



KONICA MINOLTA

MARKOMI

Marketing Automation Tool

▮ User's Guide

▮ Version: 2.0



Table of contents

- What is Markomi? 1
- Purpose of this guide 1
- How to get Markomi 1
 - Create a bizhub Evolution account 1
 - Subscribe to Markomi 4
 - Manage users and assign further applications 5
- Getting started with Markomi 6
 - Log in directly from Markomi..... 6
 - Log in via bizhub Evolution 7
- Quick access toolbar 8
- Dashboard 9
 - List view..... 10
- Creating a campaign..... 11
 - Campaign settings..... 13
 - Workflow & Content 14
 - Campaign information..... 14
 - Workflow..... 15
 - Edit a campaign element 16
 - Upload and replace images 17
 - Insert variables 17
 - Change URL / insert a QR code 18
 - Changing colors 19
 - Review your content 19
 - Manage contacts..... 20
 - Filters..... 21
 - Choose contact list 21

- Create a new contact list 22
- Import contacts 23
- Timing..... 24
- Starting the campaign..... 25
- Contacts 26
 - Filters..... 26
 - Choose contact list 27
 - Create a new contact list 27
 - Add contact 28
 - Import contacts 29
 - Download contacts/Opt-outs 32
- Managing campaigns 33
 - Campaign statistics 34
 - Purchase and download inbounds 35
 - Create and download documents..... 37
 - Copy URL..... 38
- Questions or problems?..... 39
 - Report a problem 39

What is Markomi?

Markomi is a multi-channel marketing tool. It allows users to quickly and effectively address customers from different business sectors using a variety of campaign templates. The templates consist mostly of a mix of e-mail marketing, landing pages, text messages or print files such as flyers. The exact make-up of each template is determined by the campaign type itself. You can edit text and insert a custom logo in all campaign templates. In many templates (so-called 'White Label' campaigns), it is also possible to change the colors and pictures.

As a web application, Markomi does not require you to maintain any complex IT infrastructure. With only little investment in time and resources, Markomi customers can create and manage complex cross-media campaigns.

Purpose of this guide

This document is an introduction to Markomi: First, you will learn how to register with Markomi, subscribe credits and navigate through the tool. Then we will show you how to create a campaign using the templates, including workflows, contacts and timing. Finally, we will guide you on how to administrate campaigns and how to retrieve their statistics.

In addition to this user's guide, you can find further information on the Markomi website and in our "Markomi How To" videos online.

How to get Markomi

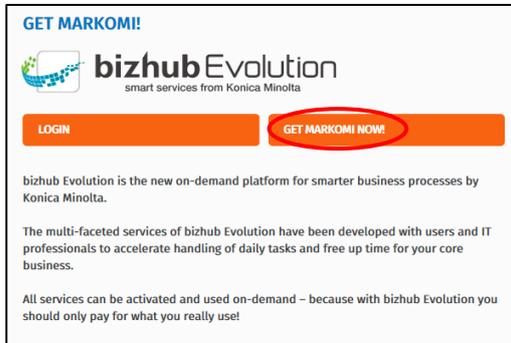
Create a bizhub Evolution account

In order to get Markomi, you will need to have a bizhub Evolution account. bizhub Evolution is an online store, similar to an app store.

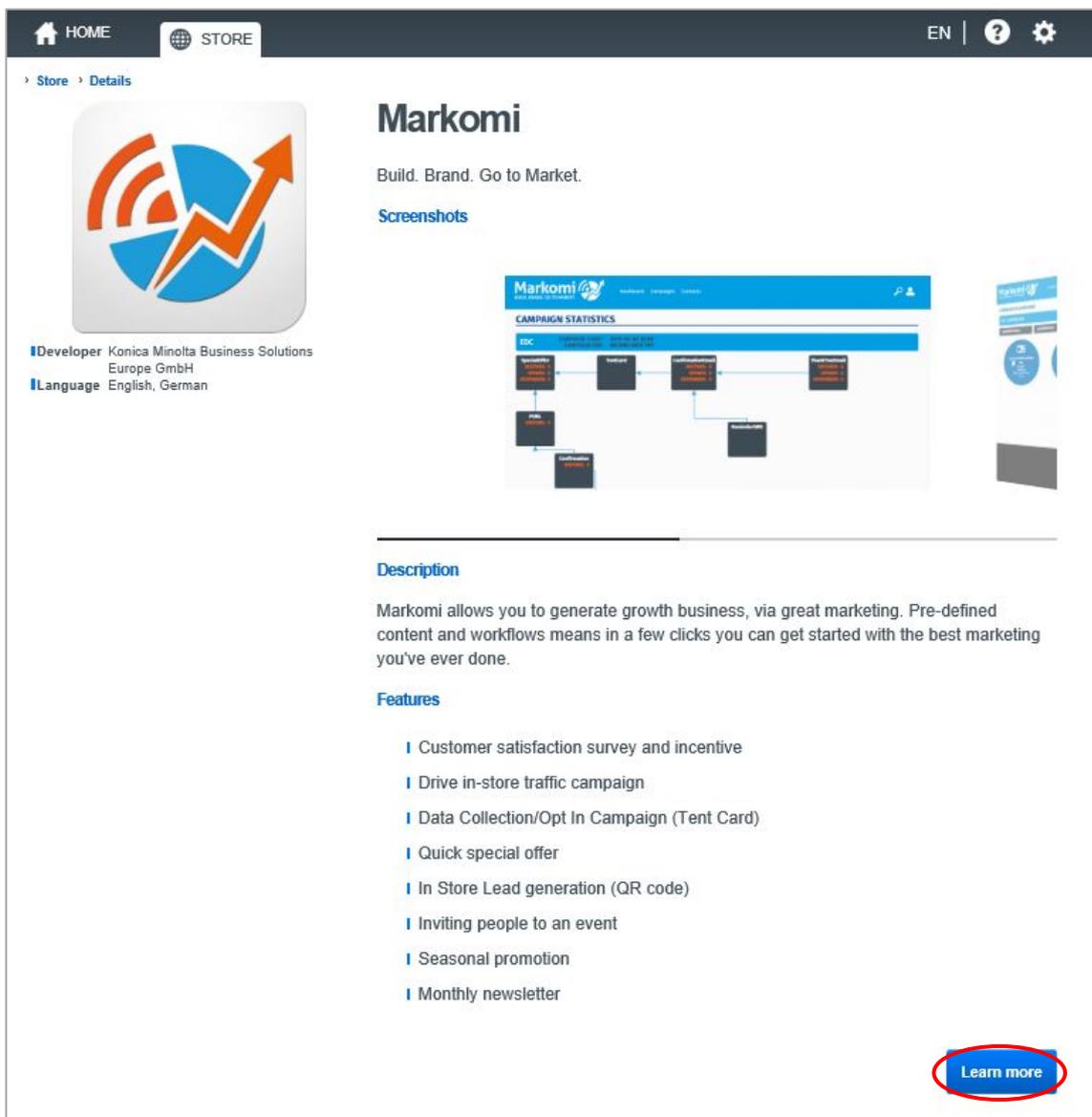
1. Visit www.markomi.com.
2. Click [Get Markomi!].



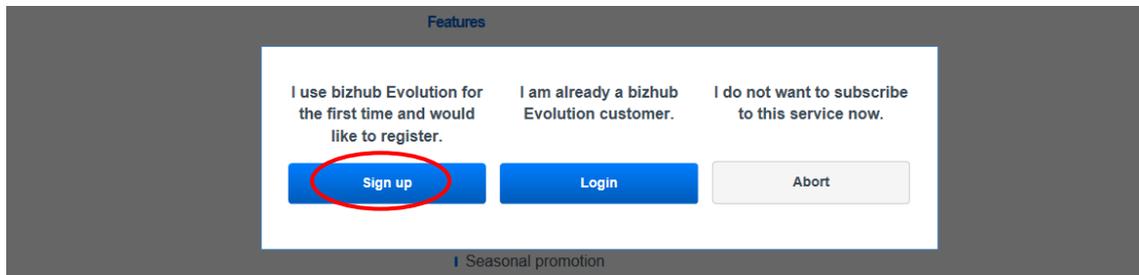
3. Click [GET MARKOMI NOW].
You will be redirected to bizhub Evolution (<https://evolution.konicaminolta.eu/>).



4. Click [Learn more].



- Click [Sign up].
You will be redirected to the registration form for bizhub Evolution.



- Fill in the relevant fields.

The screenshot shows the 'New customer' registration form. It includes a header with 'KONICA MINOLTA' and 'bizhub Evolution smart services from Konica Minolta'. The form is titled 'New customer' and has a 'Contracting party Address' section. Fields include 'Company name / Association / Organization*', 'Address amendment' (with 'optional (i.e. c/o)' as a placeholder), 'Street*', 'Zip*', 'City*', and 'Country' (set to 'Germany'). There is also a checkbox for 'different billing address'.

- Agree to the terms of use.
- Click [Enter bizhub Evolution] to confirm your registration.
You will receive a confirmation mail with your login credentials.

The screenshot shows the 'New customer' registration form with the 'bizhub Evolution Domain' section. It includes a header with 'HOME' and 'STORE' buttons. The form is titled 'New customer'. Below the address section, there is a 'bizhub Evolution Domain' section with a text input field. A note states: 'The bizhub Evolution Domain will be used as a prefix for all users of your company during login. (Example login: companyjohn.doe)'. Below this is a 'Terms of use' link with the text 'Link opens in new window.' and a checked checkbox for 'I understand and accept the general terms and conditions'. At the bottom, the 'Enter bizhub Evolution' button is circled in red.

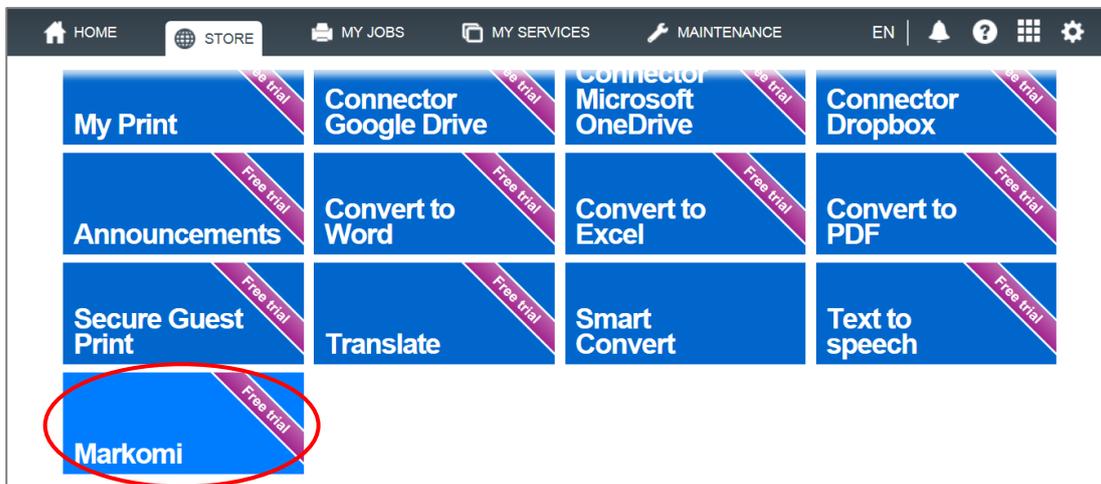
9. Confirm your login by clicking on the link in the e-mail.
Now you can log in to bizhub Evolution to subscribe to the Markomi package.

