Newsletter Manager Pro v.12

User's Guide

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Contents

1 Getting started 5

1.1 How to use this guide 5
1.2 Key concepts 5
1.3 Technical details and host server requirements 6
1.4 What's in your package 7
1.5 Configuration 7
1.6 Multi-language capabilities 9

2 Subscribers 10

2.1 Subscriber fields 10
2.2 Extending subscriber fields 11
2.3 How to add or import subscribers 11
2.3.1 Quick import 12
2.3.2 Import from csv/txt files 12
2.3.3 Import from an Excel spreadsheet 14
2.3.4 Import from another database 15
2.4 Simple search 16
2.5 CSV export 16
2.6 Opt-in forms wizard 17
2.7 Double opt-in and welcome pages 18
2.8 Confirmation reminders 19
2.9 Already subscribed and Goodbye pages and emails 19

3 Mailing lists 21

3.1 Basics 21
3.2 Follow-up lists 22
3.3 Suppression list 22

4 Newsletters 23

4.1 General 23
4.2 Smart Links 25
4.3 Social sharing links and smart tags 25
4.4 Newsletter rating 25
4.5 Images (assets manager) 26
4.6 Inline images (embedded) 27
4.7 Un-subscribe (opt-out) links 27
4.8 Newsletter personalization (merging) 28
4.9 Attachments 29
4.10 Multipart newsletters 30

4.11 One-time welcome newsletter with a new sign-up 31

5 Campaigns 32

5.1 Create a new campaign 32
5.2 Send a web page with the URL 33
5.3 Google analytics 33
5.4 Before sending 34
5.5 Campaign management 34
5.6 Batch sending 36
5.7 Scheduling your campaigns 37
5.8 Your log file 39
5.9 Follow-up campaigns 39
5.9.1 Based on clicks-views 39
5.9.2 Follow-up by subscription date 39

6 Reports and charts 41

6.1 Understanding views and clicks 41
6.2 Summary report 41
6.3 Clicks tracking 42
6.4 Newsletter links & pre-defined link tracking for text newsletters 43
6.5 List traffic report 44
6.6 Opt-outs and reasons 44
6.7 Most active days and hours 45

7 Filters 46

7.1 Overview 46
7.2 Filter with subscriber properties / data 46
7.3 The birthday filter 48
7.4 Date subscribed filter 48
7.5 A/B split list testing 48
7.6 Merging filters 49

8 Security issues 50

8.1 Protecting your database 50
8.2 Preventing unauthorized use of application 50

9 Using MS SQL Server & mySQL 51

9.1 General 51
9.2 Create the database tables 51
9.3 Define the database type to use 51
9.4 Set the connection string 51

10 Web site integration **53**

10.1 Advanced 53

10.2 APIs 53

11 Bulk mail and anti-spam **54**

11.1 Tips for bulk senders 54

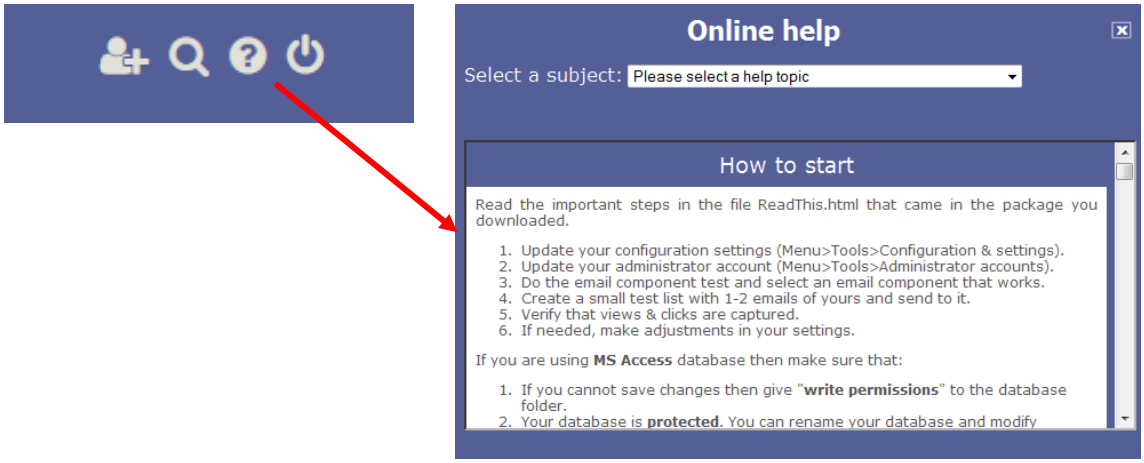
11.2 Related anti-spam laws 55

1 Getting started

1.1 How to use this guide

I**nstallation** is covered in the **setUp.html** file in the zip package that you downloaded.

