What is a drip campaign?

Sam Pelton - 2026-11-14 - Comments (0) - General

A drip campaign is a series of pre-set messages that will go out to your contacts at specified intervals. For example, you could have a campaign that is set up according to a workflow like this:

- Send 1st message immediately
- Wait 2 days
- Send 2nd message
- Wait 3 days
- Send 4th message
- Wait 14 days
- Send final message