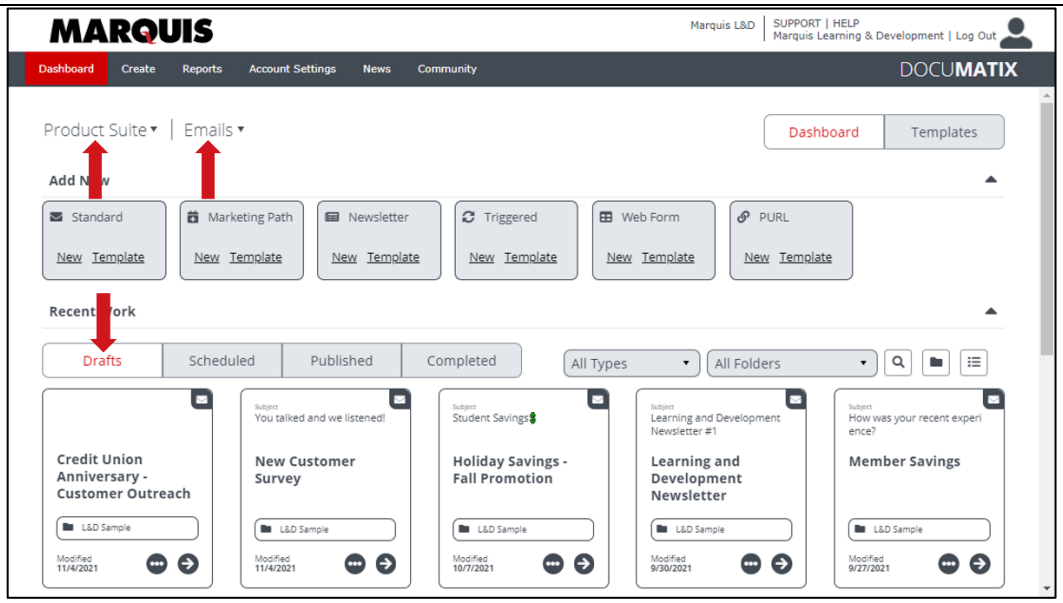
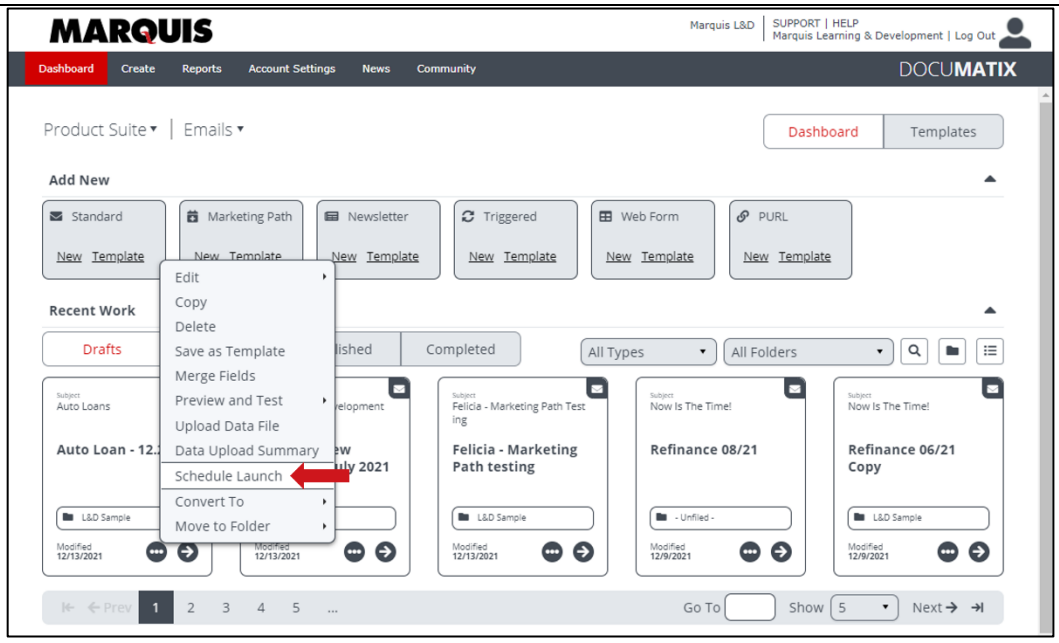
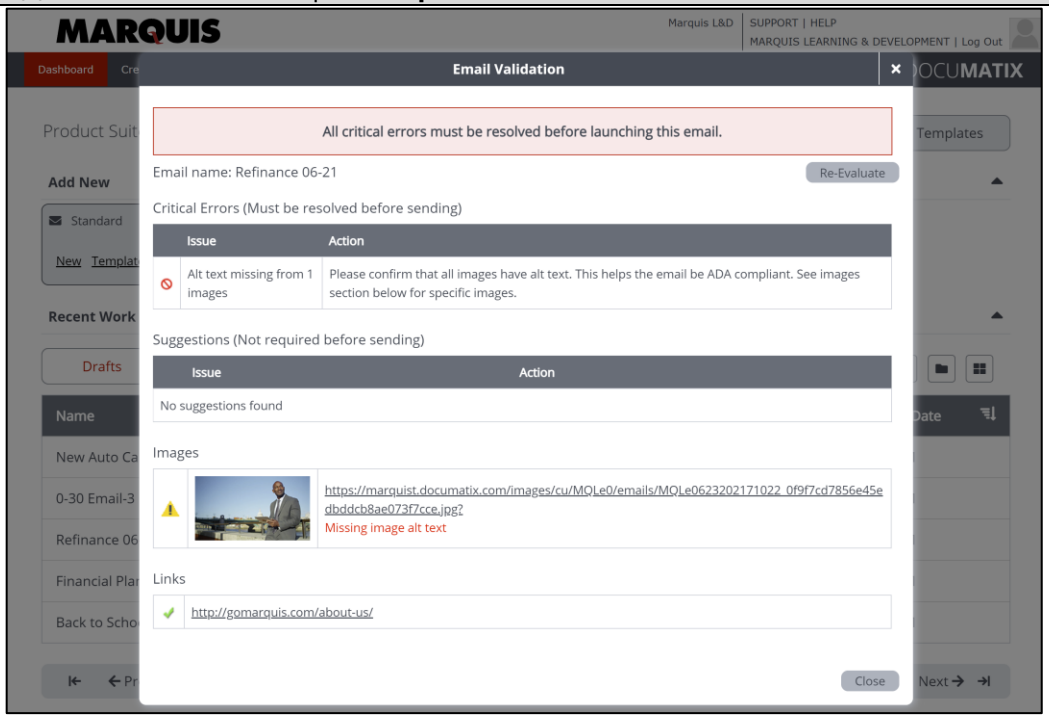
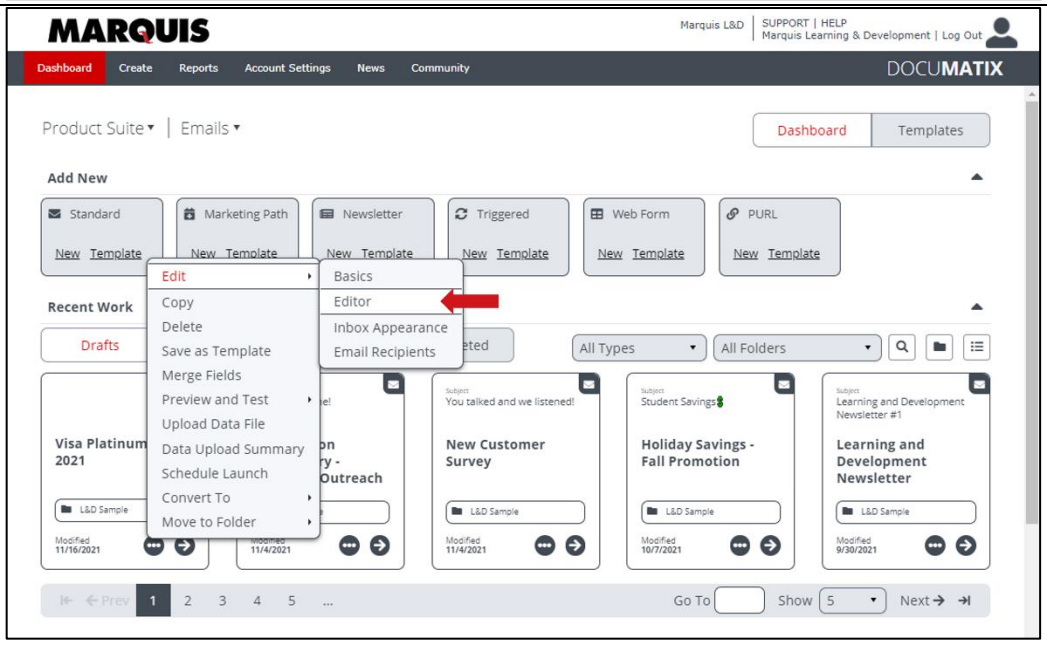
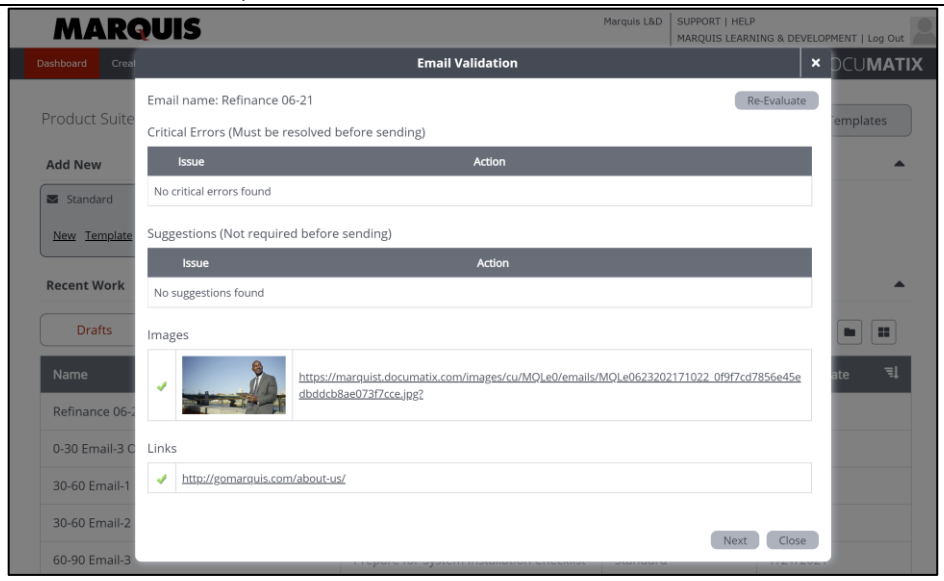
