Channels & Tags

# Channels

|  |  |
| --- | --- |
| **Email Blast** default.pngProgram Status: SentProgram Status: OpenedProgram Status: Clicked (Success)Program Status: Unsubscribed***When to use:*** Email Sends that have more than one email (e.g. newsletters) | **Email Send** send.pngProgram Status: MemberProgram Status: OpenedProgram Status: Clicked (Success)***When to use:*** General Email Sends, this is the preferred method for for sending single emails |
| **Live Event** event.pngProgram Status: MemberProgram Status: InvitedProgram Status: Pending ApprovalProgram Status: Registered RejectedProgram Status: Wait ListProgram Status: Registered [Mobile Check in]Program Status: Attended (Success) [Mobile Check in]Program Status: Visited Booth (Success)Program Status: No Show***When to use:*** Conference, Roadshows, Seminar, Tradeshow, User Group | **Premium Content** default.png*N.B. This is gated content*Program Status: MemberProgram Status: Filled-out Form (Success)***When to use:*** Gated Whitepapers, Web Pages, etc… that have a Landing Page |
| **Webinar** event.pngProgram Status: MemberProgram Status: InvitedProgram Status: Pending ApprovalProgram Status: Registered RejectedProgram Status: Wait ListProgram Status: RegisteredProgram Status: No ShowProgram Status: Attended (Success)Program Status: Attended On-demand (Success)***When to use:*** Webinar, Webinar - On Demand, Webinar - Product Demo |  |

|  |  |
| --- | --- |
| **Blog** default.pngProgram Status: VisitedProgram Status: Engaged (Success)Program Status: Subscribed (Success)***When to use:*** Please do not use this channel, as we only need 1 program to record members | **Contact Us** default.png Program Status: Filled-out Form (Success)***When to use:*** Website Contact forms |
| **Content Syndication** default.pngProgram Status: Member (Success)***When to use:*** Please do not use this channel, as we only need 1 program to record members | **Direct Mail - Postal** default.png Program Status: Visited Program Status: Filled-out Form (Success)Unique URL Required to track visitors***When to use:*** Direct mail promotions |
| **Online Advertising** default.png Program Status: VisitedProgram Status: Filled-out Form (Success)***When to use:*** Please do not use this channel, as we only need 1 program to record members | **List Import** list.pngProgram Status: On-ListProgram Status: Engaged (Success)***When to use:*** List uploads via Lead Database |
| **Preference Center** default.png Program Status: VisitedProgram Status: Filled-out Form (Success)***When to use:*** Please do not use this channel | **Print Advertising** default.pngProgram Status: VisitedProgram Status: Filled-out Form (Success)Unique URL Required to track visitors***When to use:*** Print promotions |
| **Product Evaluation** default.png Program Status: VisitedProgram Status: Filled-out Form (Success)***When to use:*** Product Demo sign-up | **Referral** default.png Program Status: Member (Success)***When to use:*** Please do not use this channel, as we only need 1 program to record members |
| **Telemarketing** default.png Program Status: ContactedProgram Status: Engaged (Success)***When to use:*** Please do not use this channel, as we only need 1 program to record members | **Web Form** default.png Program Status: Filled-out Form (Success)***When to use:*** Embed Forms on our Website |

# Tags

* **Author**

Start with **-Not Applicable-** so this is the default value

* **Region**

Start with **-Not Applicable-** so this is the default value

* **Language**

Start with **-Not Applicable-** so this is the default value