Yarno Playbook

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Section 1: Quick start guide

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i. How to use this Playbook

This Playbook follows the shape of a Yarno campaign from start to finish. Each section covers a different phase, with clear actions at the top of every page so you always know what to do next.

Playbook structure

- Section 1: orientation, essentials and key roles
- Section 2: building your campaign content and goals
- Section 3: setting up and launching your campaign
- Section 4: keeping your campaign on track once it's live
- Section 5: reviewing results and sharing them with stakeholders
- Section 6: tools and tips for ongoing success

Working through the Playbook

If you're running your first campaign, work through it in order. If you've done this before, jump straight to the section you need. Every page is designed to stand alone.

Where the Playbook refers to step-by-step platform instructions, it links out to the Yarno support site rather than repeating information you can find there. The Playbook is about the bigger picture. The support site covers the detail.

Yarno Tip: Your Yarno Customer Success Manager (CSM) is available throughout the process. If you're stuck on anything, reach out. That's what they're there for.

ii. Success checklist

Before you get into the detail, here's a bird's-eye view of everything a successful campaign involves. Use this as a quick reference to check you haven't missed anything.

Build your campaign

ACTION	STATUS
Campaign goals defined, including desired end result and target audience	To Do
Goals entered into the Campaign goals panel in Yarno	To Do
Confidence survey created	To Do
Questions written, reviewed and approved by SMEs	To Do
Content checked against the content review checklist	To Do
All questions published in Boards	To Do
Flash facts added (if using)	To Do
Stakeholder input gathered and incorporated	To Do

Set up your campaign

ACTION	STATUS
Campaign type selected (embed or burst)	To Do
Campaign title and description added	To Do
Questions added to the campaign	To Do
Confidence survey added to the campaign (if using)	To Do
Campaign dates confirmed	To Do
Campaign settings configured	To Do
Learners added and organised into teams	To Do
Team managers delegated (if using)	To Do
Incentives decided and ready to communicate	To Do
Launch communication drafted and ready to send	To Do
Pre-launch checklist completed	To Do

Run your campaign

ACTION	STATUS
Campaign launched	To Do
Launch communication sent to learners	To Do
Campaign dashboard monitored regularly	To Do
Mid-campaign nudges sent to learners who need them	To Do

Review your campaign

ACTION	STATUS
Post-campaign data reviewed	To Do
Learner drilldown report downloaded	To Do
Post-campaign report requested from CSM	To Do
Results shared with stakeholders	To Do
Post-campaign reflection completed	To Do
Learnings documented for next campaign	To Do

iii. Yarno campaign journey

Every Yarno campaign follows the same four phases. The Playbook is built around this arc. Knowing the shape of it before you start makes everything else easier to follow.

Campaign phases

Phase 1: Build This is where you lay the foundations. You define what success looks like, create your learning content and get the right people involved early. Good preparation here makes everything else smoother.

Phase 2: Set up You get everything ready to go live. This includes adding learners, configuring campaign settings, setting up incentives and preparing your communications.

Phase 3: Run Your campaign is live. Your job shifts to keeping learners engaged. You monitor participation, send nudges and handle anything that comes up.

Phase 4: Review When your campaign ends, you pull your results together, share the wins with stakeholders and use what you've learned to make the next campaign better.

iv. How Yarno works

Yarno is a microlearning platform that uses spaced repetition to help people retain knowledge over time. Here's what that looks like in practice.

Yarno experience

For learners: Learners receive a small number of questions each day via email or the Yarno app. Questions are repeated at spaced intervals, which helps knowledge stick. At the end of a campaign, learners are more confident and better prepared to apply what they've learned on the job.

For admins: You set up the campaign, add the learners and monitor engagement through the admin dashboard. You don't need to be present once the campaign is live. Yarno runs in the background and surfaces the data you need.

Why it works: Spaced repetition is one of the most well-researched approaches to learning. Revisiting information at increasing intervals is far more effective than a one-off training session. Short, regular practice beats long, infrequent study every time.

Dale Shaw to add diagram:

A simple left-to-right flow showing: Admin sets up campaign > Learners receive daily questions > Questions repeat at intervals (spaced repetition) > Learners build knowledge over time > Admin reviews results. Keep it visual and minimal. Use Yarno brand colours.

v. Roles & responsibilities

A Yarno campaign involves a few different people. Here's who does what.

Yarno admin (you)

You own the campaign from start to finish. That means setting goals, building or overseeing content, configuring the campaign in Yarno, communicating with learners and reviewing results afterwards. You're the person who makes it all happen.

Team managers

Team managers can be given access to monitor their team's engagement and performance during a campaign. They can send nudges to learners who need encouragement. They don't have full admin access to the platform. Delegating to team managers is optional but useful on larger accounts.

Learners

Learners complete the daily questions. Once they're set up in Yarno and added to the campaign, they receive everything they need via email. They don't need any technical setup on their end.

