

Three campaign types

Public admin topics describe three campaign types: inbound, outbound, and autodial. Inbound answers a DNIS and runs the campaign IVR. Outbound uses the dialer and an agent. Autodial also dials a list, and the planning topic groups it with inbound when you add prompts and IVR.

Blended, on the product page, is agents moving between inbound and outbound. It is not a fourth campaign type in the planning roadmap. Do not create an object named Blended and expect the admin guide to define it.

Name the three campaign types

Explain blended without inventing a fourth type

Sources and go deeper

Planning your implementation. vendor.

<https://documentation.five9.com/bundle/basic-admin/page/basic-admin/intro/planning-your-implementation.htm>.

last checked 2026-10.

Inbound campaigns. vendor.

<https://documentation.five9.com/bundle/campaign-admin/page/campaign-admin/creating-campaigns/types-of-campaigns/inbound>

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Outbound product page. vendor.

<https://www.five9.com/products/capabilities/outbound-contact-center>. last checked 2026-10.

ITU-T E.164, international public telecommunication numbering. standard.

<https://www.itu.int/rec/T-REC-E.164>. last checked 2026-10.

Interactive voice response. wikipedia.

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