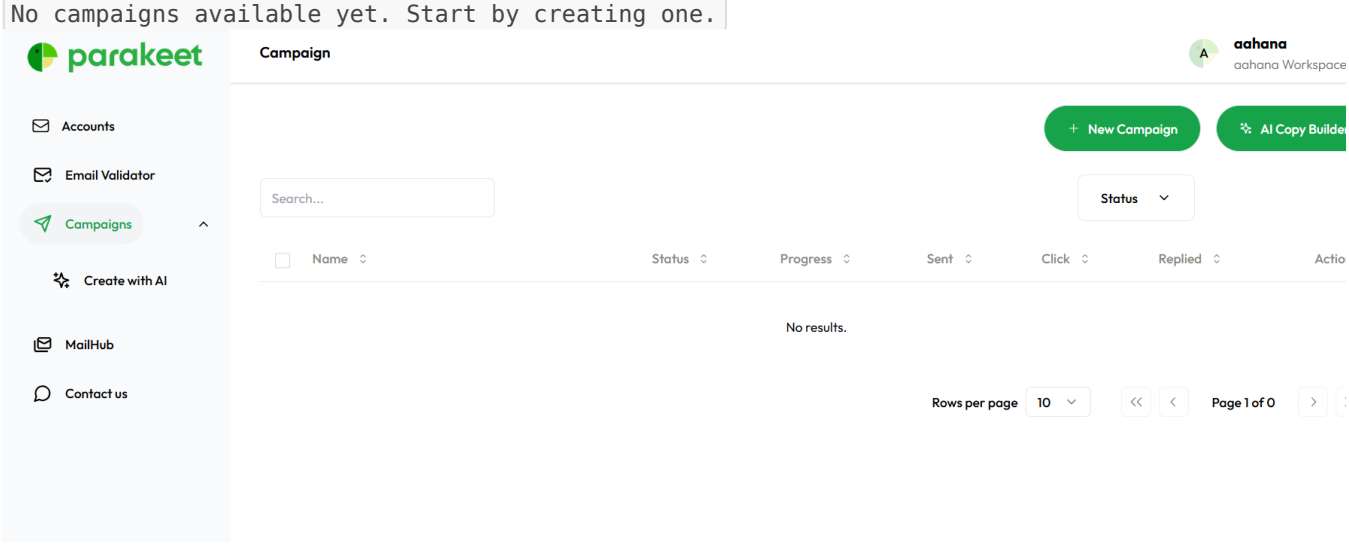
Campaign page (overview)

Campaigns Module – Overview Page

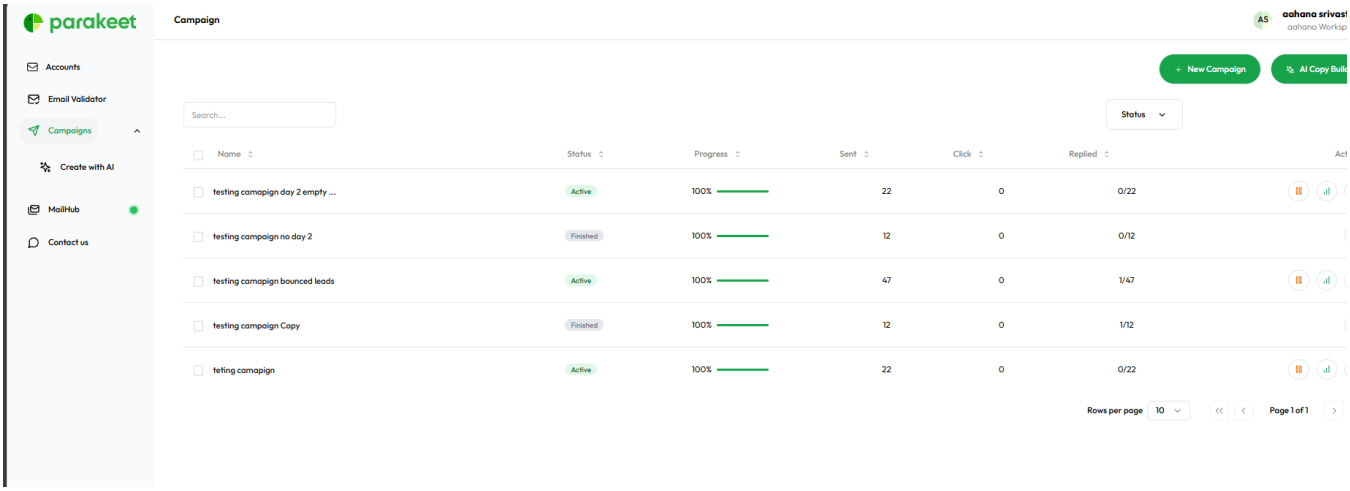
This is the **default landing page** when a user clicks the **Campaigns tab** from the sidebar.

Entry Behavior

- **No Campaigns Present**
  If no campaigns have been created yet, the interface displays an empty state with the message:
  `No campaigns available yet. Start by creating one.`



- **One or More Campaigns Present**
  The dashboard displays a list of all campaigns (AI-generated or manually created) associated with the workspace. Campaigns are listed in chronological order and include essential metrics and controls.



Primary Actions Available

Users can perform the following top-level actions from the Campaigns overview:

- **New Campaign**
  Initiates the manual campaign creation process.
- **AI Campaign Builder**
  Launches the AI-powered campaign creation flow using website input and ICP analysis.

Campaign Table – Data Columns

Each campaign listed includes the following columns:

Column Name	Description
Campaign Name	User-defined name of the campaign.
Status	Indicates state: Active, Paused, Completed.
Progress	Visual indicator or numeric progress based on email sequence activity.
Emails Sent	Total number of emails sent for this campaign.
Clicks	Number of users who clicked a link in the campaign emails.
Replies	Number of replies received, shown as: `X replies of Y sent`.
Actions	Start, Stop, or Pause the campaign.
Analytics Button	Opens the **Analytics** tab for this specific campaign.
⋯ Menu (More)	Dropdown menu offering:
	- **Edit**: Modify campaign structure
	- **Duplicate**: Clone the campaign
	- **Delete**: Permanently remove it

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