



Quick Start Checklist

Welcome to PerkZilla! You're on your way to running awesome viral campaigns, but first let's make sure everything is set up properly...

This checklist will help ensure you've covered all the bases when setting up your campaign and going live!



Add New Campaign

Let's get your campaign up and running in no time!

- ☒ Set a goal for the campaign (e.g., Grow Your Audience...)
- ☒ Select campaign type accordingly
- ☒ Complete the initial walkthrough



Action Builder

Customize the actions participants complete to earn points/entries in your campaign.

- ☐ Select Social Networks for Sharing
- ☐ For Supported Campaign Types (e.g., Contests, Giveaways, Traffic & Unlocks)
- ☐ Configure Additional Actions
- ☐ Review and Confirm Core Actions



Live Editor

Edit text, images and styling of your campaign in real time.

- ☐ Edit form or widget text (*be sure to use the arrows to review all screens)
- ☐ Review & Finalize Rewards Screen
- ☐ Confirm Campaign Settings



Automation Center

Customize automation emails to be triggered throughout your campaign.

- ☐ Review core emails
- ☐ Review reward emails
- ☐ Add Advanced Trigger Emails as desired



Additional Settings

Configure custom branding for emails and social sharing.

- ☐ Setup Social Sharing Content
- ☐ Setup Custom SMTP



Integrations

Automatically send new leads to linked autoresponders.

- ☐ Connect any provider(s) you'd like to auto-export leads to



Go Live!

The moment we've all been waiting for - going live!

- ☐ Paste the code on your website or generate a pre-configured landing page url
 - ☐ Spread the word to your existing audience & channels
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After Going Live



Track Insights and Performance

Track viral impact and see what drives growth.

- ☐ Assess Campaign Performance (Analytics Dashboard)
 - ☐ Detect and Prevent Suspicious Activity (Fraud Center)
 - ☐ Monitor and Optimize Automation Triggers
 - ☐ Write a recap post or run the campaign again!
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