
DMM025 Campaign List Maintenance

<i>Overview</i>	This program allows addition and maintenance of campaign lists.
<i>Purpose</i>	<p>This panel allows you to:</p> <ul style="list-style-type: none">Add a new campaign listMaintain details of an existing campaign listDelete a campaign list

Examples

This section illustrates examples concerning:

[Example 1: Addition of a new campaign list](#)

[Example 2: Maintenance of an existing campaign list details](#)

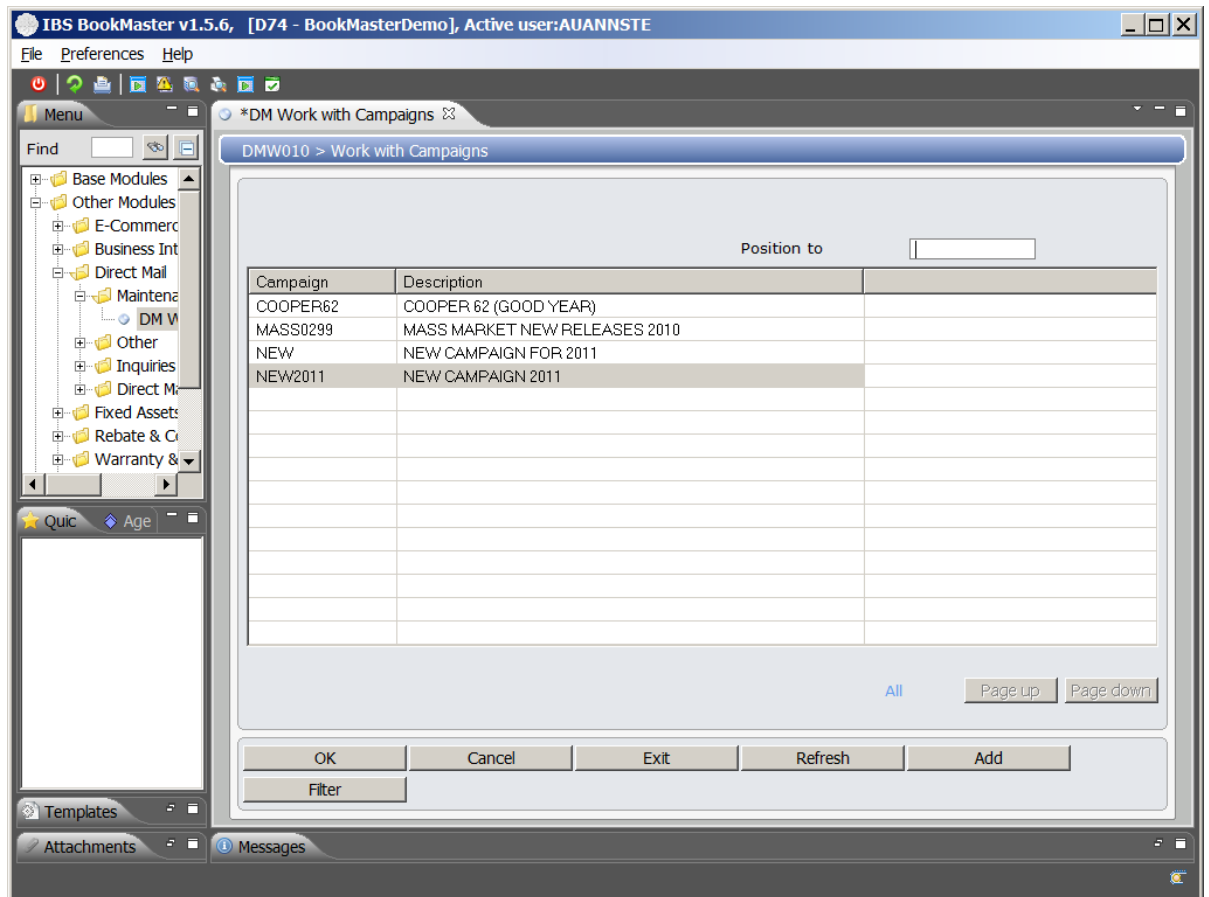
[Example 3: Deletion of campaign list](#)

Example 1: Addition of a new campaign list

This example describes how to add a new 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 an existing campaign and click Lists.

DMM020 Work with Campaign Lists panel is displayed.

IBS BookMaster v1.5.6, [D74 - BookMasterDemo], Active user:AUANNSTE

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Press Enter to confirm.

*DM Work with Campaigns

DMM025 > Campaign List Maintenance > - Add

Campaign

MASS0299

MASS MARKET NEW RELEASES 2010

List

NEW RELEASE

Description

NEW RELEASE PRE 2011

Campaign list type

SLS SALES

Campaign key code

ABC

Mailing qty planned

700

Mailing qty actual

500

Mailing date

6/12/2010

First order date

Type of sale

DM DIRECT MAIL

Test code

Total list expense

OK Cancel Exit Text

Relevant fields

Campaign

A user defined, alphanumeric code, which uniquely identifies a direct mail campaign

List

A Campaign List ID or number is required and entered in Campaign Maintenance. Entry of the List may be a duplicate of another List for a different campaign. The Campaign List key code is unique for each campaign.

Description

A description of a Campaign List is optional in Campaign Maintenance.

When copying a Campaign List, a new description for the campaign list being created can be entered or if left blank, the description defaults from the existing campaign list.

Campaign list type

The category in which the list falls

Campaign key code

A Campaign key code or ID is required to identify the List within the Campaign. This is entered in Campaign Maintenance. Each Campaign List must have a Campaign Key Code (ID) so it can be identified within the order entry system as a Direct Mail campaign. Duplicates are not allowed.

Mailing qty planned

The quantity of brochures to be printed or mail outs to be sent to prospective customers for this Campaign List.

Mailing quantity

The actual quantity of brochures printed or mail outs sent to

actual	prospective customers for this Campaign List.
Mailing date	The Date entered on the Campaign for when brochures and letters are to be sent out. This field defaults and can be overridden. Click on the calendar to select a date.
Type of sale	A Type of Sale code the List is targeting. This field defaults to Direct Mail and can be overridden. Prompt and select a valid Type of Sale code for Direct Mail Sales Analysis in Distribution.
Test code	<p>The default is No and may be overridden to Yes. This Yes/No flag determines whether this campaign is a test and is flagged within TMSDM/CPGN-EXP.</p> <p>It allows a test campaign to be run for a subject. This is used to see what customer types are selected and how many customers are selected.</p>
Total list expense	<p>The expense associated with the direct mail campaign list which is being created or added.</p> <p>When entering the cost, TMSDM/CPGN-EXP must be set to Y.</p>

4. **Key in the required fields and click OK.**
DMM020 Campaign Item Maintenance and DME081 Mailing List Selection panels are displayed one after the other. Please refer to corresponding documents for further details.

After the values are keyed in, a campaign list gets added.

Example 2: Maintenance of an existing campaign list details

This example describes how to maintain an existing campaign list details.

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

DMM025 Campaign list Maintenance panel is displayed in **Change** mode to change existing campaign list details.

3. **Make required changes and click Delete (or press F15).**

This changes existing campaign list details.

Example 3: 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 new campaign list](#)**
2. **Select an existing campaign and click on Profile.**

DMM025 Confirm Deletion of Campaign List panel is displayed.

3. **Click OK to confirm deletion.**

This deletes existing campaign list.

Cross Reference

- DMM020A - Campaign file maintenance
- DMW020A - Work with D/M Campaign Lists