

Email Template Types

Last Modified on 05/19/2020 10:04 am CDT

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Link Click

This campaign type will send an email that prompts the recipient to click a link.

The user's action will be recorded upon clicking the link or previewing the link long enough for the tracking script to run. Upon performing one of these actions the user will see an education landing page.

Form Submit

Campaigns of this type will ask the recipient to fill out a form with their information (we do not retain this data).

The user's action will be recorded in the event they submit the form, and the Education Landing Page will open in a separate browser tab.

Attachment

This type of campaign will send an email in which the recipient is asked to open an attachment (a Microsoft Office file).

When opened, instead of being directed to the Education Landing page as with other campaigns, the contents of the file informs the user about the risk of their action and provides instruction on what measures to take going forward to prevent similar scenarios.

The opening of the attachment will be recorded for the Learner.

(If you choose an attachment with macros, then the user must enable macros for the result to record.)