Subscribe to Markomi

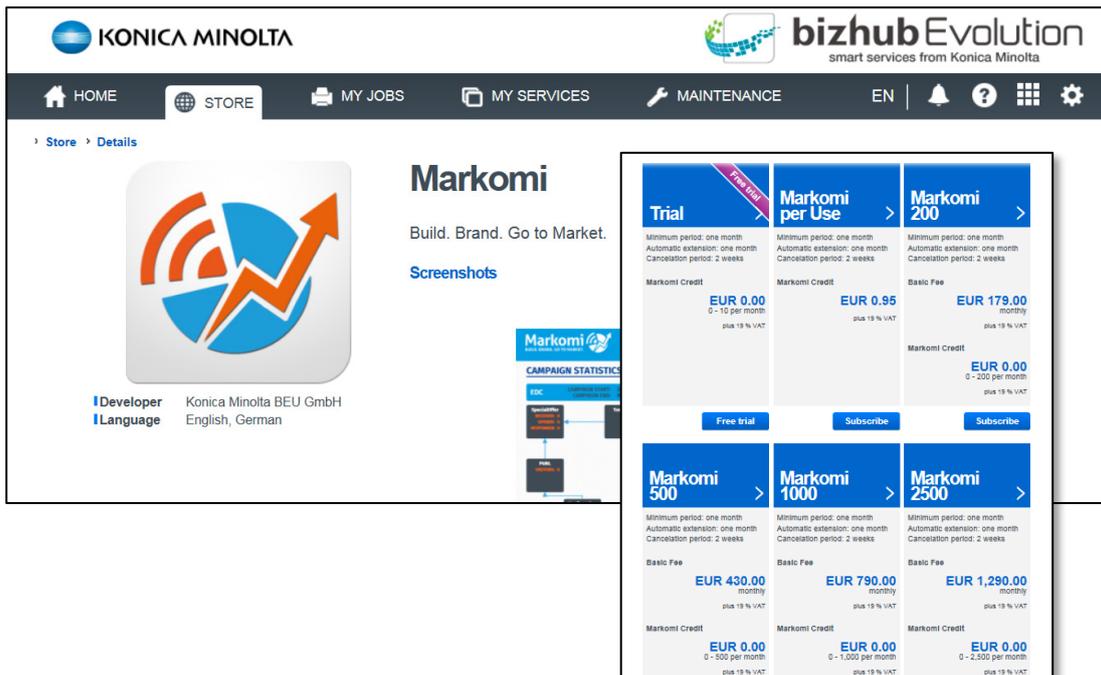
If you already have a bizhub Evolution account, you can subscribe to Markomi.

You can buy credits for Markomi at any time by selecting a corresponding subscription model in the bizhub Evolution store. Credits are the “currency” in Markomi. Outbound e-mails, text messages and inbound contacts each have a certain value in the form of credits in Markomi.

1. Login in to your bizhub Evolution account.
<https://evolution.konicaminolta.eu/>
2. Select Markomi in the bizhub Evolution store.



3. Select your preferred package.



4. Agree to the terms and conditions and order the selected package.

Note

More Markomi credits can be purchased via bizhub Evolution at any time.

5. **Once you have the credits**
Assign Markomi to your user account, or to other users in your organization, by selecting [Assign services now].
6. Select [Markomi] in the left hand column and assign it by dragging and dropping it by your name or another user in the user list.
7. Click [Save] to confirm the assignment.
Now you can start using Markomi!

Manage users and assign further applications

Once you are logged in, you can create additional users for your organization.

Your original login will have administration rights automatically assigned to it, which makes it easy for you to create more users.

More information about how to set up users and how to assign applications to users is available at <https://evolution.konicaminolta.eu/support>.

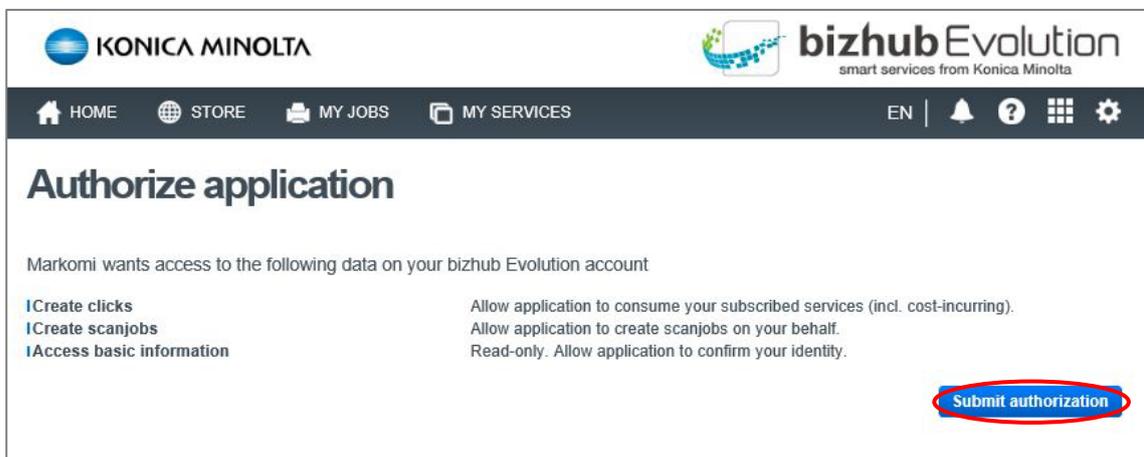
Getting started with Markomi

Log in directly from Markomi

1. Visit www.markomi.com.
2. Click the login icon at the top right and then [Login with bizhub Evolution].

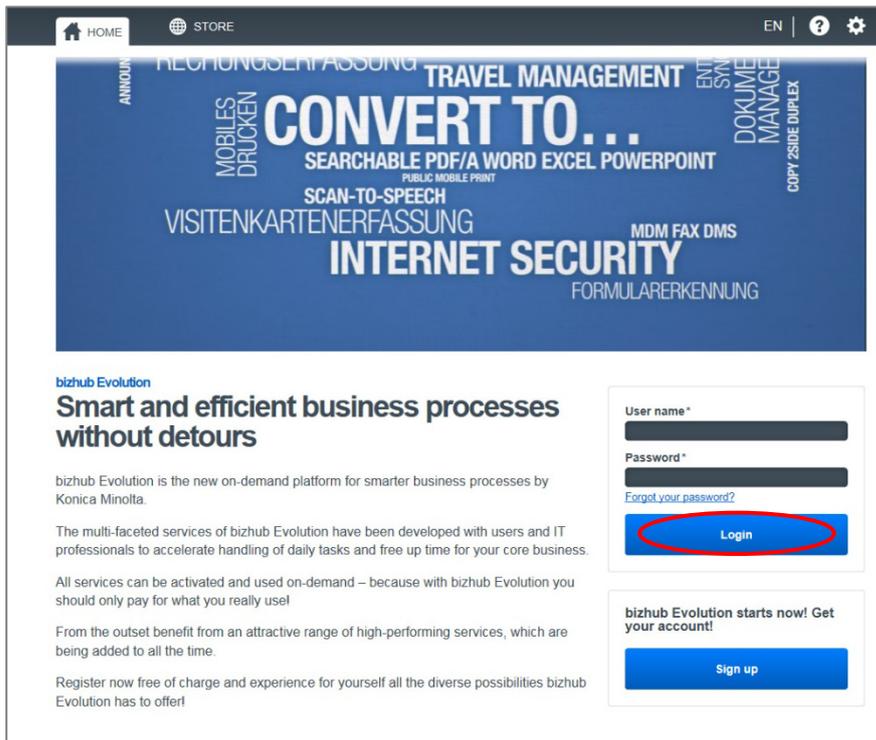


3. When you log in for the first time, you have to submit an initial authorization so that you can log in easily via www.markomi.com at any later time.

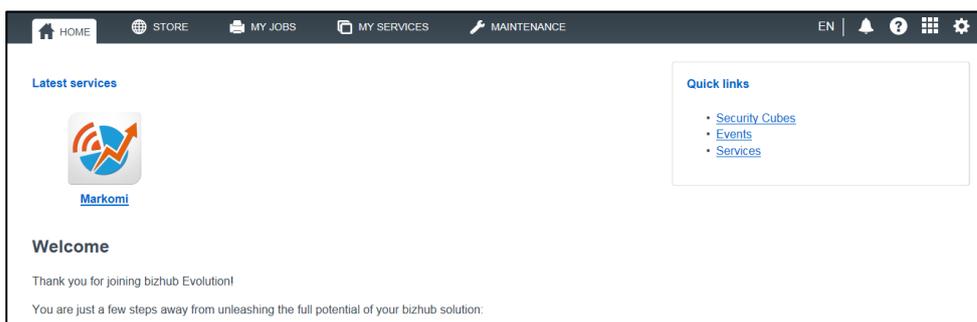


Log in via bizhub Evolution

1. Visit <https://evolution.konicaminolta.eu>.
2. Select the shop for your country.
3. Enter your login credentials.
4. Click [Login].



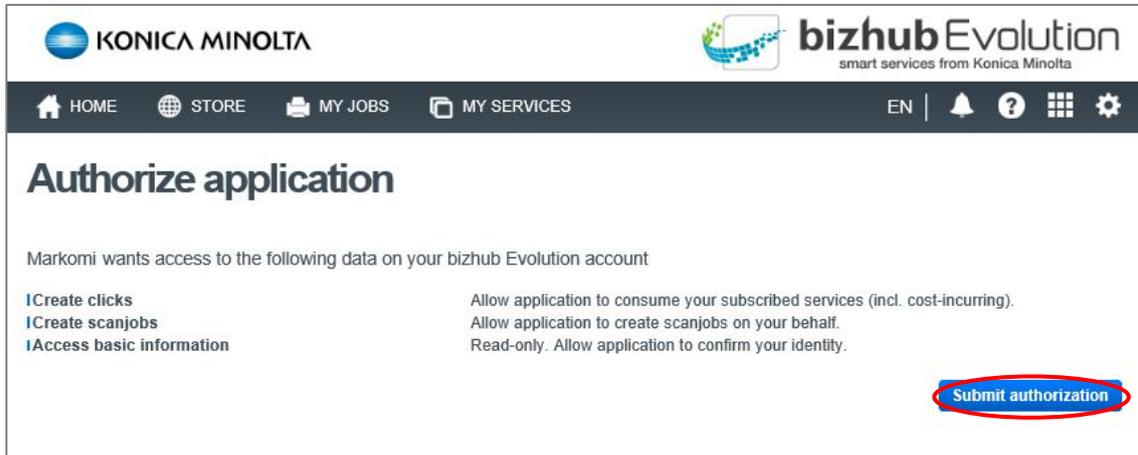
5. Click the Markomi icon on your bizhub Evolution home screen.



Note

You can also find the Markomi icon under [MY SERVICES].

- 6. When you log in for the first time, you have to submit an initial authorization so that you can log in easily at any later time.



