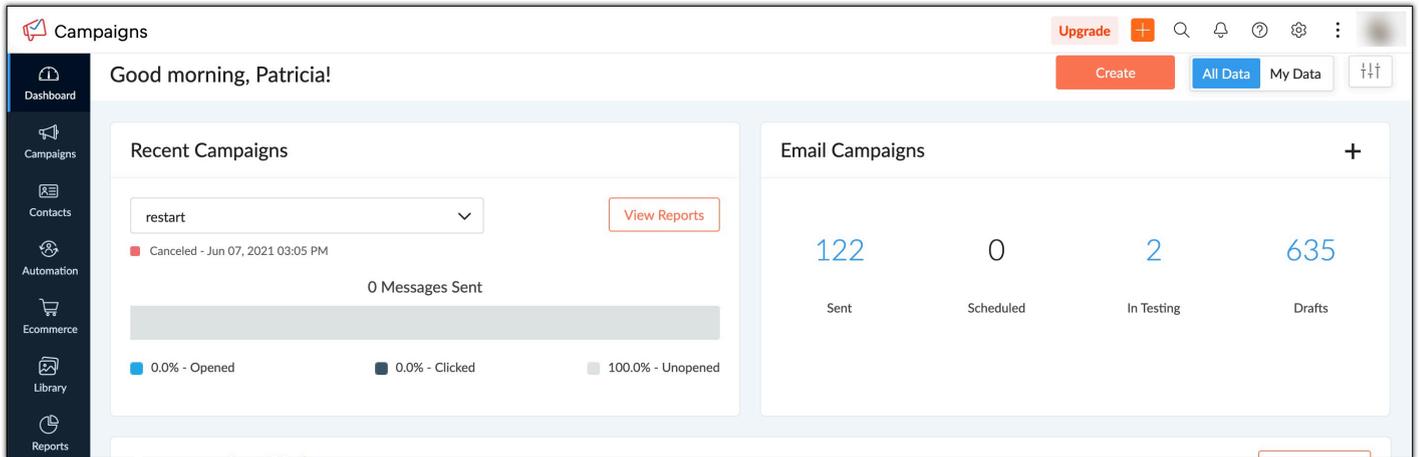


Understanding the Dashboard

When you log in to your Zoho Campaigns account, the first screen you'll see is the Dashboard. The dashboard displays the overall summary of your account activity in a nutshell.

In this document, we'll take you through different aspects of your dashboard and how it can help you understand various data points in your account.

- **My Data** - This view is unique to each Zoho Campaigns user. In this view, you can take a look at the number of sent email campaigns, mailing lists, contacts, and automations for your account.
- **All Data** - This view is limited to administrators who can access all of the data for the organization. This view gives you the accumulated data from all accounts in your organization.