Read the **table of contents** in this guide so you know what issues are covered here. The **most basic tips** and **core features** are explained in the **Online Help** of Newsletter Manager Pro. Click the help icon at the top-right corner.



1.2 Key concepts

Newsletter Manager Pro can be extremely simple to use for beginners but it also offers, as you will read in this guide, many advanced features for experienced users.

The most basic entities in Newsletter Manager Pro are the subscriber and the newsletter.

- A **subscriber** is someone from whom you have at least an email address.
- A **newsletter** is the content that you send.

All other entities and activities are based on the subscriber and the newsletter.

- A **mailing list** is a way of grouping your subscribers according the criteria of your choice.
- A **campaign** is the activity of sending a newsletter to subscribers (or to lists).

Any newsletter can be send to any mailing list(s).

Terms such as *opt-in*, *sign-in*, *sign-up* are equivalent. They mean that a subscriber registers to receive your newsletters.

Register for our newsletter or *to our mailing list* mean the same thing.

Terms such as *newsletter* and *email* are used interchangeably. This is because a newsletter is actually delivered by email.

E-newsletter is an electronic newsletter: a newsletter that is delivered electronically. In the context of email marketing and throughout this guide, for simplicity we use just *newsletter*.

Email marketing is marketing done via emails. It is another channel of marketing.

1.3 Technical details and host server requirements

You can install Newsletter Manager Pro on any of the following versions of Windows:

- **Windows server** 2000 and/or later
- Windows 7/8/10 (IIS must be running).

Newsletter Manager Pro can be used with any of the following **email components**:

Email component	Html/Text	Attachments	Multipart	Inline images
CDO / CDOSYS	+	+	+	+
CDONTS	+	+	-	+
Persits AspEmail (or AspEmail)+	+	+	+	+
Soft Artisans Smtp mail	+	+	+	-
Jmail	+	+	+	-
Server Objects ASPMail *	+	+	+	-
Dundas Mail	+	+	+	-
EasyMail (QuikSoft)	+	+	-	-
aspSmartMail	+	+	-	-
Bamboo smtp	+	-	-	-
OCX mail	+	-	-	-

* When sending html emails with attachments using Server Objects ASPMail the html and/or the multi-part content is lost. This is a limitation of the specific component.
+ You need Persits with premium features installed to use the multi-part feature. All good hosts usually have premium features installed.

A **diagnostic utility** to see the email components supported at your server is included (Menu>Tools>Email component test>Start the test). Depending on the email component some more advanced features such as using a remote smtp server, authentication, timing, queuing, inline (embedded) images etc may be available. Currently, authentication (if required by your host) is supported with all the above email components that have this feature. In addition, with Persits AspEmail (premium features), CDO(sys) and Cdonts you can **send your images as inline** (embedded).

With Persits AspEmail you can use tls connections.

With CDO you can use ssl.

1.4 What's in your package

Newsletter manager Pro does not require installation in the classic sense (e.g. run a .exe file). All you have to do is unzip the file you downloaded and copy the content (folder nmanagerpro) in your wwwroot directory at your host server. You can use a different name that nmanagerpro (enews, npro, mailer etc)

When you unzip the file you downloaded you will see the folder nmanagerpro that contains the following folders and files:

SetUp.html: **start by reading this**. It explains step by step how to install or upgrade an existing installation. In addition, it covers most typical set-up and tuning issues.

admin: contains the files that you (the administrator) will use to operate the newsletter manager.

api: contains the api related files.

assets: this is a feature of the html editor of Newsletter Manager Pro. This editor enables you to insert assets in the email body. Assets are usually images (audio or video files, flash animations etc. should not be used since most email clients will block them). We recommend using the Assets folder for storing your newsletter images (must do so when you want to send your images as inline / embedded).

attachments: this is the folder where your attachments must be placed. The upload utility places the files you upload automatically in this folder.

database: contains an MS Access database (which is used by default).

subscriber: contains the pages that are related to subscriber interaction. Such as opt-in/out pages, newsletter archive, forward newsletter pages etc.

install: contains the files for creating a new SQL Server, mySQL and upgrade existing databases.

default.asp: simply redirects the administrator to the admin folder

license.txt: replace this file with your own personalized license file that you can download from your order details page.

Bm & winService: you will see these two folders if you have purchased the bounce manager and scheduling add-ons.

