

engagement agents

RETAILER ONBOARDING KIT

Welcome to Engagement Agents

Everything your team needs to get set up, launch campaigns and see results.

Plan labels:

LITE

CORE

PREMIUM

Version

v2.7
(draft)

**Build
date**

2026-
10-22

Replaces

User Guide and Best
Practices, Sept 2025

Includes

Parts I, II, III, IV, V, VI, VII, VIII, IX, X, XI
and Look it up

Contents

Draft v2.7, built 2026-10-22. Start with Quick Setup in Part II, then dip into any task. Click any title to jump to it.

— Start here

I **Welcome and Quick Setup**

[Welcome to Engagement Agents](#)

[How to use this kit](#)

[Quick Setup: live in 5 steps](#)

[Your first two weeks](#)

[What we do and what you do](#)

II **Your first sign-in**

[Add our addresses to your safe senders list](#)

[Sign in](#)

[Find your way around](#)

[Update your profile, emails and password](#)

[Use the Dashboard calendar](#)

[Find, sort and export your lists](#)

III **Launch your first campaign**

[Launch your first campaign](#)

[Plan your campaign](#)

[Create a marketing campaign](#)

[Choose your stores](#)

[Set your campaign dates](#)

[Write your campaign text](#)

[Choose where else your campaign goes](#)

[Add images and submit](#)

[Change, copy or end a campaign](#)

[Tips for getting approved](#)

[Always be "on"](#)

[Your first campaigns: what to expect](#)

IV Campaign images

[Image specs at a glance](#)

[Upload your image sets](#)

[How image resizing works](#)

[Fix missing image sizes](#)

[Add videos, GIFs and PDFs](#)

[Fix rejected or blurry images](#)

V Track approvals

[See which malls approved](#)

[Pending centers, reminders and follow-ups](#)

[Respond to a decline](#)

[Share a public campaign or memo page](#)

VI See your results

[Your automatic campaign reports](#)

[See campaign results](#)

[See results for jobs, memos and opportunities](#)

[Insights and services on the way](#)

VII Your shopping centers and contacts

[Your shopping center introduction email](#)

[How shopping center replies reach you](#)

[When a shopping center contact is missing](#)

[When your team changes](#)

VIII Notifications

[Check your notifications](#)

IX Jobs and memos

[Post a job \(recruitment campaign\)](#)

[Add images to a recruitment campaign](#)

[Send a memo to malls](#)

[Send a memo to stores](#)

X Templates and checklists

[Store list template](#)

[Shopping center introduction email: approval form](#)

[Contact change form](#)

[Before your first campaign](#)

[Every campaign](#)

[Every month](#)

XI **[Frequently asked questions](#)**

[Frequently asked questions](#)

A-Z **[Look it up](#)**

[What statuses and colours mean](#)

[Error messages and system pages](#)

[Get help](#)

Start here

What this kit covers, part by part. Click any title to go straight to it.

Plan labels. Each section is marked so you know what is included.

- **LITE** self-serve, you run the platform yourselves.
- **CORE** we run campaigns with you.
- **PREMIUM** insight and media services.

The platform features in this kit are available on every plan unless marked PREMIUM. Features still being built are marked COMING SOON.

PART I · WELCOME AND QUICK SETUP

- [Welcome to Engagement Agents](#)
- [How to use this kit](#)
- [Quick Setup: live in 5 steps](#)
- [Your first two weeks](#)
- [What we do and what you do](#)

PART II · YOUR FIRST SIGN-IN

- [Add our addresses to your safe senders list](#)
- [Sign in](#)
- [Find your way around](#)
- [Update your profile, emails and password](#)
- [Use the Dashboard calendar](#)
- [Find, sort and export your lists](#)

PART III · LAUNCH YOUR FIRST CAMPAIGN

- [Launch your first campaign](#)
- [Plan your campaign](#)
- [Create a marketing campaign](#)
- [Choose your stores](#)
- [Set your campaign dates](#)
- [Write your campaign text](#)
- [Choose where else your campaign goes](#)
- [Add images and submit](#)
- [Change, copy or end a campaign](#)

- [Tips for getting approved](#)
- [Always be "on"](#)
- [Your first campaigns: what to expect](#)

PART IV · CAMPAIGN IMAGES

- [Image specs at a glance](#)
- [Upload your image sets](#)
- [How image resizing works](#)
- [Fix missing image sizes](#)
- [Add videos, GIFs and PDFs](#)
- [Fix rejected or blurry images](#)

PART V · TRACK APPROVALS

- [See which malls approved](#)
- [Pending centers, reminders and follow-ups](#)
- [Respond to a decline](#)
- [Share a public campaign or memo page](#)

PART VI · SEE YOUR RESULTS

- [Your automatic campaign reports](#)
- [See campaign results](#)
- [See results for jobs, memos and opportunities](#)
- [Insights and services on the way](#)

PART VII · YOUR SHOPPING CENTERS AND CONTACTS

- [Your shopping center introduction email](#)
- [How shopping center replies reach you](#)
- [When a shopping center contact is missing](#)
- [When your team changes](#)

PART VIII · NOTIFICATIONS

- [Check your notifications](#)

PART IX · JOBS AND MEMOS

- [Post a job \(recruitment campaign\)](#)
- [Add images to a recruitment campaign](#)
- [Send a memo to malls](#)
- [Send a memo to stores](#)

PART X · TEMPLATES AND CHECKLISTS

- [Store list template](#)

- [Shopping center introduction email: approval form](#)
- [Contact change form](#)
- [Before your first campaign](#)
- [Every campaign](#)
- [Every month](#)

PART XI · FREQUENTLY ASKED QUESTIONS

- [Frequently asked questions](#)

LOOK IT UP

- [What statuses and colours mean](#)
- [Error messages and system pages](#)
- [Get help](#)

Part I · Welcome and Quick Setup

Who we are, how this kit works, and five steps to go live.



For: Your whole team

All plans

Welcome to Engagement Agents

Welcome aboard. Your shopping centers already have websites, apps, digital screens, email newsletters and social channels, and your lease gives your brand a place on them. Engagement Agents makes sure your campaigns actually show up there.

How it works

- You create a campaign once, in one place.
- We deliver it to the right marketing contact at every shopping center you choose, in the sizes and languages each one needs.
- Each center approves it and tells us which channels it will use.
- You see, store by store, who is promoting your brand and who isn't.

What your team gets

- One simple workflow instead of hundreds of emails.
- Consistent, current and correct campaigns at every location.
- More traffic and sales for your stores, and for the centers that host them.
- A support team that chases shopping centers, keeps contacts up to date and answers center questions for you.

Your support team

- **Your Customer Success Manager** guides your setup and first campaigns.
- **Our support inbox**, team@engagementagents.com, is watched every business day. Use it for any question, request or feedback.

SEE ALSO

How to use this kit

Quick Setup: live in 5 steps

How to use this kit

Start with Quick Setup. Five steps take you from your first sign-in to your first campaign.

Then dip in when you need to. Every task has its own page with numbered steps, a screenshot and a short video.

Plan labels. Each section carries a label so you know what's included:

- **LITE:** included in every plan.
- **CORE:** everything available on the platform today.
- **PREMIUM:** advanced insight and media services. Some are marked **COMING SOON** while we finish building them.

Not sure which plan you have? Ask your Customer Success Manager.

Find things fast

- In the HTML version, press Ctrl+F (⌘+F on a Mac) to search, and click any title to jump to it.
- In the PDF, use the bookmarks panel. Every title and cross-reference is clickable.

SEE ALSO

[Quick Setup: live in 5 steps](#)[Frequently asked questions](#)

Quick Setup: live in 5 steps

Complete these five steps and you're live. Most teams finish them within the first two weeks.

1. Sign in and set your password

- Look for an email from engage@mail.engagementagents.com with your temporary password.
- Go to app.engagementagents.com and sign in with your work email and that password.
- Open your profile and choose your own password.
- See [Sign in](#) and [Update your profile, emails and password](#).

2. Add our addresses to your safe senders list

- So our emails, and the replies from your shopping centers, never land in junk.
- See [Add our addresses to your safe senders list](#).

3. Send us your master store list

- One spreadsheet with every store: brand, store number, store name and full address.
- Use the [Store list template](#).

4. Approve your shopping center introduction email

- We send it from your address to every center, so they know your campaigns now come through Engagement Agents.
- Choose who it comes from, edit the wording if you like, and send it back.
- See [Your shopping center introduction email](#).

5. Submit your first campaign

- Prepare a headline, a description and images in three shapes: square, landscape and portrait.
- Submit 48 to 72 hours before the start date.
- See [Create a marketing campaign](#) and [Image specs at a glance](#).

Good to know. You can sign in and explore as soon as your password arrives. Sending is switched on once your introduction email has gone out to your centers. We'll let you know the moment you're ready.

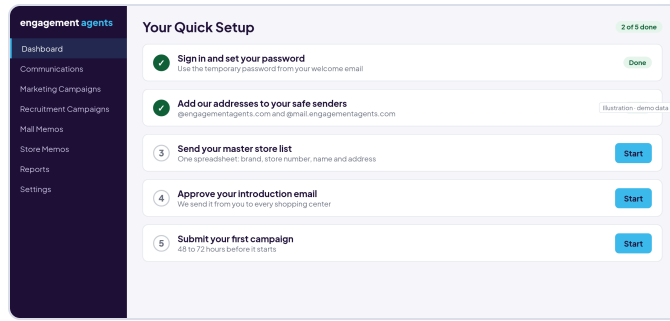


Illustration: your five Quick Setup steps, two of them done. Demo data.

SEE ALSO

[Your first two weeks](#)[What we do and what you do](#)[Before your first campaign](#)

Your first two weeks

A typical launch, day by day. Your Customer Success Manager will confirm your dates.

When	What happens	Who
Day 0	Platform demo with your team (we record it for you)	Together
Day 1	Your accounts are created; temporary passwords arrive by email	We do
Days 1–3	You sign in, set your password and send your master store list	You do
Days 1–5	We set up your stores, link them to their shopping centers and find each center's marketing contact	We do
Days 2–5	You review and approve your introduction email	You do
About day 7–10	Your introduction email goes to every center; centers send back contacts and image sizes	We do
About day 10	Sending is switched on for your account	We do
Days 10–14	You submit your first campaign, 48 to 72 hours before it starts	You do
Same day	We check your first campaign went out correctly and ask how it went	We do
Ongoing	Reminders, follow-ups, contact updates and reports	We do

Tip. Brief your first campaign while your centers are being set up. Use the three default image sizes in [Image specs at a glance](#); we'll tell you if any center needs something different.

SEE ALSO

[What we do and what you do](#)[Quick Setup: live in 5 steps](#)

What we do and what you do

Task	We do	You do
Accounts and passwords	Create your users and send sign-in details	Sign in and set your own password
Store list	Check it, set up each store and link it to its shopping center	Send it, and tell us when stores open, close or move
Shopping center contacts	Find, confirm and update the marketing contact at every center	Share any contacts you already have
Introduction email	Personalize it for each center and send it from your address	Approve the wording and choose the sender
Image sizes	Collect each center's requirements and resize your images automatically	Upload images in three shapes, large enough
Campaigns	Deliver them to every center you select, and check your first one	Create and submit them, 48 to 72 hours ahead
Pending centers	Send automatic reminders on your reminder schedule and follow up on request	Tell us if a campaign is time-critical
Center replies	Answer process and contact questions, copying you	Answer questions about your offer or products (or tell us the answer)
Declines	Help you respond, or contact the center for you	Review the reason; forward it to us if you'd like help
Reports	Send results at 48 hours, mid-way and at the end	Review them and share them with your team
Team changes	Tell every center about your new contact	Let us know when someone joins or leaves

SEE ALSO

[Frequently asked questions](#)

Part II · Your first sign-in

Make sure our emails reach you, sign in, and find your way around.

Add our addresses to your safe senders list

Ask your IT team to allow these addresses and domains so nothing important lands in junk mail.

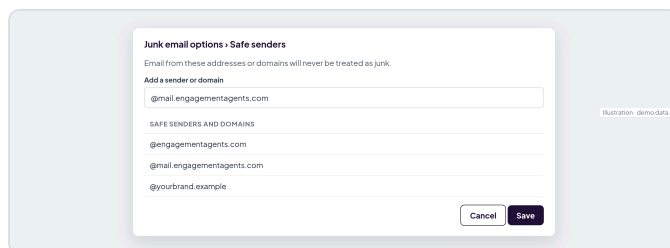
Domains

- @engagementagents.com
- @mail.engagementagents.com

Who emails you – team@engagementagents.com (and team@mail.engagementagents.com): our support team. Use team@ for all help. – engage@engagementagents.com (and engage@engagementagents.com): passwords, automatic reports and reminders. – accounting@engagementagents.com: invoices and billing. – **Your Customer Success Manager's own address**: setup and training.

Why @mail.engagementagents.com? Replies from your shopping centers come through this domain. That way our team sees them too, can help straight away, and keeps a full history on your account. When you reply, it reaches the center like any normal email.

Your introduction email also asks every center to add @mail.engagementagents.com and your own domain to their safe senders.



The illustration shows a 'Junk email options - Safe senders' dialog box. It contains a text input field with '@mail.engagementagents.com' entered. Below this is a section titled 'SAFE SENDERS AND DOMAINS' with a list of entries: '@engagementagents.com', '@mail.engagementagents.com', and '@yourbrand.example'. At the bottom right of the dialog are 'Cancel' and 'Save' buttons. A small text label 'Illustration: demo data' is visible on the right side of the dialog box.

Illustration: a typical email program's Safe senders list with our two domains added. Demo data.

SEE ALSO

[How shopping center replies reach you](#)[Quick Setup: live in 5 steps](#)



For: All users

All plans

Sign in

What it does. Sign in with your email address and password to reach your Dashboard.

When to use it. Every session. If you have forgotten your password, click **Forgot password?** on the sign-in page. If you have no account yet, ask your EA Customer Success contact or your company's Brand Admin to create one (see Add users and set what they can do).

