



## NewsMailSystem User Manual Version: 4.098

### Subscriber Fields

You can get additional subscriber information from your subscription forms by adding additional subscriber fields. These subscriber fields are used to gather additional information beyond name and email. You can gather subscriber information using radio buttons, check boxes, text fields, text boxes, and drop downs. You can specify a default value and choose whether or not to require your subscribers to enter in the additional information. You can even apply these subscribers to other lists that you have set up. Select all the lists you want to apply subscriber fields to by holding down on the "Ctrl" button. You can add any number of these optional fields.

Name*	Default Value (OPTIONAL)
<input type="text" value="Country"/>	<input type="text"/>
Required	Allow other lists to use this field (press the ctrl key to select multiple lists)
<input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="text" value="ads"/> <input type="text" value="test"/>
<input type="button" value="Add"/>	

Click on "Subscriber Fields" under "List Settings" on the menu at the top. Use the drop down menu under "Add a new field" to add subscriber fields that include text box fields, text fields, check box fields, radio button fields, and drop down fields.



Type	Name
<input type="radio"/> e <input checked="" type="radio"/> x Text Field	Country ( %PERS_1% )
<input type="radio"/> e <input checked="" type="radio"/> x Text Box	Description ( %PERS_2% )
<input type="radio"/> e <input checked="" type="radio"/> x Checkbox	Employed ( %PERS_3% )
<input type="radio"/> e <input checked="" type="radio"/> x Radio Button(s)	Sex ( %PERS_4% )
<input type="radio"/> e <input checked="" type="radio"/> x Dropdown	State ( %PERS_5% )

## Blocking Addresses

Block any address from subscribing to your list. Click on "Blocked Addresses" to view a list of any blocked addresses. Add to this list by typing new addresses into the text field and clicking on "Save Changes." Addresses should be separated with a return / new line. This feature is useful for keeping out unwanted subscribers.

### Email Address To Be Blocked

```
john@smith.com, joe@morris.com, ned@lewis.com
```



## Remove List

To remove a list go inside that list and click on "Remove List" under "List Settings." You will be asked to confirm whether you want to remove this list. Once removed, the list can not be brought back.

**Are you sure you want to remove the mailing list?**

By clicking on the "Remove Now" button, all settings, subscribers, e-mail's, and archived message

*This can not be undone.*

Would you still like to remove this list?

**Yes - Remove Now**      **No - Cancel**

## Email Headers

You can add specified information to custom email headers that are added within each of your mail- ings. You can update the name of the mailing, header information and the date that the mailing was created. You can also create new custom email headers with name and header information.

### Custom Email Headers

**Add Custom Header**

Name:	<input type="text"/>
Header Information:	<input type="text"/>
<input type="button" value="Save"/>	

## Subscribe/Unsubscribe by Email

You can set up any number of POP accounts for subscribing and unsubscribing to emails. This way your subscribers can send their form information directly to a specified email address.



### Add POP Account

Email Address	Port (Default: 110)
<input type="text"/>	<input type="text" value="110"/>
POP Server (IE: pop.server.com)	Pass
<input type="text"/>	<input type="text"/>
User	Action
<input type="text"/>	<input type="text" value="Subscribe"/>

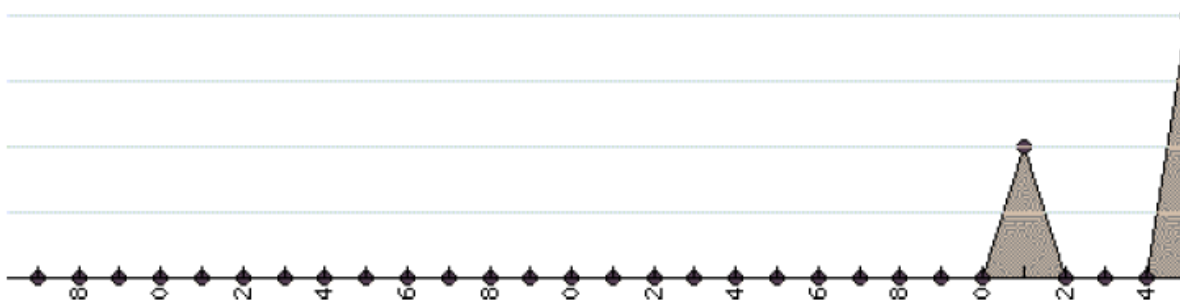
Click on "POP Accounts" under "List Settings" on the menu at the top. Type in the required text fields: Email Address, POP Server, User, Port, and Pass. Use the drop down to specify whether this POP account is to be used for subscribers or unsubscribers.

## General Reports

One way to gauge the effectiveness of your marketing campaign is through a series of general reports. These reports feature detailed graphs for the following: 30 Day Subscription Trend, 30 Day Mailings Trend, List Comparisons – Subscribers, and List Comparisons- Messages Sent. To view these graphs click on "General Reports" under "List Settings" on the menu at the top. Find the report that you are looking for and then click on "Next."