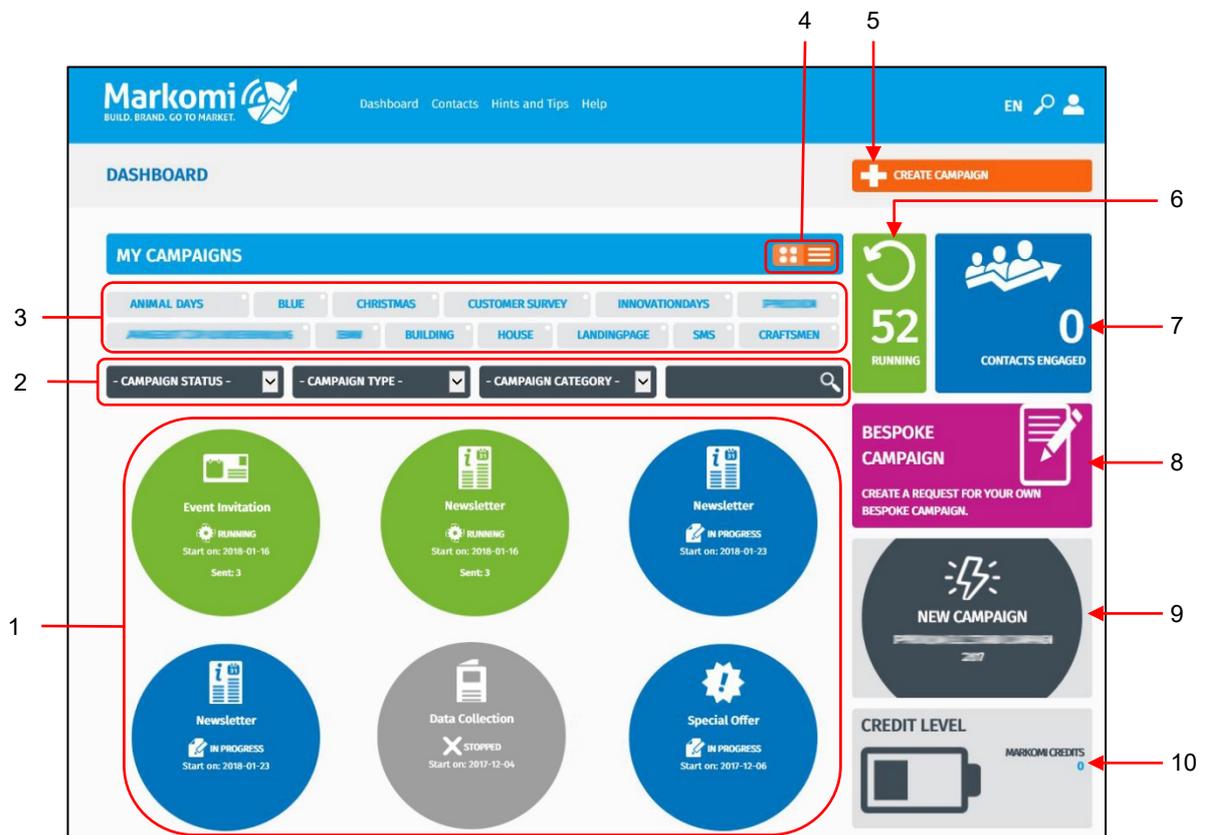
Quick access toolbar

The quick access toolbar is available at all times. From there you can access the dashboard or main menu, adjust general settings or run a keyword search.



Dashboard

This screen gives you an overview of all campaigns and their status. You can filter or search campaigns, create a new campaign or request a bespoke campaign. Click on a campaign icon to show editing options.



1	Campaign area. Each circle shows the name and status of a campaign. The color varies depending on the status and type of campaign. → Click on a campaign icon to show editing options.
2	Filter your campaigns by status, time and category, or run a keyword search. Filters and keyword searches can be combined.
3	Select one or more buttons to filter your campaigns by theme.
4	Switch between icon view or list view
5	Create a new campaign
6	Shows how many campaigns are currently running. → Click on it to filter by running campaigns.
7	Shows how many contacts have been engaged. → Click on it to download the contact list.
8	Create a request for a bespoke campaign
9	Promotes new campaigns that have been loaded into the system. → Click on it to customize this campaign
10	Shows you how many credits you have remaining on the system. If you have ordered the package “Markomi per Use”, this window will say “Unlimited”.

List view

Click on the list icon to view your campaigns as a list.

MY CAMPAIGNS

ANIMAL DAYS BLUE CHRISTMAS CUSTOMER SURVEY INNOVATIONDAYS

BUILDING HOUSE LANDINGPAGE SMS CRAFTSMEN

- CAMPAIGN STATUS - - CAMPAIGN TYPE - - CAMPAIGN CATEGORY -

STATE	START DATE	CREATED ON	CAMPAIGN NAME
Running	2016-08-18 12:00	2016-08-29 11:22	Leaf Blower Competition
Running	2016-08-19 12:00	2016-08-29 11:50	Leaf Blower Competition
Running	2016-08-23 12:00	2016-08-29 13:24	Leaf Blower Competition
In progress	2016-09-05 14:00	2016-08-29 14:23	Data Collection Golf
In progress	2016-09-05 14:00	2016-08-29 14:26	Event Invitation Clothes
In progress	2016-09-05 14:00	2016-08-29 19:27	Newsletter Whitelabel Demo
In progress	2016-09-28 12:00	2016-09-28 12:40	Data Collection Golf
In progress	2016-09-29 12:00	2016-09-29 13:12	Newsletter Whitelabel Demo
In progress	2016-10-17 14:00	2016-10-10 21:34	Data Collection Golf
In progress	2016-10-19 14:00	2016-10-12 10:19	Data Collection Whitelabel

Previous 1 2 3 4 5 ... 20 Next Showing 1 To 10 - Total: 195 Entries

[SHOW ARCHIVED CAMPAIGNS](#)

BESPOKE CAMPAIGN
CREATE A REQUEST FOR YOUR OWN BESPOKE CAMPAIGN.

NEW CAMPAIGN
PROKOM ELC STAND CAMPAIGN 2017

CREDIT LEVEL
MARKOMI CREDITS 0

The 10 most recently created campaigns are shown first. Use the page indicator at the bottom of the list to view more entries. Click [SHOW ARCHIVED CAMPAIGNS] to display campaigns that have been archived.

Tip

Click the little arrows by the column headings to change the sort order, e.g. from the oldest entry to the most recent, or to sort the list alphabetically by campaign name.

Click the three dots [...] at the beginning of an entry to show campaign editing options.

EDIT CAMPAIGN

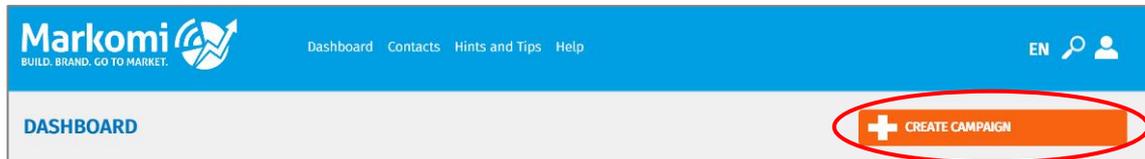
COPY CAMPAIGN

DELETE CAMPAIGN

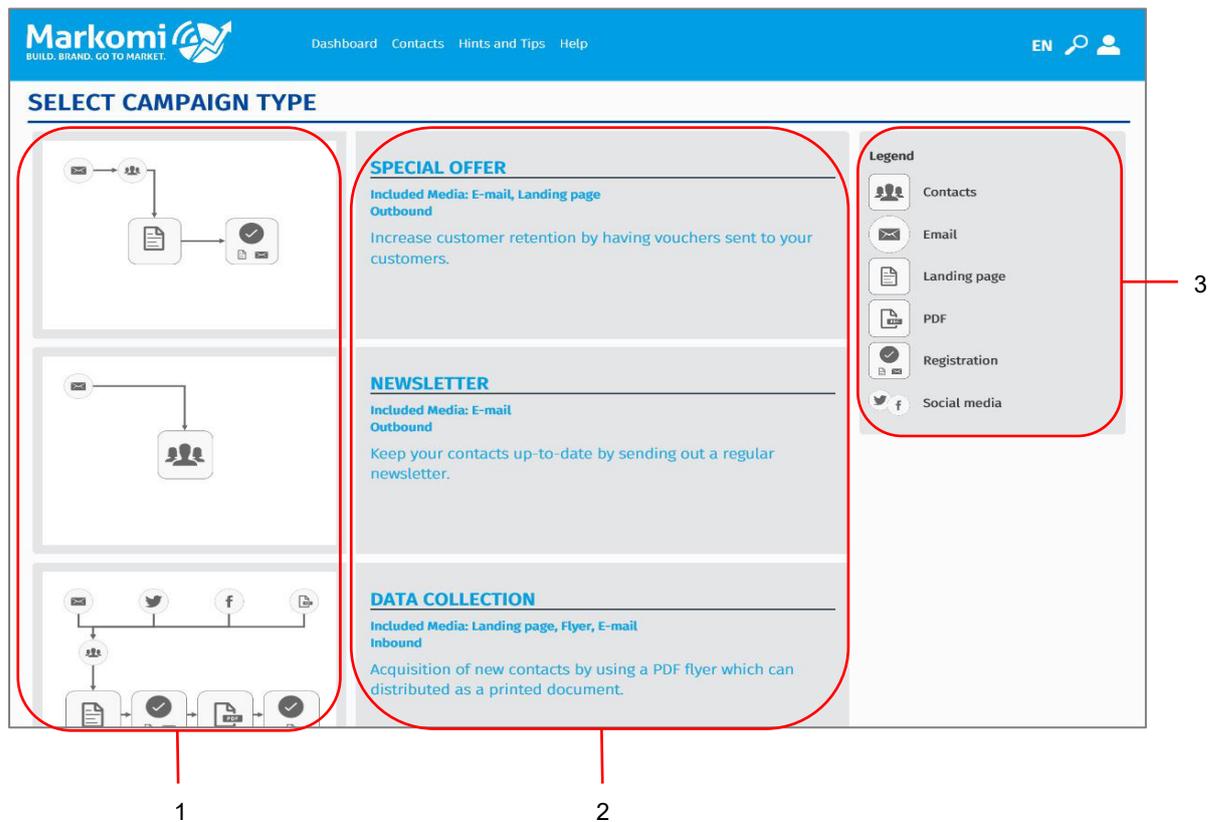
CLOSE

Creating a campaign

7. On the dashboard, click on [CREATE CAMPAIGN].

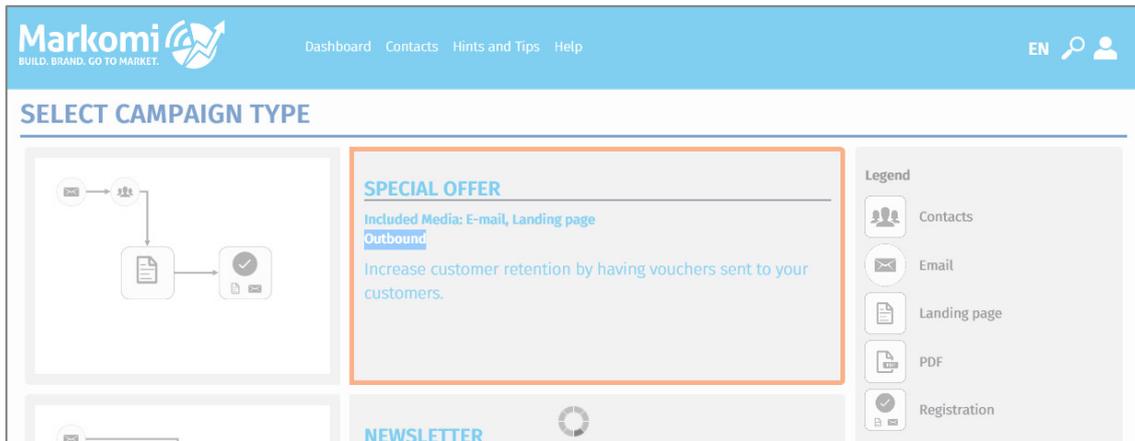


This launches the campaign wizard.

