



Starter Kit

Welcome to Sailthru!

SAILTHRU
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Welcome to Salthru!

We hope the below will ensure you are set up for success and lead you onto the road of becoming a Salthru Expert.

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Sailthru Onboarding Hub & Other Resources

The [Sailthru Onboarding Hub](#) is your go-to for all things onboarding. It contains your entire onboarding experience – all in one place – so you can navigate it at your own pace.

We also recommend checking out the following resources available to you:

- [Sailthru Documentation Site](#) - where you'll find links to all of our documentation and how-to guides
- [Best Practice Documents](#) - includes information on re-engagement campaigns, A/B testing, welcome emails, etc
- [Recent Release Notes](#) - find information on all the new product release notes
- [Sailthru Blogs](#) - keep up-to-date with best practices, industry trends and proprietary research
- [Deliverability Playbook](#) - information on all things deliverability



Ready, set, THRIVE.

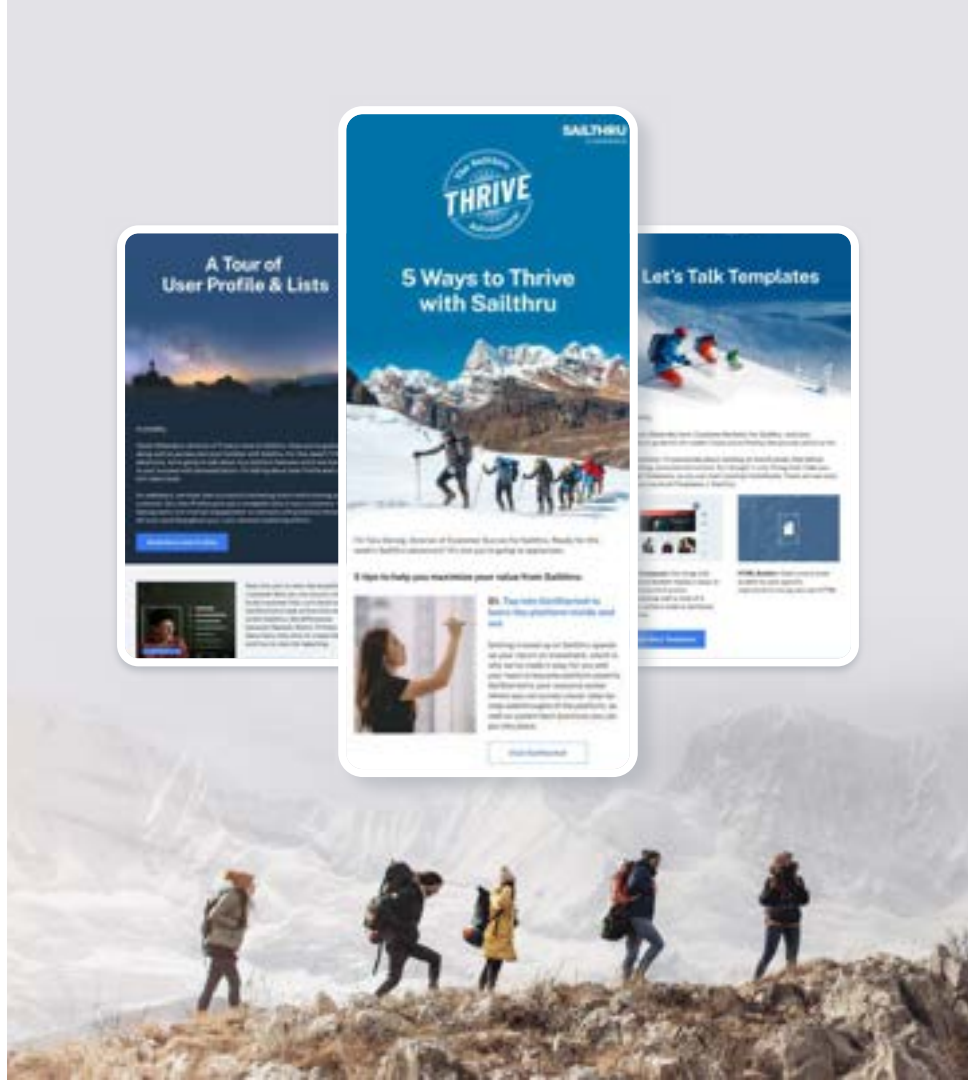
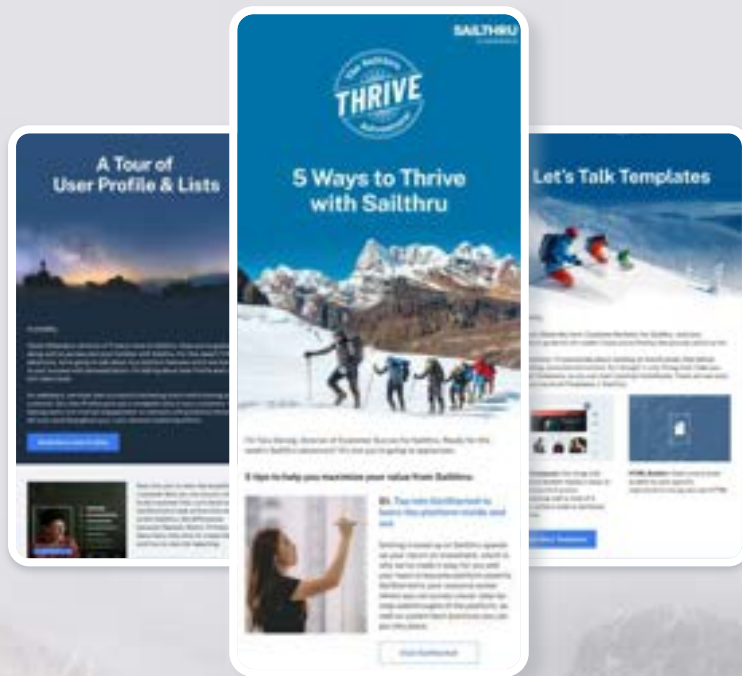
Your digital onboarding journey awaits!