### 30 Day Subscription Trend

Subscription Trend





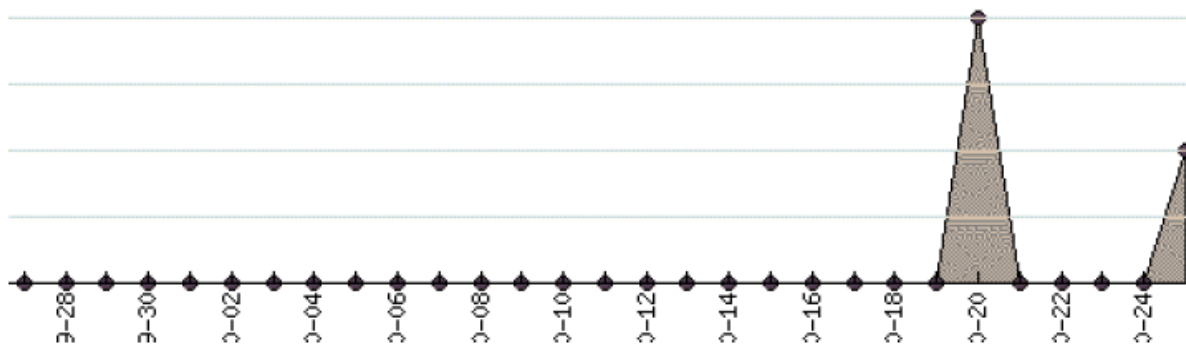
# AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



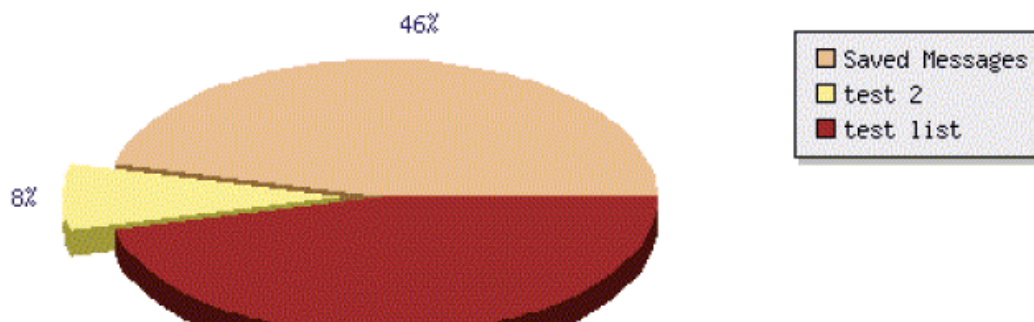
## 30 Day Mailings Trend

Mailings Trend



## List Comparisons- Subscribers

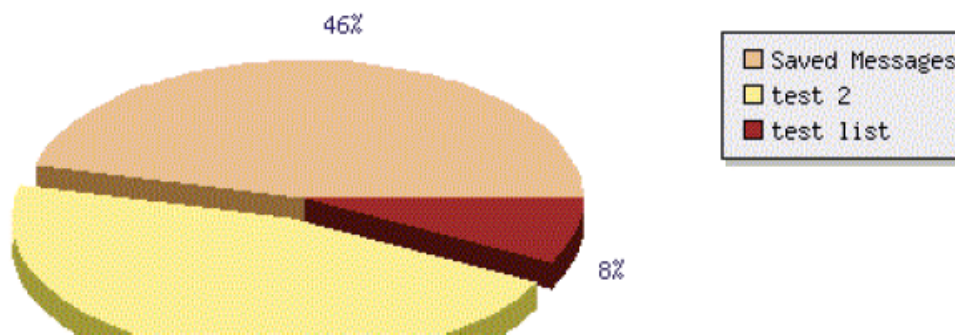
List Comparisons - Subscribers





## List Comparisons- Messages Sent

List Comparisons - Messages Sent





## Subscribers

### Using the Add Form

Click on "Add" under "Subscribers" on the menu at the top of the control panel. You can type in the email address and name of the subscriber. Any subscriber fields that you have already setup will appear here as well. Fill in the required/optional fields for subscribers accordingly.

E-mail	<input type="text"/>
Name	<input type="text"/>
Country	<input type="text"/>
Description	<input type="text"/>
Employed	<input checked="" type="checkbox"/>

### Finding Subscribers

Select "View / Modify" under "Subscribers" on the menu at the top to view your subscribers in list format. Search through the list to find the subscribers you are looking for. You can arrange your list of subscribers in order by email, name, or date. To delete a subscriber check the box by their email and click "delete checked." There is also an "Edit" option and if you click any field around the subscriber line you can view detailed information. This information includes: Date of Signup, Computer Details (including OS and browser), IP Address, and Status.



You currently have 2 member(s) on your mailing list.

<input type="checkbox"/>	E-mail ▲ ▼	Name ▲ ▼	Date ▲ ▼
<input type="checkbox"/>	<a href="#">Edit</a> email@thisemailaddress.com	This Person	2005-01-04
<input type="checkbox"/>	<a href="#">Edit</a> myemail@myemailaddress.com	My Name	2005-01-04

Delete Checked

Page 1 ▼ Submit

**email@thisemailaddress.com**

Subscriber Information	
E-mail	email@thisemailaddress.com
Name	This Person

Date of Signup	2005-01-04
Computer Details	
IP Address	
Status	Active



## Search

Select "Search" under "Subscribers" on the menu at the top to begin searching for subscribers. You can search through your list of subscribers by name, email, and optional fields. Enter in your search term and then use the dropdown to search by name and email.

The screenshot shows a search interface with a text input field labeled "Search Terms" and a "Search" button. Below the input field is a dropdown menu currently set to "Email Addresses". The dropdown menu is open, showing the following options: "Email Addresses", "Names", "[ Field ] Country", "[ Field ] Description", "[ Field ] Employed", and "[ Field ] Sex". A "Submit" button is located to the left of the dropdown menu. At the bottom of the page, there is a copyright notice: "© 2004 ActiveCampaign. All rights reserved." and a footer: "ETA 1 Logout | SelectL".

