DMW020 Work with Direct Mail Campaign List

Overview

This Mailing List selection option enables the nomination of the selection criteria of a particular Mailing List. A customer is included in a Mailing List if all specified requirements have been met. Once selection is complete a control report is generated.

The selection is by a user defined Campaign number. This is linked back to the Distribution system and used for sales analysis in the purchase history file and campaign related files. The actual figures generated from this mailing list are compared to the estimated expenses, revenue and sales quantities defined on the campaign's masterfile.

Mailing List selections can be made based on the Interest Group to which the customer belongs and whether or not the customer belongs to a Club. A Customer Type can be used to narrow down the selection or used instead of Interest Group as one of the selection criteria. A wildcard selection for interest code ranges can be used to allow entering of partial interest codes with '*' suffix for a range of codes to be selected. For example to select 'A01', 'A02', 'A09' enter 'A0*' or for all interest codes starting with 'A', enter 'A*'. The List can include only those customers who have bought Titles belonging to a specified Title Level whose net purchases (this takes returns into account) are equal to or greater than a specific quantity.

The Mailing List Creation program allows entry of the source code and account/prospect selections on the first selection screen. Duplicates for the List code for different campaigns are permitted.

Purpose

This panel allows you to:

Add a campaign list

Maintain campaign list

Copy campaign list

Delete campaign list

Maintain direct mail list text

Campaign item maintenance

Campaign profile maintenance

Work with contact lists

Mailing list creation

Refresh mailing list

Print mailing list

Export mailing list

Mailing label print

Work with campaign e-mails

Examples

This section illustrates examples concerning:
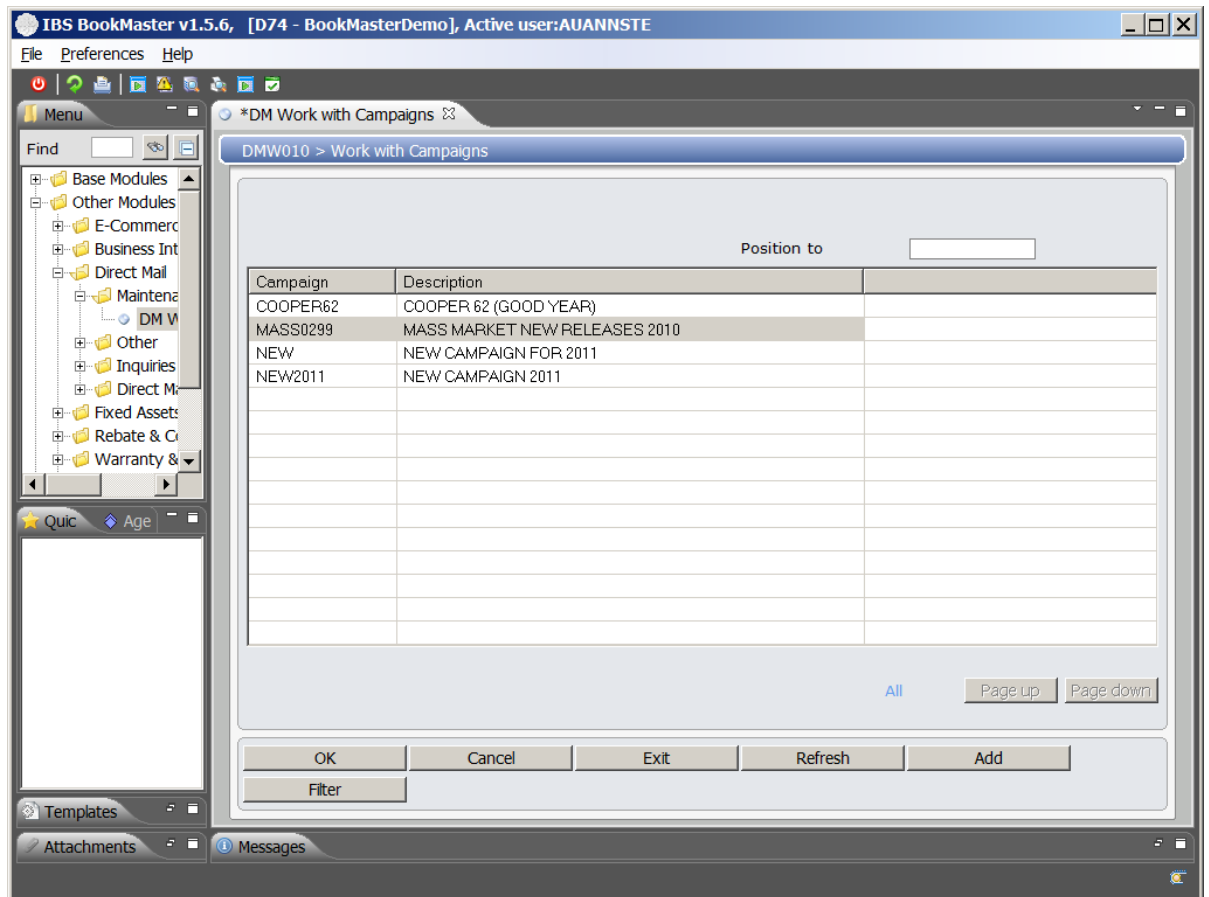
Example 1: Addition of a campaign list