As soon as you get access to the Sailthru platform, you'll start receiving weekly excursions to help you understand key features so you can THRIVE in your cross-channel marketing program – and deliver on your business goals – including:

- **Understanding User Profile & Lists**
- **Get Smart:** Everything You Can Do in Campaigns
- **Discovering Deliverability**
- **Deep Dive:** Lessons in Lifecycle Optimizer

Keep an eye on your inbox and get ready to THRIVE!

If you'd like other members of your team to receive the THRIVE onboarding emails, [submit their email address here](#).





Working with the Support Team

The support team handles technical issues and inquiries through support tickets.

How to create a new support ticket

- To contact support, click the blue Support bubble on any [Get Started page](#) to submit a ticket.
- Check out our [support business hours](#) for information on when phone support is available and how to submit a Priority Level 1 ticket outside business hours.

Sailthru Help Portal

You can view your open support tickets and log feature requests for our product team in the [Sailthru Help Portal](#)!

Before your first login, you'll need to create a Sailthru Help Portal user. Visit [this signup page](#) and enter your information. Once you submit the form, a verification email will be sent to you. You must click the link in the email to set your password before submitting tickets or feature requests from within the Help Portal.

Once you've verified your email, log in to the Sailthru Help Portal at sailthru.zendesk.com.

Within the portal you can:

1. Access help articles, best practices and all things Sailthru in our Get Started documentation.
2. Browse and vote on existing feature requests or submit your own.
3. View your past support tickets. By default, you'll only see support tickets that you created. If you'd like to be enabled to view all support tickets submitted across your company, please click the Support bubble in the corner of your screen to contact the support team.



Notifications on scheduled maintenance and system incidents

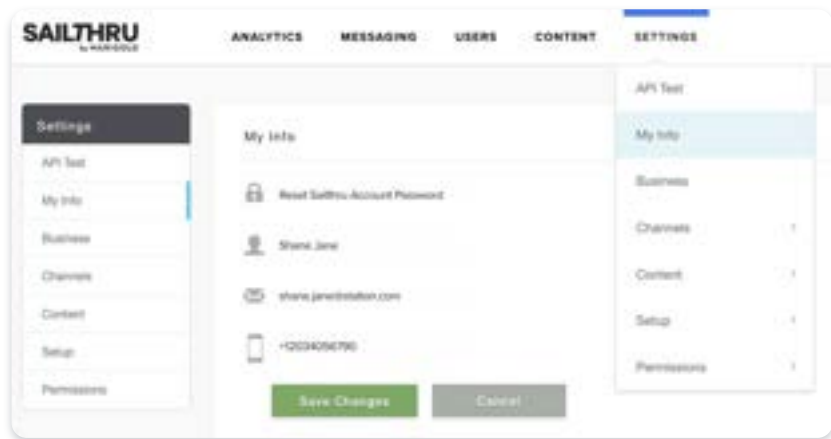
We use the Sailthru status page to provide live updates around these situations. Visit <https://status.sailthru.com> and click the 'Subscribe to Sailthru' button. That'll ensure you're notified as soon as possible for future events.

[Read more](#) about designated maintenance windows in Get Started.



Account Set-Up

Review your account details in the **My Info** tab under **SETTINGS** in the Sailthru User Interface:



It is important that you have the correct phone number listed as this number will be used to send you verification codes to download unencrypted emails if your user permission is set to Admin or Super Admin.

You can edit this information by hovering over the text and clicking on the pen icon:



Stay up to Date

Sign-up to receive the latest news on
Sailthru Product Releases, Sailthru Blog
Updates and other Notifications [here](#).



Deliverability Playbook

The [Deliverability Playbook](#) is a helpful guide on all things deliverability which contains:

- Essential deliverability vocabulary, including every acronym from SPF to DMARC
- The complex path an email takes to the inbox, complete with a visual
- How deliverability drives revenue, illustrated with a real example from a (anonymous!) Sailthru customer
- The importance of sender reputation and how that's determined
- How list management, preference centers and content factor into deliverability
- The good, the bad and the gray area of permission practices
- Email headers and return-paths
- A breakdown of some of the major legislations
- How to get started, with a checklist





Sailthru Set Up Checklist

- ☐ My Info Tab in the UI has the correct information - including mobile number which is required for downloading PII
- ☐ Sign up for the [Sailthru Support Portal](#)
- ☐ [Sign up for updates](#) on Sailthru product releases and blog updates
- ☐ Review [Deliverability Playbook](#)
- ☐ [Sign up for notifications](#) in the event of a critical system issue