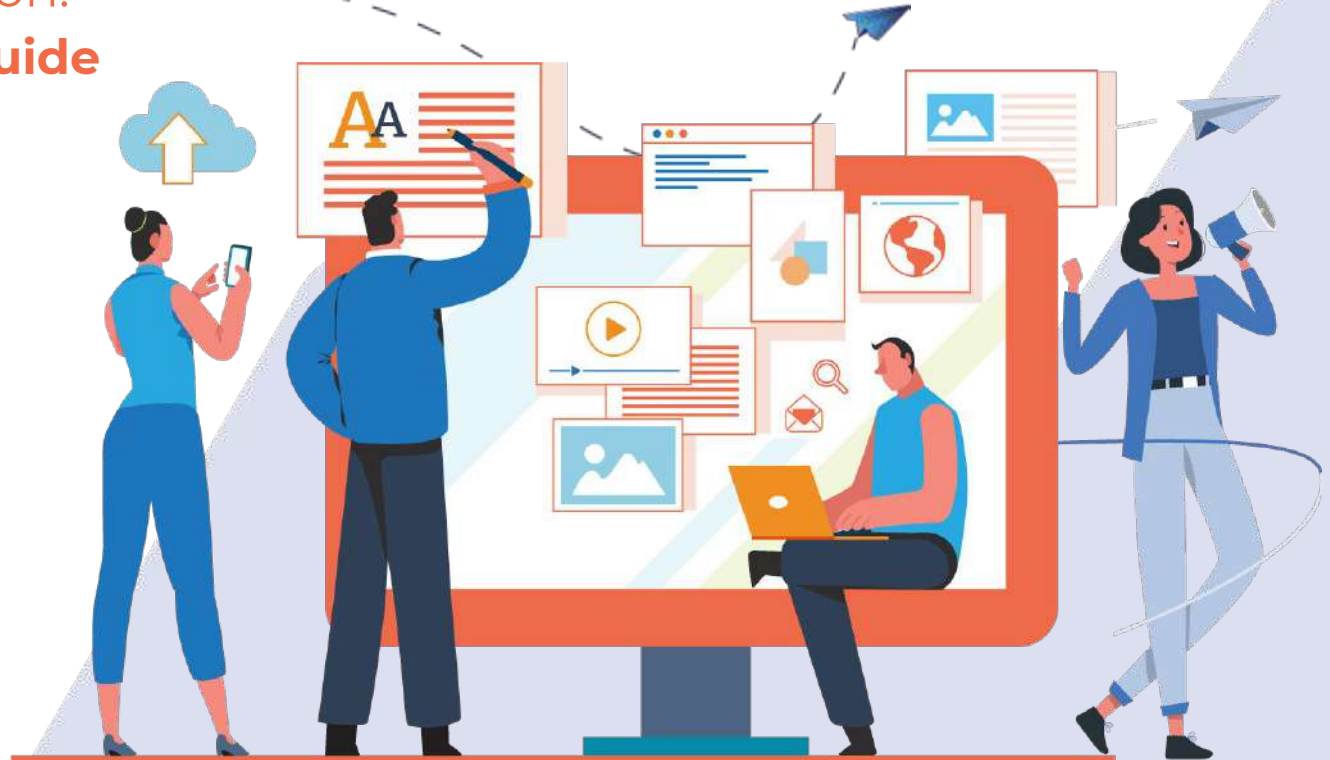


# SendClean

## Campaign Creation: A Step-by-Step Guide



# Table of Contents

	Pg No.
01 • About SendClean.....	3
02 • SendClean Products .....	4
03 • All the Email Marketing Features that you need! .....	5
04 • Getting Started with Campaign Creation .....	6
05 • Create a SendClean Account .....	7
06 • Verify Your Mobile Number & Email .....	8
07 • Set-up Your Profile. Tell Us A Little About Yourself .....	9
08 • Select the One You Need .....	10
09 • About SendClean Email Marketing .....	12
10 • Use Unlimited Contacts .....	13
11 • Send Unlimited Emails .....	14
12 • Domain Verification .....	15
13 • SendClean Email Marketing: Create A Campaign .....	16-23
14 • SendClean Email Marketing: Design Your Emails.....	24-28
15 • Do a Quick Spam Analysis .....	29
16 • Schedule Your Campaign .....	30
17 • Campaign Feature Highlights .....	31
18 • Campaign Statistics .....	32
19 • Upgrade Your Plan .....	33
20 • Grab the Brownie Points!.....	34
21 • Contact Us .....	35

# 01 About SendClean

SendClean is a smart and intuitive email engine, simplifying communication for enterprises, marketers, and developers. Engaging with your customers at every stage of their lifecycle, SendClean ensures that all your emails follow industry best practices and are delivered right to your customer's inbox.



## Key services Offered by SendClean:



**SendClean Email Marketing**



**SendClean Email API**



**SendClean Enterprise Solution**

## 02 SendClean Offerings

### Are you a Marketer?



#### SendClean Email Marketing

Our **SendClean Email Marketing** is perfect to create those sleek email messages that you can design in no time. Get your brand out and building meaningful connections with customers through a simple drag & drop email tool.

### Are you a Developer?



#### SendClean Email Api

Integrate **SendClean Email API** and Deliver Email in Minutes. Leverage our ready-to-go libraries, SMTP interactive documentation to build amazing email experiences.

### Are you an Enterprise?



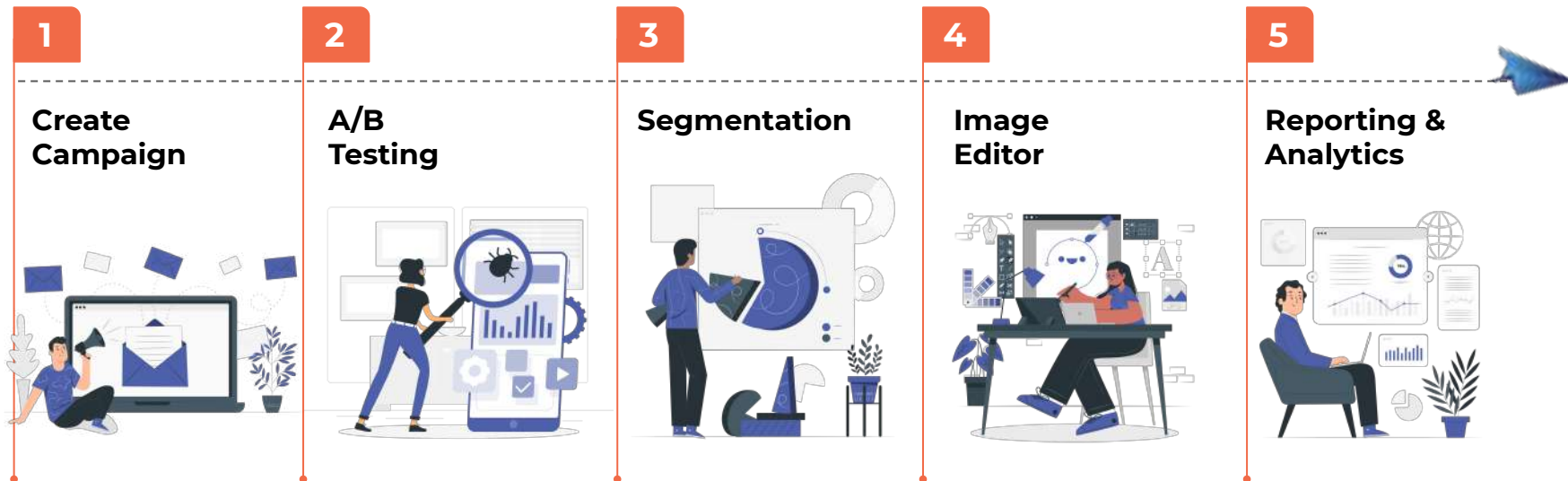
#### SendClean Enterprise Solution

If you are looking at building customised email experiences for your clients with advanced integration support, our **SendClean Enterprise Solution** is perfect for you.

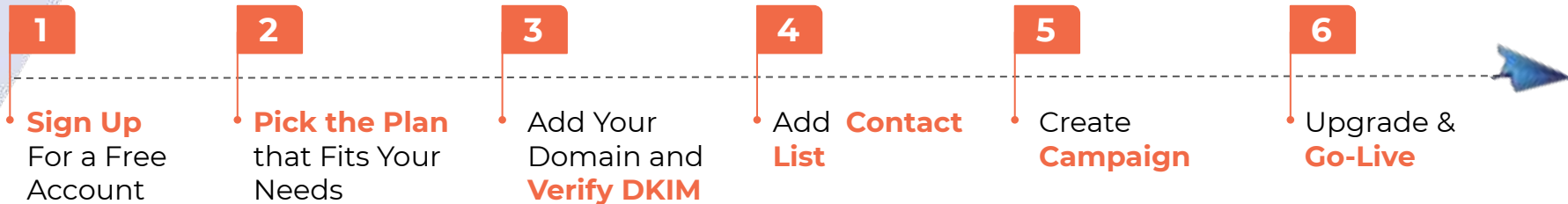
# 03 All the Email Marketing Features that you Need!

