

# Campaign page (overview)

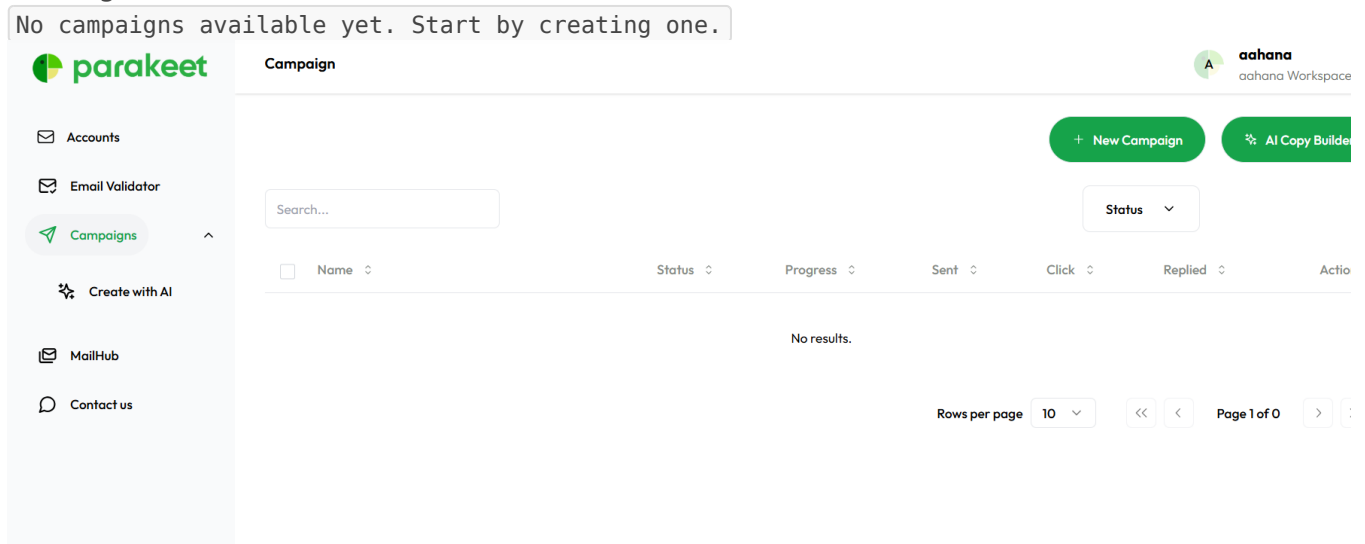
## Campaigns Module – Overview Page

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

### Entry Behavior

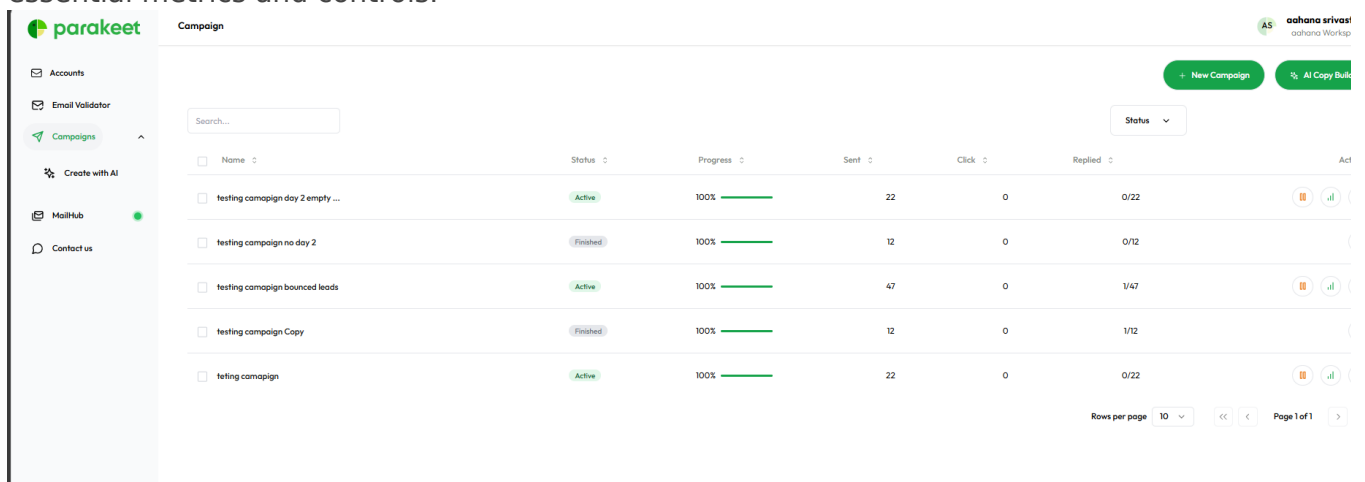
- **No Campaigns Present**

If no campaigns have been created yet, the interface displays an empty state with the message:



- **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.



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# 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.
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## Campaign Table – Data Columns

Each campaign listed includes the following columns:

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

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