This example describes how to add a campaign list.
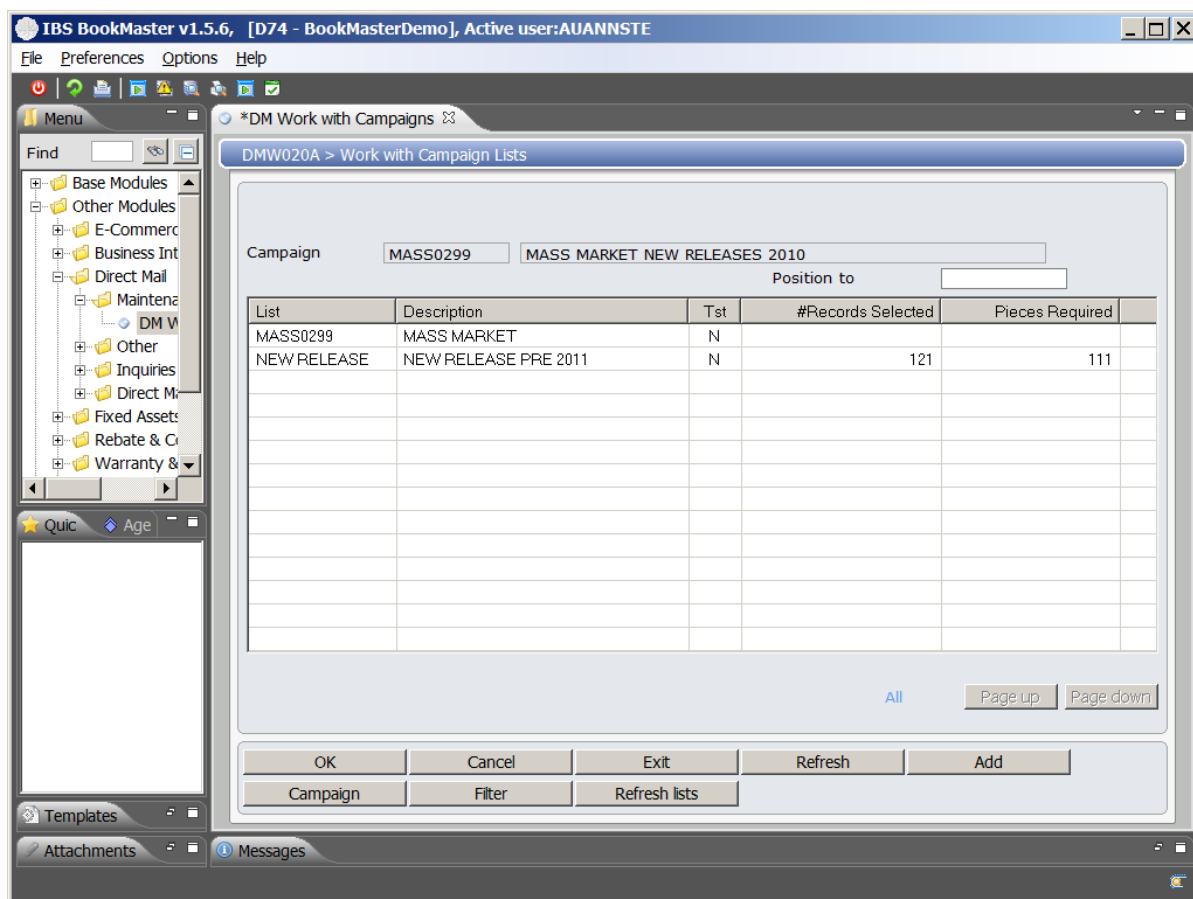
1. **Select option Work with DM Campaigns from Other Modules>Direct mail>Maintenance menu.**

DMW010 Work with Campaigns main panel is displayed.

