

Email

- Type_market_(DIST)_(US/INT)_(country code/region)_source code
 - Examples:
 - Main_HOS_US_01_
 - Followup_PS_INT_08_
 - 3rdparty_EMS_DIST_
 - Main_PS_INT_APAC_

Type

- Main – Initial email send, one off
- Internal – to ZOLL employees
- Followup – Follow up from outbound communication
- Resend – Redeploy of a Main email
- 3rdparty – HTML files sent to distributor, outside senders
- Autoreply – Web form submissions, contact us, contact product expert
- Nurture – Lead nurturing campaign

Market

- EMS
- HOS
- PS
- AC
- MIL
- TMS
- COR
- SVC
- THX

Regions

- APAC
- EMEA
- BNLX
- LATAM
- ANZ
- NA **use when both Canada and US are involved*

Landing Pages

- Type_market_(DIST)_(US/INT)_(country code/region)_source code
 - Examples:
 - LP_HOS_INT_05_
 - WP_EMS_US_01_

- PB_PS_DIST_

Type

- LP – Landing page
- PB – Post back
- WP – Page without a form

Market

- EMS
- HOS
- PS
- AC
- MIL
- TMS
- COR
- SVC
- THX

Workflows

- Type_Market_(US/INT)_(country code/region)_source code
 - Examples:
 - Internal_PS_US_01_
 - Followup_HOS_Int_NA_

Types

- Internal – Form submission notification
- Nurture – Any drip or nurture campaign
- Followup – Series of non-nurture emails (ex. Webinar reminder)
- Process – Any contact property updates

CTAs

- Type_Market_(DIST)_(US/INT)_(country code/region)_source code_button text_(URL if web)
 - Examples:
 - Web_PS_US_01_xxxxxxxxx_Learnmore_ <https://www.zoll.com/en/medical-markets/public-safety>
 - Email_3rdparty_EMS_DIST_xxxxxxxxx_Downloadnow

Types

- Web
- Email
- PB

Forms

- Market_(DIST)_(US/INT)_(country code/region)_leadsource_(description) _#fields_status
 - Examples
 - PS_INT_11_email_aeddemo_Long11_Open
 - HOS_US_01_event_conferencesignup_short06_closed
 - Leadsource
 - Email
 - Webcontact
 - Webdownload
 - Social
 - Event
 - Marketingmailer
 - Length - visible fields
 - Short= < 9 Long < 10
 - Status
 - Open
 - Closed

Lists

- market_(US/INT)_(country code/region)_(source code)_(Description)_(Date)_(Active/Static)
 - Source code only if part of a project
 - Date only needed if Static
 - Description (ex. UKBPimport, SFimport, existing customers etc.)

Example:

- HOS_INT_12_XXXXXX_webinarattendees_07082021_static
- PS_US_01_engagedaeadpluspage_07082021_active

Campaigns

- market_(DIST)_(US/INT)_(country code/region)_source code