SEND TO A FRIEND

Send to a Friend" is a personalised link that you can insert into any campaign or automation email and is used to encourage subscribers to share your content with colleagues via email.
When a contact clicks the send to a friend link, they are taken to page where they can enter the email addresses and names of up to 10 "friends." Once they complete the required information on the form and click "Forward," the shareable web version of your email will be sent and we will track that forward action in your campaign reports.

Using the "Send to a Friend" link is a useful way to measure subscriber engagement, and assess how valuable, or shareable, your content is.
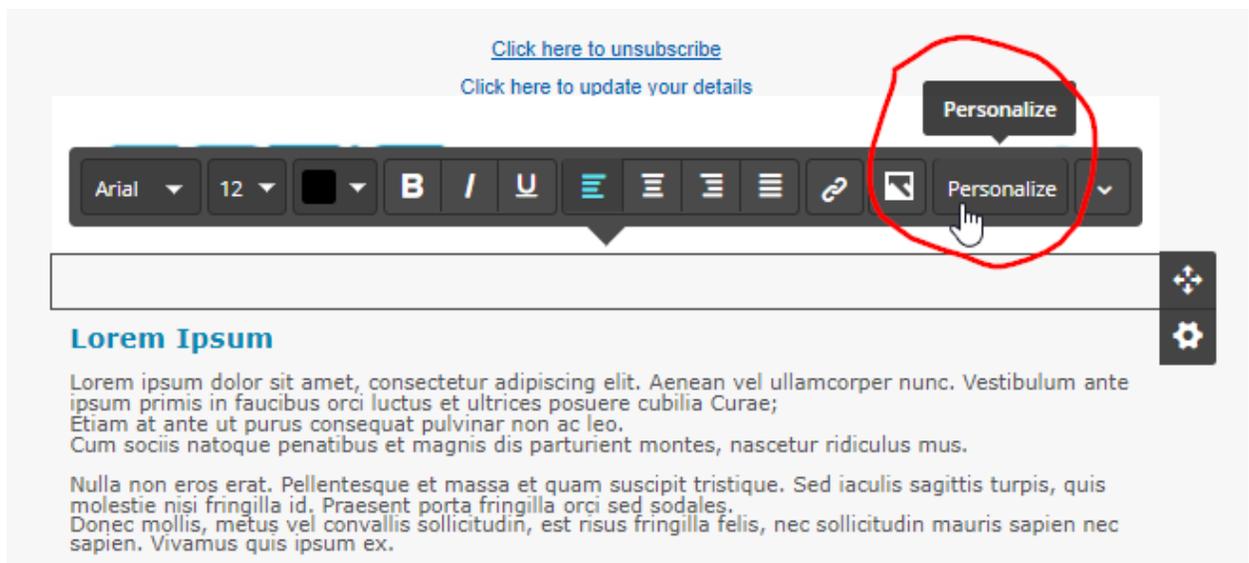
Inserting the "Send to a Friend" link into your communications

