

# Swiftpage

## Quick Start Guide to:

### Creating a Swiftpage Call List

The call list feature automatically ranks your contacts based on their interaction with a specific email or a combination of email blasts. It is a powerful tool for identifying your most interested leads (**note:** this feature is available with the Pro and Team service levels). This Quick Start Guide details the steps to creating a call list.

1. Go to [www.swiftpageconnect.com](http://www.swiftpageconnect.com).
2. Enter your account details at the top of the screen and click Submit.
3. Once you are on the Swiftpage Connect Portal, click Call List.



**Swiftpage  Connect**

**Template Editor**  **Send Email** 

**Reports**  **List Manager** 

**Call List**  **Surveys** 

**Drip Marketing**  **Social Sharing** 

**Leads** 

**Resource center**

- ▶ Live Demos
- ▶ Feature Tours
- ▶ Consultants
- ▶ Swiftpage Support
- ▶ Deliverability
- ▶ Education Center

**Account Management**

- Edit User Profile**
- Manage Account**
- Upgrade Account**

**Support Information**

Monday-Friday, 5:00am - 8:00pm EST  
Phone: 1 (877) 228-8377  
For international customers +1-303-978-1000  
Email: [support@swiftpage.com](mailto:support@swiftpage.com)

4. Click Create Call List.

Swiftpage Call List Dashboard

Home Create Call List

Each Call List is a ranked list of who your most interested contacts are based on their interaction with your email campaigns.

Call Lists	Assigned By	Total	Updated
<a href="#">All sends in last 14 days</a>	0 0 0	n/a 0	<a href="#">Update</a>
<a href="#">SampleSwiftpageCallList</a>	1 2 3	n/a 6	06/22/07 01:12 PM <a href="#">Update</a> <a href="#">Delete</a> <a href="#">Edit</a> <a href="#">Assignments</a>

Note - Click [Update] to sync your Call List with the most recent data

5. Select each blast that you would like to include and then click Add. If you do not see the desired blast, adjust the time filters. Click Next.

Create Call List

1 Add or remove Campaigns, Individual sends or Templates to create your Call List

Type:  Campaigns  Individuals  Campaigns and Individuals or  By Template

Sent:  24 hours  48 Hours  1 week  2 weeks  1 month  All Available

Campaigns and Individual sends NOT in this Call List

- 01/23/12 04:26:00 PM, Prospect Tips Tricks Gray
- 01/23/12 04:23:00 PM, Prospect Showcase White Bg Black Border
- 01/23/12 04:22:00 PM, Prospect Showcase Maroon Bg
- 01/23/12 04:21:00 PM, Prospect Showcase Green Bg
- 01/23/12 04:20:00 PM, Prospect Showcase Blue Bg
- 01/23/12 04:19:00 PM, Prospect Showcase Black Bg
- 01/23/12 04:05:00 PM, Prospect Request Thanks Blue 01
- 01/23/12 04:00:00 PM, Prospect Reviews Gray
- 01/23/12 03:58:00 PM, Prospect Request Thanks Red
- 01/23/12 03:56:00 PM, Prospect Request Thanks Gray
- 01/23/12 03:55:00 PM, Prospect Rquest Thanks Blue 02
- 01/23/12 03:54:00 PM, Prospect Rave Reviews Red
- 01/23/12 03:41:00 PM, Prospect Partner Introduction
- 01/23/12 03:40:00 PM, Prospect Partner Apply Now
- 01/23/12 03:39:00 PM, Prospect Order Today Black
- 01/23/12 03:38:00 PM, Prospect Meet Your Needs Gray
- 01/23/12 03:37:00 PM, Prospect Meet Your Needs Blue
- 01/23/12 03:36:00 PM, Prospect Industry Tips
- 01/23/12 03:33:00 PM, Prospect In Depth Look Red
- 01/23/12 03:32:00 PM, Prospect Feedback Request Red

Add

Campaigns and Individual sends IN this Call List

- 01/23/12 04:28:00 PM, Prospect Whitepaper Delivery
- 01/23/12 03:53:00 PM, Prospect Quote Follow Up
- 01/23/12 03:59:00 PM, Prospect Reviews Black

Remove

Dashboard Next >>

- Adjust the scoring parameters and the thresholds by entering the desired value in each field. Enter a Call List name and click Generate Call List.

**Create Call List**

2 Set scoring parameters and ranking thresholds

**Scoring**

1st Click  subsequent Clicks

1st Open  subsequent Opens

Include scores in range:  to

**Thresholds:**

By Score  By Status

Top  %

Middle  %

Bottom  %

Include 'Opt-Out' responses  Sum by Email Address

Call List Name:

←

- The call list is now complete and ready for use.

**Swiftpage Call List**

This is a ranked list of your most interested contacts based on their interaction with included campaigns.

Call List: **Sample Call List**      Sender: **rs\_011612\_spe\_2**      Rows: **4 of 4**

#	Action	Strength	First Name	Last Name	Phone	Company	Email Address	Score	Sent	Opens	Clicks		
1	<a href="#">Edit</a>		Ryan	Sullivan	3039781000	Swiftpage	rsullivan@swiftpage.com	20	2	2	0	<a href="#">Select</a>	<a href="#">Details</a>
2	<a href="#">Edit</a>		Ryan	GMail			rsullivansp@gmail.com	20	2	2	0	<a href="#">Select</a>	<a href="#">Details</a>
3	<a href="#">Edit</a>		Ryan	Hotmail			rsullivansp@hotmail.com	20	2	2	0	<a href="#">Select</a>	<a href="#">Details</a>
4	<a href="#">Edit</a>		Ryan	Yahoo			rsullivansp@yahoo.com	20	2	2	0	<a href="#">Select</a>	<a href="#">Details</a>

**View modes:**  Hide 'Actioned'  Hide 'Assigned'  Show Assign column

Rows per page:  >Page: of 1 Goto page: