

Module 4: Delivery Configuration

4.1 Create and design email deliveries

Understand the process of creating an email delivery and learn how to design and personalize email content.

<https://experienceleague.adobe.com/docs/campaign-classic-learn/tutorials/sending-messages/email-channel/create-and-design-email-deliveries.html?lang=en>

This video is part of a course [Getting started with Adobe Campaign Classic for Business Users](#), available for free on Experience League!

For more information please see the [product documentation](#)

More help on this feature

- [Design email delivery content](#)
- [Send and validate proofs](#)
- [How to manage seed and proofs in an email](#)

4.2 Communication channels

With Adobe Campaign, you can send cross-channel campaigns including emails, SMS, LINE messages, Push notifications and direct mails, and measure their effectiveness using various dedicated [reports](#). These messages are designed and sent through deliveries, and can be personalized for each recipient.

Core functionalities include targeting, definition and personalization of messages, execution of communications, and the associated operational reports. The main functional access point is the delivery wizard. This access point leads to multiple capabilities covered by Adobe Campaign.

NOTE

Adobe Campaign offers a set of tools to monitor your deliverability and optimize email sending. Learn more in [this section](#).

Delivery sending can be automated by preparing a delivery and/or sending it in the process of a workflow. For more on delivery-type activities in workflows, refer to [this section](#).

Adobe Campaign offers the following delivery channels:

1. **Email channel:** email deliveries let you send personalized emails to the target population. Refer to [About email channel](#).
2. **Direct mail channel:** direct mail deliveries let you generate an extraction file which contains data on the target population. Refer to [About direct mail channel](#).
3. **Mobile channel:** deliveries on mobile channels let you send personalized SMS or LINE messages to the target population. Refer to [SMS channel](#).
4. **Mobile application channel:** mobile app deliveries let you send notifications to iOS and Android systems. Refer to the [Mobile app channel](#) chapter.

Other channels are described on [this page](#).

NOTE

The number of available channels depends on your contract. Please check your license agreement.

Deliveries can be carried out **online** (via email, one of the mobile channels and push notifications), and **offline** (direct mail channel).

Depending on the channel, delivery modes can be:

- Direct mass delivery via Adobe Campaign (default mode for email channel).
- External delivery via a specialist operator who is given the output file generated by the delivery wizard (default mode for direct mail channel).

External accounts are configured via the **Administration > Platform > External accounts** node. This configuration should be performed by expert users only.

Email deliveries

The [Email channel](#) is one of the core channels in Adobe Campaign, allowing you to schedule and send personalized emails to specific targets.

You can send different types of emails:

- Single-send emails: emails that you can send once to a defined target. They are usually used to promote a specific content that would be prepared and sent only once (newsletter, promotional email, etc.).
- Recurring emails: in a campaign, send the same email regularly and aggregate each send and its reports on a periodic basis. The same email is sent, but usually to a different target, based on the eligible target for the day of the send. A common example is a birthday email. For more on this, refer to [Recurring deliveries](#).

- Transactional emails: unitary emails that are triggered based on your customers' behavior. Refer to [Transactional messaging](#).

To learn about delivery usage and recommendations, consult Campaign [Delivery best practices](#).

For more on the different types of deliveries, refer to [this section](#).

Mobile deliveries

Adobe Campaign allows you to deliver [SMS](#) and [LINE](#) messages on mobiles.

For SMS messages, you can create, modify, and personalize messages in text format only. You can also preview your SMS messages before they are sent.

For LINE messages, you can send text or images and links.

To deliver SMS or LINE messages to a mobile phone you need:

- An external account configured on the **Mobile (SMS)** channel or on the **LINE** channel.
- An SMS or LINE delivery template that is correctly linked to this external account.

Push notifications

Adobe Campaign allows you to send personalized and segmented [push notifications](#) on iOS and Android mobile devices, through dedicated apps. Once configuration and integration steps have been performed, iOS and Android deliveries can be created and sent. You can also design rich notifications with images or videos.

Direct mail

[Direct mail](#) is an offline channel that allows you to personalize and generate the file required by direct mail providers. It gives you the possibility to mix online and offline channels in your customer journeys.

Online channels allow you to create your messages (email, SMS, mobile app delivery, etc.) and send them to your audience directly from Adobe Campaign. With offline channels, it is different. When you prepare a direct mail delivery, Adobe Campaign generates a file including all the targeted profiles and the chosen contact information (postal address for example). You will then be able to send this file to your direct mail provider who will take care of the actual sending.

Other channels

Adobe Campaign offers Telephone delivery template, which is used to create external deliveries. Using this channel implies you set up dedicated methodologies to process output files. Configuration steps are the same as for [Direct mail channel](#).

NOTE

The Telephone channel is not available out-of-the-box. Its implementation requires Adobe Consulting or an Adobe Partner to be engaged. Please reach out to your Adobe representative for more information.

