

## Understanding Automated Campaigns

<https://campus.barracuda.com/doc/88539905/>

You can use Automated Campaigns to:

- automatically send an email, in response to end users' action
- run on-demand to alert managers about their employees

For example, running an Automated Campaign of type Activity Clicker Notification, you create a Automated Campaign to send a follow-up email to employees who clicked a suspicious link in a Campaign email. This Automated Campaign points to a Dynamic Address Book, which you link to one or more existing Campaigns. This Dynamic Address Book will gather contact information for users who clicked a suspicious link in the existing Campaign(s) for the duration of the Campaign(s).

### Automated Campaigns Based on User's Actions *During* the Campaign

The following automatic campaigns are triggered by end users' actions while the campaign is running and are sent to the user:

- **Activity Clicker Notification** – Sends a follow-up email to users who clicked a link in a campaign email.
- **Activity Login Attempt Notification** – Sends a follow-up email to users who attempted to log into a landing page as part of a campaign.
- **Email Reply Notification** – Sends a follow-up email to users who attempted to reply to a campaign email.
- **FW: Incident Response Notification** – Sends a follow-up email to users who reported a campaign email as suspicious. This requires the use of the [Phish Reporting Button](#) or other method of reporting suspicious emails to Security Awareness Training.
- **Automated Education Campaign** – Automatically sends out training to users who took an action as a part of a testing campaign.

For example, you might want to use automated training to send training to users who clicked links through the **Activity Clicker Notification** option. You might also choose to send a notification to their managers so the managers are aware of the clicks, described in the next section.

### On-Demand Notifications *After* the Campaign

Note that Manager Notification types of Campaigns require that you have manager email addresses configured in your Campaign Address Book.

## Sent to Employees

- **Non-Clicker Notification** – Sends a congratulatory email to employees who did not interact with a campaign email.
- **Training Completed Notification** – Sends a congratulatory email to employees who completed their training.

## Sent to Managers

- **Employee Training Reminder** – Informs managers of which employees have yet to complete their training.
- **Employee Clicker Lists** – Informs managers of which employees clicked a link in a campaign email. There are several forms of this report, described below by the columns they each include. Use the list with the data that best fits your managers' needs.
  - **OnDemand - Manager Clicker List 1**: Includes Name - Email Address, Clicked, YTD Results
  - **OnDemand - Manager Clicker List 2**: Includes Name - Email Address, Clicked, First Click Time, YTD Results
  - **OnDemand - Manager Clicker List 3**: Includes Name - Email Address, Clicked, First Click Time, YTD Results, Reported As Suspicious
  - **OnDemand - Manager Clicker List 4**: Includes Name - Email Address, Clicked, First Click Time, YTD Results, Email Preview
  - **OnDemand - Manager Clicker List 5**: Includes Name, YTD Results
  - **OnDemand - Manager Clicker List 6**: Includes Name - Email Address, YTD Results
  - **OnDemand - Manager Clicker List 7**: Includes Name - Email Address, Clicked, First Click Time, Training Started, Training Completed
  - **OnDemand - Manager Clicker List 8**: Includes Name - Email Address, Clicked, First Click Time, YTD Results, Training Started, Training Completed
  - **OnDemand - Manager Clicker List 9**: Includes Name - Email Address, Clicked, First Click Time, YTD Results, Email Preview, Training Started, Training Completed

For example, management might find it helpful to receive an update on a specific campaign that shows which users clicked a link and whether those users completed training. Select the **OnDemand - Manager Clicker List 7** option to send an email to each manager that includes names of their employees who clicked the link, when they first clicked, and when they started and completed their training, if at all.

As described at the top of the page, you might also want to use automated training to send training to clickers through the **Activity Clicker Notification** option, described in the top section of the page.

For more information on this process, continue onto the **Next Steps** section below.

## Next Steps

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Automated Campaigns require you create a Dynamic Address Book. Proceed to [How to Create a Dynamic Address Book](#).

You select the type of automated campaign, listed above, when you create a Dynamic Address Book.

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