



Zoho Corporation

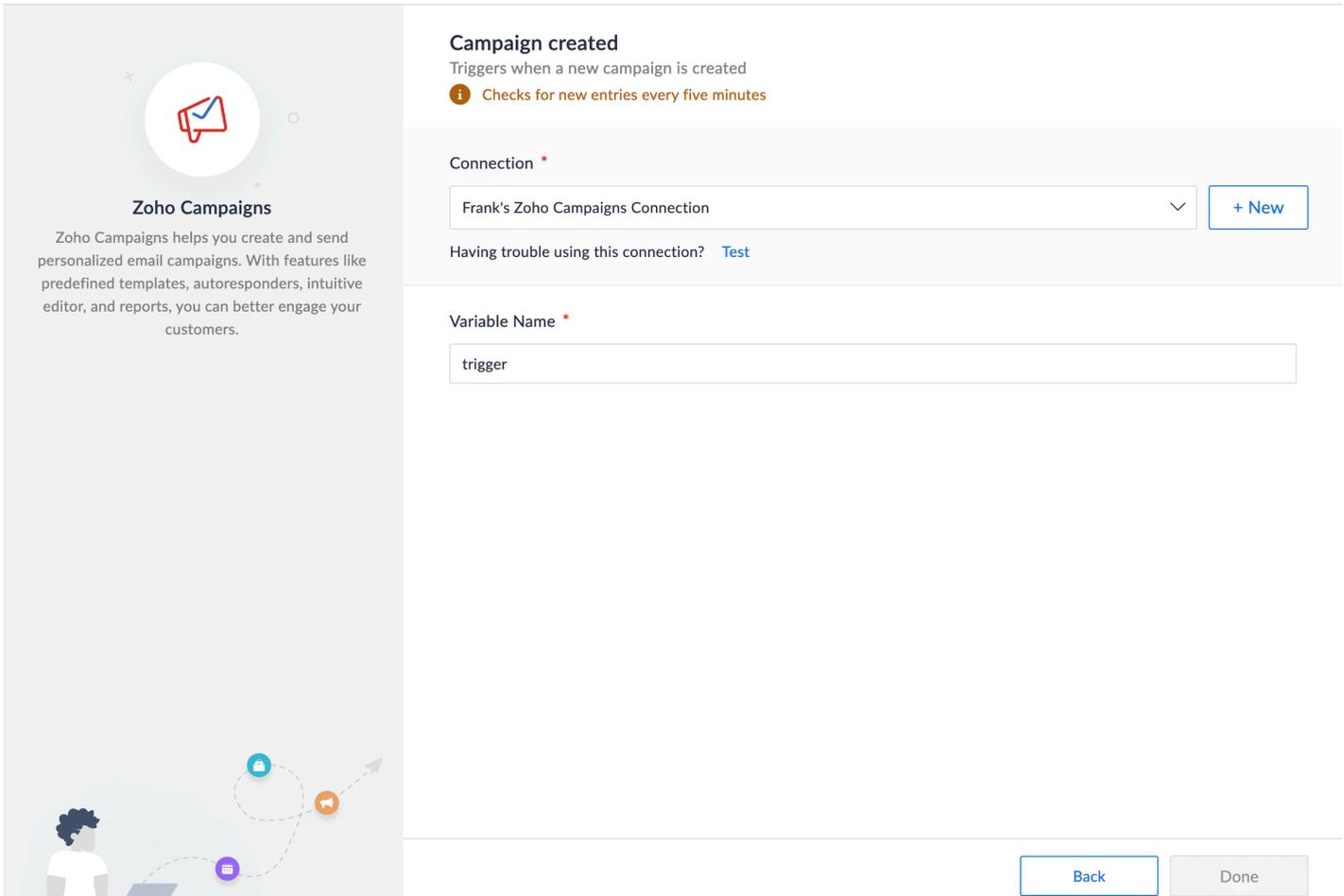
Zoho Campaigns

What is Zoho Campaigns?