## SendClean Email Marketing

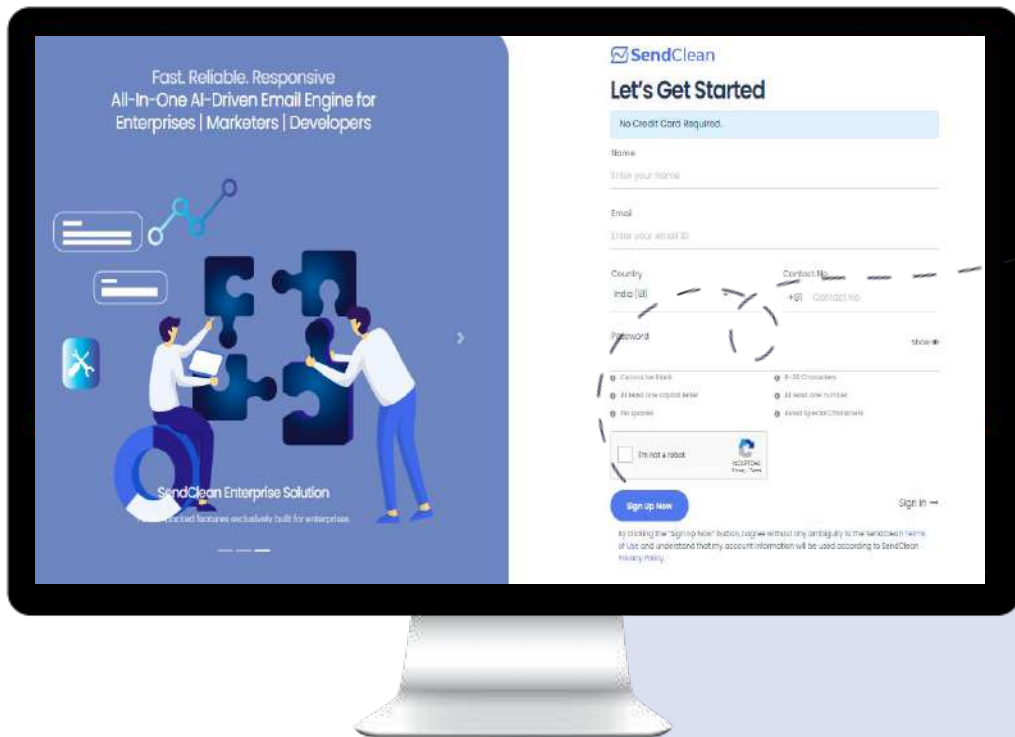
Everything you need to create and manage email campaigns end-to-end.



# 04 Getting Started with Campaign Creation

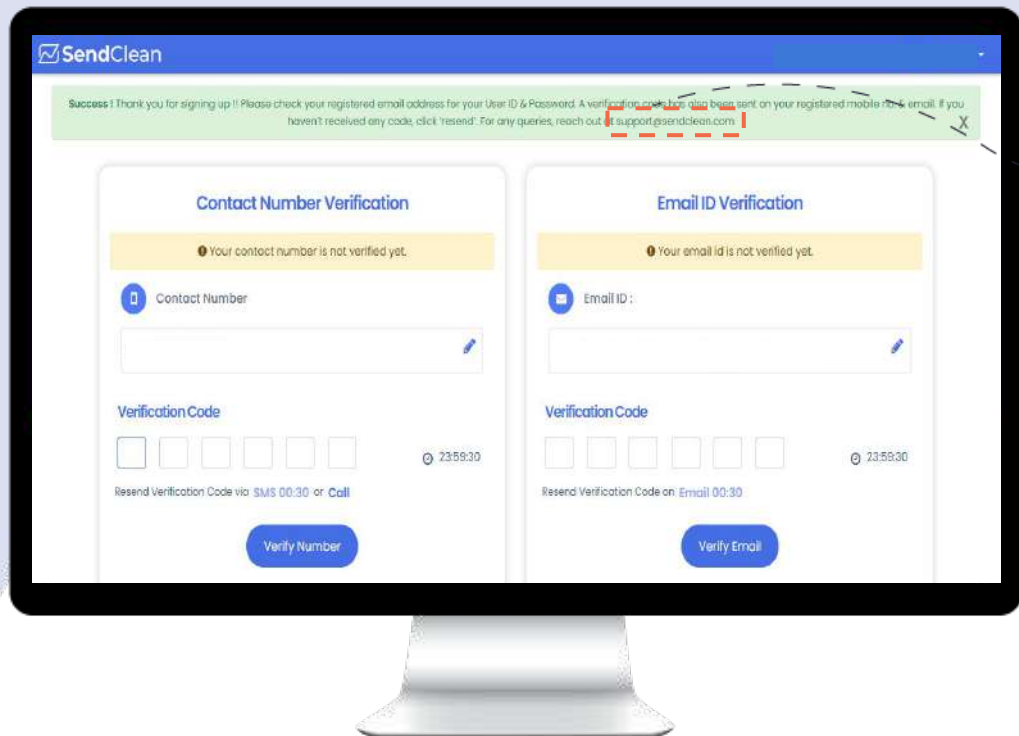


## 05 Create a SendClean Account



Click on **'Sign Up'** tab on the SendClean Website. Enter your details on the Sign-Up Page and click on **'Sign Up'**

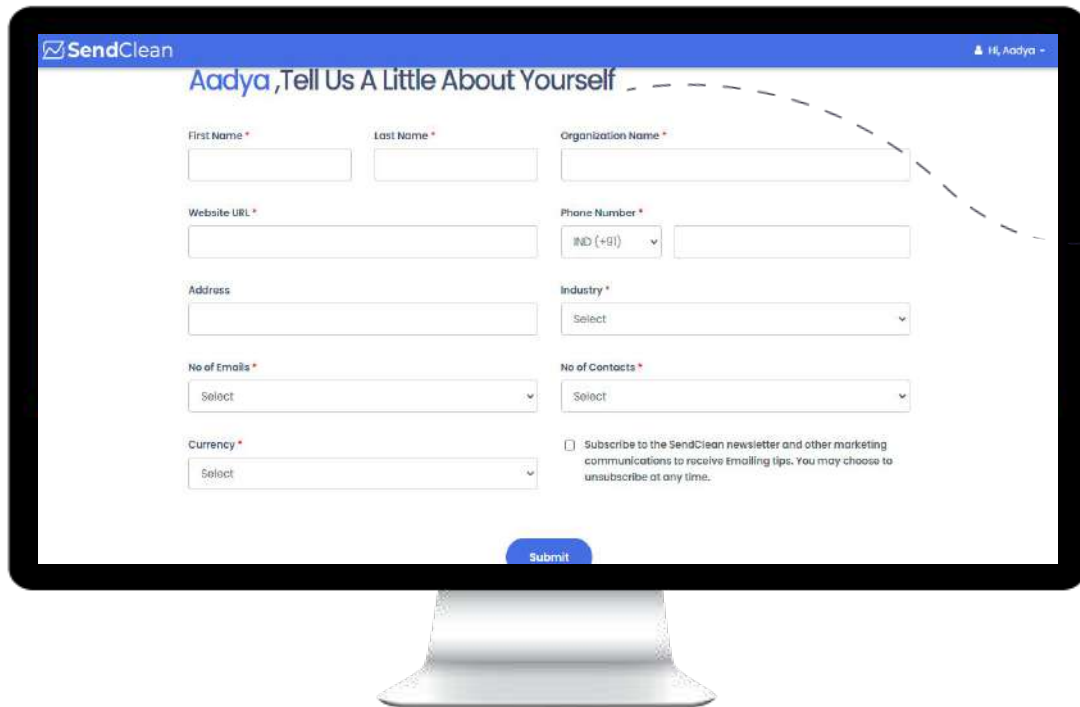
# 06 Verify Your Mobile Number & Email



Reach out to  
**support@sendclean.com**



## 07 Set-up Your Profile.



SendClean Hi, Aadya

### Aadya, Tell Us A Little About Yourself

First Name \*

Last Name \*

Organization Name \*

Website URL \*

Phone Number \*

Address


Industry \*

No of Emails \*

No of Contacts \*

Currency \*

Subscribe to the SendClean newsletter and other marketing communications to receive Emailing tips. You may choose to unsubscribe at any time.



