

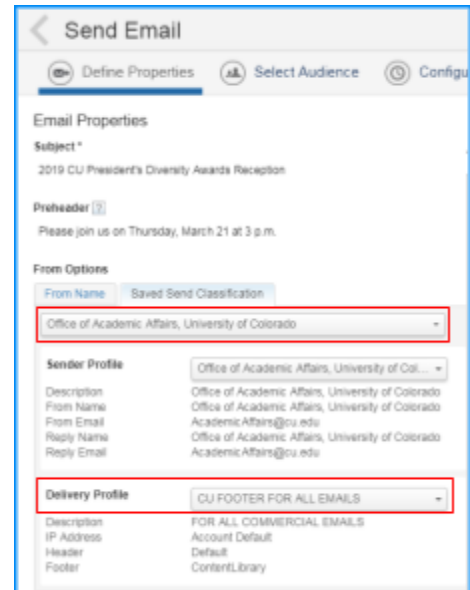
Checklist | Marketing Cloud, Guided Send

1 | Define Properties (From Information)

Select the correct From Options by clicking the dropdown arrows.

Sender Classification | The Send Classification (Commercial or Transactional should be defined here. If the *from name and email address* need changed, you can update the Sender Profile.

Delivery Profile Email | Commercial emails use CU FOOTER FOR ALL EMAILS.



2 | Select Audience

Select Recipients - Targeted

Your audience might exist as a Salesforce Report or a Salesforce Data Extension.

Read the name carefully. To see a full audience description, view your report(s) in Salesforce.

Audience Description | 08 UREL OG Alumni SUB B Benson

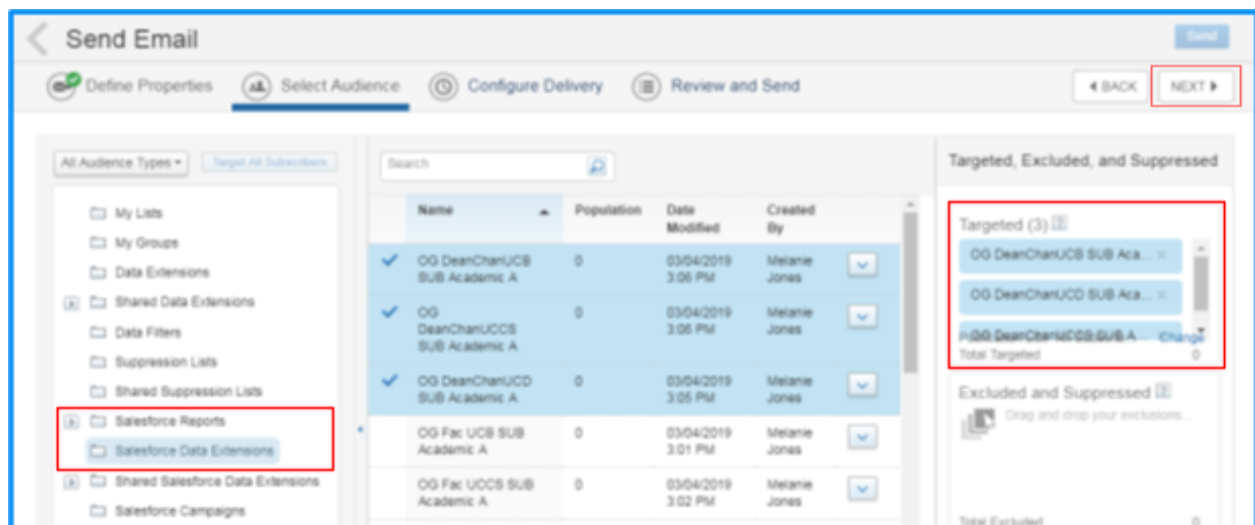
Subscription Category Name | 08 UREL OG Alumni **SUB B Benson**

OPTIONAL | Select Recipients - Excluded

Audiences can be excluded from a send (based on Subscriber ID).

- If the Targeted audience includes Data Extensions, Data Extensions can be Excluded.
- If the Targeted audience includes Reports, Reports and/or Campaigns can be Excluded.

Select the **Next** button



Checklist | Marketing Cloud, Guided Send

3 | Configure Delivery

Send Immediately or Schedule for a future date and time.

Send Email

Define Properties Select Audience **Configure Delivery**

Send Timing

Send Immediately

Schedule

Select Date at Select Time

(GMT-07:00) Mountain Time (US & Canada) *

* Denotes this time zone honors daylight savings time

4 | Review and Send

Do one final review of your email details, and you are ready to send!

- Check** | This information is correct and this email is ready to send.
- Select** | Send - the blue button in the top right corner

Send Email

Define Properties Select Audience Configure Delivery **Review and Send**

This information is correct and this email is ready to send.

Audience [1]

Targeted Audience
OG DeanChanUCB SUB Academic A, OG DeanChanUCD SUB Academic A,
OG DeanChanUCS SUB Academic A

Publication List
All Subscribers

2019_CU_President's_Diversity_Awards_Reception_Invite

This preview does not display personalization or the header and footer for the selected delivery profile.

From: Office of Academic Affairs, University of Colorado <AcademicAffairs@cu.edu>

Subject: 2019 CU President's Diversity Awards Reception

Preheader: Please join us on Thursday, March 21 at 3 p.m.

Desktop Mobile

Send