1.5 Configuration

The **first thing** you must do is to go to Menu>Tools>Administrator accounts>View & edit and update the administrator account with your own email, username and password. You can add more administrators if needed. The administrator accounts are not independent. But all activity logs show which administrator did what. The administrator email is a different concept from the sender's email. It is required if you want to receive automatic email notifications at the end of the sending process as well as notifications about opt-ins, opt-outs and forwards.

Then proceed to this section: Menu>Tools>Configuration & settings and enter your own particular information.

Attention: if you change the "*Encryption password*" then open your administrator account, retype your password and save.

Additional notes about some settings:

Your name as you want it to appear in outgoing newsletters:	This is the <From-name> that appears in the newsletters you sent.
The email account from which newsletters are sent:	This is the <From-email> that appears in the newsletters you sent.
Reply-To email address:	This is the email account that will be used when a subscriber reads your newsletter and clicks "Reply".
Enter your site url:	It appears when you use a "Smart links" pop-up (Company web site address). Facilitates quick insertion instead of typing it every time in the newsletter.
Enter the location where Newsletter Manager Pro is installed:	You must specify the location up to the folder level and start with http://. Example: http://www.domain.com/mnanagerpro
Email component for TEXT, HTML	You can define a different email component for text and html newsletters. If you are not sure what to use take the test: Menu > Tools > Email component test > Start the test
Select YES to capture mailing errors and stop further execution. Select NO to ignore errors:	Keep this to Yes, when you are starting and until you have configured the whole system. It will help spotting configuration errors.
Password (8 characters) for encrypting ….	Enter 8 characters in uppercase (letters and/or numbers).
Your logo at the top-left corner. Enter the file name and upload it in the assets folder.	Enter the filename; upload the file in the assets folder and you will see it at the top-left corner. It will also be available for quick insertion when using the "Smart links" feature.
Difference in hours between your location and the server where Newsletter Manager Pro is installed.	In this way you can see all system dates/times in your local time.

Send images as inline (embedded) in html newsletters?	It is possible but lately many email clients may still block images from appearing directly.
General charset for welcome, goodbye and other system messages.	This is a system-wide character encoding set. Utf-8 will work fine for most international users. Newsletters have their own character set which you define when you design the newsletter.

Menu>Tools>Welcome & goodbye emails & pages

The **built-in pages** are fully customizable. Alternatively, you can create your own pages and use redirection URLs. The built-in pages and redirection URLs can be edited by going to

Ask subscribers the reason for opting-out: If you select “Yes” then the subscriber will first have to enter some text (a reason) before opting-out.

1.6 Multi-language capabilities

You can translate the **administration panel** into your own language. You will find already some language files which are in admin/includes/languages directory. Certain translated files exist both in utf8 and ansi encodings. Select the one you need and remove the extension from the file name.

To change the default language open the file admin/includes/languages.asp and change in line 7 to the language you want:

session("adminlanguage")="english"

If you want to add a new language, further than the ones already defined, start by translating an existing language file that you do not use. A good idea is to start with the admin/includes/ languages /other.asp. The lines in this file look like the following. You translate the yellow part:

dictLanguageAdmin.Add "other_admin_changelanguage_1", "Specify a valid language please."

The green part defines what this language is. You can leave it as “other” or change it. But if you decide to change it then you must also change it in these two files:

- admin/includes/languages.asp (as explained above)
- admin/index.asp (look for the drop-down menu where you select the language)

To translate the **subscriber-update-account pages** open the file inc/languages.asp and translate from English to what you want.

2 Subscribers

2.1 Subscriber fields

To see what information you can capture and have for a subscriber go to Menu>Subscribers>Add-Import>Add one

The email is always required. An email can only exist once in the subscribers table. But the subscriber can be assigned to several lists. When you import or add subscribers duplicates are not allowed and excluded.

You have the following subscriber fields:

Fixed fields	
Email	Always required. It is the only property that is always required.
name	First name
Last Name	Last name
Company	Company name
address	Address
city	City
state	State (Not only for USA. States are fully configurable under Menu>Tools>Countries and States.
Zip	Zip / postal code
Country	Countries are fully configurable under Menu>Tools>Countries and States.
Phone 1	A telephone number
Phone 2	A telephone number
Mobile	A telephone number
Prefers Html	By default it is always set to html. Some users want to ask the subscriber whether he prefers html or text newsletters. Of course this will mean that if you have subscribers that they elect text you will have to prepare and send campaigns using a plain text version of your newsletter specifically for them.
Confirmed	Depends on the double Opt-in confirmation system.
Birth Day	A number like 23
Birth Month	A number like 12
Birth Year	A number like 1998
Opt Out reason	Captured when you ask the subscriber to enter an opt-out reason for un-subscribing. These reasons are saved in the database. You can see and manage opt-out reasons under Menu>Reports>View opt-outs and reasons
Internal memo	A note that only the administrator can edit and see.
Custom fields	
Custom field 1	All custom fields can be defined as you like in Menu>Tools>Configuration & settings
Custom field 2	
Custom field 3	
Automatically updated fields	
Times mailed html / text	Increases with every mailing
Password	Normally during bulk imports it is auto-generated. But you can also give the subscriber the option to enter a password when subscribing or change it when he updates his account.
Date subscribed	Captured when one subscribes or is imported into the system.

