



emailwave

emailwave

Advanced manual

version 1.0

5 / 2012

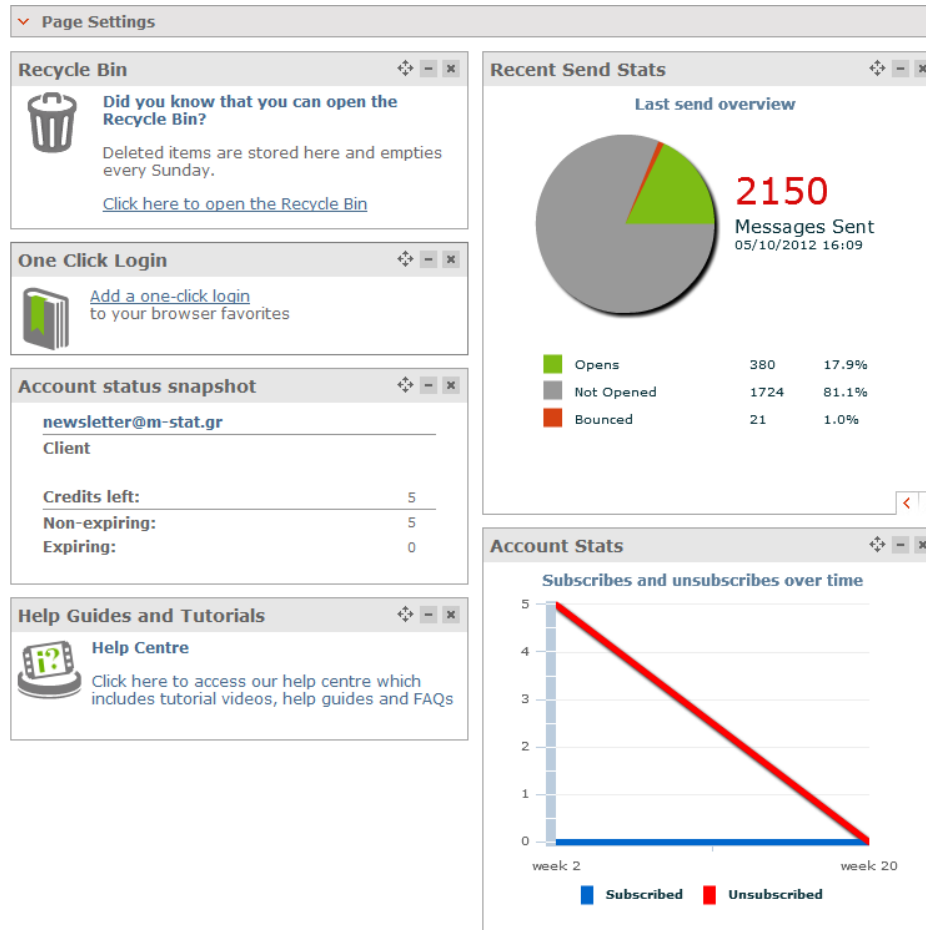
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Introduction – Advanced Mode

The Advanced Mode home page shows you a snapshot of your account status. There is a **Statistics Overview** that you can View stats about the last send that you made. The Graph of Subscribes and unsubscribes over time is displayed on the screen. Customer is able to see at a glance the remaining Send Credits of his account and click on useful links such as Help Guides and Tutorials.



By clicking on the Page Settings user can manage which windows/information will be shown on his homepage after logging in. Just click on the checkbox to select/deselect an option.

Newsletters

You can create your newsletter from either a blank page or a template. So that you can get started quickly, your account comes with a couple of templates related to your industry. The application contains many more templates than those pre-loaded into your template folder – you can browse our template library and copy additional ones to the folder.

Create from template

To create a newsletter from one of the free templates in your account, click 'Create from Template' which will allow you to name the newsletter, select which folder you would like the newsletter stored in (if it is stored in the templates folder you will be able to base other newsletters on that template). Once you have done that select a template from the selection of free templates that are in your account.

Newsletter name *

Save to

Email / Newsletter folder

☐ Edit Text

next

Browse on the available template categories related on your industry. Choose a category by clicking on its name under the 'Categories' column. Click on a thumbnail to view a preview of the template. To select the template, either click on the select button when previewing, or the 'Select' option under the thumbnail.

Categories

Newsletters

Cards

Events & Invitations

Holidays

Industry Specific

Sales & Announcements

Seasonal

Themes

Newsletters

12 Templates | Page 1 / 1 | 1 | go to

25 Items Per Page

Small Thumbnails

A Blank Templa...

A New Mailing ...

Black Accented...

Crisp White Ne...

Fresh Organic ...

How It All Map...

Punctuated Des...

Quiet Afternoon...

Running The MI...

Simple Musical...

Sleek Silver T...

Subtle Gray Pl...

12 Templates | Page 1 / 1 | 1 | go to

25 Items Per Page

Small Thumbnails

Cancel & Exit

You will be directed to the online editor where you can modify the contents of the template.

When you create your email newsletter, you must decide whether you also want to create a text-only version. We strongly recommend this, as it helps with delivery to some web-based email clients and email clients such as Lotus Notes.

The Editor uses logic similar to MS Word. Please refer to the **Editor** section of this manual for instructions.

While working on your newsletter in the Editor, make sure you save it frequently. And when exiting the Editor, make sure you save your newsletter



Text newsletters and emails

If you have also created a text-only version of your newsletter, a second Editor will appear after the first closes. This is the text Editor. There is a button that will copy any text from your HTML newsletter to this Editor. You can then format it as you wish.

Please note: If there is no text version saved in the text Editor, the application will send out a default text email that states, "If you cannot read this email, please click on the following link." The link will then take the client to the HTML newsletter.

To create a text-only version automatically with every newsletter, go to the **'General Settings'** menu under **'Set-up and Options'**. Tick the box next to **'Create a Text Version of every newsletter I create'**. This will automatically create a text-only version of every newsletter.

Please note: An asterisk (*) appears next to newsletters with a text-only version. If there is no asterisk, there is no text-only version.

Import from file

If you have designed your newsletter in an external HTML editor, or a designer has created your newsletter for you, you can import it easily into your account.

To import the code to a new newsletter, select the folder you want to save it to from the drop-down. Then enter the name of the new newsletter in the blank field.

Go to Newsletters > Import from File.

Importing HTML into an existing newsletter

You can either import the HTML into an **'existing newsletter'**, in which case it will replace the existing HTML, or you can import it into a new newsletter.

To import to an existing newsletter click the radio button for **"replace this newsletter"**, then select the folder in which your HTML is stored from the first drop-down. Then select the newsletter you would like to import the code to, from the second drop-down menu.

Importing a newsletter from a file

If you have created the newsletter in an external HTML editor or a designer has created it and given you the file, it is easy to import it into your account. Select the **'file'** radio button. Then **'browse'** to the folder on your computer where that file is stored and click **'import'**.

If you intend to upload all the images to the server, select the radio button **'Add my images path to all'**. You also need to select the folder you want to upload them to, from the drop-down menu. You will then need to upload the images in your newsletter to that folder. To learn how to upload images, go to the **Uploading Images** section of this manual.

Importing HTML into a new newsletter

To import the code to a new newsletter, select the folder you want to save it to from the drop-down. Then enter the name of the new newsletter in the blank field.

Make sure you have used the browse button to find the HTML file that you would like to replace the old template with (as shown below).

Get HTML from

☐ Word

☒ HTML or Text

☒ Add my images path to all images.

I will be uploading images to this folder

* Folder paths will be added to image source.

☐ I will be hosting images on my server.
Image paths are correct in my HTML.

* The default option will add the relative path to all images.

☐ This is a drag and drop template

Once a template has been uploaded into the Drag and Drop Editor it is not possible to export it, so please keep a copy of the base HTML and be aware that you cannot export any template that is created in that editor.

☐ URL *

☐ Zip File

If the images in the file you have imported are already on the Internet and referenced properly in the HTML file, select the radio button '**I will be hosting images on my server**'.

After clicking '**import**', please be patient – large files can take a few minutes to load. Do not log out or close your browser window during the uploading process.

At the end of the process, the newsletter console will confirm the import by stating, "The Newsletter was successfully imported", at the top of the screen.

Importing a newsletter from a web page

If your designer has already uploaded your newsletter to a web page, you can instruct the application to get that page. Select the '**URL**' radio button. Then type in the URL which you want to the application to fetch the newsletter from. Include the http:// and a forward slash (/) at the end of the URL if it doesn't include a page name (for example, pagename.htm or pagename.html). Then click '**import**'.

☒ URL *

☐ Add my website URL path to all images.

☐ Add my website URL path to all links.

Checking these options will add your website url to all images and/or links.
(ie. src='images/image.gif' will become src='http://www.mywebsite.com/images/image.gif')

☐ This is a drag and drop template

Once a template has been uploaded into the Drag and Drop Editor it is not possible to export it, so please keep a copy of the base HTML and be aware that you cannot export any template that is created in that editor.

Unless you intend to upload the image files, tick the box that says '**Add my website URL path to all images**'. This will ensure that when the newsletter is sent, all images are retrieved from the server on which they are stored. If you have not ticked this box, you will need to upload all image files to your account. To learn how to upload images, go to the **Uploading Images** section of this manual.

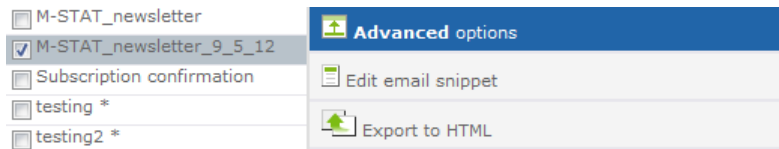
Depending on how the page that you fetched was created, you may also need to tick '**Add my website URL path to all links**'. Some pages reference internal links without referencing the URL – if your website was created this way, you will need to tick this box. If you are uncertain, ask the designer who created the newsletter.

After clicking '**import**', please be patient – large files can take a few minutes to load. Do not log out or close your browser window during the uploading process.

At the end of the process, the newsletter console will confirm the import by stating, "The Newsletter was successfully imported," at the top of the screen.

Exporting a Newsletter

You can export any of your newsletters from the application at any time. Go to **Newsletters** (left navigation menu) > **Edit & Manage**. Select the template that you want to export, then click on the checkbox and select from the right menu which is displayed the Advanced Options and from the submenu **Export to HTML**.



Create from Blog

FeedMail (RSS to Email)

An RSS feed provides a list of new content and a brief description of it, along with a link to the full article. Create a “**Feed**” link on your site or blog and allow readers to sign up. All RSS feeds are automatically updated so the user will see the most up-to-date post.

FeedMail fetches content from a blog; website or any RSS feed and then formats it in a stylish email template. All you need to do is supply your feed’s URL and specify how frequently you want us to upload your feed and send it (FeedMail sends to your mailing list automatically).

Setting up a FeedMail newsletter

After you have chosen the feed you would like to send, supply a name for your newsletter. Type or paste in the rss/xml URL in the appropriate text field and select a style for the newsletter.

Save the newsletter and schedule a sending time. If you would prefer to create your own XML template, you may do so by selecting “Custom XSL URL” and entering your URL into the space provided. Statistics for FeedMail will be saved in the Reports & Statistics tab.

To view the different style templates available in the preview window simply select those from the “Style” drop down menu and click “save”. Once you have selected the style you would like to use simply click on “save and schedule” and you will be able to set a schedule auto-responder which will automatically send the blog as a newsletter using the settings you have selected.

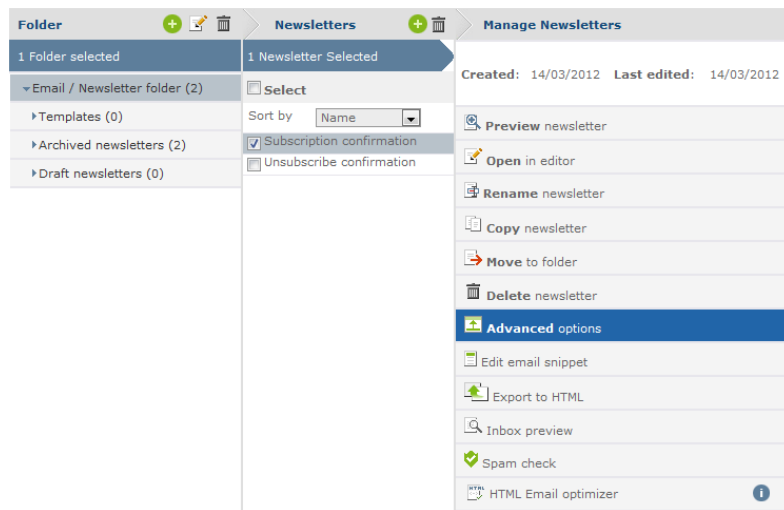
Edit

Edit & Manage

From within this section you can create and store your newsletters in different folders. This section will allow you to select items and click a button to initiate the particular action.

To see the newsletters in any given folder, select the folder shown under the “Folder” heading then in the next column you will be able to view the newsletters that are stored in that particular folder. You can use the “**Sort by**” option to view the newsletters by name, create date or modify date which will help you to locate the newsletter you are looking for.

You can also create a new folder or Newsletter using the first icon next to the titles Folder and Newsletter. You can also use the other two icons to edit or delete a folder or newsletter once you have selected one.



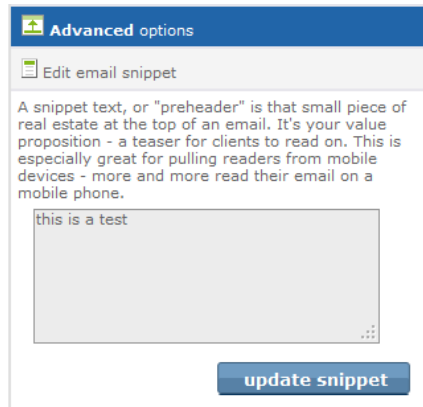
As shown in the above screenshot once you select a newsletter you will have a lot of features you can choose from which are shown in the right hand column. Those options are as follows:

- **Preview newsletter** – This will give you a visual of how the newsletter looks.
- **Open in editor** – This will allow you to edit the newsletter in the editor.
- **Rename newsletter** – This will allow you to rename the newsletter if you feel the need to.
- **Copy newsletter** – This will allow you to copy the newsletter, which is mainly used if you would like to continue using one newsletter but make alterations each month. You can use this to copy the newsletter and use/edit the copy for the next newsletter you will be sending out.
- **Move to folder** – This will allow you to place the newsletter in a different folder, you may want to place it in the template folder which will allow you to create a newsletter based on that template.
- **Delete newsletter** – This will delete the current newsletter you have selected.

Advanced options

You can also choose to use the advanced options which are available once you click on the “Advance Option” button. The options given will be related to the newsletter you have selected under the “Newsletters” column shown in the screenshot above. The advanced options available are as follows:

- **Edit Email Snippet** – This feature will allow you to add text which will be presented next to your subject line, but unlike the subject line the text in the email snippet will not count towards your spam score. This feature will allow you to place the text exactly how you would like without damaging your spam score, so feel free to add CAPITAL LETTERS, any words and even symbols such as euro signs (€).



- **Export HTML** – When clicked this will present you with a file that you can download which will have the HTML code used from that particular newsletter.
- **Inbox Preview** – This will enable you to preview what your newsletter will look like in up to 14 different email clients. Every account paid is given 3 inbox previews for free so you can see how the brilliant feature works.
- **Spam Check** – This feature will help you to ensure your newsletter doesn't end up in the recipient's junk folder, as it will give you a spam score rating from your newsletter and subject line. It will also give you tips on how to reduce your spam score if necessary.

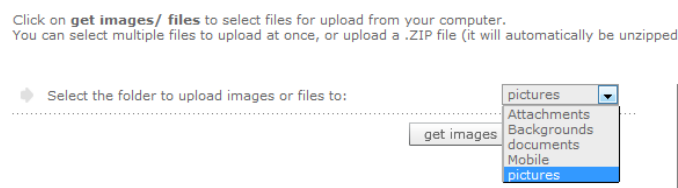


Images and Files

Your account comes with seven different folders where you can store your images and files. In addition, you can create your own folders. Each account has 20MB worth of storage space for images and files. If you exceed the 20MB limit, you can either delete some of the images in your folders or purchase additional storage space.

Upload

It is important that when you upload any images you first select which folder your files will be uploaded into. You can do this via the dropdown facility shown below:



Once you have chosen the folder, the next step is to select the images that you want to be uploaded into that particular folder. You can do this by clicking on the **"Get images / files"** button. **"upload files"** button as shown below.

