

Role	Notes	Real World Example
Nteraction admin	Internal Nteraction system administrator	James
Account Owner	Same as administrator, plus billing	Person setting up the account, the CMO, or finance individual responsible for payment
Administrator	All rights with the exception of billing	The client user(s) responsible for administering users, cleaning up historic Cards, etc.
Manager (global)	Approves Publication, views reports	Sales VP, Marketing VP
Group Manager	Can see draft playlists assigned to groups for which they are a manager. Approves Publication for Playlists they can see. view reports for playlists and members of the group for which they are manager only Can see published playlists for any group they belong (even if they are not group manager)	Regional Manager, Sales Manager, Department Head
Creator	Can create Campaigns, Playlists and Cards. Cannot approve for publication	Marketing Team member, Customer Support Analyst
Template User	Enhanced internal user. Can see published Templates, create a Playlist from a Template and send playlists. Can Publish/Unpublish a Templated Playlist (not a regular Playlist) Cannot see draft playlists	Broker, Sales Agent
Reviewer	Can view draft playlists, but can only add comments to the history, cannot make other playlist changes. Other rights as per User (view and send published playlists)	Legal, Business Unit users reviewing Marketing content
User	Standard internal user. Can only see and send previously published playlists that have been assigned a group (in "Access List") in which that the user is a member. Can only see playlist history items for activities they have performed	Customer service rep, sales rep
Recipient		Client's customer. Consumer of playlists, target of Campaigns

**Notes:**

See ACL tab for specific actions available to each role



Entity	State	Description
Account	Active	Active when it is created. Users associated with account can login.
Account	Inactive	Can be made inactive only by Nteraction member. Users associated with account cannot login
User	Active	can login and be assigned a role
User	Inactive	Cannot login. Has no rights in the application but previously created entities will still be related to them. Can be made Active again. User assigned the role "Owner" cannot be made inactive.
Campaign	Draft	Created, can attach playlists
Campaign	Active	Live? In progress - cannot remove playlists?
Campaign	Archived	inactive, cannot make any changes to the Campaign
Playlist	Draft	Not available in the library. Can only be seen by Manager or above, Playlist Creator and Collaborators. Cannot be shared externally
Playlist	Pending	Not available in the library. Can only be seen by Manager or above, Playlist Creator and Collaborators. Cannot be edited. Cannot be cloned. Cannot be shared externally. Only Manager or above can move playlist from Pending to Published or reject to Draft.
Playlist	Published	Available in the library. Can be shared externally. Can be Cloned. Cannot be edited. Can be appended.
Playlist	Active	Related to a campaign? Can be shared externally
Playlist	Archived	Cannot be shared. Available in the library and search. Cannot be edited. Can be cloned
Playlist	Deleted	Purged from the system
Card	Published	Available in the card library, can be added to a playlist
Card	Archived	Cannot be added to playlist, can be cloned

Playlist transitions

- Draft > Pending > Published > Archived
- Draft > Pending > Published > Draft
- Draft > Pending > Draft (Rejected)
- Draft > Pending > Archived
- Draft > Archived
- Draft > Pending > Deleted
- Draft > Deleted
- Draft > Pending > Published > Archived > Deleted

NOTE: Published cannot be deleted. Archive CAN be deleted, but gets an "are you sure?" prompt