## Importing

Easily import your subscriber's data such as email, name, and optional fields using a simple copy/paste method or via a file from your computer. Select from a list of importing options. If you are only importing email addresses you will be taken to a basic importing page. On this page you can cut and paste from a list of files or import a list from a file. Follow the formatting options on the screen. You can customize the format as you see fit. If you are importing a list which has a varying format you can set the preferences in accord with what you have. You can choose whether to send confirmation mailing (Opt-In) to subscribers that you are importing into your list or to not to import data from subscribers who have unsubscribed in the past. You can also choose whether you want the data that you are importing to go to your subscribed list or your unsubscribed list.



[Import using copy/paste](#)

[Import From File](#)

To import your data it **MUST** follow the import guidelines.

Your data must be such as:

E-mail;Name

Or simply a new email address on each line

Subscribers to import

For all other selections you will be taken to an advanced importing page. You can choose whether to send confirmation mailings (Opt-In) to subscribers that you are importing into your list or to not to import data from subscribers who have unsubscribed in the past. You can also choose whether you want the data that you are importing to go to your subscribed list or your unsubscribed list.

#### OPTIONAL - Importing Options

Require Opt-In

By checking this box, users will be required to confirm their subscription by clicking on a link that will be e-mailed to them. If you check this box, ensure that you have your confirmation mailings turned on and set to what you prefer. Also verify that opt-in / out settings are turned on and set to what you prefer.

Do not import addresses which have been unsubscribed in the past

In Advanced Importing mode, as in basic, check "Require-Opt In" if you want your users to be required to confirm their subscription by clicking on a link to be emailed to them. If you check this box, ensure that you have your confirmation mailings turned on and set to your preferences. Also verify your opt-in / out settings are set likewise. By checking "Do not import addresses which have been unsubscribed in the



## AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



past" all email addresses previously unsubscribed in the past will not be imported. This only includes email addresses that were unsubscribed by the user. Email addresses that were unsubscribed by the admin are still imported.

past

By checking this box, all e-mail addresses that have previously been unsubscribed in the past will not be imported. This only includes e-mail addresses that were unsubscribed by the user. E-mail addresses that are removed by the admin will still be imported.

- Import subscribers into mailing list.
- Import data into unsubscribed list (will import your data into the list of past unsubscribed e-mails)

Browse to find import list. Importing from a .CSV file is a simple matter of aligning the first row and columns of your file with your subscriber fields using a simple drop down method. You do not have to specify an identifier line Data can take all forms. There is no specific requirement. For example all of the following would work: something;field something;another "email","second","third" email,"a name",last field and more...

You do not have to enter the delimitator or the enclosure character. It auto-detects both. If one row is invalid the process will not stop entirely. You can choose whether to send confirmation mailings (Opt-In) to subscribers that you are importing into your list or to not to import data from subscribers who have unsubscribed in the past. You can also choose whether you want the data that you are importing to go to your subscribed list or your unsubscribed list.



name	<input type="text" value="Name"/>
Column sample data.	What does this column represent
email	<input type="text" value="Email"/>
Column sample data.	What does this column represent
country	<input type="text" value="Country"/>
Column sample data.	What does this column represent

[List Settings](#) [Subscribers](#) [Messages](#)

### Import (Advanced)

4 row(s) imported successfully.

0 row(s) unsuccessful.

[Click Here To Continue](#)

## Exporting

The exporting feature allows you to easily export your subscribers into a .CSV file. Click on "Export" under "Subscribers" on the menu to the left. Copy and Paste into a text box or export into a .CSV file by clicking on "Export to .CSV file". The subscription date is included in the .CSV file



## AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



### Export Subscribers

Export using copy/paste

Export to .CSV File

```
don@don.com;Don  
joe@joe.com;joe  
john@john.com;john  
lisa@lisa.com;Lisa  
me@thisaddress.com;me
```



## Messages

### Sending a Message

Once you have setup your list, obtained or inserted a subscriber base, you are ready for broadcast mailing. For information on how to do this see adding e-mail addresses. Larger lists may require additional cron job setup to ease message sending.

To send a message for your selected list, click on "Create New Message" under "Messages" on the menu at the top. You have the choice of three formats from which to send your mailing. It is recommended that you send using the HTML and Text combination. Most clients support this option.

Please select a format in which you would like to send your message.

Type of Mailing		
<input checked="" type="radio"/> <b>HTML and TEXT</b> Recommended	<input type="radio"/> <b>HTML ONLY</b>	<input type="radio"/> <b>TEXT ONLY</b>

Submit/Next

### Multi-Format (MIME), HTML and Text

This format allows you to send the message in 2 different formats. One format is HTML capable and the other is text-only. Both versions are embedded in a single e-mail and the user's e-mail client decides which version the user is capable of viewing. If the user has an HTML capable e-mail client it will display the HTML version. Otherwise it will display the text only. If the user's e-mail client does not support MIME e-mails it will display both versions.



## HTML Only

Allows you to send an HTML formatted e-mail using the Visual Text Editor or your own HTML code.

## Text Only

Allows you to send text only e-mail. This option does not support HTML tags or the visual text editor.

Mailing Lists (Groups) To Include in Mailing

<input type="checkbox"/> ads	<input checked="" type="checkbox"/> test	<input type="checkbox"/>
------------------------------	--	--------------------------

Templates & Filters

HTML Template

TEXT Template

Body Tag Templates

Sending Filters

When available you can select a template to use with the creation of a message. Begin by Clicking on "Submit." Enter the "Subject", "From" and body content in the next screen. You have the option at the bottom to enter body tags to alter the background color / image and options designated to change the feel of your message. Do NOT add head tags or HTML open / close tags. Certain mail servers will not read e-mail with those tags. Click on "Preview Message" to view how your message should look. If you are ready to send click on "Send Now".



# AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



### Attachments

Optional Attachment 1

### Schedule Options

Schedule For Sending?  
 Yes  No

A small popup window may open. If so, close this window as stated in the window. Your message is now queued and sending has begun. Click on "Message Queue" to see the message's sending status. There is no need to keep your browser open or your computers on to have the sending continue.

---

Please wait while your message is being prepared for sending.

1) Saving Message Information

Complete

2) Preparing Subscriber Info

Complete

**3) Optimizing &  
Preparing To Send**

Complete

**Sending Initiated.**

[Main Page](#) | [Message Queue](#) | [Message Archive](#)



## Real-Time Message Queue

Watch as your mailings are sent. The visual message queue allows you to view your message sending status and re-queue your message as needed. You can view the number and percent of emails complete along with the number left to go. If sending stalls over 5 minutes you can click on the Re-Queue Message link to restart your sending. Do NOT click on this message unless it stops sending for 5 minutes.

Easily pause, stop, or resume your mailings in progress. Anytime you have a message queued click on "Message Queue" to view your message in progress. A bar graph displays the progress of your mailings



Re-Queue Message if your message appears to stop sending or stalls.

## Personalized Mailings

Click on "Personalize" on the WYSIWYG text editor page in "Creating New Message, to easily apply tags to a number of fields: "Subscriber's Name", "Subscriber's Email", "Subscriber's IP, "Update Profile Link", "Unsubscribe Link", "Web Copy Link", and "Sent to a Friend Link." Or enter them manually:

- %PERS\_UNSUB% - unsubscribe
- %PEFS\_WCOPY% - web copy of mailing
- %PERS\_XXXXXX - optional fields.
- X should be replaced with the optional field id.
- %PERS\_NAME% - subscribers name
- %PERS\_IP% - subscribers ip address
- %PERS\_UP% - update profile/subscription info
- %PERS\_FRIEND% - forward to a friend



## Forward to Friend Feature

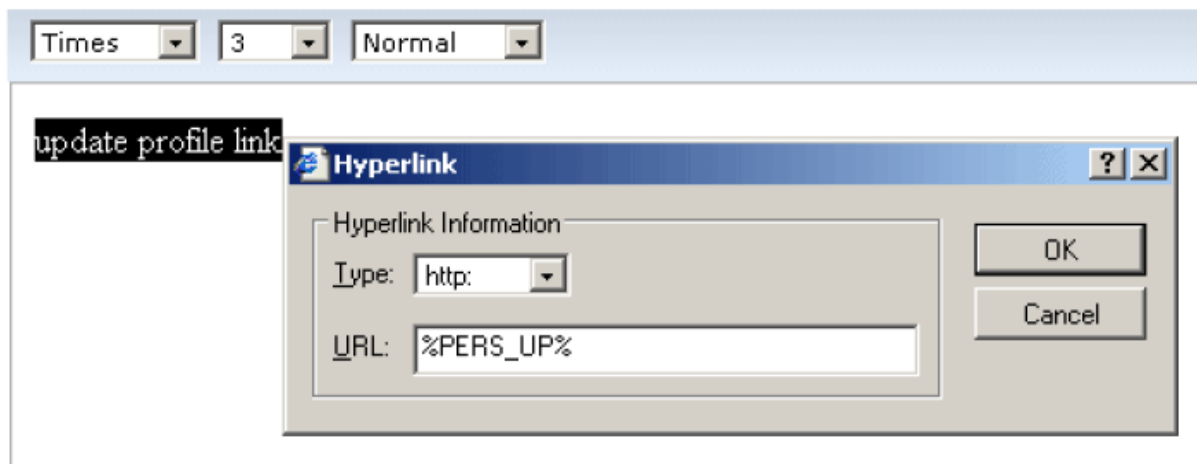
To create a link that allows to you to forward to a friend use the tag %PERS\_FRIEND%. This directs you to a page that asks your name, friend's email, friend's name, and a personalized message. After filling out the form the friend receives a "thought you may be interested in this mailing" letter with a link on the bottom. To create a clickable link that will forward the mailing to a friend you can use the format `<a href="%PERS_FRIEND%">Click here to forward to a friend</a>`





## Update Profile Tag

The update profile tag %PERS\_UP% creates a link that allows subscribers to update their name and optional fields on a "Modify Subscriber Details" page with the click of a button.