Before you start. You need an active user account created by EA or your Brand Admin.

Steps

1. Go to app.engagementagents.com. The **Welcome Back!** screen appears ("Please sign in to access Engagement Agents").

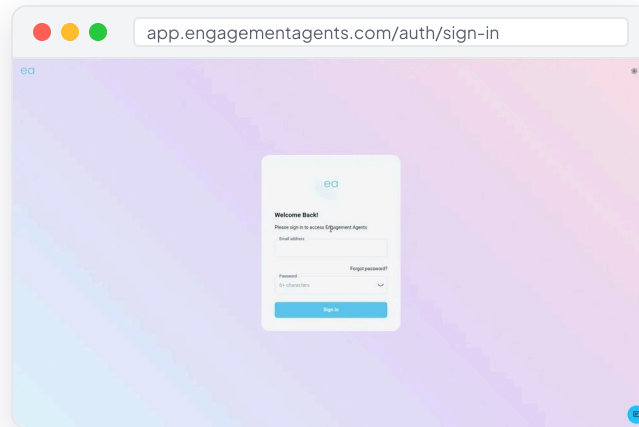


Figure 02-01. The sign-in card: Email address, Password, Forgot password? and Sign in.

2. Enter your **Email address**.
3. Enter your **Password** (6 or more characters).
4. Click **Sign in**. The button shows Sign in... while it works.
5. If EA detects unusual activity, you are sent to **Unusual sign-in activity**.

What you'll see. You land on the **Dashboard** calendar ([Use the Dashboard calendar](#)).

Tips

- Forgot your password? Click **Forgot password?** on the sign-in page and follow the email, or contact team@engagementagents.com.
- Bookmark the sign-in page. Do not bookmark an internal page, because it redirects to sign-in when your session ends.
- Passwords need at least 6 characters.

If something goes wrong

Message	Cause	Fix
Invalid email or password	Typo, or the wrong account email	Re-type the email and password. If it still fails, use Forgot password?
You have one login attempt remaining before your account is locked...	Repeated failed attempts	Stop and reset your password rather than guessing again
Redirected to Locked Out	Too many failed attempts	Follow the emailed code to reset your password
Unusual sign-in activity detected...	New device, location or network	Enter the emailed one-time code

SEE ALSO

[Find your way around](#)

[Update your profile, emails and password](#)

[Error messages and system pages](#)



For: All users

All plans

Find your way around

What it does. Learn the screen layout: the left navigation, the top bar (search, language, notifications, contacts, settings, account) and the main work area.

When to use it. On your first day, or when a menu item seems to be missing.

Before you start. Your **role** decides which menus you see: for example Brand Admin or Brand User. Your **plan** (LITE, CORE or PREMIUM) decides how much help EA gives you and whether you get the Intelligence Hub. See Who can do what (roles and plans). If a menu you expect is missing, your Brand Admin or EA Customer Success contact can check your access.

Steps

1. **Left navigation** (vertical; horizontal or mobile layouts are also available). The main groups are: - **Dashboard - Communications:** Marketing Campaigns, Recruitment Campaigns, Mail Memos, Store Memos - **Reports:** Marketing Campaigns, Incoming Opportunities, Recruitment Campaigns, Mail Memos, Store Memos - **Locations:** Malls, Stores - **Accounts:** Brands, Users, Companies - **Contacts - Email Communications**

Parent items open their first child page.

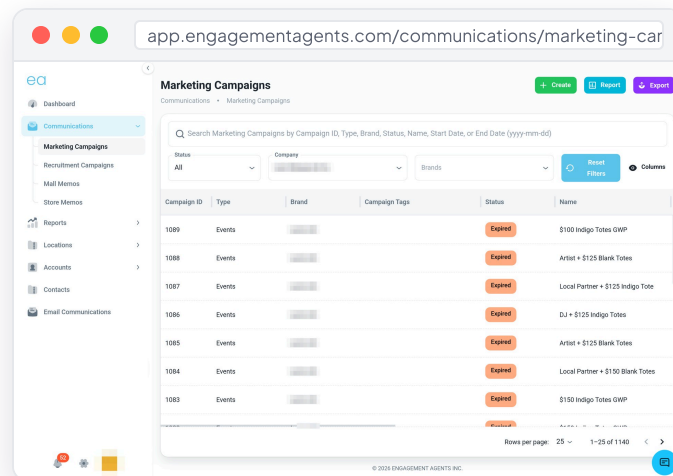


Figure 02-02. The left nav with the Communications group open.

2. **Collapse or expand** the nav with the toggle button at the top edge of the nav.
3. **Top bar, left to right:** - **Search** (searchbar): jump to a page. - **Language:** change the UI language. - **Notifications** bell ([Check your notifications](#)). - **Contacts** popover. - **Settings** (gear): Dark mode, Contrast, Right to left, Compact, Presets, Layout, Color, Font family and size. - **Account** (avatar): Home, Profile, Security, Preferences, **Logout**.

Tip. Your profile picture sits at the bottom of the left menu, next to the notifications bell and the settings gear. Click it to open your account menu: **Profile**, **Security**, **Preferences** and **Logout**.

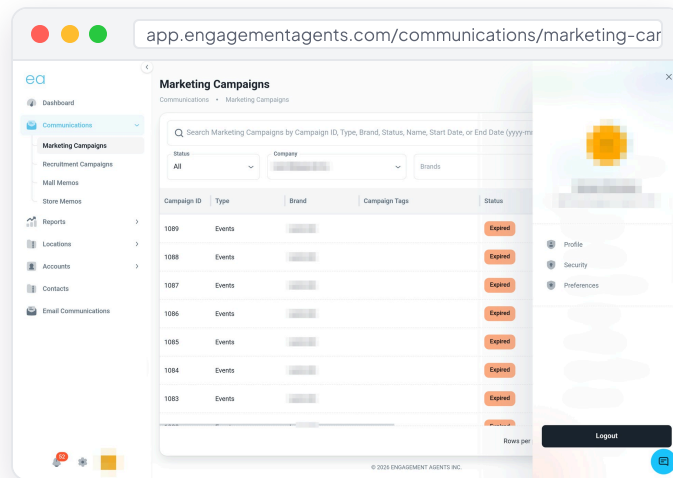


Figure 02–03. The account drawer, opened from your avatar at the bottom of the left nav: Profile, Security, Preferences and Logout.

4. Use **Settings → Reset** to return the display to its defaults.

What you'll see. You can reach any page your role allows in two clicks.

Tips

- The search box looks up page names, not records. To find a record, use the list page's own search ([Find, sort and export your lists](#)).
- **Compact** mode fits more rows on smaller laptops.

If something goes wrong

Symptom	Cause	Fix
A menu described here is missing	Your role or plan doesn't include it	Ask your Brand Admin, or your Customer Success Manager for tier questions
Page shows 403	No permission for that URL	Use the nav rather than old bookmarks; request access

SEE ALSO

[Use the Dashboard calendar](#)

[Check your notifications](#)

[Update your profile, emails and password](#)

[Find, sort and export your lists](#)



For: All users

All plans

Update your profile, emails and password

What it does. Keep your name, photo and signature current, control which platform emails you receive, set out-of-office forwarding, and change your password.

When to use it. During onboarding, before a vacation, or when you get too many (or too few) emails.

Steps

A. Profile

1. Click your profile picture at the bottom of the left menu, then **Profile**.
2. Under **Basic Info**, update your details. Click **Upload Avatar** / **Upload Photo** for your photo and **Upload Signature** for your email signature.
3. Click **Save changes**.

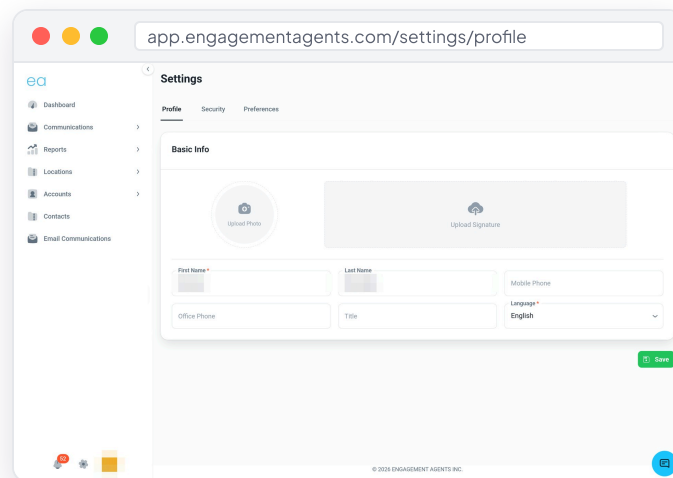


Figure 02-04. Settings > Profile, Basic Info card.

B. Email preferences

1. Open **Account** → **Preferences**. The page is titled **Email Preferences**.
2. **Out of Office**: switch it on and choose **Redirect To** (a colleague). Redirect To is required when Out of Office is on.
3. **Ignore/Drop Auto-Responses**: stops mail auto-replies from cluttering your inbox.
4. Under **Receive Emails / Email Templates**, choose for each email type: - **Send to Me - Platform Only** (no email; visible in the app only) - **Include Others**, adding people with **Include in CC** or **Include in BCC** (use **Search Users**)
5. Click **Save**.

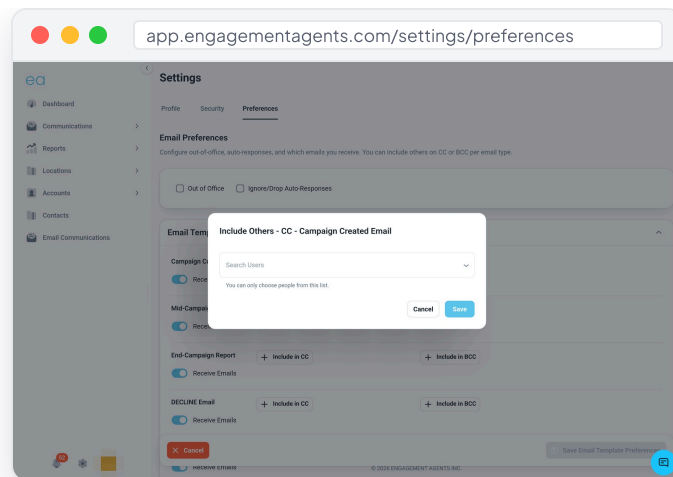


Figure 02–05. Settings > Preferences with the Include in CC dialog open for one email type.

C. Change password

1. Open **Account** → **Security**.
2. Enter **New Password** and **Confirm Password**, then click **Save**.

What you'll see. Your settings take effect immediately.

Tips

- Before a vacation, turn on Out of Office with a **Redirect To** colleague. That keeps mail declines from going unanswered.
- Use **Include in CC** to keep your district managers informed without forwarding every email.

If something goes wrong

Message	Fix
Redirect To is required when Out of Office is enabled!	Choose a colleague, or turn Out of Office off
New password is required / Confirm password is required	Fill both password fields

SEE ALSO

[See which mails approved](#)



For: Brand and Mall users

All plans

Use the Dashboard calendar

What it does. See your campaigns and memos on a calendar, filter them, and open any item.

When to use it. Use it to plan the "Always Be On" cadence, check what is live this week, or find a draft.

Steps

1. Click **Dashboard**.

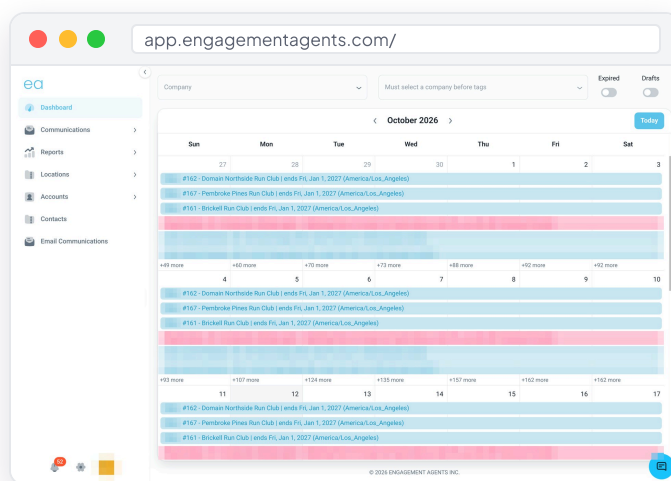


Figure 02–06. The Dashboard calendar: campaigns for the month, with the Company and tag filters along the top.

2. Switch the view: **Month, Week, Day** or **Agenda**.
3. Move through dates with **Previous date, Today** and **Next date**.
4. Filter the calendar: - **Filter by Tags**. You must select a company before tags. - **Expired**: show expired items. - **Drafts**: show drafts.
5. The **Colors**: legend explains chip colours by type. When a day overflows, click **+ N more**.
6. Click a chip to open the item.

What you'll see. You open the campaign or memo record.

Tips

- Turn on **Drafts** to find campaigns you saved but never submitted.
- **Agenda** view is the easiest to read for a weekly review with your team.

If something goes wrong

Symptom	Cause	Fix
"Must select a company before tags"	Tag filter used before a company is selected	Choose a company first
A campaign is missing	It is expired or a draft and hidden by default	Turn on Expired or Drafts

SEE ALSO

- Plan your campaign
- Tips for getting approved
- Find, sort and export your lists



For: All users

Applies to: every list page (campaigns, memos, reports, malls, stores, users, contacts...)

All plans

Find, sort and export your lists

What it does. All list pages share the same toolbar and grid pattern.

When to use it. Use it any time you need to find, sort or export records.

Steps

1. Type in the **search** box. The placeholder tells you which fields it searches.
2. Use the toolbar filters (status, brand, tags, dates and so on). Status values include Draft, Active, Upcoming, Scheduled, Expired, Manually Expired, Pending Approval, Approved and Declined.
3. Click **Columns** to show or hide columns. At least one column must stay selected.
4. Click a column header to sort it. Turn on **Dense** for compact rows.
5. Click **Reset Filters** to clear everything.
6. Click **Export** to download the current list. You will see Export request submitted successfully!

