



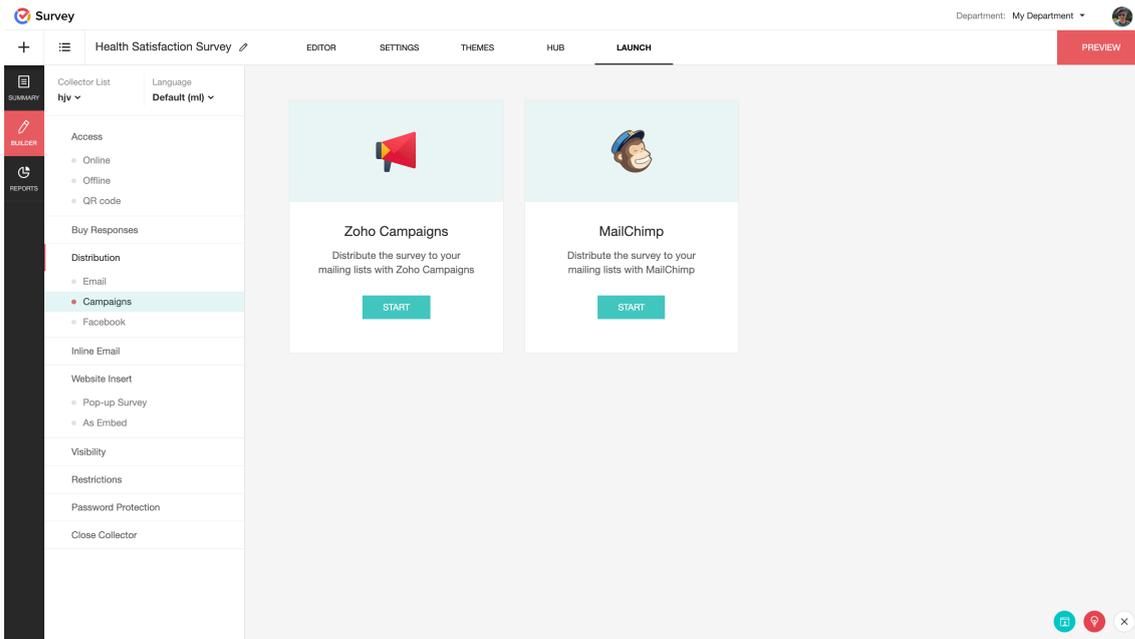
Zoho Corporation

Zoho Campaigns

With Zoho Campaigns, you can [create, send, and track effective email campaigns](#) that will help you build lasting relationships with your customers. You can provide the details of your email campaign to get started in the Basic Info section.

To create a Zoho Survey email campaign:

1. Click **Campaigns** under [Distribution](#) on the left pane of the [Launch](#) tab.
2. Click **Start** in the *Zoho Campaigns* section. You'll be taken to the Zoho Campaigns page. Read on [creating email campaigns](#).



Test Email

[Send a test email](#) to make sure everything is working before you send the final one.

Recipients

After you successfully send a test email, you can start [adding recipients](#) to your email campaign.

Review

After adding the recipients for your email campaign, [send it for review](#) and get it verified by the compliance team at Zoho. Select approver(s) and click **Send for Approval** on the *Review* page. You'll receive an email when your campaign has been verified and authenticated by the compliance team. After your email campaign has been verified, it's time to send it out to your audience. You can send it immediately or schedule it to send at a later time.

Clone

Create a clone of your email campaign and send it to a different audience or save it for later use.

Note

Editing an active workflow will also create a new version. Any changes that you make to the workflow will be saved to this new version. [Click here to know how you can edit a workflow rule](#) created within Zoho Campaigns.

Individual Responses

After you successfully launch a campaign, you can access the survey [reports](#) of each respondent in the email list.

To view individual responses:

1. Select an email campaign from all the campaigns you have sent from the Zoho Campaigns home page.
2. Click **View Report**. You will be taken to a dashboard where you can find details on the report summary.
3. Click **Recipient activities** to view individual responses.

Content

You can design and configure the content of your email by choosing an email type and content option. See [creating the content for my email](#) for more information. You can also personalize your email messages by [adding merge tags](#).