Subject Matter Experts (SMEs)

SMEs are the people in your organisation who know the content. They may not be Yarno users themselves, but their input is essential for building accurate, relevant questions. You'll work with them during the content build phase.

Internal stakeholders

Internal stakeholders are the people in your organisation with an interest in the campaign's outcomes. This might include managers, L&D leads, department heads or senior leaders. They're involved in approving goals and content, and in receiving results at the end of the campaign.

Your Yarno CSM

Your Customer Success Manager is your main point of contact at Yarno. They can help with campaign planning, content advice, data interpretation, stakeholder presentations and more. Think of them as a partner in making your campaigns successful, not just a support contact.

Section 2: Build your campaign

INSIDE THIS SECTION	i. Set your campaign goals ii. Create your campaign content iii. Review your campaign content

i. Set your campaign goals

Before you write a single question, get clear on your goal. A strong campaign goal keeps your content focused and connects learning to real business outcomes. It also makes it much easier to measure success at the end.

ACTION	STATUS
Define your target audience	To Do
Set your desired end result	To Do
Identify your target behaviours	To Do
Identify the knowledge, skills and understanding needed	To Do

The campaign goal framework

A strong campaign goal is made up of four connected elements. Work through them in any order. Together they give you a clear, measurable foundation for your campaign.

1. Target audience

Who are the learners on this campaign? Being specific here helps you tailor content to the right people.

Example: Frontline sales team across NSW and VIC retail stores

2. Desired end result

What business metric will tell you this campaign worked? Tie it to something measurable.

Formula: [Metric] will [increase/decrease] by [X%] by [date]

Example: Core product sales will increase by 15% by the end of Q3

3. Target behaviours

What do learners need to do differently to achieve that result? Focus on specific, observable actions.

Examples:

- *Highlight product benefits in customer conversations*
- *Use up-selling and cross-selling techniques*

4. Knowledge, skills & understanding

What do learners need to know or develop to adopt those behaviours? Think practical and actionable.

Examples:

- *Understand the features and benefits of core products*
- *Develop confidence using cross-selling language*

Yarno Tip: Use the template below to capture your campaign goal in one place. You can fill this in directly or copy it into a separate document.

Goal statement template	
Element	*Your answer*
Target audience	
Desired end result	
Target behaviours	
Knowledge, skills & understanding	

ii. Create your campaign content

Your campaign content lives in Yarno Boards. This is where you'll write questions, set up your confidence survey, and collaborate with anyone helping you build the campaign.

To get started: go to **Admin > Content > Boards**. Open an existing board or create a new one.

ACTION	STATUS
Open or create a board in Yarno	To Do
Document your campaign goals in the board	To Do
Work with your SMEs to write your questions	To Do
Review and finalise your confidence survey items	To Do
Review and finalise flash facts	To Do

Board setup

When you create a new board, you'll be prompted to document your campaign goals. This captures your desired end result and target audience in one place. It keeps everyone contributing to the board aligned on what the campaign is trying to achieve.

Yarno Tip: If you've already completed the campaign goal framework in the previous section, you can copy your answers straight across.

Confidence survey

Before you dive into writing questions, it's worth setting up your confidence survey first. The process of writing your survey items will help clarify exactly what your campaign needs to cover, making your questions sharper and more focused.

Your confidence survey is completed by learners twice: once before the campaign begins and once after. It measures how confident they feel about the key skills and knowledge areas your campaign covers.

Each survey item follows this format:

"As of today, I am confident that I can..."

You complete the sentence with a specific learning objective.

Yarno Tips: Base each confidence survey item on one specific skill or behaviour. Use action verbs: explain, apply, demonstrate, identify, use. Aim for roughly one item per topic. Keep the survey short and focused. Avoid vague language. "I can manage our policies" is harder to measure than "I can explain our refund policy to a customer".

To create your confidence survey, click the **Confidence survey tab** in the left-hand toolbar of your board. Add each item individually. You can come back to update these at any time before launch.

Boards uses a kanban-style layout. Each card is a Yarno question and you can create columns to organise your content in whatever way works for you.

Yarno questions

Every question has three parts:

- **Question text** — one clear idea or scenario per question
- **Answer choices** — one correct answer and up to three plausible but incorrect options
- **Explanation text** — a short summary that confirms the correct answer and reinforces the key takeaway

Keep your campaign goal visible as you write. If a question doesn't connect back to your target behaviours or knowledge areas, it probably doesn't need to be there.

Yarno Tip: The Help button in the left-hand panel of Boards has a full content resource hub with detailed writing guides, examples and best practice tips. It's worth bookmarking.

Flash facts

Flash facts are short content cards shown to learners once, right at the start of the campaign and before the first question. Learners swipe through them like flashcards.

They're not essential for every campaign. But when used well, they're a great way to:

- Give learners helpful context before they begin
- Share a short explainer video or key update
- Reinforce important messages before learning starts

Flash facts can include text, images or video. To add them, click the **Flash facts tab** in the left-hand toolbar of your board.

Yarno Tip: Keep flash facts short and focused. Two or three cards with one key message each is more effective than a long list of information.

iii. Review your campaign content

Good content is accurate, clear and relevant to your learners. A structured review process helps you catch issues before launch and gives your stakeholders confidence in what's going out.

ACTION	STATUS
Share the board with relevant SMEs and stakeholders for review	To Do
Check all questions against the content review checklist	To Do
Make any edits based on feedback	To Do
Publish all questions before launch	To Do

Content review

At a minimum, someone with subject matter expertise should check every question for accuracy. Depending on your organisation, you may also want sign-off from a manager, L&D lead or compliance team.

All questions need to be published before your campaign can go live. Once you're happy with the content, publish directly from each card.

Yarno Tip: Yarno has a content review checklist available via the Content resource hub (click the ‘Help’ button on a Board). Run every question through it before you publish.

Section 3: Set up your campaign

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	i. Confirm your campaign settings ii. Set up your learners iii. Set up your incentives iv. Communicate Yarno to your team v. Launch your campaign

i. Confirm your campaign settings

Setting up your campaign in Yarno is straightforward once you've made one key decision: embed or burst. Everything else follows from there.

To get started: go to **Admin > Campaigns > New Campaign**.

ACTION	STATUS
Choose your campaign type (embed or burst)	To Do
Add a campaign title and description	To Do
Add your campaign content	To Do
Configure your campaign preferences	To Do
Add your confidence survey	To Do
Set your leaderboard display preference	To Do

Embed vs Burst

This is the most important decision you'll make when setting up your campaign. Choose based on what you're trying to achieve.

Embed campaigns

Embed campaigns are designed for deeper, lasting learning. Questions are spread out over several weeks, with learners receiving a small number of new questions each day. Questions are repeated after a few days to help knowledge stick. This is called spaced repetition.

Embed campaigns generally run for two to three weeks once underway.

Best for:

- Induction and onboarding
- Sales knowledge and product training
- Safety and technical process knowledge
- Any topic where lasting behaviour change is the goal

Burst campaigns

Burst campaigns are designed for speed. Learners receive all questions at once and can answer them at any point within a set time window. There are no repeats.

Bursts are shorter and more focused than embeds.

Best for:

- Time-sensitive information or product launches
- Compliance refreshers
- Quick knowledge checks
- Reinforcing training after a face-to-face session

Yarno Tip: Not sure which to choose? If the goal is lasting behaviour change, go embed. If you need to get important information across quickly, go burst. Your Yarno Customer Success Manager (CSM) can help you decide if you're unsure.

Campaign title + description

Give your campaign a clear, relevant title. Then add a campaign description. This is a short summary of what the campaign is about and what learners can expect to gain from it. It appears in learners' invitation emails and during the campaign invite flow, so it's worth making it engaging.

You'll also be asked to select or create a **campaign collection**. Collections help you organise campaigns on your account.

Yarno Tip: A good description briefly explains the purpose of the campaign and highlights what's in it for the learner. Think of it as your first chance to build excitement before the campaign even begins.

Add your campaign content

Add your questions

Select the questions you want to include from your board. You can filter by topic, question collection or date. Once selected, click **Add to campaign**.

Add your confidence survey

If you created a confidence survey in Boards, you'll be prompted to add it during campaign setup. Review your survey items here and confirm they still reflect your final learning objectives before moving on.

Campaign preferences

Preference options vary slightly depending on your campaign type:

Embed campaign preferences

- **Campaign start date:** when the campaign begins
- **Questions per day:** the approximate number of new questions learners receive each day
- **Cooldown days:** the number of weekdays between a learner receiving a question and receiving it again as a repeat
- **Notification time:** when learners receive their daily email notification
- **Leaderboard display:** how the leaderboard appears to learners

Burst campaign preferences

- **Campaign start date and expiry date:** the window learners have to complete the campaign
- **Notification time:** when learners receive their email notification
- **Leaderboard display:** how the leaderboard appears to learners

Admin notifications

By default, you'll receive email notifications about key campaign events, like when your campaign launches or approaches its end date. If your account has multiple admins managing different campaigns, you can adjust your notification preferences so you only receive updates relevant to you.

To update: go to **Admin > Profile > Notification preferences**.

ii. Set up your learners

Getting your learners set up correctly before launch saves a lot of back-and-forth later. You'll need to add learners to your campaign, organise them into teams and manage any changes once the campaign is live.

ACTION	STATUS
Add learners to Yarno	To Do
Assign learners to teams	To Do
Delegate team or group managers (if using)	To Do
Delegate team managers (if using)	To Do
Add learners to your campaign	To Do

Adding learners to Yarno

Before you can add learners to a campaign, they need to exist in your Yarno account. You can add them one at a time or in bulk via a CSV file upload.

Bulk upload is the way to go if you have ten or more learners to add. Download the sample CSV from Yarno, fill it in with your learners' details and upload it back. Your full learner list will appear instantly.