Date last emailed	Updated with every mailing.
Date last updated	Updated when a subscribers opts-out or updates his profile.
IP address subscribed	Captured when the subscriber uses the opt-in forms.
Soft bounces	Updated when using the bounce manager add-on.
Hard bounces	

2.2 Extending subscriber fields

Here are some tips and ideas in case you need more fields.

1. **Re-assign existing fields to other uses** by only changing the wording in the languages file. No database work needed. If you go to the languages file and everywhere you see “Company name” change it to “Car mark” then this will appear everywhere as “Car mark”. It does not matter to you or your subscribers if in the database it is still called subCompany or whatever else. This means that practically every subscriber field can be used for something else only by translating the languages file.
2. Keep in mind that you have the **custom fields** which you can define as you like.
3. Check if you want to use all of the fixed fields. Do you need 3 phone numbers? Do you need both first and last name? Or some fields can be used for something else? (*See 1 above*).
4. States and countries are fully configurable (editable) and can be also be used for other purposes. So if you are not collecting states and countries it would be handy to use them for things that are more suited for a drop-down menu (*See again 1 above*). Examples: age groups, sex, business sector. A tip is to use them for cases where you want the subscriber to select one option from a given list of choices (and not enter free text).

2.3 How to add or import subscribers

Menu>Subscribers>Add-Import

There are 7 different ways to add a subscriber to your system.

1. By using a subscriber opt-in form (that you can easily create with the wizard and place it in a web page)
2. Importing from a CSV (or txt) file (with field mapping)
3. Importing from an Excel spreadsheet (with field mapping)
4. Importing from an external database (MS Access, SQL Server and mySQL with field mapping and more options)
5. Importing a list of emails via copy-paste into an input area (Quick import).
6. Add one subscriber at a time from the administration panel
7. Use the api

Each time you add a new subscriber several checks are performed such as:

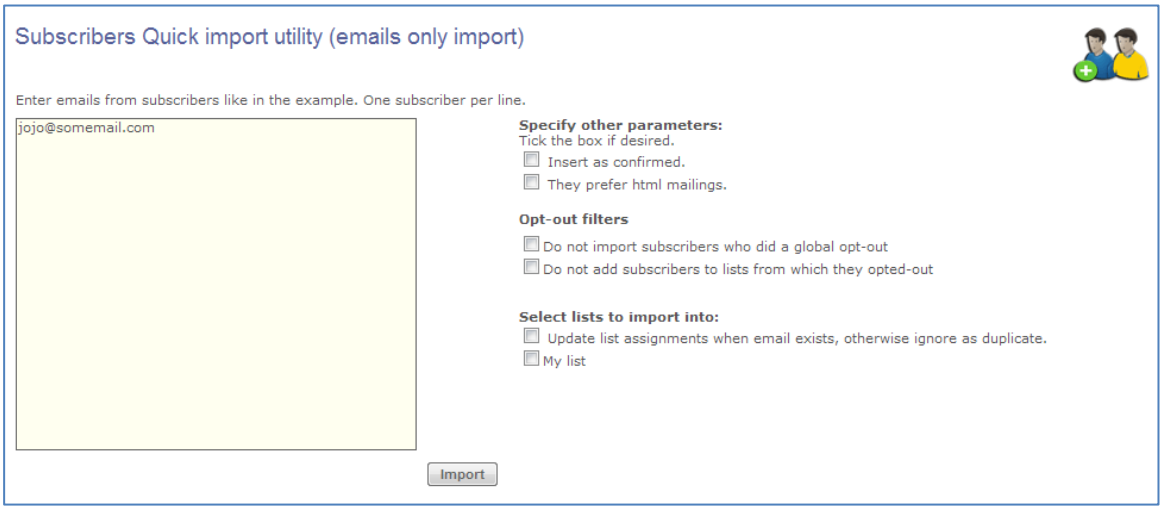
- A check for missing values

- A check if the email entered is of a valid format
- A check for duplicate entries according to the email entered
- A check for erroneous or invalid entries

You will get a message if any of these checks fail.