Inserting the "Send to a Friend" link into your email only takes a few moments and is the same as inserting any other personalisation tag into your communication. To insert this link:
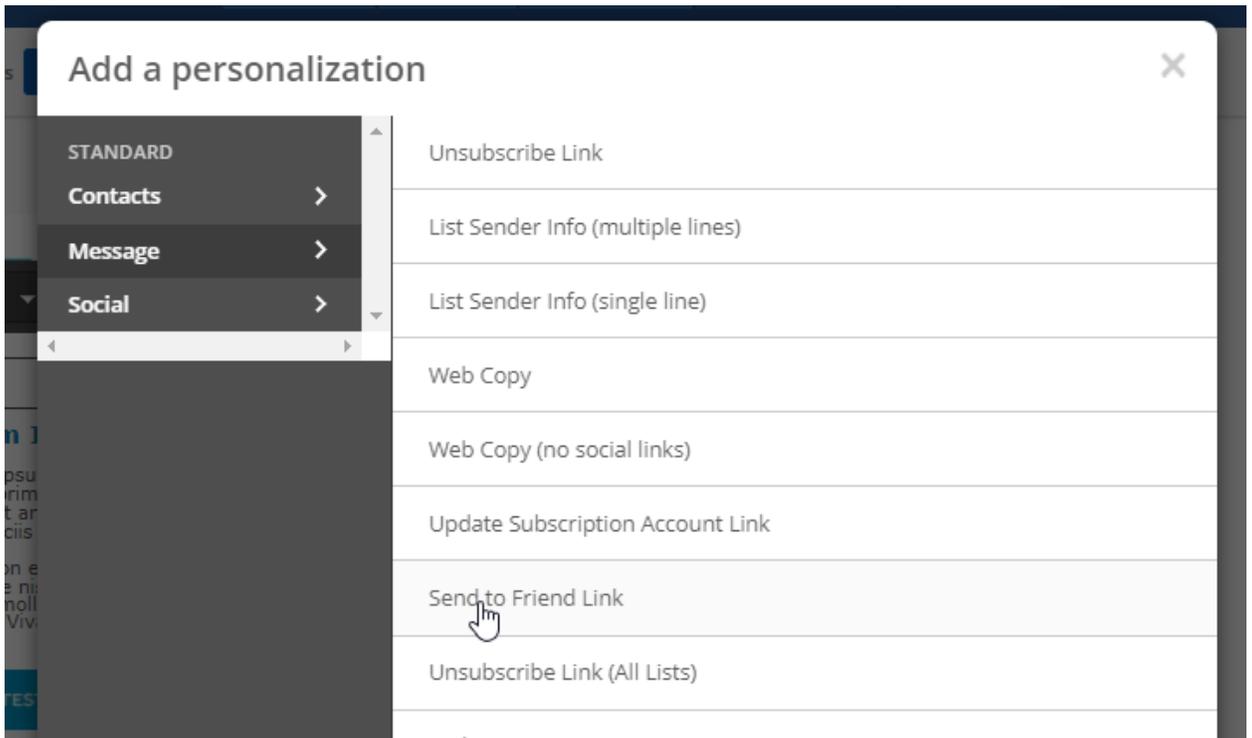
1. **Open your campaign or automation email** and **click on the block** where you wish to insert your link.
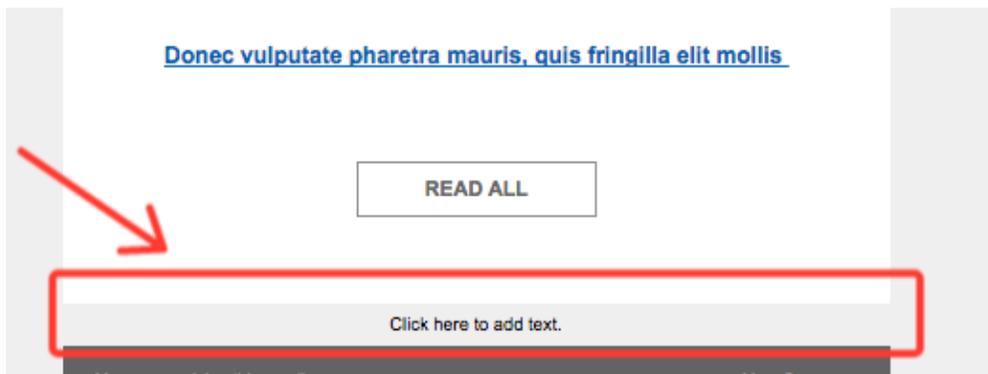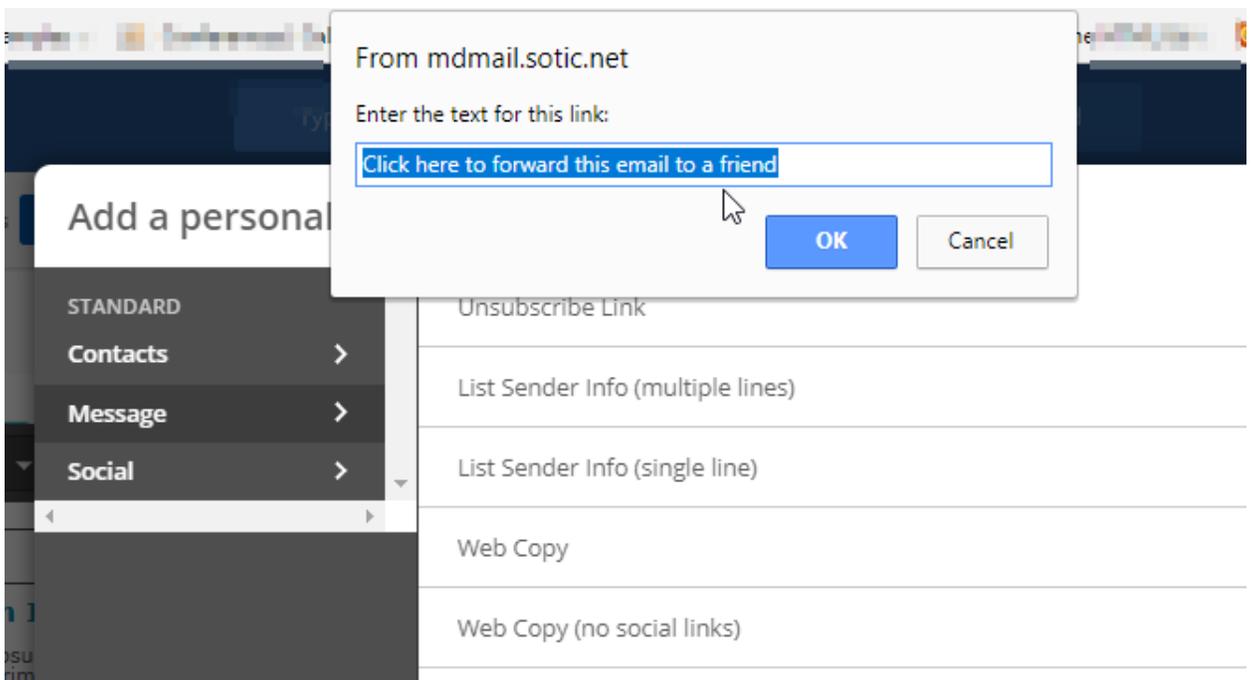