For step-by-step instructions, see the **Add and edit a learner** article on the Yarno support site.

Teams and groups

Organising learners into teams makes it easier to track engagement and compare performance across different parts of your business during the campaign. Teams can also compete against each other on the leaderboard, which can be a great engagement driver.

You can organise teams creatively. Some common approaches:

- By location or store
- By region or state
- By job title or role
- By work team

On larger accounts, teams can be organised into groups. A group is a collection of teams, useful for regional or divisional reporting. For example, each store might be a team, and the state a group containing all store teams in that region.

For step-by-step instructions on setting up teams and groups, see the **Add and edit a team** and **Add and edit a group** articles on the Yarno support site.

Teams and group managers

If you have team leads or managers who should be able to monitor their team's progress, you can give them manager access in Yarno. Managers can view their team's engagement and performance through a dedicated dashboard without having full admin access to the account.

This is especially useful on larger accounts where one admin can't keep across every team.

To assign a team manager: go to **Admin > Learners > Teams**, select the relevant team and click **Edit team**.

To assign a group manager: go to **Admin > Learners > Groups**, select the relevant group and click **Edit group**.

Adding learners to your campaign

Once your learners are in Yarno, you can add them to your campaign during setup or after launch.

During setup, go to the **Learners** step in the campaign creation flow. Select learners by clicking the checkbox next to their name, then click **Add to campaign**. You can filter by team, group, name, email or job title.

Yarno Tip: Double-check your learner list before launch. It's much easier to make changes before the campaign goes live than after.

Managing learner changes

Things change. Here's how to handle the most common scenarios once your campaign is live.

Adding learners mid-campaign

Go to **Admin > Campaigns**, find your campaign and click **Edit campaign**. Select the **Learners** tab and add new learners as usual. You can also share a campaign invite URL or QR code so learners can sign up directly. This is covered in the communications section.

Removing learners from a campaign

Go to **Admin > Campaigns** and click **Edit campaign**. Select the **Learners** tab, find the learner, select them and click **Remove from campaign**. You'll be asked to enter a reason before confirming.

Removed learners are still visible in the campaign learner drilldown. Click the **Removed** filter at the top of the page to see who was removed, when and why.

Retiring a learner from Yarno

If a learner has left your organisation, you can retire them from your Yarno account entirely. Retiring a learner removes them from future campaigns but keeps their historical data intact.

For step-by-step instructions, see the **Add and edit a learner** article on the Yarno support site.

iii. Set up your incentives

Incentives give learners a reason to show up consistently, not just at the start of a campaign. A well-chosen incentive creates a sense of fun and friendly competition that keeps participation high from launch through to the final day.

Yarno's leaderboard is built to support this. Learners can see how they rank against their teammates throughout the campaign, which is often enough on its own to drive engagement. Adding an external reward on top of that can lift participation further, particularly for your first campaign when learners are still getting used to Yarno.

Choosing the right incentive

The best incentive is one your learners actually care about. It doesn't need to be expensive or elaborate. Some of the most effective incentives Yarno customers use are simple and low-cost.

One of the strongest approaches is a prize draw open to every learner who completes the campaign. Unlike a first-place prize, a draw keeps everyone in the running until the end, which sustains participation across the full campaign rather than just among the front-runners. Because leaderboard scores often cluster closely together, a winner-takes-all reward can feel out of reach for many learners early on.

For top performers, public recognition tends to be more motivating than a material reward. A shoutout from a senior leader, a mention in a team meeting or a message that calls out the leaderboard standings by name can be just as powerful as a prize, and often more memorable.

Other common approaches include:

- A team lunch or morning tea for the highest-participating team
- A small gift card or voucher as a prize draw reward
- Recognition from a senior leader shared with the broader team at the end of the campaign

For burst campaigns, where the timeframe is shorter, a prize draw works particularly well. For longer embed campaigns, combining a draw with ongoing leaderboard shoutouts gives learners something to work towards throughout.

Communicating incentives to learners

Once your learners are in Yarno, you can add them to your campaign during setup or after launch.

During setup, go to the **Learners** step in the campaign creation flow. Select learners by clicking the checkbox next to their name, then click **Add to campaign**. You can filter by team, group, name, email or job title.

Common mistakes to avoid

Once your learners are in Yarno, you can add them to your campaign during setup or after launch.

During setup, go to the **Learners** step in the campaign creation flow. Select learners by clicking the checkbox next to their name, then click **Add to campaign**. You can filter by team, group, name, email or job title.

ACTION	STATUS
Decide whether you'll use an incentive	To Do
Choose an incentive that suits your audience and campaign type	To Do
Include the incentive in your launch communication	To Do
Remind learners of the incentive in mid-campaign nudges	To Do
Award the incentive promptly after the campaign ends	To Do

iv. Communicate Yarno to your team

Good communication is one of the biggest drivers of learner participation. A campaign with great content can still fall flat if learners don't know it's happening, don't understand what's expected of them, or aren't sure why it's worth their time. Getting your comms right before launch sets the whole campaign up for success.