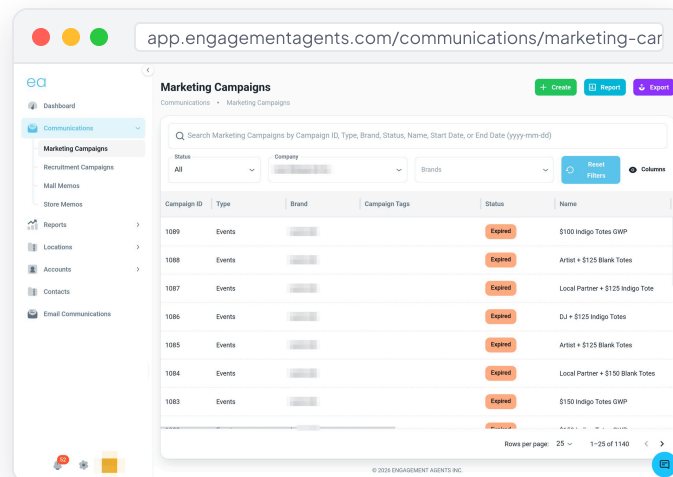


Figure 02–07. The Marketing Campaigns list: search, Status, Company and Brands filters, Columns, Export, Report and Create.

7. Row actions (the menu at the end of the row) include **Edit**, **Visit**, copying the ID or name, and **Flag / Remove Flag** (watch).

What you'll see. You find the records you need, or a file of them.

Tips

- **Flag** a campaign to add it to your watch list. Remove the flag when you no longer need to follow it.
- Large exports run in the background. If the download doesn't start, check your email and notifications.

If something goes wrong

Message	Fix
Select at least one column...	Re-enable a column in Columns
Failed to export... Please try again later.	Narrow the filters and retry
No results found	Click Reset Filters

SEE ALSO

- See which malls approved
- See campaign results

Part III · Launch your first campaign

One walkthrough first, then each step in detail.

Launch your first campaign

What you'll do. Create a marketing campaign, choose your stores, set the dates, add your text and images, and submit it. We send it to every shopping center you picked, and you can track each one's answer.

Before you start

- You have signed in and set your own password (see [Sign in](#)).
- Your store list is loaded and your introduction email is approved (see [Quick Setup: live in 5 steps](#)).
- Have ready: a headline under 50 characters, a short description, and your images (JPG, RGB) in square, landscape and portrait.
- Your start date is **at least 48 to 72 hours away**. Shopping centers need time to review and schedule your campaign.

Steps

1. **Open Marketing Campaigns.** In the left menu, go to **Communications** → **Marketing Campaigns** and click **Create** (top right).

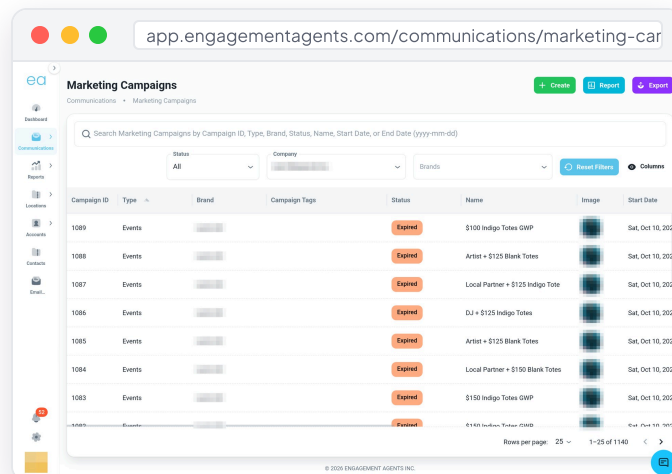


Figure 03-01. The Marketing Campaigns list. Click Create (top right) to start a campaign.

2. **Fill in the basics.** Choose the **Campaign Type** (for example Sales / Promo or New Arrival), give the campaign a **Campaign Name** (only your team sees it), then pick at least one **Channel**: where you'd like centers to share it, such as their website, app, social media or in-mall screens.

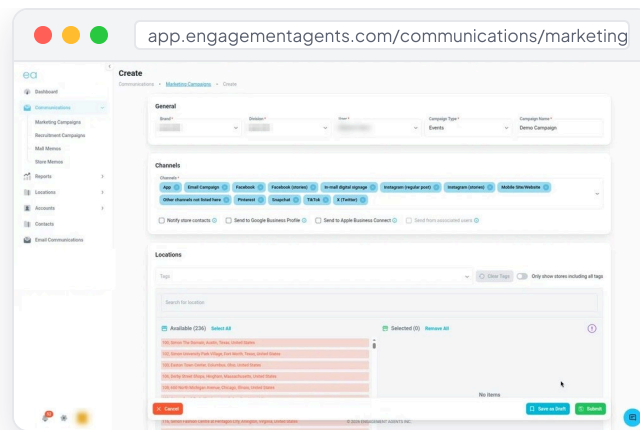


Figure 03–02. The General and Channels cards filled in with demo values (not saved).

3. **Choose your stores.** In **Locations**, pick stores from **Available** or use **Select All**. Filter by store tags (for example Region–West or Outlet) to pick a group quickly. Check the **Selected** count before you move on.

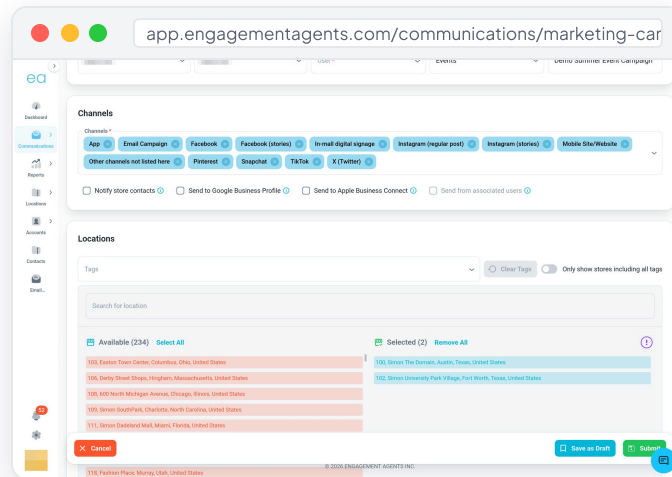


Figure 03–03. The Locations card: Available stores on the left, Selected stores on the right.

4. **Set the dates.** Click **How Timeline Works?** for a quick guide. – **Timezone:** use the time zone of your stores. – **Send Date** (optional): leave it empty to send shortly after you submit, or pick a date and we send at 9:00 AM that day. – **Post no Earlier than:** the first day centers may start promoting. It must be on or before the start date. – **Start Date** and **End Date:** the days the offer is valid. The end date is the last valid day.

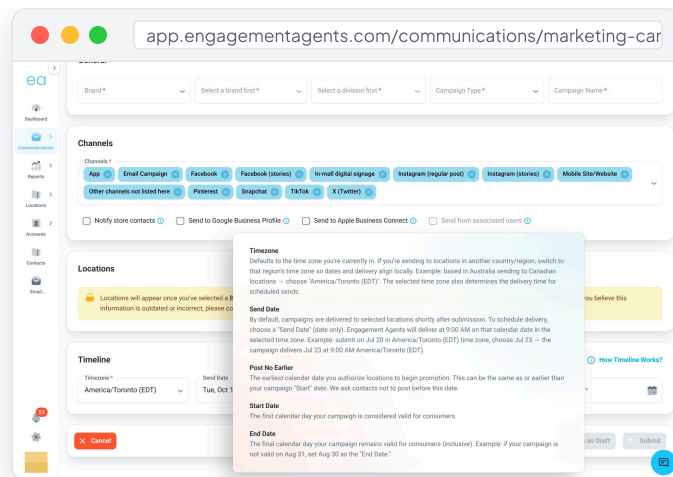


Figure 03–04. The Timeline card with How Timeline Works? open.

5. **Write your text and add images.** Add your headline, description and any web link, then upload an image set. We create every size each center needs from your images. If a size can't be made, the card turns red: upload a larger image for that shape.

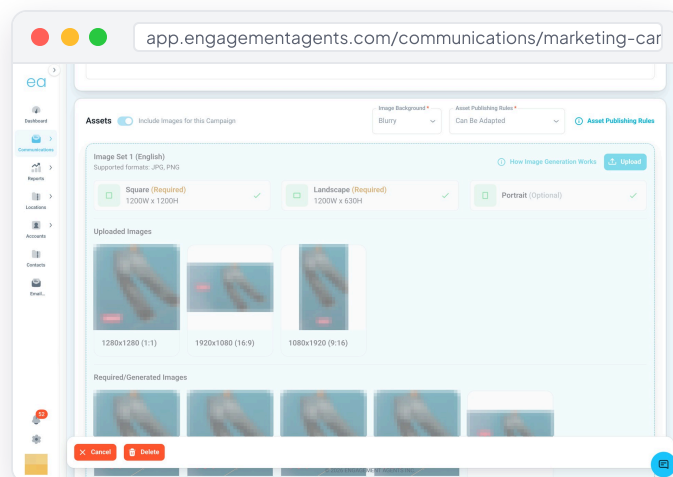


Figure 03–05. Image Set 1 with its required sizes and the Upload button.

6. **Preview and submit.** Click **Submit**, check the **Marketing Campaign Preview**, then confirm. Read any warnings before you confirm.

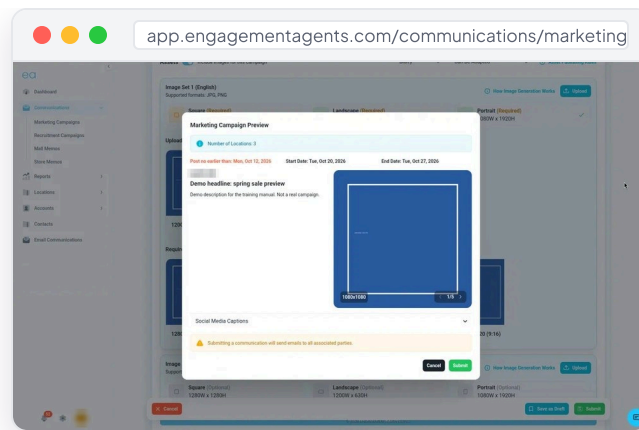


Figure 03–06. The Marketing Campaign Preview before you click Submit, with the warning that emails will be sent.

What you'll see. Your campaign shows as **Upcoming** if it starts in the future, or **Active** if it has started. Each shopping center then answers **Approved** or **Declined**, and you can follow every answer in [See which malls approved](#).

Tips

- Text inside images is the most common reason a center declines. Keep words in the headline and description, not on the picture.
- Changing channels changes which stores are eligible, so set channels before you pick stores.
- To reuse an earlier campaign, open it and click **Duplicate**.

If something goes wrong

What you see	What to do
At least one channel is required	Pick at least one channel in step 2
At least one location is required	Select stores in step 3
Post no earlier than date must be on or before the start date	Move the date earlier, or the start date later
You cannot submit campaigns while your account is in onboarding status.	Your setup isn't finished yet. Ask your Customer Success Manager
A store you expect is missing	Email team@engagementagents.com and we'll check it for you

SEE ALSO

[Your first campaigns: what to expect](#)

[Image specs at a glance](#)

[See which malls approved](#)



For: Brand User

All plans

Plan your campaign

What it does. Choose the right campaign type, timing and assets before you open the form.

When to use it. Before every campaign, and especially your first one or a holiday one.

Steps

1. Pick the **Campaign Type**. It decides which locations and channels are available: – **Sales / Promo – Events – New Arrival / Featured Product / Featured Service – Loyalty Campaign**
2. Decide the dates: Send Date, Post No Earlier Than, Start Date and End Date ([Set your campaign dates](#)).
3. Prepare the copy: – Headline, kept short. The limit is set per mall, and is stricter for Google and Apple. – Description, including T&Cs. – Optional social captions and campaign URL.
4. Prepare images: square, landscape and portrait, each at least as large as the largest required size (Part IV, Prepare campaign images). JPG or PNG.
5. Submit **48–72 hours** before the post date.

See Figure 02–06.

What you'll see. You have everything the form will ask for.

Tips: Give the internal **Campaign Name** a consistent pattern (for example 2026-11 BlackFriday CA) so search and reports stay tidy.

If something goes wrong: A campaign longer than one month triggers a courtesy warning ("...greater than one month..."). Check your dates, then continue if they're correct.

SEE ALSO

Create a marketing campaign

Set your campaign dates

Upload your image sets

Tips for getting approved



For: Brand User

All plans

Create a marketing campaign

What it does. Start a new campaign and set the fields that decide where it can go.

When to use it. To start any new marketing campaign. To start from an earlier campaign, see [Change, copy or end a campaign](#) (Duplicate).

Before you start. Your account and brand must not be in onboarding status. Submitting is blocked until onboarding ends.

Steps

1. Go to **Communications → Marketing Campaigns** and click **Create**.

See Figure 03–01.

2. **Brand:** selected automatically if your account has only one brand.
3. **Campaign Type:** required.
4. **Campaign Name:** required. It is internal only and is not sent to malls. There is a maximum length; the message tells you the limit.
5. **Associated User** (if shown): choose who the campaign is sent from.
6. **Channels → Select Channels:** at least one is required. Options include: – App – Email Campaign – Facebook, Facebook (stories) – Instagram (regular post), Instagram (stories) – In-mall digital signage – Mobile Site/Website – TikTok, X (Twitter), Pinterest, Snapchat – Other channels not listed here

See Figure 03–02.

7. **Campaign Tags** (optional): internal labels that make campaigns easier to search.

What you'll see. The **Locations** card becomes active ([Choose your stores](#)).

Tips: Change channels only when you mean to. Changing them changes which locations are eligible.