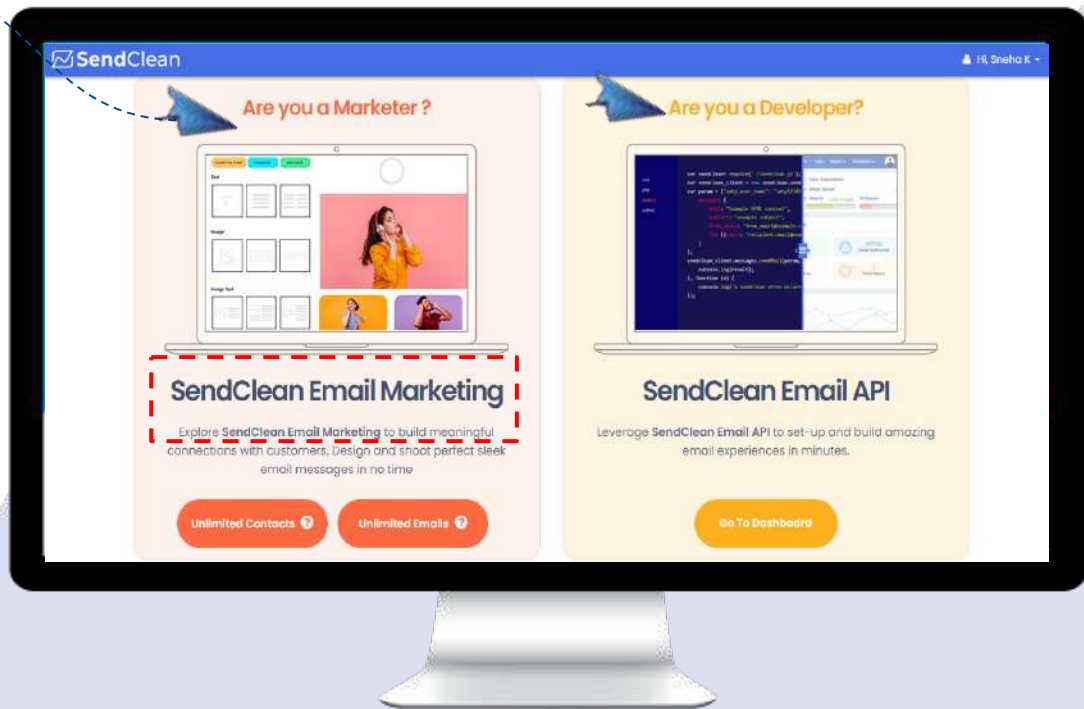
Help us to know you better to reach your goals faster.

Fill in some details to get going...

## 08 Select the One You Need -

Select the one that fulfills your business needs. In this case,

**SendClean Email Marketing**



# SendClean Email Marketing



## 09 About SendClean Email Marketing

A self-serve platform for marketers and campaign managers. Set-up email campaigns on predefined user behaviour and trigger the right email at the right time to targeted audiences, using advanced filters and upgraded features.

### Free Plans

Experience it FREE before you switch to our advanced version

#### SendClean Email Marketing Plan for **Unlimited Emails**

Send **large volume of emails** to up to **5000 contacts** using this plan.

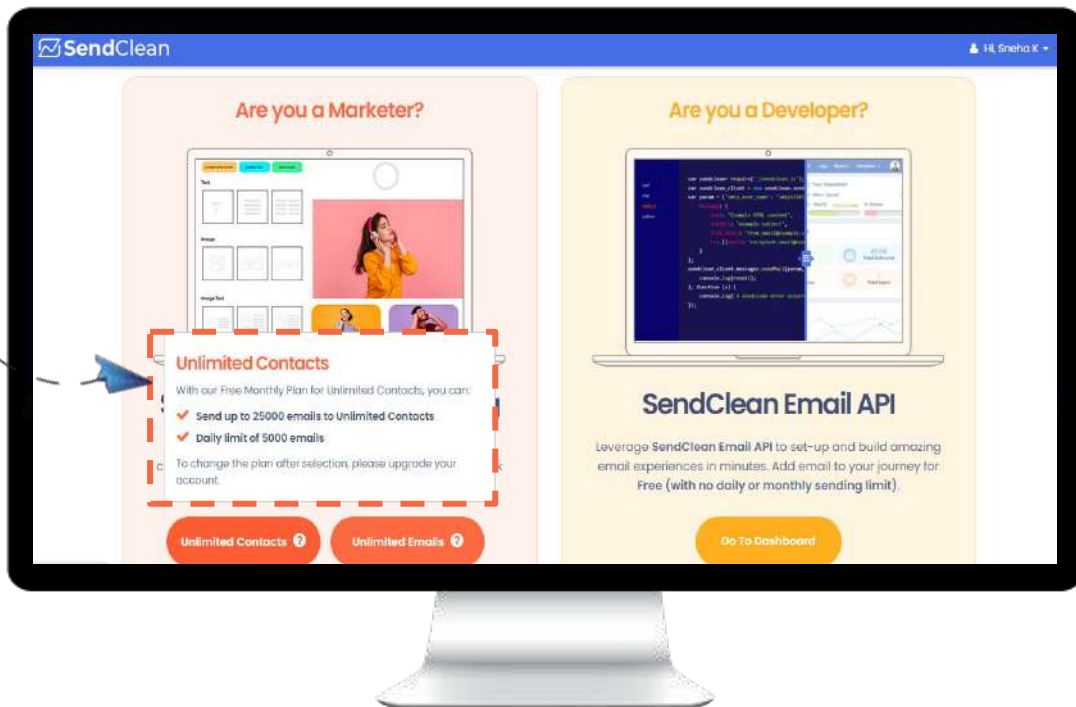
#### SendClean Email Marketing Plan for **Unlimited Contacts**

Engage with unlimited contacts. Send up to **25000 emails** in a month with a **daily limit of 5000**.



# 10 Use Unlimited Contacts

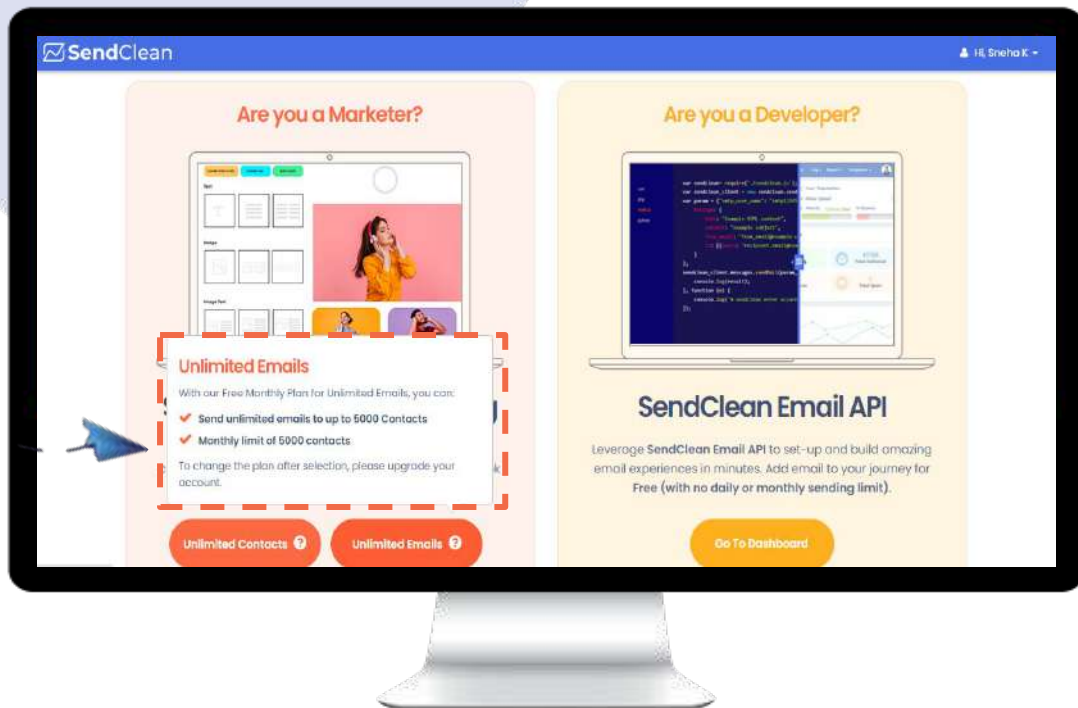
Engage with a **large database** of contacts using **Email Marketing FREE plan**