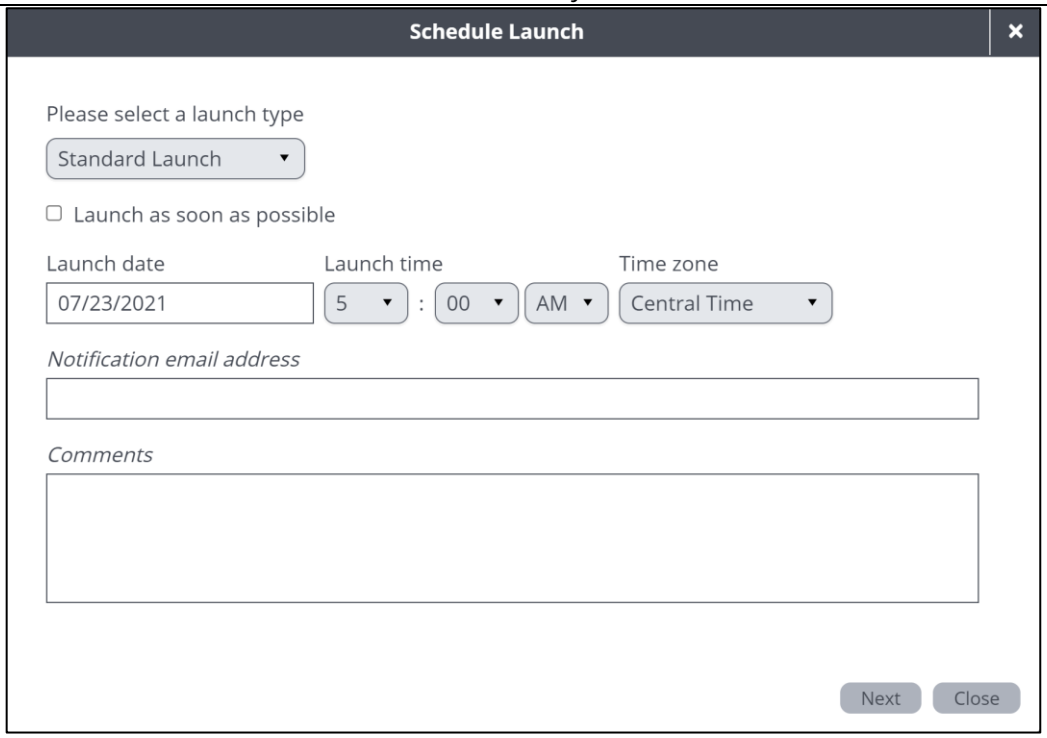
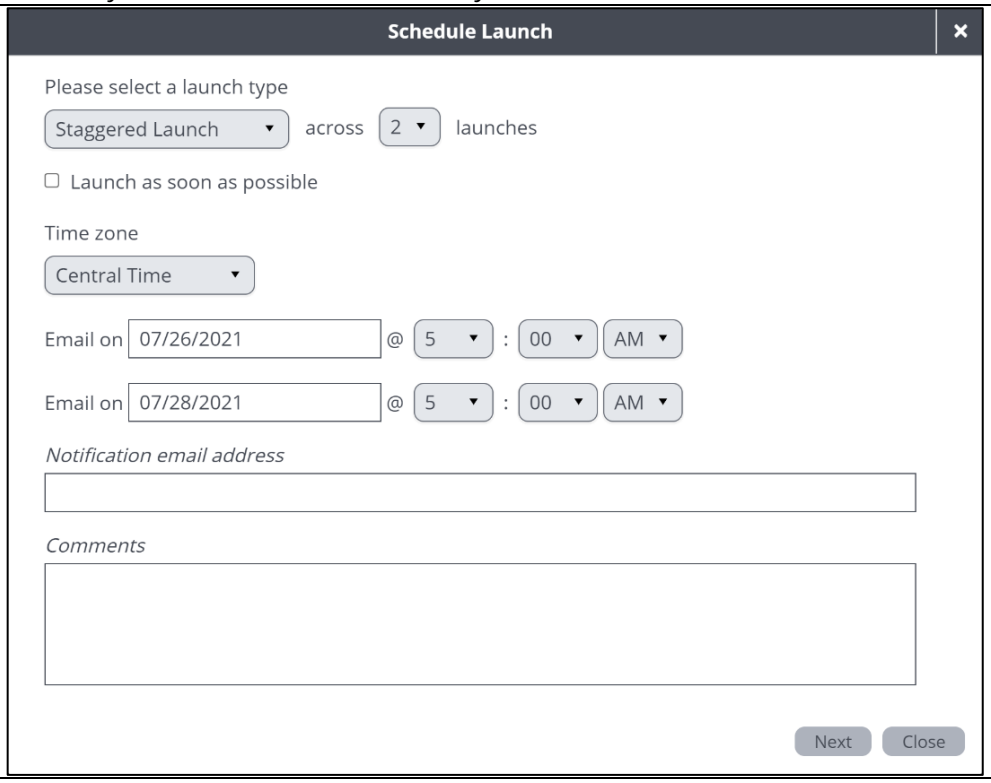
DMX375	How to Schedule an Email Launch
	Use this document to schedule an email launch, after the email has been built and the CSV file has been added.
Order of Steps	**Tasks**
Step 1	Log into **DocuMatix**
Step 2	Select the **Product Suite** product and the **Emails** module
Step 3	Locate the desired email within the **Drafts** tab
	
