

# Product News: The best Campaign editor we have ever built.

Today pr.co is launching their most advanced Campaign editor to date, with a heavy focus on collaboration and advanced outreach capabilities.

After the User Interface and Navigation update from last June it was time to upgrade pr.co's Campaign editor to the same level of quality. In order to achieve this we've completely redesigned and rebuild the editor, resulting in the fastest, easiest and most advanced Campaign editor we have ever built.

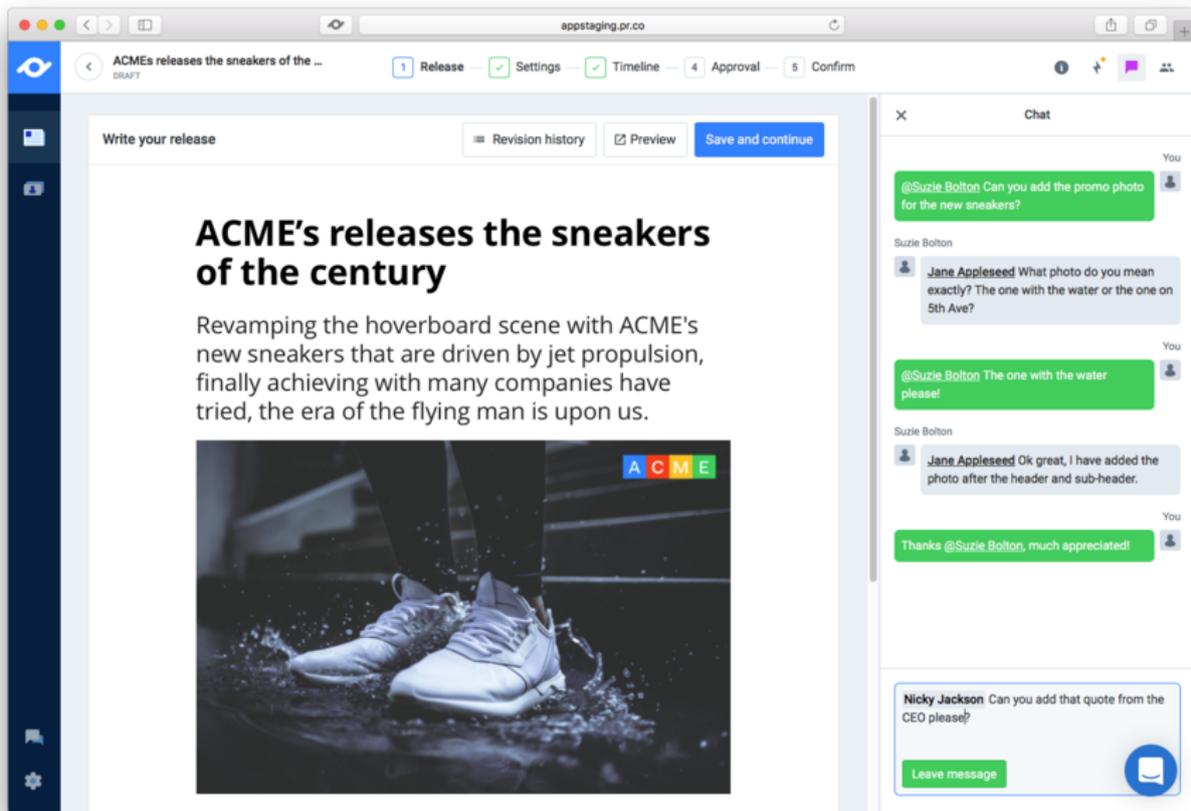
*The Campaign editor is at the heart of pr.co and for a lot of people the cornerstone of their working day. It had to be the most optimal experience possible but also ready for the future.*

— Jeroen Bos (Chief Product Officer at pr.co)

The ambition was to design an editor that lasts for years and can accommodate for all upcoming features on our roadmap. For example; one of these new features is scheduling social media updates. We had to look for a way to get all scheduled outreaches into one screen while keeping a clear overview.

## Collaboration as backbone

For this new editor we have made collaboration one of the main pillars of the designs. This results in a seamless experience between writing your campaign, handing it over to a colleague, or starting an approval round. We've also added new collaboration features to make working together even easier in pr.co.