Select the folder to upload images or files to: pictures ▼

get images / files

test_picture.png-9.06KB

Uploaded 0% remove

Total Files: 1 Total Size: 9.06KB

Uploaded 0% - 0.00 bytes of 9.06KB

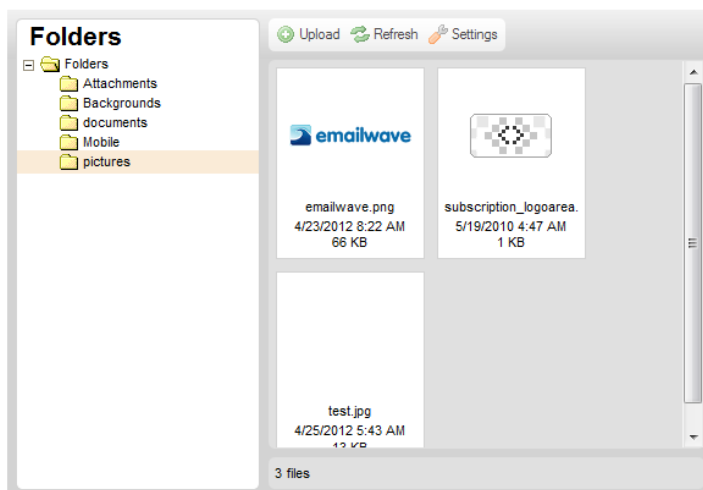
clear files upload files

Manage

Within this section you can manage your folders and images by deleting, moving or renaming them. You can also use the integrated Google search which will not display copyright images.

Folder Management: To rename or delete an image folder, select the folder and right click. To create a new sub folder select where you want it adding and right click.

Image Management: To move or copy an image, drag the thumbnail to the appropriate folder. To view, download, delete or rename an image, simply select it and right click.



You can also create a new sub folder by right clicking where you would like the folder to be located and then click **"New Subfolder"**. You can then name the new folder and click **"OK"**.

Please Note: You can also rename or delete a folder by right clicking on the appropriate folder



Setup and Options


Name Your Links

You may want to name links that you frequently insert into newsletters. There are three benefits in naming links:

1. It will make it easier for you to insert them by using the 'Insert Named Links' function in the Editor.
2. It will make it easier to interpret your click stats, as it will show the name of the link instead of the full URL.
3. You can enable tracking of click-throughs in Google Analytics.

◆ Add, Delete or Modify your Link(s)

Link Name	Link URL	Google Enabled	
Testing	http://www.testlink.gr	<input checked="" type="checkbox"/>	 

add 

Link URL *

Link Name *

☐ Enable Google Analytics ([Help me with Google Analytics](#))

To name a link, click on the add (+) button and type in the full URL and the name you want to give it. If you want to enable tracking on Google Analytics, tick the '**Enable Google Analytics**' box.

In the 2011 Editor, you will see a drop-down that says '**Insert Named Links**'. All you need to do now is select the link from the drop-down.

To edit any of your named links, simply click on the 'edit' icon (pen and paper) to the right of the link in the link table. To delete a link, click on the trash can.

How Google Analytics integration works

The application can integrate web analytics using Google Analytics. Google Analytics is a free application that allows you to study the behaviour of your website's visitors. To learn more, sign up for a free account at <http://www.google.com/analytics/>. If you do not have analytics in place, or would like to use Google Analytics alongside your existing system, you simply need to sign up for a free Google Analytics account.

If you already use Google Analytics on your site, you can enable Google Analytics on the application. This will allow you to track traffic that originates from your email campaigns.

Google Analytics integration allows you to view clickstream data which is passed on from Emailwave to Google's analytics package and to goals you have set within Google Analytics. Within Google Analytics traffic sent from the application will be represented as follows: the medium will be shown as 'Email', the source as your account name, and the campaign as the newsletter name. The application will also pass along the link name and the email address, so that you can track traffic generated from your emails all the way through to a conversion.

Enabling tracking from Emailwave to Google Analytics

You can enable Google Analytics for any link in your email by naming the link as described above and checking the Google enabled box. Then use the Insert Named Link dropdown to insert that link within your editor to insert that link.

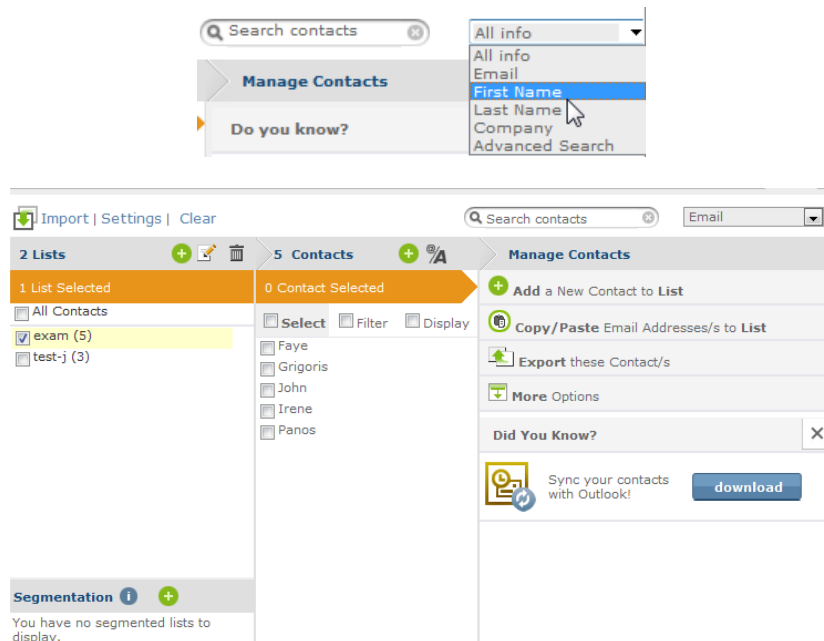
PLEASE NOTE: the URL needs to be set up in your Google Analytics account for this to work.

After you have enabled Google Analytics on a given link, the tracking code will be applied to that link automatically. The newsletter subject will be passed through as the campaign name so that you can track goals back to the email newsletter.

List & Contacts

Manage

Within this section you can manage your mailing lists, you can use create new lists via the plus sign (+) within the green circle and you can also delete the mailing lists via the Bin icon. There is a number of ways that you can search through your mailing lists, you can use the search bar shown below, which will allow you to enter in a name or email address and press enter. That will limit the results shown in the Contacts section (which is currently showing 5).

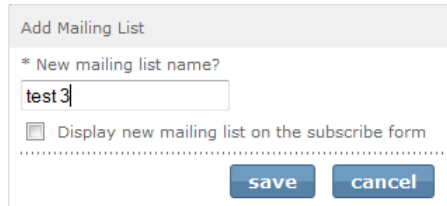


You can also use the filter option which will group your contacts together, the options that are shown within the filter (once ticked) are:

- OK (Validated) – These emails are ok to send to
- HB (Hard Bounced) – These emails did not receive your newsletter due to the wrong spelling of the email address or the email address is now retired
- S (Subscribed) –These are the people that have subscribed to your newsletters
- U (Un-subscribed) –These are the people that have unsubscribed to your newsletters
- SP (Unconfirmed opt-in) –These are the people that have not yet confirmed that they want your newsletters
- S2 (Confirmed opt-in) –These are the people that have confirmed that they want to receive your newsletters

Create New Mailing List

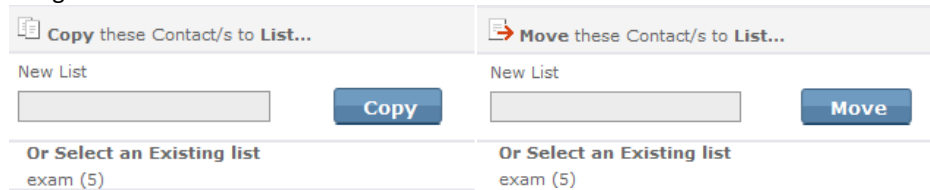
Each account **can have up to 20 mailing lists**. If you need more mailing lists contact us. When we create your account, we create a default mailing list called “My Mailing List”. To create a new mailing list, simply click the Add button and then give your new list a name and click “Save”.




If you will always be sending to the same list then do not tick the 'Display this new mailing list on the subscribe form'; as it would give your subscribers a meaningless 'choice-of-one' checkbox.

Copy or Move Mailing List

You can copy or move the mailing list simply by ticking the mailing list you want to edit, click on the copy or move button (shown below) then type in the mailing list you want to copy or move the mailing list to.



Rename Mailing List

When renaming a mailing list you first need to tick the mailing list you want to rename. Then you can click on the edit  button above the mailing list. That will allow you to rename your mailing list.

Delete Contacts from mailing list

To delete contacts that are in one mailing list from another simply, create and then highlight the mailing list that have the emails in that you want removed. Then click on "More Options" (tab bar at the right), click on Delete these contact(s) from list. Then you will be able to select the previous list that you created which would have some email addresses that you don't want stored in that list. Finally click 'OK', this will delete all of the email addresses within that list that match the email addresses in the other list.

Export Mailing List

From within this section you can add a new list, copy, move or export your mailing lists simply by clicking on the appropriate link at the right of the screen (shown below):

If you want to export your list you can do so by clicking on the appropriate mailing list and then "Export these contact/s". Select the data you want to export such as Email Address only as shown (as shown to the right). Once you are happy with the details you are going to export you can click on the 'Export' button.

A green message box will be shown at the top of your screen to confirm that your list has been exported to your designated email address.

Import

There are 4 ways you can import into a mailing list, these are:

- **Add by copy and paste or typing**
Select the mailing list you would like to import into via the drop down box available. Then use the grey box shown in the screenshot below to copy and paste or type your email addresses into and then click on the "add" button.

Add Addresses

☒ Add by copy and paste or typing
☐ Import from file
☐ Import from online email accounts

Add by copy and paste or typing

Select the Mailing List to copy to

☐ Enable Mailing List preview (1)

Copy and paste or type email addresses into the block below, then click add.

Import from file

When importing from a file, the file **[+] Import Settings** must be set correctly to import the data into the correct mailing list and dataset (if appropriate). Once the settings are correct, use the **“Browse”** button to find the file you are going to import, then tick the checked box to indicate you are abiding by the Anti-spam Policy and Privacy Policy. Once that is done click **“continue”**.

1 Upload the file to import:

Click **Browse...** to select a file to import from your computer.

File name

Import to this mailing list

Import to this dataset

☐ I certify that the list being uploaded is opt-in.

The next step to importing from a file is to make sure the data is going to be imported into the correct fields:

Step-by-step import

2 Change column mappings

Please note that **not all of your spreadsheet data will be displayed on this page**. We have extracted an example from your spreadsheet to make it easier for you to map your columns. Once you have pressed continue, that relevant changes will be made throughout your data.

Match the columns in the dropdowns to the columns in your file. If you want to add a column to your dataset that does not already exist, simply name the column in the relevant text field.

<input checked="" type="checkbox"/> Email	<input type="checkbox"/> Email
info@yahoo.com	27743847399
marketing@ananzi.co.za	27839558349
sarah@icon.com	27839483027
<input type="checkbox"/> Email	<input checked="" type="checkbox"/> Create new column
Jack	<input type="text" value="Muller"/>
Julia	Simpson
Sarah	Marshall

You can check again to make sure it is correct once you click **“continue”** button as it will show you the structure again (like below). If the structure is correct then click on the **“continue”** button, alternatively if it is not correct click on the **“change column mappings”** button and it will take to back to the previous screen.

If all is correct and you click continue, you will receive a new screen with explaining what data has been imported as shown below:

Step-by-step Import.

4 Import complete

Data records imported : 3
 Data records updated : 0
 Email addresses imported : 3
 Mobile numbers imported : 0

Managing Email Address and Mailing Lists

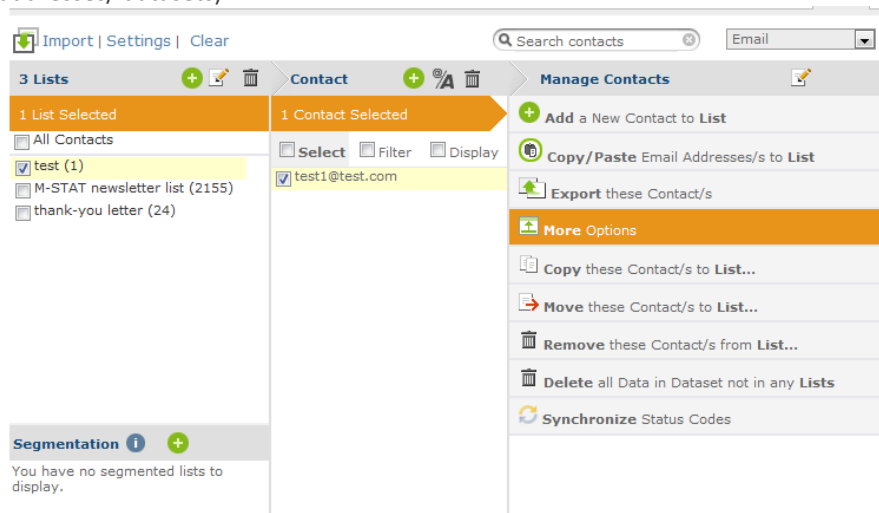
Email addresses are organized in mailing lists. In the previous section, we explained how you could add email addresses to a mailing list. In this section, we'll explain how you can remove an email address from a mailing list and how you can copy or move an email address to a new list.

It is important to mention that someone can add themselves to one of your mailing lists by subscribing to it via the subscription form located on your website or any web page (see the **Subscription Form** section for more info). They can also subscribe via the subscribe link in the footer of your newsletters (see the **Footer/Header Set-up** section for more info). If someone has subscribed to your mailing list using a subscription form, we will record the time and date that they subscribed, as well as the IP address.

Each email address in a mailing list is assigned a status code that tells you information about the address:

- (OK) = This code is assigned to correct, active email addresses that have been imported into the mailing list.
- (HB) = Hard Bounce – this code is assigned to invalid email addresses. These are email addresses from unknown users or domains. When the application sends to a mailing list, it DOES NOT send to emails marked as HB.
- (S) = Subscription – this code is assigned to all email addresses that subscribed to your mailing using your subscription form. The application records the date, time and IP address of the subscribing email address.
- (U) = Unsubscribed – this code is assigned to all email addresses that have unsubscribed from your mailing list. When The application sends to a mailing list, it DOES NOT send to emails marked as U.
- (SP) = Subscription Pending – this code is only relevant if you are using a double opt-in subscription process. It is temporarily assigned to someone who subscribes and has been sent the 'confirm your subscription' email. When they click on the link in that email and confirm their subscription, their status will change to S2.
- (S2) = Double Opt-in Subscription – if someone has completed the double opt-in process, they will be marked as S2.

On the **'Manage'** page in the **"List & Contacts"** Menu user will see in the first column the lists that have been created in your account. When the user clicks on a list, the email addresses are displayed in the second column. In the third column user can edit the data of the second column (email addresses/ datasets).



Navigation within a mailing list

Addresses in a mailing list are always displayed in alphabetical order. If a mailing list has more than 1 000 addresses, they are grouped alpha-numerically from A-Z and 0-9. If you want to pre-view a particular alphanumeric grouping in the list, click on the display checkbox and select a letter or number, depending on your selection the addresses that begin with that character will show up.

There is also a search field at the top of the screen. You can do exact or partial searches to return queries within the selected mailing list. For more powerful searches across multiple lists, use the **'Search / Export'** menu.

Moving, copying and deleting email addresses

To copy or move email addresses between lists, you need to select the addresses you want to move. Use Shift+ click to select a list of email addresses, or Control+ click to select a few individual email addresses.

If you are moving or copying email addresses from one list to another, make sure the correct 'from' and 'to' mailing lists are selected in each column.

Editing an email address

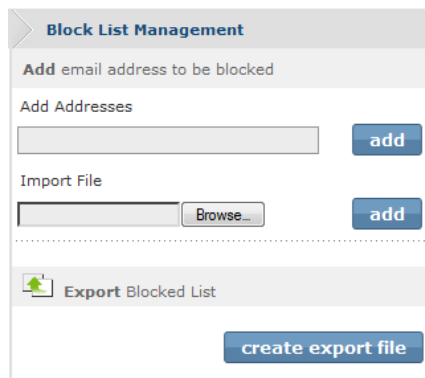
If you want to change an email address or its status, select the email address, click **'edit'**, make the change and then click **'save'**.

Blocklist

Each account has a unique blocklist or suppression list. When someone unsubscribes from your newsletter, his or her email address will be added to the blocklist. No email address on the blocklist will receive emails from the application, except if you are mailing to a list to which there are still marked as (S) – i.e. subscribed.

