Content Groups

https://campus.barracuda.com/doc/78155557/

In Security Awareness Training campaigns, you can specify several different outbound messages (email templates) and several different Landing Pages. The system can shuffle these within a campaign, so different users see different messages and different landing pages. Use Content Groups to match outbound messages with Landing Pages, to ensure that they match, so users see a unified message. A Content Group is a collection of assets that are linked together.

> Note that you can only enable the Content Group functionality in a Campaign when the Campaign is new. If a Campaign already exists and this option was not selected when it was first created, you cannot go back and add Content Groups to it.

Content Group Scenarios

There are different ways to use Content Groups.

Most often, a Content Group consists of one of each of the components – Email Template, Landing Page, Email Server, and Web Server – put into a single group. With this grouping, it is clear which Landing Page will be used for a specific Email Template.

You might also choose to include different copies of each component, knowing that they will be randomly assigned to different users within that group.

You can add multiple content groups to a single campaign.

For example, a single campaign might include:

- Content Group 1 – Email Template A, Landing Page A, Email Server A, Web Server A
- Content Group 2 – Email Template B, Landing Page B, Email Server B, Web Server B
- Content Group 3 – Email Template C, Email Template D, Landing Page C, Email Server C, Web Server C

In this example, a user would have the random chance in this single campaign to be assigned Content Group 1, 2, or 3.

- If the user is assigned to Content Group 1 or 2, there is only one of each type of component, so they will receive either Email Template A or Email Template B.
- If the user is assigned to Content Group 3, the system would randomly choose for the user to

receive Email Template C or D.

Creating a Content Group

1. Navigate to **Campaigns > Content Group**.
2. Click **New**.
3. Enter the following information. These values can be changed at any time.
   - **Content Group Name** – Enter a descriptive name for the Content Group. The **Content Group Name** cannot be changed later.
   - **Description** – Optional. Enter text to describe the Content Group.
   - **Category** – Optional. Enter a category, like **Spear Phishing** or **Financial**, to associate with this Content Group so you can easily identify it.
   - **Intent** – The type of campaign you intend to use with this Content Group. Note that this functionality is not yet operative in campaigns.
     - **Education** – Used for Training (Educational) campaigns.
     - **Testing** – Used for campaigns intended to test the users response to a mock phishing attempt.
4. Click **Save**.

Specify Active Settings

When the page refreshes, specify if this Content Group is **Active** – whether you can use it in a campaign.

Specify the Content

1. In the **Content** section, click **Add New Email Template**. In the dialog box, click **Yes** to save the current Content Group and add the email template. The Content Center displays available email templates.
   > Use the filter in the left navigation pane to locate templates for specific categories, like Training Announcements or Ransomware.
   > To use the filter, select your criteria, then click **Apply**. The matching templates display in the Content Center page.
2. Select an available template.
3. Select the appropriate action. Available actions depend on whether the content has already been imported into your instance of Security Awareness Training.
   - If the content is *already imported* into your instance of Security Awareness Training, the following actions are available:
     - **Copy and Add to My Recent Campaign** – Duplicates the template and

associates it with the most recently accessed campaign.
- **Copy and Add to My Recent Content Group** – Duplicates the template and associates it with the most recently accessed Content Group. Following the steps in this article, that is the Content Group you just created.
- **Copy and Edit** – Duplicates the template and opens the editor so you can customize the template. Note that this option does not associate the template with your campaign.
- **Add to My Recent Campaign** – Associates the template with the most recently accessed campaign. Following the steps in this article, that is the campaign you just created.
- **Edit Now** – Opens the editor so you can customize the template. Note that this option does not associate the template with your campaign.
  - If the content is *not already imported* into your instance of Security Awareness Training, the following actions are available:
    - **Import and Add to My Recent Campaign** – Adds the content to your instance and associates it with the most recently accessed campaign.
    - **Import and Add to My Recent Content Group**– Adds the content to your instance and associates it with the most recently accessed campaign. Following the steps in this article, that is the campaign you just created.
    - **Import Now** – Adds the content to your instance and opens the editor so you can customize the template.

    To specify additional templates, click **Return to Content Center**. Repeat Step 3 to add more templates. If you add multiple templates, Security Awareness Training will randomly assign a template to each email address selected when you generate the campaign.
4. Back in the **Content** section of your Content Group, click **Add New Landing Page**. In the dialog box, click **Yes** to save the current Content Group and add the landing page. The Content Center displays available landing pages.
5. Follow the instructions in Steps 2-4 above, this time for landing pages. Select a template, then select the appropriate action.
6. Back in the **Content** section of your campaign, click **Add New Email Account for Sending**. You can specify additional email accounts after you save the Content Group.
7. Select an **Email Account Name** from the list that will be the sender of your outbound campaign emails.
8. Select an **Email Server Domain** from the list that will be the domain of the sender of your outbound campaign emails.
9. Click **Add New Web Server for Landing Pages**. You can specify additional web servers after you save the Content Group.
   Specify the following information:
   - **Protocol** – Select the HTTP or HTTPS protocol.
   - **Subdomain** – Optional. Specify a subdomain associated with the landing page.
   - **Web Server Host Domain** – Select the web server that hosts the landing page.
   - **Short URL** – Select the **Short URL** box if the web server uses shortened URLs.

Specify Advanced Settings

1. Optional. Select an image to associate with this Content Group in the Content Center.

Click **Browse** to select the image. Users will not see this image.

Save the Content Group

Click **Save** to save the group.

At this point, you can add more Email Accounts and Web Servers for Landing Pages. If you make changes to the Content Group, remember to save it again.

Now that you have created a Content Group, you can use it in a new campaign.

You can also create a Content Group when you are creating a new campaign.