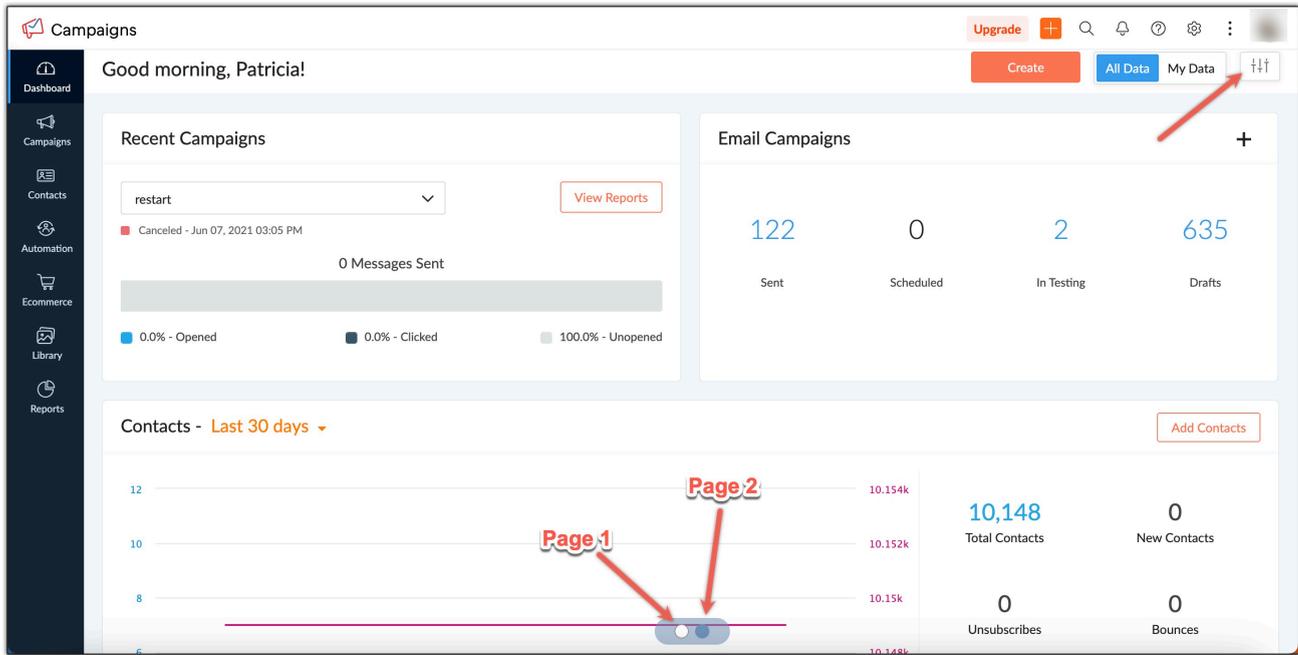
Customizing your dashboard

You can customize your dashboard with your favorite widgets and choose what you want to see in the main display. In this section, we'll go over each widget and its purpose.

To customize your dashboard:

1. From the *Navigation toolbar*, choose **Dashboard**.
2. Click the **Customize Dashboard** icon in the top-right corner.

3. Choose the page (Page 1 or Page 2) you need to customize.



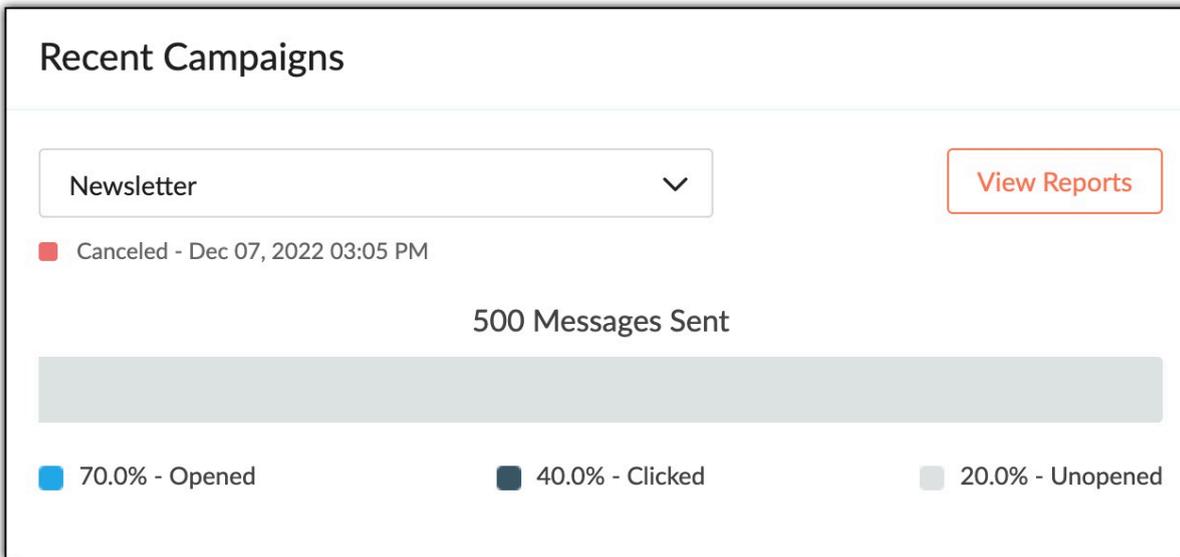
4. You've the following customizations available.