If something goes wrong

Message	Fix
Campaign Type is required / Campaign Name is required	Fill the field
Campaign Name cannot exceed N characters	Shorten the name
At least one channel is required	Select a channel

Message	Fix
You cannot submit campaigns while your account is in onboarding status.	Contact your Customer Success Manager to finish setup

SEE ALSO

[Choose your stores](#)

[Choose where else your campaign goes](#)



All plans

Choose your stores

What it does. Choose which stores and malls receive the campaign.

When to use it. Every campaign.

Steps

1. Locations appear only after **Brand**, **Campaign Type** and **Channels** are set. Those choices decide which locations are eligible.
2. Pick locations one by one from the **Available** list, or use **Select All**.
3. To narrow the list, filter by store tags: use **match all tags**, **Select All / Remove All**, and **Clear Tags**.

See Figure 03–03.

4. Check the **Selected** count.

What you'll see. At least one location is selected.

Tips

- Store tags are created by EA on request (for example **Region-West** or **Outlet**). Ask CS for them.
- If a location you expect is missing, contact team@engagementagents.com, as the form suggests.

If something goes wrong

Message	Fix
At least one location is required	Select locations
There are locations in this campaign that you do not have permission to update.	Ask your Brand Admin; you may only have store-level access

SEE ALSO

Create a marketing campaign



All plans

Set your campaign dates

What it does. Set the timezone and the four dates that control delivery and posting.

When to use it. Every campaign. Click **How Timeline Works?** in the form for the in-app help.

Steps

1. **Timezone:** defaults to your own timezone. Change it to the locations' region if they are elsewhere. It also sets the delivery time.
2. **Send Date** (optional): leave it empty to deliver shortly after you submit. If you choose a date, delivery happens at **9:00 AM on that date in the selected timezone.**
3. **Post no Earlier than:** required. It is the earliest date mails may start promoting. It must be on or before the Start Date.
4. **Start Date:** required. It is the first day the offer is valid. For Apple Business Connect it must be **at least 3 days from today.**
5. **End Date:** required. It is the last valid day, inclusive. If the offer isn't valid on Aug 31, enter Aug 30.

See Figure 03–04.

What you'll see. Valid dates. After you submit, the campaign status is **Upcoming** if the start date is in the future, and **Active** otherwise.

If something goes wrong

Message	Fix
Send date must be on or before the post no earlier than date	Move Send Date earlier
Post no earlier than date must be on or before the start date	Adjust the dates
End date must be later than start date	Fix the End Date
Start Date must be at least 3 days from today for Apple Business Connect review	Move the start date, or untick Apple (Choose where else your campaign goes)
Timezone is required	Choose a timezone

SEE ALSO

[Plan your campaign](#)

[Choose where else your campaign goes](#)



All plans

Write your campaign text

What it does. Enter the headline, description, captions, URL and note to malls, and say how much malls may adapt your copy and images.

When to use it. Every campaign.

Steps

1. **Headline:** required. The limit is the **lowest headline limit among your selected malls**. It is also capped at **58 characters if Google Business Profile** is on and **38 if Apple Business Connect** is on.
2. **Description:** required. Write it in the third person and include T&Cs. With Apple on, the cap is 100 characters.
3. **Social Media Captions:** tick Use the same description as above for social media captions, or write your own **Facebook**, **Instagram** and **X (Twitter)** descriptions.
4. **Campaign URL** (optional; must be a valid URL). **Call to Action Type** (for Google): Book, Order, Shop, Learn More, Sign Up or Call.
5. **Notes to malls:** private; malls see it, consumers don't.
6. **Copy Publishing Rules:** required. Choose one: – **Use as Provided:** exact copy, no edits. – **Can be Adapted:** malls may tailor the wording but must keep the facts. – **Requires Approval if Updated:** malls must email you their wording and wait for your approval.
7. **Multi-language:** if your locations need more than one language, a language switcher appears. Every required language must be filled in.

The screenshot shows a web browser window with the URL `app.engagementagents.com/communications/marketing-campaigns`. The page displays a form for creating a campaign. At the top, there's a 'Timeline' section with a dropdown for 'Timezone' (set to 'America/Toronto (EDT)'), a 'Send Date' (set to 'Tue, Oct 13, 2026'), and buttons for 'Post no Earlier than', 'Start Date', and 'End Date'. Below this is a 'Details' section with a 'Headline (English)' field containing 'Demo summer event: join us this weekend' and a character count of '38/58'. There's a 'Description (English)' field with a character count of '0/1000'. A checkbox labeled 'Use the same description as above for social media captions' is checked. Below the description is a 'Campaign URL (English)' field and a 'Notes to malls (English)' field. At the bottom right, there are buttons for 'Cancel', 'Save as Draft', and 'Publish'. A 'Copy Publishing Rules' section is also visible, with a dropdown set to 'Requires Approval if Updated' and a 'Copy Publishing Rules' button.

Figure 03–12. A Quebec campaign with English and French tabs, the headline counter and Copy Publishing Rules.

What you'll see. All copy validates.

Tips

- Write the headline for the strictest channel first (Apple, 38 characters).
- Use **Can be Adapted** for the best approval rates unless legal wording must stay exact.

If something goes wrong

Message	Fix
Headline cannot exceed N characters for the selected locations	Shorten it, or remove the strict mall
Headline cannot exceed 58 characters for Google Business / 38 ... Apple Business Connect	Shorten it, or untick that toggle
Description cannot exceed 100 characters for Apple Business Connect	Shorten it
Copy Publishing Rules is required	Choose a rule
Campaign URL must be a valid url	Include the domain, e.g. https://...
An error on another language tab	Switch tabs and complete the missing language

SEE ALSO

[Choose where else your campaign goes](#)

[Upload your image sets](#)

[Tips for getting approved](#)

Tip. Headline length limits vary by mall and channel. Keep headlines short and punchy, and the form will tell you if a mall needs something shorter.



All plans

Choose where else your campaign goes

What it does. Choose who else is told about the campaign and where it is auto-published.

When to use it. Every campaign. Each toggle is on by default when it is enabled for your account.

Steps

1. **Notify store contacts:** sends an FYI email from you, via EA, to your store and/or district managers.
2. **Send to Google Business Profile:** publishes to the selected locations' GBP. It is unavailable if your GBP setup is incomplete.
3. **Send to Apple Business Connect:** publishes to Apple. It is unavailable if setup is incomplete. It adds the 3-day start-date rule and the stricter copy limits.
4. **Send from associated users** (only if configured): creates a **master campaign** with a **sub-campaign** for each associated user. Each user may need to approve before it sends.

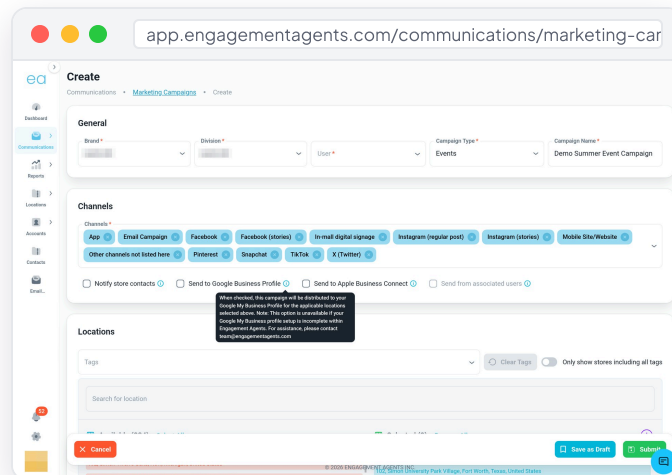


Figure O3-13. The Send to Google Business Profile tooltip on a Quebec campaign.

What you'll see. Distribution is set.

Tips: You can't change **Send from associated users** after you submit, or on a sub-campaign.

If something goes wrong

Symptom	Fix
Toggle greyed out	GBP or Apple setup is incomplete. Contact team@engagementagents.com

Symptom	Fix
This setting cannot be changed after the campaign has been submitted	Duplicate the campaign instead (Change, copy or end a campaign)

SEE ALSO

Set your campaign dates

Write your campaign text



All plans

Add images and submit

What it does. Upload image sets and attachments, then save a draft or submit to malls.

When to use it. To finish any campaign.

Steps

1. **Assets → Include Images for this Campaign:** on by default. Turning it off risks declines.
2. Upload into **Image Set 1** (JPG or PNG). Click **Add Additional Image Set** for more. The maximum is **10 sets** (Reached maximum allowed image sets per campaign).
3. Check **Required/Generated Images**. The system generates each mall's sizes from the closest larger upload (before you submit, see Part IV, Prepare campaign images, for the card colours and resizing).
4. Optional settings: - **Use Language Specific Images** - **Image Background** (Blurry / White) - **Asset Publishing Rules:** Use as Provided / Can be Adapted / Requires Approval if Updated
5. **Attachments** (GIF, video, PDF) are sent as-is.
6. Click **Save as Draft** at any time. You will see Save as Draft success!
7. Click **Submit**. A preview opens with the warning "Submitting a communication will send emails to all associated parties." Confirm.

See Figure 03–06.

What you'll see. Status changes to **Upcoming** or **Active**, and emails go to the selected locations.

Tips: Upload at least one image with text and one clean lifestyle image per orientation.

If something goes wrong

Message	Fix
Required images missing	Upload larger images for the red orientations (Fix missing image sizes)
Marketing Campaign form is incomplete or invalid!	Scroll up; the fields with errors are outlined in red
You must still include at least one file under "Attach Documents"...	Images are off, so attach your creative
Banner asks you to press Resize Images	Click Resize Images , then submit

SEE ALSO

[Upload your image sets](#)

[How image resizing works](#)

[Fix missing image sizes](#)

See which malls approved



All plans

Change, copy or end a campaign

What it does. Change a campaign after creating it, reuse it, end it early or remove it.

When to use it. Use it to fix a mistake, repeat a campaign, or stop a cancelled promotion.

Steps

1. Open the campaign from the list (**Edit**) or from the Dashboard.
2. Which actions appear depends on the status:

Status	Actions
Draft	Edit, Submit , Delete
Upcoming, Active, Scheduled	Update (sends the changes), Expire
Declined, Expired, Manually Expired	Delete
Any	Duplicate (copies it into a new draft)

3. **Expire** ends the campaign now (status **Manually Expired**).
4. A master campaign with sub-campaigns shows Master campaign updated!, and sub-campaigns may need re-approval.

Good to know. Once a campaign has ended it can no longer be edited. To run it again, click **Duplicate**, update the dates and submit the copy.

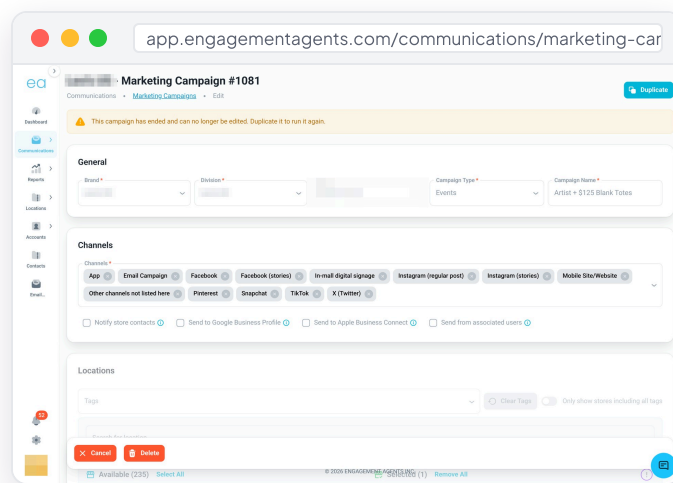


Figure 03–15. An ended campaign: it can't be edited, so only Duplicate and Delete are offered.

What you'll see. The campaign is updated, copied, ended or removed.

Tips: Duplicating is the fastest way to run a recurring promotion. Change the dates and name, then submit.

If something goes wrong: You cannot expire / delete ... while your account is in onboarding status. Contact CS.

SEE ALSO

[Add images and submit](#)

[See which mails approved](#)



For: All

All plans

Tips for getting approved

What it does. Habits that keep campaigns approved and visible.

When to use it. Use it to plan your campaign calendar and review results.

Steps

1. **Always Be On:** keep at least one active campaign at all times.
2. Submit 48–72 hours ahead of the post date.
3. Write short headlines and descriptions that include the T&Cs.
4. Upload two image styles per set, large enough for every orientation.
5. Pick **Can be Adapted** where you can.
6. Review **Approval %** weekly and track your **Hours You've Saved** (1 hour per mall you submit to).

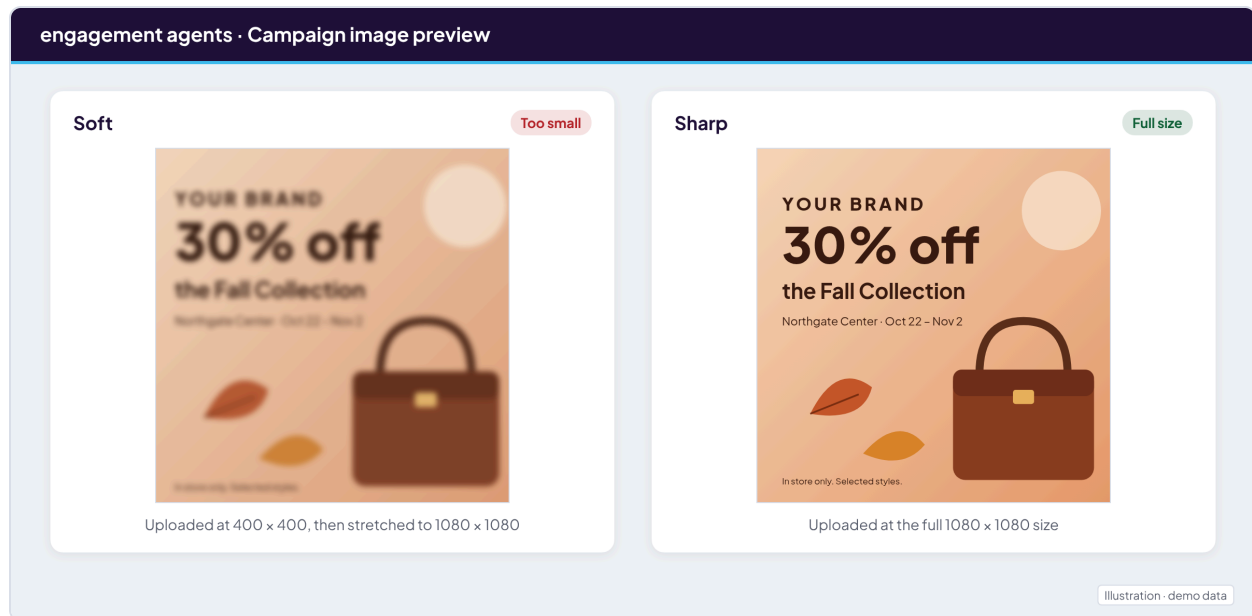


Illustration 03–16. Large, sharp images get approved more often. Demo data.