Building excitement and explaining what's expected

When introducing Yarno to your team, especially for the first time, lead with what's in it for them, not just what's required of them. Learners engage more willingly when they understand the purpose of the campaign and feel like it's relevant to their day-to-day work.

Your launch communication should cover:

- What the campaign is about and why it matters
- How Yarno works: a few questions a day, delivered by email or app, taking just a few minutes
- How long the campaign runs and what learners need to do
- Any incentives on offer
- How to get help if they have trouble accessing Yarno

Keep it short and direct. Learners don't need a full explanation of spaced repetition. They just need to know what to do and why it's worth doing.

Yarno provides comms templates and explainer resources you can adapt for your audience. Your CSM can point you to the latest versions.

Timing your communications

A heads-up before launch helps. Letting learners know a campaign is coming, even just a day or two in advance, means the invitation email is less likely to be ignored or missed. On launch day, send your main communication to coincide with or follow shortly after the Yarno invitation email goes out.

For both embed and burst campaigns, a mid-campaign nudge is worth planning in advance. See Section 4 for guidance on mid-campaign communications.

Choosing the right channels

Use the channels your learners actually check. Email works well for desk-based teams. For frontline or deskless workers, a message through a team chat tool, a poster in a break room, or a word from their direct manager will often land better than an email they may never open.

Think about what works in your organisation and plan accordingly. You may need to use more than one channel to reach everyone.

Posters, QR codes and invite links

Yarno provides poster templates you can print and display in physical workspaces. These work particularly well for frontline teams and are a simple way to keep Yarno visible throughout the campaign.

Campaign invite links and QR codes can be generated directly from the campaign invite URL feature in Yarno. Share the link digitally or display the QR code on a poster so learners can join the campaign themselves by scanning it. This is especially useful for onboarding new starters mid-campaign or for teams that are harder to reach by email.

ACTION	STATUS
Draft your launch communication	To Do
Identify the right channels for your audience	To Do
Download and adapt Yarno's comms templates and posters	To Do
Generate your campaign invite link and QR code if using	To Do
Send your launch communication on or around the campaign start date	To Do

v. Launch your campaign

You've built your content, set up your learners and planned your communications. This is the final step before your campaign goes live. Run through the checklist below and when everything is ticked off, you're ready to launch.

Pre-launch checklist

Content

- [ ] All questions written, reviewed and approved by SMEs
- [ ] All questions checked against the content review checklist
- [ ] All questions published
- [ ] Confidence survey created and reviewed (if using)
- [ ] Flash facts added (if using)

Campaign setup

- [ ] Campaign type selected (embed or burst)
- [ ] Campaign title and description added
- [ ] All questions added to the campaign
- [ ] Confidence survey added to the campaign (if using)
- [ ] Campaign dates confirmed
- [ ] Question count and cooldown days configured (embed only)
- [ ] Notification time set
- [ ] Leaderboard display preference set

Learners and incentives

- [ ] Learner list uploaded and teams assigned
- [ ] Team managers delegated (if using)
- [ ] Incentives decided and ready to communicate

Communications

- [ ] Launch communication drafted and ready to send
- [ ] Posters and QR codes prepared (if using)

Hitting launch

When everything on your checklist is done, click **Launch campaign** in Yarno.

If your campaign is scheduled to start immediately, learner invitations will go out straight away. If the start date is in the future, invitations will be sent when the campaign begins. For embed campaigns, learners will receive an invitation at the start of the warmup period. For burst campaigns, invitations go out on the campaign start date.

Yarno Tip: Do one final read-through of your questions as a learner before you launch. It's the quickest way to catch anything that feels unclear or off.

Section 4: Keep your campaign on track

INSIDE THIS SECTION

i. Mid-campaign data & reporting

ii. Mid-campaign communications

iii. Troubleshooting & FAQs

i. Mid-campaign data & reporting

Your campaign is live. Now your job is to keep an eye on how it's going and step in where needed. Yarno gives you a clear picture of who's participating, how learners are performing and where the gaps are.

ACTION	STATUS
Check your campaign dashboard regularly	To Do
Monitor participation using the learner drilldown	To Do
Identify learners or teams who need a nudge	To Do
Download and share an engagement report if needed	To Do

Your campaign dashboard

To access your campaign dashboard: go to **Admin > Campaigns**, find your campaign and click **View dashboard**.

The dashboard has three sections.

Overview A snapshot of how your campaign is tracking. This includes the number of active learners, participation rate, completion rate and overall performance. The exact metrics shown will vary slightly between embed and burst campaigns.

Question drilldown Detailed performance data for each question. This is useful for spotting content that learners are consistently getting wrong, which might signal a gap in knowledge or a question that needs rewording.

Learner drilldown A breakdown of participation and performance by individual learner. You can filter by participation status to quickly see who is and isn't engaging. To download a report to share outside of Yarno, click the download option in the top left of the learner drilldown.

