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Plan, coordinate, and measure cross-channel campaigns in real-time using campaign tags. You can create campaigns from emails, mobile messages, landing pages, and data extensions, plus events such as automations.

Create a Marketing Cloud Campaign
Learn to create a campaign in the Marketing Cloud Campaigns app.

Campaign Tags in Marketing Cloud
Tags in Marketing Cloud Campaigns enable marketers to categorize campaigns using multiple criteria. Tags can be used to categorize by any criteria, such as geography, marketing tactic, and product line.

Campaign Associations in Marketing Cloud
A campaign association is a channel-specific message, content, or activity you want to include in the campaign.

Campaigns in Marketing Cloud FAQs
Read the Marketing Cloud Campaigns FAQs.

Create a Marketing Cloud Campaign

Learn to create a campaign in the Marketing Cloud Campaigns app.

1. Launch Campaigns and click Create Campaign.

2. Perform these actions in the Create New Campaign dialogue:
   a. Give your campaign a name that makes it easy to identify. You can enter up to 50 characters for the campaign name.
   b. Optionally, add a description to clearly identify the purpose of the campaign.
   c. Assign a calendar color to your campaign using the color picker.
   d. Choose a deployment date for the campaign to begin.
   e. Choose an owner for the campaign.
   f. Optionally assign the campaign a unique code so that you can identify it in your reports.
   g. If your team uses tags to organize and track campaigns, choose the tags that apply to the campaign.

3. Save the campaign.

SEE ALSO:
   Edit or Delete a Marketing Cloud Campaign
   Add and Remove Campaign Associations in Marketing Cloud
   Edit or Delete a Marketing Cloud Campaign
**Campaign Tags in Marketing Cloud**

Tags in Marketing Cloud Campaigns enable marketers to categorize campaigns using multiple criteria. Tags can be used to categorize by any criteria, such as geography, marketing tactic, and product line.

For example, each campaign for a monthly newsletter can have the tag “newsletter.” You can aggregate campaign analytics with the “newsletter” tag in reports. See Campaign Email Tracking and Multi-Campaign Email Tracking Summary.

Create campaigns and add tags to new or existing campaigns on the Campaign Overview page. You can associate multiple tags to a campaign, and can add or remove them at any time.

**Filter Campaign Tags in Marketing Cloud**

Learn about filtering tags in Marketing Cloud Campaigns.

**SEE ALSO:**

Create a Marketing Cloud Campaign

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**Filter Campaign Tags in Marketing Cloud**

Learn about filtering tags in Marketing Cloud Campaigns.
Overview Filtering with Tags

You can filter your view of the campaign overview list based on tags. Selecting a tag filter displays the campaigns associated with that tag.

Calendar Filtering with Tags

You can filter your view of the campaign planning calendar based on tags. Selecting a tag filter displays the campaigns associated to that tag.

Campaign Associations in Marketing Cloud

A campaign association is a channel-specific message, content, or activity you want to include in the campaign. Campaign associations are cross-channel objects used to build campaigns. You associate these objects to a campaign to:

- Organize the associations needed to execute a campaign
- Plan messaging in the short and long-term future
- Act as parameters for analytics around a marketing objective
Add and Remove Campaign Associations in Marketing Cloud

You can add and remove associations to a campaign from the Marketing Cloud Campaigns app or from the apps where the associations live.

Edit or Delete a Marketing Cloud Campaign
Learn to edit or delete a campaign in the Marketing Cloud Campaigns app.

SEE ALSO:
- Add and Remove Campaign Associations in Marketing Cloud
- Create a Marketing Cloud Campaign

Add and Remove Campaign Associations in Marketing Cloud

You can add and remove associations to a campaign from the Marketing Cloud Campaigns app or from the apps where the associations live.

Add Campaign Associations

When you add an association to a campaign, only the future activity for that association is associated with the campaign.

Add Associations from Campaigns

1. On the Overview page, select a campaign.
2. Click the Add to Campaign button. A dropdown appears listing campaign associations.
3. Select a campaign association from the list.
4. Navigate to the item you want to add as an association and select it. A check mark appears next to the item. Click again to remove it.

5. Click Finished.

Remove Associations from a Campaign

1. On the Overview page, select the campaign from which you want to remove associations. The Storyboard for that campaign appears.
2. Hover over the association name and click the Remove from Campaign link. The Remove Campaign Association dialogue appears.
3. Click Remove.

Removing associations from a campaign does not delete the associations themselves. They are still available in their respective Marketing Cloud apps.

Edit or Delete a Marketing Cloud Campaign

Learn to edit or delete a campaign in the Marketing Cloud Campaigns app.

1. To edit a campaign, select it from the Campaigns Overview page, then click the edit icon and edit the campaign. Changes are saved automatically.

2. To delete a campaign, select it from the Campaigns Overview page, then click the delete icon and Confirm.

   Important: To delete a campaign, users must have delete permissions.

   Warning: Deleting a campaign removes all associations and then deletes the campaign from the system. Tagged objects aren't deleted.

Campaigns in Marketing Cloud FAQs

Read the Marketing Cloud Campaigns FAQs.

Where are my old Campaigns? I don't see them on the campaign Overview tab.

Campaigns that contain an email that has been sent automatically have their status set to Deployed. By default, the Overview tab only shows Campaigns with a status of In Process. To view older campaigns that have a status of Deployed, simply adjust the filter in the upper left.

Setting the campaign status to Deployed now happens automatically when associated emails are sent. This feature was enabled in January 2014.

What's the difference between the campaign Overview tab and the Campaign Summary tab?

The campaign Summary tab is the campaigns list view originally implemented when Campaigns launched. It has columns for Campaign Code, Last Activity, and Next Activity. The campaign Overview tab has a column for Campaign Status, Deployment Date, Campaign Owner, and, if enabled, Approval status.
What’s the difference between the Campaign status and Approvals status columns on the Campaign Overview?

Campaign status has two options: In Process or Deployed. Each Campaign starts by default in the In Process state. The status is automatically changed to Deployed once the first job is sent from the Campaign. The approval status displays these states on the Approvals tab: Draft, Submitted, Reviewed, Approved, Returned, and Withdrawn.

What’s the difference between the new Campaign Planning Calendar and the existing calendar in the Marketing Cloud?

The Campaign Planning Calendar allows users to view and schedule future campaigns. It is for planning purposes only. The Marketing Cloud Calendar presents a view of past, current, and near future activity, past sends and scheduled sends.

Why don’t I see my storyboard data when I click on a campaign?

To load the Storyboard data for a campaign, open the campaign and click **STORYBOARD**.

Can I associate a campaign to a Salesforce data extension?

No, data extensions that live in the Salesforce data extension folder are not available to associate to a campaign.
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