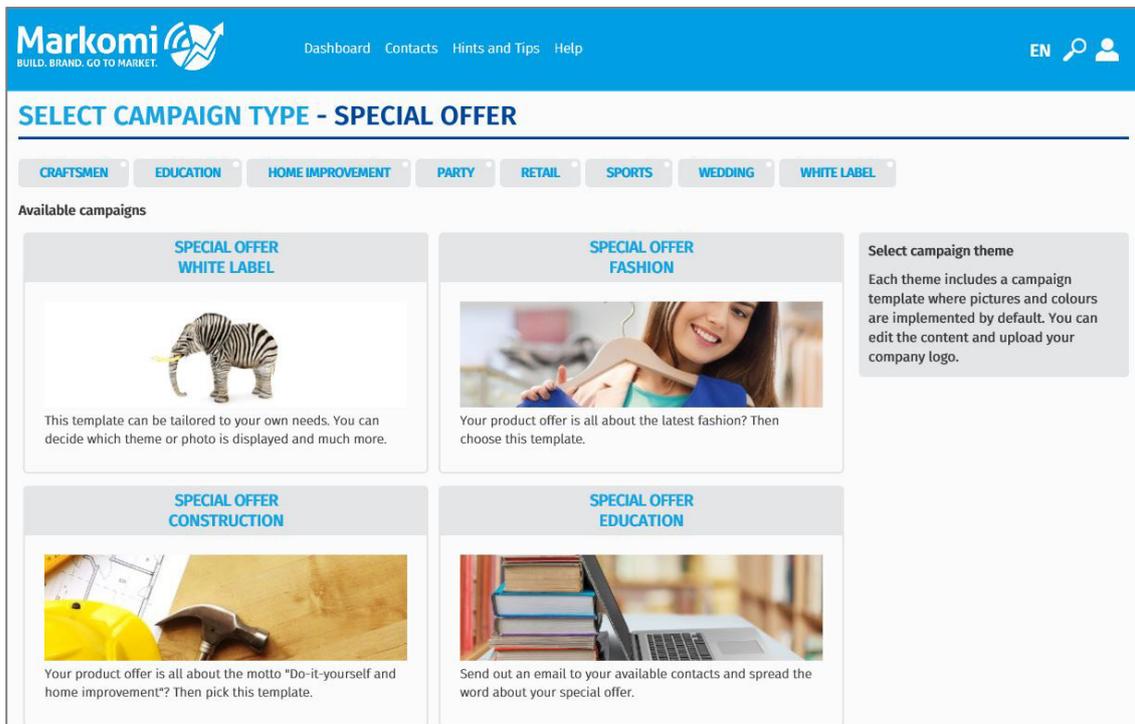


1	Shows the workflow of a campaign. → Click on it to see an expanded view.
2	Select the preferred campaign type
3	Shows a legend of the icons used in the campaign workflow

8. Select a campaign type.

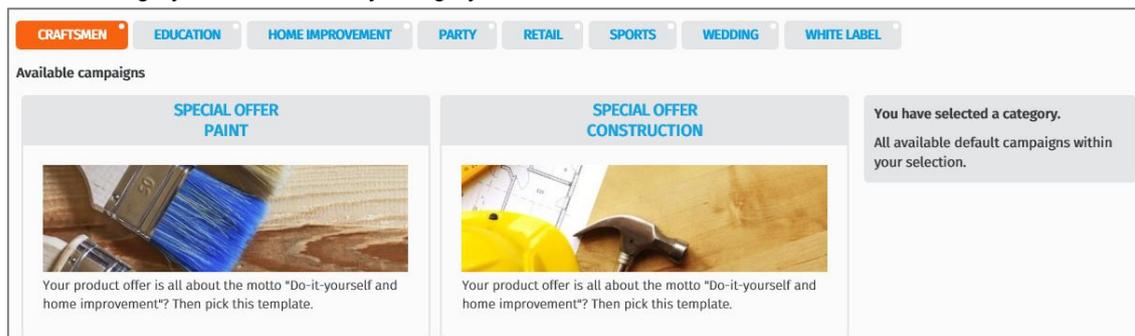


All available campaign themes are shown.



TIP

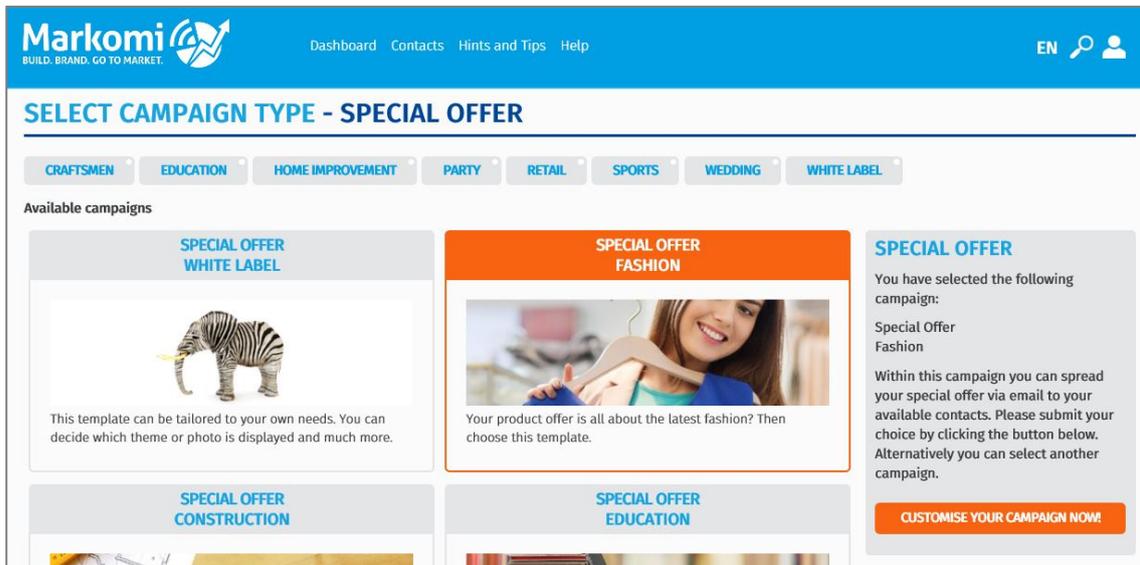
Click on the grey buttons to filter by category.



- Select a campaign theme.

Note

Colors and images in most templates are fixed and cannot be changed. However, if you want to add your own images and edit colors, use a white label campaign template.



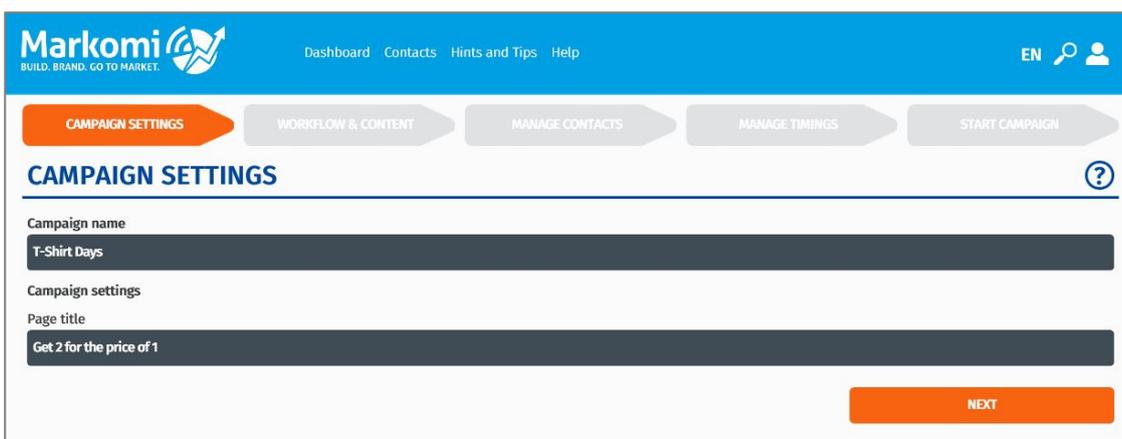
- Click on [CUSTOMIZE YOUR CAMPAIGN NOW].

Follow the steps to set up all campaign content, upload the address list for the campaign and schedule when it starts:



Campaign settings

Give your campaign a name and specify a page title.



NOTE

The page title will be shown in the browser tab of any campaign element.

Workflow & Content

Define, edit and review the content of your campaign.

NOTE

Workflow and content depend on the selected campaign type and theme.

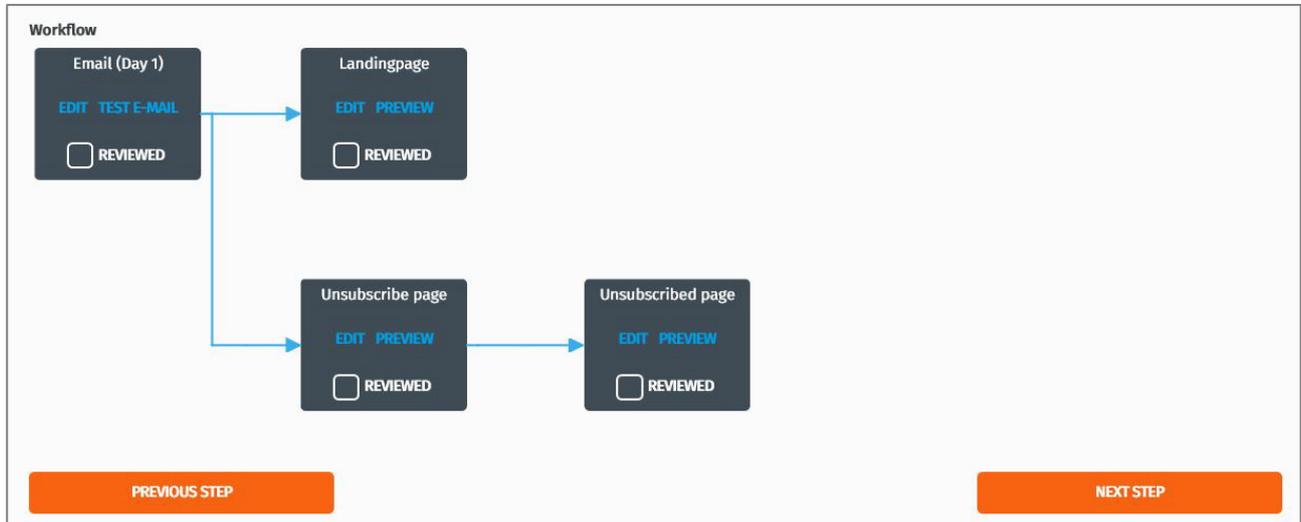
Campaign information

Enter information that is the same across all elements in your campaign.

TERMS AND CONDITIONS	Explain any restrictions, rules or guidelines that you have in place that relate to the campaign. Include your obligations regarding the transaction and your relationship with the customer, and the obligations your customer has.
PRIVACY POLICY	Explain how you plan to handle the data that people give you when they respond to the campaign, i.e. that you will not share the data with third parties.
COMPANY INFORMATION	Enter information that relates to your company, such as address, company number, VAT number.