Yarno Tip: The learner drilldown is your most useful mid-campaign tool. Check it regularly and use it to identify who needs a nudge before the campaign ends.

Understanding your data

A few things worth knowing as you read your dashboard:

Participation vs performance Participation tells you who is showing up. Performance tells you how well they're doing when they do. Both matter. Low participation is usually the bigger problem mid-campaign and the one you have the most influence over.

Scores and leaderboards Scores combine correct answers and regular participation into a single number used to rank learners on the leaderboard. The leaderboard is a motivational tool for learners, not a precise measure of learning outcomes. For that, look at performance and topic data.

Teams If your learners are organised into teams, you can view campaign dashboards filtered to a specific team. Go to **Admin > Learners > Teams**, find the relevant team and click **View results**, then find the campaign and click **View campaign**.

Insights page

Beyond your campaign dashboard, the **Insights page** gives you a broader view of engagement and performance across all campaigns on your account.

To access: go to **Admin > Insights**.

You can filter by date range, team or group to focus on the data most relevant to you. This is particularly useful if you're running multiple campaigns or want to track progress over time.

ii. Mid-campaign communications

Sending your launch communication is not the end of your comms job. Learner engagement tends to be highest in the first few days of a campaign and can drop off without a reminder. A well-timed nudge mid-campaign can re-engage learners who have fallen behind and encourage those who are already participating to keep going.

Who to target

Before you send anything, use the learner drilldown in your campaign dashboard to see exactly where things stand. Look for two groups:

- Learners who haven't started or have low participation. These are your priority.
- Learners who are doing well and worth calling out publicly to motivate the rest of the cohort.

Don't overlook senior leaders as a channel. A message or shoutout from someone with organisational authority carries more weight than one from L&D alone. If you can get a senior leader to acknowledge top performers or encourage participation, even briefly, it can shift the energy of a campaign noticeably. Brief your senior stakeholders with the data they need to make that message feel informed and genuine.

What to say

Sending a message to your whole learner group is often the right call, particularly when you're calling out top performers or sharing a leaderboard update. Public recognition motivates the people being acknowledged and signals to everyone else that the campaign is being noticed.

For learners who haven't engaged, keep the message practical and low-pressure. Acknowledge that things get busy, remind them what the campaign is about and make it easy for them to start. If there's an incentive on offer, this is a good moment to mention it again.

Yarno provides mid-campaign message templates you can adapt. Your CSM can point you to the latest versions.

Channels and timing

Use the same channels that worked at launch. If your team responds better to a message from their direct manager than an email from L&D, route your nudge through team managers where possible.

For both embed and burst campaigns, a mid-campaign nudge works well around the halfway point. If participation drops noticeably at any point, don't wait. Send a nudge when the data tells you to, not just when it's scheduled.

ACTION	STATUS
Check the learner drilldown to identify who needs a nudge	To Do
Brief senior leaders with participation data so they can send a targeted shoutout	To Do
Draft a message to the full learner group calling out top performers and the leaderboard	To Do
Send targeted messages to low-participation learners	To Do
Send nudges through the channels your learners actually check	To Do

iii. Troubleshooting & FAQs

Something not working as expected? Here are the most common issues admins run into mid-campaign and how to handle them.

ACTION	STATUS
Check the Yarno support site for step-by-step guidance on any platform issues	To Do
Contact your Yarno CSM if you can't find what you need	To Do

Participation is lower than expected

Start with the learner drilldown to see exactly who hasn't engaged. A targeted nudge to non-participating learners is usually more effective than a blanket reminder to everyone.

Also consider whether your communication channels are reaching learners. If participation is consistently low across campaigns, it may be worth revisiting how and where you communicate Yarno to your team.

A learner’s details are incorrect (wrong name, email or team)

You can edit a learner's details at any time. Go to **Admin > Learners**, find the learner and click **View learner**. Update their details and save.

If a learner's email address has changed and they can no longer log in, update their email in Yarno and ask them to use the password reset flow to regain access.

A learner needs to be removed from the campaign

Go to **Admin > Campaigns > Edit campaign > Learners**, find the learner, select them and click **Remove from campaign**. You'll be asked to enter a reason before confirming.

I need to make a change to the campaign after launch

Some campaign settings can be edited after launch and some cannot. For a full breakdown of what can be changed on a live campaign, check the Yarno support site or reach out to your CSM.

Have a question that isn't covered here?

The Yarno support site covers a wide range of topics in detail. If you can't find what you need there, reach out to your Yarno CSM directly.

Section 5: Review your campaign

INSIDE THIS SECTION	
	i. Post-campaign data & reporting
	ii. Share results with stakeholders
	iii. Review and reflect on your campaign

i. Post-campaign data & reporting

Your campaign dashboard holds a lot of useful information. The goal now is to look at it through a different lens. Not just what happened, but what it means and what you'll do differently next time.

