

FAQ

How do I send a follow-up email to customers that have clicked on a link within my original email?

Scenario: I need to send a follow-up email only to those customers that have clicked on the “find out more” button in my email.

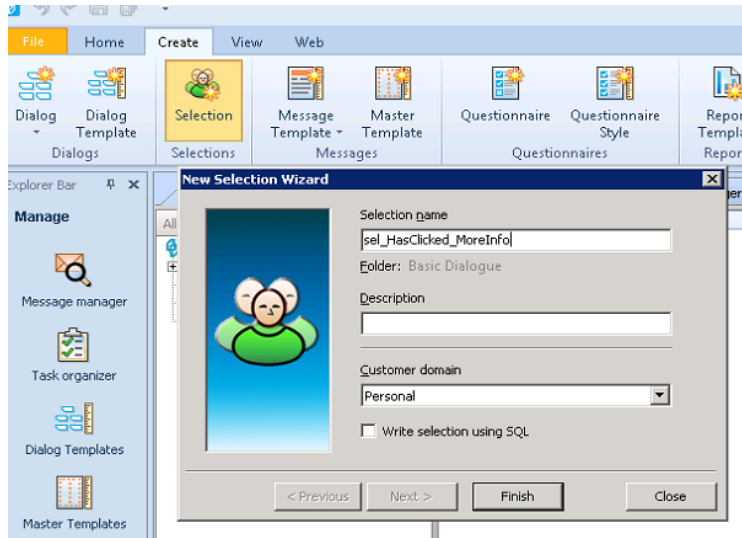
Answer: you will need to create a new selection that picks up members that have clicked on a particular link. Then you will need to create a divide operation within your dialogue to separate those that have and have not clicked on that link.

Simply follow the instructions below to do this.

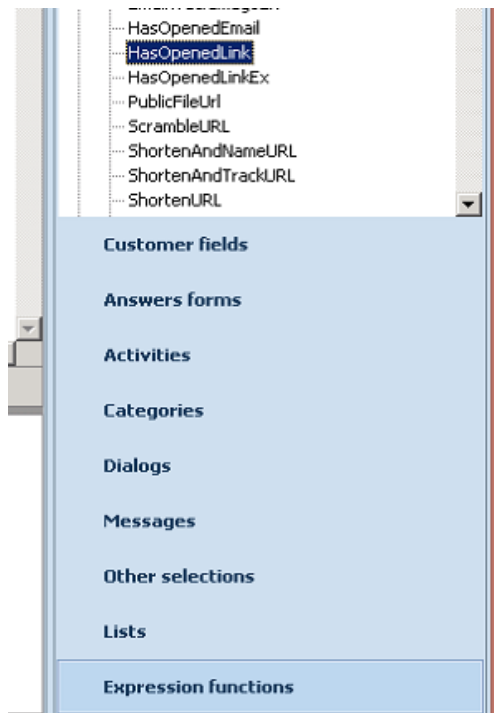


Spark

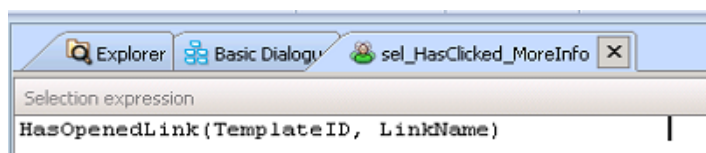
1. Go to the **Create** tab and click on **Selection**.
2. In the **New Selection Wizard** that pops up, give your new **Selection** a name then click **Finish**

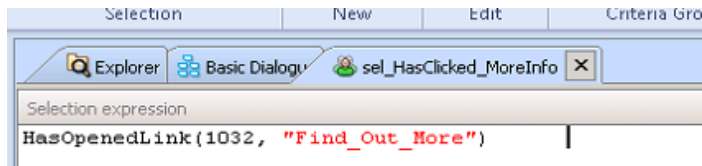


3. In your **Toolbox** (located RHS of screen), select the **Expression Functions** menu, then **double click** on **HasOpenedLink**.

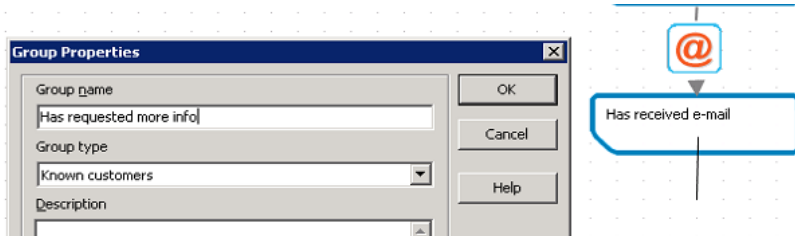


4. You are then prompted to enter your **TemplateID** and **LinkName** in the Selection. **TemplateID** refers to the ID number of the email containing the link you are tracking. **LinkName** refers to the name you gave the link you are tracking. Below is a before and after shot of what you will need to do. Note – the **LinkName** needs to have **quotation marks**.

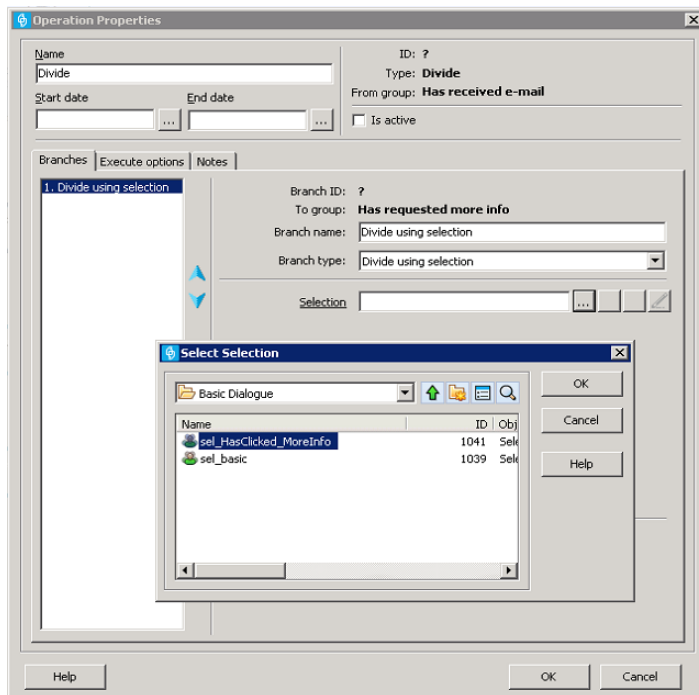




5. Click **Save** and **exit** the new Selection.
6. Open your **Dialogue** file and create a **Divide** operation linked from your **Has Received Email** Group. Give the new Group a name and click **OK**.



7. In the **Operation Properties** window that pops up, click on the **Ellipsis (...)** button to locate and **select** the new **Selection** that you just created. Click **OK**.



8. Once this **Operation** is activated at you **execute** it, it will pull only members **who have clicked** on your particular link into the Group below it. Done!