

Advanced Actions: Tells the software to do something when a specific condition (or Trigger) has been met. EX: When a < reply is received < for message < add Tag < 'JV promo engagement'

Alias: An alias email is a secondary email address that is associated with another primary email address. All emails sent to the alias email will go to the primary email inbox.

Campaigns: The batching together of a select group of contacts into a messaging sequence with a specific goal in mind.

CSV: A file extension that can be used with any spreadsheet program, such as [Microsoft Excel](#), [Open Office](#) or [Google Sheets](#). They differ from other spreadsheet file types in that you can only have a single sheet in a file, they cannot save cell, column, or row styling and cannot save formulas.

Conditions (Sequential Campaigns): Conditions can be set for a message related to a previous message. Meaning if you have a second message in your sequence that you ONLY want to send if the recipient didn't reply (or open or click) a previous message, you can set a condition when creating that message in the sequence.

NOTE: Conditions relate only for the prior message in question. If you want to completely remove a recipient from a campaign based on their actions or interactions with your messages, you need to use the Advanced Actions feature.

Custom Fields: Additional contact information above first name, last name, email, company and position. You can add more information about your contacts to the software than just these fields by creating a Custom Field. You can then use Replacement Text to personalize your messages with this information.

Delay (Sequential Campaigns): Delays are set within Sequential Messages to schedule the length of time between a message and the previous message sent within that campaign. These will always relate to when the most recent message in a campaign was sent. It is not based on a delay from when the first message in the campaign is launched.

Delivery Window: This is a failsafe that if the timing of your messages would have gone out during a non-peak time, the system will move the message to the next available delivery window.

G Suite: Formerly known as Google Apps, G Suite is a brand of cloud computing, productivity and collaboration tools, software and products developed by Google. Most importantly with regards to Connect 365 G Suite is the premium Gmail which allows you to utilize a custom domain in your email accounts AND allows you to send a higher volume of emails in a day (500 on free gmail, 2000 a day with G-Suite). Products include [Gmail](#), [Google Drive](#), [Google Docs](#),

[Google Sheets](#), [Google Slides](#), [Google Forms](#), [Google Calendar](#), [Google Hangouts](#), [Google+](#), [Google Keep](#), [Google Vault](#), and more.

Lead Score: Lead Score is the total engagement from a specific contact with your messages. Each interaction is given a score of 1 point per open and 2 points per reply. Note: Lead Score is meant to display those that interact most with your messaging. So multiple opens and/or multiple replies will count towards your recipients total lead score.

Mail Accounts: The email address(es) you're sending messages from.

Priority: The importance of the email campaign. High priority campaigns will be sent first, before low priority campaigns.

Replacement Text: Also known as 'merge fields', replacement text allows personalized words or phrases to be added into each message. This information is pulled from the software for each individual contact in the campaign. You can personalize and add in the recipient's first name, last name, company name, position or other Custom Fields, into your message, so long as that information stored in the system for each contact in that campaign.

Scheduled Message: A single, one-time message, sent to a select group of contacts at a specified date and time.

Sequential Message: A series of messages, sent to a select group of contacts at a set frequency between messages.

Tags: Tags are how you segment your contacts and choose who will receive a message.

Trigger: The condition required for an Advanced Action to take place. Connect 365 triggers include - When a reply is received, When an email is opened, When an email is clicked through, When an email is sent...

Zapier: Zapier is a tool that allows you to connect apps you use every day to automate tasks and save time. You can connect any of our 1,000+ integrated apps together to make your own automations.