- **Choose dashboard page** – Select the dashboard page you'd like to customize.
- **Adding widget** – Drag and drop your favorite widgets from the Unselected Blocks panel on the right.
- **Moving widget** – Click and drag a widget to the desired position.
- **Removing widget** - Click and drag the widget to the Unselected Blocks panel.

5. Click **Save**.

Recent Campaigns

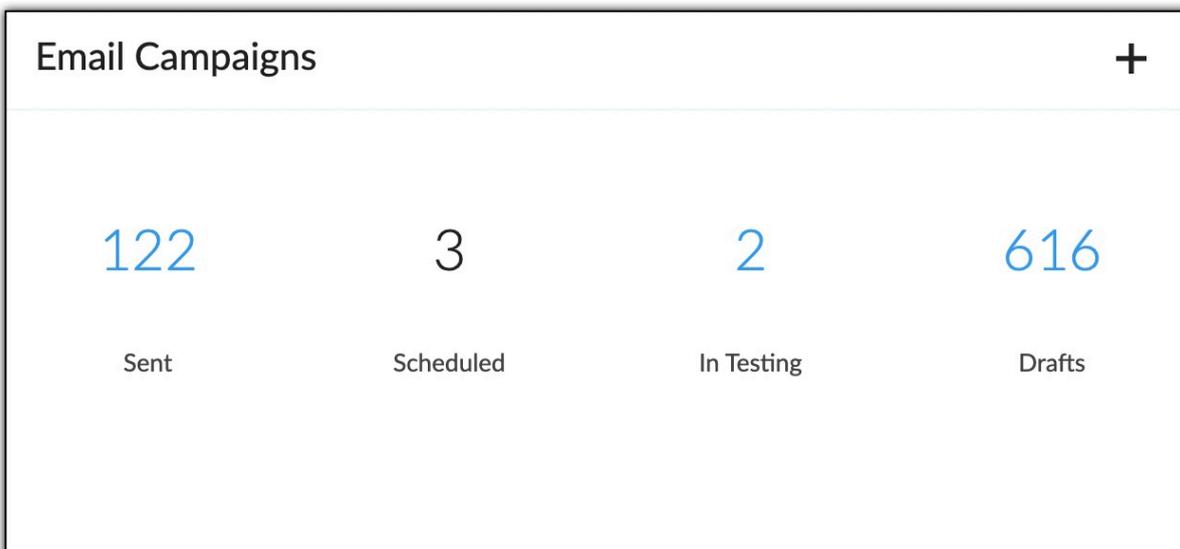
This shows the performance of your recently sent campaigns through metrics such as the number of recipients, opens, and clicks. Click the View Reports button to see an in-depth analysis of each email campaign.



