

What is a campaign?

With rezora, companies can create campaigns that include many different types of marketing materials. These campaigns can be restricted to certain groups or individual agent accounts, and then statistics can be tracked by campaign name and individual marketing materials.

A sample campaign is “One Ocean Apts”. The company can create this campaign and then add all of their materials related to this one building to the campaign. This way agents can “authorize” the campaign if they are interested or “ignore” the campaign if they are not. It can be frustrating for agents to have a bunch of marketing materials in their lists that are not applicable to them, so a campaign helps group those pieces together AND provide agents with no interest the choice to ignore them.

