

# Triggered and SmartBatch Email Campaigns



You can use *Evergage for Email* to create and schedule email messages based on specific triggers like visitor actions, cumulative behavior, or environmental changes or in batches based on select audience segments, all engaged shoppers, or other lists of recipients. You can configure messages to be delivered right away, at a future time, or on a recurring basis such as weekly or monthly. For bulk email campaigns, Evergage applies machine learning to continuously learn which recipients are most likely to engage with the emails you send and then adjusts future campaigns based on those findings.

There are limitless uses for triggered and batched emails including:

- Engage a shopper who has significant view time with a particular product but hasn't completed a purchase
- Encourage a visitor who has demonstrated significant interest in an offer (content asset, promotion, bundle, etc.) but hasn't converted
- Provide unread articles on kitchen remodeling to a visitor who has spent more than five minutes reading up on the topic (you could also include a few product recommendations in the same email)
- Send a personalized email offering an online chat with a representative to a prospect who spent at least two minutes evaluating a specific policy but left the site without completing an application
- Alert your sales reps when target prospects spend a certain amount of time on your site, demonstrating their interest
- Remind new SaaS application users to complete on-boarding steps
- Alert customer success team members of an existing client showing signs of churn
- Include 1:1 personalized content like banners, promotions, and text along with product and content recommendations that are personalized at email open time based on each recipient's up-to-date preferences and most recent website activity
- Ensure relevance for each recipient with variable subject lines including dynamic variables which you can A/B test to optimize open rates

## This Section Explains How To:

- Configure Evergage for triggered and SmartBatch emails
- Create triggered and SmartBatch emails
- View triggered and SmartBatch email campaign data

## Articles in this Section

- [Configure Settings for Triggered and SmartBatch Email Campaigns](#)
- [Create Email Item Templates](#)
- [Create an Email Campaign](#)
- [View Email Campaign Data](#)



### CONFIGURATION REQUIRED

Before you create a new email campaign, you should confirm that you have the necessary components for the email message including segments, footers, email domain, unsubscribe language, and email send limits. **There are several required elements in email campaigns and if you do not include them, you will not be able to save the campaign.** These include a campaign name, an experience with either HTML or ADMC code or at least one item block, a footer, and a selected segment of visitors who will receive the campaign.