In addition, 'Other' type deliveries use a specific technical template which does not execute a process: this lets them manage marketing actions executed outside of the Adobe Campaign platform.

This channel has no specific mechanism. It is a generic channel that has its own external account routing option, delivery template type and campaign workflow activity, just like any other communication channel available in Adobe Campaign.

This channel is designed for descriptive purposes only, for example to define deliveries for which you want to keep a trace of the target of a campaign performed in a tool other than Adobe Campaign.

Types of deliveries

There are three types of delivery objects in Campaign:

Single delivery

A **delivery** is a standalone delivery object that is executed once. It can be duplicated, prepared again, but as long as it is in its final state (canceled, stopped, finished), it cannot be reused.

Deliveries can be created either from the list of deliveries, or within a workflow via a [Delivery](#) activity.

Workflows also provide specific delivery activities according to the type of channel you want to use. For more on these activities, refer to [this section](#).

Recurring delivery

A **recurring delivery** lets you create a new delivery each time the activity is executed. This avoids you having to create a new delivery for recurring tasks.

As an example, if you run this type of activity once a month, you will end up with 12 deliveries after a year.

Recurring deliveries are created within workflows via the [Recurring delivery activity](#). An example of this activity being used is presented in this section: [Creating a recurring delivery in a targeting workflow](#).

Continuous delivery

A **continuous delivery** lets you add new recipients to an existing delivery, which avoids having to create a new delivery each time it is executed.

If an information in the delivery changes (content, name, etc.), a new delivery object is created at the delivery execution. If no information was changed, the same delivery object is reused and the delivery and tracking logs are added in the same object.

As an example, if you run this type of activity once a month, you will end up with a single delivery after a year (provided you did not make any change to the delivery).

Continuous deliveries are created within workflows via the [Continuous delivery activity](#).

4.3 About seed addresses

Seed addresses are used to target recipients who do not match the defined target criteria. This way, recipients who are out of the delivery scope can receive the delivery, as any other target recipient would.

Once of the main reason for using them is **your mailing list protection**. Inserting seed addresses into your mailing list lets you be noticed if it is being used by a third party, as the seed addresses it contains will receive the deliveries sent to your mailing list.

Moreover, seed addresses let you **preview and test the deliveries personalization and rendering** before their sending, by sending them proofs (see [Use seed addresses as proof](#)).



[Discover this feature in video](#)

The seed addresses feature has the following benefits:

- Random substitution of fields with data taken from recipient profiles: this lets you enter only the email address, for instance in the seed address section, and let Campaign automatically fill in the other fields from the profile (see [Use case: configure the field substitution](#)).
- When using a workflow with Datamanagement functionalities, the additional data processed in deliveries can be entered at seed address level to force values: this sidesteps random value substitution.
- Seed addresses are automatically excluded from reports on the following delivery statistics: **Clicks, Opens, Unsubscriptions**.

Seed addresses are added to the target of deliveries by being imported or by being created directly in the delivery or the campaign.

NOTE

Seed addresses do not belong to the recipients table, they are created in a separate table. If you extend the recipients table with new data, you have to extend the seed addresses table as well with the same data. Otherwise, they extended fields will not be taken into account for seed addresses.

An example of how to extend the seed addresses table is presented in this section: [Use case: select seed addresses on criteria](#).

For direct mail deliveries, seed addresses are added during extraction and mixed in the output document.

IMPORTANT

For direct mail deliveries, the extraction file format must comply with the following limitations:

- It must not use the option **Handle groupings (GROUP BY+HAVING)**.
- If element collections are extracted, these fields will have an empty value for the seed addresses, unless the **Single row (expert user)** option is selected. For more on this, refer to [this section](#).