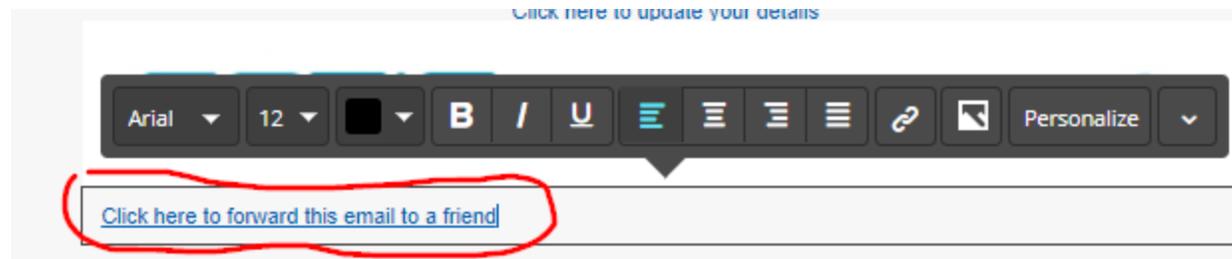2. **Click "Personalize"** in the modal toolbar:

3. In the "Add a personalization" window, **select "Message"** then **click "Send to a Friend Link"** to insert the link into your campaign.

4. A box will appear where you can modify the call to action. Once you have made your edits, **click "OK."**

The link is now inserted into your campaign:

To improve this block, you may want to make the text for your call to action stand out by increasing the font size, making it bold, or adding colour.

You may also want to try different placement options in your communications to see if the "Send to a friend" link works better when it's placed toward the top of your email, or toward the bottom.

To ensure that the "Send to a Friend" link works prior to sending the campaign out to your list, first **double check that link tracking is enabled** on the Campaign Summary page and **send your communication to a list of test contacts**. Once you receive this test run, **click the send to a friend link that you inserted and walk through the steps of forwarding the campaign to a friend.**

How contacts share your campaign using the "Send to Friend" link

When a contact clicks the share link in your email, they are taken to a page that looks like this:

Forward to a friend

If you think a friend of yours would be interested in this message, send it to them!