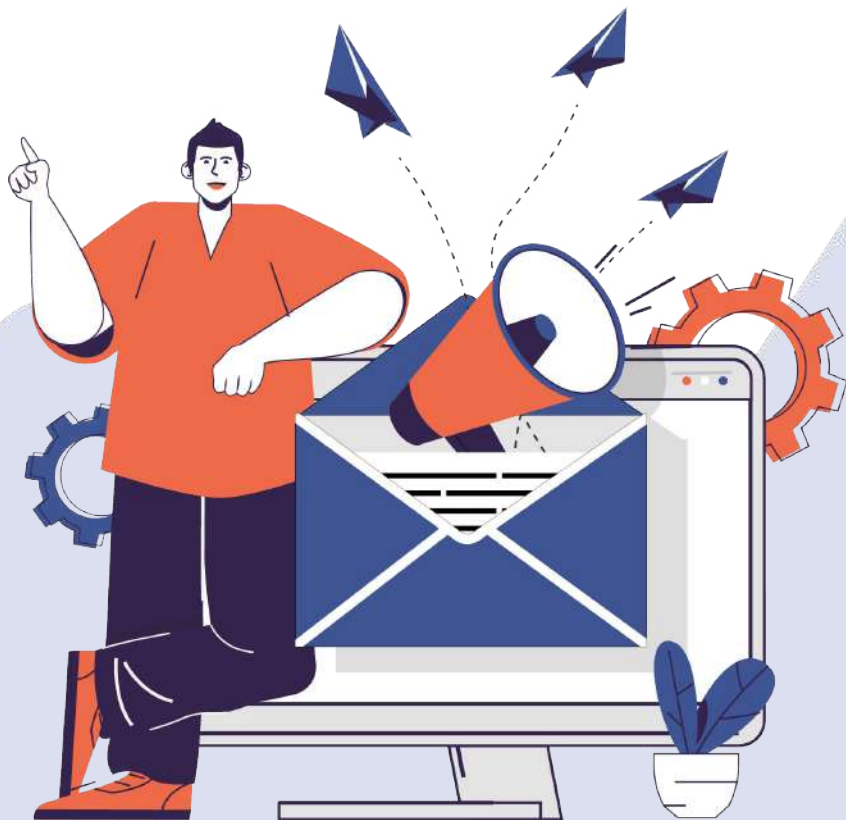
# 11 Send Unlimited Emails

Communicate without a break.

Select Unlimited Emails on our FREE plan.



# 13 SendClean Email Marketing: Create A Campaign



# Steps to create a campaign

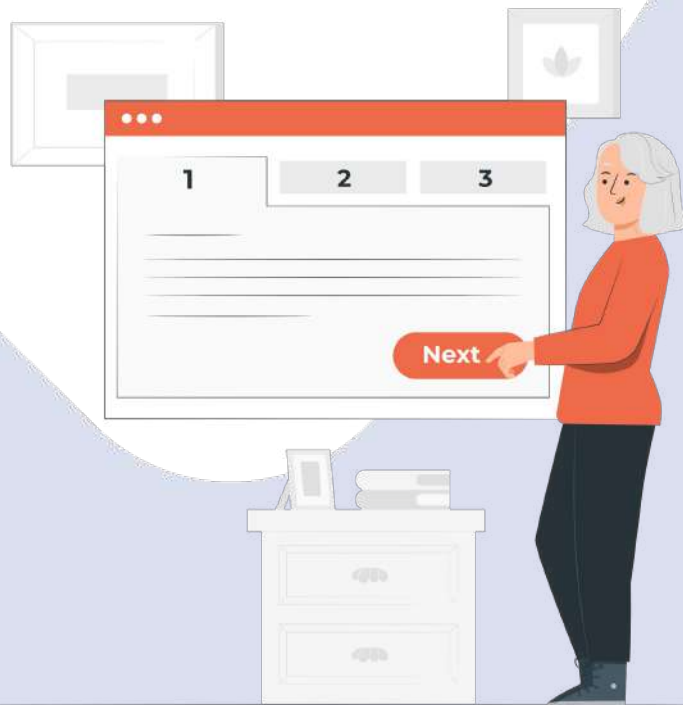
## A Add your Domain Name and confirm DKIM ensuring improved email delivery

## B Contact List Creation

1. Create Contact List
2. Upload & map your contacts
3. Complete Contact List Creation

## C Campaign Creation

1. After creating your contact list, click on 'Create Campaign'
2. Fill out campaign details
3. Customize Email Design
4. Choose your contact list
5. Run a Spam Analysis
6. Schedule the Campaign



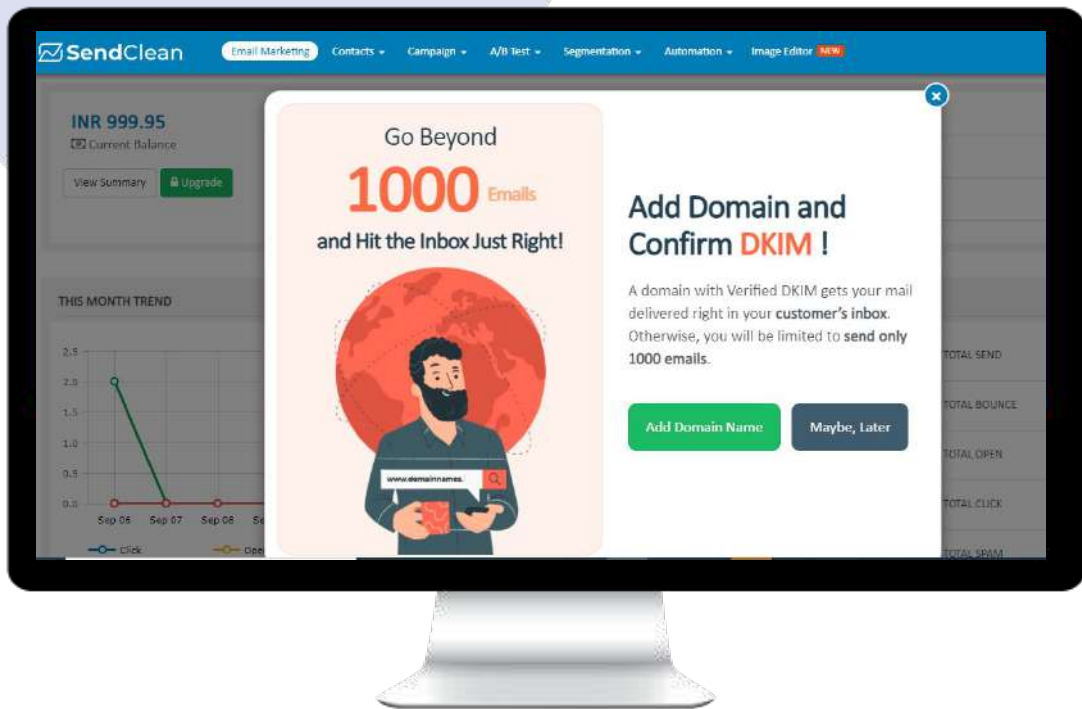


## 12 Domain Verification

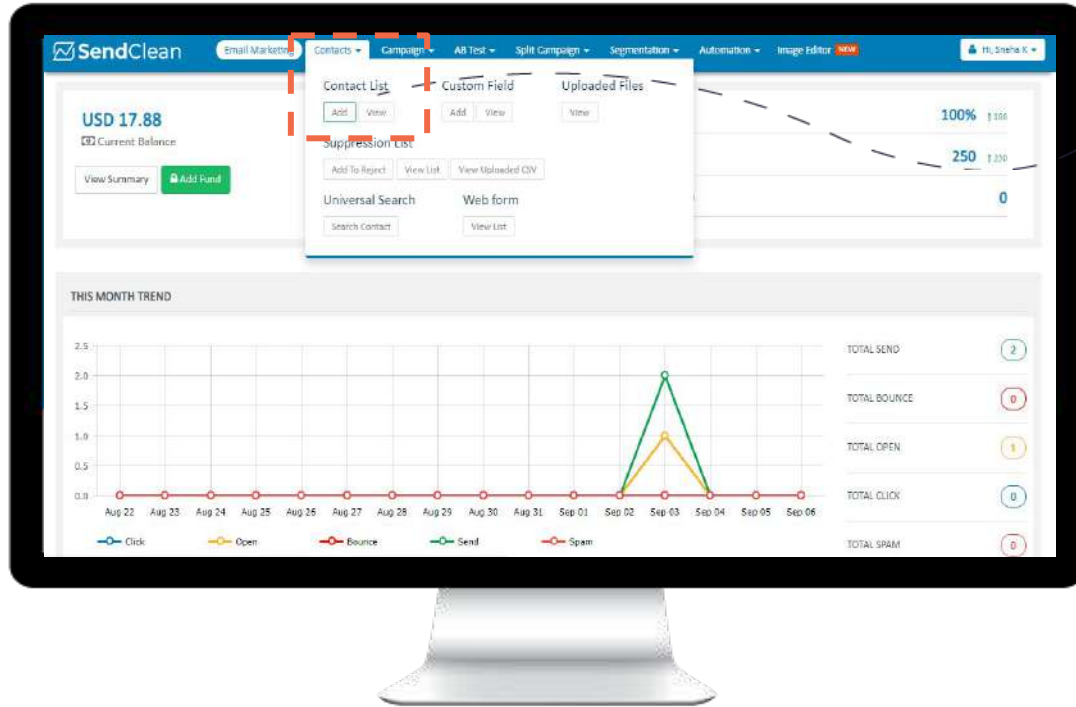
You need to add your **Domain Name** and **Verify DKIM**.