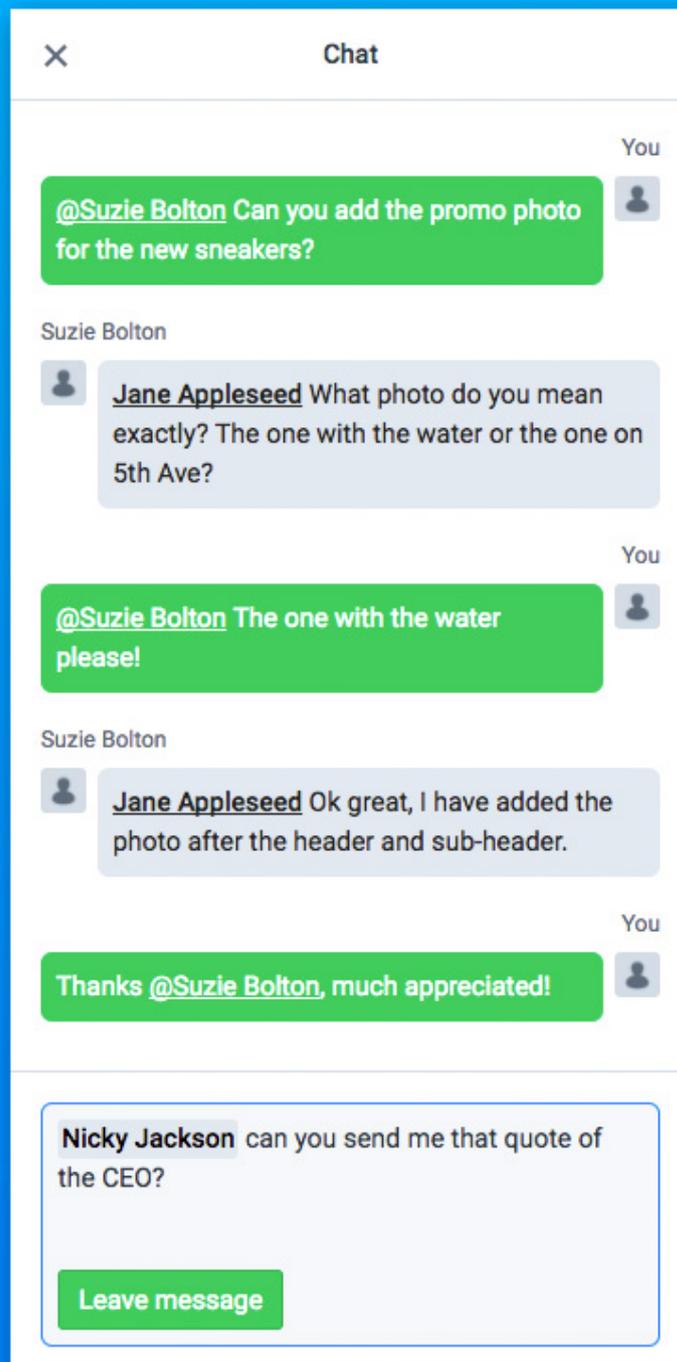
## Review and Approval

The new review-mode is a dedicated page where a reviewer can review the full campaign in one single screen and then either *approve* or *reject* at the end.

Previously a reviewer had to find their way through all the various campaign steps themselves and find the approve-button themselves. Now, reviewers will receive their approval assignment email, click straight through to the review-mode and can finish their task on that same page. This results in faster approval rounds and a lot less friction for the reviewers.

## Team Chat

Another brand new feature is the Chat, this allows the campaign team to discuss their work directly from inside of the pr.co app. We've designed the Chat to have a familiar look and feel to modern chat/messenger services like WhatsApp, iMessage or Facebook Messenger.



## Activity feed

The new Activity feed will be live updated as you work on the campaign and link you to the steps concerning each activity. For example: if someone saved a new version of the release, you can click right through to that particular revision.

## View-only mode

As you start working together with your team it is important that you don't overwrite each others work while also keeping a pleasant experience. Our new view-only mode will make sure this is the case.