You cannot remove addresses from the blocklist. Should you wish to remove an address, you will need to ask the user to subscribe again, or make the request to support.

If you have a list of 'do not send' email addresses, you can also import that to your blocklist. Supported file types are Excel (xls,xlsx) and delimited text files (csv,txt).



The screenshot shows a web interface titled "Block List Management". It has a section "Add email address to be blocked" with a sub-section "Add Addresses" containing a text input field and an "add" button. Below that is an "Import File" section with a text input field, a "Browse..." button, and an "add" button. At the bottom, there is an "Export Blocked List" section with a "create export file" button.

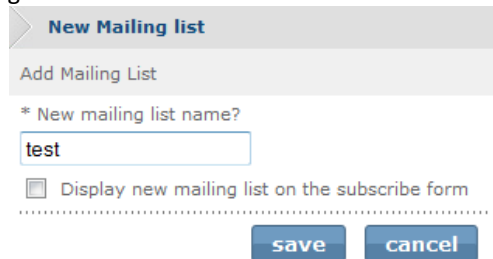
You can export your blocklist to sync it with your external files.

Creating New Mailing List

Each account can have up to 20 mailing lists. If you need more mailing lists, you can purchase them.

When we create your account, we create a default mailing list called 'My Mailing List'.

To create a new mailing list click the **Add mailing list button (+)** which is positioned on the Mailing List columns. Then simply give it a name and click '**create**'.

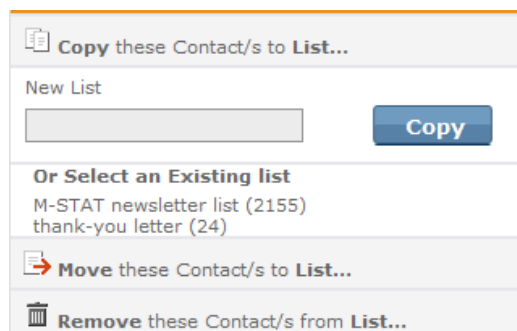


The form is titled 'New Mailing list' and 'Add Mailing List'. It contains a text input field for 'New mailing list name?' with the value 'test'. Below it is a checkbox labeled 'Display new mailing list on the subscribe form'. At the bottom are 'save' and 'cancel' buttons.

If you will always be sending to the same list then do not tick the 'Display this new mailing list on the subscribe form'; it would give your subscribers a meaningless 'choice-of-one' checkbox.

Copying Mailing Lists

Emailwave platform has sophisticated list management tools that allow you to copy all the addresses from an existing list to a new list, merge addresses from one list with another list, and synchronize email address status across two lists.



The dialog is titled 'Copy these Contact/s to List...'. It has a 'New List' section with an empty text input and a 'Copy' button. Below is an 'Or Select an Existing list' section with a list of existing lists: 'M-STAT newsletter list (2155)' and 'thank-you letter (24)'. At the bottom are buttons for 'Move these Contact/s to List...' and 'Remove these Contact/s from List...'.

Copying a mailing list

To copy an existing list to a new list, select the list you want to copy from the drop-down menu and name your new list. If you only want to copy some of the email addresses, for instance the subscribed emails, select the appropriate email status from the drop-down list.

If you would like this copied list to be displayed on your subscription form, tick the box to the left of 'Display this new mailing list on the subscribe form'. For more information, go to the **Subscription Form Set-up** section of the manual.

Renaming Mailing Lists

If you want to rename a mailing list click on the mailing lists column the rename button (pen and paper). Now you can change the name of your list.



The form shows 'List name: thank-you letter'. Below it is a 'Rename Mailing List' section with a text input field containing 'thank-you letter'. At the bottom are 'save' and 'cancel' buttons.

Deleting Mailing Lists

To ensure you do not accidentally delete a mailing list, there is a delete button on the mailing list Column. When user clicks on that button there is a pop up box that asks you if you are sure for deleting the mailing list.

The Address Book and Datasets

Your Address Book is a dataset that contains contact details for subscribers on your mailing lists.

Datasets are used to store information other than the email addresses. This data can serve several purposes: it can be used for personalizing emails; it can be a repository for data collected via the subscription form or a survey; and a dataset can be queried to create a targeted mailing list.

Mailing lists only contain email addresses. The application uses the email addresses as a unique identifier to link a dataset to a mailing list. As a result, an email address is a mandatory field in every dataset.

There is no limitation to the number of mailing lists that email addresses may appear in, but each email address may only appear once in any given mailing list or dataset.



Data stored in your datasets (for example, first name, last name, country, company) can be imported from a file or collected from a subscription form or survey. This data can then be used to personalize emails that are sent out – for example, Dear [first name]. The data can also be used to or include a billing or product reference, and the data can be queried to create a targeted email list.

If you are going to use datasets beyond your Address Book, you need to set up the dataset before you can input data.



Manage Data

Edit Data

You can edit the data you already have stored in your data set simply by clicking on the Edit data hyperlink. Then you will see the records that have already been inputted. To edit or delete the data within the dataset you have to click on the appropriate icon:

- Edit – 
- Delete – 

To edit the data you need to click on the edit icon near the data that you want to change. Once you have clicked on the edit icon you will be able to modify all of the information in the dataset except the email address as that is used to link with the mailing list therefore cannot be changed.

	Email	MobileNumber	forname	surname
	<input type="text" value="test@test.com"/>	<input type="text" value="447510561111"/>	<input type="text" value="ted"/>	<input type="text" value="smith"/>
				

The email textbox is read only but the other textboxes are accessible for you to modify.

Add Single Entry

This section is used for you to add single data into a dataset and it will also be added into the mailing list that you choose. To choose the appropriate dataset you will need to select it from the drop down menu provided. You will also have to highlight the appropriate Mailing List(s) that you want the email address to be copied into.

Once you have selected the correct dataset and mailing list(s) for the details to be stored into you can then fill the details into the appropriate textboxes provided. Once complete select the “**add**” button which will input all of the new information into the dataset and mailing list(s) selected.

◆ Select the dataset, mailing list and mobile list to add data to:

Dataset

Mailing List

Mobile List

Email

Mobile Number

first name

last name

address

city

State

Country

Amount Due

Import Data

If you are going to input a lot of data into the dataset and mailing list then you will find the “**Import Data**” section an easier and quicker solution. It is important that before you import a file with your data in you check the “**Import Settings**” to make sure that the settings are set correctly in accordance to the file you are importing.

◆ [-] Import Settings

The fields (columns of data) within the file to be imported are

- ☐ saved in exactly the same order as the fields within the dataset)
- ☒ have column headings which are spelled exactly as per field definitions in the dataset

☒ Always preview my import data in Quick Import.

Select what will be updated by the import

Mailing List (optional) (email addresses)

Phone List (optional) (mobile numbers)

Dataset (optional) (all other data)

Import mode is always ☒ Add/Update ☐ Update only ☐ Add only

Update only - does not create new records in your dataset and mailing list.
 (Records are never deleted)

When importing a Microsoft Excel Spreadsheet,
 the sheet name to import is

◆ Default import method ☐ Quick Import ☒ Step-by-step Import

The import settings shown above are the default settings that you should find, but please remember to double check your settings as some files you are importing may need the settings altered.

Import File

The next step is to find the file that you are going to be importing, to do this click on the “**Browse**” button shown below:

Click *Browse...* to select a file to import from your computer.

Filename

Once you have found the file you are going to import, you need to click “**Open**” as this will insert the file into the textbox and get it ready to be imported.

Now you need to check the dataset and mailing lists that you have selected for the data to be imported into are correct. You can do that via the drop down lists shown below:

Import to this Mailing List	<input type="text" value="test"/>
Import to this Mobile List	<input type="text" value="Test Mobile List"/>
Import to this Dataset	<input type="text" value="datasettest"/>

Once the settings are corrected, you are ready to import.

To do so please click on the Continue button.

The next step is to make sure the data within your file are going to be placed into the appropriate columns in your dataset. To do this please use the drop down boxes available to select the correct field and then tick the box to confirm that is the correct field. Once again, if it is correct then please click on the Continue button.

☒ ☒ ☒

Once you have clicked continue you will be able to preview the data within the mesh structure to make sure that the fields are getting located correctly.

Email	surname	forname
-------	---------	---------

If it is not correct then click “**change column mappings**” or if it is correct, click the “**finish**” button.

Once you have clicked “**finish**” you will be able to see that the import was successful firstly by the green message box shown below:

☒ **File successfully imported**

You will also see a detailed report of the data that has been imported (also shown below):



Export Data

You can export the data stored in any of your datasets. To do so, click on the **'Export data'** menu.

You can export all of the records in your dataset, or only the records that are related to a particular mailing list.

☒ **Export records for subscribers in a mailing list:**

Select Mailing List
test-j

Select Dataset
example

☐ **Export records for subscribers in this dataset:**

Select Dataset
example

[create export file](#)

When you have selected the records you want to export, click **'create export file'**. When the export file has been created, you will receive a message with a link you must click to download the file.

When you click the download file link, you will be prompted to select where you want to save the file.

Subscriber segmentation

Manage Segments

A smart list can help you to separate your lists and contacts by using parameters to which your contacts will be filtered through. This is an ideal way to make sure that your sending to your ideal target audience, such as Males in Athens.

Click on **Add New Segment** in order to create your segment list based on your specified criteria. You can select which dataset and mailing lists that you would like the data to be taken from via the drop down menus available. You can then choose limitations you would like for your smart list so that the list will only hold a specific selection of clients due to your restrictions.

You can use 2 options for the smart lists within the first drop down menu, those are **"and/or"**. As you may expect if you use and it will limit your results more as the users will have to have both of the restrictions.

Add a Segment

Select your dataset to capture information from: Contacts

Return addresses from mailing list matching your dataset information: Any mailing list

☒ where Gender is equal to female

☒ and Country is equal to England

☐ or First Name is equal to

☐ and First Name is equal to

☐ and First Name is equal to

☐ Add 5 more queries

[preview results](#)

Once you have made your restrictions and would like to see the amount of clients that you have that match that specific limitations, you can view them by clicking on the “**preview results**” button.

Below I have shown the preview the results pane, where you can view all of the clients within your lists that have passed your limitations. These are now the clients which are most appropriate to send to. We offer you 3 ways to save this list:

- Save to a smart list – If you save to a smart list then it will store that particular smart list within the **Lists & Contacts** area.
- Save to a mailing list – If you save the new section of contacts to a mailing list then you will need to select the mailing list you want to place them into. Please note if you want them separate then you must create the mailing list first, otherwise they will be added with contacts that you may already have within a mailing list.
- Save to a file – Finally you can save your new list of contacts as a file, a link will be sent to your email address which will allow you to save the file as a spreadsheet. You can then of course import the file at a later date if you wish.

Save your results as

☒ Save to segment

☐ Save to a mailing list

☐ A file

save

cancel

Triggered Updates

If you have set Triggers then you can use this section otherwise please refer to **TriggerMail** section under the heading of **Send** in this manual.

If you have already created Triggers then you can update those triggers by adding an email open or link click triggers. This can be used as a RSVP set-up which will allow you to populate an attendance column in your dataset with a Yes or No answer, depending on the link the subscriber clicks on. This type of trigger can be very useful if you are having an event and would like to know how many of your subscribers intend to attend.

Dataset Setup

Create Dataset

The first step is to name your dataset – for example, Balances Due. You then need to define the data column, data field type and data attribute, and set default values.

◆ Provide names for up to 25 data columns, e.g. first name, surname etc.

Name

Column Name	Field Type	Attribute	Default Value
Email	email	Setup Data Options	
Mobile	mobile		
1 first name	Text	40 characters wide	Sir or Madame
2 last name	Text	40 characters wide	
3 address	Text	40 characters wide	
4 city	Text	40 characters wide	
5 State	Dropdown	Title	
6 Country	Dropdown	Country	
7 Amount Due	Text	40 characters wide	
8	Text	40 characters wide	

The **Column Name** is the field name for data you will be inputting into your dataset. This could be First Name, Balance Due, Product Purchased or Country – whatever data you intend to collect. You can have up to 25 editable fields in a dataset. Each dataset has fields reserved for an email address and mobile telephone number, so you do not have to create those column names.

The **Field Type** is the type of data you will collect. This is relevant if you want to use the subscription form or a survey to collect data. The application allows five different field types of data to be collected: text, drop-down, tick box, radio button and hidden.

The **Attribute** is the characteristic assigned to the field type. For instance, if the field type is text, then the attribute is the character width of the field. If the field type is a dropdown, then it's the drop-down that will be displayed – for example, Country or Job Description. If the field type is a tick box, then it's the tick box choices available, for instance, languages or music preferences. If the field type is a radio button, then it's the choices available – such as Yes/No. The application comes with predefined attributes, but you can define your own attributes by creating a drop-down unique to your account. See the **Set up data options** section of this manual for more information.

The **Default value** for each field is the content that will automatically replace any empty field. If, when sending a personalized email, there is no data in a field, the default value will be displayed. For example, a default value of 'Subscriber' for the 'First Name' field will personalize an outgoing email as 'Dear Subscriber' if there is no first name listed in the 'First Name' field for that email address.

Once you have filled in all of the fields that you want to be displayed in your dataset then you need to click on the **“save”** button at the bottom of the screen.

Once you have done that you will receive a message box stating that the dataset has been created.

✓ Dataset successfully created

How to personalize an email

If you have a populated Address Book or dataset and want to personalize emails with a that content, then you need to set this up with the Editor.

Open the email you want to personalize in the Editor. Place the cursor where you want to place the personalization tag. Click on the **‘Insert Personalization’** drop-down and select the dataset from which you want to insert the fields, by clicking the **[+]** next to that dataset name.

Then select the field (e.g. First Name) that you want to insert. This will place a tag into your email. When the email is sent out, the First Name tag will be replaced with the first name that is associated with each email address in the dataset.

You can preview the personalization by going to the '**Preview**' sub-menu under the '**Send**' menu. You can view each personalized email one by one, or jump by multiples of 10 through your list.

Modify Datasets

If you want to add, remove or change the fields in an existing dataset, you can do this.

Column Name	Column type	Column Data Option	Default Value
Email	email	Email	
Mobile	mobile	Mobile	
1 first name	Text	40 characters wide	Sir or Madame
2 last name	Text	40 characters wide	
3 address	Text	40 characters wide	

Our system allows 2 + 25 fields for your dataset – two default fields (email and mobile number) and 25 editable fields.

To add a field:

1. Fill in the column name, e.g., name, address.
2. Select the field type.
3. Select the attributes.
4. Fill in the default values.

After completing your data fields, save your settings.

1 Name	Text	20 characters wide	Valued Customer
2 Country	Dropdown	Country	
3 Yes/No	RadioButton	Yes/No	

To edit a field:

1. Change any option in the dataset.
2. Click on 'save'.

To delete a field:

1. Delete any field names that you do want in your dataset by highlighting the field names and pushing 'delete'.
2. If you have deleted any field names, ensure that you copy and paste remaining field names in their place so that all empty columns are at the bottom. If there are empty columns in the middle of the dataset, you may have difficulties when importing.
3. Click on 'save'.

Please Note: To remove a field, you first need to export your existing data. Delete the field you want to remove, manually re-enter the fields below it and then re-import your .CSV data file. See **Import and Export** functions below.

Copy Datasets

If you want to copy a dataset in order to use its structure as the basis of a new dataset, the application allows you to do this.

☐ Copy this Dataset

☐ Also copy data

Delete Datasets

If you want to delete a dataset and all the data associated with it, the application allows you to do this.

➤ To delete an existing dataset select it from the dropdown menu below and click delete.

☐ Only delete the data and not the dataset itself

Define Data Options

If you define a new data option, it will appear in the dropdown menu under the "attribute" column when creating a new dataset. You can view the automatic defined options available to you when you create a dataset, as shown below.

➤ Predefined Data Options

Country	- Select an option -
Date	
Gender	- Select an option -
IM Type	- Select an option -
Industry	- Select an option -
Job Function	- Select an option -
Job Title	- Select an option -
Languages	<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Dutch <input type="checkbox"/> German <input type="checkbox"/> Japanese <input type="checkbox"/> Portugese <input type="checkbox"/> French <input type="checkbox"/> Chinese <input type="checkbox"/> Russian
Title	- Select an option -
US States	- Select an option -
Yes/No	<input type="radio"/> Yes <input type="radio"/> No

If you would like to customise your own data option, then you can do so by clicking on the button, **"add new data option"**. That will give you the option to create a new data option where you can choose the name, type, options and data values that will be displayed.

