Corporate Relations (CR): iContact Client Folder Settings

Below is a brief overview of the settings used in the Corporate Relations iContact client folder.

When using a client folder, iContact automatically adds UTM codes / Google Analytics to the end of all hyperlinks in an email. It uses the sender property to set the Campaign and the message name to set the Content of the UTM code. It is important that you always use the correct sender property and message name formatting.

Sender Properties

CR-Event	Event information from the Wisconsin Employer Relations
CR-News	News and updates from the Wisconsin Employer Relations

Always select the correct sender property. This sets the Campaign for the UTM codes used in Google Analytics.

Examples of Message Names

Message Name	CR-Subject-YYYY-MM-DD

Always use the correct formatting for the message name. This sets the Content field for the UTM codes used in Google Analytics.

Contact / List Names

CR-Event	Event information from the Wisconsin Employer Relations
CR-News	News and updates from the Wisconsin Employer Relations
CR-Staff	Wisconsin Employer Relations Staff
WSB-Web-Team-Staff	Web Team Staff

Remember to upload all the contacts to either the Event or News lists. You can use a variety of techniques to segment lists. Please reach out to the web team, if you are uncertain as to the best way to add a new segment to one of your lists, or if you feel you need a new main list.

Examples of List Segmentation

Make sure the custom field you will use use exists. Then the contact is uploaded with custom field as the header in a column. The cells in that column are all giving a specific value. And the contacts are uploaded into iContact using a CSV (Comma Delimited) file.

Example Contact List

fname	lname	email	**quarterly_news**
Vanessa	Taulbee	vanessa.taulbee@wisc.edu	**summer-2016**