

Approving an Email Campaign and Going Live

<https://campus.barracuda.com/doc/76284215/>


This article is a continuation of the process started in [Creating and Generating an Email Campaign](#). Complete the steps in that article before continuing here.

Try to obtain approval in a timely manner. If a campaign is not approved within 30 days, you might need to return to Stage 1 and regenerate.

Send a Dry Run Message

As part of the approval process, you might choose to send a test email to make sure the campaign is working as expected. This is referred to as a dry run.

Note that you can only send a sample email in this stage, the **3. Approve** stage. If the campaign is changed to any stage other than **3. Approve**, all sample test data is deleted.

1. After generating, the campaign goes into the **Approve** stage.
2. At the top of the page, click **Send Dry Run Message** .
3. Optional: Enter email addresses, besides yours, one per line, that should receive the test email. A dry run email will automatically be sent to your address, as the person who logged in. Note that if the format of *any* address is invalid, an error will be reported and *none* of the sample emails will be sent.
4. Optional: Adjust the campaign content selections to send different combinations of emails.
5. Click **Send the Email**.
The screen informs you if the dry run emails were generated successfully.
6. If the email(s) were sent successfully, close this window, review the email when it arrives, and proceed with **Approve the Campaign**, described below.
If the email(s) were *not* sent successfully, click **Return to the Send Dry Run Message Form**, correct any errors, and try sending the sample email(s) again.


Approve the Campaign

1. Scroll through the page and review the contents. The following information can be edited or changed.
 - **General Settings: Plan**
 - **General Settings: Campaign Intent**
 - **Schedule: Cutoff Date**
 - **Content: Email Templates**
 - **Landing Page Template**
 - **Advanced Settings: Hide Campaign Results**
 - **Advanced Settings: Browse to select image**

Steps 2 and 3 are optional if approval is not required.

2. In the approval section, select the appropriate status: **Pending**, **Approved**, or **Rejected**.
3. Add comments about your action, then click **Save**. The page refreshes.
 - If the campaign *is approved*, continue with the **Go Live** section below.
 - If the campaign is *not approved*, additional changes must be made by you or the campaign creator.Note that if approval is not required, it is possible to go live with a **Pending** or **Rejected** campaign.

Steps 4-6 are needed only if an error was found or to fix an issue that caused the campaign to be rejected.

4. Under **General Settings**, in the **Stage** area, click **Design** .
5. Make changes to the campaign, following any comments made during the Approval process, according to the processes described in [Creating and Generating an Email Campaign](#).
6. Repeat this revision and review cycle as needed.

Go Live

When the campaign is ready, it is time for it to Go Live!

Under **General Settings**, in the **Stage** area, click **Go Live!**  Click **Yes** when prompted. The campaign processes, then goes live.

Emails are scheduled to be sent, and you will receive results as soon as they are available.

Figures

1. send-dry-run-message.png
2. 1.design.png
3. 4.golive.png

© Barracuda Networks Inc., 2024 The information contained within this document is confidential and proprietary to Barracuda Networks Inc. No portion of this document may be copied, distributed, publicized or used for other than internal documentary purposes without the written consent of an official representative of Barracuda Networks Inc. All specifications are subject to change without notice. Barracuda Networks Inc. assumes no responsibility for any inaccuracies in this document. Barracuda Networks Inc. reserves the right to change, modify, transfer, or otherwise revise this publication without notice.