An example has been shown below:

➤ Add a new data option

Name	<input type="text"/>	Type	Dropdown	Options	5	Data Value	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
						<input type="button" value="save"/> <input type="button" value="cancel"/>	

Once you are happy with the new data option that you have created, the next step is to save it via the "save" button shown above.

Now you will see the new data option that you have just created as shown below:

Account Type (Dropdown)

corporate
 corporate
 monthly subscription
 pay as you go
 reseller



Once again you can use the 3 icons to add a new data option, edit the data option or delete the data option.



Editing Define Data

You can edit the values in your defined data by clicking on the paper and pencil iconas this will allow you to change them. Once you have edited the options, click on the “**update**” button to save.

Select	
<input type="checkbox"/>	monthly subscription
<input type="checkbox"/>	pay as you go
<input type="checkbox"/>	reseller
<input type="checkbox"/>	corporate

Sending your Emails and Newsletter

The application has immediate and scheduled sending capabilities.

Send a newly designed newsletter to yourself to preview what the design will look like. Then send it again to make sure all is well. Once you mail it to your list, it's gone. Try it, as much as you like, test sends are free.

By clicking the **Update Profile** link from the email footer, the recipient can manage their subscription. They can unsubscribe, change the newsletters they subscribe to, and change any of the contact details stored in your Address Book.

The application sends an individual email to each recipient on the mailing list. Emails are sent one by one. Each email is addressed individually and not sent as a blind carbon copy (BCC).

Emails are small and quick to download because the images in the newsletter are not sent, but are served in the same way as images on a website. The application offers the facility to embed images in the email, so that they are viewable immediately when an email is opened. Since this requires more bandwidth, there is an additional charge for the service.

The application automatically manages your lists. Invalid email addresses (hard bounces) are automatically deleted from sends. Recipients who have unsubscribed or opted out are also automatically removed from your list, so they will not receive any future mailings.

Preview

If you are looking for a particular email and have forgotten what it was called, the ‘**Preview**’ option allows you to browse through your emails. The preview will also show you what the footer will look like. See the **Header/ Footer Settings** section of the manual for more information about this.

The preview option **is not an accurate** indication of how the email will display in different email clients. Each email client renders an email slightly differently. You need to send tests to various email clients to ensure that the email will come out as you intend it to.



To (e-mail) *	<input type="text" value="user@test1.gr"/>
From / reply to (e-mail) *	<input type="text" value="testname@test.gr"/>
From (name)	<input type="text" value="test"/>
Subject *	<input type="text" value="testing"/>
Newsletter Folder	<input type="text" value="Email / Newsletter folder"/> ▼
Select Newsletter	<input type="text" value="Subscription confirmation"/> ▼
Send Text version only	<input type="checkbox"/>

[check SPAM score](#) [send test](#)

Enter the 'Subject'. This is the subject line the client will see.

Remember, test emails are free and you can never test too much. Once your final newsletter has been mailed, it is in the public domain and you cannot get it back. It makes sense to check, and check again.



Sending to Mailing List

To (mailing list) *

exam



From (e-mail) *

testing@hi.gr



From (name) *

User

Subject *

test

Newsletter Folder

Email / Newsletter folder

Select Newsletter

Subscription confirmation

[+] Attach Files or Images

[+] Advanced Settings

check spam score

send

Preview

Preview Mailing List

giakas_gr@hotmail.com

Total: 1

Credit usage *calculator*

Newsletter

1

Credits per email

1

Total credits


1

Enter the 'To (mailing list)' mailing list you will send your email to.

Enter the **'From (email)'** email address. This will be the 'from' address seen by the recipient.

Enter the **'From (name)'**. This is the 'sender' name that will appear in the email client.

Enter the **'Subject'**. This is the subject line the client will see.

The icon  enables you to personalize the 'from' field and the subject line. An 'Insert Data Field' pop-up window appears. Use the drop-down menu to select the dataset, and then choose the field and copy to the clipboard. Place your cursor at the beginning of the 'Subject line' and press Ctrl+V. A field appears that you can personalize, for example, if you put 'Hello <GMxxx.1>First Name</GM>', the relevant first name associated with the email address will be placed in the 'from' field or subject line.

Finally, select the folder and newsletter you wish to send. Make sure you check the preview pane to confirm you have selected the correct one.

If you only want to send a text-only version of the email, tick the box next to 'send text version only'. Ensure that you have created a text-only version before attempting to send one.

Sending the newsletter

After clicking **'send'**, you will see a pop-up window, which confirms the newsletter, subject and other details of the send. Please review all of these details to make sure they correct. If you click **'OK'** at this point, there is no turning back. If you see an error, click **'cancel'** and make the corrections before returning to send.

Within 10 minutes of clicking **'send'**, the first emails will be delivered. Be patient with large mailing lists – it may take a few minutes to queue the email for the send.

The application has immediate send and delayed-send scheduling capabilities. These scheduling options are available in Advanced Mode under **'Send Newsletter'**.

Advanced Sending Options

Trigger-Mail Autoresponders

A triggered email is an automated follow-up email that is sent when someone performs an action that has been ear-marked as a trigger. Emailwave provides a number of triggers, shown below:

Subscribe Autoresponders: When a reader clicks on a "Subscribe now" link in your email, TriggerMail can automatically send them a follow-up confirmation, thank you or welcome email.

- **Schedule Autoresponders:** With scheduled triggers you schedule when you want an email to be sent – right down to the time and date.
- **Email Open Triggers:** Send an automated follow-up email when a subscriber opens your email. It's ideal for sending a series of emails, for instance to introduce a new service or a "How to" guide for one of your products.
- **Link-Click Triggers:** Link-Click triggers are prompted when someone clicks on a specified link in your email. Use it to send additional information regarding a product the link links to.

- **Anniversary Autoresponders:** Set up weekly, monthly or annual date to serve as the trigger for seasonal messages or even payment reminders. Personalise your campaign by setting an anniversary trigger for individual clients' birthdays to send them congratulations – and remind them that they can rely on your business to meet their needs
- **Unsubscribe Autoresponders:** When a subscriber unsubscribes from your email newsletter, TriggerMail can follow-up automatically with a confirmation email – just to be sure.

Create a campaign

You have a complex product and want to send potential clients a series of emails so that they can learn more about it. Make your welcome auto-responder a 'newsletter' trigger, so that everyone who opens it will receive your second newsletter, explaining the advanced features of the product, a number of days later. This in turn can be another 'newsletter' trigger for the third email, which explains extra services you provide. This way, you ensure that people who are interested in your product receive a steady stream of information. Successful email marketers are leaning towards greater personalization and segmentation as they move away from 'massive blasting' – sending one email to their entire list. They are sending relevant content to segments of their lists, based on user profiles and responses to previous mailings.

Please Note: It is important to check that your time zone settings reflect your location i.e. Athens and that the daylight saving time is clicked so your Scheduled Trigger Mail sends at the time you want it to.

Select the type of trigger you want

There are six types of triggers; specify your triggers by selecting the appropriate option. You also need to set the delay for the triggered send. You can set the triggered email to send immediately or delayed by setting the hours and days to 0, or delay it for a period of time, for example, 24 hours or 14 days.

If you choose a click trigger, you need to select the link that has to be clicked for the triggered email to be sent. Select the link or click on **'+ Create new links'** to create the link.

How to set up triggers

Select the green plus sign next to the trigger you'd like to create.


For every trigger, you'll need to provide send details: in the 'from', 'reply to' and 'subject information' of the triggered email. This is the email that will be sent automatically, based upon the recipient's action. You'll also need to specify whether the send is immediate or delayed. Select the triggered email (the newsletter to be sent to recipients who open the newsletter or click a link) from the 'newsletter to send' drop-down. This email must have been created already. If you still need to create this newsletter, you must first do so under the 'create' menu.

Please note: You have the option to send a text-only version of the newsletter.

- When creating a **subscribe autoresponder**, select the email you'd like to send, the interval at which you'd want it sent and the mailing list where a subscription will trigger a send.
- For a **scheduled autoresponder**, select the newsletter or URL that you'd like to send. Provide the name of the mailing list and then enter in your sending options and schedule.

- To send a **scheduled follow-up email** with email open triggers you need to choose the newsletter to send as well as the newsletter that once opened will trigger the send.
- **Link click triggers** are set up by choosing a newsletter and certain links within that message. Choose a link or create additional links using the “create new links” button.
- To set an **anniversary autoresponder**, select the address book or dataset and the date field that will have to trigger the send. The trigger can be set to send on, before or after that date.
- When creating a **unsubscribe autoresponder**, select the email you’d like to send, the interval at which you’d want it sent and the mailing list where a un-subscription will trigger a send.

Editing or Deleting Triggers

As soon as you have created a trigger, you will find it placed under the particular trigger it is assigned to. You can edit or delete any active triggers easily. Simply click on the pencil and paper icon  .

Schedule your Sends

Are you going to be away from the office, but you want your send to go out at a particular date and time of the week? Emailwave platform makes it easy to schedule your sends.

You can schedule a once-off send or a recurring send if you want an email to go out at the same time every week.

You can Access schedule menu from **Sending > TriggerMail/AutoResponders** and then select the option **Schedule Autoresponders** by clicking on the Add button (+).

Create New

Name *

Schedule Test

☒ Newsletter
 ☐ URL

Newsletter Folder

Email / Newsletter folder

Select newsletter to send

test

[+] Advanced Options

Send to this mailing list

bosses

thank you

Send Details

From (name) *

M-STAT

From (email) *

info@m-stat.gr

Subject *

write something

Send options and schedule - Current time zone (GMT +2) [change](#)

☒ Once off send
 ☐ Recurring send
 ☐ Follow-up send

Start date

08-10-2012

at

15

:


00

☐ Send text only version

back

save





Like all sends, you need to complete the necessary details: ‘From’ name, ‘reply to’ email and subject line.

The icon  enables you to personalize the 'from' field and the subject line. An **'Insert Data Field'** pop-up window appears. Use the drop-down menu to select the dataset, and then choose the field and copy to the clipboard. Place your cursor at the beginning of the 'Subject line' and press Ctrl+V. A field appears that you can personalize, for example, if you put 'Hello <GMxxx.1>First Name</GM>', the relevant first name associated with the email address will be placed in the from field or subject line.

Then set your send date and time. If it's a recurring send, you need to select at what frequency you would like the repeat send of the email to occur.

Note: check your general settings under Setup & Options to see if your time zone is set correctly.

You can always change or delete a scheduled send by clicking on the edit  or delete  icons.

Name	Newsletter to send	Subject	When to send	Send To	Status	
name	Subscription ...	something	on 08/16/2012...	exam	OK	 
test #2	test_eurochar...	nothing	on 02/14/2013...	exam	OK	 

[back](#)
[Create New](#)

You can schedule a recurring mailing for up to 100 days.

Make sure that the **'Active'** tick box is selected to enable the schedule send.


Triggers


A triggered email is an automated follow-up email that is sent when a recipient clicks on a link in an email or opens an email. For example, you can use triggers to send a follow-up email 24 hours after a recipient opens your first newsletter, or to send a 'thank you' email as soon as a recipient clicks on the 'purchase' link in your newsletter.


First you need to provide the 'from', 'reply to' and subject information of the triggered email.


Create New

Name *

Newsletter to Send 



Opened Newsletter 



From(name) *

Reply to(email) *

Subject *

Send mail ☐ immediately, when opened

☒ delayed

after (days)

and (hours)

[back](#)
[save](#)

Select the triggered email from the '**newsletter to send**' drop-down. You must have created this email already. If you still need to create this newsletter, you can do so under the '**create**' tab.

Please note: You have the option to send a text-only version of the newsletter.

Multiple List Send

If you want to send the same email to multiple lists, you can do it through a single interface to avoid the hassle of having to send it multiple times.

When doing a multiple list sends, the application will automatically deduce the lists prior to sending. This way, if an email address is on more than one list, they only receive a single email.

The report on the send will be as for a single send, not for each individual list.

For Multiple Sending click on **Send left navigation menu** and then on **Multiple List Send** option.

Multiple List Send

To mailing lists (select multiple lists)

bosses

test list

update totals

From (name)

Reply to (e-mail)

Subject

Newsletter Folder

Newsletter

[\[+\] Attach Files](#)

[\[+\] Advanced Options](#)

check spam score

send to selected lists

Preview Mailing Lists

test1@test.com
test2@test.com
test3@test.com
test4@test.com
test5@test.com

Total:5

Credit usage calculator

Newsletter	1
Extra e-mailcredits	0
Credits per email	1
Total credits	5

Use Ctrl+ click to select the lists you would like to send. Then click on '**Update Totals**' to dedupe and merge the lists prior to sending.

Send to Segment

In this section you can send to a smart list that you have previously created as they will be located in the **To (Mailing List)** drop down menu. You can then select the smart mailing list that you would like to send to, fill in the other details for the send and then click on the Send button.

Alternatively if you have not yet created a smart list then below is another example of how to do that:

This tool allows you to target a segmented group of clients who fit a specific profile. This means you can send to, for example, only women who are living in Thessaloniki.

It will help you to market your emails to a more appropriate target audience.

Use the drop down facilities above to limit your results in and click Preview Results.

Once you have seen the list of contacts that fit your profile, you can save the Smart List and use it to send to that specific mailing list.

A/B Testing

Use A/B split testing to experiment with your email campaigns. Send a split test to a percentage of your mailing list to find out which type of newsletter or subject line is most popular with your subscribers.

You need to have a minimum of 20 subscribers on your mailing list to conduct an A/B split test.

Creating a Test

Click the green plus sign + to create a new test. Provide a name for the test and choose whether you are testing the subject line or email newsletter. You must have already created the newsletter you'd like to test and saved them to your account.

Testing Newsletters

Choose different newsletter for A and B. If you'd like to test more than one newsletter at a time, select "+ another email newsletter". Provide a name and email address that will go in the "front" line in your sent emails. Select the appropriate mailing list, schedule a date and time for the test, a percentage to send to and the winning criteria.

Finally choose the date and time for the test you are going to send, the percentage of the mailing list you are going to test and then select the winner which can be by most opens or most clicks.

Choose the time after which you'd like to compare the results for your test send. The results of your tests will be saved over time. You can then either automatically send the winner to the remainder of the list or send manually.

Testing Newsletter Subject Line

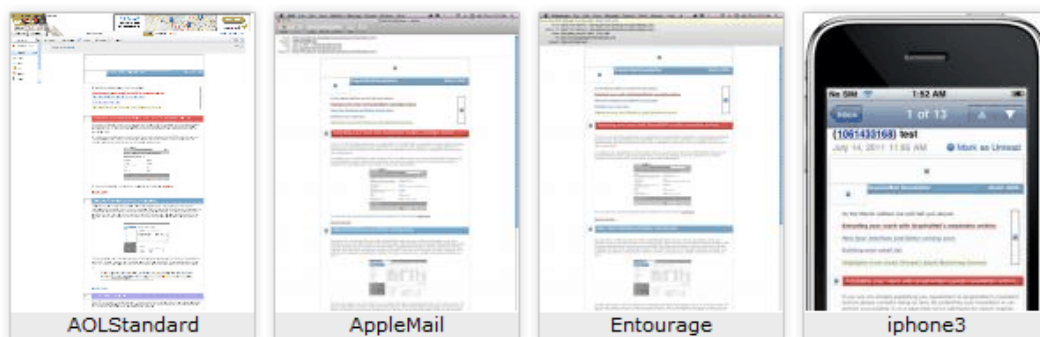
To test the subject line, please place a subject line in the textbox A and a different subject line in text box B. Then select the folder and email that you would like to send for the test. Input a (from) name and email then select the mailing list that you want to test this.

Finally choose the date and time for the test you are going to send, the percentage of the mailing list you are going to test and then select the winner which can be by most opens or most clicks.

You can then either automatically send the winner to the remainder of the list or send manually.

Inbox Preview

Inbox Preview enables you to test how your email campaign would be displayed in different email and mobile clients. To preview an email simply select the email you wish to preview and give it a subject line. It takes a few minutes per email preview to generate so please be patient. When the test is complete, click on the magnifying glass to view screen grabs of how your newsletter will render in all the 14 different email clients: Outlook2003, Gmail, Hotmail, AOL, AOLStandard, AppleMail, Entourage, iphone3, MobileMe, Lotus8, MailCom, gmx, iPhoneGmail and ipad.



Social

Publish your email newsletters to your social accounts such as Twitter. So you can simply channel your marketing efforts into new networks (the online word of mouth).