Your name *

Lyndsey Irwin

Your email *

lyndsey@sotic.co.uk

Recipients

Email   Name

Message preview

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This message is being sent by lyndsey@sotic.co.uk

The sender thought the mailing entitled 'Test' would be of interest to you.

To view the mailing, please visit
http://mdmail.sotic.net/social/fe9fc289c3ff0af142b6d3bead98a923.148
```

Their own name and email address will be auto-filled in the form and they can add the names and email addresses of up to 10 friends. (We default to show 3 recipient fields, the contact can click the "Add Recipient" icon to add more fields.)

We will also show the contact a preview of the message that will be sent to their friends. This message cannot be edited.

To complete the forward, the contact must fulfill the CAPTCHA requirement and click the "Forward" button. If the forward is a success, they will see this confirmation message:
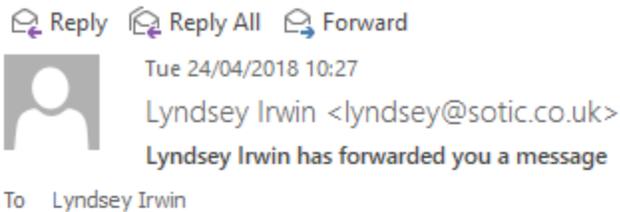

Thanks!

Your message has been forwarded

We will then track that forward action in your campaign reports.

What "Friends" see when they receive a forwarded campaign

When a "Friend" receives a forwarded campaign, they will see a message in their inbox that looks like this:


The message clearly states the email address of the contact that forwarded the email, and the subject line of the email. A link to the campaign is also provided. Once the Friend clicks that link, they are taken to the shareable web version of your campaign where they can read the content, click links, and share the message with their friends

Reporting data available

Forwards are tracked for each campaign and automation email that uses both the "Send to a Friend" link and has link tracking enabled on the Reports page in your account.

On the Report overview page for a campaign, we'll show you the number of unique contacts that forwarded your email:
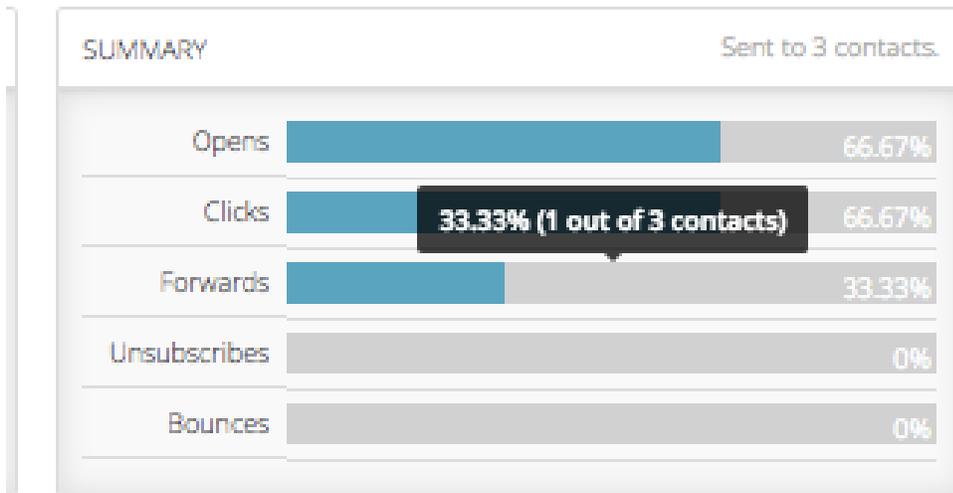
If you **click on that "Forwards" bar, or, click "Forwards"** from the left side menu in your campaign report, you will be taken to a page that looks like this:
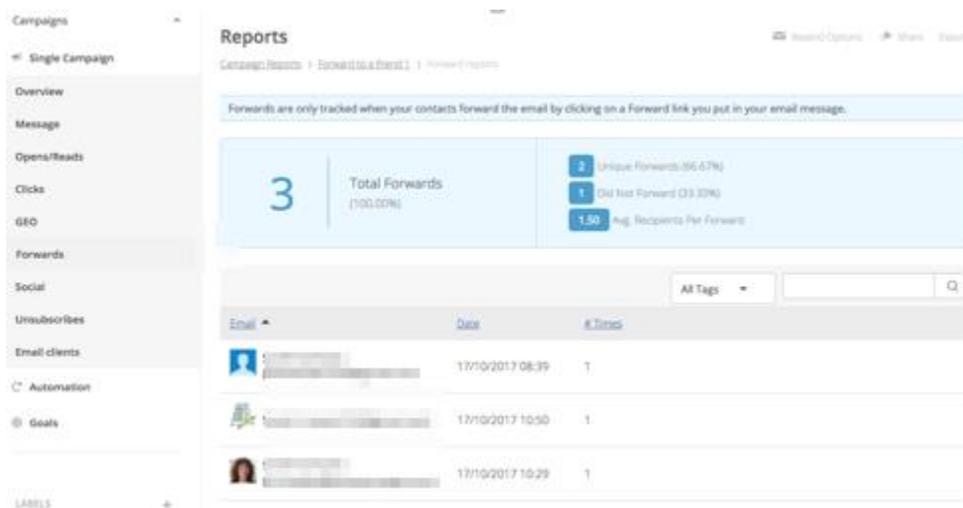
Total forwards is the number of times your campaign was forwarded.

Unique forwards is the number of unique recipients of forwarded emails.

Did not forward is the total amount of sent campaigns minus the number of unique forwards.

Avg. recipients per forward is calculated from the total number of forwards divided by the number of unique forwards.

We will also list the contacts that forwarded your campaign, the date they forwarded, as well as the number of times they forwarded.
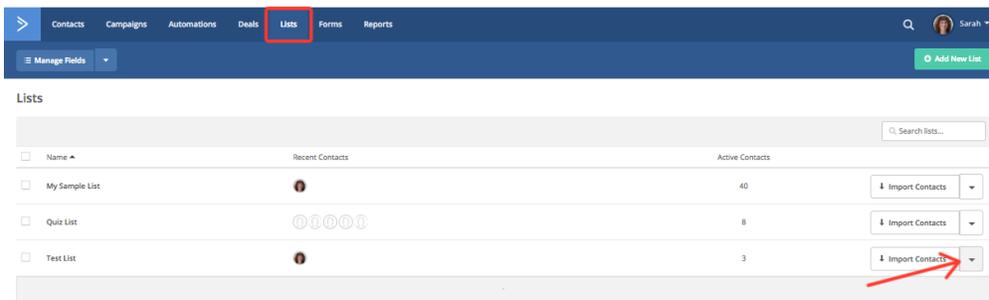
