

Snappy Campaign Breakdown

Scheduled Gifts

Schedule any gifting occasion in advance! Perfect for sending large batches of gifts for Holiday Gifts, Company Events, Seasonal Celebrations, Team Rewards, etc.

Campaign Set-Up:

1. Click **+New Campaign** at the top right of your home page and select **Scheduled Gifts** from the campaign carousel.
2. Choose your preferred date/time, collection, and budget in **Campaign Settings**.
3. Customize your greeting message in the **Gift Studio**.
Upload your recipients, or add recipients from your existing roster.
4. **Send yourself a test email** to make sure everything looks perfect, and then you are ready to launch.

*Please note that a scheduled gifts campaign should only include recipients in the same country. You can set up additional scheduled campaigns to support multiple countries or multiple budget points.

Spot Rewards

Show appreciation for hard work on the spot! Spot Rewards are a great option if you want to send gifts immediately, or use the campaign for additional rewards throughout the year. Also, you'll be able to use the same settings each time or switch it up at the time of sending – which is perfect for special occasions including Employee of the Month, Top Performer, or any other individual one-offs.

Campaign Set-Up:

1. Click **+New Campaign** at the top right of your home page and select **Spot Rewards** from the campaign carousel.
2. Choose the **budget and collection** that you plan to use most often. This can be customized each time you send a gift so you'll have some variety.
3. **Customize your greeting message in the Gift Studio**. You will still have the option to change this when you send each gift, should you have something more customized for a specific individual.
4. Click Send Gift, which will bring you to the **Send Gifts Button**, and simply select your campaign from the drop-down menu.

Automated Gifts

Never forget an important date again with our automated gifting capabilities! Perfect for celebrating birthdays and service anniversary milestones with varying budgets. Simply upload your recipients' details, and the campaign will take care of the rest, sending out gifts to each individual on their special day.

Campaign Set Up:

1. Click **+New Campaign** at the top right of your home page and select either **Anniversary** or **Birthday** from the campaign carousel.
2. Add in your milestones & corresponding budgets in **Campaign Settings**. For Birthday campaigns, you'll have just one milestone. But for Anniversary campaigns, you can choose as many annual milestones as you would like.
 - a. Are you looking to pre-set your campaign to launch at a later date? Check out the advanced section at the bottom of step 1 to specify a launch date.
3. Customize your **greeting message in the Gift Studio**.
4. In the Recipients step, we recommend **create filter** and then toggle on **everyone in the account**. This will ensure that new hires are automatically added into the campaign when added to your dashboard. Please note that our recommendation will differ if you have recipients in more than one country!
5. Send **yourself a test email**, and then you are ready to launch.

***Retroactive sends**: Select the Birthday/Anniversary Campaign from the 'Send Gifts Button' to send additional one-off gifts for past dates. For larger retro sends, please contact your CSM for further assistance.