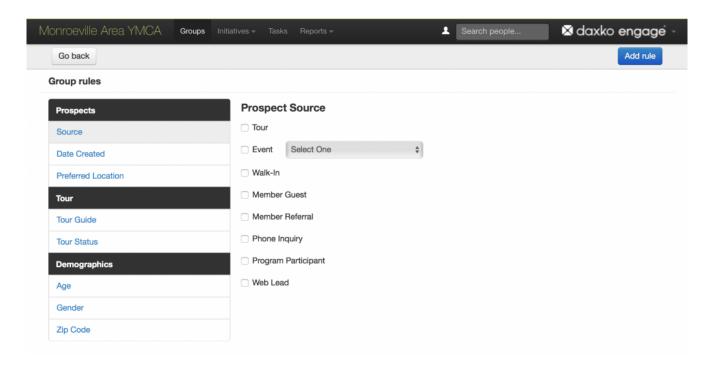# Prospects in Daxko Engage!

Prospects are now in Daxko Engage – we are thrilled about this release!

As facilities slowly and safely reopen and as membership teams focus on ways to connect (or reconnect) with prospective members, we know it's increasingly important to establish simple and efficient engagement campaigns.

Now, with prospect group rules, your team can set up initiatives to nurture prospects on their journey to becoming active members.

Prospect Group Rules

- **Source:** Segment your list of prospects by the source indicated on a prospect's profile.
- **Date Created:** Use the date created rule to segment your prospects by the date they were entered into Daxko Operations, either manually or through a prospect form.
- **Preferred Location:** Segment your follow-up based on which location the prospect is likely to join.
- **Tour Guide:** When you follow up with prospects who have come for a tour of your facility, you have the ability to segment by tour guide.
- **Tour Status:** Segment your list of prospects by whether or not they've had a tour or send a thoughtful follow-up to anyone who took a tour but

did not join.

- **Demographics Rules:** Finally, you have the ability to further segment your prospect lists with demographic information: Age, Gender, and Zip Code.

Prospect Profile

Also new with this release is the prospect profile. Much like you can with active and inactive members, you now have the ability to view the profile information and activity history about prospects, as well as take actions like adding a unit or creating a task.

Coming Soon...

While we're excited to release the above new functionality, we are even more excited to continue focusing on prospecting features with Daxko Engage. Over the next several weeks and throughout the latter half of 2020, we will be releasing new and better ways for your team to engage prospects and manage new memberships, program registrations, and other opportunities. Here's a sneak peek at what we're working on next:

- **Notes for prospects**
- **SMS texting for prospects**
- **Integration with Conversica engagement assistants**
- **Enhanced prospect group rules**
- **Updates to tasks and other member/prospect interactions**
- **Prospect opportunity tracking**
- **...and more!**

This release will be available on **Friday, July 24**. Read the [full release details here](). If you have questions, please connect with [support@daxko.com]()for more details.