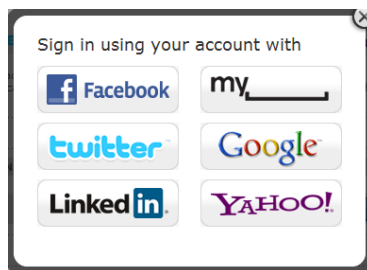
Sharing your content through social networks makes it easy for your followers to access and share with their contacts, so your audience keeps growing. This is what we call smart publishing.

Note: Social share is available for Twitter, MySpace and Facebook only.

Emailwave also has its own URL abbreviation service, GMtiny. As Twitter limits you to 140 characters per tweet, GMtiny will automatically shorten the link to your newsletter, cutting down lengthy URLs to only a few characters.

Social Share

To access Emailwave's social share feature, you must first have a social share account. In the 'social share' tab, click on "add new connection" and enter your name, Twitter or Facebook username and password. Select the newsletter you'd like to share.





Please Note: If you already have Twitter and Facebook connections set up in your account, you will need to re-establish these connections. Sorry for the inconvenience, it will only take a minute or two.

Once you have created a connection you can share newsletters via your Facebook account. To do this click on "Share another newsletter", you can then choose which newsletter you would like to share and add comments too.

- **Select folder:** To select the newsletter first select the folder it is located in via the drop down menu.
- **Select newsletter:** Then select the newsletter via the drop down menu
- **Publisher:** Use this text box to type in the publishers name
- **Comments:** Use this text box to type in any additional comments you would like to present on your social page near your newsletter.

Beneath the section to publish your newsletter you can select the connection that you would like to publish it too, such as Facebook or Twitter.

Select the social share sites to publish to

<input type="checkbox"/>	Screen name	Firstname	Lastname	Profile URL
<input type="checkbox"/>	 [blurred]	[blurred]	[blurred]	http://twitter.com/[blurred]
<input checked="" type="checkbox"/>	 [blurred]	[blurred]	[blurred]	http://www.facebook.com/[blurred]



Just tick the appropriate checked box for either Facebook or Twitter and then click publish. You will then receive a message box saying that it was successful:

✓ The Newsletter was published successfully to your social site(s)

This will then show the link to the newsletter on your social network site:

Check out the new entertainment we have on offer! <http://gmtiny.com/OKSNL>
via #

It will also show that you have shared your newsletter to a social network site.

Click for more information.

Social share publish logs	
Shared newsletter	Shared on date/time
_Entertainment	7/28/2011 10:10:39 AM
Share another newsletter	

Display your newsletters on your Facebook page


You can now display your newsletter on your Facebook Page rather than just your wall, so here are the steps for you to do it:

- 1 – Ensure you have the social widgets approved in your email footer or in your newsletter as this will be needed so your recipients can click the Facebook icon and share it on their Facebook wall or page.
- 2 - Once you have clicked on the Facebook icon presented in either the newsletter or in the email footer, you will be asked to sign into your Facebook account.
- 3 – Once you have clicked on the Facebook icon, you will then be taken to your Facebook page where you will be asked to assign a thumbnail picture, email header text and the description of the newsletter you are posting as shown below:

Share this link

Share On your own Wall Public

Why not share your newsletter on your Facebook Page?



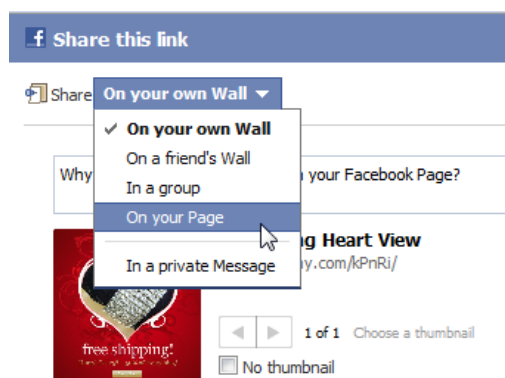
Flourishing Heart View
<http://gmtiny.com/kPnRi/>

1 of 1 Choose a thumbnail

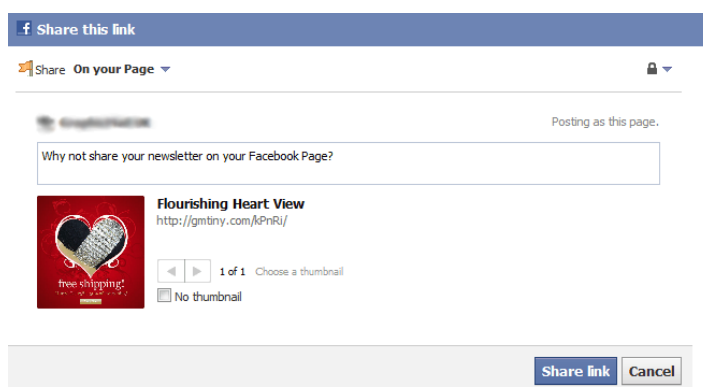
No thumbnail

[Share link](#) [Cancel](#)

- 4 – Once you have added the details for the Facebook post it is now time to select where exactly you would like to publish the newsletter, on your own wall or **on your page**.



5 – Once you have filled in the details as you would like them to display simply click the “**Share Link**” button.



Microsite

A microsite is a mini website that can be linked to your main website. Its simplest and most obvious use is as a place to display your newsletters and stories, allowing visitors to browse through your past published content.

A microsite, if used to its full potential, can also be a means of building your mailing list. By displaying past content to your main website’s visitors, you will increase the loyalty of your existing subscribers and move them closer towards a buying decision. You may even gain new subscribers.

New visitors will also be influenced by this display of content and may become subscribers and clients, since visitors to your microsite will be able to subscribe to your newsletters and RSS feeds.

A microsite can be multi-layered, with a complex menu structure. You need to think of it as more than just an archive of your past newsletters – it can be an addition for search engines, a marketing site for newsletter campaigns, or even a targeted site for brands, products and services.

Emailwave allows you to create a landing page and a simple navigation menu for your archived newsletters. The microsite will be able to function as an online library. The online archive will be hosted on your own unique URL. You can create a link to this archive from your main site, so that your readers can see your newsletters and stories.

Setting up a microsite

The first thing you need to do is give your microsite a name.

We automatically generate a location for your microsite when you create your account.

Expand the **[+] 'General Set-up'** menu. Here, you will see the microsite's name. It will look something like this: <http://www.eneewsarchive.com/12345>. Click on **'edit'** and you will be able to give your microsite its own unique URL extension. You can also create a title for the microsite. The title is the heading that will appear in a browser when the microsite is opened.

◆ [-] **General Setup**

Microsite Settings

Website address ▶ <http://newnewsletters.emailwave.qr/80788>

Web page title ▶ TEST

Web page align ▶ Left

☒ Enable subscribe link

Building the microsite menu

Once you have set your home page, you need to create the menu structure for your microsite. The menu structure is the navigation system that visitors to your website will use to access newsletters on the microsite. Setting up your menu structure consists of three steps: setting a header, building the menu and selecting a skin (look and feel) for your menu. To begin this process, expand **[+] 'Menu set-up'**.

The microsite header is just that – the header that will display above your menu. Your header and menu structure will appear on all the pages of your microsite. You can choose not to have a header, but this will mean that your menu is at the top of the browser page – it's better to have a visual break.

◆ [-] **Menu Setup**

Microsite header Configure the header you want to display above your menu.

Header type ▶ None

[view microsite](#) [edit](#)

Select whether your header will be an image or HTML design

◆ [-] **Menu Setup**

Microsite header Configure the header you want to display above your menu.

Current header type ▶ None

☐ None ☒ Image ☐ HTML

Select image

or

Upload image [Browse...](#) [upload](#)

note: spaces in file name will be converted to underscores ('_')

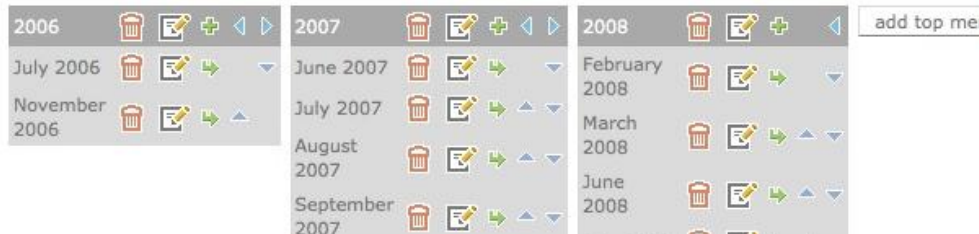
The menu builder allows you to add menu items, edit or rename them and move them to different locations within the menu. It also allows you to assign newsletters or web pages.

To create your first menu, click on **'add top menu'**. A menu system is a tree that consists of main menus and sub-menus. The main menu might be the year, if you are displaying your newsletters chronologically, or the subject, if you are displaying the newsletters by content. The sub-menus under the year would then be the month or newsletter issue. The sub-menus under a content heading may be the name or subject matter of the newsletter.

To add a menu entry, you first need to give it a description. This is the label that will appear on the menu – such as 2008, if your main menus are years. Then select the newsletter that corresponds to that menu.

Menu Builder

Click [here](#) to show/hide legend.

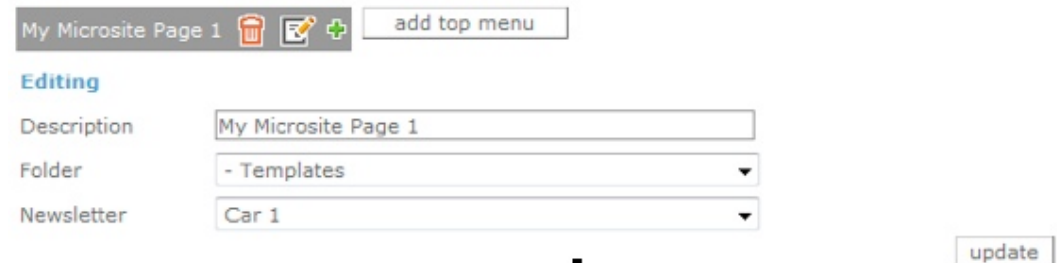





Once you have made your first top menu entry, you will see it appear under '**Menu Preview**'. You can add an additional top menu, which will appear to the right of the one you have just created, or you can create a sub-menu, which will appear below the menu you just created.

Menu Preview



To add another top menu, click on '**add top menu**'. To add a sub-menu, click on the green + icon to the right of the top menu you want to add a sub-menu to. Whenever you create a top or sub-menu, you need to give it a name and select the newsletter that you want to appear when someone clicks on the menu.







My Microsite Page 1   

Editing

Description

Folder

Newsletter

By selecting the icons, you can delete , edit  or add  a new sub-menu (a vertical drop-down entry is added below the main menu with this button ).

You can also add an additional main (horizontal) menu item by selecting '**add top menu**'. Besides sub menus, you can also create sub-sub menus – if required for navigation.

If at any point you want to preview your microsite, click on '**view microsite**' or type in the URL location you have set for the microsite.

Choosing a skin for your microsite menu

The application offers you 18 different skins for your microsite menus. To change your menu skin, simply click on the radio button.

Microsite Menu Skin Click on a skin to set it as the skin of your microsite menu (no saving needed)



RSS

RSS (Really Simple Syndication) is a [web feed](#) format used to publish frequently updated content. RSS makes it possible for people to keep up to date with their favorite websites in an automated manner that's easier than checking them manually.

With RSS, you can syndicate your email content via a separate medium and give your audience another way to receive your message. RSS is a great complement to your email marketing program. Since RSS goes through the web, delivery is seamless and trackable.

If you publish to an RSS feed, in addition to reading your newsletters via email, subscribers can read them through bookmarks in their web browser or through an RSS reader.

By creating a "'feed' link and promoting it on your site, you're well on your way to creating a new communication channel with your audience. Each RSS feed provides a list of content, a brief description, and a link to the web page with the full article.

Every account comes with an RSS feed. You will find the link to your feed next to 'Your RSS Link'.



To change the RSS link, you simply need to click on the 'edit' icon.

Please note: changing the RSS link will also change the microsite link.



To publish an email or newsletter to an RSS feed, click on 'add new RSS feed'. You will then need to select the folder and the newsletter you want to publish to the feed.

You will also need to name the author and title and provide a brief description of the newsletter. These are the details that will be published on the feed.

◆ Add RSS Feed







Newsletter Folder	Email / Newsletter folder
Newsletter	test
Public Archive	Do not publish
Author	user
Title	
Description	

save

cancel

You can also publish your newsletter to the application's public archive. This will publish your newsletter to www.eneewsarchive.com. This site contains various newsletters, organized by category. If you want to publish your newsletters here, simply select the category you want them published under, from the drop-down list.

Your active RSS feeds will be displayed when you log in to your RSS menu.

Publish Date	Newsletter Name	Category	Title	
5/10/2012 5:45:39 AM	test	Shopping	test3	 
5/10/2012 5:45:17 AM	test	Business	test	 
5/10/2012 5:41:42 AM	test		do some ...	 

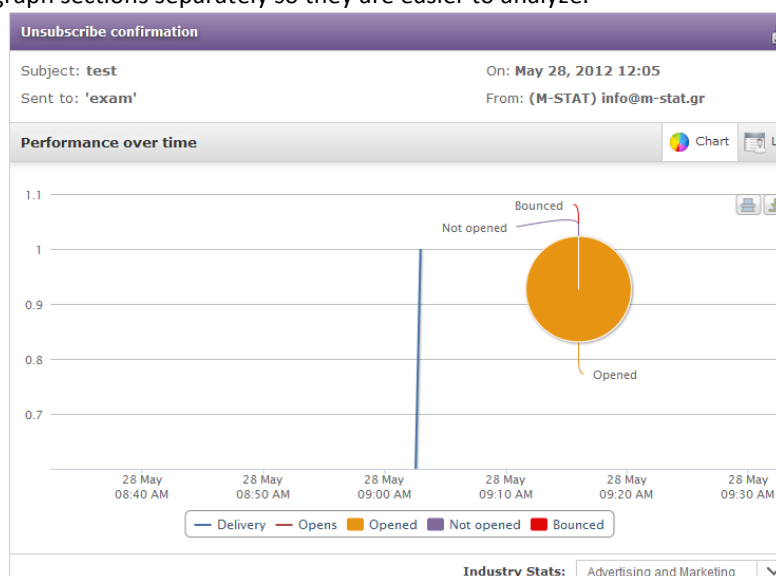
add new RSS feed

Reports and Statistics

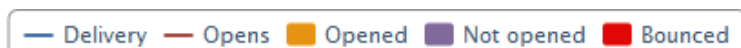
Emailwave will show you how many of your emails were delivered, how many were opened and what links were clicked on. Simply click on **'Reports and Statistics'**.

On Sends

Within this section you will instantly be able to view graphs of your most recent send with all statistics on display. The graphs are now even more user-friendly and interactive as you can simply click on a section you would like to view such as bounced, opens, not opened as it will allow you to view the graph sections separately so they are easier to analyze.



You can use the tab below the graphs to hide/display certain sections of the chart; this will allow you to alter the visual display within the graph as shown:



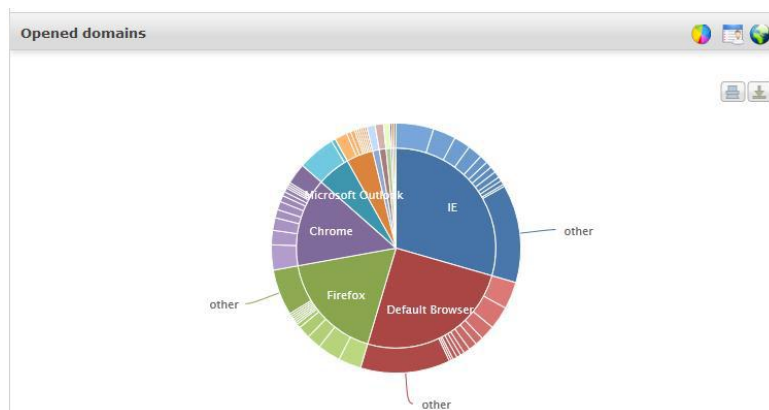
As the graphs are interactive you can place your mouse over sections of it to see more detailed reports of the date and time which the particular action took place:

Below the main graph you will see various statistics such as opens, clicked, bounced which can be clicked on to view in full.

Sent 1427	Delivered 1389 97.34% of sent	Opened 143 10.02% of sent
Delivered 1389 97.34%	Opened 143 10.02%	Unsubscribed 0 0%
Bounced 38 2.66%	Not opened 1246 87.32%	Clicked 0 0%
Logs pending 0 0%		Complaints 0 0%
		Social shares 0 0%

Once they have been clicked you can view a graph for those statistics, a list view or view the geo-location of the recipient when the action was taken.