ACTION	STATUS
Review your campaign dashboard	To Do
Review confidence survey results (if you used one)	To Do
Download your learner drilldown report	To Do
Request a post-campaign report from your Yarno CSM	To Do
Note any content or engagement patterns worth acting on	To Do

Data to review

Participation and completion How many learners participated? How many completed the campaign? A high participation rate is a good sign that your communications and setup did their job. If participation was lower than expected, think about what might have got in the way.

Performance by topic Which topics did learners perform well on? Which ones did they struggle with? Low performance on a topic doesn't necessarily mean the content was bad. It might mean the knowledge gap was bigger than expected, or that the topic needs more reinforcement in a future campaign.

Answer accuracy (embed only) This compares learners' first and second attempts at the same question. Improvement between attempts is a sign that spaced repetition is working. If accuracy didn't improve much, it may be worth revisiting that content.

Confidence survey results If you ran a confidence survey, this is one of the most powerful pieces of data you have. Compare pre and post-campaign confidence ratings for each learning objective. A meaningful increase in confidence, alongside strong performance data, is a compelling indicator of real learning impact.

Go back to the goals you set in Section 2. Did learners' confidence shift in the areas that mattered most to your campaign?

Learner feedback At the end of a campaign, learners are invited to rate their experience and share comments. This qualitative data is a valuable complement to your performance numbers. It tells you how the campaign felt from the learner's side.

Feedback is summarised in your post-campaign report (PCR). Reach out to your Yarno CSM to request one.

Post-Campaign Repots (PCRs)

Your CSM can provide a post-campaign report (PCR) that pulls together your campaign results into a clear, shareable summary. This is particularly useful if you need to present results to stakeholders or leadership.

Reach out to your CSM after your campaign ends to request one.

ii. Share results with stakeholders

Sharing your results well is just as important as the results themselves. A clear, confident debrief builds trust with stakeholders and makes it easier to secure support for future campaigns.

ACTION	STATUS
Pull together your key results	To Do
Connect results back to the campaign goals set in Section 2	To Do
Frame the story around business impact, not just learning metrics	To Do
Share results with relevant stakeholders	To Do
Celebrate the wins, including the team's effort in making it happen	To Do

Telling the story

Start with the goal. What were you trying to achieve? Then show what happened. Use your data to answer three questions:

1. **Did learners engage?** Share your participation and completion rates.
2. **Did learners learn?** Share performance data, topic results and confidence survey outcomes.
3. **Did it connect to business outcomes?** This is the hardest one to answer after a single campaign, but it's worth trying. If your desired end result was measurable, how is that metric tracking?

Not every campaign will have a clean business outcome you can point to yet. That's okay. Confidence survey data and strong performance numbers are meaningful indicators of progress, and they're worth sharing.

Yarno Tip: Your Yarno CSM can help you prepare for a stakeholder presentation. Reach out if you'd like support putting your results together.

What if results didn’t meet expectations?

That's part of the process. Low participation might point to a communications issue. Weak performance on certain topics might mean the content needs work, or that the knowledge gap was bigger than expected. Modest confidence survey shifts might mean learners need more time or more campaigns on the same topic.

Be honest with stakeholders about what you saw and what you'll do differently. That kind of transparency builds more trust than a polished but incomplete story.

iii. Review & reflect on your campaign

The best Yarno admins treat every campaign as a learning experience in itself. Taking a little time to reflect now will make your next campaign noticeably better.

ACTION	STATUS
Complete a post-campaign reflection	To Do
Document what worked and what to change	To Do
Use your data to inform the focus of your next campaign	To Do
Update your 12-month learning plan if you have one	To Do

Post-campaign reflection

Work through these questions after every campaign. You don't need to answer all of them in depth. Even a few honest notes will help.

Goals and content

- Did your campaign goals turn out to be the right focus? Would you set them differently next time?
- Were there topics learners consistently struggled with that need more coverage?
- Was the question count and campaign length right for your audience?

Engagement

- How was participation? What drove it or got in the way?
- Did your communications land well? What would you change?
- Did incentives (if you used them) have the effect you expected?

Process

- How did the content build process go? Was working with SMEs smooth, or were there bottlenecks?
- Was stakeholder review timely? Is there anything you'd do to make that easier next time?
- What would you start, stop or keep doing?

Using your data to inform what comes next

Your post-campaign data is more than a report card. It's a map of where to go next.

Topics with low performance or low confidence scores are strong candidates for a follow-up campaign. Learners who didn't complete the campaign might benefit from a shorter burst to re-engage them. Strong results in one area might free you up to focus your next campaign on something new.

If you're building a 12-month learning plan, now is a good time to update it with what you've learned. Head to Section 6 for guidance on planning your learning calendar and building a repeatable campaign process.

Section 6: Tools for ongoing success

INSIDE THIS SECTION	i. Plan your learning calendar ii. Build a repeatable campaign process iii. Power user features iv. Resources & support

i. Plan your learning calendar

A 12-month learning calendar helps you stay proactive rather than reactive. Instead of scrambling to build a campaign when a training need comes up, you have a clear plan that connects learning to the moments that matter most in your business year.