A **verified DKIM** saves your emails from landing into spam and delivers it right into customers' inbox.

Note: Without a proper domain verification, you'll be limited to send only **1000 emails**.



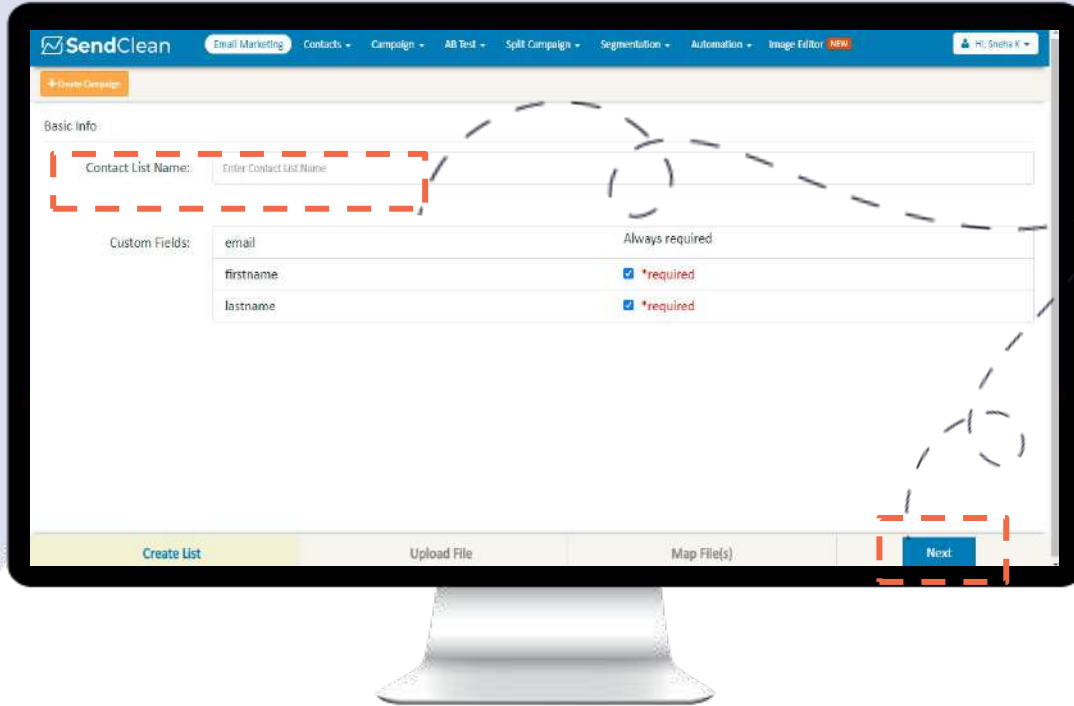
# Create Contact List



## Step 1:

Upload a contact list by clicking on 'Add' button under the 'Contacts' tab.

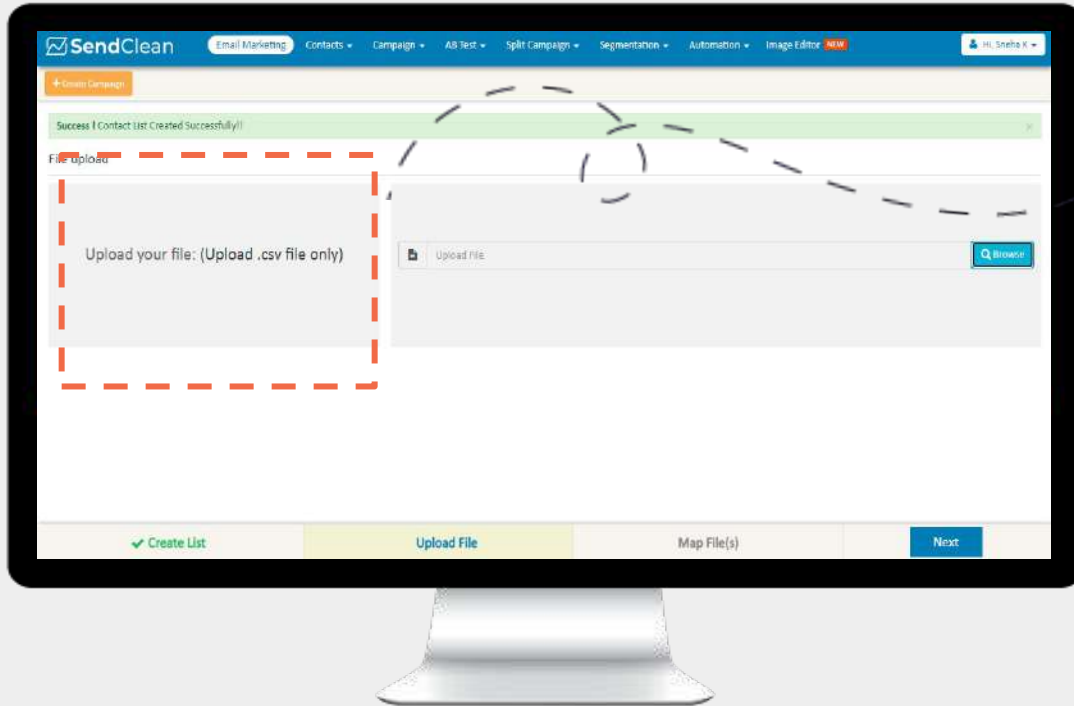
# Define the Contact List



## Step 2:

Enter the **'Contact List Name'**,  
'Custom Fields' and click **'Next'**

# Upload your Contacts



### Step 3:

Upload Your Contact List File in a **.csv format** only. Upload multiple ZIP files and multiple contact list mapping at one go

# Map Contact List

**Action on Duplicate Contacts**  
User can specify following action-to-be-taken if duplicate entry is found

```
graph TD; Data --> New; Data --> Duplicate; New --> Insert; Duplicate --> Update; Duplicate --> Replace; Duplicate --> Skip;
```

Update: Only update the new fields and keep the old fields and their data.  
Skip: Do not take any action and keep the old data as it is.  
Replace: Only keep new data and remove the previous fields.