Zoho Campaigns helps you easily create and manage email marketing campaigns to connect with your audience. By integrating it with Zoho Flow, users can automate workflows, save time, and ensure seamless data syncing between apps, making email marketing even more efficient.

How to connect your Zoho Campaigns account to Zoho Flow

1. Select the required trigger and click **Next**.
2. Choose an existing connection from the dropdown. Click **Test** to verify if it's working fine.
3. If there are no other Zoho Campaigns connections in your account, click **Connect**. Otherwise, click **+New**.



The screenshot shows the configuration interface for a 'Campaign created' trigger in Zoho Flow. On the left, there is a card for 'Zoho Campaigns' with a description: 'Zoho Campaigns helps you create and send personalized email campaigns. With features like predefined templates, autoresponders, intuitive editor, and reports, you can better engage your customers.' The main configuration area on the right includes:

- Campaign created**: Triggers when a new campaign is created. A note indicates it 'Checks for new entries every five minutes'.
- Connection ***: A dropdown menu showing 'Frank's Zoho Campaigns Connection' with a '+ New' button to the right.
- Variable Name ***: A text input field containing the word 'trigger'.

At the bottom right of the configuration area, there are 'Back' and 'Done' buttons.

Alternatively, you can create a new connection by navigating to **Settings**, then clicking **Connections**. Click **Create connection** and choose **Zoho Campaigns**.

4. Enter a connection name and click **Authorize**.
5. Enter the credentials of your Zoho Campaigns account in the pop-up and click **Next**.

API documentation

If you experience any Zoho Campaigns-related errors in your flows or if you wish to learn more about the Zoho Campaigns API, the API documentation can be found [here](#).

[Learn how to fix app-specific errors using API documentation](#)

Triggers and actions available in Zoho Flow

Triggers

Campaign created:

Use this trigger to send emails on new product launches when a new campaign is created.

Campaign failed:

Use this trigger to notify the marketing team when a campaign is paused, stopped, or cancelled.

Campaign sent:

Use this trigger to create a task for post-campaign analysis when a campaign is successfully sent.

Contact unsubscribed from list:

Use this trigger to send an email thanking them for their time when a contact is unsubscribed from the selected list.

Subscriber added to list:

Use this trigger to send a welcome email when a subscriber is added to the selected list.

Actions

Add contact to list:

Use this action to add a new contact to a specific mailing list for communication.

Add contact to workflow:

Use this action to add a contact into a workflow for follow-ups.

Add or update contact:

Use this action to add a new contact or update an existing one with new information.

Associate list to campaign:

Use this action to link a specific contact list to send targeted emails.

Clone campaign:

Use this action to duplicate an existing campaign to reuse the design and content for a new product launch.

Create list:

Use this action to create a new mailing list to organize contacts based on some criteria.

Create tag:

Use this action to create a tag in order to categorise contacts based on their interests.

Trouble shooting tips and tricks

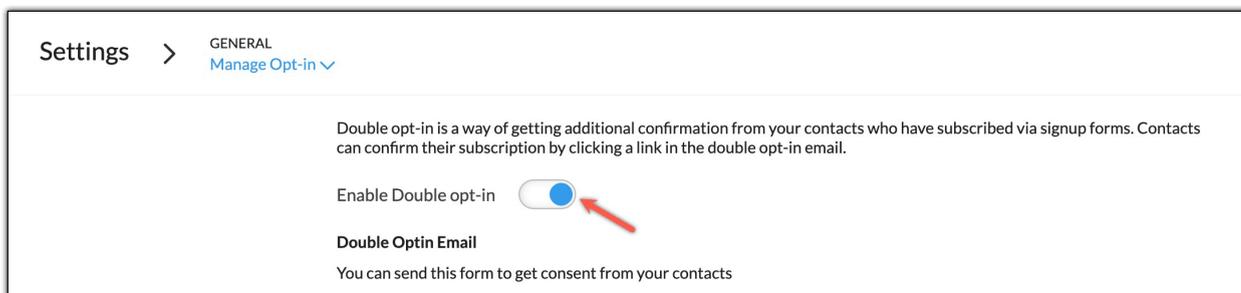
Why isn't a contact still added to the mailing list?