Workflow

The workflow shows all elements of your campaign and how they are processed.



Each box contains an element of the campaign, which can include:

- Printed flyers
- Landing pages and forms
- E-mails
- Vouchers
- Mechanisms to unsubscribe
- Withdrawals and confirmations

NOTE

To edit an element, click [EDIT] in the relevant box.

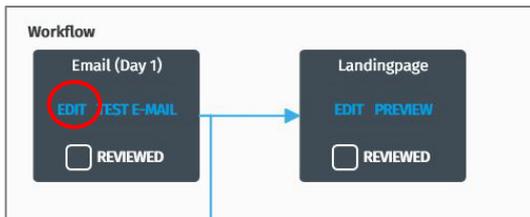
Once you have finished editing, someone else should check the changes you made and tick the [REVIEWED] box.

You can preview your changes by clicking [PREVIEW]

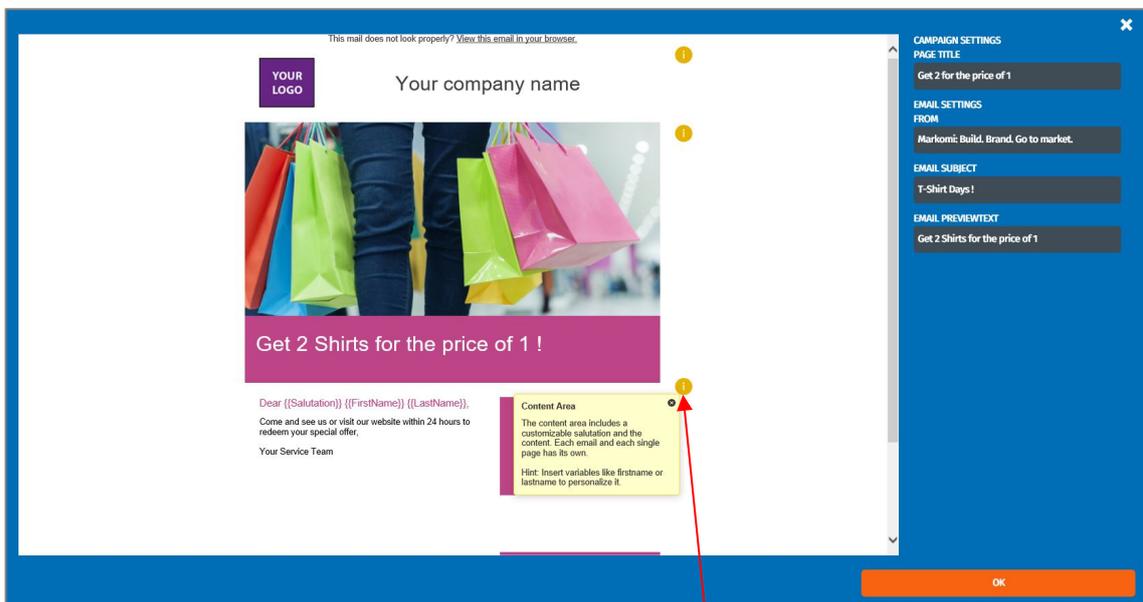
Edit a campaign element

What you can edit will depend on how the template is set up. In some templates you can replace images, in some you cannot. You can usually edit all of the text.

1. Click [EDIT] in the relevant box. In this example, an e-mail is edited.



2. Customize text and images as desired and define the campaign settings.



Click on this icon to show hints about the editable area.

3. Click [OK].

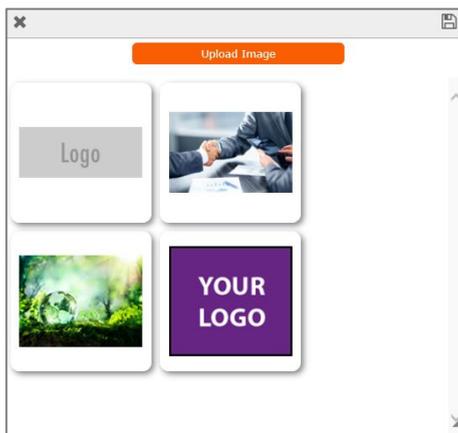
Upload and replace images

Whether you can replace an image will depend on how the template is set up. Some images are replaceable, some are not. Logos, however, can always be personalized.

NOTE

Images in printed items require a resolution of 300 dpi to be displayed properly.

1. Click on the image you want to replace.
2. Click on [Upload Image].



3. Select your image from the file tree and click [Open].
The image is uploaded.
4. Click on the desired image.
The image is replaced.

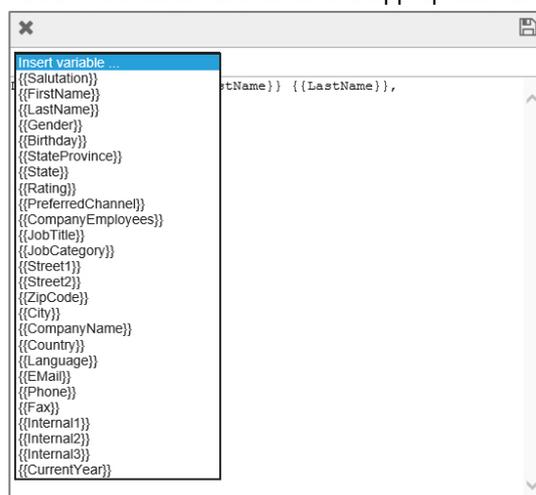
Note

If you replace a logo, it will be applied to all e-mails and pages.

Insert variables

Reach out to your subscribers on a more personal level by using variables such as first names or last names. You can insert variables in any text.

1. Click on the text you want to edit.
2. Position the cursor and select the appropriate variable from the drop-down menu.



The variable is inserted.

3. Click on the save icon.

Once your campaign has started, the variable will be replaced by your subscribers' data. An e-mail should at least contain a personal greeting.

Change URL / insert a QR code

URLs (e.g. PURLs) and related QR codes are generated automatically by Markomi. If you want to use simplified or your own URLs, you have to set up additional forwarding outside of Markomi.

Note

We recommend you do not change the URLs created by Markomi unless you have the required IT skills to set up forwarding to another URL.

Step 1: Changing the URL (in Markomi)

1. Click on the URL you want to edit.
2. Click on the edit icon.



3. Copy the original Markomi URL and save it so that you can access it later.

Note

You will need the original Markomi URL to set up forwarding!

4. Change the URL as required (e.g. to a URL of your own domain like "supersale.mydomain.com").
5. Click on the check mark to close edit mode.



Note

The related QR code will be inserted/updated by Markomi automatically.

Step 2: Set up forwarding (outside Markomi)

Set up forwarding from the URL that you entered (e.g. "supersale.mydomain.com") to the URL that was originally created by Markomi.

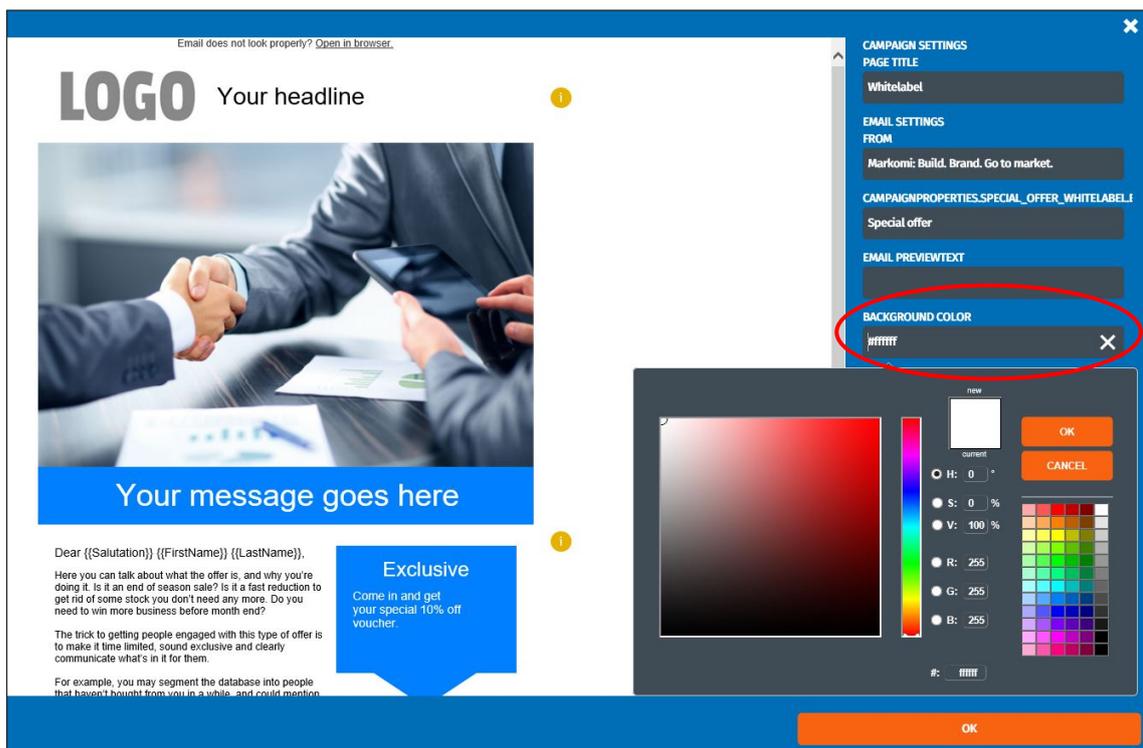
Changing colors

The colors of items (e-mails and pages) can be changed in all white label campaigns. You can change the color of the background, text, box and button elements as well as the footer.

NOTE

Colors for these campaigns cannot be set individually.

1. On the right-hand side of the edit window, click on the color code you want to change. The color picker opens.



2. Select the desired color and click [OK].

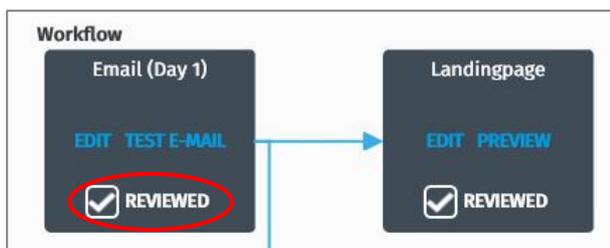
Note

If you know the exact hexadecimal code of a color, you can enter it directly.

If you know the RGB values of the color, you can enter them in the fields R: G: B: of the color picker.

Review your content

Once you have finished editing, someone else should check the changes you made and tick the [REVIEWED] box.



You can preview your changes by clicking [PREVIEW].

Send a test e-mail

If you want to check how an e-mail looks, send yourself or your reviewer a test e-mail. To do this, click on [TEST E-MAIL], enter the relevant information (at least the e-mail address), and click [SEND].

The screenshot shows a 'SEND TEST E-MAIL' form with the following fields:

- PERSON DATA:** GENDER (UNKNOWN), SALUTATION (Ms.), FIRST NAME, LAST NAME, BIRTHDAY.
- CONTACT DATA:** STREET, STREET (MORE), ZIP CODE, CITY, COMPANY NAME (Feelgood GmbH), COUNTRY, LANGUAGE, E-MAIL ADDRESS (john.doe@email.eu), PHONE, MOBILE, FAX.
- DETAILS:** PROVINCE, STATUS (UNKNOWN), RATING (COLD), PREFERRED CHANNEL (NOT SET), COMPANY SIZE (UNKNOWN), JOB TITLE, JOB CATEGORY (UNKNOWN), CUSTOM 1, CUSTOM 2, CUSTOM 3.