Open Statistics



Export contacts

You can also export contact by clicking on the specific link such as “opened”, as that will then present a graph as shown in the page above, however you will also have the ability to export from that graph.

You can then change the Chart to a “List” view via the icons to the right of the screenshot below. Once in that list view you will see 3 options; copy, export and delete. You can then use those options to export the contacts.

Unsubscribe confirmation

Subject: test

On: May 28, 2012 12:05

Sent to: 'exam'

From: (M-STAT) info@m-stat.gr

Who opened?

Chart

List

Location

Copy

Export

Delete

1

Page 1 of 1, items 1 to 1 of 1.

Address	Country	Region	City	Platform	Email client	Time/Date
@gmail.com	-	-	-	Win7	Firefox 10.0	Mon 28 May 2012, 8:37

You can copy to a new mailing list, or just import your contacts into an existing one.

Alternatively you can export your contacts which will send you a CSV file.

You can use the export options to export the graph and you can also choose to have a list view and export that particular list. When you have exported via list view you will receive an email linking you to excel spreadsheet which will show you a far greater amount of detail for particular subscribers that opened your email.

Links Clicked Statistics

You can also see the links clicked within your email in a graph form, which makes it even easier for you to view which links have been clicked and how many times. This information allows you to clearly view the links that were clicked the most and you can use this information to discover why they were clicked the most. Was it because of the positioning of the link? Was the link text or an image? Once you can find a clear reason that the subscribers interacted with those links, you can then use that knowledge and take steps to increase the success of your future campaigns.



This new feature displays the location of your subscribers as they are viewing and clicking links from within your emails. By using Geo Location you are able to view your subscribers' location on the map, you can simply hover your mouse over the different countries to see how many of your subscribers opened your email from that location. To activate the Geo Location simply click on the globe icon shown within your account.

View the overall statistics showing not only your most recent send but also a selection of previous sends, giving you an instant comparison to your previous campaigns. You can select the previous sends that are displaying by clicking on the **"Sort"** options which will allow you to choose how many sends you would like to view:

Compare industry: Advertising and Marketing					
Sent 1235		Delivered 897 72.63% of sent		Opened 146 11.82% of sent	
Delivered	897 72.63%	Opened	146 11.82%	Unsubscribed	13 1.05%
Bounced	338 27.37%	Not opened	751 60.81%	Clicked	15 1.21%
Logs pending	0 0%			Complaints	0 0%
				Social shares	0 0%

Recent Sends

Business Card Feb 22

sent to: 'Corporate Business Card'

Sent 1235

Delivered 897

Opened 146

Clicked 15

On: Feb 22, 2012 03:02

Business Card Feb 21

sent to: 'Regional Sales'

Sent 326

Delivered 292

Opened 53

Clicked 3

On: Feb 21, 2012 09:02

more

Compare Industry

Not only can you compare your own results but you can also compare against industry statistics. To do that simply select the industry relevant to your company from the **"Compare industry"** dropdown and this will take your latest send statistics and compare them with industry statistics within a bar chart form as below:



As you can see from the screenshot above, the bar chart compares the latest industry statistics against your own so that you can see how well your campaigns are doing compared to other companies within your sector. Once again the tab under the chart is interactive so you can click the different headings to show/hide specific statistics.

Unsubscribed

The application automatically tags the addresses of individuals who have unsubscribed, so that they will not be sent to again. The application also adds these addresses to your account's blocklist to ensure that should you accidentally import one of the email addresses to another list, they will not receive an email from your company. The blocklist is a suppression list of email addresses that the application will not send to.

Not delivered addresses – Hard bounces

Hard bounces are emails that cannot be delivered because there is a problem with the email address itself. 'User unknown' or 'Domain unknown' are examples of hard bounces. A hard bounce is usually the result of a misspelling, but it can also be due to the recipient retiring that particular email address or domain. If the application determines an email address to be a hard bounce, it is automatically tagged as such within the list and that email address will not be sent to in the future.

Not delivered addresses – Soft bounces

Soft Bounces are emails that cannot be delivered because something temporarily does not allow the application to deliver the email. This may be because the recipient's mailbox was full; the email was blocked by a server-level spam filter, or any number of additional reasons. These email addresses will remain on your list for future sends.

Links clicked

If you want to see what links were clicked, click on the **'clicked'** link under **'Of the total who opened'**.

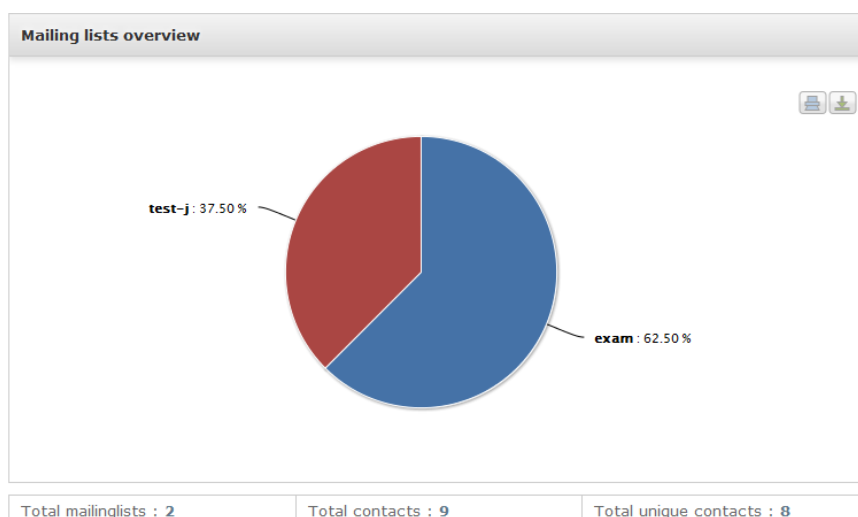
A page will show all the links in your email that were clicked and the number of times each was clicked.



The reports for any given send will continue to update for up to a week after the send, but, depending on the day of the week, you can expect initial results within 24 hours and close to final results within 48 hours.

You can always drill down to see the details of email addresses which opened, clicked, forwarded or unsubscribed. If the mailing is less than two weeks old, you can see this level of detail for delivered and non-delivered emails. **After two weeks**, we remove this level of detail.

On mailing list

This section allows you to compare different mailing lists within a pie chart format to show the popularity of your different mailing lists. Having this additional information in an easy to read format gives you a clear indication of which mailing lists your recipients prefer to join.



You can use the print and download icons to the right of the graph as they will allow you print or just save the graph shown as an image.  

You will also see the individual mailing lists below the graph which will allow you to click on them to view overall send statistics of that particular mailing list selected.

All Mailing Lists		Q search lists	Filter ▼
test-j	Created on: May 17, 2012 12:05		
Total contacts :3	Last sent on: May 17, 2012 12:05		
exam	Created on: May 11, 2012 10:05		
Total contacts :5	Last sent on: May 28, 2012 12:05		







To view more information regarding one of your mailing lists then simply just select one and it a new graph will appear showing overall statistics regarding that particular mailing list. The graph is interactive you can show/hide sections of it to make it easier to view.

Please note you can drill further into the statistics for any particular mailing list by clicking on the options presented under the graph such as subscribed, unsubscribed, hard bounced, domains can be used to view more statistics. When selecting "List Breakdowns" you will see an option to select the List icon which will show a list of your subscribers for that mailing list.

On Contacts

Emailwave allows you to drill down to the statistics of a unique recipient. When using the textbox on the right it allows you to search for specific subscribers by typing their details into the search textbox and pressing enter. Alternatively you can search through your subscribers alphabetically. Once you have located the subscriber click on their email address and you will see the relevant statistics.

You are also able to view detailed information regarding the different newsletters that you have sent to that particular subscriber and what actions they have taken. As you can see the information presented will also let you know what platform and email client they have been using and details for each send such as if the recipient opened, forwarded, or left the newsletter unopened.

Mailinglist name	Status	Date
test-j	OK	May 24, 2012 01:05
Contact Activity		
	Tue 8 May, 2012, 5:49 AM You Sent newsletter M_STAT Newsletter to mailing list testone	
	Tue 8 May, 2012, 6:22 AM You Sent newsletter M_STAT Newsletter to mailing list testone	
	Tue 8 May, 2012, 10:50 AM We Delivered newsletter M_STAT Newsletter sent on Tue 8 May, 2012 to mailinglist testone	
	Tue 8 May, 2012, 10:50 AM Recipient Opened newsletter M_STAT Newsletter sent on Tue 8 May, 2012 to mailing list testone in Win7, Microsoft Outlook 2010 from	
	Tue 8 May, 2012, 11:23 AM We Delivered newsletter M_STAT Newsletter sent on Tue 8 May, 2012 to mailinglist testone	
	Fri 11 May, 2012, 2:04 AM You Sent newsletter M_STAT Newsletter to mailing list test list	

On TriggerMail

You can view the statistics from the mails for the triggers that you have setup, from within this view you can see how successful your triggers are.

Within this section you can view the progress of the different triggers that you have created, allowing you to discover how many subscribers have taken action within those triggered emails. You will be able to clearly view the reports of the different triggers as they display all of the key information.

Setup & Options

Account Details

User Profile

Please ensure that your contact details are up to date at all times on the **'User Profile'** page. US, European and Australian legislation requires that the footer on every outgoing email contain the physical address of the sender. Whatever address you have in your **'Profile settings'** page will be the address that the application appends to your outgoing mail.

Emailwave will prompt you to fill this out before you make your first send.

Change Password

If you want to change your password, you can do it at any time on the **'User Profile'** page.

If you want to change your username, you need to contact us.

General Settings

You can change the time zone and other miscellaneous settings within this section.

The time that you have set is displayed under the date format so please check carefully.

Please note: It is important to check your timezone settings reflect your location i.e. Athens and that the daylight saving time is clicked. This will ensure that reports are accurate and more importantly that the Scheduled TriggerMail goes out when you would like them to (click here for TriggerMail).

If you want a text-only version to be created automatically for each newsletter, you can set this as a default. Older email programs (pre-1998) will see the text-only version by default. If you select this option, you need to create a text-only version of your email when you create the HTML version. If this option is selected, the HTML and text-only newsletters are 'twinned'. This is represented by the asterisk symbol * that appears next to the newsletter's name. When a twinned newsletter is edited, the HTML version is opened first. The text Editor appears after you save the newsletter in the Editor.]

Enable Google analytics tracking to all URLs

If you're using Google analytics to monitor your site traffic, this will allow you to track visitors that originated from emails sent from your account.

Enable password on subscribe form for users with additional data

If you collect profile information of your subscribers (e.g., name, contact details and demographic information) you can enable this function. It will prompt each subscriber to create a password-protected profile. Upon subscription, your subscribers will be asked for a password at the same time as they are asked for demographic information.

Editor Settings

The platform has several Editors. Choose the one you would like to be used as the default here. The most recent Editor is always set as the default. All previous Editors are available though.

Lists & Contacts settings

This option allows you get a different view within your account. If you “**Use mailing list and dataset menus**” then it will focus more on the mailing lists. The other option which is set to default will show “**Lists & Contacts**” in your account which is the same as the structure of this manual.

Header / Footer Settings

Emailwave platform automatically displays an unsubscribe footer to each outgoing email. The ‘Header / Footer Settings’ menu allows you to customize both the header and footer.

Header Settings

You can have a header fixed to all of your outgoing newsletters. The header includes the ‘from’ email address and the email address you have sent to, an ‘unsubscribe’ link and a link to view the newsletter as a web page. You can also enable social links within your header such as a ‘like’ button from Facebook. Another feature that is provided for you, is to change the style of the text in your header to fit your email design, you can do this by changing the font, size, font type and colour, as shown below. You can also preview your header so you can see exactly what it will look like by clicking the “**refresh preview**” button. If you are satisfied with the way the header looks then click on the “**save**” button.

Please note: that the ‘Enable Unsubscribe Header’ will need to be ticked for the header to be shown

Footer Settings

The footer can also be customised to your preferences such as displaying links and customising the font and colour, simply tick the boxes that represent the function that you want to display in your footer.

✦ [-] Email Footer

Display these links in my footer

☐ Display 'Subscribe' link on all emails

☐ Display 'Update Profile' link on all emails

☐ Display 'Forward to friend' link on all emails

☐ Enable one-click unsubscribe, ⓘ

☐ Display 'Print PDF' link on all emails

☐ Display 'RSS News' link on all emails

☐ Display 'News Archive' link on all emails

Additional Options

☐ Add social media links on all emails ⓘ

Type of Footer

☐ Use text version (default)

☐ Use HTML version

☒ Create a custom Footer

☒ Use images for links (buttons)

☐ Use text for links

Upload your 'Powered by' logo

test.jpg

get image

Powered by URL

http://www.emailwave.gr

Button images

☒ Display horizontal space between image buttons

Upload Unsubscribe image

Default image

get image

7

Font Settings

Footer text and color settings

Verdana

11

Normal

#666666

Report abuse text and color settings

Verdana

11

Normal

#666666

Footer Preview

You can also view a preview of what the footer will look like in the preview section of the page shown below:

Footer Preview

unsubscribe

This mailing system may only be used for sending permission based email.
If you did not give permission to receive emails from this sender, [Please notify us](#)

This email was sent to me@mydomain.com by info@m-stat.gr | Read our [Privacy Policy](#)

Emailwave - Irodotou 6, Athens, 106 75, Greece

refresh preview save

Advanced Settings

In this section you are able to change some more of your account settings.

API Settings

If you are going to be using an API in your account then you need to tick Enable API to this account. You can also enter in a password for your API.

API Settings

☐ Enable API access to this account.

Trusted API IP addresses (comma separated IP addresses or IP ranges). This is mandatory for using our API. If this is not completed, the API will not work for your account.

The API is an interface used to integrate our application into your system. You need to insert your IP address in the space provided and if you have more than address, separate them with commas.

Address book settings

Within this section you can specify whether you want to use a single dataset or a multi dataset. Either one will allow you to use the personalisation.

Authentication Beta

SPF records / Sender ID – SenderID (or SPF record) is a record that you can add to your DNS which will tell the receiving ISP that domain.com can send emails on behalf of your domain. Use the appropriate text box to enter your domain and then click on the **“generate SPF records”** button.

DKIM / Domain Keys - DKIM / DomainKeys sends a badge (public key) along with each email we send. That public key is matched with a private key stored on your domain that verifies that Emailwave can send emails on your behalf. We can generate the keys for you which you will need to add to your DNS record. Or you can generate them yourself and add them to your Emailwave-account. Use the appropriate text box to enter your domain in and then click on the **“generate DKIM Settings”**.

Subscription Form

If you want more control over the configuration of your subscription form that is provided in the Subscription Form Wizard (see the Express Manual for information about the Subscription Form Wizard), this is available in Advanced Mode.

Each account has a subscription form which can be accessed by appending a link to the footer of your outgoing emails or embedding a link on a page on your website.

You can design the subscription form so that it conforms to your company identity by choosing the colors, fonts and images to be displayed.

The form set-up is broken down into six sections: Page set-up, Form header, Form footer, Field displayed on the form, Mailing Lists displayed on the form and Opt-in standards. To make a change to the form, simply click on **[+]** next to the appropriate section.

Once your subscription form is customized to your liking, you can link it to your website or embed it in a web page. Please see the subsequent sections for more information on how to link or embed your subscription form.

If you want to collect additional information from your subscribers, you need to specify the data you wish to collect in your Address Book or a dataset. You can then select which fields you want displayed in your subscription form using the **'Form Fields'** sub-menu. Simply expand the **'Form Fields'** section, select the Address Book or dataset in which the form fields are contained, and then tick the box next to the field you want to include.

If you want to give subscribers the ability to subscribe to more than one mailing list, expand the **'Mailing List'** section and tick the box for each list you want to display on the form.

Setting up your Subscription Form

You can define the parameters of your subscription form page in the **[+] 'Page Set-up'** section. After you have made any changes to your page set-up, make sure you **save** and **preview** the form.

[-]

Page Setup

Default Language

English US

Background Color

#FFFFFF

To add a logo to your subscription form, add it in the 'subscription form header' section.

Background Image

Select an image

/Pictures/ emailwave.png

Disable background

or upload a file

Browse

upload file

Background Alignment

Left

Tile background

Left Margin

10

Top Margin

10

Form Width

500

Form Height

350

Font

Times New Roman

8

Normal

Button Font

Times New Roman

8

Normal

Enable password on subscribe form users with additional data.

Language Displayed on Links

The links on the subscription form are not editable, but you can change the language that they display. To do this, select a language from the drop-down. This will change the 'Subscribe', 'Unsubscribe' and 'Forward' links on the bottom of your form to the language selected.