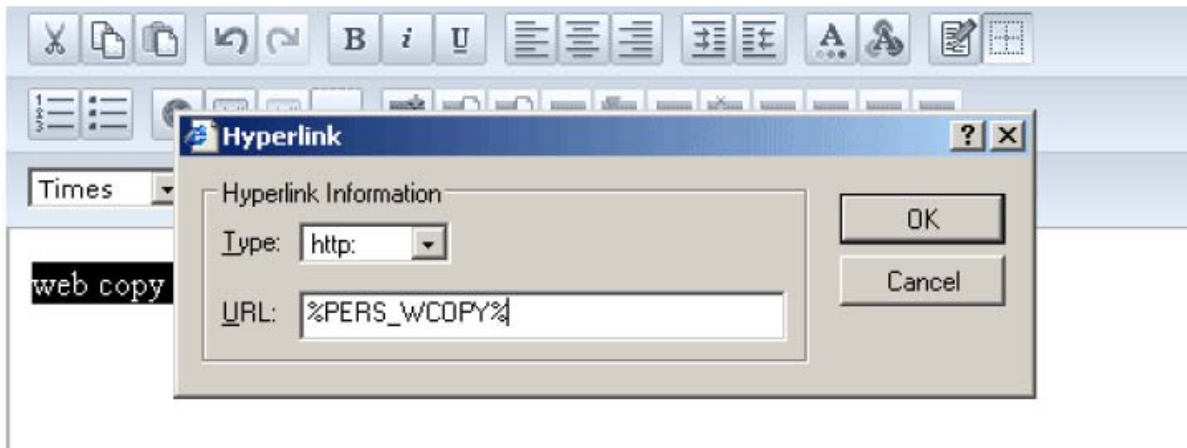
## Web Copy Link

When you insert a web copy link %PEFS\_WCOPY% you create a link to a web version of the mailing. Useful to include if, for example, subscriber's email client does not support full HTML. Link tracking and read/open tracking still works with the web version.



## AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



## Subscriber Fields in Mailings

Enhance the look and feel of your mailings by using optional fields. These fields add a personal appeal to your mailings. You can create radio buttons, check boxes, text fields, text boxes, and drop downs using your existing subscriber fields.



To include an optional field in your mailing click on the "Personalize" button on the message composition page and select the field to insert. In addition, you can create a sending filter. Filter your sending to a certain group of subscribers (IE: subscribers with the name bob and an optional field being Illinois)



## Scheduled Sending

When you create a new message you have the option to schedule sending. You set your mail to be sent after clicking on "Preview Message." Schedule your mail to arrived at a specified date and time. Select "Yes" under "Schedule For Sending" and type in the date (ie:use the scroll down menus to specify the year, month, day, hour and minute your message is to be sent. Click on "Send Now" and a confirmation screen tells you that your message is now in the scheduled to queue. To view your scheduled mailing, go to "Scheduled Mailings." Your queued message appears on the screen. You have the option to send your mailing immediately by clicking on "Force Send Now" or to remove it by clicking "Delete."

### Schedule Options




Schedule For Sending?		Hour	Minute
<input type="radio"/> Yes	<input checked="" type="radio"/> No	<input type="text" value="10/26/2004"/> Date	<input type="text" value="01"/> <input type="text" value="00"/>

You have selected 1 lists for this mailing.  
This mailing is set to send to 6 subscribers.

## Using Already Sent Messages as a Template

Click on "Archive/Stats" under "Messages" to bring up a list of your previously sent messages. You can also click on the "Message Archive" shortcut on the list startup page. To create a template using one of those sent messages click on the "T" to the right of the message. Select any additional mailing lists to include in the mailings. Click on "Submit/Next." Your message appears as a template which can be modified using the WYSIWG editor. When your template is to your liking click on "Preview Message" Your sent message is now a template which you can include in a future mailing. Send it as you would any other message.



Date	Time	Subject	
2004-10-26	17:07:07	Message to be used as a template	  

KEY		
		
More Info	Use As Template	Delete From Archive

## Previewing Messages

When you preview a message you can view an HTML and a separate Text message version. You can send at a specific date and time. You have the freedom to add attachments to your message, save your messages for later if they are not complete, go back and edit if your message needs revision, and send a test email. When you are finished and your message is complete, click on "Send Now."

---

### Check to make sure this is how you want your message to appear.

NOTE: The preview will NOT show / display any body tags that you have included. Example: Backgr  
This information will be included in your mailing however will not show up in the preview.

---

**From:** email@thisemailaddress.com

**Subject:** previewing my newsletter

---

### HTML VERSION OF MESSAGE

---

I am creating this newsletter just so that I can preview it.

## Test Sending

Before sending a message you can run a test using an email address you have access to. View your message through the eyes of the subscriber before deciding to send it. Before sending a message you will be brought to a previewing message screen. At the bottom to the far right of the screen type in the email address you want to use and click on "Send Test Email."

A popup tells you that "A test email has been sent." Such areas as bounced management, attachments, and other features may not be included in the test mailing; whereas it will be included in the final mailing.



## AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



This mailing is set to send to 10 subscribers.

Save For Later

Send Test Email

Send test email to:

email@thisemailaddress

## After the Sending

After your message is sent check the message queue to ensure that it completed without your server stalling the mailing.

**Refresh** this page for latest message information / status.

**Message to be used as a template**

0% Complete

0 messages out of 10 messages sent.

Pause Stop

Date Sending Started: 2004-

Time Sending Started 17:07:

If you have enabled your link tracking you can check your link stats at any time. Go to your message archive. Click on "i" beside a message to view its statistics. Click on "view" beside Link Stats to view link stats and the number/percent to view Read/Open stats.



## Archives (Public and Admin)

Click on "Message Archive" to view a list of sent messages. Once there click on "i" to view a host of details including: who it was sent to; how many times it bounced; percentage of successful transmissions; who read it, clicked on links, and how many times; current status; date and time; who it was from and what the subject was; along with an html and a text version of the message. Click on "T" to take an old message and use it as a template (see using a message as a template for additional details). Click on "X" to delete the message from the archives.

Date	Time	Subject	
2004-10-26	17:22:51	newsletter	  
2004-10-26	17:17:59	previewing my newsletter	  
2004-10-26	17:07:07	Message to be used as a template	  

## Save Messages For Later

If your message is not ready to be sent you can save it for later and modify it at your convenience. On the previewing message screen click on "Save For Later" at the bottom of the page. To retrieve your saved message, click on "Saved Messages" for a list of your saved messages. Click "Use Saved Message" next to the message you are working on. You can modify your message using the same options you had when creating a new message. After completing your message you can "Send Now" or set a schedule for sending. If you are still not finished "Save For Later."



# AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



## Saved

Date	Time	Subject	
2004-10-27	11:23:45	I am saving this message for later	<u>Use Saved Message</u> 

KEY

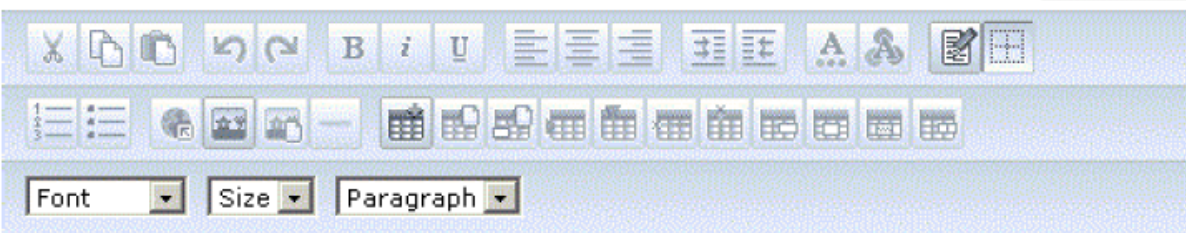
 = Delete From Archive

## The Editor for Composing Letters

The System includes a powerful text editor for composing HTML rich messages. There's no need to know HTML code. Using our easy to understand MS Word style editor anyone can compose a compelling HTML messages complete with images, tables, text formatting and more at the click of a button. If you do not see the editor it means your browser or computer does not meet minimum requirements for the editor. The editor requires IE 5.5+ on a windows platform. Click on "Personalize" on the WYSIWG text editor to easily enter a number tags. For more details see Personalized Mailings.

### HTML VERSION OF MESSAGE

Personalize



Font Size Paragraph



## Link Tracking

Link tracking tells you who your subscribers are and what percent of them click on your link after you send a mailing. You get a list with email addresses along with the date, time, and number of times that they clicked on your link.

You are not required to specify what links are to be tracked. Any link with the format href="LinkHere" is automatically tracked by the system as long as you check "include link tracking" when sending a mailing.

To view link tracking, click on "Message Archive" or "Archive/Stats" on the menu at the top. Click on "i" beside a message to read its statistics. Click on "View" right beside "Link Stats." A bar graph tells you how many viewers clicked on your link. Click on the link above to continue viewing statistics. Here you can create a new list featuring responsive subscribers who clicked on the link. You can also export this list to a .CSV file and work on it using Excel. You can create a pie graph display your "15 Most Popular" links in the report generator to the right.

## Read/Open Tracking

When this feature is turned on during a mailing you build statistics each time a user opens and reads your HTML or multi-format mailings. To view this feature, click on "Message Archive" or "Archive/Stats" on the menu at the top. Click on "i" beside a message to read its statistics. Your Read / Open statistics are beside "Reads" at the top of the screen. Each time a user opens an email it's counted as a read. Click on the number of reads for greater detail. Here you can view statistics detailing which users open and read your mailing, when, and how many times. As with link tracking you can then create a list based on those statistics and export the list to a .CSV file for further work on pro- grams like Excel.

message has been read 1 unique times. 1 total non-unique times . ( 50 % )



Addresses	Date	Time	Times Opened
@activecampaign.com	2004-05-28	02:54:23	1

Page 1

## Unsubscribe Link

When you create a new message an automatic unsubscribe link is checked "Yes" by default. This creates a link allowing users to easily unsubscribe to a mailing. To customize your unsubscribe link, type in the message you want to use for your unsubscribe link and highlight it. Click on the hyperlink button on the

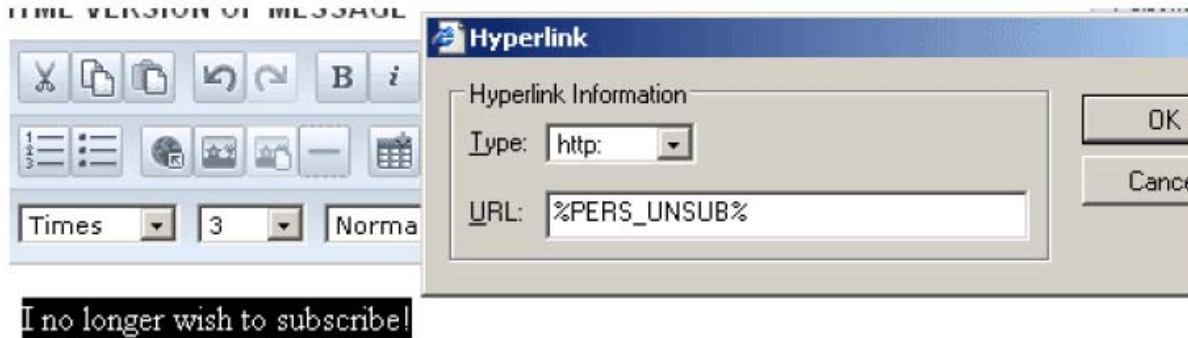


## AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



top of the WYSIWIG editor (hyperlink is shown when your mouse scrolls over the right button) and enter "%PERS\_UNSUB%" and click "OK". You have just created an unsubscribe link that should now be highlighted.



## Including Attachments

Add a file or several files to your mailings such as a PDF or picture for distribution on your list. You can add any number of attachments to your message. Begin by clicking on "General" under "List Settings" on the menu at the top. Here you can set your max attachment size, acceptable file formats, and number of attachments allowed per mailing. Create your message and click on "Preview Message." Click on "Browse" beside the Optional Attachment field to attach your file. Once your file is attached proceed as you would for any new message.