Step 4	Click the **Options** icon on the email card
Step 5	Click **Schedule Launch**
	

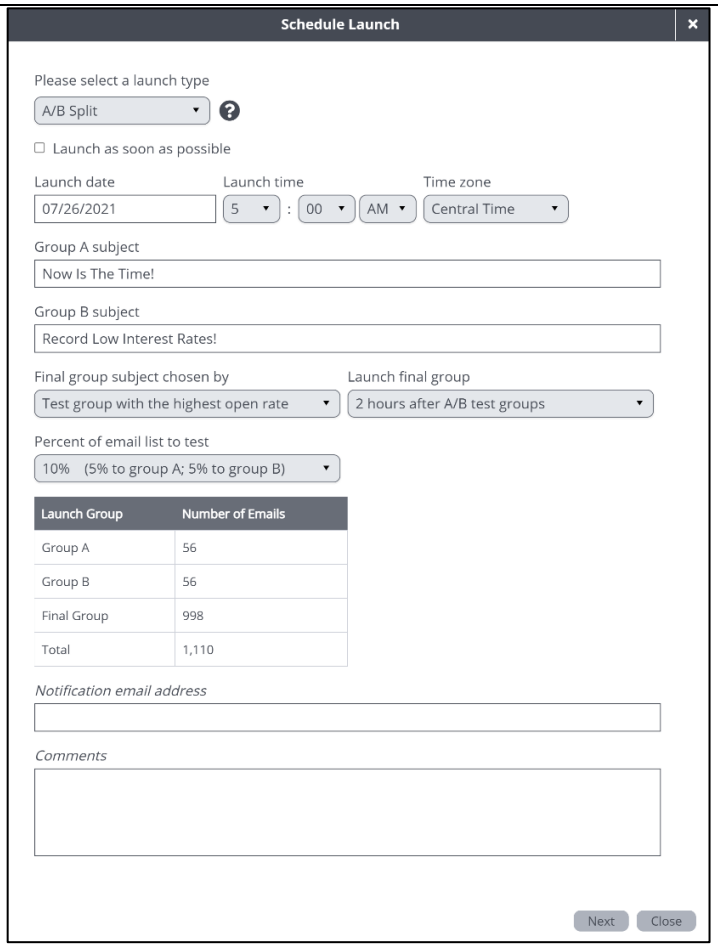
Note: Validate the email content, including any critical errors, suggestions, images, and links. If errors are found, click **Close**, click the email on the **Drafts** tab, hover over **Edit**, and click **Editor**. From here locate the error(s) and correct them. Repeat **Step 5**.

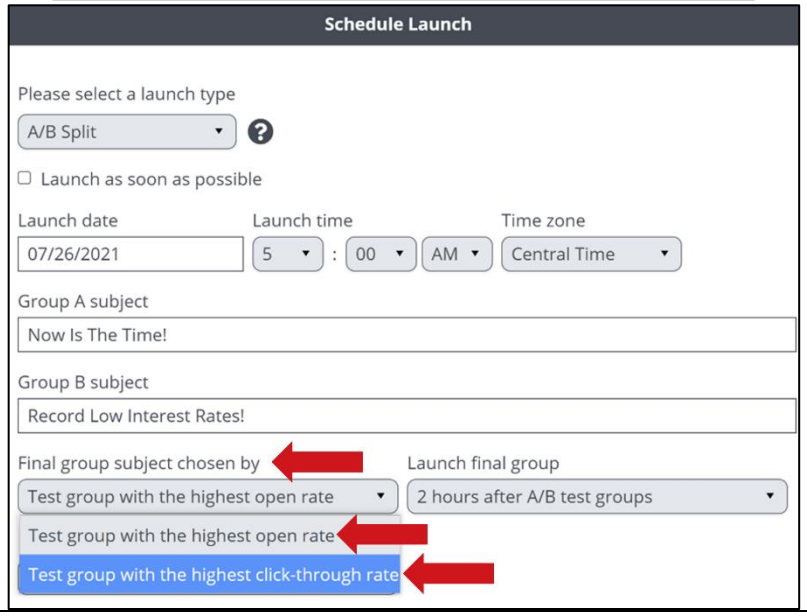




Step 6	When no errors are found, click **Next**
	
Step 7	Select the desired launch type:
7.1	**Standard Launch**: Email will be sent one time to each email address that is upload on the data list. Choose the date and time of delivery.
	

7.2	**Staggered Launch:** Email will be sent one time to each email address that is uploaded on the data list. The delivery of the emails can be separated across 2 - 5 different launches, with the ability to select different launch days and times for each launch.
	
