



**Powering Automation, Igniting Growth for Smarter
Connections**

SimplyCast 360 Glossary



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Glossary

API (Application Programming Interface): A tool that allows information to be easily transferred between two systems by either pushing or pulling.

Blueprint: A fully configurable automation-powered data entity management tool that can be used to organize data, manage processes, and support a wide variety of use cases.

Campaign: Each specific communication project created within the SimplyCast 360 application, also the entire SimplyCast 360 project in and of itself.

Canvas: The workspace in which users drag and drop elements to create a campaign.

Connection: A rule or condition that tells an element how a contact should interact with it when they pass through the campaign. Connections appear as boxes on the line connecting two elements.

Connection Settings: The configurable settings relating to a connection between two drag-and-drop elements that details the action required in order for a contact to pass through into the next element of the campaign.

Content Reminder: An email reminder that can be set up to remind the campaign owner to update the content in any of the Campaign elements used in the SimplyCast 360 campaign at a designated time.

Creation Panel: The section on the left side of the SimplyCast 360 canvas and contains all the SimplyCast 360 elements that can be dragged and dropped into the canvas, sorted into multiple tabs.

Crosscheck: A function that looks at all the elements and connections within a campaign and determines whether there are any issues that need to be resolved before they can be activated.

CRM (Contact Relationship Manager): A repository tool where users can store and manage contacts to be used in campaigns.

Decision: A function that allows for the creation of multiple options to help determine which path a contact will continue down in your campaign depending on whether they meet specific criteria.

Delay: A function that allows a user to pause a contact in the SimplyCast 360 campaign for a specific period of time.

Dropdown: A selection tool wherein an information field is clicked, and a list of options appears to make a selection from.

Element: One of the various tools or communication channels available for users to drag and drop onto the canvas and configure as part of a SimplyCast 360 campaign.

Element Crosscheck: A settings section for a drag-and-drop element in a SimplyCast 360 workflow that tells the campaign creator if there are any setup issues with the element that may prevent its being activated.

Filter: The process of narrowing down search results to meet specified criteria, such as a particular date, time, location, title, etc.

Flexible Delay: A delay that can be set to customized lengths of time, rather than a specific, fixed time. (e.g. every third Sunday; every Monday, Wednesday, and Friday; etc.)

Fixed Offset Delay: A delay with a fixed amount of time before the contacts will continue their progress in the campaign (e.g 4 weeks, 1 day, etc.)

Grid: The pattern of hashed lines appearing on the SimplyCast 360 canvas that serve to help keep campaigns organized, though can be hidden if desired.

Interactions: The number of contacts who pass through each element in a SimplyCast 360 campaign, displayed in the bottom right-hand corner of a drag-and-drop element.

Keyword: A word or short phrase used in relation to the SMS Shortcode element which users can use to text into a designated shortcode to receive a pre-configured reply.

Modal: Appearing as a pop-up window on your web page (e.g. as in a pop-up form that appears a certain amount of time after a visitor arrives on the page).

Pipeline: A organizational feature that allows you to create and manage funnels to progress contacts through, whether manually or through actions they take as part of a SimplyCast 360 campaign.

Platform: The amalgamation of the tools and channels SimplyCast offers in its web-based interface.

Settings Panel: The section on the right side of the screen in the SimplyCast 360 canvas. This is where you can view and edit all the settings for the SimplyCast 360 campaign itself as well as the settings for a specific element. The Settings Panel contains up to five types of settings: Campaign Settings, Element Crosscheck, Element Content, Element Settings, and Connection Settings.

SimplyCast 360: A channel within the SimplyCast platform that allows users to create workflow campaigns comprised of various drag-and-drop elements as well as configurable settings and rules.

Shortcode: A five or six-digit phone number contacts can use to text keywords to, to receive pre-set information back.

Status: The condition a campaign is in terms of the creation or sending process: such as active, aborted, complete, etc.

Task: An action that a designated account user must complete before a contact can move forward in a SimplyCast 360 campaign. Tasks can be created either manually in the CRM or automatically in a SimplyCast 360 campaign.

Template: A copy of an existing SimplyCast 360 campaign, with all the elements and connections intact that can be selected and used without needing to build a new campaign from scratch.

Trigger: The act of causing a contact to pass from one stage of a campaign to the next.

Widget: Tools other than elements available in the SimplyCast 360 platform that you can use to help build your campaign and make it more user-friendly.