



# Proactive Campaigns

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The purpose of Proactive Campaigns is to send mass email campaigns directly from Zendesk. All replies are automatically picked up and stored in one place - your Zendesk instance. And with the target audience import feature, it's never been easier to reach out to the right customers at the right times.

## Proactive Campaigns helps you to

- Send as many mass outbound emails as you need directly from Zendesk;
- Launch follow-up campaigns;
- Create target ticket or user list;
- Assign campaigns to specific groups, agents, or brands;
- Share contacts, ticket lists, and campaigns among agents;
- Import CSV files with data or set numerous conditions to create a target list;
- Use formatting options while crafting your email;
- Use templates, macros, add attachments;
- Campaign statistics page;
- Schedule campaigns and add tags;
- Create Zendesk tickets with any status automatically;
- Easy-to-navigate interface;
- Create campaigns with internal notes;
- Allow contacts to unsubscribe from the Campaign.

## Customer experience:



**Buyex Support**

★★★★★ 2 months ago

This app solves our need to create customer lists and send bulk emails. The support team quickly responded to the problem we had. The main advantage of this application is the ability to also synchronize with Email Tracking, which allows you to track the status of delivery in newly created tickets.



**Ramesh**

★★★★★ 2 months ago

Absolutely incredible app and friendly support with this app. This was an absolute life saver for us when CRM tools were down we had no interruption to our service and were able to provide our customers with timely updates. As mass email tools go this is up there with the best. Incredibly user friendly also!



**Manfred Buxbaum**

★★★★★ 3 months ago

This app helps us in mid sized mass communication. It is the perfect link between Marketing automation and Customer Service communication. Very helpful

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