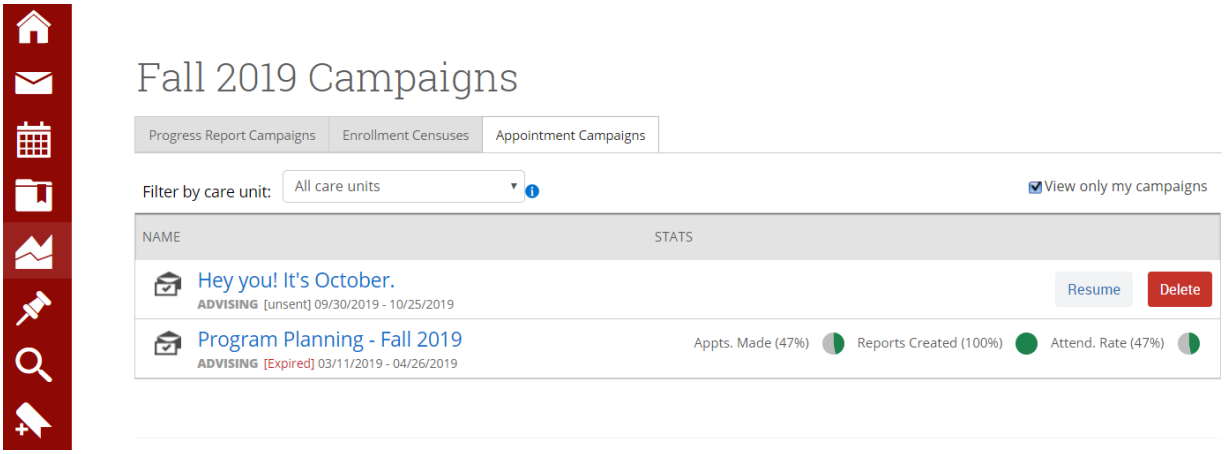
Managing Your Targeted Campaign

The platform gives you tools to manage your appointment campaign once it has been created and sent.



On the Appointment Campaigns tab, you will see three at-a-glance statistics if the campaign is active: Appts. Made, Reports Created, and Attend. Rate.

Here are the definitions for these metrics:

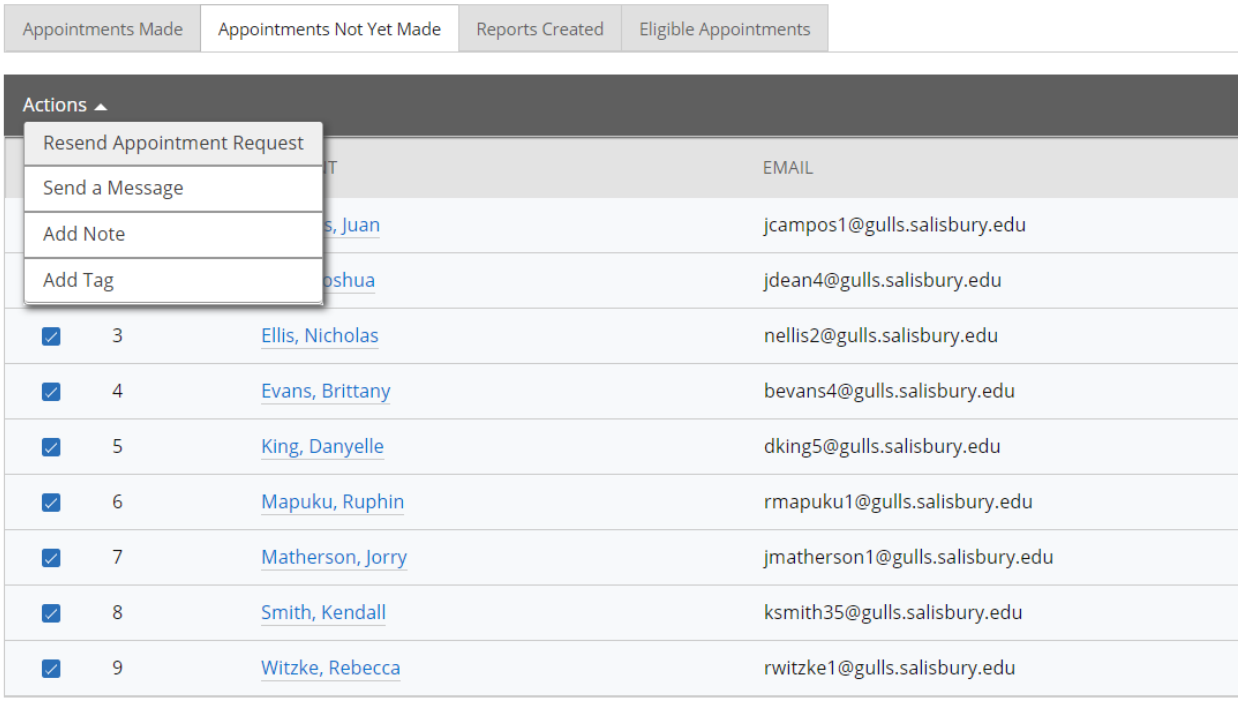
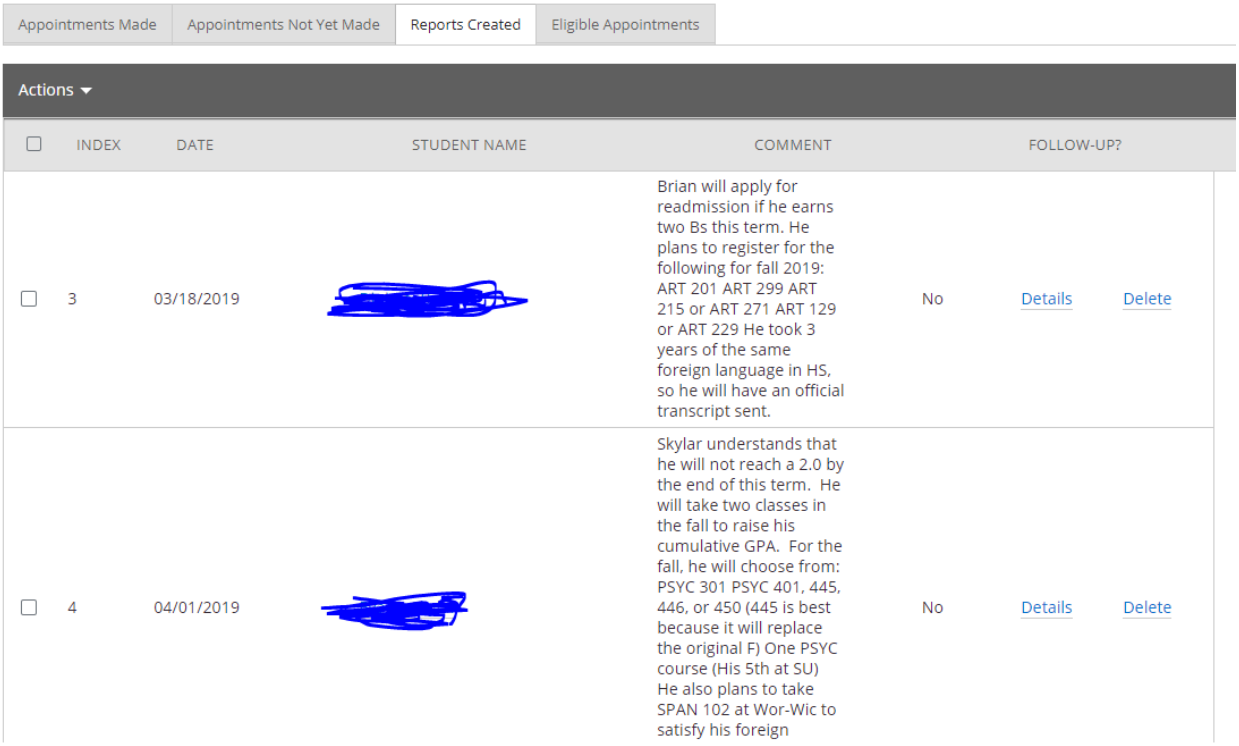
- **Appts. Made:** the % of appointments scheduled by students on the outreach list
- **Reports Created:** of the appointments scheduled, % of summary reports filed for those appointments
- **Attend. Rate:** of the appointments scheduled and summary reports filed, % of students were marked as having attended the appointment

To see more details, select an Appointment Campaign name to drill into.

This page allows you to edit or delete the campaign. It also gives you crucial information about the campaign, broken down into four tabs of information, described below.

Appointments Made: This tab lets you see which students have made appointments. Not only can you view those students individually by selecting their name, but you can also Send a Message and/or Add Note for an individual student or for the group as a whole.

Appointments Not Yet Made: This tab will display those students who have not yet made their appointment(s). The Actions menu allows you to Send a Message, Add Notes, Resend the Campaign Email, or Add Tags for the students individually or as a whole.



Reports Created: This tab will list any summary reports made from the campaign. From this tab you can view the detailed report or delete the report.