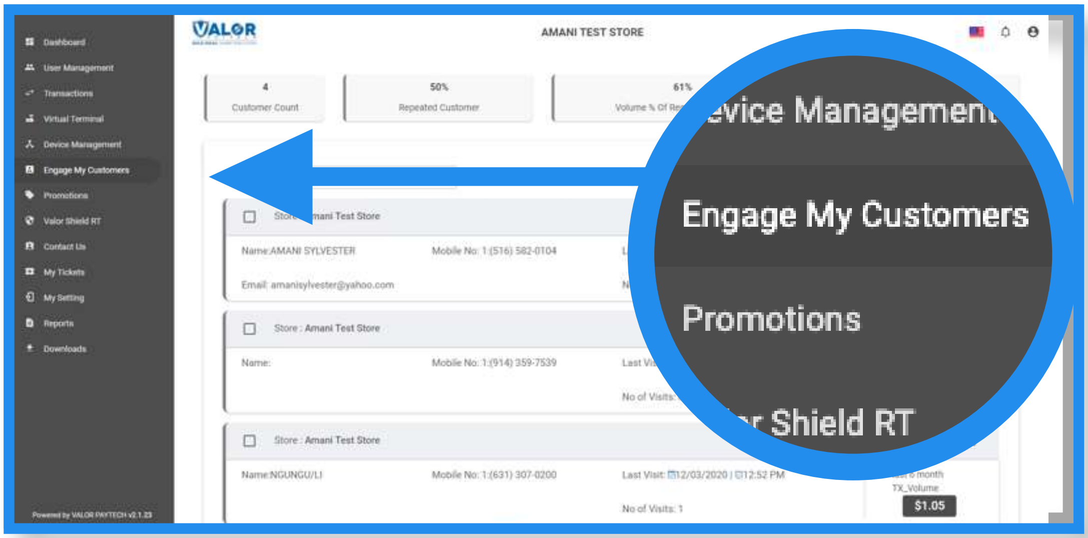
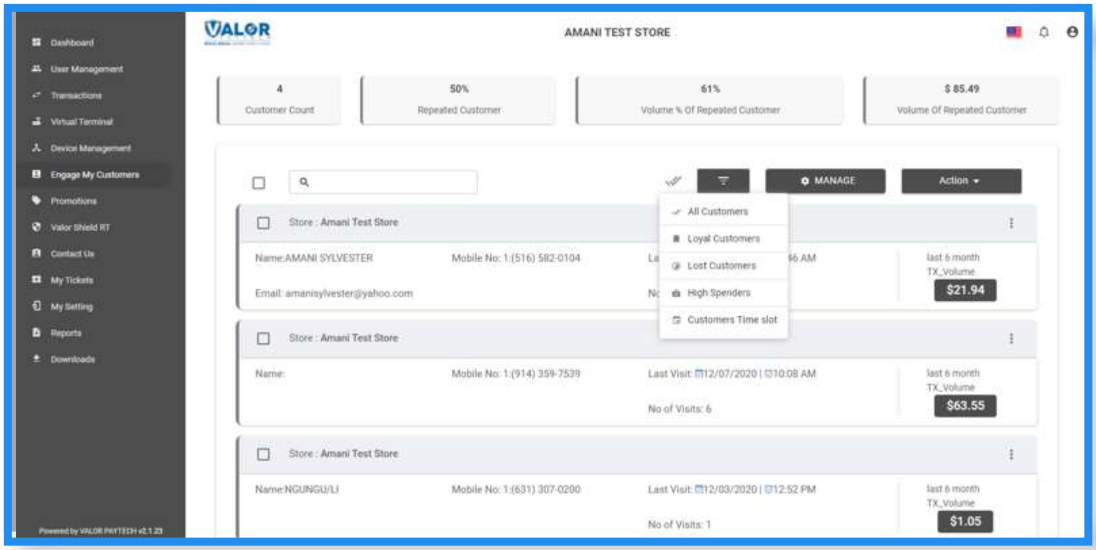
Navigating Engage My Customer