7.3	**A/B Split:** Used to test two different subject lines to see which performs better. This option is only available if the upload list contains 1,000+ email addresses. Parameters are set as **highest open rate** or **highest click-through rate**.
Note: The **A/B Split** option must be selected during the launch of the email. The ability to provide the two subject lines is provided within the **Inbox Appearance** page or during the launch of the email.	

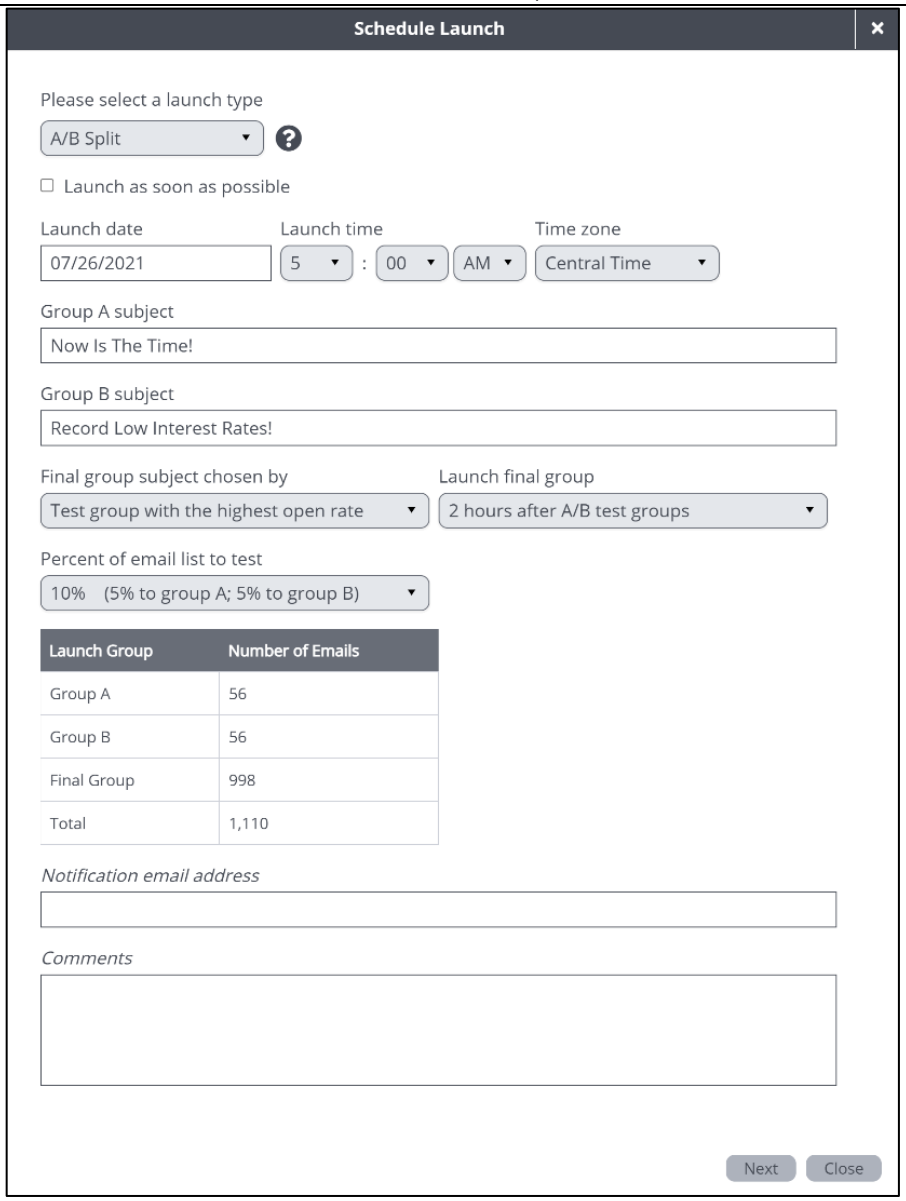


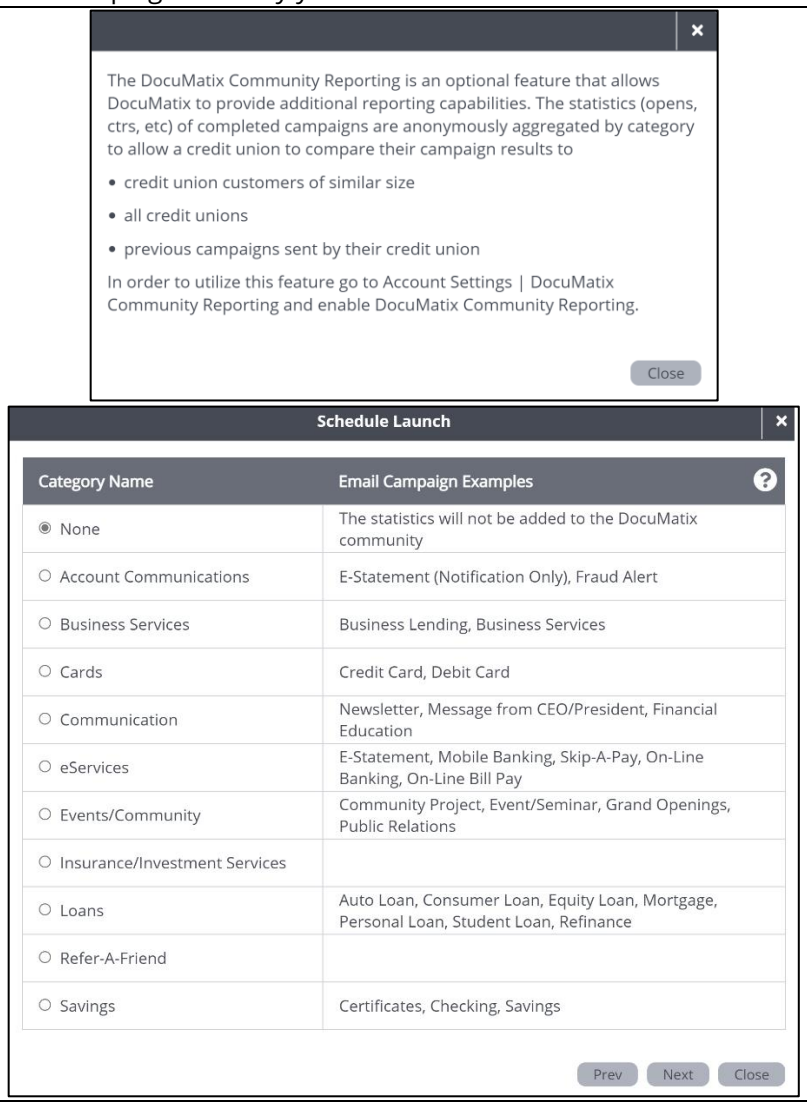
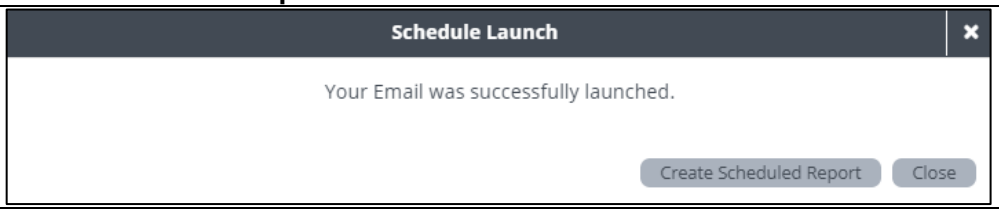


7.4	First, designate the subjects for Group A & Group B.
7.5	Use the drop down menus to determine how the subject will be chosen for the final group, when the final group will be launched, and the desired percent of email list to test.

Note: The final delivery with the winning subject line will automatically be completed by DocuMatix.

7.6	Use the calendar tool to select the **Launch Date**, and select the **Launch Time**
7.7	Add a **Notification Email Address** and **Comments**, if desired



Step 8	Click the desired category to provide a comparison against available peers
	• Financial institution customers of a similar size
	• All financial institutions
	• Previous campaigns sent by your financial institution
	
Step 9	A popup will appear, confirming that the launch has been scheduled. The email is automatically moved from the **Drafts** tab to the **Scheduled** tab.
9.1	Click **Create Scheduled Report** if desired.