To add a customer to your mailing list, use the **Add or update contact** action. If it's a new contact, the flow will create their profile and add them to the mailing list. If the contact already exists in Zoho Campaigns, their details will be updated, and they'll be added to the selected mailing list.

If the **Add or update contact** action completes successfully but the contact isn't added to the mailing list, follow these steps:

1. Check Double opt-in settings

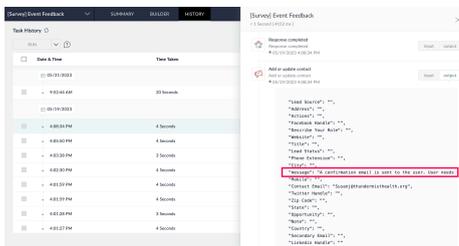
Verify if the Double opt-in option is enabled in your campaigns. When enabled, a confirmation email is sent to the contact's email address.



2. Confirmation Required

The contact will only be added to the mailing list after they confirm the subscription via the email they receive.

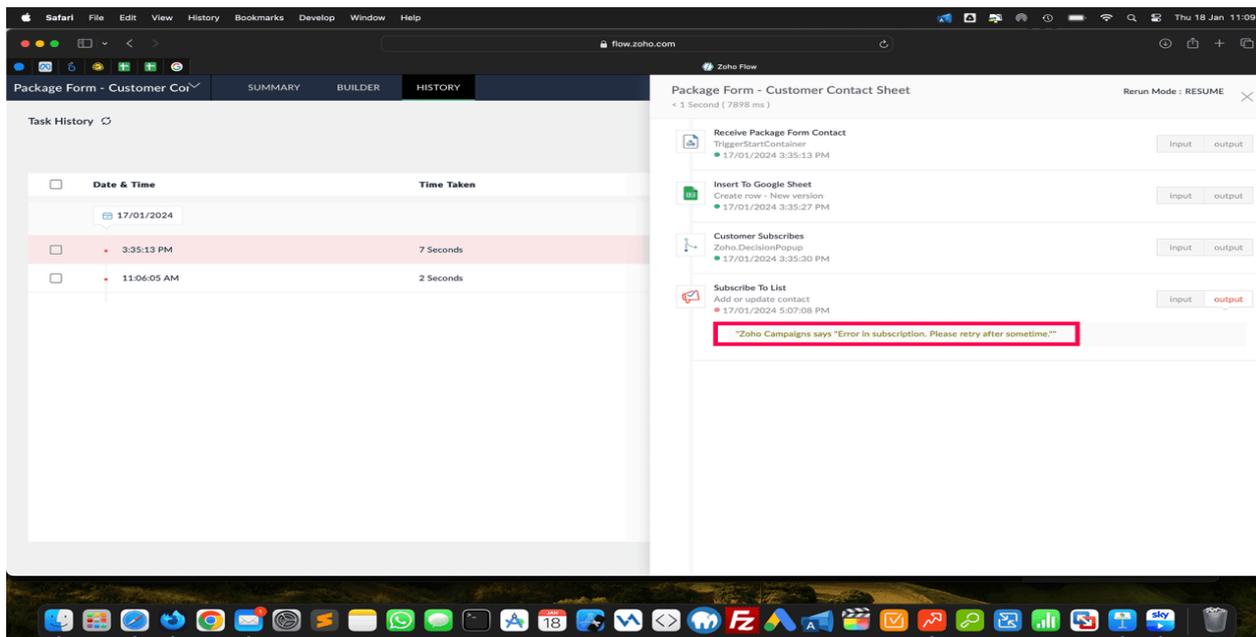
Make sure the contact confirms their subscription to ensure they're successfully added to the mailing list.