The moment you enter a step in a campaign that one of your colleagues is currently working on, you will enter that step in view-only mode. Here you can wait for that person to finish their work while the system automatically hands the write-mode over to you.

## Campaign timeline

Previously you would only be able to send Email distributions when the campaign got launched or when the release got published. With the new timeline feature you are now able to send emails at any desired time. The timeline is basically a chronological todo-list for the pr.co system to execute your communications.

Let's say you want to send:

- An email to your VIP contacts a few days in advance.
- An email asking your investors to share your news when it gets published.
- And then finally a big push to the general media.

*That would look like this:*

**Campaign timeline** + New email [Continue](#)

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**Friday, 17 November** (18 minutes ago)

- 16:10
  - Deliver email**
    - Invite for the press conference**
      - From: jane.appleseed@acme.com
      - To: 5 contacts
      - Subject: Invite to press event: New ACME sneakers.
      - [Edit email](#)

**Monday, 20 November** (in 3 days)

- 10:00
  - Deliver email**
    - Early access to the influencers**
      - From: jane.appleseed@acme.com
      - To: 15 contacts
      - Subject: Be the first the wear ACME's new sneakers!
      - [Edit email](#)

**Tuesday, 21 November** (in 4 days)

- 08:00
  - Publish release**
    - ACMEs releases the sneakers of the century**
      - Publish date: November 21st 2017 at 08:00
      - Newsroom: acme
      - [Edit publish date](#)
- 08:00
  - Deliver email**
    - Announcement to NYC fashion critics**
      - From: jane.appleseed@acme.com
      - To: 8 contacts
      - Subject: ACME's releases the sneakers of the century
      - [Edit email](#)

End of timeline, there are no more items scheduled after this.

## Relevant links

Curious what exactly has changed for you as a user? Check out the step-by-step explanation in this pr.co Academy article:

 [Product news: the best Campaign editor we have ever built.](#)

Not a user, but eager to take a look? Just start a free trial. No strings attached.

 [Create your pr.co account - pr.co](#)

Or, if you prefer a personal touch, we'd love to show you the new and improved tool during a personal demo:

 [Request a live pr.co demo](#)

## Screenshots of the new Campaign editor

An impression of what our new interface and navigation looks like, we recommend checking it out in person as you can then fully experience all the new transitions, animations and hidden menus.

ACME expands Driverless Car prod...  
 Release Settings Timeline Approval Confirm

**Sharing settings** Save and continue

**Featured image**  
 Click to replace... Or remove this image

**Headline**  
 ACME expands Driverless Car product line with 2 new P-models  
 Name your release down to one clear sentence.

**Summary**  
 Two new models ready to eat up more market share  
 To keep it short and sweet, leave the reader to keep on reading.

**Language**  
 English  
 What's the language of your release?

This is a private release  
 A private release will not be visible on your newsroom, sent to your newsroom followers, or indexed by search engines. Only the page will receive the email link from you and send it.

**Team**  
 You Publisher  
 Nicky Jackson Publisher  
 Jennifer Adams Publisher  
 Pauling McKee Publisher  
 Susie Bolton Publisher

**Preview**  
 With these settings you make sure your release is displayed and shared in the best possible way across various channels and platforms throughout the world (like Web, Facebook and LinkedIn, your newsroom, RSS feeds, but also search engines).  
 The preview below portrays what your release would look like when shared on Facebook. Please note that the actual Facebook post might look slightly different in the wild.

**ACME expands Driverless Car product line with 2 new P-models**  
 Two new models ready to eat up more market share  
[View on Facebook](#)

**Add users to the team**  
 If you want people to collaborate on this campaign, you can invite them here.  
 Add users

ACME expands Driverless Car prod...  
 Release Settings Timeline Approval Confirm