What you'll see. Higher approval and promotion rates.

Tips: The list header shows **# of Campaigns You've Sent** and **Total Hours You've Saved**. These are useful figures for QBRs.

SEE ALSO

[Plan your campaign](#)

[See which malls approved](#)

[See campaign results](#)



For: Your marketing team

All plans

Always be "on"

Keep at least one active campaign running at all times. Your shopping centers then always have something of yours to feature.

Every kind of campaign counts

- Sales and promotions
- Gifts with purchase
- New arrivals and featured collections
- In-store events
- Loyalty offers

Why it matters

- **You've already paid for this visibility.** Your lease expects centers to promote your brand. If you don't send content, that space goes to someone else.
- **Your competitors are showing up.** When your brand is missing from a center's screens and social feeds, the shoppers you paid to reach see other brands instead.

Tip. Line up your Engagement Agents calendar with your national and store promotions calendar, so every promotion you run also reaches your centers.

SEE ALSO

[Plan your campaign](#)

[Your first campaigns: what to expect](#)

Your first campaigns: what to expect

Approval rates are often a little lower for your first one to three campaigns, or right after you change contacts. That's normal, and it settles quickly.

Why it happens

- **Centers are adjusting.** Some aren't used to receiving your content, or this new, simpler format.
- **We're still confirming contacts.** As each new contact is confirmed, they start receiving your campaigns straight away.

What to expect next. Once your content arrives regularly and contacts are confirmed, approval rates rise and hold steady. Across brands on Engagement Agents, approval rates average about 95% (2026).

What you can do

- Keep campaigns coming (see [Always be "on"](#)).
- Check which centers are pending or declining, and spot patterns.
- Ask us to follow up with any center that needs extra attention.

SEE ALSO

[See which mails approved](#)[Pending centers, reminders and follow-ups](#)

Part IV · Campaign images

Sizes, uploads and fixes, so every center can use your images.

Image specs at a glance

Three shapes are all you need. Upload one image in each shape and we create every size your centers ask for.

Shape	Default size	Use it for
Square	1280 × 1280 px or larger	Social posts, websites, apps
Landscape	1920 × 1080 px or larger	Digital screens, website banners
Portrait	1080 × 1920 px or larger	Digital directories, stories

File specs

- JPG works best; PNG is also accepted.
- RGB color, 72 dpi or higher, standard (baseline) JPG.
- Upload each shape at least as large as the largest size your centers need. We can make images smaller, never sharper.

Best results

- Include two image sets: one with your offer text, and one clean lifestyle image with no text. Some centers won't use text overlays; others prefer them.
- You can add up to 10 image sets for carousels and extra placements.
- Bilingual stores: add language-specific images, or turn that option off if your images have no text.
- GIFs, videos and PDFs can go along as attachments. They're sent as they are, not resized.

Before your centers are set up. Use the default sizes above. Once each center's requirements come back, the image cards in your campaign show exactly what's needed.

If a center sends you its own specs, forward them to team@engagementagents.com and we'll add them.

SEE ALSO

[Upload your image sets](#)[Fix missing image sizes](#)[How image resizing works](#)



For: Brand Users

All plans

Upload your image sets

What it does. Adds the pictures for your campaign. Each **image set** is one version of your creative, for example one with text and one without.

When to use this. Every marketing campaign, unless you're only sending files such as a PDF (see [Add videos, GIFs and PDFs](#)).

Before you start.

- Choose your stores first. The sizes you need depend on which malls are in the campaign. If no store with a language is selected, you'll see Select at least one location with a language before uploading images.
- Have JPG or PNG files ready in three shapes: **square**, **landscape** and **portrait**. Each one should be at least as large as the biggest size required for that shape.

Steps

1. In your campaign, go to **Assets**. Leave **Include Images for this Campaign** switched on.
2. Under **Image Set 1**, click **Upload** and choose your files (JPG or PNG).

See Figure 03–05.

3. Wait while the progress bar runs through Analyzing images..., Uploading images... and Images are being generated... For large images, you'll see Large images detected. This may take a few minutes...
4. Check two areas: – **Uploaded Images**: the files you added. – **Required/Generated Images**: every size your malls need, each marked (**Required**) or (**Optional**) with its size (for example 1080W x 1080H).
5. To add another version, click **Add Additional Image Set**. You can have up to **10 sets** per campaign.
6. Optional settings: – **Use Language Specific Images**: upload separate images for each language, for example English and French. – **Image Background (Blurry or White)**: how empty space is filled when an image is fitted to a new shape. – **Asset Publishing Rules**: **Use as Provided**, **Can be Adapted**, or **Requires Approval if Updated**.

What you'll see. Every required size shows an image. You can now save or submit the campaign.

Tips

- Upload the largest originals you have. The system only makes sizes **smaller** than what you upload.
- Two styles per campaign work well: one image with text and one clean lifestyle image.
- Uploading a new image with the exact same size and shape as an existing one replaces it, and every size made from it updates automatically.

If something goes wrong

What you see	What to do
Your file is unsupported.	Save the image as JPG or PNG and upload it again.
Select at least one location with a language before uploading images.	Choose your stores first (see Choose your stores).
Please check your file sizes and try again...	Try a smaller file. If it still fails, email team@engagementagents.com .
Reached maximum allowed image sets per campaign	You've hit the 10-set limit. Remove a set you don't need.
Something went wrong with the image upload, please try again	Upload again. If it repeats, contact support.

SEE ALSO

- How image resizing works
- Fix missing image sizes
- Add images and submit
- Choose your stores



For: Brand Users

All plans

How image resizing works

What it does. Explains how Engagement Agents turns your uploads into every size each mall asks for, so you don't have to resize anything yourself.

When to use this. Read it once before your first campaign, or whenever sizes come out missing.

Steps (what the system does for you)

1. **It removes duplicates.** If you upload two images with the same size and shape, only one is kept.
2. **It picks the closest larger image.** For each required size, it uses the upload of the same shape that is nearest in size and larger, then scales it down.
3. **It never makes an image bigger** than the upload, apart from a small allowance (see [Fix missing image sizes](#)). That's why your uploads need to be at least as large as the biggest required size for each shape.
4. **It redoes everything when you change your uploads.** Adding or removing an image regenerates every size. If you remove an image that others were made from, the system uses the next closest one. If none fits, that size is removed and shows as missing.
5. **It updates when your stores change.** Adding malls can add new required sizes. If that happens, a banner asks you to click **Resize Images**.

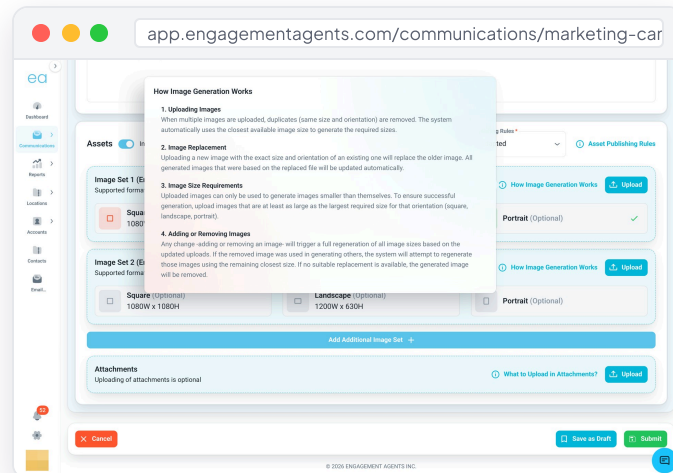


Figure 04-02. The How Image Generation Works panel.

What you'll see. A full set of generated images that match each mall's rules.

Tips

- Open **How Image Generation Works** in the image card for the in-app version of this page.
- Before you upload, check the biggest size needed for each shape under **Required/Generated Images**.

If something goes wrong

What you see	What to do
A size disappeared after you removed an image	Upload a large enough image in that shape.
A banner asks you to press Resize Images	Click Resize Images , then save.

SEE ALSO

[Upload your image sets](#)[Fix missing image sizes](#)



For: Brand Users

All plans

Fix missing image sizes

What it does. Helps you spot and fix sizes the system couldn't make, so the campaign can be submitted.

When to use this. When you see a red-bordered image, the message Required images missing, or a banner asking you to click **Resize Images**.

Steps

1. Under **Required/Generated Images**, look for images with a **red border**. Each one is a required size that is missing.

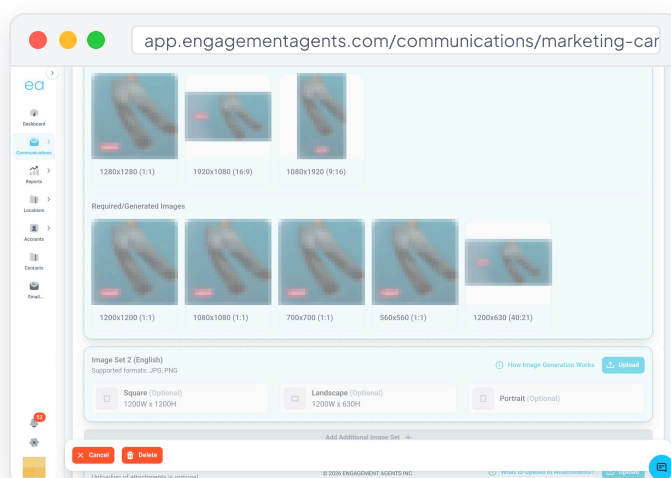


Figure 04-03. Uploaded images and the sizes generated from them. Here every required size is present; a missing one would show a red border.

2. Read the size under the red image (for example 1080W x 1920H) and note its shape: square, landscape or portrait.
3. Upload an image in that shape that is **at least that large**.
4. If your image is only slightly smaller (up to about 15% short), the system can stretch it. A banner asks you to click **Resize Images**. Click it.
5. Check that no red borders remain, then save or submit.

What you'll see. Every required size is filled and the campaign can be submitted.

Tips

- Portrait sizes for stories and digital signage (for example 1080 x 1920) are the ones most often missing. Keep a tall original ready.
- A slightly stretched image may look soft. Where you can, upload a properly sized original instead.

If something goes wrong

What you see	What to do
Required images missing when you submit	Fix every red-bordered image (steps 1–3).
Width and Height cannot exceed N pixels.	Your image is too large. Resize it below the limit shown and upload again.
A red border stays after you upload	The new image is the wrong shape or too small. Check its size against the label.

SEE ALSO

- How image resizing works
- Upload your image sets
- Fix rejected or blurry images

Good to know. A red border means a required image size is missing. If an image is close to the right size, you'll see a **Resize Images** prompt that fixes it for you in one click.



For: Brand Users

All plans

Add videos, GIFs and PDFs

What it does. Shares extra creative with malls (animated GIFs, videos, PDFs) exactly as you upload it.

When to use this. When you have motion or print-ready files, or when you switch off images and send creative as files instead.

Steps

1. In **Assets**, go to **Attachments**.
2. Click **Upload** and choose your files.

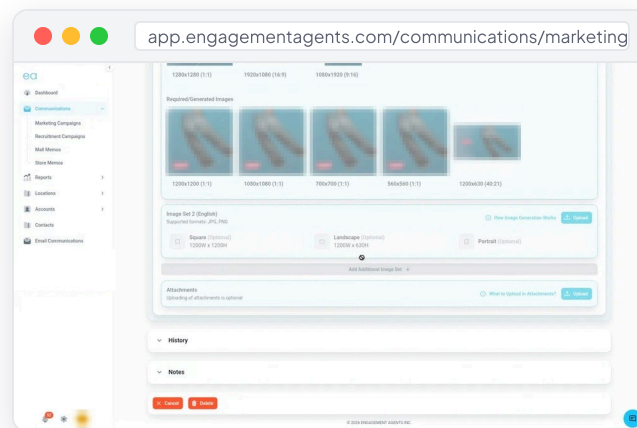


Figure 04–04. The Attachments area, here with no files attached yet.

3. To remove a file, delete it and confirm **Delete this attachment?** You'll need to upload it again to undo this.

What you'll see. Your files are listed and will go to every mall in the campaign.

Tips

- Attachments are sent **as they are**. They aren't resized, converted or optimised, so make sure they're final.
- There's no strict file-type or size limit, but keep files easy to open and download on any device.
- Use clear file names, for example **BlackFriday-2026-Signage-1080x1920.mp4**.

If something goes wrong

What you see	What to do
You must still include at least one file under "Attach Documents"...	You switched images off. Add at least one attachment so malls have creative to post.

What you see	What to do
Malls say a file won't open	Re-export it in a common format (MP4, PDF, GIF) and replace it.

SEE ALSO

- Upload your image sets
- Add images and submit



For: Brand Users

All plans

Fix rejected or blurry images

What it does. Helps you prevent and fix image problems that make malls decline a campaign.

When to use this. When a mall declines because of image quality, or before an important campaign.