We do not track the email addresses that the campaign was forwarded to.
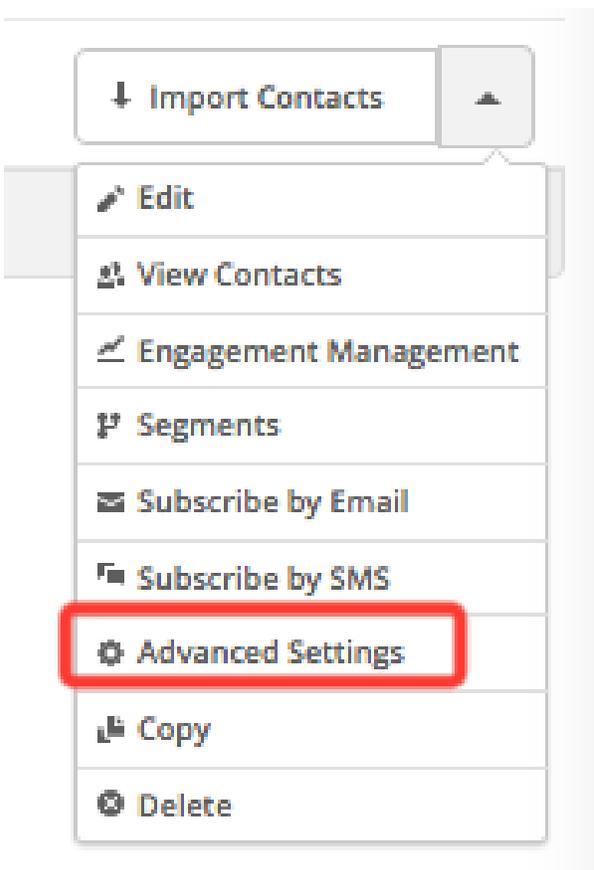
Editing the "Send to a Friend" form

The "Send to a Friend" tool is list-based; each list has its own "Send to a Friend" form that can be modified by a user on the account.
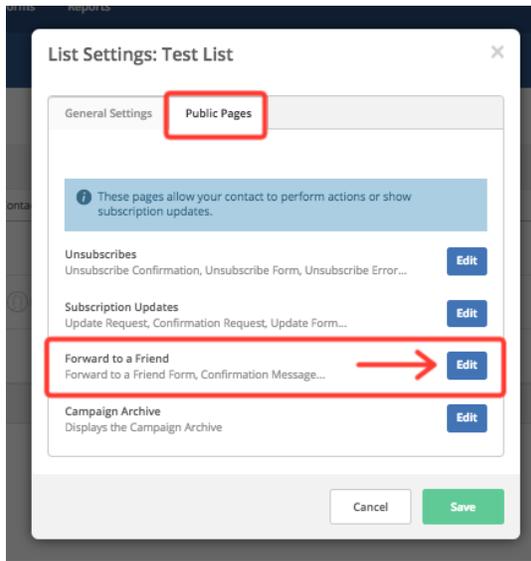
To access the "Send to a Friend" form:

1. **Go to the Lists overview page** and **click the dropdown** for the list:
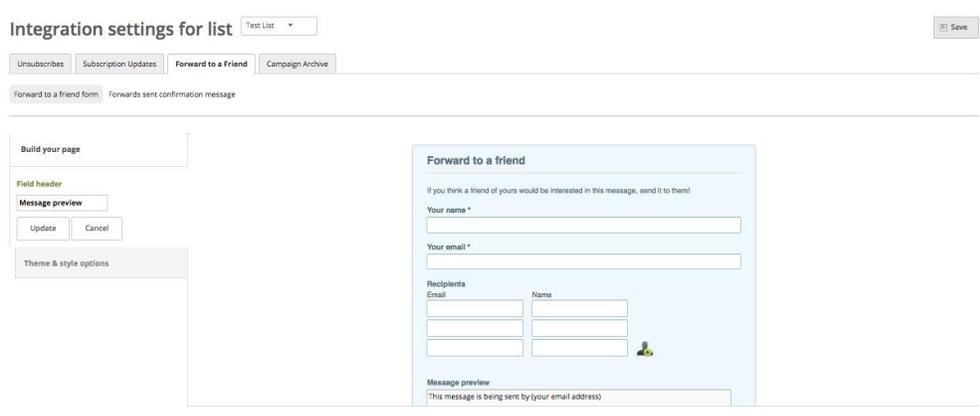

2. **Select "Advanced Settings"** from the dropdown:

3. A List Settings modal will open. **Click the "Public Pages" tab** and **click "Edit"** next to "Forward to a Friend."

You will be redirected to the "Forward to a Friend" settings page:

On this page, you can perform the following actions:

- Edit/Delete the Name of the page

- Edit the labels for the "Your Name," "Your Email," and "Recipients" fields:

- Edit the "Message Preview" label for the message that will be sent to "Friends." Note: It is not possible to modify or edit the actual message in this preview.

- Edit the "Enter the value below" Captcha field

- Edit the text that appears in the Forward button

- Delete ActiveCampaign branding (note: Lite plans are not able to remove ActiveCampaign branding)

In addition, you can add the following blocks for your "Send to a Friend" form:

