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# **trytond\_marketing\_campaign**

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The *Marketing Campaign Module* helps collecting data about marketing campaigns.



The *Marketing Campaign Module* introduces concepts useful to collect information about marketing campaigns.

## 1.1 Campaign

The *Campaign* concept stores the names of a specific product promotion or strategic campaign.

## 1.2 Medium

The *Medium* concept stores the names of medium used, such as click or email.

## 1.3 Source

The *Source* concept stores the names to identify from where came the customers.





## API REFERENCE

### 2.1 Parameter

**class** `Parameter`

The *Parameter* is a `mixin` to define marketing parameters like *Campaign*.

**classmethod** `Parameter.from_name(name[, create])`

Return the parameter instance for the name. If `create` is set and no instance is found, a new instance is created.

### 2.2 Campaign

**class** `MarketingCampaignMixin`

The *MarketingCampaignMixin* is a `mixin` to add marketing parameters to a `Model`. They are filled by default using the string value from the `context` key of the same name.

**classmethod** `MarketingCampaignMixin.marketing_campaign_fields()`

Yield the field names of the *Parameter* fields.



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