



# Plain-text Campaign

These are simple emails without images or logos. The purpose is to send the message without losing any content. It has been found that plain text version shows a high degree of email deliverability.

 <b>Saved Templates</b> Use templates that you've saved previously.	 <b>Pre-designed Templates</b> Use our pre-designed templates, personalize the content, and send emails quickly.	 <b>Basic Templates</b> Pick one of our plain and simple layouts and add just text and images to your content.	
 <b>HTML Code Editor</b> Create your campaign content by manually adding HTML codes	 <b>Plain Text Editor</b> Create and send a simple email without any image or logo.	 <b>Import/Upload HTML</b> Import/upload your HTML and CSS files, and use them for your content.	 <b>Recently Sent</b> Use the template from a recently sent campaign.

## How to monitor plain-text campaigns?


You can track plain-text campaigns by inserting links in your email content. All you need is to select the checkbox to enable tracking for the link inserted in the email content.

## How are the links present in plain-text campaign tracked?

When you insert links in your email content, our domain-based links replaces them. When a recipient clicks these domain-based links, they get redirected through our servers and lands on the original webpage.

## What is the need to replace the inserted link by a domain based link?

These domain-based links are click-tracking URLs which goes through our server to track links present in the email content.

 Note :

- We recommend HTML and plain text for the content to reach hassle-free.
- If you are using a Shortened URL, still we will use our domain based links to replace the existing links
- You need to enable the tracking of plain text URLs in the content, to generate the opens and clicks of the URL.
- At a campaign's review stage, enable the **Track plain text URL** switch in the **Tracking Options** section to track the URLs.

