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.

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