Buttons: SEND, CANCEL.

Manage contacts

Select the recipients of your campaign. You can use an existing list, or upload a new list.

Note

Make sure your data handling complies with the data protection regulations in your country. The system has some restrictions when it comes to checking the quality and format of the content you upload and you are responsible for any data uploaded to Markomi in terms of compliance and format.

The screenshot shows the 'MANAGE CONTACTS' interface with the following elements:

- Navigation:** CAMPAIGN SETTINGS, WORKFLOW & CONTENT, **MANAGE CONTACTS**, MANAGE TIMINGS, START CAMPAIGN.
- Filters:** No filters. Buttons: ADD FILTER, SAVE FILTER.
- Choose contact list:** ALL CONTACTS (selected), NEW CONTACT LIST, IMPORT CONTACTS.
- Contact Table:**

SALUTATION	FIRST NAME	LAST NAME	COMPANY NAME	CITY	ZIP CODE	STREET	STREET (MORE)	ACTIONS
> Ms.	Sylvia	Feelgood	Feelgood GmbH					EDIT

Navigation: PREVIOUS STEP, 1, NEXT, Showing 1 To 1 - Total: 1 Entries, NEXT STEP.

Filters

Add filters to only select contacts that meet certain criteria.

1. Click on [ADD FILTER].
2. Enter the filter criteria

The screenshot shows a 'Filters' section with a dropdown menu set to 'COUNTRY', a comparison operator 'EQUALS', and a text input field containing 'Germany'. To the right is a 'REMOVE FILTER' button. Below the filter rule are two orange buttons: 'ADD FILTER' and 'SAVE FILTER'.

3. Click [SAVE FILTER]

Note

You can define two or more filters in parallel.
Click on [REMOVE FILTER] to delete the filter criteria.

Choose contact list

Either select all contacts or the contact list containing the desired recipients of your campaign.

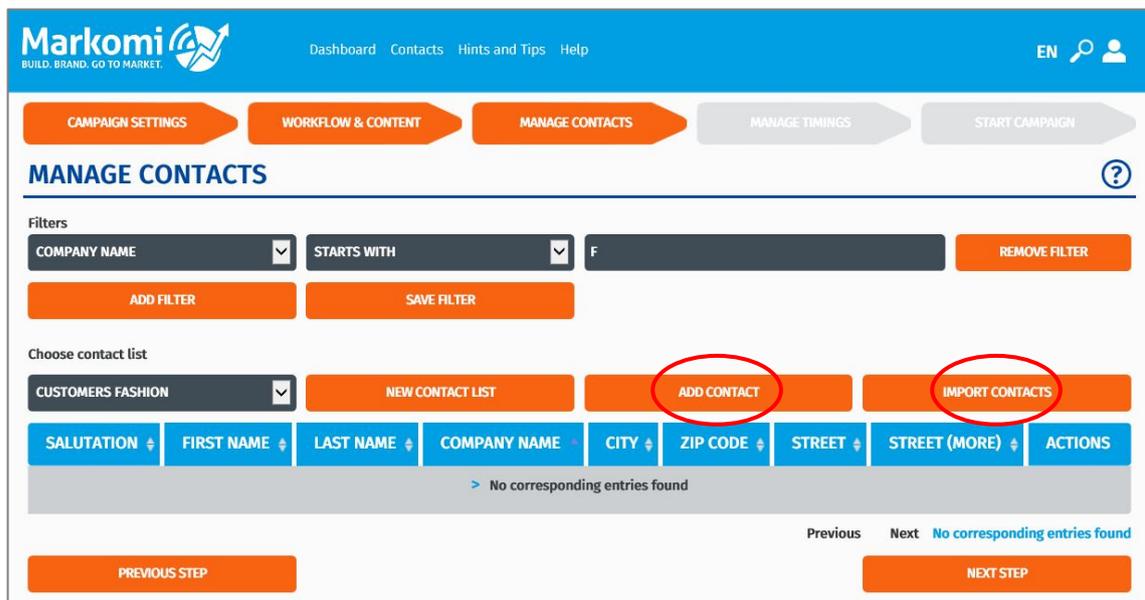
The screenshot shows a 'Choose contact list' dropdown menu with three options: 'ALL CONTACTS', 'CUSTOMERS GOLF CLUB', and 'CUSTOMERS FASHION'. The 'ALL CONTACTS' option is highlighted and circled in red. To the right of the dropdown are two orange buttons: 'NEW CONTACT LIST' and 'IMPORT CONTACTS'. Below the dropdown is a table with columns: 'LAST NAME', 'COMPANY NAME', 'CITY', 'ZIP CODE', 'STREET', 'STREET (MORE)', and 'ACTIONS'.

Create a new contact list

1. Click on [NEW CONTACT LIST].
2. Give your contact list a name and click [OK].



3. Either click on [ADD CONTACT] to add a single contact or click on [IMPORT CONTACTS] to upload an existing list.



Import contacts

1. Click on [IMPORT CONTACTS].
2. Select the import format.

CONTACTS IMPORT

STEP 1

CUSTOMERS FASHION

STEP 2

- SELECT IMPORT FORMAT -

MICROSOFT EXCEL XLS

CSV COMMA SEPARATED

CSV SEMICOLON SEPARATED

3. Download the sample spreadsheet, and use the codes contained in the explanation table, so that your data is in the right format for the system.

CONTACTS IMPORT

STEP 1

CUSTOMERS FASHION

STEP 2

MICROSOFT EXCEL XLS

STEP 3

CLICK OR DRAG FILE HERE

DOWNLOAD SAMPLE FILE (XLS)

PLEASE BE AWARE TO USE THE RIGHT NUMBER VALUE AND FORMATS IN THE DOCUMENT.

GENDER	0 = MALE 1 = FEMALE	BIRTHDAY	YEAR-MONTH-DAY (E.G. 1990-01-31 IS JANUARY 31ST 1990)
STATUS	0 = UNKNOWN 1 = LEAD 2 = CONTACT 3 = CUSTOMER	PREFERRED CHANNEL	0 = NOT SET 1 = PRINT 2 = E-MAIL 3 = PHONE 4 = TEXT MESSAGE (SMS)
JOB CATEGORY	0 = UNKNOWN 1 = HUMAN RESOURCES 2 = IT 3 = RESEARCH AND DEVELOPMENT 4 = SALES 5 = FINANCE 6 = PRODUCTION 7 = LOGISTICS 8 = MARKETING 9 = MANAGEMENT	RATING	0 = COLD 1 = WARM 2 = HOT
		COMPANY SIZE	0 = UNKNOWN 1 = VERY SMALL 2 = SMALL 3 = MEDIUM 4 = LARGE 5 = COMPANY SIZE

IMPORT CANCEL

4. As soon as your contact file is prepared, drag it to the upload area.

CONTACTS IMPORT

STEP 1

CUSTOMERS FASHION

STEP 2

MICROSOFT EXCEL XLS

STEP 3

CLICK OR DRAG FILE HERE

DOWNLOAD SAMPLE FILE (XLS)

PLEASE BE AWARE TO USE THE RIGHT NUMBER VALUE AND FORMATS IN THE DOCUMENT.

5. Click [IMPORT].

CONTACTS IMPORT

STEP 1
CUSTOMERS FASHION

STEP 2
MICROSOFT EXCEL XLS

STEP 3
SELECTED FILE
IMPORT_PATTERN_CONTACTS.XLS

DOWNLOAD SAMPLE FILE (XLS)

CONTACT IMPORT PREVIEW
1 / 2

PREVIOUS NEXT

PERSON DATA

GENDER: MALE
SALUTATION: Mr
FIRST NAME: John
LAST NAME: Doe
BIRTHDAY: 1980-12-31
PROVINCE: England
STATUS: LEAD
RATING: HOT
PREFERRED CHANNEL: TEXT MESSAGE (SMS)
COMPANY SIZE: MEDIUM
JOB TITLE: Testing engineer
JOB CATEGORY: MARKETING

CONTACT DATA

STREET: 123 Example street
STREET (MORE):
ZIP CODE:
CITY: London
COMPANY NAME: Example company
COUNTRY: United Kindom
LANGUAGE: English
E-MAIL ADDRESS: john.doe@example.com
PHONE: +44 123456789
MOBILE: +49 22345678
FAX: +44 123456780
CUSTOM 1:
CUSTOM 2:
CUSTOM 3:

IMPORT CANCEL

Your contact file is uploaded to Markomi.

Note

If you experience any errors, please check if you have formatted your file correctly.

Timing

Schedule your campaign. Click on the date you want to start the campaign. Your campaign will end when the selected campaign workflow has been completed, or when you end the campaign manually (e.g. a data collection campaign).

Markomi
BUILD. BRAND. GO TO MARKET.

Dashboard Contacts Hints and Tips Help

EN

CAMPAIGN SETTINGS WORKFLOW & CONTENT MANAGE CONTACTS MANAGE TIMINGS START CAMPAIGN

TIMING

« MARCH 2018 TODAY »

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	1	2	3	4
5	6	7	8 12:00 Special Offer	9	10	11
12	13	14	15	16	17	18

How to schedule your campaign:

1. Click on [<<] or [>>] to scroll through the months.
2. Click on the desired start date.
3. Change the time if necessary.

Note

Central European Time (CET) is used. Please adjust your input according to your local time zone if necessary.

4. Click [OK].

Note

If you want to change the date, simply click on a new start date. This will shift the entry.

Starting the campaign

Check the key data of your campaign again. When everything is correct, finally click [START CAMPAIGN].

Contacts

Here you can manage your contacts. You can create or import a new contact list, edit individual contacts or download contacts.

Note

Make sure your data handling complies with the data protection regulations in your country. The system has some restrictions when it comes to checking the quality and format of the content you upload and you are responsible for any data uploaded to Markomi in terms of compliance and format.

Markomi
BUILD. BRAND. GO TO MARKET.

Dashboard Contacts Hints and Tips Help

EN

CONTACTS

Filters
No filters

ADD FILTER APPLY FILTER

ALL CONTACTS NEW CONTACT LIST IMPORT CONTACTS

SALUTATION	FIRST NAME	LAST NAME	COMPANY NAME	CITY	ZIP CODE	STREET	ACTIONS
> Mr	John	Doe	Example company	London	W1T 1JY	123 Example street	EDIT DELETE
> Mrs	Erika	Musterfrau	Example company	Hamburg	20457	Musterstraße 123	EDIT DELETE
> Ms.			Feelgood GmbH				EDIT

Previous 1 Next Showing 1 To 3 - Total: 3 Entries

DOWNLOAD CONTACTS DOWNLOAD OPT-OUTS

Filters

Add filters to only select contacts that meet certain criteria. This allows you to show, for example, all contacts from the same company.

1. Click on [ADD FILTER].
2. Enter the filter criteria.
3. Click [APPLY FILTER] and your contacts are filtered.

Filters

COMPANY NAME EQUALS Example company REMOVE FILTER

ADD FILTER APPLY FILTER

ALL CONTACTS NEW CONTACT LIST IMPORT CONTACTS

SALUTATION	FIRST NAME	LAST NAME	COMPANY NAME	CITY	ZIP CODE	STREET	ACTIONS
> Mr	John	Doe	Example company	London	W1T 1JY	123 Example street	EDIT DELETE
> Mrs	Erika	Musterfrau	Example company	Hamburg	20457	Musterstraße 123	EDIT DELETE

Previous 1 Next Showing 1 To 2 - Total: 2 Entries

Note

You can define two or more filters in parallel.