Steps

1. Open the campaign and check the decline reason under **See which malls approved**.
2. Check the image size. A soft or blurry image usually means the upload was smaller than the mall's size and had to be stretched.
3. Upload a larger original in the same shape. Images with the exact same size and shape replace the old one, and its generated sizes update.
4. If the mall's rules say "no text on images", add a clean lifestyle image set without text.
5. If you changed images after the campaign was submitted, click **Update** so malls get the new version.

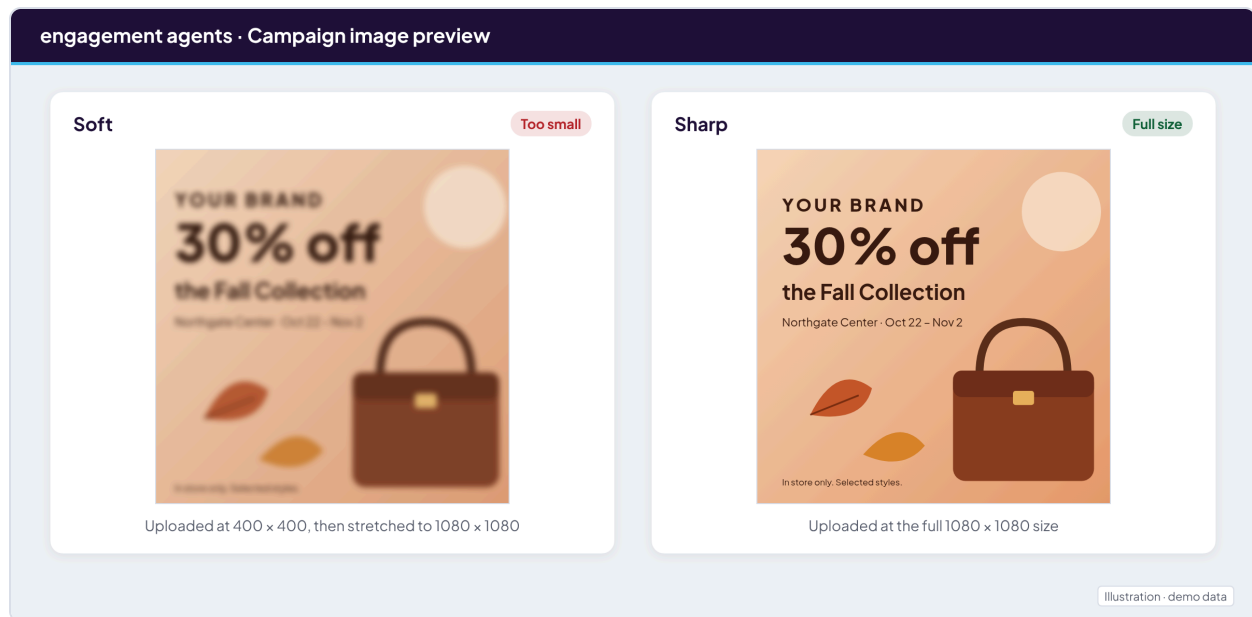


Illustration 03–16. Side-by-side: soft upscaled demo image vs sharp correctly sized demo image. Demo data.

What you'll see. Sharp images at every size, and fewer declines.

Tips

- Turning images off entirely makes declines more likely.
- Pick **Can be Adapted** under **Asset Publishing Rules** so malls can crop or reformat small things without asking you.

If something goes wrong

What you see	What to do
A mall says the image is blurry	Upload a larger original (step 3), then click Update .
A mall needs a size you don't see	The mall's size settings may be out of date. Email team@engagementagents.com .

SEE ALSO

Fix missing image sizes

See which malls approved

Change, copy or end a campaign

Need a hand? If an image keeps getting rejected, send it to your EA Customer Success contact and we'll help you get it right.

Part V · Track approvals

See who said yes, follow up on pending centers and respond to declines.



All plans

See which malls approved

What it does. See each mall's response and follow up.

When to use it. Daily for the first 72 hours after submitting.

Steps

1. In the list, check the **Approval %** and **Approvals Breakdown** columns. Open **Report**, or the campaign's approvals page.
2. Use the tabs **Sent**, **Approved**, **Pending** and **Declined**.

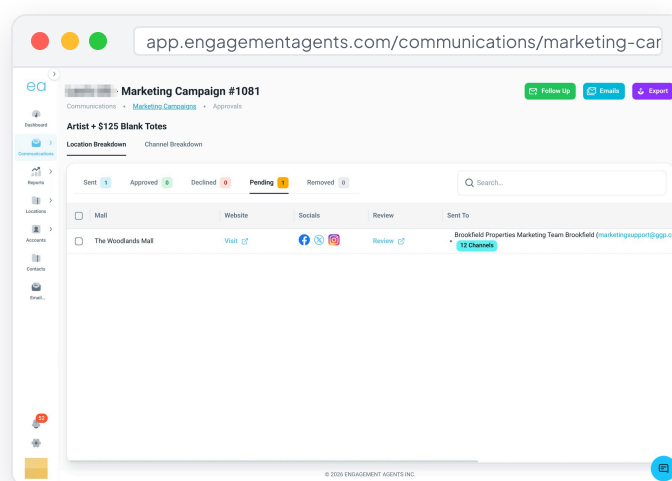


Figure O5–01. A campaign's Approvals page, Location Breakdown, showing one mall still Pending.

3. For a **Declined** location, read the reason, then reply to the decline email or fix the campaign and click **Update**.
4. For **Pending** locations, use **Follow Up / Send Follow Up Email**. EA also sends automatic reminders.
5. Use **Export** for a status file.

What you'll see. You know where the campaign is live.

Tips: Your first 1–3 campaigns usually come in lower while mall contacts get used to EA.

If something goes wrong: If many malls decline, check your copy and image rules ([Write your campaign text](#), [Add images and submit](#)).

SEE ALSO

[See campaign results](#)

[Tips for getting approved](#)

Good to know. Engagement Agents sends malls friendly reminders automatically while a campaign is waiting for review, so you don't have to chase them yourself.

Pending centers, reminders and follow-ups

Pending means the center hasn't approved or declined yet.

What happens automatically

- Every pending contact gets reminder emails until the campaign ends or they respond. How often is your choice: your account has a **reminder frequency**, in hours, for each kind of reminder (for example 12, 24, 48, 72 or 168 hours).
- Unless you choose otherwise, unanswered new campaigns are reminded every **48 hours**, and changes, extensions and removals every **24 hours**.
- To change your schedule, email team@engagementagents.com and tell us the frequency you'd like.
- Centers can also **Snooze** reminders for a while, or until the post date.
- You can confirm that every email and reminder was delivered on your campaign's page.

If a center is still pending after the post date, we recommend a personal follow-up. Choose one:

- **We draft, you send.** We write a short check-in email; you approve it and we send it from you, copying ourselves.
- **We send for you.** We contact the pending centers directly and copy you.

Just email team@engagementagents.com with the campaign name and your choice.

Time-critical campaign? Tell us when you submit it, and we'll keep a closer eye on pending centers.

See Figure 05-01.

SEE ALSO

See which malls approved

When a shopping center contact is missing

Respond to a decline

When a center declines, it must give a reason. The decline email goes to the person who submitted the campaign and includes the center name, the contact and the reason.

What to do

1. Read the reason. Some are simply for your information (for example, no space on a particular channel this week).
2. If you'd like to discuss it, reply to the email. It reaches the center contact directly.
3. Prefer us to handle it? Forward the email to team@engagementagents.com. We'll advise you or contact the center for you.

You can see every decline reason at any time by clicking the red **Declined** count on your campaign.

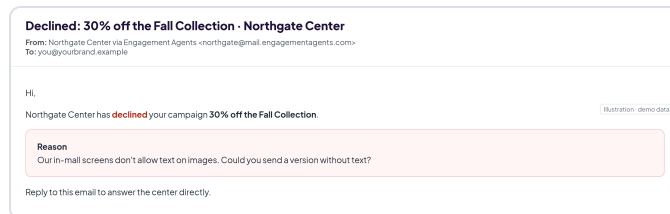


Illustration: a decline email with the center's reason.
Demo data.

SEE ALSO

[See which mails approved](#)[What statuses and colours mean](#)



For: All users; mall and store contacts

All plans

Share a public campaign or memo page

What it does. Every campaign, job post and memo has a review page that mall or store contacts open from their email without logging in. There they can review the content and approve, decline or ask for edits.

When to use this. To understand what malls see, or to resend a link to a contact who lost their email.

Steps (what the contact does)

1. Open the link in the email.
2. Review the text, images and dates.
3. Choose **Approved** or **Declined**, or **Request Edits** with a comment. For memos, answer the questions too.

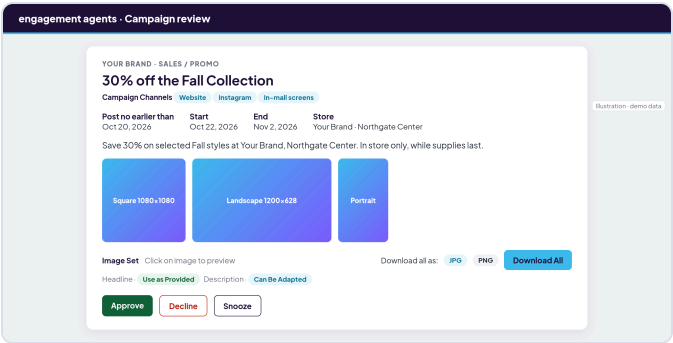


Illustration 05–03. Public review page for a demo campaign with Approve / Decline / Request Edits. Demo data.

What you'll see. The brand's report updates with the contact's response.

Tips

- Links are unique to each contact. Don't forward them to other people.
- If the content changed after the link was sent, the page shows Hold up! A change has occurred and loads the latest version.

If something goes wrong

What the contact sees	What it means
This campaign has been cancelled	The brand cancelled it. The contact should remove any posted content and click Confirm Deletion .
Nothing to review	Everything has already been answered.

What the contact sees	What it means
An "invalid link" page	The link is wrong or expired. Send a fresh link from the report.

SEE ALSO

- [See which malls approved](#)
- [Send a memo to malls](#)
- [Post a job \(recruitment campaign\)](#)

Part VI · See your results

Reports, results and what's coming next.

Your automatic campaign reports

You don't have to remember to check. We email results to the person who submitted each campaign.

When	What you receive
48 hours after sending	First results: approved, pending and declined centers
Mid-way through the campaign	Progress update, including approved channels
After the campaign ends	Final results for every center
Near the end of your last active campaign	A reminder to submit your next one

You can also check results live, any time, on the campaign's page and under **Reports → Marketing Campaigns**.

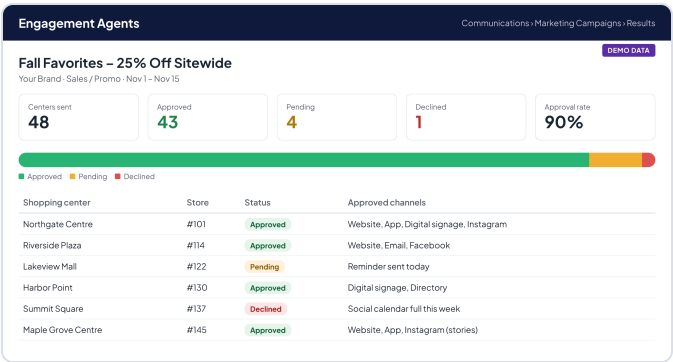


Illustration: Sample campaign results, drawn with demo data. Your report shows your own brand and centers.

SEE ALSO

[See campaign results](#)



For: Brand Users

All plans

See campaign results

What it does. Shows, store by store, how malls have responded to your marketing campaigns.

When to use it. Weekly, after a big campaign, and before a review meeting with a retailer.

Steps

1. In the left menu, click **Reports**, then **Marketing Campaigns** (app.engagementagents.com/reports/marketing-campaigns).
2. Each row is one of your stores. Read the store, mall, **Last Campaign Sent**, **Last Action** and **Response Time in Hours** columns.
3. Compare **Your Approval % of Last 5 Campaigns** with **Overall Approval % of Last 5 Campaigns**, and **Your Ongoing Average Approval %** with **Overall Ongoing Average Campaign Approval %**.
4. Click a **Sent**, **Approved**, **Pending** or **Declined** count to see the campaigns behind it.
5. Click **Export** to download the report.

MALL	STORE #	LAST CAMPAIGN SENT	YOUR LAST 5	YOUR % (LAST 5)	OVERALL % (LAST 5)	YOUR ONGOING AVG	OVERALL ONGOING AVG
Northgate Center	104	Oct 8, 2026	■■■■■	100%	92%	97%	94%
Riverside Plaza	118	Oct 8, 2026	■■■	80%	88%	91%	90%
Lakeview Commons	121	Oct 1, 2026	■■■	80%	95%	93%	96%
Harbor Point Mall	133	Sep 24, 2026	■■■■■	100%	97%	98%	95%

Illustration O6–01. Reports > Marketing Campaigns, one row per store. Demo data.

What you'll see. Your **Last 5 Campaign Results** shows a small chart for each store: green means promoted, red means not promoted.

Tips

- Switch on **Show Closed/No Marketing Stores** to see every store, not just active ones.
- A mall with a low overall rate is a mall-side issue. A low rate only for you is worth a closer look at your content.

If something goes wrong

What you see	What to do
Export doesn't download	Exports may arrive by email. If you see Failed to export..., try again later.

What you see	What to do
A store is missing	It may be closed or its mall may not support marketing. Use Show Closed/No Marketing Stores .

SEE ALSO

- See which malls approved
- Tips for getting approved
- See results for jobs, memos and opportunities



For: Brand Users

All plans

See results for jobs, memos and opportunities

What it does. The same kind of report for job posts, mall memos, store memos and incoming opportunities from malls.

When to use it. To follow up on a job post or memo, or to see which malls send you marketing opportunities.

