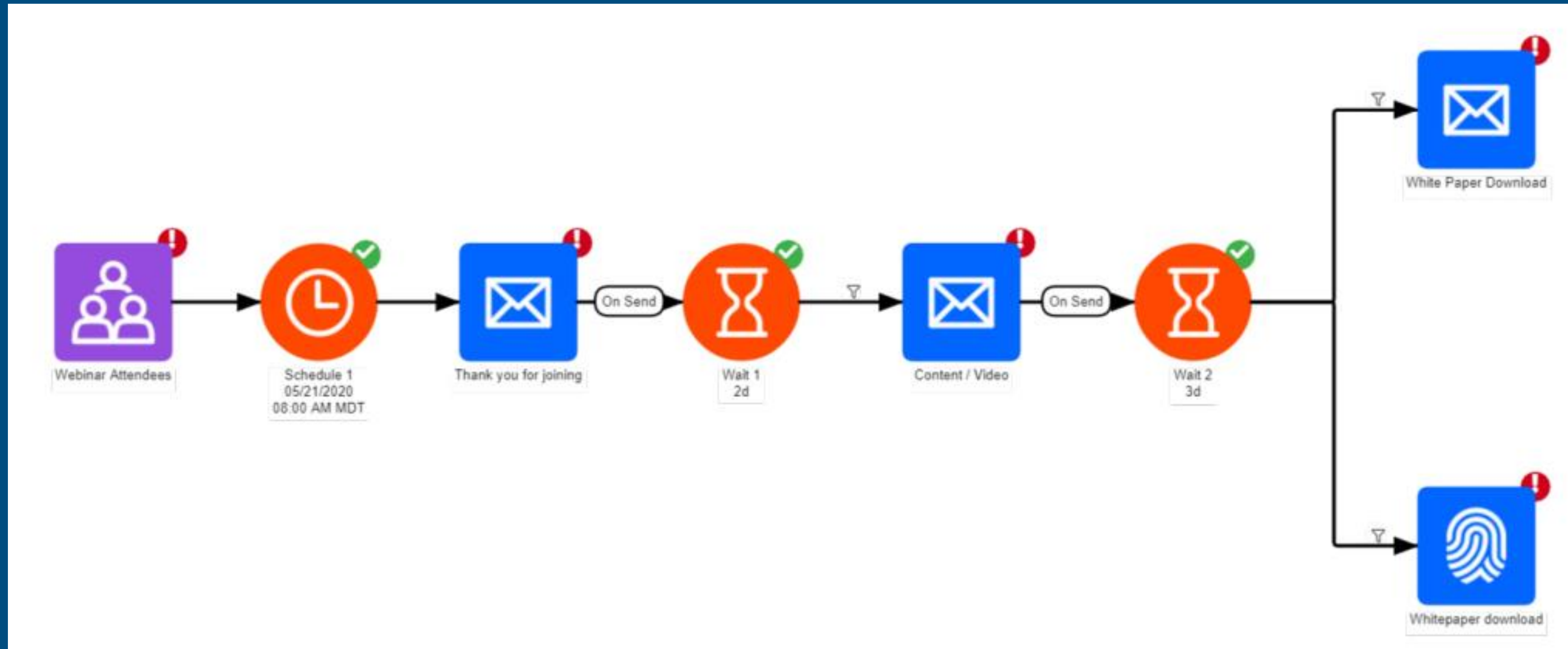
Welcome series for your advertiser audience

- Scenario 1:
 - Media kit download
 - Prospectus download
- Scenario 2:
 - Upsell welcome series campaign

Odyssey Template – Media Kit Download



Odyssey Template – Advertiser Welcome Series



Performance Tracking

- Review Metrics
 - Opens
 - Clicks
 - Conversions
- Set Benchmarks

Questions?



Thank You

ClientSuccess@omeda.com

