Channels & Tags

# Channels

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| **Email Blast** default.png  Program Status: Sent  Program Status: Opened  Program Status: Clicked (Success)  Program Status: Unsubscribed  ***When to use:*** Email Sends that have more than one email (e.g. newsletters) | **Email Send** send.png  Program Status: Member  Program Status: Opened  Program Status: Clicked (Success)  ***When to use:*** General Email Sends, this is the preferred method for for sending single emails |
| **Live Event** event.png  Program Status: Member  Program Status: Invited  Program Status: Pending Approval  Program Status: Registered Rejected  Program Status: Wait List  Program 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: Member  Program Status: Filled-out Form (Success)  ***When to use:*** Gated Whitepapers, Web Pages, etc… that have a Landing Page |
| **Webinar** event.png  Program Status: Member  Program Status: Invited  Program Status: Pending Approval  Program Status: Registered Rejected  Program Status: Wait List  Program Status: Registered  Program Status: No Show  Program Status: Attended (Success)  Program Status: Attended On-demand (Success)  ***When to use:*** Webinar, Webinar - On Demand, Webinar - Product Demo |  |

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| **Blog** default.png  Program Status: Visited  Program 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.png  Program 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: Visited  Program 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.png  Program Status: On-List  Program Status: Engaged (Success)  ***When to use:*** List uploads via Lead Database |
| **Preference Center** default.png  Program Status: Visited  Program Status: Filled-out Form (Success)  ***When to use:*** Please do not use this channel | **Print Advertising** default.png  Program Status: Visited  Program Status: Filled-out Form (Success)  Unique URL Required to track visitors  ***When to use:*** Print promotions |
| **Product Evaluation** default.png  Program Status: Visited  Program 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: Contacted  Program 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