Email Campaigns Status

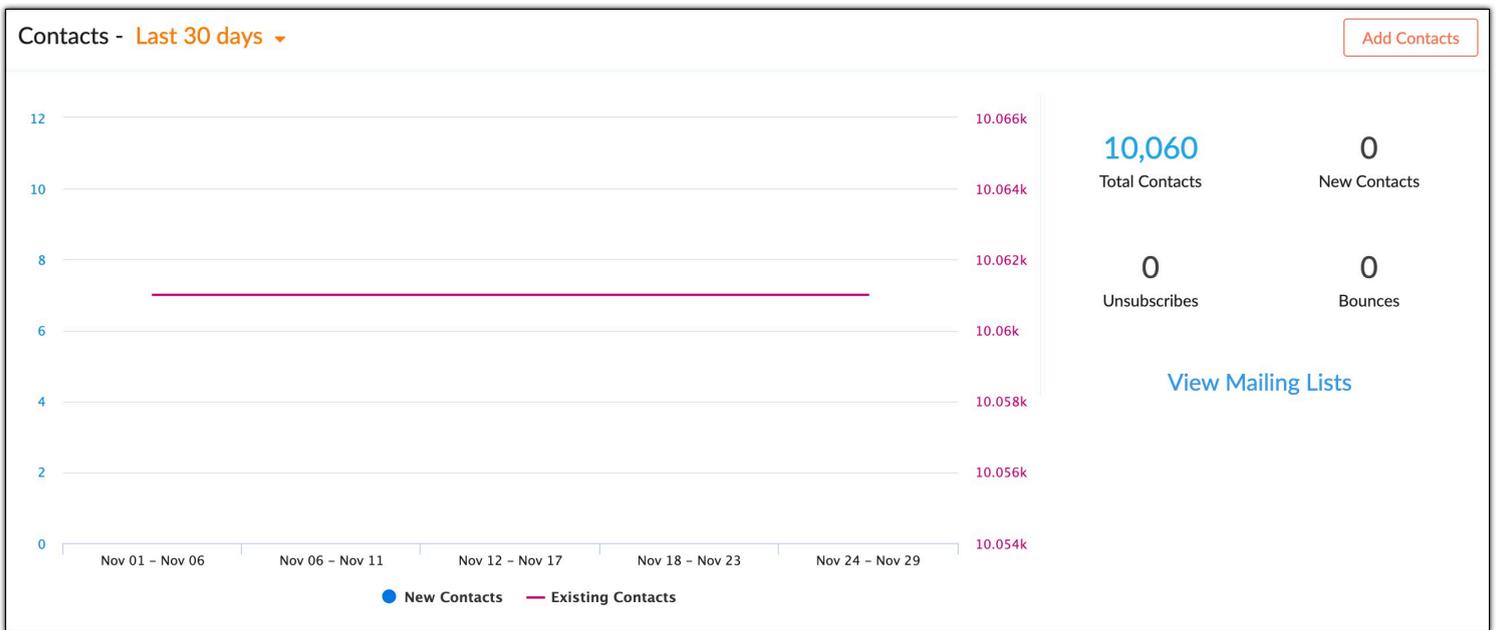
The Email Campaigns section is where you can find the email campaigns you've sent, scheduled, and drafted. The *In Testing* status shows the number of A/B test email campaigns that are within the test duration or when you are yet to choose a winner if you have configured to manually select the winner.

Additionally, you can create email campaigns, social campaigns, or advanced campaigns by clicking the Create button in the upper-right corner.



Lists and Contacts

Here, you can find the number of mailing lists, total number of contacts present in your account, recently added contacts, active syncs running, and the number of segments.



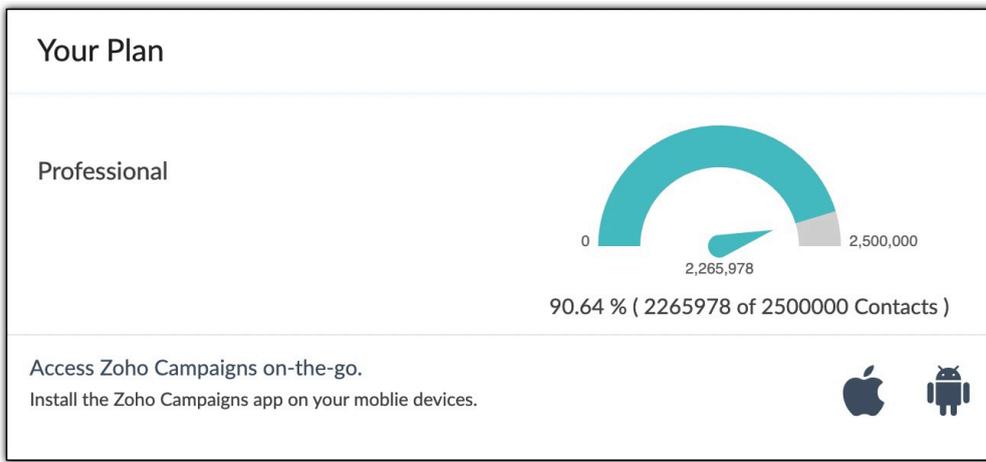
Marketing and Non-marketing Contacts

This section of the dashboard helps you find out the number of Marketing and Non-marketing contacts that you have saved on your Campaigns account.