The screenshot also shows a 'Mapping Contact List' section with a success message 'Success! File upload successfully' and a table for mapping fields:

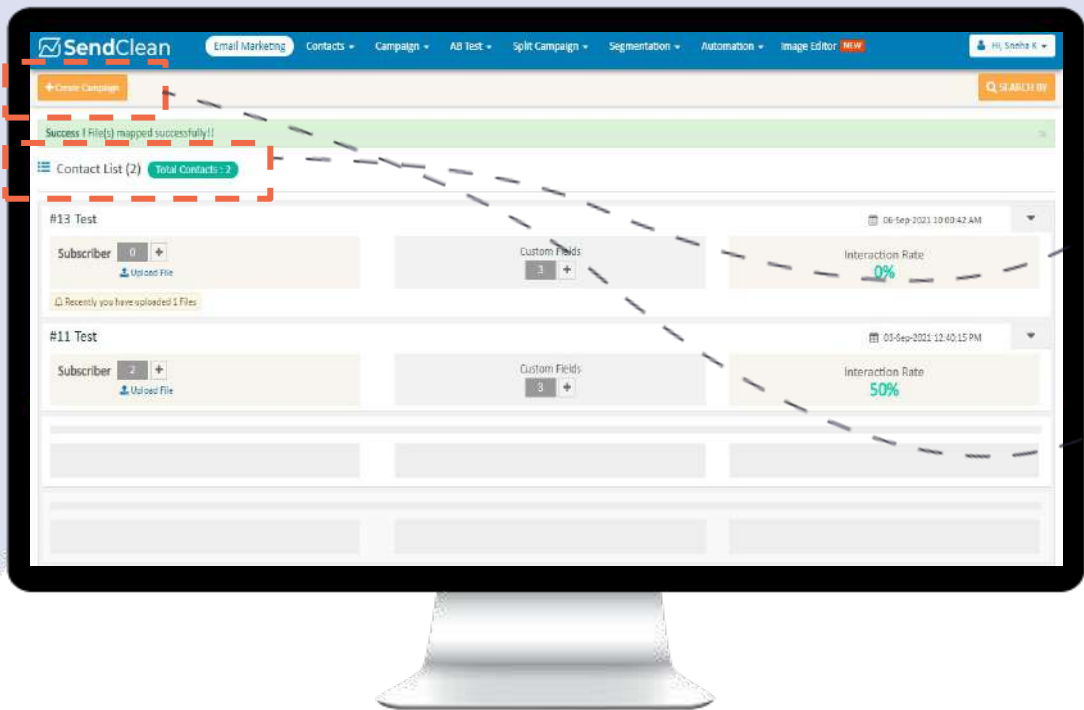
Field	Source
Email	Select contact
First Name	Select contact

## Step 4:

Map the Contact List with the relevant fields.

Action on **Duplicate Contacts** - **Replace**, **Update** or **Skip** as per your need.

# Complete Contact List Creation



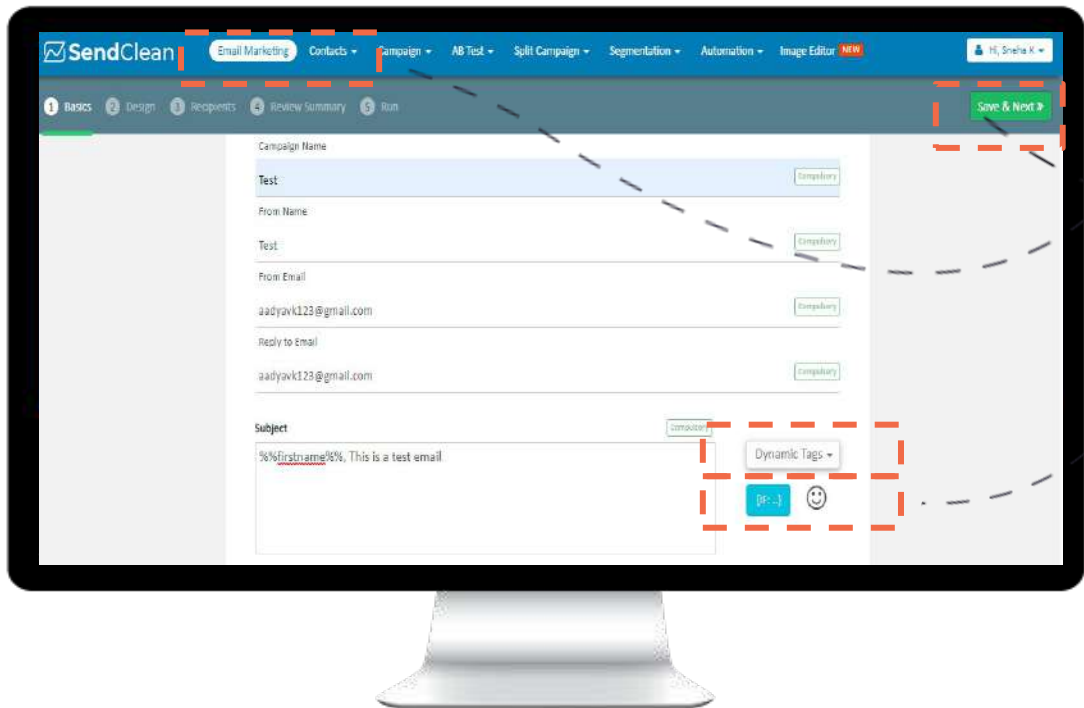
## Step 5:

**Congrats!** Your Contact List is created and mapped successfully. You are now all set to **create a campaign**.

## Step 6:

Click on the **tab in the upper left corner** to **'Create Campaign'**

# Create a Campaign



## Step 1:

Click on **Create Campaign** and fill out the basic details. Click on **'Save & Next'**, once done.

## Step 2:

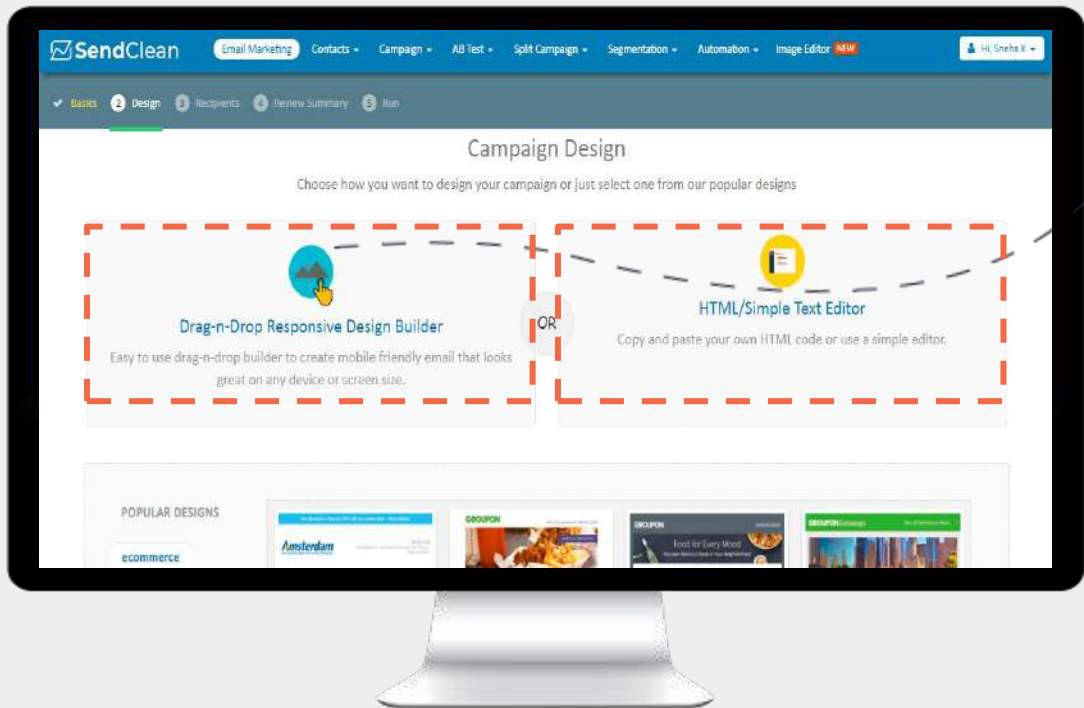
**Use dynamic tags** like first name and emojis to personalize email subject lines

# | 14 SendClean Email Marketing: **Design Your Emails**



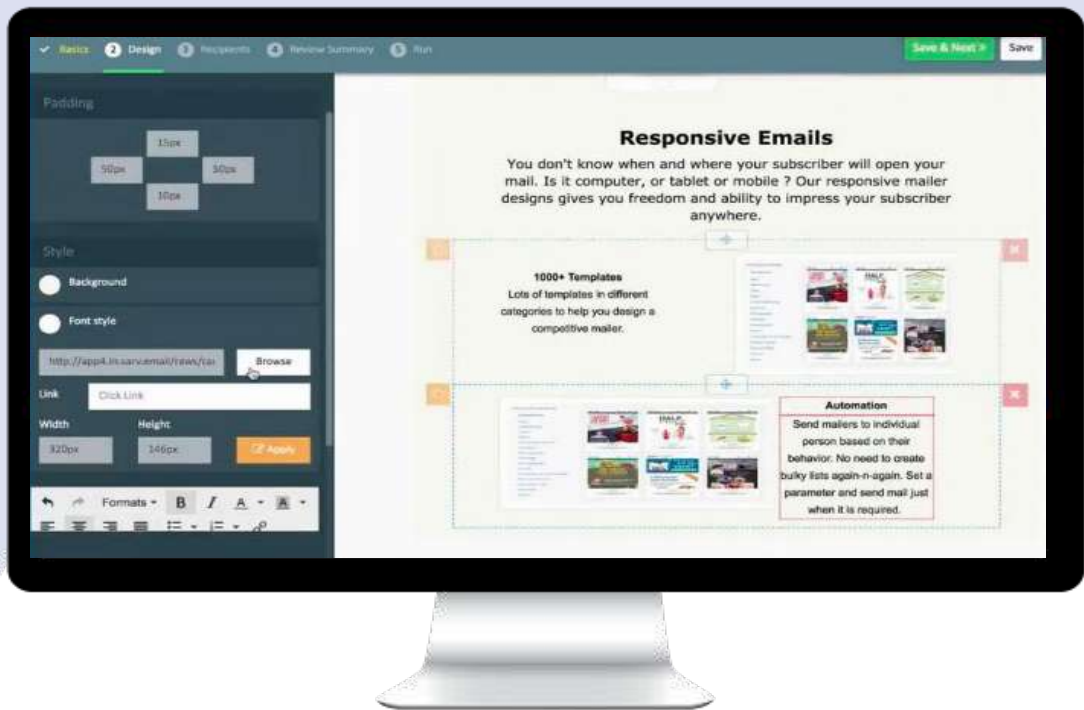


# Choose Your Campaign Design



**Step 2:**  
Select the campaign design from our **Drag and Drop Builder, HTML/Text Editor or pick from our list of responsive templates.**