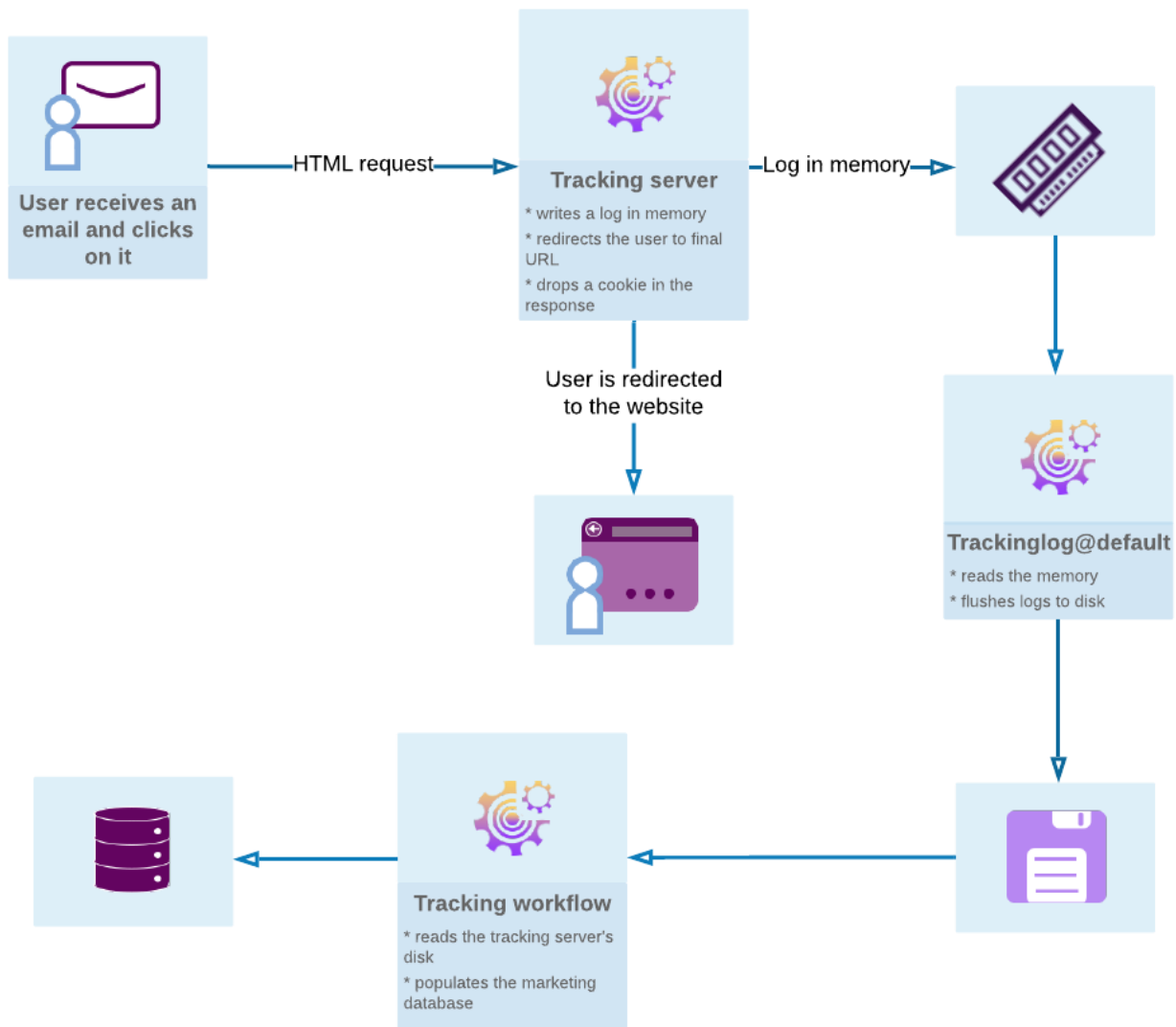
4.4 Get started with message tracking

Thanks to its tracking functionalities, Adobe Campaign enables you to track the messages sent and check the behavior of recipients: opening, clicks on links, unsubscription, etc.

This information is retrieved in the **Tracking** tab of the profile of each recipient of the delivery. This tab presents all the URL links tracked and clicked by the recipient selected from the list. This is the accumulation of all URLs tracked in the deliveries that are still present in the delivery screen. The list can be configured and typically will contain: the URL clicked, the date and time of the click, and the document in which the URL was found. For more on this, refer to [this section](#).

The **delivery dashboard** is also key to monitor your deliveries and eventual issues encountered during the sending of messages. For more on this refer to [this section](#).

The following diagram shows the stages of the dialog between the user and the various servers.



Configure tracking

Operating principle

Before using tracking, you need to first configure it for your instance. [Learn more](#)

Tracking server

To configure tracking, your instance must be declared and registered with the tracking server(s). [Learn more](#)

Saving tracking

Once tracking is configured and your URLs populated, the tracking server must be registered.

[Learn more](#)

Message tracking

Tracked links

You can track the reception of messages and the activation of the links inserted in the message content to better understand the behavior of recipients. [Learn more](#)

URL tracking

Tracking options can be configured by activating or deactivating tracked URLs. [Learn more](#)

Tracked link personalization

Campaign Classic tracking capabilities allow you to add links in emails that can be personalized and that support tracking. [Learn more](#)

Tracking logs

The Tracking technical workflow retrieves the tracking data once the delivery has been sent and tracking activated. This data can be found in the Tracking tab of your delivery. [Learn more](#)

Testing tracking

Before sending your messages with your tracking, you can test the tracking on your mirror page, email logs and links. [Learn more](#)

Web application tracking

Tracking a web application

You can also track and measure visits on Web application pages with tracking tags. This functionality can be used for all Web application types such as forms and landing pages. [Learn more](#)