Step 1



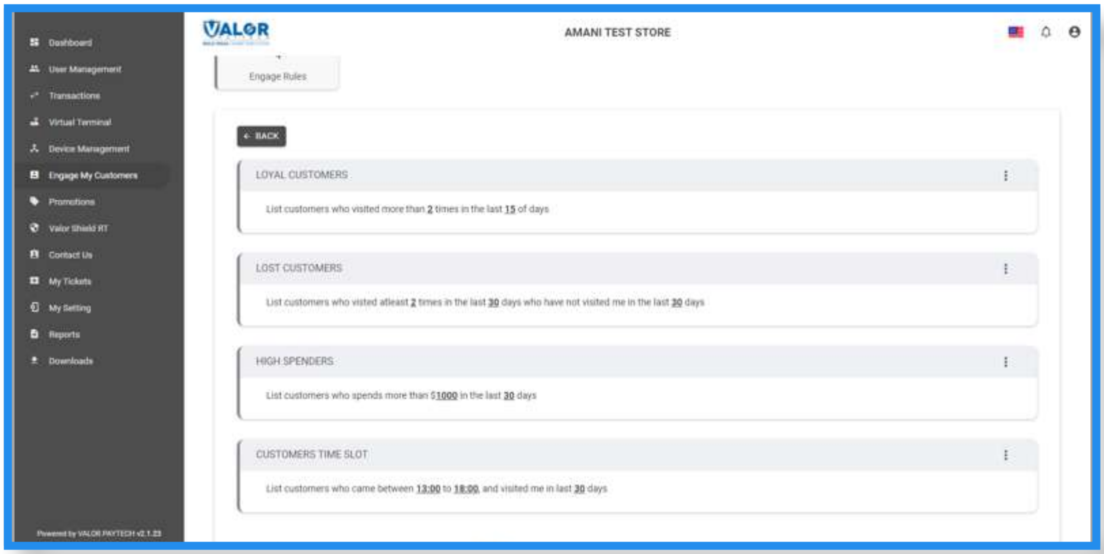
Select **Engage My Customers** on the sidebar menu.

Step 2



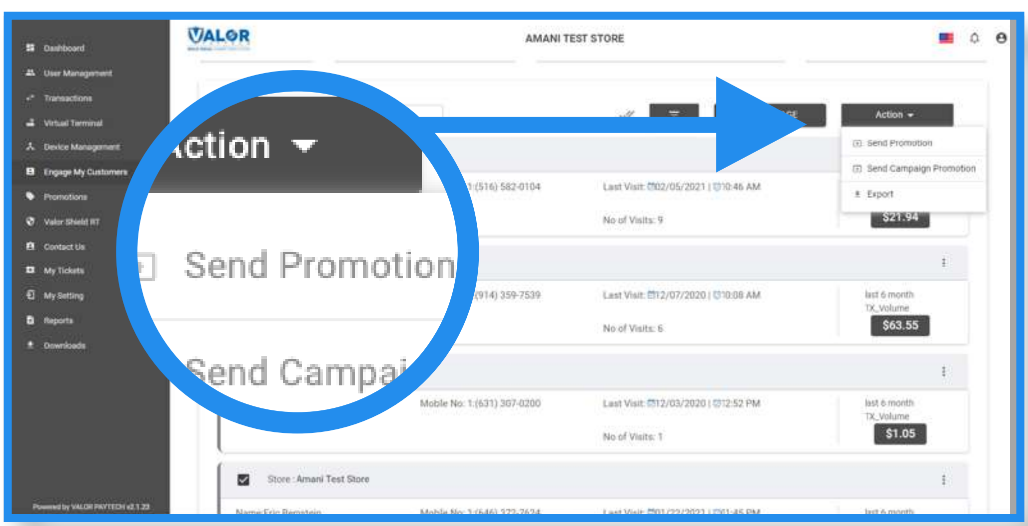
Click on the **Filter** button to refine the customer list shown by type (All, Loyal, High Spenders and Time Slot).