- Header

- Free form HTML

- Image

These items are located on the left side menu. To add any of those items to your form, simply **click them**. Once added you can **drag them to your desired spot:**
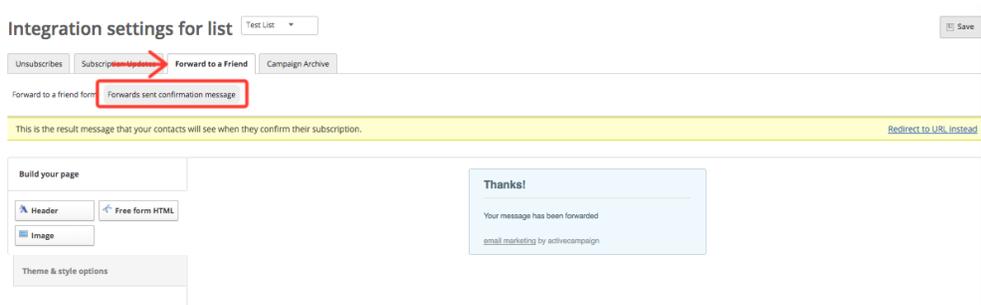
Modifying the forward confirmation message page

The forward confirmation message can be accessed by **clicking the "Forwards sent confirmation message"** located on the Integration Settings > Forward to a Friend page:


On this page you perform the following actions:

- Edit/Delete the header

- Edit/Delete the confirmation message

- Delete ActiveCampaign branding (Lite accounts cannot delete branding)

In addition, you can add the following blocks for your confirmation message page:

- Header

- Free form HTML

- Image

These items are located on the left side menu. To add any of those items to your form, simply **click them**. Once added you can drag them to your desired spot:
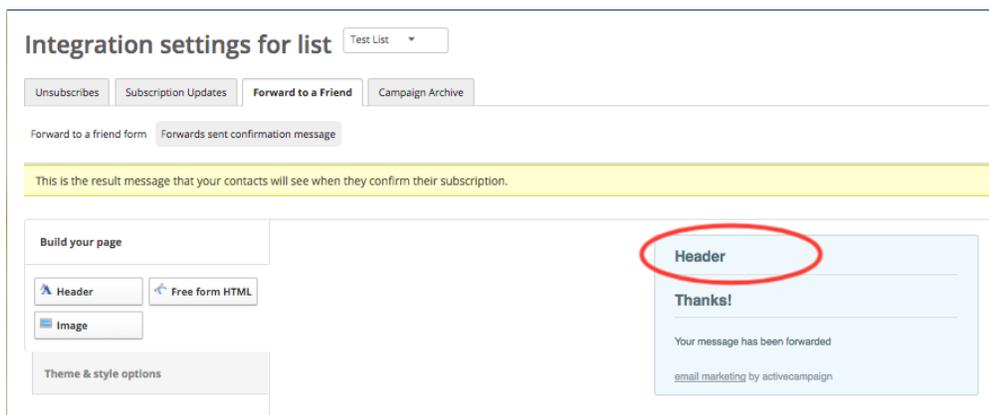
In addition, you can choose to redirect contacts to a URL instead of showing them a

confirmation message when they use the "Send to a Friend" link. To do so, **click the "Redirect to URL Instead" option** located on the top right of your screen:
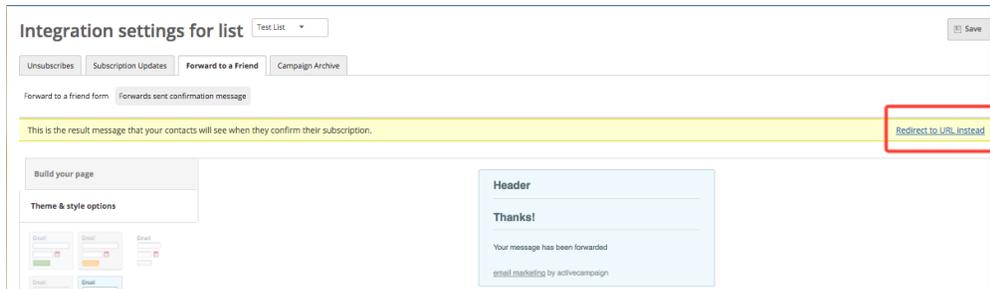
Enter the desired URL into the URL field and **click the "Save" button.**