

Appvibe Marketing Campaign Tracker

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Overview of Features

Key Features

Appvibe Marketing Campaign Tracker is a robust Jira app designed to streamline marketing campaign organization, task management, and performance analysis. By integrating seamlessly with Jira, the app provides enhanced visibility into the successes and areas for improvement within your marketing initiatives. Its comprehensive suite of features empowers teams to manage and monitor every aspect of their marketing efforts in real-time.

Customer feedback is invaluable in crafting successful marketing campaigns. Insights gained from this feedback guide teams in refining strategies, tailoring campaigns to meet audience needs, and optimizing resources. Appvibe Marketing Campaign Tracker enhances this process by providing a straightforward mechanism to collect, organize, and act on customer feedback within the Jira ecosystem.

- **Feedback Submission:** Capture feedback seamlessly through Jira issues and dedicated forms.
- **Organized Views:** Use tags, filters, and saved views to sort and prioritize feedback efficiently.
- **Direct Jira Integration:** Link customer feedback to Jira issues, ensuring actionable follow-ups.
- **Customizable Layout:** Add, remove, or rearrange columns to suit your team's feedback tracking needs.
- **Activity History:** Maintain a clear log of actions and updates made to each feedback record.

In conclusion, Appvibe Marketing Campaign Tracker equips marketing teams with the tools necessary for robust feedback management and campaign assessment. By bridging the gap between customer insights and marketing strategy, the app facilitates data-driven decision-making, enhancing overall campaign effectiveness.

Getting Started

Installation

Marketing Campaign Tracker is a powerful Jira app designed to streamline the management of your marketing campaigns. Follow these steps to install and access the app within Jira.

Step 1:

Log in to Jira using an account with Admin privileges.

Step 2:

Open the Atlassian Marketplace within Jira by clicking on **Apps** in the top menu and selecting **Explore more apps**.

Step 3:

Utilize the search bar to look for **Appvibe Marketing Campaign Tracker**.

Step 4:

Select the app and click **Get app** or **Try it free**. Confirm installation and grant all required permissions.

Step 5:

After installation, navigate to **Manage Apps** in the Admin section to ensure the app is enabled.

Once the installation is complete, locate the Marketing Campaign Tracker link under the **Apps** section in the left menu to begin using the tool. This app will enhance your ability to track and manage marketing campaigns directly within Jira.

Configuration

Setup and Customization

Navigating to the configuration and setup for the Appvibe Marketing Campaign Tracker app is straightforward. Go to **Manage Apps** in Jira, locate the app, and click on the **Configuration** button. This will take you to the configuration page, where you can set up roles, view system fields, add custom fields, and configure conditional formatting to optimize your marketing campaign tracking.

Roles and Permissions

The Appvibe Marketing Campaign Tracker features three distinct roles:

1. **Admin:** This role grants complete access to the app, including configuration and setup capabilities. Admins can manage roles and permissions across all Jira user groups.
2. **Editor:** Users with the editor role can fully update and view marketing campaign data but do not have configuration access.
3. **Viewer:** This role limits the user to view-only rights, allowing them to see but not modify campaign data.

By default, users with Jira Administrator privileges can access Marketing Campaign Tracker's configuration screens and assign these roles to different Jira groups.

System Fields

The app comes with predefined fields essential for tracking marketing campaigns. These include:

- Campaign Name
- Target Audience
- Budget
- Start Date
- End Date
- Campaign Status
- Tags

These fields are base requirements for using the Marketing Campaign Tracker.

Custom Fields

To tailor the app to your specific needs, you can define additional custom fields. By selecting the **Add Field** button, you can create new fields with the following options:

- **Field Key:** A unique identifier for the field.
- **Field Label:** The displayed name of the field.
- **Field Type:** Choose from Text, Number, Date, Select, or Multi-Select.
- **Required:** Specify if this field must be filled in.
- **Sortable:** Indicate if the field can be sorted.
- **Filterable:** Determine if the field can be filtered.

Conditional Formatting

Conditional formatting enables you to automatically style your data when specific conditions are met. You can set up conditions based on field values and specify changes to labels and highlight colors when these criteria are satisfied.

Summary

Configuring Appvibe Marketing Campaign Tracker ensures that your team can effectively monitor and analyze marketing campaigns within Jira. With roles, permissions, system fields, custom fields, and conditional formatting, you can customize the app to your workflow's specific needs, providing flexibility and control in managing marketing data.

Working With Records

Adding and Viewing Records

Adding records to the Appvibe Marketing Campaign Tracker within Jira is a straightforward process that allows users to enrich their marketing campaigns with essential details. Records can be added at the system, project, or Jira Issue level, providing flexibility and ensuring that the data stays organized and accessible.

To add a record, navigate to the Marketing Campaigns dashboard and click the "Create" button. You'll be prompted to enter information into several fields, including Campaign Name, Target Audience, Budget, Start Date, End Date, and Campaign Status. Additionally, you can include tags and any custom fields you've defined to tailor the record to your specific campaign needs. Once created, these records can be easily viewed within the Marketing Campaigns dashboard.

Within the dashboard, users have several options to manage and interact with their data:

1. **Create and Manage Multiple Views:** Users can generate and manage different views by selecting the "View" dropdown at the top of the dashboard. Options include creating a new view, managing existing views, or clearing a view. Note that admin role permissions are required to make changes to these views.
2. **Filter by a Column Value:** To refine data, users can filter by column by clicking the column title icon and entering desired filter criteria. This feature is available only on columns that have filtering enabled.
3. **Sort by a Column Value:** Sorting is simple - select a column title and double-click to sort the records either forward or in reverse order. This functionality allows for quick rearrangement of data based on specific column values.
4. **View Activity History:** All modifications made by users are logged and can be reviewed by accessing the "Activity History." To view this, click the three dots in the upper right corner of the dashboard.

The Marketing Campaign Tracker offers a comprehensive solution for tracking and managing marketing initiatives within Jira. With easy record creation and robust dashboard interaction features, users can efficiently maintain and analyze campaign data to drive successful marketing outcomes.

FAQ

FAQ

What is the object and purpose of this app? The purpose of the app is for Marketing Campaigns. It is designed to organize marketing campaigns, tasks, and results, providing visibility into the success of marketing efforts.

What types of feedback can the app track? The app supports tracking Marketing Campaigns, including Campaign Name, Target Audience, Budget, Start Date, End Date, and Campaign Status. You can also add custom fields for other related fields that you wish to track.

How do I install the app? You can install the app from the Atlassian Marketplace. Navigate to the Apps section in Jira, search for the app name "Marketing Campaign Tracker," click Install, and follow the prompts.

How do I get support for the app? Support is available via our support page at <https://appvibe.com/support>.

Support

Appvibe Support

Overview:

The Appvibe Marketing Campaign Tracker app integrates seamlessly with Jira, enabling streamlined management of marketing campaigns. It facilitates organization of campaigns, tasks, and results for enhanced visibility into marketing performance. This tool empowers your team to efficiently track the success of your marketing efforts without leaving the Jira environment.

Support Contact:

We are here to assist you with any queries or issues you might encounter while using the Appvibe Marketing Campaign Tracker. Should you require further assistance or wish to propose new features, please visit our Support Page at <https://www.appvibe.com/support>.