Click on [REMOVE FILTER] to delete the filter criteria.

Choose contact list

Select the desired contact list from the drop-down menu, to display only the appropriate contacts.

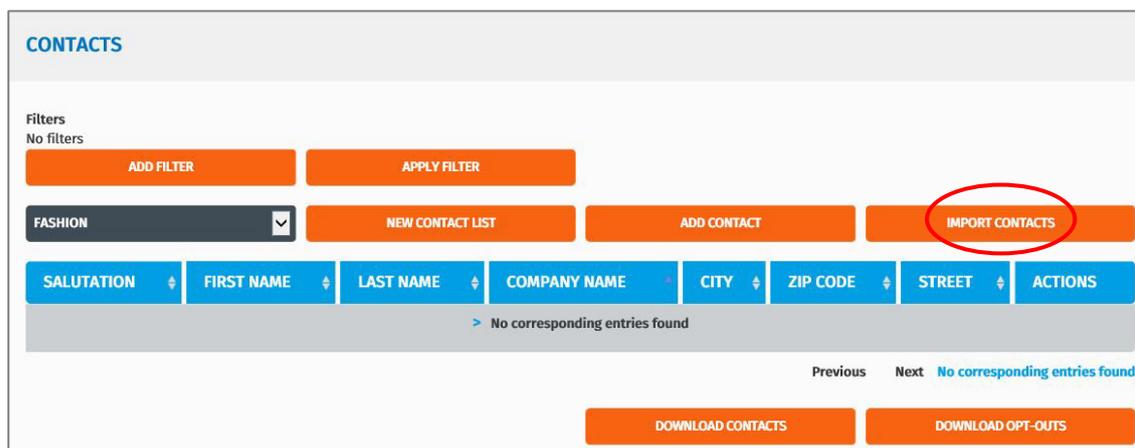


Note

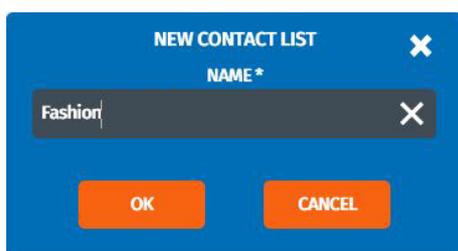
If you create a filter now, it will only refer to the selected contact list.

Create a new contact list

1. In the main menu, click on [CONTACTS].
2. Click on [NEW CONTACT LIST].



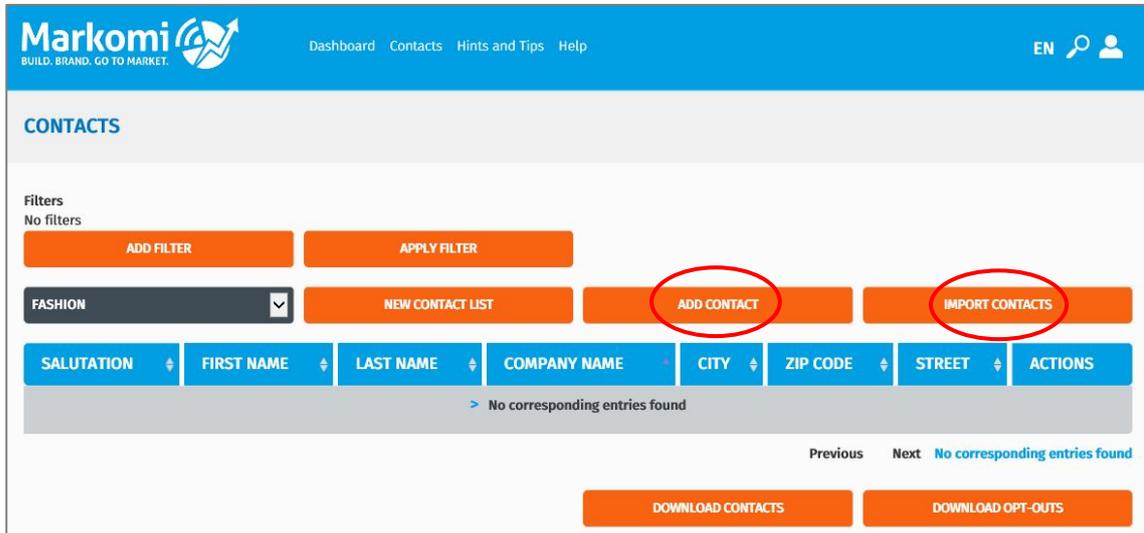
3. Give your contact list a name and click [OK].



4. Select the new contact list from the drop-down menu.

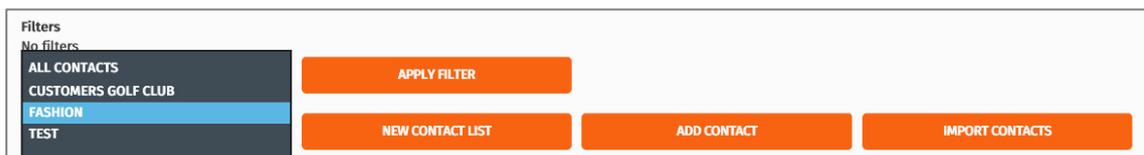


5. Either click on [ADD CONTACT] to add a single contact or click on [IMPORT CONTACTS] to upload an existing list.

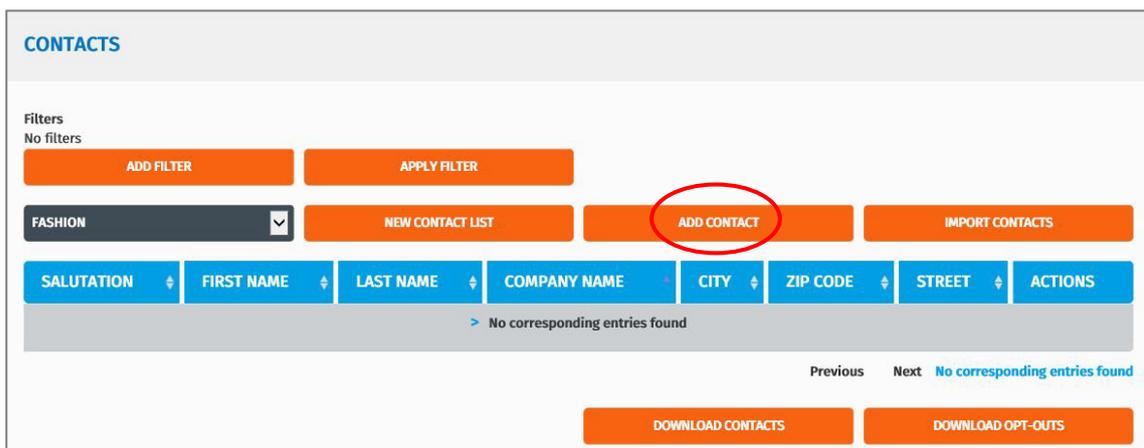


Add contact

1. In the main menu, click on [CONTACTS].
2. Select the list you want to add a contact to.



3. Click on [ADD CONTACT].



4. Enter the contact information.

5. Click [SAVE].

Import contacts

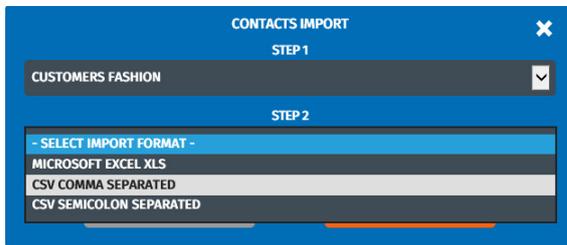
1. In the main menu, click on [CONTACTS].
2. Click on [IMPORT CONTACTS].

3. Select the list you want to import the contacts to.

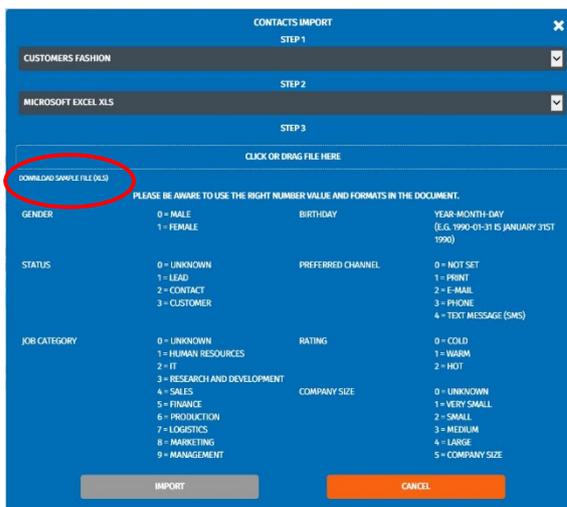
Note

Alternatively, you can also create a new contact list here.

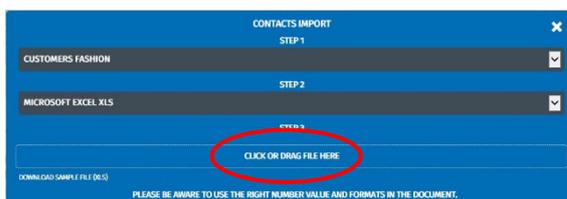
- 4. Select the import format.



- 5. Download the sample spreadsheet, and use the codes contained in the explanation table so that your data is in the right format for the system.



- 6. As soon as your contact file is prepared, drag it to the upload area.



7. Click [IMPORT].

The screenshot shows the 'CONTACTS IMPORT' interface. It is divided into three steps: STEP 1 (CUSTOMERS FASHION), STEP 2 (MICROSOFT EXCEL XLS), and STEP 3 (SELECTED FILE: IMPORT_PATTERN_CONTACTS.XLS). Below the steps is a 'CONTACT IMPORT PREVIEW' section with '1 / 2' items. The preview is split into two columns: PERSON DATA and CONTRACT DATA. The 'IMPORT' button at the bottom is circled in red.

PERSON DATA		CONTRACT DATA	
GENDER	MALE	STREET	123 Example street
SALUTATION	Mr	STREET (MORE)	
FIRST NAME	John	ZIP CODE	W1T 1JY
LAST NAME	Doe	CITY	London
BIRTHDAY	1980-12-31	COMPANY NAME	Example company
		COUNTRY	United Kingdom
		LANGUAGE	English
PROVINCE	England	E-MAIL ADDRESS	john.doe@example.com
STATUS	LEAD	PHONE	+44 123456789
RATING	HOT	MOBILE	+49 22345678
PREFERRED CHANNEL	TEXT MESSAGE (SMS)	FAX	+44 123456780
COMPANY SIZE	MEDIUM	CUSTOM 1	
JOB TITLE	Testing engineer	CUSTOM 2	
JOB CATEGORY	MARKETING	CUSTOM 3	

Your contact file is uploaded to Markomi.

Note

If you experience any errors, please check if you have formatted your file correctly.

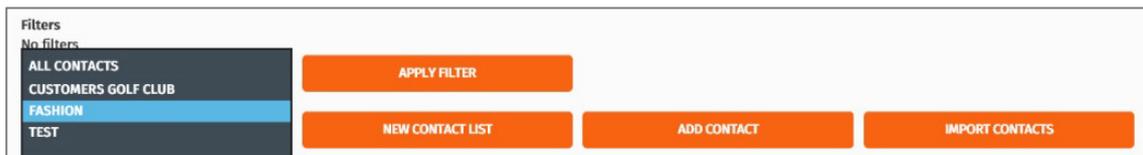
Download contacts/Opt-outs

You can download all contacts, a contact list you have created or a list of Opt-outs (contacts that have unsubscribed).