ACTION	STATUS
Identify the key moments in your business year that learning should support	To Do
Map out a campaign cadence for the next 12 months	To Do
Set long-term learning goals for your team	To Do
Share your plan with relevant stakeholders	To Do

Start with your business calendar

The best learning plans are built around what's already happening in the business. Think about the events, cycles and pressures that shape your team's year. Some common anchors to plan around:

- Product launches or updates
- Seasonal peaks or quieter periods
- Induction cycles for new starters
- Compliance or regulatory deadlines
- Performance review periods
- Post-training reinforcement windows

Once you know your key moments, you can work backwards to plan campaigns that land at the right time.

Set long-term learning goals

Individual campaigns have specific goals. Your 12-month plan should have broader ones. Think about the bigger picture for your team.

Some questions to guide your thinking:

- What knowledge or skills does your team need to develop over the next year?
- Are there ongoing gaps that a single campaign won't fix?
- What business outcomes are you ultimately trying to influence?

Long-term goals give your campaigns direction. They also make it easier to show stakeholders that Yarno is part of a deliberate strategy, not a series of one-off activities.

Embrace variety

A mix of campaign types keeps learning fresh and suits different needs throughout the year. Longer embed campaigns for deep knowledge building. Shorter bursts for timely updates or refreshers. Long-running bursts for induction or self-led learning that learners access at different times.

Yarno Tip: Your Yarno CSM can help you map out a 12-month plan. If you're not sure where to start, reach out and work through it together.

ii. Build a repeatable campaign process

The first campaign is always the hardest. By the third or fourth, it should feel routine. The goal is to build a process that your whole team can follow, not just you.

ACTION	STATUS
Document your campaign process from start to finish	To Do
Create reusable templates for goals, comms and content briefs	To Do
Use post-campaign data to set the focus for your next campaign	To Do
Share your process with anyone else who might run campaigns in future	To Do

Use your data to inform what's next

Every campaign generates insights you can act on. Before you plan your next one, look back at your most recent results and ask:

- Which topics had the lowest performance or confidence scores? These are candidates for a follow-up campaign.
- Were there learners or teams who didn't engage? Think about what might have got in the way and how to address it.
- What content worked well? Strong questions and explanations can often be repurposed or built on in future campaigns.

The more campaigns you run, the more you'll understand what works for your learners and your organisation. That knowledge compounds over time.

Build reusable assets

A repeatable process starts with good templates. Over time, aim to build a set of reusable assets that make each campaign faster to set up.

Some useful things to create and refine after each campaign:

- A campaign goal template (you already have one from Section 2)
- An SME brief you can adapt for different topics
- A comms template for launch and mid-campaign messages
- A content review checklist tailored to your organisation

Store these somewhere your team can find them easily. Each campaign is an opportunity to improve them.

iii. Power user features

Once you've run a few campaigns, it's worth exploring some of Yarno's less obvious features. These won't all be relevant to every organisation, but they're worth knowing about.

Long-running bursts

A long-running burst is a burst campaign with an end date set months into the future. Learners can join at different times, making it ideal for induction or refresher training where people start at different points throughout the year.

Instead of creating a new campaign every time a new starter joins, you set it up once and share a link or QR code. Each learner completes the same burst when they're added.

Talk to your Yarno CSM to find out if long-running bursts are a good fit for your organisation.

Groups

If your organisation is large enough to have teams within regions or divisions, groups let you organise those teams into a second level of structure. Group managers can monitor performance across all the teams in their group, which is useful for regional or divisional reporting.

Groups need to be enabled on your account. Reach out to your CSM to get started.

Learning library

The learning library is a space where learners can access content outside of campaigns, at their own pace. If your account has this feature enabled, it can be a great complement to your campaign activity.

Ask your CSM whether the learning library is available on your account and how to make the most of it.

iv. Resources & support

You don't have to figure everything out on your own. Yarno has a range of resources to help you get the most out of the platform, and a team of people ready to support you.

ACTION	STATUS
Bookmark the Yarno support site	To Do
Explore the Content Resource Hub on Yarno Boards	To Do
Reach out to your CSM with any questions	To Do

Yarno support site

The Yarno support site has detailed how-to articles covering every part of the platform. If you have a specific question about how something works, start there.

Content resource hub on Yarno Boards

The Content Resource Hub in Boards is a great resource for content creation guidance, including writing tips, examples and best practice advice. Access it via the Help button in the left-hand panel of Boards.

Your Yarno CSM

Your Customer Success Manager is your go-to for anything not covered by the support site. They can help with campaign planning, content advice, reporting, stakeholder presentations and more.

Don't wait until something goes wrong to get in touch. Your CSM is there to help you succeed, not just to troubleshoot problems.

Webinars & case studies

Yarno runs webinars and publishes case studies covering topics like campaign strategy, content best practices and how other organisations are using Yarno. Ask your CSM for the latest resources or to be added to upcoming webinar invitations.