# Drag & Drop Editor



**Drag-n-Drop** Editor makes it easier for not-so tech-savvy users to create a campaign by their own. Creative and responsive emails designed with ease.

# Elements of Campaign Design

## Drag-n-Drop Design Elements

### HTML Elements:



Image



Text



Button



Text with  
image



Social  
follow  
button



Divider



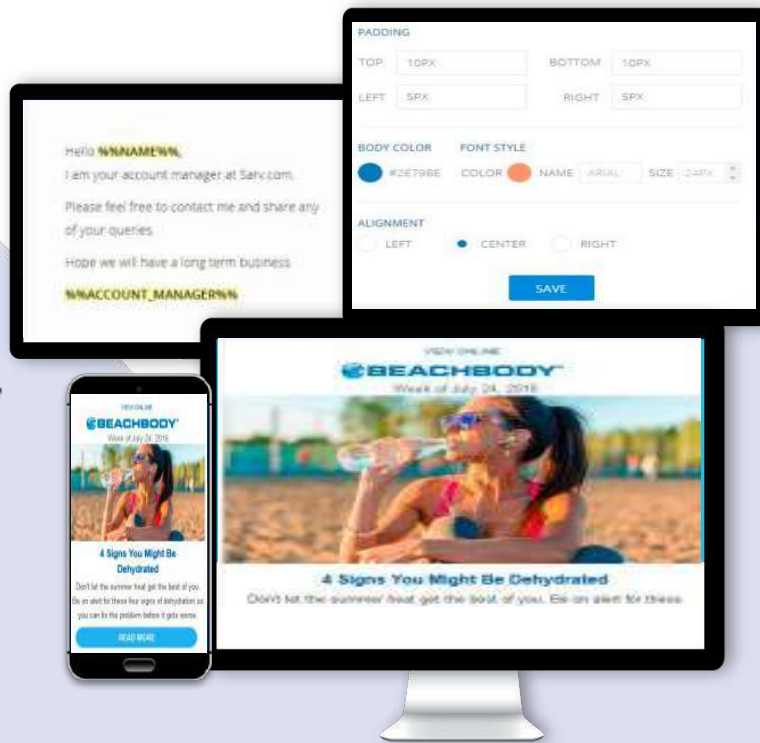
Create **Responsive Design** for Laptop, Mobile and Tablets.



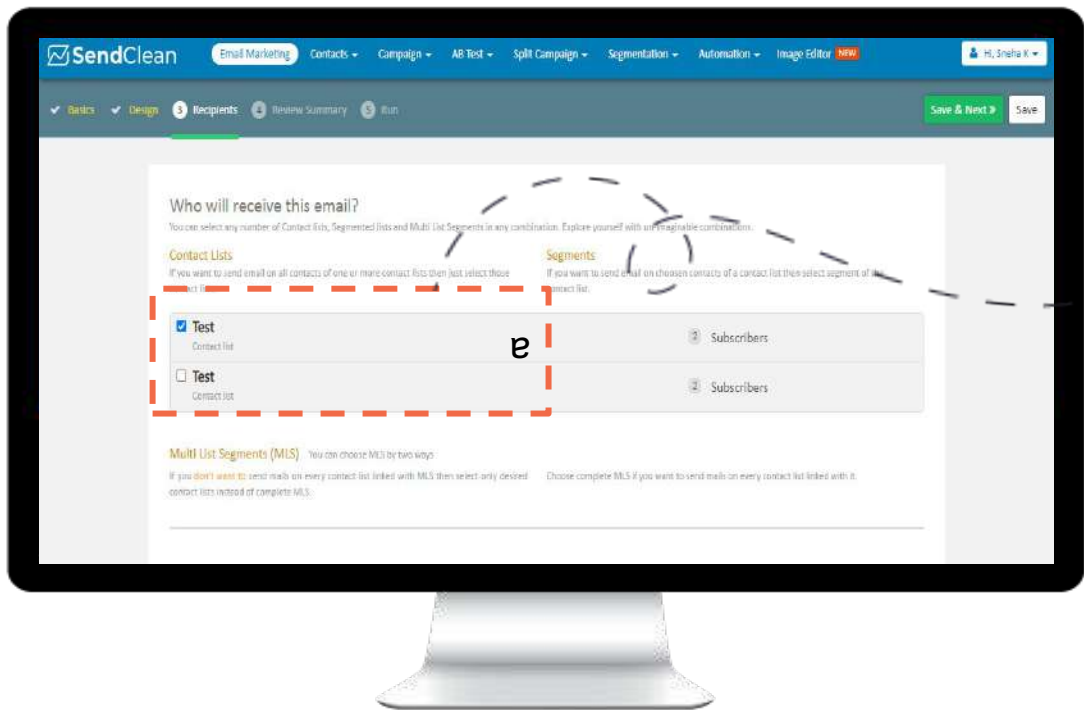
Use dynamic tags like %%NAME%% to **Personalize Your Content.**



Drag and **change CSS style** according to your imagination.



# Choose your Contact/Segmentation List



**Step 3:**  
Select your  
recipients list

## 15 Do a Quick Spam Analysis

### Spam Test List 1

[Run Spam Test](#)

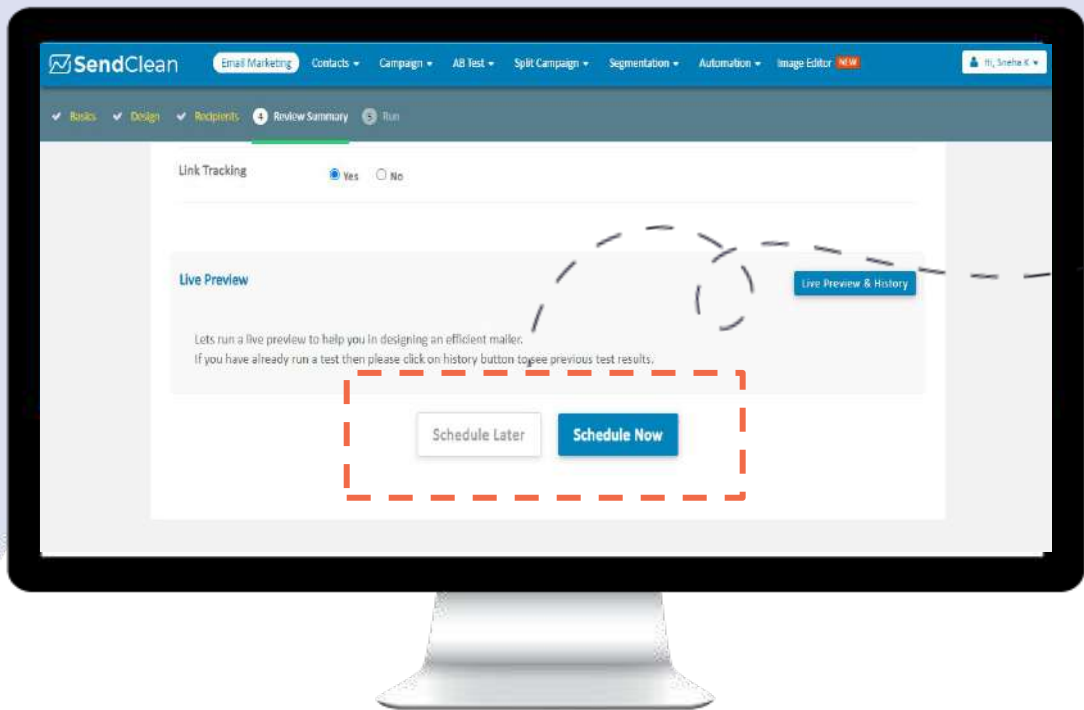
#### Test #1

Text Description	Score
Envelope sender domain matches handover relay domain	1.23
ADMINISTRATOR NOTICE: The query to URIBL was blocked.	0.63
URI: CGI in .biz TLD other than third-level "www"	-1.77
BODY: HTML has a low ration of text to image area	0.03
BODY: HTML included in message	0.63
BODY: Multipart message mostly text/html MIME	0.63
Message has a DKIM or DK signature, not necessarily valid	0.53
DKIM-Signature header exists but is not valid	-0.57
<b>Total Score:</b>	<b>1.34</b>

