

DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

AUTOTEXTS





save marketing teams' hundreds of man-hours per year which would otherwise be spent manually setting up and sending these campaigns each day or week.

Continue Reading to find out

How to Use AutoTexts →

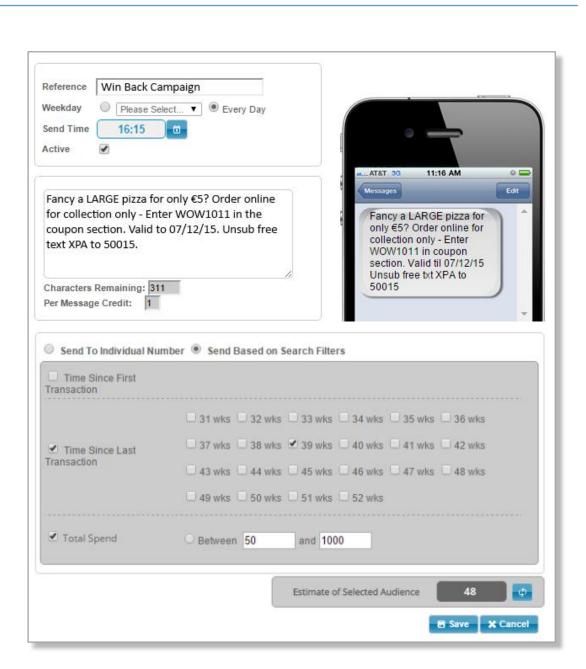
Getting Started

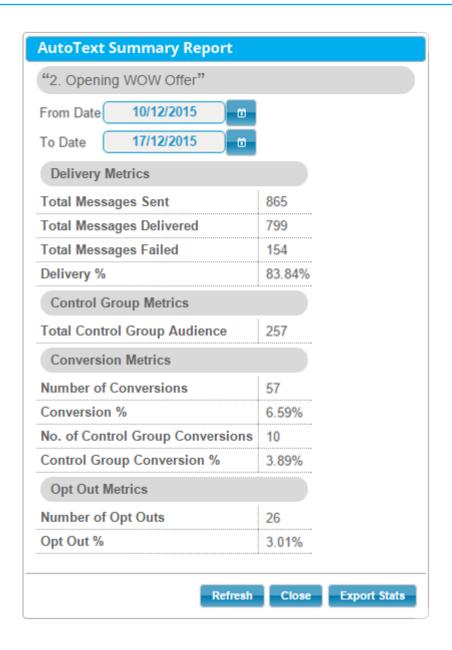
AutoTexts are a ZinMobi premium feature which require Loyalty Program, CRM or POS integration. To have AutoTexts added to your account please contact your Account Manager or email support@zinmobi.com.

How to set up an AutoText Campaign:

- 1. Go to the Send A Message screen.
- 2. Click on Manage AutoTexts.
- 3. Click "Add AutoText"
- 4. Add AutoText reference.
- 5. Set the Send Day(s) and Time.
- 6. If applicable, select your Control Group size from the Control Group dropdown.
- 7. Define Your Audience.
- 8. Click Save







How to measure the success of an AutoText Campaign:

- 1. Log into your ZinMobi account.
- 2. Go to the Send A Message screen.
- 3. Click on Manage AutoTexts.
- 4. Find the AutoText you wish to view results for.
- 5. Click on the Summary Report function button.
- 6. Set the Date Range that you wish to view statistics for. Note: Default Summary Report when opened is 1 week prior to current date.
- 7. Click Refresh.

Exporting Results Data

AutoTexts results data can also be exported as an excel file. Simply click Summary Report beside the AutoText you wish to view statistics for, set your Date Range, click Refresh and finally click "Export Stats".