### Attachments

Optional Attachment 1	<input type="text"/>	Browse...
Optional Attachment 2	<input type="text"/>	Browse...
Optional Attachment 3	<input type="text"/>	Browse...
Optional Attachment 4	<input type="text"/>	Browse...
Optional Attachment 5	<input type="text"/>	Browse...



## Presets

### Auto Responders

Easily add any number of time-sensitive auto responders to any of your lists. For instance, you can have an instant auto responder that welcomes a new subscriber, have a message automatically sent 24 hrs after their subscription, and have another mailing sent a week later. Add html or text auto responders to any of your lists with ease.

To add a responder, click on "Auto Responders" under "Presets" on the menu at the top. Choose the type of Auto Responder: HTML or Text. Set the Timing: Number of hours after this responder is set to send (0 sends this responder instantly). Click on "Submit/Next."

#### Auto Responders (Add)

Type	<input checked="" type="radio"/> HTML
	<input type="radio"/> TEXT
Timing	<input type="text" value="0"/> Number of hours after subscription this responder is set to send at (0 will send this responder instantly)
<input type="button" value="Submit / Next"/>	

A WYSIWIG text editor on the page allows you to customize your "Auto Responders" message. Click on "Personalize" to easily enter tags for a number of fields: "Subscriber's Name", "Subscriber's Email", "Subscriber's IP", "Update Profile Link", and "Unsubscribe Link."

For more details see Personalized Mailings under Messages. After completing your message click on "Submit/Next" to add your auto responder.



# AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



Timing

Number of hours after subscription this responder is set to send (will send this responder instantly)




## HTML VERSION OF MESSAGE

Per

## Templates

### Templates

A message template is convenient in cases where you send a similar mailing more than once. You can create either text or HTML templates. First, click on "Templates" under "Presets" on the menu to the left. A list of templates and filters that you can delete or modify appear on the same page. Determine which type of template you wish to use: HTML or Text. Type your code or message into the template content. To use the template you simply select the template name from the drop down menu on the first page of the "Create New Message" screen. This will insert your template into the message body and you can simply edit and then send.

Date	Time	Subject	
2004-10-26	17:07:07	Message to be used as a template	  

KEY		
		
More Info	Use As Template	Delete From Archive



## Headers/Footers

Headers/Footers are another form of presets beyond templates. Unlike the templates feature, the headers/footers may not be modified during the sending process. The header and footer are ideal for standard information at the beginning or end of your mailing, such as your standard unsubscribe link. Select "Headers/Footers" on the menu at the top to add a new header or footer. Type in a name and select "Header" or "Footer." Type or paste the header or footer content in the text field provided. You can use HTML tags; include images, etc. if you plan on using this header or footer in an HTML mailing. Click on "Submit" when you are done. The next time you click on "Headers/Footers" your header or footer appears in a list. Easily delete (x) or modify (e) items in this list by clicking on the appropriate icons to the left of them.

Name	
Brief Description for you to recognize. Does NOT affect your actual template.	<input type="text"/>
Header or Footer?	<input checked="" type="radio"/> Header <input type="radio"/> Footer
Header or Footer Content	<input type="text"/>
You may use HTML Tags, and include images, etc.. if you plan on using this Header or Footer in an HTML mailing.	

Please note: Headers/footers are currently added to both html and text versions.

## Including custom header or footer in mailings

Page 37

Options for including saved headers or footers are included in the form of a scroll down menu when you see the WYSIWG text editor during "Create New Message."



Links / Clicks [?] Yes

Header [?] None ▾

Automatic Subscribe Link [?] Yes

Footer [?] None ▾

Message opens /  
Activated with HTML version of message only.

## Sending Filters

If you only want to send up to 30 specific e-mails in your list you can create a sending filter. Check the e-mails you wish to send to and when composing a mailing you would select that sending filter.

Also, you can create sending filters based on name, email, subscription date, and any optional fields you may have. For instance, you can create a sending filter that only includes subscribers who have signed up after a particular date or a filter that includes everyone with bob in their name or .com in their e-mail address.

To begin adding sending filters select "Sending Filters." To add a new filter, click on the "Add a new custom filter" link at the bottom of the page. Set parameters for the sending filter based on name, email, and signup date. You have the option to make it a universal template (user admin only or all users) - used by all current and future lists. Click "Submit" to add your filter to the list. Once you have created sending filters you can click on "View matching email addresses" below one of your filter for a list of email addresses matching the parameters specified by that filter. Easily delete any filter by clicking the red circle with the "x." When you click on "Create New Message" there is a "Sending Filters" drop down menu so that you can begin applying that filter to the message.

## Body Tag Templates

To add this template, click on "Body Tag Template" on the menu at the top. During message composition the body tag area is entered in a different box than the actual message. If you wish to use a certain style or particular body tag format you may create a body tag template.



## AICHER & Partner Kommunikationsagentur

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



Name

Brief Description for you to recognize. Does NOT affect your actual template.

Body Tag Template Content

To use a body tag template you simply select the template name from the dropdown on the first screen of the "create a new message" page.



## Utilities

### Batch Removal

Batch Removal allows you to clear all addresses from the list you are currently working on. All list settings will be retained even as you remove all addresses that are subscribed to the list. Click on "Batch Removal" under "Utilities" on the menu at the top. You can remove specific email addresses using the batch removal page. Paste the email addresses to be removed into the text box and click on "Submit". To remove all addresses click on "delete all addresses in this list."