Web application tracking opt-out

The Web application tracking opt-out enables you to stop tracking web behaviors of end-users who opt-out of behavioral tracking. You can include the ability to display a banner into web applications or landing pages to allow users to opt-out. [Learn more](#)

Tracking reports

Tracking statistics

This report provides statistics on opens, clicks and transactions and lets you track the marketing impact of the delivery. [Learn more](#)

URLs and click streams

This report shows the list of pages visited following a delivery. [Learn more](#)

Person/people and recipients

Better understand the tracking difference between a person/people and a recipient in Adobe Campaign with this example. [Learn more](#)

Tracking indicators

This report combines the key indicators for tracking the behavior of recipients upon receiving the delivery such as open, click-through rates and click streams. [Learn more](#)

Indicator calculation

The different tables give you the list of indicators used in the different reports and their calculation formula depending on the delivery type. [Learn more](#)

Tracking troubleshooting

The following troubleshooting tips will help you solve the most common issues happening when using tracking in Adobe Campaign Classic. For a more advanced troubleshooting, refer to [this section](#).

- Check that the trackinglogd process is running

This process reads from the IIS/Web Server shared memory and writes the redirection logs.

You can access it from the Homepage by selecting the Monitoring tab in your instance. You can also execute the following command on the instance: `<user>@<instance>:~$ nlservice pdump`

If the trackinglogd process doesn't appear in the list, launch it with the following command on the instance: `<user>@<instance>:~$ nlservice start trackinglogd`

- Check that the Tracking technical workflow has been running recently.

You can locate the Tracking technical workflow in the folders Administration > Production > Technical workflows.

4.5 Get started with personalization

Messages delivered by Adobe Campaign can be personalized in several different ways, concerning the content or the appearance of messages. These ways can be combined according to criteria taken particularly from the recipient profiles. For email deliveries, you can define the elements and personalization conditions of a delivery directly in JavaScript from the **Source** tab of the message. In general, Adobe Campaign allows you to:

- Personalize the message format. See [Message content](#).
- Insert dynamic personalization fields. See [Personalization fields](#).
- Insert predefined personalization blocks. See [Personalization blocks](#).
- Create conditional content. Refer to the [Conditional content](#) section.

CAUTION

The following variables are internal variables that can be used for personalization but must not be modified: **delivery**, **message**, **dataSource**, **targetData**, **provider**, **coupon**, **couponValue**, **proposition**.

4.6 Design and execute marketing campaigns

Adobe Campaign lets you define, optimize, execute and analyze communications and marketing campaigns. Adobe Campaign acts like a unified order and execution center for marketing strategies. For more on this, refer to [Access campaigns](#) and [Create marketing campaigns](#).

In addition, the **Marketing Resource Management (MRM)** module lets you control marketing actions in a collaborative mode by providing complete management and real-time tracking of the tasks, budgets and marketing resources involved. The Marketing Resource Management lets you optimize and regulate the management of internal and external processes, resources and marketing campaigns, as well as third party relations (agencies, printers, etc.). For more on this, refer to [this section](#).

NOTE

For more on the Adobe Campaign core functionalities, refer to [this section](#) section. Capabilities related to population targeting, message personalization and message delivery on the various channels are detailed in [this section](#).



[Discover marketing campaigns keys concepts in video](#)

Core concepts

The following concepts need to be known in the context of Campaign:

- **Campaign**

A campaign centralizes all the elements related to a marketing campaign: deliveries, targeting rules, costs, export files, related documents, etc. Each campaign is attached to a program.

For more on this, refer to [Adding a campaign](#).

- **Program**

A program lets you define marketing actions for a calendar period: launch, canvassing, loyalty, etc. Each program contains campaigns linked to a calendar, which provides an overall view.

- **Plan**

The marketing plan can contain multiple programs. It is linked to a calendar period, has an allocated budget and can also be linked up to documents and objectives.

For more on this, refer to [Campaign calendar](#).

- **Workflow**

A campaign workflow contains the same activities as for all workflows but is specific to the campaign. It enables you to create and configure deliveries for all available channels.

For more on this, refer to [this section](#).

- **Objectives**

Within the campaign, program or plan, you can state a list of objectives. These are quantified values to be reached. At the end of the campaign, program or plan, the MRM module lets you compare the objectives and results in dedicated reports.

- **Delivery outline**

A delivery outline is a structured description of a delivery. Every delivery can refer to a delivery outline which contains, for example, the related offers, documents to be attached, or a link to stores. An offer can be referenced in the delivery according to the delivery outline selected.

For more on this, refer to [this section](#).

Tutorial

This video presents the key concepts of marketing campaigns.

<https://experienceleague.adobe.com/docs/campaign-classic/using/orchestrating-campaigns/about-marketing-campaigns/designing-marketing-campaigns.html?lang=en#video>

Additional Campaign Classic how-to videos are available [here](#).