2. Select a campaign and Click List.

DMW020 Work with Campaign Lists panel is displayed.

3. **Click Add.**

    DMM025 Campaign List Maintenance panel to add the campaign list is displayed in Add mode. Please refer to DMM025 Campaign List Maintenance document for more details.

Example 2: Maintenance of campaign list

This example describes how to maintain a campaign list.

1. **Repeat steps 1 and 2 as in <u>Example 1: Addition of a campaign list</u>**

2. **Select a list and click Change.**

    DMM025 Campaign List Maintenance panel to maintain the campaign list is displayed. Please refer to DMM025 Campaign List Maintenance document for more details.

Example 3: Copy of campaign list

This example describes how to copy a campaign list.

1. **Repeat steps 1 and 2 as in <u>Example 1: Addition of a campaign list</u>**

2. **Select an existing campaign and click on Copy.**

    DMW020 Campaign List Copy panel is displayed to copy a campaign list.

3. **Key in the list name and campaign key code to which the existing campaign list details are to be copied and click OK.**

The selected campaign list details are copied to a new campaign list.

Example 4: Deletion of campaign list

This example describes how to delete campaign list.

1. **Repeat steps 1 and 2 as in Example 1: Addition of a campaign list**

2. **Select an existing campaign and click on Delete.**

DMM025 Confirm Deletion of campaign list panel is displayed to delete a campaign list. Please refer to **DMM025 Confirm Deletion of campaign list** for more details.

Example 5: Maintenance of direct mail list text

This example describes how to maintain direct mail list text.

1. **Repeat steps 1 and 2 as in Example 1: Addition of a campaign list**

2. **Click Text.**

DMM900 Direct mail list text panel is displayed to allow maintenance of text for direct mail. Please refer to **DMM900 Direct mail list text** for more details. Key the fields to be included in the search and click **OK**.

Example 6: Campaign item maintenance

This example describes how to maintain campaign item.

1. **Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)**
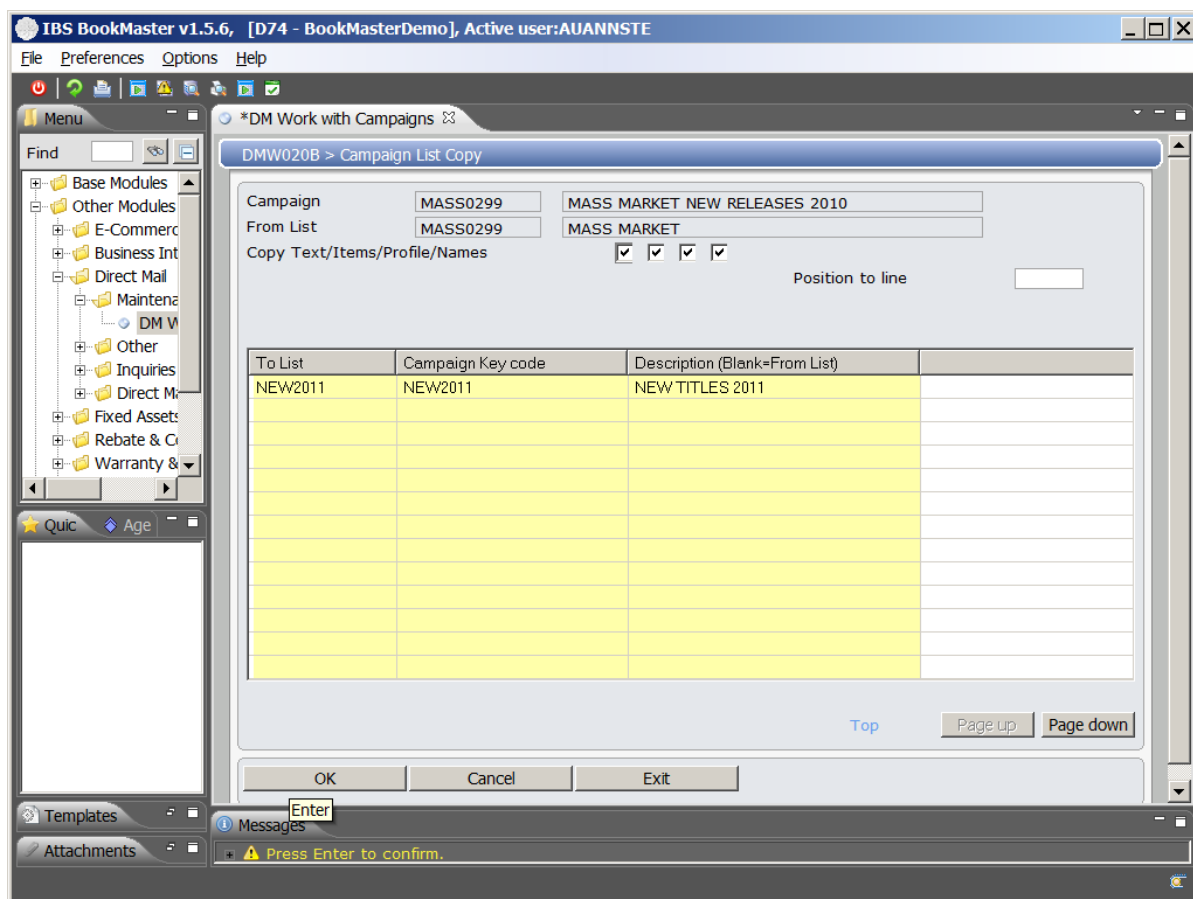
2. **Select an existing campaign and click on Item.**