A user can **run live spam test** for an email and **check SPAM score** for every element of an email'



# 16 Schedule Your Campaign

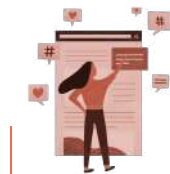


## Step 4:

Catch a Live Preview for a quick review and **Schedule your campaign.**

# 17 Campaign Feature Highlights

- Variety of Options to choose from:



WYSIWYG  
Editor



Drag and  
Drop Editor



Saved  
Templates

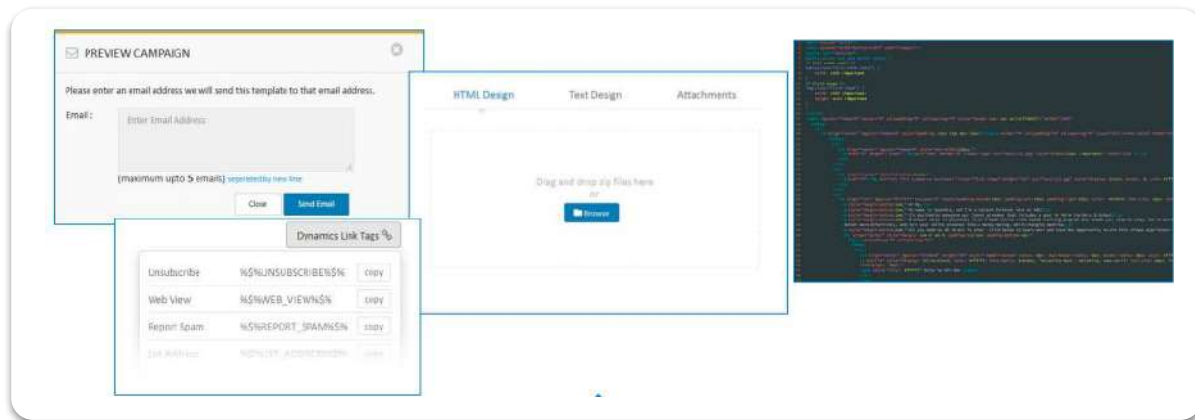


ZIP Upload



SPAM  
Analysis

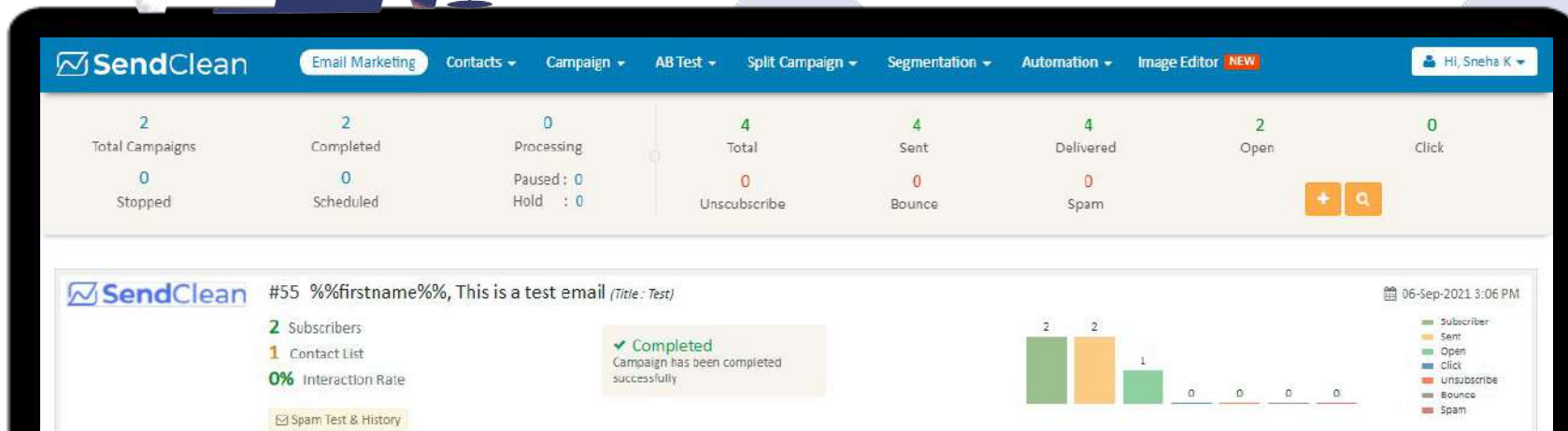
- Dynamic Link Tags** to give your emails a Personalized touch.
- Schedule for later.** You also can Pause, Play and Stop campaign at Any Time.
- Run a Live Test** before scheduling the campaign.



# 18 Campaign Statistics

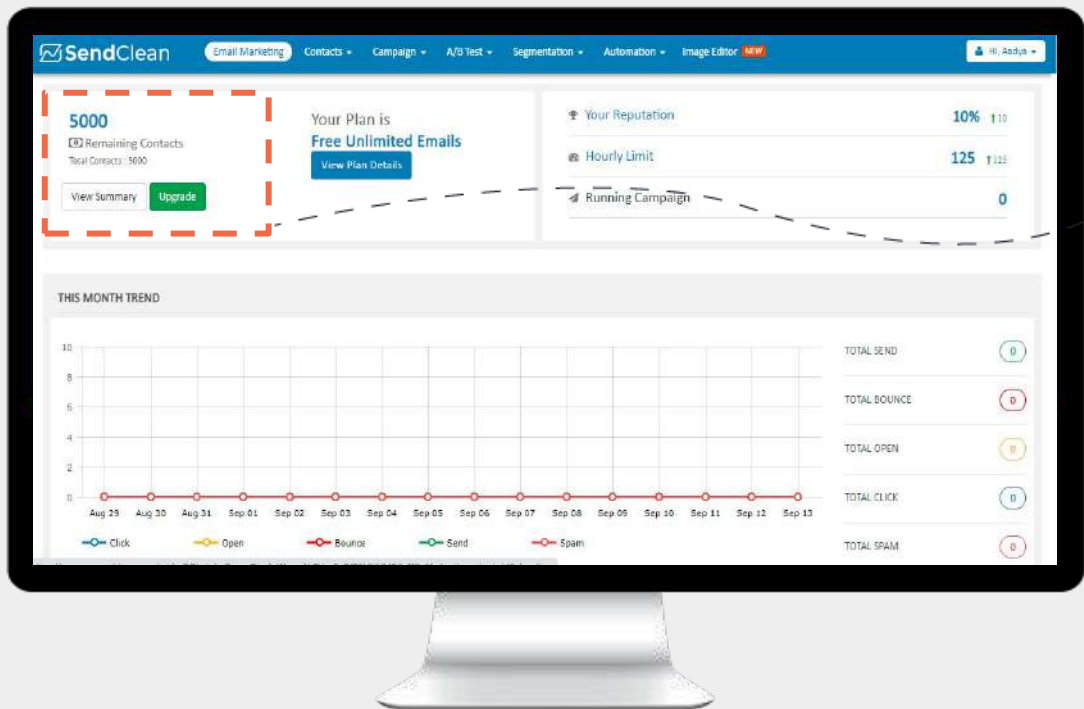


**Step 5:**  
Hurray, Your  
**Campaign has been successfully created.**





# 19 Upgrade Your Plan



Had fun creating a campaign with us? **Upgrade to a Premium Plan** by simply clicking on the Upgrade button on your dashboard to continue your journey.

## 20 Grab the Brownie Points!

Upgrade to experience our premium version helping you to create more personalized and engaging email campaigns.



## 21 Contact Us

Stuck anywhere in the process?

Write to us at [support@sendclean.com](mailto:support@sendclean.com)

Need an expert consultation?

Write to us at [sales@sendclean.com](mailto:sales@sendclean.com)

