


DIGIMAKER 6.0



Digimaker 6.0 How to guides

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1.1 How to Create/Select a Target Group in Campaign

Target groups are nothing but selected group of audiences grouped as per interest levels, the demographics, user behaviour and any other criteria that drive the company's business. Creating target groups helps you sort and send e-mail to customers with specific interest. For example, you can send a thanking message including your latest offers and a sample of the services provided for people who register on your website for the first time. You can send promotional letters for long-time customers.

The process of creating a target group is similar to that of creating a view. For more information about creating form views, refer the [Digimaker CMS End User Manual](#). You can use existing views as target groups or you can create a new group with the fields that you want.

Step 1: Go to the main menu and select **Content**. Move your mouse over the **Campaign submenu** and choose **Create new Campaign**. This opens the **Manage the 'New Campaign' campaign Workspace**.

Manage the 'New Campaign' campaign

Properties
Campaign e-mail
History
Server settings
Extensions

Server settings

Campaign title *

Frequency

Mail Priority

Design template *

Target groups *

Menu items *

Article settings

Get articles for this number of days back (enter -1 for unlimited) *

Get this number of articles (enter -1 for unlimited) *

Article list templates *

Order by

Include sub menu items

Figure Error! No text of specified style in document.: **Create new target group**

- Step 2:** Select **New target group (Figure 2)**. This opens the **Search e-Forms page**.
- Step 3:** Click on the category to select the e-Form from which you need to create the target group. All the e-Forms stored in the category are displayed.

Step 4: Select the e-Form and click on **Create a view on this form link (Figure 2)**. The view builder for the e-Form is displayed (**Figure 3**).

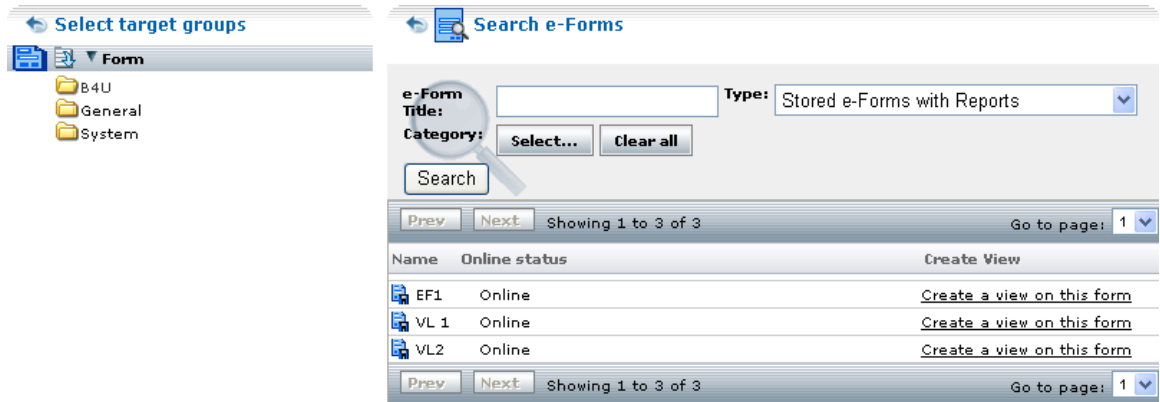


Figure Error! No text of specified style in document.: Create Target Group – Search e-Forms

Step 5: Please enter the view details, and select the desired fields from the **“Existing e-Form Fields”** window and add it to **“Fields in View”**. For more information about fields refer section **6: e-Forms** by downloading the [Digimaker CMS End User Manual](#),

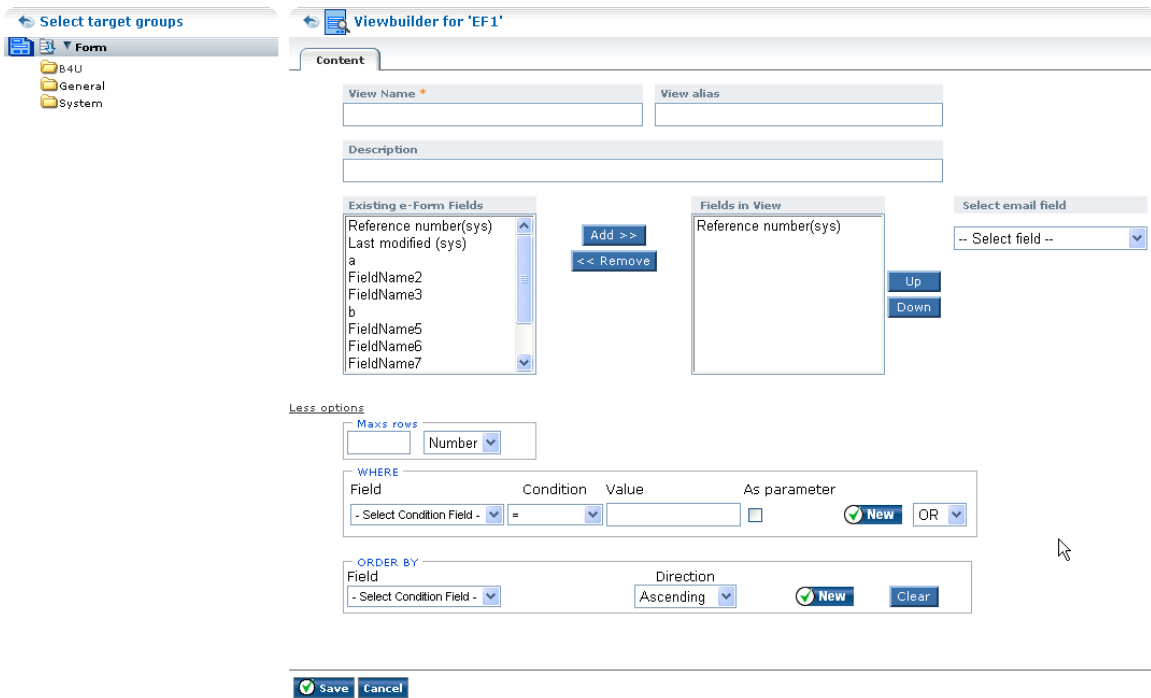


Figure Error! No text of specified style in document.: Create Target Group – View Builder

Step 6: Click **Save** to save the target group.