Why isn't a contact added to the campaign when the date formats between Zoho Flow and Zoho Campaigns don't match?

When mapping date fields in Zoho Flow to Zoho Campaigns, ensure the dates are in the **yyyy-mm-dd** format (e.g., 2025-02-10). If the date is in a different format, Zoho Campaigns will throw an error during the import process, and the contact won't be added to the campaign. To resolve this, check your mapped date fields and reformat any that don't match the required format.

You can use Deluge's **formatDate()** function to convert the date into the correct format before passing it to Zoho Campaigns.

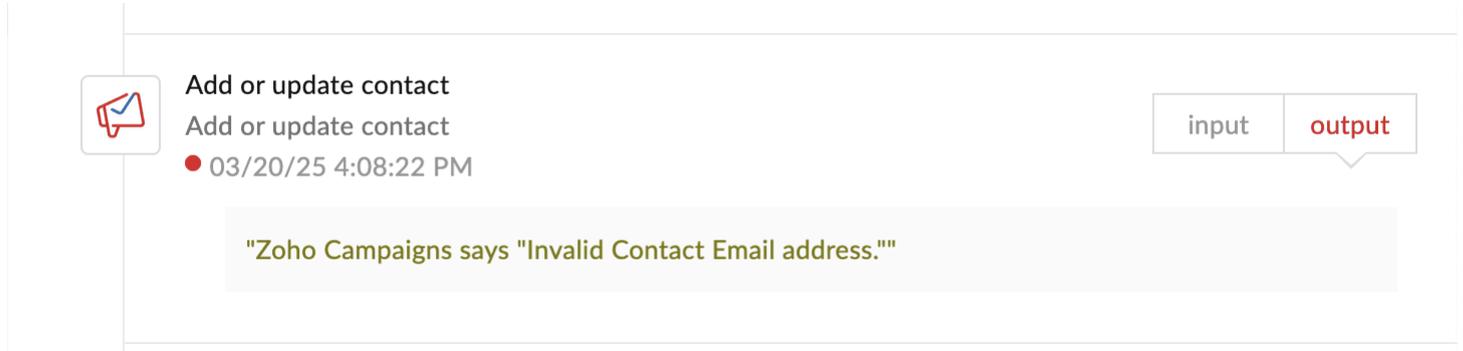


Why is an email address with info@ rejected when importing my list?

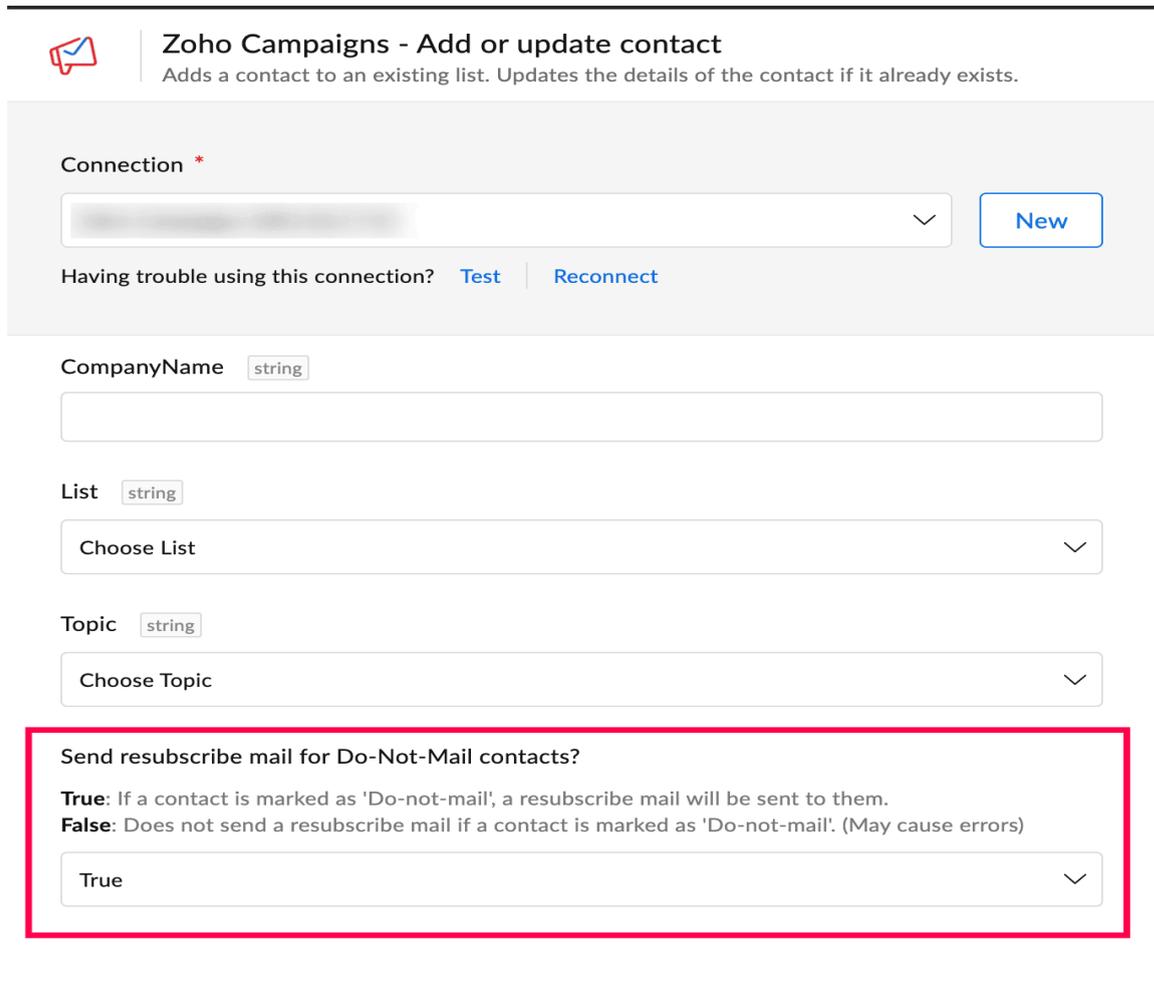
Any contact that starts with info, sales, admin, jobs, or office will not be imported. It is because these email addresses have a high probability of getting landed in the spam folder. However, you can request support@zohocampaigns.com with a valid reason to import them.

Why do I get this error: Invalid Contact Email address?

If you try to use an email address that is added to the *Do-not-mail* list in Zoho Campaigns and choose to send a resubscribe email to the contact, the flow will fail if the contact hasn't resubscribed yet. You'll encounter the *'Invalid Contact Email address'* error in this case.



The screenshot shows a flow step titled "Add or update contact" with a timestamp of "03/20/25 4:08:22 PM". The step has an "input" and "output" label. A message box displays the error: "Zoho Campaigns says 'Invalid Contact Email address.'"



The configuration page for the "Zoho Campaigns - Add or update contact" step includes the following fields:

- Connection ***: A dropdown menu with a "New" button and a link to "Test" or "Reconnect".
- CompanyName**: A text input field with a "string" type label.
- List**: A dropdown menu with a "string" type label and a "Choose List" option.
- Topic**: A dropdown menu with a "string" type label and a "Choose Topic" option.
- Send resubscribe mail for Do-Not-Mail contacts?**: A dropdown menu with a "True" option, highlighted with a red border. The description below it states: "True: If a contact is marked as 'Do-not-mail', a resubscribe mail will be sent to them. False: Does not send a resubscribe mail if a contact is marked as 'Do-not-mail'. (May cause errors)".

However, once the contact resubscribes, the flow will execute successfully without any errors, and the contact will be added or updated as needed.

Which action should I use to update a contact's details: *Update list* or *Add or update contact*?

The *update list* action is used to update list properties like name, description, and so on, while the *Add or update contact* action helps update the contact details like Contact Email, First Name, Company Name, and so on.