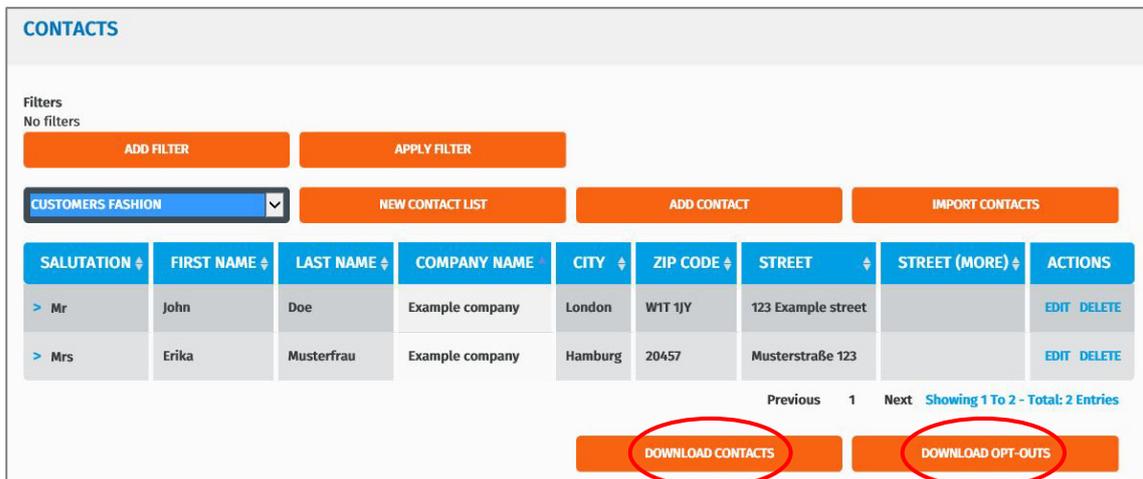
Note

Contacts that have opted out remain in the contact list but are no longer included in further campaigns.

1. In the main menu, click on [CONTACTS].
2. Select the list you want to download.



3. Click on [DOWNLOAD CONTACTS] or [DOWNLOAD OPT-OUTS].



4. Open or save the file.

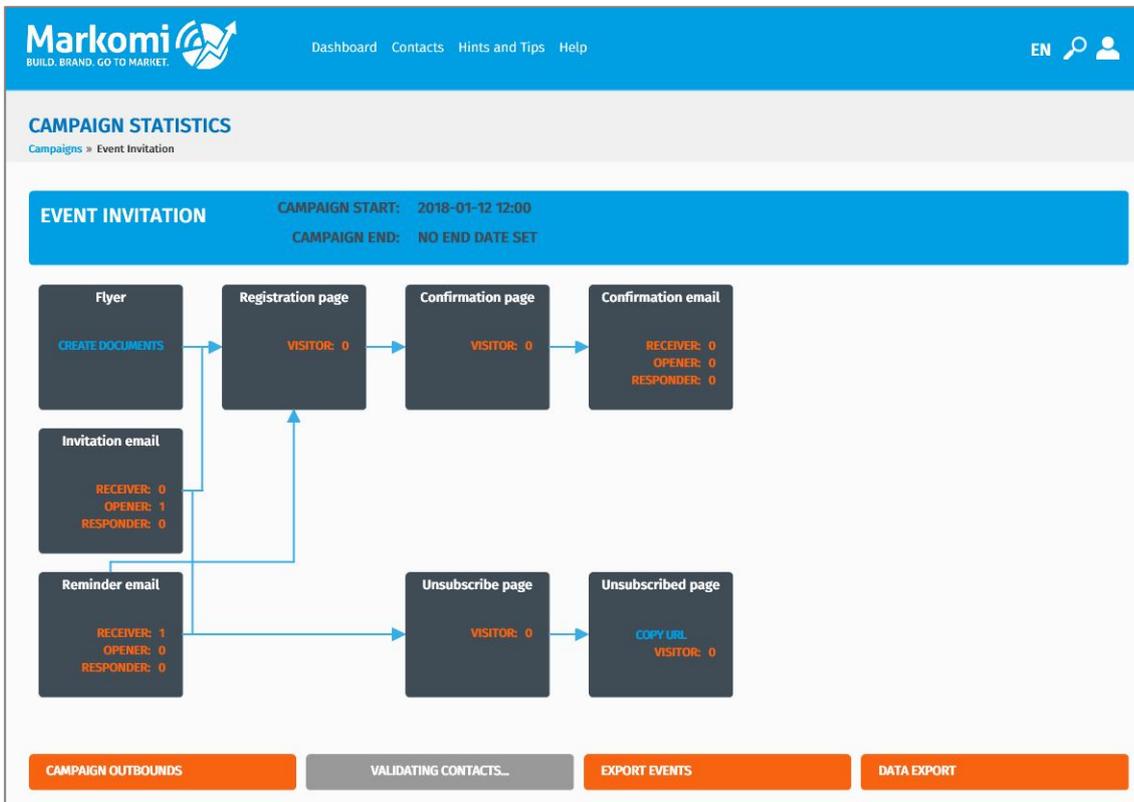
Managing campaigns

In the dashboard, click on the campaign you want to manage. Depending on the status of the campaign, you can perform different actions.

EDIT CAMPAIGN	Edit the elements within a campaign.
COPY CAMPAIGN	Duplicate a campaign that you want to repeat, saving you set-up time.
DELETE CAMPAIGN	Delete a campaign from your dashboard.
STOP CAMPAIGN	Stop a running campaign.
RESUME CAMPAIGN	Resume a stopped campaign. → The campaign will be resumed at the point where it was stopped.
CAMPAIGN STATISTICS	Show results from your campaign.
ARCHIVE	Move a campaign to the list of archived campaigns.
CLOSE	Close the box that displays these options.

Campaign statistics

After a campaign has been started, the campaign can be monitored. Here you can see how a campaign performs.



On the dashboard, click on the campaign and select [CAMPAIGN STATISTICS].

The workflow of your campaign is displayed. Each element contains the relevant statistics:

VISITOR	Number of people who have visited a page.
RECEIVER	Number of recipients of an e-mail.
OPENER	Number of recipients who opened the e-mail.
RESPONDER	Number of recipients who responded to the e-mail.

Depending on the campaign type, you can perform different actions:

CAMPAIGN OUTBOUNDS	Download the outbound contacts of your campaign.
DOWNLOAD INBOUNDS	Purchase and download inbound records that responded to your campaign. → See "Purchase and download inbounds" on page 35.
VALIDATING CONTACTS...	Validate the e-mail addresses of your campaign's outbound contacts before any e-mails are sent out. This can take several minutes.
EXPORT EVENTS	Download the results of your campaign.
DATA EXPORT	Download contacts and new generated data about your campaign.

Purchase and download inbounds

For inbound campaigns (e.g. data collection) you can download inbound records that responded to your campaign.

Note

Please be aware that the download of inbounds carries costs.

1. On the dashboard, click on your campaign and select [CAMPAIGN STATISTICS].
2. Click [DOWNLOAD INBOUNDS].



3. Click [PURCHASE ALL]
or
Click [PURCHASE LESS INBOUNDS] and type in the number of inbounds you wish to download.

4. Click [PURCHASE].

5. Confirm with [OK].
The contact details are now visible.
6. Click [DOWNLOAD PURCHASED INBOUNDS].

The screenshot shows the Markomi user interface. At the top, there is a blue navigation bar with the Markomi logo (tagline: BUILD. BRAND. GO TO MARKET.) and navigation links for Dashboard, Contacts, Hints and Tips, and Help. On the right side of the navigation bar, there are icons for language (EN), search, and user profile. Below the navigation bar, the main content area is titled 'Data Collection - Purchase inbounds'. It features a table with the following data:

FIRST NAME	LAST NAME	E-MAIL
Jane	Doyle	jane.doyle@examplemail.eu

Below the table, there is a red button labeled 'DOWNLOAD PURCHASED INBOUNDS' which is circled in red. To the right of the table, there are navigation controls: 'Previous', '1', 'Next', and 'Showing 1 To 1 - Total: 1 Entries'.

7. Open or save the file.

Create and download documents

After the start of a campaign, the print elements (e.g. a flyer) can be downloaded and/or printed.

1. On the dashboard, click on the campaign and select [CAMPAIGN STATISTICS].
2. Click [CREATE DOCUMENTS] in the relevant box.

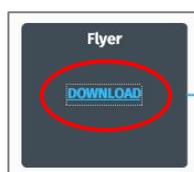


The document is created.

3. Click [OK].



4. Click [DOWNLOAD].



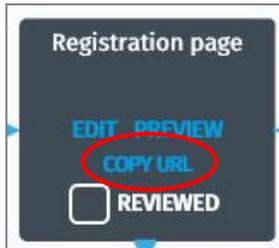
The document is now opened in your browser.

You can save it as a PDF file or print it using a printer connected to your computer. The PDF file can also be printed by any printing shop of your choice.

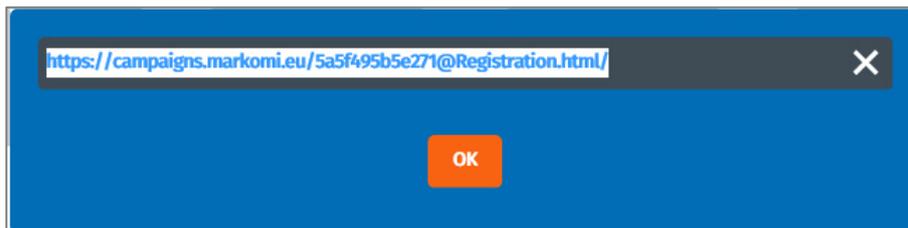
Copy URL

After starting a campaign, you can copy the URL (address of a website) of certain elements and post them on desired social media channels.

1. On the dashboard, click on the campaign and select [CAMPAIGN STATISTICS].
2. Click [COPY URL] in the relevant box.



3. Copy the URL (Ctrl+C or right mouse button/copy) and click [OK]



The URL is stored on the clipboard. You can now paste it in a social media post (Ctrl+V or right mouse button/paste).

Questions or problems?

If you need help, please check out the [Hints and Tips] in the main menu. There you will also find additional information on how to receive [Help].

Report a problem

Please use the bizhub Evolution platform to report a problem.

Note

This function is only available to administrators. If you have no administrative rights, please contact your administrator to report the problem for you.

How to report a problem (as administrator):

1. Log in to bizhub Evolution at <https://evolution.konicaminolta.eu/>
2. Select [Maintenance] → [Support] → [Report a problem].

3. Enter the required information. Please describe your problem in as much detail as possible and provide any information that may help with fault analysis and troubleshooting (e.g. details of the browser and operating system used or screenshots).
 4. Click on [Submit].
 5. Confirm the prompt with [OK].
 6. Confirm the message with [OK].
- The ticket for the reported problem is now displayed in the following area:

Menu bar → [Maintenance] → [Support] → [Tickets].



KONICA MINOLTA

Konica Minolta
Business Solutions Europe GmbH
Europaallee 17
30855 Langenhagen 🇩🇪 Germany
Tel.: +49 (0) 511 74 04-0
Fax: +49 (0) 511 74 10 50
www.konicaminolta.eu