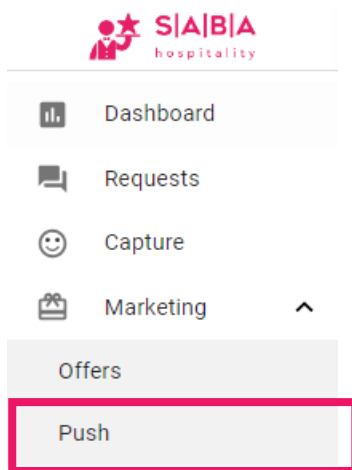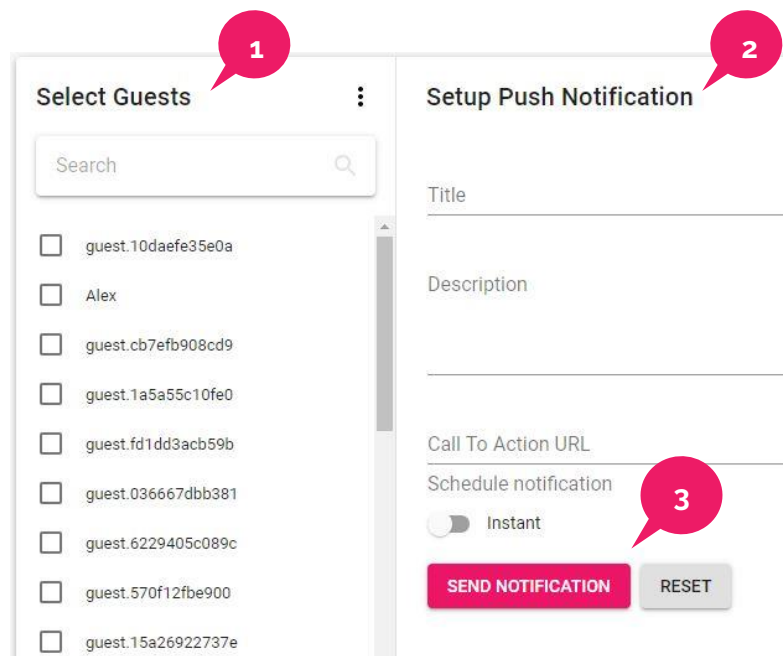## Push Message Console

In this job aid, you will learn how to navigate the Push Messaging dashboard. You will learn how create new push message campaigns and track their performance.

The push message dashboard is the center console to manage all functions in these regards. By clicking on the "Push" button, you will reach the push message console that will display the different options available:
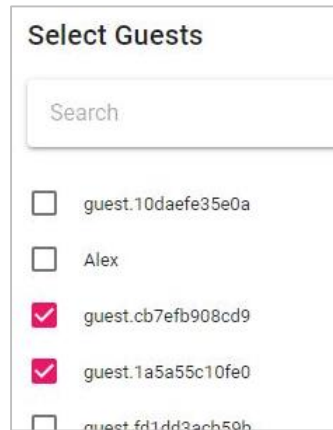

The push notification message screen consists of three main areas:

1. **Select Guests**: Here, you can select the targeted guests for your push marketing campaigs. Please see below for more information on how to select your targeted guests.
2. **Setup Push Notification**: In this section, you can create the content of the push message campaign.
3. **Send or Reset**: These two buttons do the obvious, you can send the message or reset all fields.

1. Select Guests

You have multiple options available to select your guests for your push message campaign. The easiest and fastest way is to identify your guests from the list and tick the selection field for those that should receive the message.
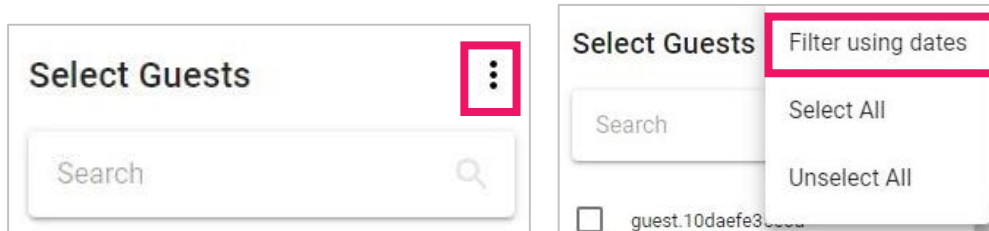

A more advanced way is to apply filters for a more personalized approach and probably a better result. Here, you filter the guest list by date. To do that, click on the three buttons on the top of the "Select Guests" section to open the menu. Then, click on the "Filter using dates" button to open the calendar selection field:
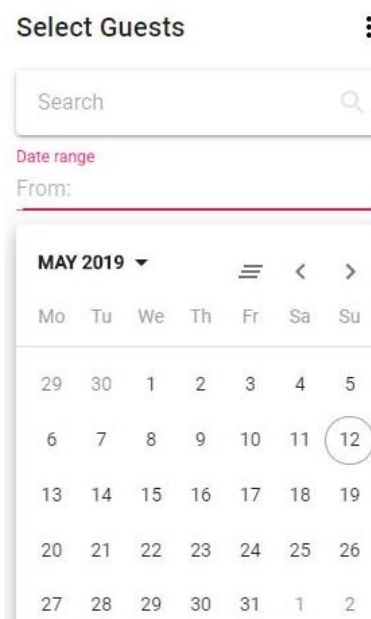

In the calendar selection menu, click the current date or your preferred date range to filter for all guests that have been using the system in that date range:

2. **Setup Push Notification**

Follow below simple steps to customize the push message campaign to your requirements.

1. **Title**: Enter a title of your push message campaign. Depending on the guest's device, this will appear as a bold header or a separate line before the content (description)
2. **Description**: Enter the content of your campaign. The content should draw attention and conclude with a call to action.
3. **Call to Action URL**: Push message campaigns work great to drive traffic of your promotions. If you have a website or a separate link for the promotion, it is best if you include it here.
4. **Schedule notification**: if you click here, a separate calendar field will open where you can schedule your push notification for later. That may be useful to do when you would like to market a dinner promotion in the evening, or similar.
5. **Send/Reset**: These two buttons do the obvious, you can send the message or reset all fields.

After clicking on the "Send" button, you should receive a confirmation alert on your browser window:

3. Campaigns

The campaigns overview will provide you with a quick summary on the current campaigns and display if there are pre-scheduled campaigns still pending. This might become useful if conditions change (e.g. a restaurant received a group booking and is running at capacity so a previously schedule campaign may not be necessary to drive occupancy). Here, you can then cancel the pre-scheduled campaign or amend the content, such as amending the message to promote the bar or another venue.

The overview will also display some basic statistics of the campaign. For a more detailed overview, please review the report function.

Campaigns									
ID	Name	Description	Start Time	End Time	Scheduled	Status	Total	Sent	Failed
85	Test Message	Hello Guest, this is a test message. Click on the link to unlock 25% off at our bar. Enjoy your stay, Hotel Name			✕	Pre Run	5		