Form Background

There is an eyedropper icon which you can use to select a background color for your form. If you know the exact color you want, you can enter the HTML HEX color code into the available field.

If you want a background image on the form, you can select one that you have uploaded to your image library or you can upload one from your PC. If you are using a background image, you will need to set the alignment for the image and select whether or not you want it tiled (repeating as a grid). It will display as a single image if you do not select to have it tiled.

Setting the size of your form

The form will resize automatically to accommodate the text, images and forms you include, but you can also set the size of it yourself if you want specific spacing. The size is set in pixels (screen dots). A typical 14-inch screen has 800 pixels horizontally and 600 vertically.

Setting the font

You can change the font by selecting the type, size style and color. The fonts allowed are standard HTML-readable fonts: Arial, Courier, Tahoma, Times New Roman and Verdana. Use the eyedropper icon to select the color of the font or insert the HTML HEX color code if you know it.

Button Font

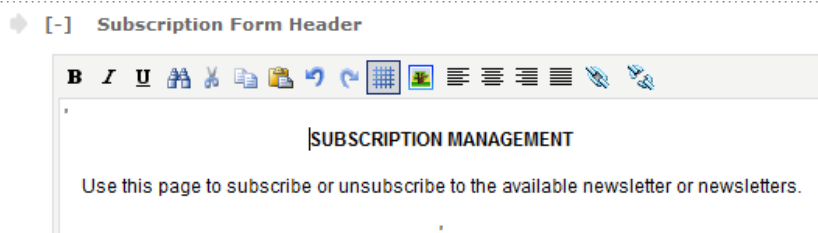
The buttons are the links at the bottom of the page that say 'Unsubscribe', 'Subscribe', 'Forward', etc. You can change their font by selecting the type, size style and color. The fonts allowed are standard HTML-readable fonts: Arial, Courier, Tahoma, Times New Roman and Verdana. Use the eyedropper icon to select the color of the font or insert the HTML HEX color code if you know it.

Enabling password on subscribe form for users with additional data

If there is an Address Book or dataset into which you are populating data via subscriber input on the form (see section on **Form Fields** below), an 'Update Profile' link will appear on the form. If you tick this box, a password field will be added to the form. Subscribers will have to insert a password when updating their details. This is a security measure.

Subscription Form Header

An Editor will open that allows you to change the copy in the header of the form and to replace or remove the default image. To change the header image, click on the image icon in the Editor. This will open a pop-up that will allow you to upload an image from your PC.



Form Fields

If you want to collect additional information from your subscribers at the point of sign-up, this is the section where you select what fields you would like to add.

[+] Form Fields (collect additional subscriber information)

Select Dataset to use:

Select mobile list: (Only applicable if Mobile field is selected.)

Field Label	Field as Displayed on Form	Display	Make Compulsory
Mobile Number	<input type="text"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email Address	<input type="text"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
first name	<input type="text" value="Sir or Madame"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
last name	<input type="text"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Select your Address Book or the dataset into which you want this data populated. If you have not configured your Address Book or a dataset, please consult the relevant section of this manual.

After you have selected your Address Book or dataset, you will see the form fields that you can add to your subscription form. Simply tick the box for each of the fields you want displayed.

The data types assigned to the fields will be display and the data will be collected according to how it is configured in the Address Book or dataset. Data types are: text (character length) drop-down lists, radio buttons or tick boxes.

Mailing Lists (to display on subscription form)

If you have multiple mailing lists, you may publish different newsletters, or want to give your subscribers a choice of reading material. You can choose to display more than one mailing list on your form. The subscribers can then choose which mailing lists they want to subscribe to.

➤ [-] **Mailing List** (to display on subscribe form)

Mailing List	Display
exam	<input type="checkbox"/>
test-j	<input type="checkbox"/>

Simply expand the '**Mailing List**' selection and you will see all the mailing lists in your account. Tick the box next to mailing lists you want to display. The list names that you see will be the names displayed on the subscription form.

If you have multiple mailing lists on your subscription form, they will be displayed between the header and footer. The subscription form will display the links 'subscribe', 'update profile' and 'close window'. There will be a tick box next to each mailing list and subscribers will be added to the lists that they have selected. They can change what lists they are subscribed to by clicking on the 'Update profile' or 'Unsubscribe' button. They also have a choice to 'Unsubscribe all'.

If no mailing list is selected, the subscriber will be added to 'My Mailing List', which is created by default for each account.

Subscription Form Footer (HTML)

An Editor will open that allows you to change the copy in the footer of the form.

Double Opt-in

The application accommodates confirmed opt-in processes and double opt-in processes. If you want to enable 'Confirmed Opt-in', go to the '**Auto-responder**' page and set up a 'Subscription Confirmation' email. To enable 'Double opt-in', open the [+]' **Double Optin**' section and tick the '**Enforce**' box.

[-] Double Opt-In

☐ Enforce double opt-in (For new subscriptions only)










You can overwrite the default opt-in email text by typing your own message in the field below. After saving you can preview your email by clicking the *preview opt-in email* button.

Subject

From Email

From Name

Confirmation URL

B *I* U         

Normal HTML Preview Words:0 Characters:0

preview opt-in email

Double opt-in refers to the subscription process whereby a second action needs to be taken by the subscriber after they have subscribed. If this process is enforced, a new subscriber to your mailing list will be marked as pending until they confirm their subscription. We will send them an email asking them if to click a link to confirm their subscription.

Once you have enforced the double opt-in process, click on **‘Preview opt-in email’** to see the email we will send. The email consists of two columns. You can customize the look and content of the right-hand column using the Editor available in this section. The left-hand column with the ‘Check image’ and the ‘Confirm subscription link’ options cannot be customized.

Adding a Link from your Website to your Customized Subscription Form




Once you've used the wizard to customize your subscription form, you can link the form to your website. Doing this will help you to grow your email list. The **‘Put it on your Website’** sub-menu under **‘Subscription Form’** will provide you with the link code you need to add to your web pages. First you need to decide whether you want a text link, button, or form with a ‘submit’ button.

A text link from your website to your subscription form

Select one of the three ways to add a subscription form on your website and then click next.

Put it on your Website

There are 3 easy ways to add a subscription form onto your website. Don't forget to set up your subscription form first!

- ☒ Add a light box subscription form to your website 
To see an example of a page with a light box popup [Click Here.](#)
- ☐ Add a quick subscription form to your website 
To see an example of a page with a quick subscribe form [Click Here.](#)
- ☐ Embed the entire form onto your website 
To see an example of a page with a embedded form [Click Here.](#)

next

After selecting the corresponding checkbox user is directed to the preview page where he can modify some features of the form.
Then click on Create link button.

Create Quick Subscription Form

Create your button and select your own styles. Once done select "create link" and we'll automatically generate some code, which will appear in a window.

Text for my Button

Design for my Button Verdana 12 Bold

Background Color ☐ Border Color ☐ Text Color ☐ Hover Color ☐ Text Hover ☐

Preview

SUBSCRIBE

Select Mailing list i

Subscribing from my website using a 'quick subscribe' form

If you don't want a link and would prefer something saying 'Subscribe to my newsletter', with a 'submit' button, you can set this up by checking the second option of the list. It will work if you have a single newsletter, as there is no facility for the subscriber to select the newsletter they want to subscribe to.

Embedding the Subscription Form

If you want to embed your customized subscription form onto one of your web pages click on the third checkbox on the screen. The application can provide the code for this as well. Simply click on the **'Embed Form'** submenu under **'Subscription Form'**.

You will need to select the JavaScript or non-JavaScript version. When you have made your selection, the code will appear in the window.

Embed Code onto your Website

We can generate either javascript or non-javascript code for you. If all you want to do with the form is capture subscribers then the non-javascript code is best.

- ☒ Non-javascript version i
- ☐ Javascript version i

[back](#)

Copy the HTML in the text area below and paste it onto your site, enabling visitors to subscribe to your newsletters. You can specify the page to return to after submission by giving the Return URL a valid URL value. You can also prevent the subscription form from resizing by setting the resize value to 0.

```
<form method="post" name="inputForm"
action="http://newnewsletters.emailwave.gr/RWCode
/subscribe.asp?SiteID=80788&SID=0">
<input type="hidden" name="SID" value="0">
<input type="hidden" name="ReturnURL" value="">
<input type="hidden" name="Resize" value="1">
<input type="hidden" name="Mode" value="update">
<input type="hidden" name="ResultMode" value="">
<input type="hidden" name="HitID" value="0">
<input type="hidden" name="OldEmail" value="">
<input type="hidden" name="EmailChange" value="0">
<input type="hidden" name="EmailID" value="0">
<table cellpadding="0" cellspacing="0" border="0">
```

[email me the code](#)

You can specify the page to return to after submission, by giving the 'Return URL' a valid URL value. You can also prevent the subscription form from resizing by setting the 'Resize value' to 0. Test it out and adjust it for your own continuity and branding.

Auto-responders

When users subscribe to or unsubscribe from your mailing list, you can choose to send them and/or yourself a confirmation email.

Create New

Name *

Newsletter Folder Email / Newsletter folder

Select Newsletter to Send Subscription confirmation

An auto-responder is an automated email that is sent after a certain action. You can set auto-responders to be sent to an email address after it has subscribed to or unsubscribed from one of your mailings. Auto-responders are often used to assure subscribers that they've been unsubscribed, or to suggest that they whitelist your address to ensure future delivery, if they've just subscribed.

The application also allows you to set up more sophisticated auto-responders, called 'triggers'. These are explained in the **Triggers** section of the Manual.

Click on **"Auto-responders"** under **'Subscription Form'**.

The first type of auto-responder you can set up is a notification which is sent to your email address when someone has subscribed or unsubscribed from your mailing lists. You can set this up by expanding **[+] 'Confirmation email details'**.

To set up a subscription confirmation auto-responder, click on **[+] 'Subscribe confirmation emails'**.

To enable a 'subscribed' auto-responder, simply tick the appropriate box. If you want it to be a text-only email (automated text emails have a higher delivery rate), then indicate this by ticking the relevant box.

You will need to give your 'subscribed' auto-responder a subject. This is very important, as it will be the first thing that the client sees and should confirm that they have subscribed to your services.

You then need to select the email that you want to be sent. You need to have created this email prior to enabling the auto-responder. If you haven't, The application has a default subscription confirmation email available.

To set up an 'unsubscribed' confirmation auto-responder, click on **[+] 'Unsubscribe confirmation emails'**.

Create New

Name *	<input type="text"/>
Newsletter Folder	<input type="text" value="Email / Newsletter folder"/> ▼
Select newsletter to send	<input type="text" value="Unsubscribe confirmation"/> ▼

To enable an 'unsubscribed' auto-responder, simply tick the appropriate box. If you want it to be a text-only email (automated text emails have a higher delivery rate), then indicate this by ticking the relevant box.

You will also need to give your unsubscribed auto-responder a subject. This is very important, as it will be the first thing that the client sees and should confirm that they have unsubscribed from your lists.

You then need to select the email that you want to be sent. You need to have created this email prior to enabling the auto-responder. If you haven't, The application has a default unsubscribed confirmation email available.

Glossary

Application Program Interface (API)

When a program (application) accesses another to manage it by remote control, it uses an API. Using the The application API a website can for instance add a new subscribe to a particular list, or initiate a send.

Above-the-fold or sill (preview pane in your email client)

The part of a web page or email client that is visible without scrolling. If you have a 'Join our mailing list' or 'Subscribe now' tag on your website, place it 'above the fold/sill' - it makes it easy for visitors and clients to opt-in and opt-out.

Absolute link

All newsletter or graphic emails require an absolute link (as opposed to relative) for the images on the email be visible. The image must be parked (uploaded to the website address) in the appropriate folder designated by the URL address.

Affirmative consent

Indicates that permission has been given by the recipient for you to send them emails. The recipient has been clearly and fully notified of the collection and use of his/her email address and has consented prior to such collection and GM account use (subject to the privacy statement and terms and conditions, and the laws and regulations applying in the country of receipt). Affirmative consent is considered the world's best practice in this arena. It is therefore required by all reputable email marketing companies and ISP services.

Attachment

A text, video, graphic, PDF or any other file that accompanies an email message but is not included in the message itself. Attachments are not a good way to send email newsletters because many ISPs, email clients and individual email recipients block attachments, as hackers often use them to deliver viruses and other malicious code.

Auto-responder

A program, script, plugin or any other software solution that automatically sends a response/alert to a specified email contact when someone sends a message to its address. The most common uses of auto-responders are for subscribe (opt-in) and unsubscribe (opt-out) confirmations, welcome emails and customer support questions. Industry's best practice is to have a double opt-in; after you subscribe you receive an email alert requesting you to respond by clicking on a link to confirm your voluntary subscription.

Australian Spam Act, 2004

The Australian Spam Act 2003 was brought into existence to alleviate and halt the unsolicited sending of email, or 'spam'. This was followed by the Spam (Consequential amendments) Act 2003 and Spam Regulations 2004.

Block

A refusal by an ISP or email server to forward your email message to the recipient. Many ISPs block emails from IP addresses or domains that have been reported to send spam or viruses, or have content that violates email policy or spam filters.

Block list – see suppression list

Bulk folder (also junk folder) Where many email clients send messages that appear to be from spammers, contain spam, or are from any sender who is not in the recipient's address book or contact list. Some clients allow the recipient to override the system's settings and direct that mail from a suspect sender be sent directly to the inbox. E.g., Yahoo!Mail gives recipients a button marked 'Not Spam' on every message in the bulk folder.

Bounced email



A bounced email is one in which the address was either wrongly typed, the delivery address is no longer active (intended recipient has changed email address) or the domain address (this is the address after the '@' in the email address) is no longer active.

Campaign

An email marketing message or a series of like-minded messages designed to accomplish an overall goal.

CAN-SPAM Act of 2003

The United States of America introduced this Federal anti-spam legislation. It was passed in 2003 and requires the following in each email: a legitimate header, a valid 'From' address and a straightforward 'Subject' line. Also required by the act is an unsubscribe/opt-out option and/or instructions and a physical address. It also requires that all unsubscribes are processed within ten days of receipt.

Challenge request

An automated message forwarded by the receipt of an email, specifically for the purpose of identifying the sender as a trusted source. The forwarded response requests the sender of the email to act on certain instructions in order to validate themselves. If the sender provides a valid response, his email address is added to the recipient's whitelist of trusted senders, and his message is passed along to the recipient.

Click-through and click-through tracking

When a link is included in an email, a click-through occurs when a recipient clicks on the link. Clickthrough tracking refers to the data collected about each click-through link, such as how many people clicked it, who clicked it, how many clicks resulted in desired actions such as sales, forwards or subscriptions.

Confirmed opt-in (required by The European anti-spam Directive)

A more controlled method of obtaining permission to send email campaigns. Confirmed opt-in adds an additional step to the opt-in process. It requires the subscriber to respond to a confirmation email, either by clicking on a confirmation link, or by hitting the reply button, thus confirming their subscription. Only subscribers who take this additional step are added to the list.

CPM (or Cost Per Thousand)

In email marketing terminology, CPM commonly refers to the cost per 1000 names on a given rental list. For example, on a rental list priced at \$250AUS, CPM would mean that the list owner charges \$0.25AU per email address. Alternatively it can mean the cost of sending 1000 emails.

CTR (or click-through rate)

The number of unique clicks divided by the number of emails that were opened, expressed as a percentage.

Conversion rate

The percentage of emailed recipients who responded to your specific email marketing campaign or promotion. This is the measure of your email marketing campaign's success. Your conversions can be measured in all things related to the campaign, that is, sales, phone calls, appointments and so on.

Double opt-in

A process that requires new list joiners to take an action (such as clicking on an emailed link to a personal confirmation page) in order to confirm that they want to be on the list. Sometimes interpreted incorrectly by some email broadcast vendors to mean a new subscriber who does not optout of, or bounce, a welcome message.

Email blocking



Email blocking typically refers to blocking by ISPs. Emails that are blocked are not processed through the ISP and are essentially prevented from reaching their addressed destination. Most ISPs actively block email coming from suspected spammers or tag the subject line 'SUSPECTED SPAM'.

Email newsletter ads or sponsorships

Buying ad space (just like you do in a newspaper) in an email newsletter or sponsoring a specific article or series of articles that target the audience represented by the list that is used. Advertisers pay to have their ad (plain text, HTML or both depending on the publication) inserted into the body of the email.

ESP

Email Service Provider.

Event triggered email

Pre-programmed messages sent automatically, based on an event such as a date or anniversary.