**Write your release** Revision history Preview Save and continue

**ACME expands Driverless Car product line with 2 new P-models**  
 Two new models ready to eat up more market share

**Activities**

- Susie Bolton added proposed this campaign 4 days ago
- Susie Bolton added approver Nicky Jackson 4 days ago
- Susie Bolton canceled proposal this campaign 4 days ago
- Jennifer Adams asked for approval 26 days ago
- Jennifer Adams added Jennifer Adams to the campaign team 26 days ago
- Nicky Jackson rejected this campaign 28 days ago
- Nicky Jackson started reviewing this campaign 28 days ago
- Nicky Jackson approved this campaign 28 days ago
- Nicky Jackson started reviewing this campaign 28 days ago

ACME expands Driverless Car prod...  
 Release Settings Timeline Approval Confirm

**Confirm your campaign** This is the final step of your campaign

**Please double-check the campaign**  
 When you confirm the campaign everything will go into effect, so please review the following items.

- Release 20 words
- Headline ACME expands
- Summary Two new mod...
- Featured image ...
- Language English
- Publish date May 16th 2017
- Approval Campaign in...

**Confirm campaign**  
 Last chance, are you ready?  
 When you confirm the campaign, the system will start executing the items in the timeline.

No, I'm not ready yet. Yes, let's go! (This button is disabled)

**Team**  
 You Publisher  
 Nicky Jackson Publisher  
 Jennifer Adams Publisher  
 Pauling McKee Publisher  
 Susie Bolton Publisher

**Add users to the team**  
 If you want people to collaborate on this campaign, you can invite them here.  
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ACME expands Driverless Car prod...  
 Release Settings Timeline Approval Confirm

**Create email** Delete Save changes

- Write a description
- Select contacts: 5 contacts selected
- Write the email
- Choose delivery date
- Add to timeline

**Double check your email**  
 You need to complete the following fields before you can add this email to the timeline.

- Description Invite to press event
- Send to 5 contacts
- Send from jane@acme.com
- Subject ACME expands Driverless Car product line with 2 new P-models
- Email body Dear {{First\_name}}, Please find our latest news here:
- Delivery date November 20th 2017 at 12:35

**Add email to timeline**

I am still working on this email, save for later

**Campaign details**  
 ACME expands Driverless Car product line with 2 new P-models  
 Creator Jane Applesseed  
 Status In Progress  
 Created at October 24th 2017 at 10:35

**Draft link**  
 Use this link to share your draft release with clients or colleagues to show your progress or ask for feedback.  
<http://acme.staging.pr.cdn-GB-1550a930ac6e>  
 Copy link

**Public link**  
 This will be the public link to your release once it has been published. Please note: This link is currently inactive because the release has not been published yet.  
<http://acme.staging.pr.cdn-GB-67809/acme-en>  
 Copy link

**Campaign timeline** + New email Continue

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 To: 8 contacts  
 Subject: ACME's releases the sneakers of the century

ACME Sneaker Tiles nominated for D...  
 Release Settings Timeline Approval Confirm

**Ask for approval** Skip and continue

**Current approval** 0 approved and 2 pending approvals Cancel this approval

**Approvals:**

- You** jane@acme.com **Assignment email sent...** November 21st 2017 at 12:43
- Jensen Box** jensen@co... **Assignment email sent...** November 21st 2017 at 12:43
- Memo Willeboer** memo@acme.com **Assignment email sent...** November 21st 2017 at 12:43

**Activities**

- You added approver Jensen Box, less than 5 seconds ago
- You added approver Memo Willeboer, less than 5 seconds ago
- You added proposal this campaign, less than 5 seconds ago
- You updated the name of distribution Investors to Investors, 5 days ago
- You removed the contacts of distribution Investors, 5 days ago
- You added distribution Investors, 5 days ago
- You removed the contacts of distribution Investors, English Media, 5 days ago
- You updated the name of distribution English Media to English Media, 5 days ago
- You added distribution English Media, 5 days ago
- You updated the name of distribution English Media to Financial Times from Emerging Markets to Emerging Financial Times, 5 days ago

End of timeline, there are no more items scheduled after this.

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## ABOUT PR.CO

pr.co equips communication teams around the globe with the right tools to get their story told. Build newsrooms, write and edit news, publish press kits, manage contacts, pitch the media, and get automatically generated reports - in one tool. No matter whether you're a one-person show, or a globally active corporate; we've got your back.

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