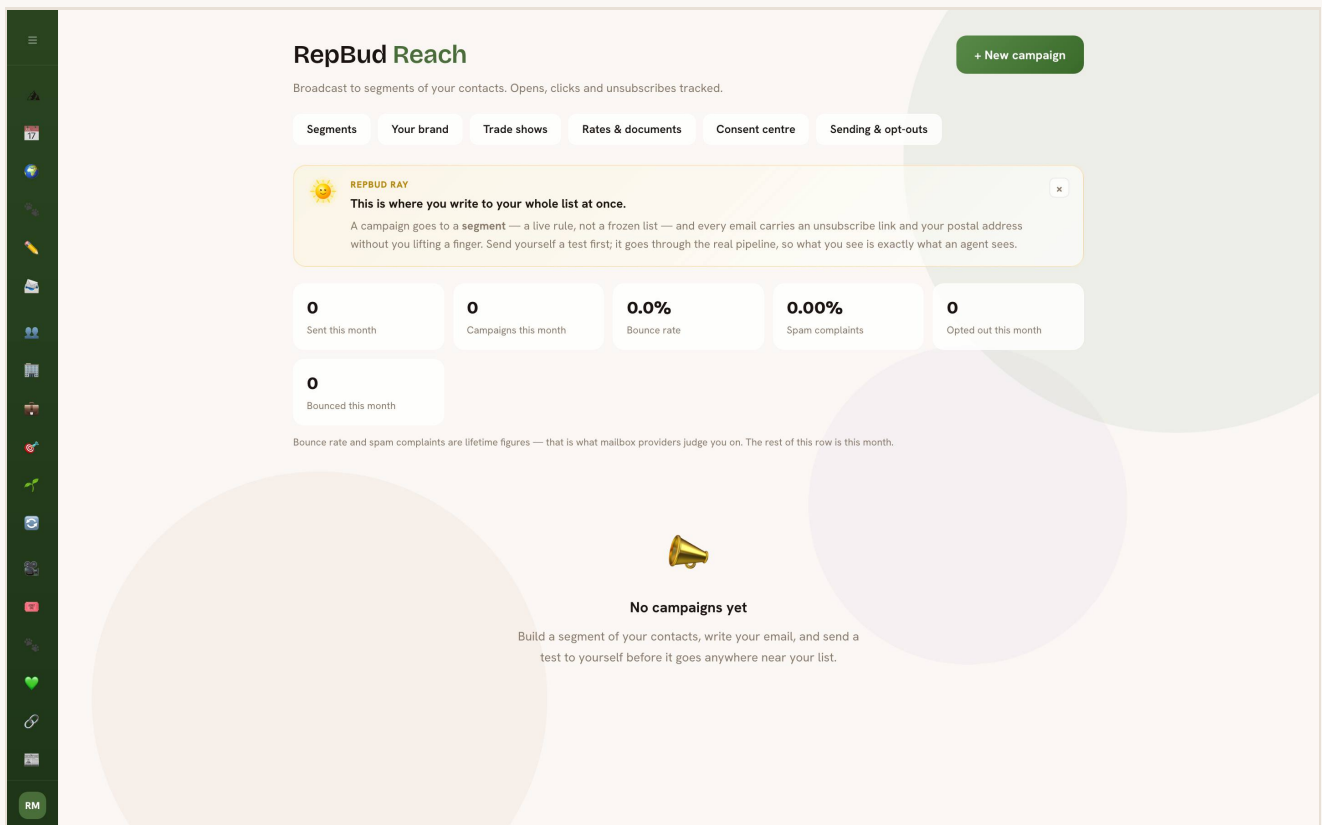


Reach — email your trade list

Reach emails the trade list you already have, with the consent rules built in — here's how to send one properly.

Covers /dashboard/reach · for rep, dmc



The screenshot shows the RepBud Reach dashboard. At the top, there's a header with the RepBud Reach logo and a '+ New campaign' button. Below the header, there's a navigation bar with tabs: Segments, Your brand, Trade shows, Rates & documents, Consent centre, and Sending & opt-outs. A yellow callout box with a sun icon and the text 'REP BUD RAY' says: 'This is where you write to your whole list at once. A campaign goes to a segment — a live rule, not a frozen list — and every email carries an unsubscribe link and your postal address without you lifting a finger. Send yourself a test first; it goes through the real pipeline, so what you see is exactly what an agent sees.' Below this, there are six white boxes showing statistics: '0 Sent this month', '0 Campaigns this month', '0.0% Bounce rate', '0.00% Spam complaints', and '0 Opted out this month'. A sixth box shows '0 Bounced this month'. A note below these boxes states: 'Bounce rate and spam complaints are lifetime figures — that is what mailbox providers judge you on. The rest of this row is this month.' At the bottom, there's a section titled 'No campaigns yet' with a megaphone icon, followed by the text: 'Build a segment of your contacts, write your email, and send a test to yourself before it goes anywhere near your list.'

The steps

01 Open Reach

Reach sends to your own contact book — the people you have actually met — rather than a bought list.

02 Set your brand once

Your logo, colours and signature are set once and carried by anything you send, so a campaign looks like you rather than like a template.

03 Choose who it goes to

A segment is a rule, not a list you maintain by hand — the agents in one market, or everyone you have not spoken to in ninety days.

04 Check the consent position

The consent centre applies South African POPIA rules alongside UK and German ones. Where a country is unknown it is treated as strictly as opt-in.

05 Attach net rates, safely

Net rates can ride with a campaign so operators see them and retail agents do not. That split is enforced in the database, not just hidden on the page.

06 Build the campaign

Write it, preview it, and see it as the recipient will. Nothing is sent until you say so.

07 Run a show sequence

Around a trade show you can send a run of messages — before, during and after — and import the badges you scanned on the stand.

08 Read what happened

Opens, clicks and replies come back against the contact, so a campaign feeds the record rather than sitting in a separate tool.

Next: Relay — send files too big to email

Questions

Where does Reach get its list from?

From your own contacts in RepBud. There is no bought list and no shared pool — you send to people you have met and recorded.

How does it handle consent?

The consent centre applies POPIA, UK and German rules and records the lawful basis for each contact. Where the country is unknown it is treated as strictly as opt-in rather than assumed.

Can I show net rates to operators but not to agents?

Yes. Rates attach to a campaign with a visibility rule, and the rule is enforced in the database rather than on the page, so the wrong audience cannot see them by other means.

Does a campaign update my contact records?

Yes. Opens, clicks and replies come back against the contact, so what happened is part of the relationship history rather than a separate report.

Can I import the badges I scanned at a show?

Yes. Badge scans import into Reach and can feed a trade-show send sequence, so the people you met on the stand hear from you while they still remember the conversation.