Your Plan

This is where you can see your current subscription plan along with the plan limits and usage for the month. Click on the plan to see the full details of your plan on the Subscription page.



Next 24 Hours Activities

This section is where you can view the activities you have scheduled to happen in the next 24 hours.

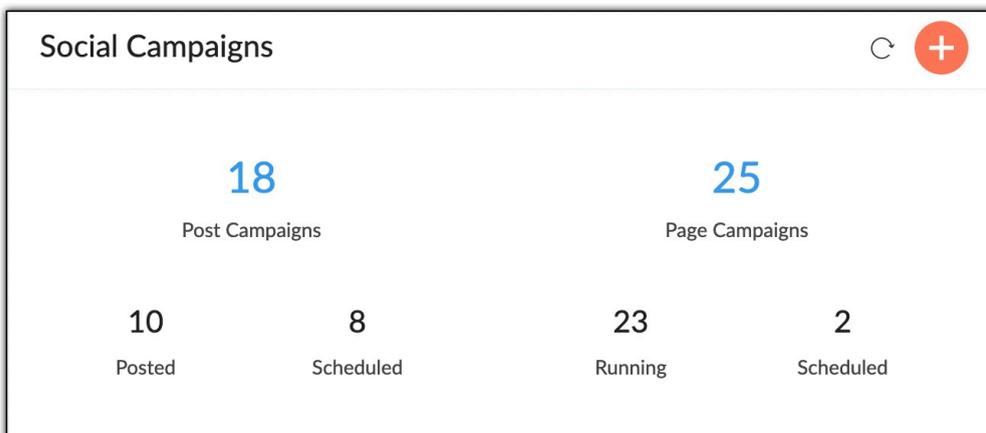
Next 24 Hours Activities



You've no activities set for the next 24 hours.

Social Campaigns

This is where, you can see the number and status of your Post and Page campaigns.



Recent Activities

This tells you the recent activities in your account, from the creation of a new mailing list, to a successfully sent email campaign that was sent successfully, you can view all of your account's activities.

Recent Activities		
Campaign "Posts from The Hindu - Chennai for" has been sent successfully.	by [redacted]	30 Nov 10:30 AM
Campaign "Posts from No Title for 29-11-2022 09:34 PM GMT and Key Takeaways: Winning Over Funders With Impact Data Webinar" has been sent successfully.	by [redacted]	30 Nov 05:31 AM
Campaign "Key Takeaways: Winning Over Funders With Impact Data Webinar" has been sent successfully.	by [redacted]	30 Nov 05:30 AM
Campaign "Key Takeaways: Winning Over Funders With Impact Data Webinar" has been sent successfully.	by [redacted]	30 Nov 05:30 AM
Campaign "Key Takeaways: Winning Over Funders With Impact Data Webinar" has been sent successfully.	by [redacted]	30 Nov 05:30 AM
Campaign "Posts from Sports The Indian Express for 29-11-2022 11:53 PM IST" has been sent successfully.	by [redacted]	30 Nov 12:00 AM
Contact [redacted] has been added.	by [redacted]	29 Nov 07:17 PM
Contact [redacted] has been added.	by [redacted]	29 Nov 07:15 PM
Campaign "Posts from The Hindu - Chennai for" has been sent successfully.	by [redacted]	29 Nov 10:30 AM
Campaign "Posts from No Title for 28-11-2022 08:18 PM GMT and November Social Impact News Roundup: Inclusive Social Change" has been sent successfully.	by [redacted]	29 Nov 05:30 AM