Steps

1. Go to **Reports** and choose **Recruitment Campaigns, Mall Memos, Store Memos** or **Incoming Opportunities**.
2. For memos, compare **Your Approval % of Last 5 Memos** with the overall rate. Store memos also show the **Store Manager Name** and **Store Manager Email**.
3. For opportunities, check **Number of Opportunities Received** and **Last Opportunity Received**.
4. Click a count to see the details, or **Export** to download.

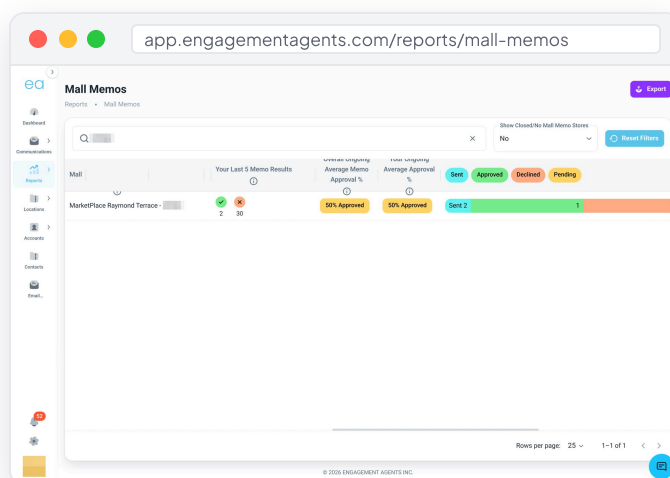


Figure 06–02. Reports › Mall Memos.

What you'll see. One row per store or mall, with the latest response and how quickly it came.

Tips

- Use **Show Closed/No Mall Memo Stores** on the mall memo report to include every store.

If something goes wrong

What you see	What to do
A memo shows no responses	Check the mall contacts (see Find and update mall contacts).

SEE ALSO

- Post a job (recruitment campaign)
- Send a memo to malls
- Send a memo to stores

Tip. Click **Visit** on any row to open that mall's website in a new tab.

For: Your leadership and marketing team

PREMIUM

Insights and services on the way

PREMIUM adds deeper insight and hands-on media services. These are being built into the platform now.



Illustration: Sample visibility dashboard, drawn with demo data.



PREMIUM

COMING SOON

Intelligence Hub

See competitor campaigns across your shopping centers, which ad formats and channels perform best, and how each mall performs.



PREMIUM

COMING SOON

Custom reporting

Dashboards and monthly reports built around the measures your team cares about.



PREMIUM

COMING SOON

Paid mall media

Plan, book and report paid placements (digital screens, directories, large-format boards and center email) across your portfolio, with proof of placement from every mall. Available today as a managed service.



PREMIUM

COMING SOON

Social channel reach

Extend your campaigns into paid social and location-targeted apps and websites.



PREMIUM

COMING SOON

On-demand help

Ask us to resize images, draft a campaign or build a custom report whenever you need it.

Interested in any of these? Ask your Customer Success Manager.

SEE ALSO

[Your automatic campaign reports](#)

[How to use this kit](#)

Part VII · Your shopping centers and contacts

Introductions, replies, missing contacts and team changes.

Your shopping center introduction email

Before your first campaign, every shopping center receives a short introduction email from your brand. It gives formal notice that your campaigns now arrive through Engagement Agents.

What the email does

- Announces the change, in your voice and from your email address.
- Asks the center to add @mail.engagementagents.com and your domain to its safe senders.
- Confirms who should receive your campaigns, or asks the center to complete a short form with its marketing contacts and image sizes.
- Lets the center know store managers will stop sending campaigns separately, to avoid duplicate work.

What we need from you

1. Choose **one sender**. If others on your team will also send campaigns, we'll name them in the email.
2. Review the wording in the [Shopping center introduction email: approval form](#). Edit anything you like.
3. Tell us if any region needs the email in another language. Send your translated version, or approve the English one.
4. Send it back to us. We personalize it for every center and send it.

After it's sent. Replies come to the sender's inbox and to our team. Contact details and image sizes come straight to us, and we load them for you.

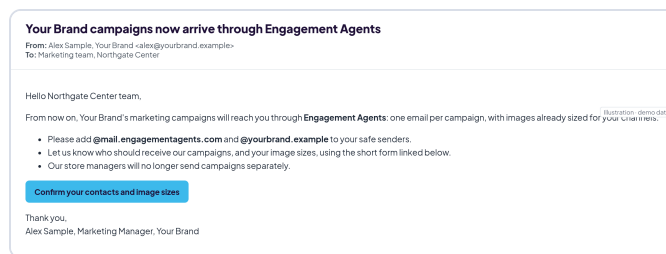


Illustration: an introduction email as a center receives it. Demo data.

SEE ALSO

[Shopping center introduction email: approval form](#)[How shopping center replies reach you](#)

How shopping center replies reach you

Every reply to a campaign or email sent through Engagement Agents comes to you **and** to our team. You'll notice the center's address shows @mail.engagementagents.com; that's how we keep a copy and a full history.

Who answers what

- **Platform, process and contact questions:** we answer for you and copy you, so you're always in the loop.
- **Questions about your offer, products or stores:** reply to the center yourself, or tell us the answer and we'll reply for you and copy you.

You never need to forward replies to us. We already have them. If something needs your input, we'll ask.

Re: 30% off the Fall Collection		
FROM	MESSAGE	TIME
Northgate Center <northgate@mail.engagementagents.com>	Can we get the end date in the description?	10:42
Engagement Agents Support	Yes. The offer ends Nov 2, we've answered for you (you're copied).	11:05
You	Thanks, that's right.	11:20

Illustration: a center's question answered by our team, with you copied. Demo data.

SEE ALSO

[Add our addresses to your safe senders list](#)[What we do and what you do](#)

When a shopping center contact is missing

Occasionally we can't find the right marketing contact for a center straight away. We search center websites, contact forms and phone lines until we do.

What you'll receive. A short report listing any centers still missing a contact.

How you can help

- Check whether your team already has a contact for those centers.
- Ask your local store managers. They often know the center's marketing team.
- Send anything you find to team@engagementagents.com.

Until a contact is confirmed, that center can't receive your campaigns. As soon as it is, the center gets every active campaign straight away.

Centers still missing a marketing contact - Your Brand			
From: Engagement Agents Support			
SHOPPING CENTER	STORE	WHAT WE'VE TRIED	STATUS
Riverside Plaza	Your Brand #104	Website, contact form, phone	Searching (Illustration, demo data)
Lakewood Commons	Your Brand #221	Website, phone	Searching
Hillcrest Mall	Your Brand #317	Contact confirmed	Found

Illustration: the short report of centers still missing a contact. Demo data.

SEE ALSO

Your first campaigns: what to expect

Pending centers, reminders and follow-ups

When your team changes

When someone joins or leaves your team, tell us. We'll update your accounts and let every center know who to expect campaigns from.

What to do

1. Email team@engagementagents.com with who is joining, who is leaving and the date.
2. Complete the [Contact change form](#). It updates the email we send to your centers.
3. We create or close user accounts and send the update to every center from your new contact.

engagement agents - Your team

Contact change form

Tell us who is joining or leaving. We update your accounts and let every center know.

Leaving
Jordan Example - jordan@yourbrand.example

Last day
Oct 31, 2026

New contact
Sam Demo - sam@yourbrand.example

Role
Brand User

[Send to Engagement Agents](#)

Illustration: the contact change form filled in. Demo data.

SEE ALSO

[Contact change form](#)[Update your profile, emails and password](#)

Part VIII · Notifications

Notices from us inside the portal.



For: All users

All plans

Check your notifications

What it does. The bell opens a drawer of platform notices: deadlines, holidays, opportunities, report updates and admin messages.

When to use it. Check it daily, especially before planning holiday campaigns.

Steps

1. Click the **Notifications** bell. The badge shows your unread count.
2. Choose a tab: **All**, **Global**, **Deadline**, **Holiday**, **Opportunities**, **Report updates** or **Admin**.

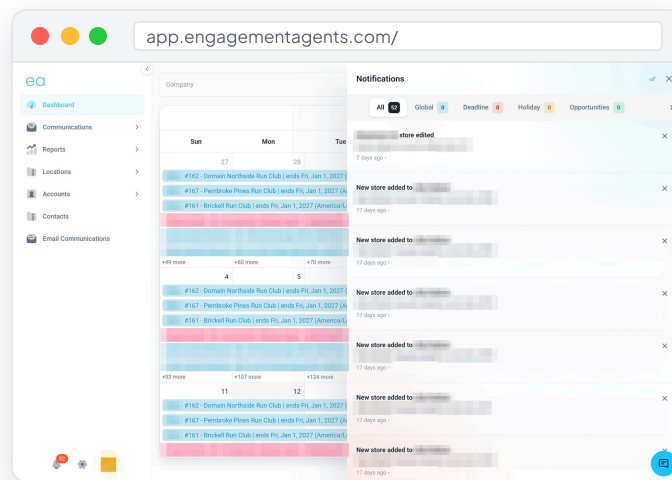


Figure 08–01. The Notifications drawer open on All, with tabs for Global, Deadline, Holiday and more.

3. Open a notice to read it.
4. Click **Dismiss all** to clear the drawer. When it is empty you will see You're all caught up!

What you'll see. You are up to date on deadlines and opportunities.

Tips

- **Deadline** and **Holiday** notices are created by EA (Post platform notices). They tell you when malls stop accepting holiday content.
- **Opportunities** shows mall-offered free or paid placements (see Part VIII, Incoming Opportunities).

If something goes wrong

Message	Fix
There was a problem dismissing some of your notifications!	Refresh and try again

SEE ALSO

[See results for jobs, memos and opportunities](#)

[Find your way around](#)

Good to know. The notifications drawer groups messages by tab, such as **Global**, **Deadline**, **Holiday** and **Opportunities**, so you can focus on what matters today.

Part IX · Jobs and memos

Hiring posts and messages for your centers and stores.



For: Brand Users

All plans

Post a job (recruitment campaign)

What it does. Sends a hiring post to the malls where your stores are, so they can share it on their channels.

When to use this. When one or more stores are hiring.

Before you start.

- Have the job title, a short description and an **application email address or web link** ready.
- Only **open** stores at malls that accept recruitment posts are included.

Steps

1. Go to **Communications > Recruitment** and click **Create**.
2. Choose the **Brand** and the **Channels** (for example social media or website). Your locations appear once both are chosen.
3. Select the stores that are hiring.
4. Fill in the details: – **Campaign Name** – **Job type** (Full Time, Part Time, Contract, Temporary / Seasonal, Internship, Multiple Positions and others) – **Email or Job Application URL** (required) – **Headline**, description and social captions – **Notes to malls** (optional)
5. Set the dates in the store's **Timezone**: – **Post no Earlier than**: the first day malls may post. – **Start Date**: when the post goes live. – **Unpublish Date**: when it comes down.
6. Add the image (see [Add images to a recruitment campaign](#)) and any tags.
7. Click **Submit**, or **Save as Draft** to finish later.

Figure 09–01. The recruitment campaign form filled in with demo values (not saved).

What you'll see. The post shows in the recruitment list as **Upcoming** or **Active**. Each mall contact gets an email with a review link and can approve or decline it.

Tips

- Keep the post to a month or less. If Start to Unpublish runs longer, you'll see a warning.
- Track approvals under **Reports > Recruitment Campaigns**.
- To change wording without notifying malls again, our team can make a quiet update.

If something goes wrong

What you see	What to do
Recruitment Campaign form is incomplete or invalid!	Fix the fields marked in red. The application link must be a valid email or URL.
No locations show	Choose both Brand and Channels first.
A store is missing from the list	It may be closed, or its mall may not accept recruitment posts. Contact support.

SEE ALSO

- Add images to a recruitment campaign
- Choose your stores
- See which malls approved
- Change, copy or end a campaign

Good to know. On the form the end date is called **Unpublish Date**. In lists and reports the same date appears as **End Date**.



For: Brand Users

All plans

Add images to a recruitment campaign

What it does. Adds the hiring image for a job post. It is resized for each mall in the same way as campaign images.

When to use this. When you create a recruitment campaign (see [Post a job \(recruitment campaign\)](#)).

Steps

1. In your recruitment campaign, go to the image section, labelled **Recruitment**.
2. Upload JPG or PNG images in the shapes you need. Large originals work best.
3. Check **Required/Generated Images** and fix any red-bordered sizes (see [Fix missing image sizes](#)).

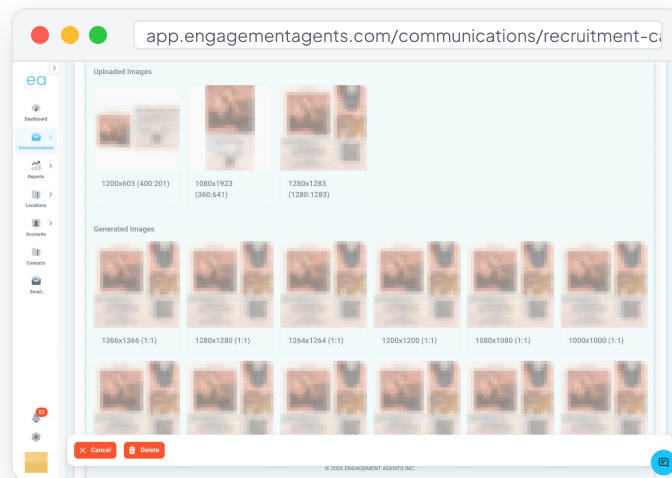


Figure 09–02. Sizes generated from a recruitment campaign image.

What you'll see. All required sizes are filled for the malls in your job post.

Tips

- A simple "Now hiring" image with your logo and little text resizes best.
- Put the job details in the description, not in the image, so malls can adapt them.

If something goes wrong

What you see	What to do
Recruitment Campaign form is incomplete or invalid!	Look for red fields or red-bordered images and fix them.
Your file is unsupported.	Use JPG or PNG.