Ezine (also e-zine)

Another name for an email newsletter, adapted from electronic zine or electronic magazine. An e-zine is an American term used to describe an electronic magazine or newsletter emailed to a list of subscribers. As described above, advertisers pay to have their ad (plain text, HTML or both, depending on the publication) inserted into the body of the email. Buying ad space in an e-zine or email newsletter, or sponsoring a specific article or series of articles, allow advertisers to reach a targeted audience, thus hoping to drive traffic to a specific website, store or office. This also instigates (hopefully) sign-ups to a newsletter or improves sales of a product or service.

False positive

Legitimately subscribed permission-based email that is blocked due to the limitations of current email blocking and filtering techniques utilised by the ISP. False positives are an industry-wide problem. It is estimated by some sources that around 20% of permission-based email is erroneously blocked by either anti-spam software or incorrectly installed server-based solutions.

Flash

A web language to animate design resulting in more dynamic content.

From line or sender line

The from line has two parts: part one is the 'From' name -- for example 'Joe Blow'. Part two is the 'From' address. Your recipients may see only the 'from' name, the 'from' address, or both, depending on the configuration of their email client and the email client software used.

Hard bounce/Soft bounce

A hard bounce (described in the Bounced email entry above) is the failed delivery of an email due to a permanent issue like a non-existent address. A soft bounce is the failed delivery of an email due to a temporary issue, like a full mailbox, server down, congestion on the net or outage.

House List (enterprise list)

A permission-based (fully opted-in) list that you build yourself. Used to market, promote your product or service and build a relationship with your clients. Your house list is truly your most valuable asset. In the marketing world they say it is '7 times less expensive to market to an existing customer than it is to acquire a new one'.

HTML email

An email that is formatted using HTML, or Hypertext Markup Language, instead of plain text. HTML makes it possible to include unique fonts, graphics, background colours and other visuals. Flash visuals (high-quality animated visuals) and other high-end marketing techniques can be written into the email of story pages, but should not be sent in the main email. To view the HTML



email, simply right-click and view the source code. HTML makes an email more engaging. When used properly and with style it can generate much higher response rates than plain text.

Newsletter

An expression that simply refers to HTML email, as described above. When most people think of email, they think of plain text. When you use the term 'newsletter' in marketing, it conjures up a whole range of new opportunities.

ISP / Internet Service Provider.

Typically ISPs provide mail and web hosting, as well as providing access (such as ADSL).

Landing page

A web page that is directly linked from an email for the purpose of providing additional information on products or services promoted in the email. Also called story pages.

Links

Text links, hyperlinks, graphics or images that, when clicked sends the client to another online location (for example a landing page or other pages of a website). Links in emails are a source of action. Links need to be visible, appealing, clear and inviting.

Microsite

A Microsite, is a mini website used to archive your past newsletters. A unique URL link is given to you so the microsite can be used as a portfolio of your past newsletter and templates, linked from your own website.

Open rate

The percentage of emails opened in any given email marketing campaign, or the percentage opened of the total number of emails sent.

Opt-in (or Subscribe)

To opt-in or subscribe to an email list is to choose to receive email communications by supplying your email address to a particular company, website or individual, thereby giving them permission to email you. The subscriber can often indicate areas of personal interest (for example, surfing, cars) or indicate what types of emails he/she wishes to receive from the sender (for example, newsletters, sales campaigns, offers too good to resist). If you are not sure, read the privacy statement; reputable email marketing companies usually have a direct link to their privacy statement and an explanation of how they will use your email address, for example, on opting in you may imply permission for the company to sell your address to like-minded businesses. Always check to see if you can opt-out with the click of a button.

Opt-out (or Unsubscribe)

To opt-out or unsubscribe from an email list is to choose not to receive communications from the sender by requesting the removal of your email address from their list. Industry best practice is to offer at least two ways to opt-out, one being an opt-out link in the email and the other being a link provided to your website with the opportunity to opt-out there.

Outage (downtime)

The interruption of automated processing systems, support services or essential business operations which may result in the organization's inability to provide service for some period of time.

Permission-based email

Email sent to recipients or subscribers who have opted-in or subscribed or have given inferred permission to be sent email communications from a particular company, website or individual. Whichever way you look at it, permission is an absolute prerequisite for legitimate email marketing.

Personalization



A targeting method in which an email message appears to have been created only for a single recipient. Personalization techniques include adding the recipient's name in the subject line or message body, or the message offer reflects a purchasing, link clicking, or transaction history.

Phishing

Phishing refers to email scams which have the purpose of identity theft. Identity thieves send fraudulent email messages with return addresses, links, and branding that appear to come from credit card companies, banks and some of the web's most well-known sites including eBay®, PayPal®, NINEMSN®, Yahoo® and COMMBANK, to name just a few. These messages are designed to 'phish' for personal and financial information (for example, passwords, usernames, social security numbers, credit card numbers, mother's maiden name, and so on) from the recipient. For examples, visit www.anti-phishing.org

Pre-existing business relationship

The recipient of your email has made a purchase, requested information, responded to a questionnaire or a survey, or had offline contact with you, in other words, has given inferred permission for you to email them.

Privacy policy

A clear description of a website or company's policy on the use of information collected from and about website visitors and subscribers. Your privacy policy is an opportunity for visitors and subscribers to assess your integrity and to establish an open and honest relationship with all who subscribe. It is wise to remember that most Western governments have established legislation to support and protect individuals' privacy. Know your boundaries.

Queue

Where an email message goes after you send it, before the list server gets around to sending it.

Rental list (or Acquisition list)

A list of prospective clients, or a targeted group of recipients who have opted-in to receive information about certain subjects. Using permission-based rental lists, marketing companies can send email messages to audiences targeted by interest category, profession, demographics and more. Be sure your rental list is a certified permission-based, opt-in list. Permission-based lists are rented or leased, seldom sold.

Relative URL

All newsletter or graphic emails require absolute addressing (as opposed to relative) for the images on the email to generate correctly and be visible, for example: The image must be parked in the appropriate folder designated by the URL and can be called from anywhere on the net.

ROI

Return on Investment. From an email marketing perspective, understanding this number helps you determine where to put your advertising dollars, which campaigns are performing best, what percentage of your investments are turning directly into income, and how much it costs you to find and retain clients.

RSS (Really Simple Syndication)

A format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS feed, to whoever wants it.

Segmentation

Dividing or separating your email list based on interest categories, purchasing behavior, demographics and more for the purpose of targeting email marketing campaigns to the audience most likely to respond.

Signature/Footer



A tagline or short block of text at the end of an email message that identifies the sender and provides additional information such as company name and contact information. US law requires that you have your name and company address in the signature. A good footer also invites a marketing opportunity.

Single opt-in

Once the most widely accepted and routinely used method of obtaining email addresses and permission. A single opt-in list is created by inviting visitors and customers to subscribe to your email list. When you use a sign-up form on your website, a message immediately goes out to the subscriber acknowledging the subscription (a good example of an auto-responder). This message should reiterate what the subscriber has signed up for and provide an immediate way for the subscriber to edit her interests or opt-out. Industry best practice now dictates a double opt-in.

Spam or UCE (Unsolicited Commercial Email)

Email sent to someone who has not opted-in or given inferred permission to the sender to send any mail to them. Our definition of SPAM is: "It's spam if it is both unsolicited and has no inferred connection to the receiver or receivers". Our technical interpretation is: "the recipient's personal identity and context are irrelevant because the message is equally applicable to many other potential recipients; and the recipient has not verifiably granted deliberate and explicit permission for it to be sent, that is, opted-in or subscribed to receive the received email; and the transmission and reception of the message appears to the recipient to give a disproportionate benefit to the sender."

Spoofing

The falsification of an email header so that the email appears to have originated from someone or somewhere other than the actual source.

Subject line

The short line of text in an email that indicates what the message is about. Your subject line should be short and it should include a specific benefit that accurately reflects your offer in order to be effective. The subject line's importance cannot be overstated. Most international Spam Acts and Directives prohibit the use of misleading subject lines.

Subscribe

The process of joining a mailing list, by filling out a web form, or offline by filling out a form or requesting to be added verbally (if you accept verbal subscriptions, you should safeguard yourself by recording them and storing recordings along with time and date, in a retrievable format).

Subscriber

The person who has specifically requested to join a mailing list. A list has both subscribers who receive the message from the sender (forward to a friend subscribes).

Suppression list (also block list)

A list of email addresses whose owners have asked to be removed from future mailings. If you use multiple email products, or have multiple databases from which you send emails, you should use a suppression list or block list filters to process unsubscribe requests across all lists.

Targeting

Selecting a target audience or group of individuals likely to be interested in a certain product or service. To get the best out of a campaign, analyze your list and target accordingly. Targeted campaigns yield a higher response rate and result in fewer unsubscribes.

Text-only newsletter

Plain newsletter with words only, no colours, graphics, fonts or pictures; can be received by anyone who has email.



Triggers

Triggers send automated follow-up emails based on the recipient's reaction to an email you've sent to them. Triggers can be set up to send a time-delayed email when the recipient clicks on the link or opens an email. They're great for sending thank-you emails or for sending coupons to people who've clicked on a product.

Unsubscribe

To remove oneself from an email list, either filling in a web form – clicking the unsubscribe link in the footer.

URL (or Universal Resource Locator)

Put simply, a URL indicates a website, web page or any other document address or location on the internet. URLs indicate the location of every file on every computer accessible through the internet.

USP (Unique Selling Proposition)

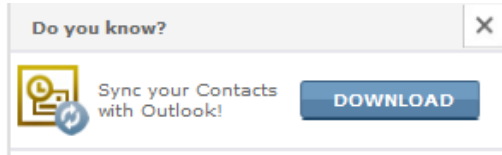
Your USP is the unique attribute of your business that makes your company, product or service the best solution to a problem, the best way to fulfil a need or desire or the best way to achieve a goal. Your USP answers the prospective recipient's question: "Why should I do business with you instead of someone else?"

Viral Marketing

A type of marketing that is carried out voluntarily by the targeted company's customers. The electronic equivalent of "word-of-mouth advertising". Email has made this type of marketing both relevant and prevalent. Tools such as 'send this page or "email to a friend' encourage people to refer or recommend your company's product, service or a specific offer to others.

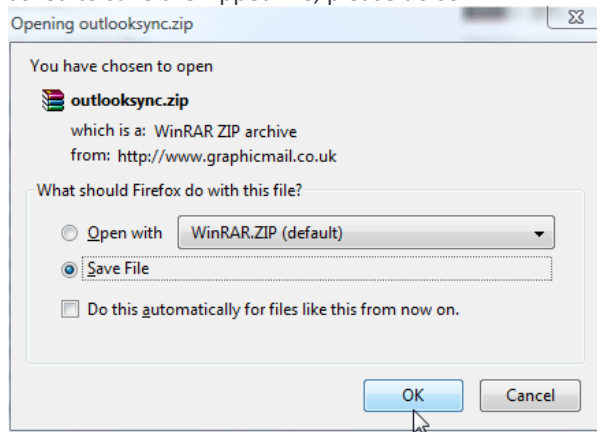
Importing from Outlook Express or Outlook

To synchronize your account with Emailwave is easy. To download the facility for you to synchronize your account click on 'Lists & Contacts', then click on 'Manage', then you will see the option to Download the facility to sync your contacts with outlook on the right of your screen. To do so, click on the Download button shown below:



Once you have clicked on that button you will be taken to a web page where you are able to download the extension for Outlook.

The next step is to download the extension, to do that click on the link that states "**Download the Outlook Sync extension here**" under the heading of 'Sync contacts with Outlook'. You will then be asked to save the zipped file, please do so.

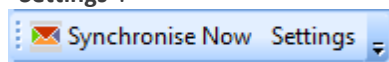


Once you have saved the file, you will need to start up the extension program by clicking on the appropriate "**setup.exe**" file. If you would like the English version then please select the setup.exe file from within the folder that is called "**en**".



Please then follow the simple steps that you will be guided through by the setup file.

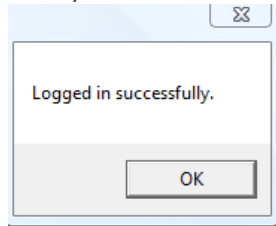
Once you have completed the setup you will need to exit your Outlook account and then go back into the account, you will then notice 2 new icons within your account, "**Synchronise Now**" and "**Settings**".



Settings

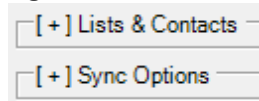
Before you can synchronise your Outlook account with Emailwave you will need to log into your Emailwave account via the Settings button. To do so please click on "**Settings**" and then enter your username and password into the appropriate boxes shown below:

Please Note: As default your 'Server' name will be www.Emailwave.com you will **NEED** to change this to match the Emailwave account that you would normally log into. For example, English accounts you will need to change the .com to .co.uk (also the same for any others) as shown above. Once your details are filled in you can click Apply which will log you in.



The next step is to check the Lists & Contacts options which refer to your Emailwave account see "Lists & Contacts" and "Contact Database" sections above in this manual for further information about mailing lists and datasets within your Emailwave account.

You will also need to check that the Sync Options are selected to how you would like Outlook to sync with your Emailwave Account. To check either option simply, click on the appropriate heading as shown below:

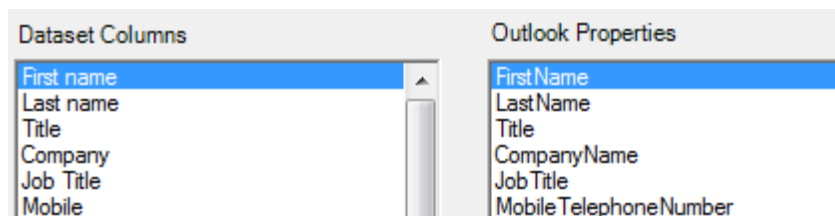


[+] Lists & Contacts

Within the Lists & Contacts option you can apply the dataset that you would like the information to go into, by selecting the dataset from the drop down box. Once the dataset is selected you can then use the 'Mapping' button to match the fields from Emailwave and Outlook so the data syncs into the correct fields.



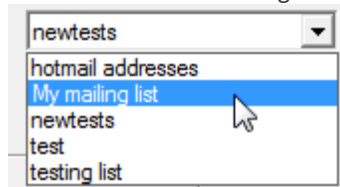
You will need to check that the title in each column matches correctly as shown below:



Once you are happy that it does please select the 'OK' button.

The next step is to choose the mailing list that is used in your Emailwave account so it will sync the email addresses into that mailing list correctly.

If you would like Outlook to sync the email addresses into one mailing list then please select the radio button that is used for, "Sync all my outlook contacts to this mailing list in Emailwave". You can do choose the mailing list once again from another drop down box as shown below:



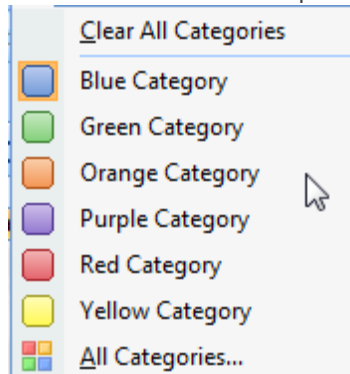
Alternatively you can sync your outlook contacts into four mailing lists but to do that you will need to click the radio button that states, "Map up four Outlook categories onto Emailwave Mailing lists". You will need to match the Outlook contact groups to the Emailwave mailing lists.

If you use this option you will need to add each of the contacts from Outlook that you would like to sync to a coloured category. You can do that by clicking on 'Contacts' (shown below), you will

then need to select a contact that you would like to categorize and then click on the categorize button within Outlook that has four square colours within it (also shown below).



Once you have selected the contact and the categorize button you will be able to select a colour for that contact from a drop down menu:

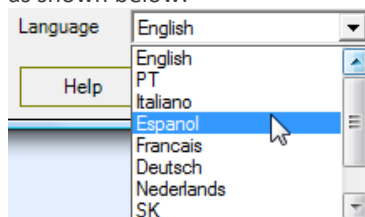


Please note: The colours must match the mapping that you have selected for, “**Map up four Outlook categories onto Emailwave Mailing lists**” which was shown above.

[+] Sync Options

To select the sync options simply click on the heading to expand it, which will then show you the options. Please click on the appropriate checked box that matches your preference for syncing your data.

If you would like to change the language of the above then please do so via the drop down menu as shown below:



Once you are happy with all of the settings that you have chosen click the ‘**save**’ button which is located at the bottom right of your screen.

If you need further help you can click on the Help button which is located at the bottom left of your screen.

Synchronise Now

If you would like to synchronise your Outlook account with your Emailwave account immediately then you can do so by clicking on the “**Synchronise Now**” button shown below (which is located within the top Outlook menu):

