# 2.01.14 Campaign Goals

The **Campaign Goals** form administers the goals of the marketing and distribution campaigns in the system. Among others, the goals, measured value and unit as well as the actual value for the campaign are stored here.

**Tip:** For more on this subject see chapter 3.11.04 The Contact System.



The form consists of the following elements:

On the "Master Data" tab:

- **Number:** The element number specifies distinctly the campaign in the system.
- **Campaign:** This field specifies the corresponding Campaign to the defined campaign goals.
- **Goal:** The goals of the campaign (e.g. image gain, customer loyalty, customer gain, turnover increase) can be assigned in this field.
- **Measurand:** The measured value for the Objective can be entered here.
- **MeasurandUnit:**The unit for the measured value can be entered here. In the example, the goal "customer gain" defined with the measured value of "100" and the unit with "amount" defined, 100 customers should be acquired.
- **ActualMeasurand:** The actual value for the campaign goal can be entered in this field.
- **Note:** Notes concerning the goal can be entered in this field.