SEE ALSO

[Post a job \(recruitment campaign\)](#)

[How image resizing works](#)

[Fix missing image sizes](#)



For: Brand Users

All plans

Send a memo to malls

What it does. Sends an announcement or request to the mall teams where you have stores, for example a store opening, a renovation notice or a request for information. You can ask questions and collect answers.

When to use this. When you need mall management to know something or reply, rather than post something publicly.

Steps

1. Go to **Communications > Mall Memos** and click **Create**.
2. Choose the **Brand** and the stores. **Number of Locations** shows how many malls will receive it.
3. Write the **Memo Subject** and **Description**.
4. Optional: add files under **Assets**.
5. Optional: add questions. – Type a question and pick a **Question Type: Open Ended** (free text) or **Selection** (use **Add Option** for each choice). – Click **Add Question**. Use **Replace Question** or **Remove** to change it.
6. Set the **Timezone**, then: – **Review by Date**: on or before the Start Date. – **Start Date** – **End Date**
7. Add **Memo Tags** if your team uses them. Then click **Submit**, or **Save as Draft**.

Figure 09–03. The mall memo form with demo values (not saved).

What you'll see. The memo shows as **Upcoming** or **Active**. Each mall contact gets an email link and replies with **Approved** or **Declined**, plus their answers.

Tips

- Keep memos to a month or less. Longer runs show a warning.
- If you change the Start Date, any Review by Date before it is cleared and you'll be asked to pick again.

- Use **Duplicate** to send a similar memo quickly. Use **Export** on the list to download answers.

If something goes wrong

What you see	What to do
Mall Memo form is incomplete or invalid!	Fix the fields marked in red.
Please enter a question to add	Type the question text before clicking Add Question .
We cleared ... Select a date on or after the new ...	Your Start Date moved. Pick the cleared dates again.
You can't submit and your account is still onboarding	Finish onboarding first, or ask our team.

SEE ALSO

[Send a memo to stores](#)

[Share a public campaign or memo page](#)

[Change, copy or end a campaign](#)

Which memo should I use? Send a **mall memo** to share news with mall management. Send a **store memo** to reach your own store teams.



For: Brand Users

All plans

Send a memo to stores

What it does. Sends a memo about specific stores, for example a store-level request or update, and collects a reply for each store.

When to use this. When the message or question concerns individual stores rather than the mall as a whole.

Steps

1. Go to **Communications > Store Memos** and click **Create**.
2. Follow the same form as a mall memo: Brand, stores, Memo Subject, Description, Assets, questions, Timezone, Review by Date, Start Date and End Date.
3. Click **Submit**, or **Save as Draft**.

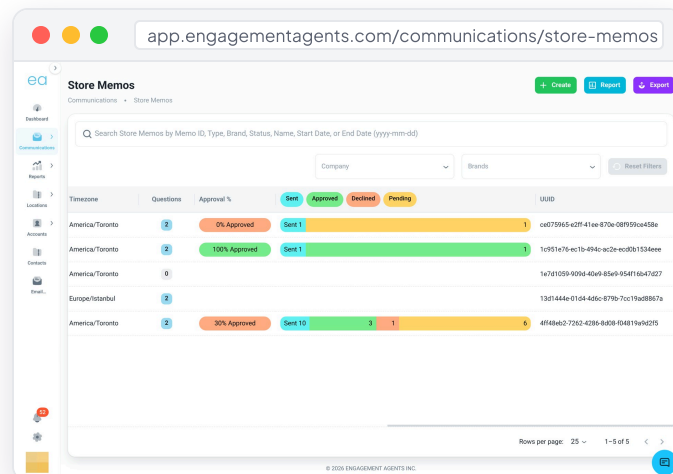


Figure 09–04. The Store Memos list, with no filters applied.

What you'll see. Each store shows **Pending**, **Approved** or **Declined**. Contacts get reminder emails if they haven't replied, on the retailer's reminder frequency (set in hours per reminder type; by default every 48 hours for a new item and every 24 hours for changes).

Tips

- Use **Export** to download every store's answers in one file.
- **Expire** ends a memo early. It shows as **Manually Expired**.

If something goes wrong

What you see	What to do
Store Memo form is incomplete or invalid!	Fix the fields marked in red.
A store stays Pending	Reminders go out automatically. If it's urgent, contact the store directly.

SEE ALSO

- Send a memo to malls
- Share a public campaign or memo page

Part X · Templates and checklists

Copy, fill in and send.

Store list template

Send us one spreadsheet with every store. Download the template (Store-List-Template.xlsx, included with this kit) or use your own file with these columns.

Column	Example	Required
Brand	Your Brand	Yes
Store number	101	Yes
Store name	Your Brand – Northgate Centre	Yes
Shopping center	Northgate Centre	If known
Street address	100 Main Street, Unit 12	Yes
City	Springfield	Yes
State or province	IL	Yes
ZIP or postal code	62701	Yes
Country	United States	Yes
Store status	Open, Opening soon, Closing	Yes
Opening or closing date	2026-11-01	If applicable
Store manager email	store101@yourbrand.com	Optional
Center marketing contact (name, email)	If you have one	Optional
Languages needed	English, French	If not English only
Tags	Region: West; Outlet	Optional

Tip. Include every brand and banner in one file. We'll check it against our records and send you any questions.

SEE ALSO

[Quick Setup: live in 5 steps](#)[What we do and what you do](#)

Shopping center introduction email: approval form

Review this email, make any changes, fill in the highlighted details and send it back to us. Fields in `[[double brackets]]` are filled in by us for each center. A Word version (Intro-Email-Approval-Form.docx) is included with this kit.

Sender: name, title and email address of the person it comes from. **Also sending campaigns:** names of anyone else on your team who will send campaigns. **Language(s):** English only, or attach translations.

Subject: `[[Brand]]` campaigns are now coming through Engagement Agents

Hi `[[ContactFirstName]]`,

I hope all is well. My name is `[Your name]`, `[Your title]` at `[[Brand]]`.

We've partnered with Engagement Agents to send our marketing campaigns to all of our shopping centers. It means our campaigns will reach you consistent, current and correct, and it helps us drive more traffic and sales to `[[CenterName]]` and our store. Please treat this email as formal notice.

To make sure our campaigns reach you, please add `@mail.engagementagents.com` and `@[your domain]` to your safe senders list.

Here are the contacts we have on file to receive our campaigns: `[[ContactTable]]`. If anything has changed, please reply to let us know. (For centers where we don't have a contact yet, this line asks the center to complete a short form instead.)

We'll also let our store managers know they no longer need to send campaigns to you, to save everyone duplicate work.

If you have any questions, please let me know.

Thank you, `[Your name]`

Approve by replying to your Customer Success Manager with "Approved" or your edits.

SEE ALSO

[Your shopping center introduction email](#)[Contact change form](#)

Contact change form

Use this when someone on your team takes over sending campaigns. A Word version (Contact-Change-Form.docx) is included with this kit.

Detail	Your answer
New contact: name, title, email	
Contact being replaced: name, email	
Effective date	
Centers affected	All, or list them
Create a user account for the new contact?	Yes / No
Close the previous contact's account?	Yes / No

The email we send to your centers, from your new contact:

Hi [[ContactFirstName]],

My name is [New name], [Title] at [[Brand]], and I'm your new contact for retail marketing, center events and partnership opportunities. I'm taking over from [Previous contact], so please update your records.

Our campaigns will continue to come to you through Engagement Agents. Here are the contacts we have on file to receive them: [[ContactTable]]. If anything has changed, please reply to let us know.

If you have questions about creative or campaign timing, please contact me directly.

Thank you, [New name]

SEE ALSO

[When your team changes](#)

For: Your campaign team

All plans

Before your first campaign

- ☐ Signed in and set your own password
- ☐ Our addresses added to your safe senders list
- ☐ Master store list sent
- ☐ Introduction email approved and sender chosen
- ☐ Your Customer Success Manager has confirmed sending is switched on
- ☐ Campaign headline (under 50 characters) and description ready
- ☐ Square, landscape and portrait images ready (JPG, RGB)
- ☐ Start date at least 48 to 72 hours away

SEE ALSO

[Quick Setup: live in 5 steps](#)

For: Your campaign team

All plans

Every campaign

- ☐ Right campaign type (Sales/Promo, New Arrivals, Events or Loyalty)
- ☐ Dates checked: Send Date, Post No Earlier Than, Start and End
- ☐ Stores selected (use tags to speed this up)
- ☐ Headline, description, terms and Note to Mail written
- ☐ Second-language fields complete for bilingual stores
- ☐ Two image sets: one with text, one without; all image cards green or yellow
- ☐ Preview checked, then submitted
- ☐ Two days later: pending centers reviewed

SEE ALSO

Create a marketing campaign

Pending centers, reminders and follow-ups

For: Your campaign lead

All plans

Every month

- ☐ At least one campaign active at all times
- ☐ Results reviewed and shared with your team
- ☐ Store openings, closings and moves sent to us
- ☐ Team changes sent to us
- ☐ Next month's campaign calendar lined up

SEE ALSO

[Always be "on"](#)

[Your automatic campaign reports](#)

Part XI · Frequently asked questions

Quick answers to what new retailers ask most.

Frequently asked questions

Getting started

Can I sign in before my centers have been told? Yes. You can sign in and explore as soon as your password arrives. Sending is switched on once your introduction email has gone out.

Who will we receive emails from? See [Add our addresses to your safe senders list](#).

Do we need to write new copy for Engagement Agents? No. Most brands paste in the headline and description they've already written. Keep the headline under 50 characters and put any terms in the description.

Campaigns

Can we run more than one campaign at the same time? Yes. There's no limit. Submit each offer as its own campaign with the same or overlapping dates, and centers can feature them side by side.

How far ahead should we submit? 48 to 72 hours before the start date is ideal. Earlier is always welcome. Running late? Submit anyway: many centers post the same day.

When is my campaign sent to centers? Shortly after you submit it. To send it later, choose a **Send Date**.

Can we hold back the social posts for a day? Social fields can't be removed from a campaign today. Add a line to **Note to Mall**, for example "Please post on social media from Friday", and centers will follow it.

Can we change a campaign after submitting it? Yes, right up to the day it goes live. Open it, make your changes and click **Update**. Centers that have already approved get an update email listing the changes. Pending centers simply see the latest version when they open the campaign.

Do we have to fill in the French fields? Yes, when you select bilingual stores. The form shows a language toggle automatically. Add the headline, description and images in each language. If your images have no text, turn off **Use Language Specific Images**.

Images

What image sizes and formats do you need? Three shapes, square, landscape and portrait, as JPG (or PNG), RGB, 72 dpi or higher. See [Image specs at a glance](#).

Why are some image cards yellow? We've enlarged a smaller image to fit. You can still submit, but a larger upload looks sharper.

Approvals and centers

Why are some centers still pending? Centers can be busy. They get reminders on your reminder schedule (every 48 hours unless you've chosen otherwise). If they're still pending after the post date, ask us to follow up. See [Pending centers, reminders and follow-ups](#).

Centers are replying to me. Do I need to forward their emails to you? No. We receive every reply too. We answer process questions and copy you; we'll ask you about anything only you can answer.

A center asked whether our offer is valid at their store. Who replies? You can reply directly, or tell us the answer and we'll reply for you.

Why is our approval rate lower on our first campaigns? It's normal for the first one to three campaigns. See [Your first campaigns: what to expect](#).

A center has no contact. What happens? We keep searching and send you a short report. See [When a shopping center contact is missing](#).

Account

How do I reset my password? Click **Forgot password?** on the sign-in page and follow the email, or contact team@engagementagents.com.

How do I add a colleague or group stores into regions? Email team@engagementagents.com. We'll create the account or set up the tags for you.

Someone on our team has left. What do we do? See [When your team changes](#).

SEE ALSO

Get help

What we do and what you do

Look it up

Statuses, messages, words we use, and how to reach us.

What statuses and colours mean

Status	What it means
Draft	Saved but not sent to malls
Upcoming	Approved or sent, and not started yet
Active	Running now
Expired	The end date has passed
Pending Approval	Waiting for the mall's answer
Approved	The mall said yes
Declined	The mall said no; check the reason
Posted to Portal	EA posted it on the mall's own system for you
Suspended	Paused, for example a cancelled reminder
Deleted	Removed; kept only for history
Open / Closed / Temp Closed	A store's or mall's trading status
Coming Soon / Closing Soon	A store about to open or close

Mall to-do labels: **New Campaign**, **Change Needed**, **Removal Needed** and **Actioned** tell the mall what to do next.

Image cards: see [Fix missing image sizes](#) for what each image card colour means.

SEE ALSO

[See which malls approved](#)

Error messages and system pages

What you see	What it means	What to do
No permission	Your role can't open this page	Ask your Brand Admin for access
Sorry, page not found!	The address is wrong or the item is gone	Check the address, or go to app.engagementagents.com to return to your Dashboard.
500 Internal server error	Something failed on our side	Try again later
New Property Contact Required	A mail link was turned off because that contact left	Forward the email to team@engagementagents.com with the new contact's name
Invalid URL	The link is broken or was copied wrongly	Forward the email to team@engagementagents.com
Engagement Agents is currently under maintenance	Planned maintenance	Check back in a couple of hours
Form is incomplete or invalid!	A required field is missing	Fill in the fields marked in red
Your file is unsupported.	Wrong file type	Use PNG or JPG for images
Couldn't sync your data — network connection issue.	Your connection dropped	Check your connection and try again

For: Your whole team

All plans

Get help

Email us any time: team@engagementagents.com. Include the campaign name and a screenshot if you can.

Your Customer Success Manager is there for setup, training and anything about your account.

Prefer to talk? Ask for a call or a refresher walkthrough for your team. We're happy to help.

Share your ideas. We're always improving the platform. Tell us what would make it easier for your team.

SEE ALSO

[Frequently asked questions](#)

[Quick Setup: live in 5 steps](#)