Step 3



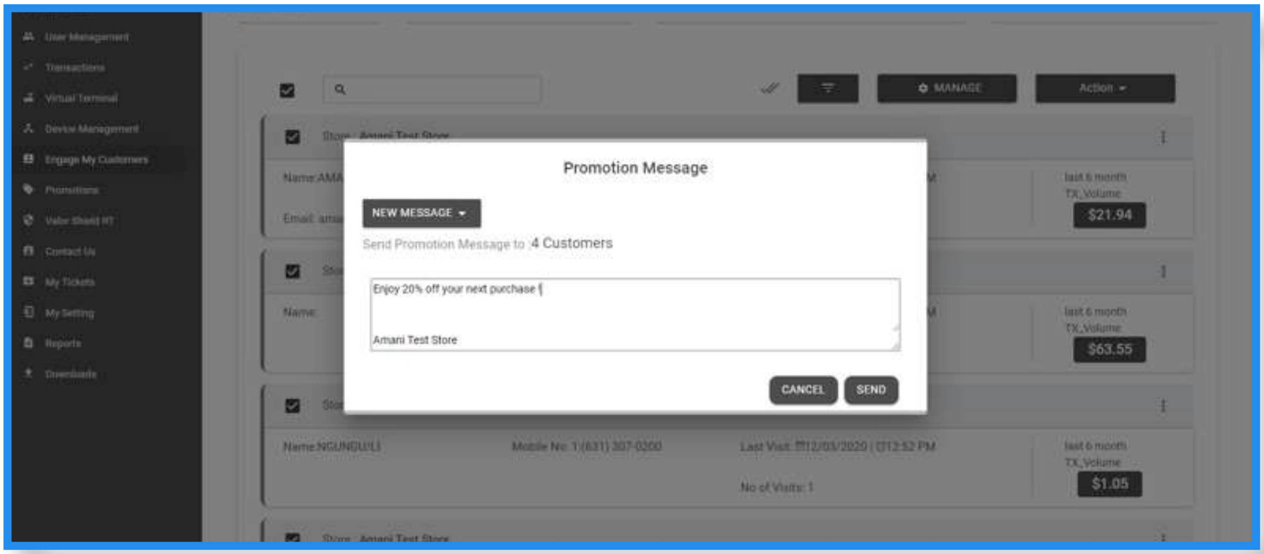
Click on **Manage** to edit the parameters for the filter options. Click on the **ellipsis (⋮)** on the top right of the snapshot, then click on **Edit Params** to customize each filter option to your preference. From this screen, you can also get an understanding of what each filter option will show you when selected.

Step 4



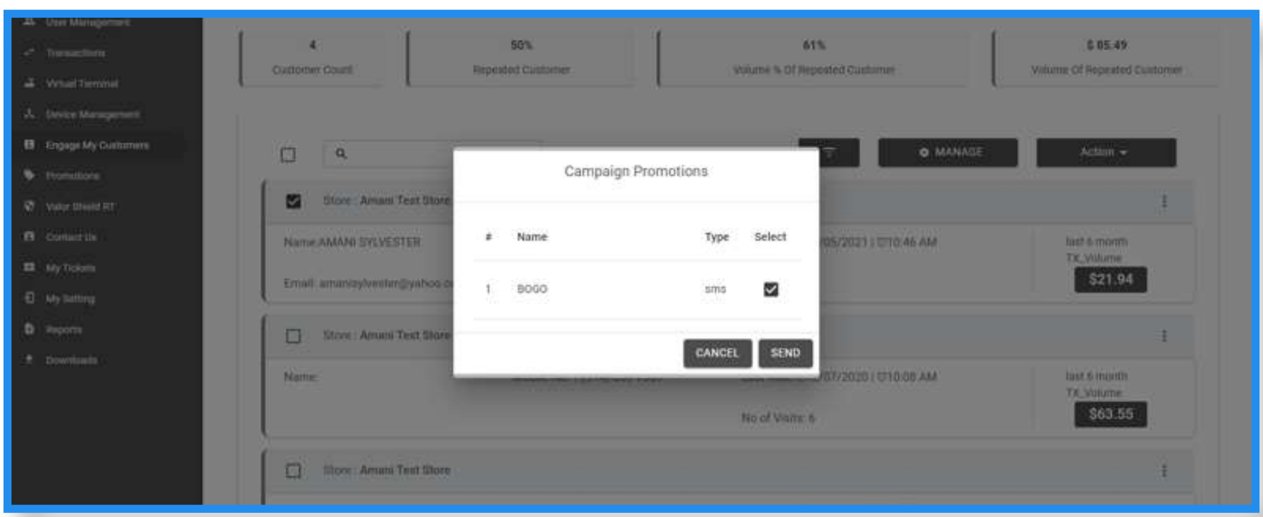
You can send a promotion or campaign to a specific customer or to multiple customers. To do so, click the check box on the left of each customer snapshot, click on **Action**, then on **Send Promotion** or S**end Campaign Promotion**.

Step 5



If you select **Send Promotion**, you can use a predefined promotion or you can click **NEW MESSAGE** to send a new, custom message.

Step 6



If you select **Send Campaign Promotion,** you will be shown a list of all campaigns you have created. Click the check box of the campaign you want to send, then click on **Send**.