DMM020 Campaign Item Maintenance panel is displayed in **Change** mode to maintain campaign item. Please refer to **DMM020 Campaign Item Maintenance** documentation for more details.

Example 7: Campaign profile maintenance

This example describes how to maintain campaign profile.

1. **Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)**

2. **Select an existing campaign and click on Profile.**

DMM020 Campaign Maintenance panel is displayed to work with campaign profile. Please refer to **DMM020 Campaign Maintenance** documentation for more details.

Example 8: Work with Contact Lists

This example describes how to work with contact lists.

1. **Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)**

2. **Select an existing campaign and click on Contact.**

DMW030 Work with Contact Lists panel is displayed to work with contact lists. Please refer to **DMW030 Work with Contact Lists** documentation for more details.

Example 9: Mailing list creation

This example describes how to create mailing list.

1. **Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)**

2. **Select an existing campaign and click on Create/recreate.**

DME081 Mailing List Selection panel is displayed to create mailing list. Please refer to **DME081 Mailing List Selection** documentation for more details.

Example 10: Refresh mailing list

This example describes how to refresh mailing list.

1. **Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)**

2. **Select an existing campaign and click on List refresh.**

DME082 Mailing List Refresh panel is displayed to refresh mailing list. Please refer to **DME082 Mailing List Refresh** documentation for more details.

Example 11: Print mailing list

This example describes how to print mailing list.

1. **Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)**

2. Select an existing campaign and click on List print.

DMR090 Mailing List Print panel is displayed to print mailing list. Please refer to **DMR090 Mailing List Print** documentation for more details.

Example 12: Export mailing list

This example describes how to export mailing list.

1. Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)

2. Select an existing campaign and click on List export.

DMO330 Mailing List Export panel is displayed to export mailing list. Please refer to **DMO330 Mailing List Export** documentation for more details.

Example 13: Mailing label print

This example describes how to print mailing label.

1. Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)

2. Select an existing campaign and click on Label print.

DMR105 Mailing Label Print panel is displayed to print mailing label. Please refer to **DMR105 Mailing Label Print** documentation for more details.

Example 14: Work with campaign emails

This example describes how to work with campaign emails.

1. Repeat steps 1 and 2 as in [Example 1: Addition of a campaign list](#)

2. Select an existing campaign and click on Email.

DMW035 Work with Campaign Emails panel is displayed to work with campaign emails. Please refer to **DMW035 Work with Campaign Emails** documentation for more details.

Cross Reference

- DMW010A - Work with Campaigns