#### Batch Removals

[Delete all addresses in this list](#)

#### Remove a list of addresses

```
email@thisemailaddress.com  
email@thisemailaddress.com  
email@thisemailaddress.com  
email@thisemailaddress.com  
emali@thisemailaddress.com  
email@thisemailaddress.com  
.....
```

Warning: once you remove all addresses using "delete all addresses in this list" it can not be undone.

### Cloning

The Clone list feature allows you to easily copy either the list settings or the list subscribers to a new list. Or copy both the list settings and the list subscribers to a new list. Click on "Clone" to shortcut to clone under general settings.



**Clone**

Name of List[?]

Senders E-mail Address

Clone Users

Clone List Settings

## Remove Duplicates

Click on "Remove Duplicates" to have the system check your list for duplicates. Any duplicates will be removed when you run this page and the results will be shown on screen.

Please note: At time of sending the system automatically checks for duplicates. This function is for cleaning up the list, but is not required to be run.

## Purge Non-Confirmed

In order to maintain a clean database, we suggest that once you accumulate many non confirmed members you purge them. Select "Non- Confirmed Emails" to begin purging your non-confirmed emails. There is a dropdown menu for setting up a purging cut off date to remove all non confirmed members from the database.



To verify your subscription, please visit:  
%CONFIRMLINK%

To purge not confirmed members from this list, complete the following:

**Cut-Off Date for Purging**

**Month**  **Day**  **Year**

All subscribers who submitted their e-mail address before this date but did not confirm their subscription will be removed from the not-confirmed list.

You can even send an email reminder to your non confirmed members reminding them that their subscription needs to be confirmed.

**Subject**

**From Email**

**Type**

**From Name (Optional)**

**Message:**

To clean up your database, we suggest that once you accumulate many Not Confirmed members that you purge them.

Currently you have 0 not confirmed members.

There is no need to purge at this time.

## Unsubscribed List

For each list, all users who have unsubscribed are added to an unsubscribed list. This works in connection with the import feature if you wish to only import users who have not unsubscribed in the past. Select "Unsubscribed List" on the menu at the top to view your unsubscribed list. A text field showing subscribers who have unsubscribed now appears.

Importing subscribers into the unsubscribed list, works in much the same way, as adding new subscribers. Click on "Import" and then one of the importing options. Type in the subscriber's information the same



way you would if you were adding them to the list. At the bottom check the box that reads "Import data into unsubscribed list."

were unsubscribed by the user.  
E-mail addresses that are  
removed by the admin will still be  
imported.

- Import subscribers into mailing list.
- Import data into unsubscribed list  
(will import your data into the list of past  
unsubscribed e-mails)

## Using the Subscription Form

To setup a subscription form you must generate the needed HTML code and / or link. Click on "Subscription Forms" for a variety of options allowing users to subscribe and unsubscribe.

ads  
test  
thislist

Name  
 Country  Description  Employed  Sex

### Options

- Force user to subscribe to or unsubscribe from all lists selected above. (User will not have options for lists and will not see lists they are subscribing to)
- Allow user to select lists they wish to subscribe to or unsubscribe from.



## Subscription Forms

Generate Custom Form Code or Use System Generated Code. You can have a generated form embedded into any page on your web site and set the URL's for redirection. This includes: success URL, error URL, awaiting opt-in URL, and more. Thus the user never leaves your design and you have total control!

**Optional Redirection Pages**  
If left blank the system generated message will be displayed on a blank screen.

Successful Completed Subscription URL <input type="text"/>	Successful Completed UnSubscription URL <input type="text"/>
Pre-Confirmed Subscription URL <input type="text"/>	Pre-Confirmed UnSubscription URL <input type="text"/>
Successful Confirmed Subscription <input type="text"/>	Successful Confirmed UnSubscription <input type="text"/>
Subscription Error URL <input type="text"/>	UnSubscription Error URL <input type="text"/>

To generate a custom html form, select "Subscription Forms" and then "Create New Form." Select which lists to include on the form, additional fields to request, decide whether or not to allow the user to select lists they wish to subscribe or unsubscribe to, and optional redirection pages.

Optional redirection pages are pages that the user is forwarded when they submit the initial subscription form. If their request is successful the system sends them to your successful redirection URL. If unsuccessful it sends them to the non-successful URL. Enter your URLs in full (IE: http://

To generate a custom html form, select "Subscription Forms" and then "Create New Form." Select which lists to include on the form, additional fields to request, decide whether or not to allow the user to select lists they wish to subscribe or unsubscribe to, and optional redirection pages.

Optional redirection pages are pages that the user is forwarded when they submit the initial subscription form. If their request is successful the system sends them to your successful redirection URL. If unsuccessful it sends them to the non-successful URL. Enter your URLs in full (IE: http://www.site.com/thanks.php) and not with ? or & symbols(http://www.site.com/thanks.php?pg=new).

If you change the redirection URLs you must update your form code as well as the changes to take place. If you enter one redirection URL enter a URL for all redirection options.

Click "Generate" and then copy and paste the resulting code anywhere into your website. Every time you regenerate or change your form code using the the system administrative main page, you must replace your old code by copying and pasting the newly generated code into your web site. If you don't then the old code will keep using the old settings.



## **AICHER & Partner** **Kommunikationsagentur**

Ihr Spezialist in Sachen  
Kommunikation, Internet, IT & Ausbildung!



To use the default subscription page, type <http://domain.com/12all/> on the address bar of your browser or read the options on the bottom of the generate html form code page.