2.3.1 Quick import

Menu>Subscribers>Add–Import>Add many>Import a list of emails



Enter one email per line.

You may add a large number of subscribers (even a couple of hundreds of thousands). Depending on the number of subscribers and your server set-up it might take some time. At the end you will get a report on the number imported and if any duplicates were found and therefore not imported.

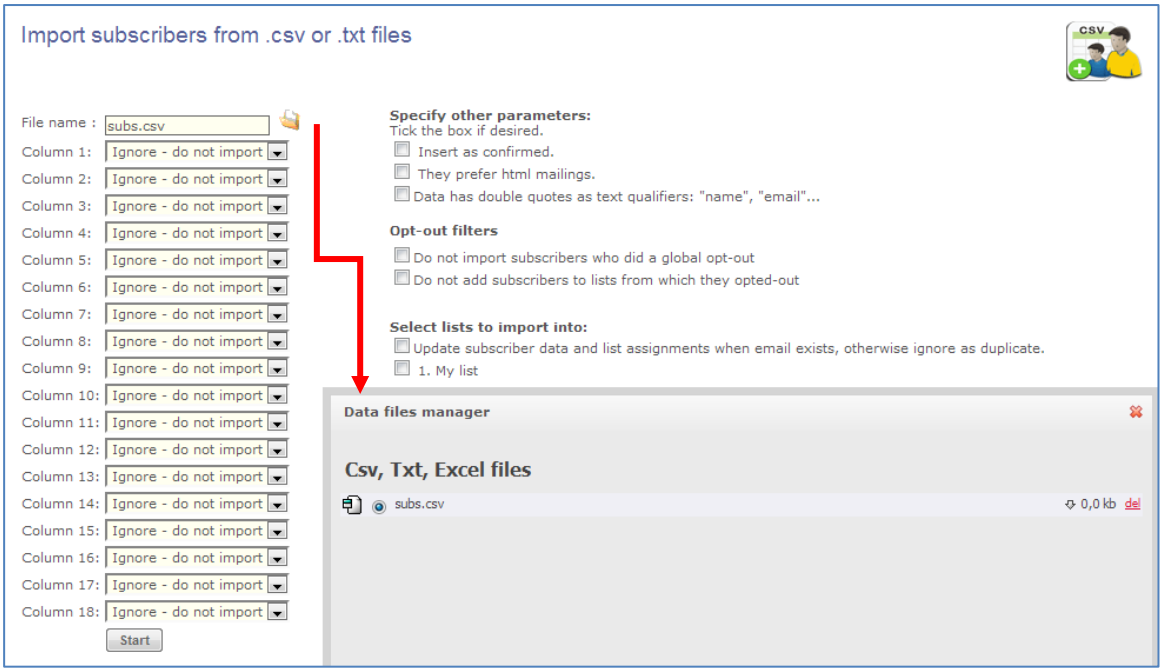
You may also specify to which list(s) they will be assigned, if they will be inserted as confirmed and if they prefer html or text mailings.

Update list assignments when email exists, otherwise ignore as duplicate: check this box if subscriber X is already under list A and now you do a new import and you want to assign him under list B. If you do not check it he will be considered as duplicate and he will not be assigned to list B.

Important: subscribers' passwords are generated automatically. This is done because: if you insert them as un-confirmed and later on you want to send a confirmation request, then you will need a password for each one of them. So a random password is automatically generated for each one of them.

2.3.2 Import from csv/txt files

Menu>Subscribers>Add–Import>Add many>Import from csv, txt files



Click the folder icon next to the “File name” and open the “Data files manager”. Click the radio button in front of the file you want to import and the name of the file fills the “File name” input box.

CSV stands for comma separated values.

What separates the values is the delimiter. The delimiter must be a comma.

The file type can be .csv or .txt or have a different ending. It should be a plain text file with values separated with a delimiter. Each line in the file must correspond to one subscriber. Example:

email@domain.com, first name, last name
other@domain.com, Jack, Boom
someone@domain.com, , Doe
mary@domain.com, Mary,
In this example column 1 is the email, 2 is the first name and the 3rd column is the last name.

Note that the 3rd line does not have a value for first name. As long as the comma is there the line is still valid. Simply there will not be a first name for this subscriber. Similarly the 4th subscriber does not have a last name.

Here is another example where the data to be imported has **double quotes as text qualifiers**:

“email@domain.com“, “first name”, “last name”
“other@domain.com“, “Jack”, “Boom”
“someone@domain.com“,”” , “Doe”
Note that in the 3rd line above although there is no value for first name the double quotes must still be present in order for the import to work.

An email is always required. One column must be the email. You will get a warning message if you miss it.

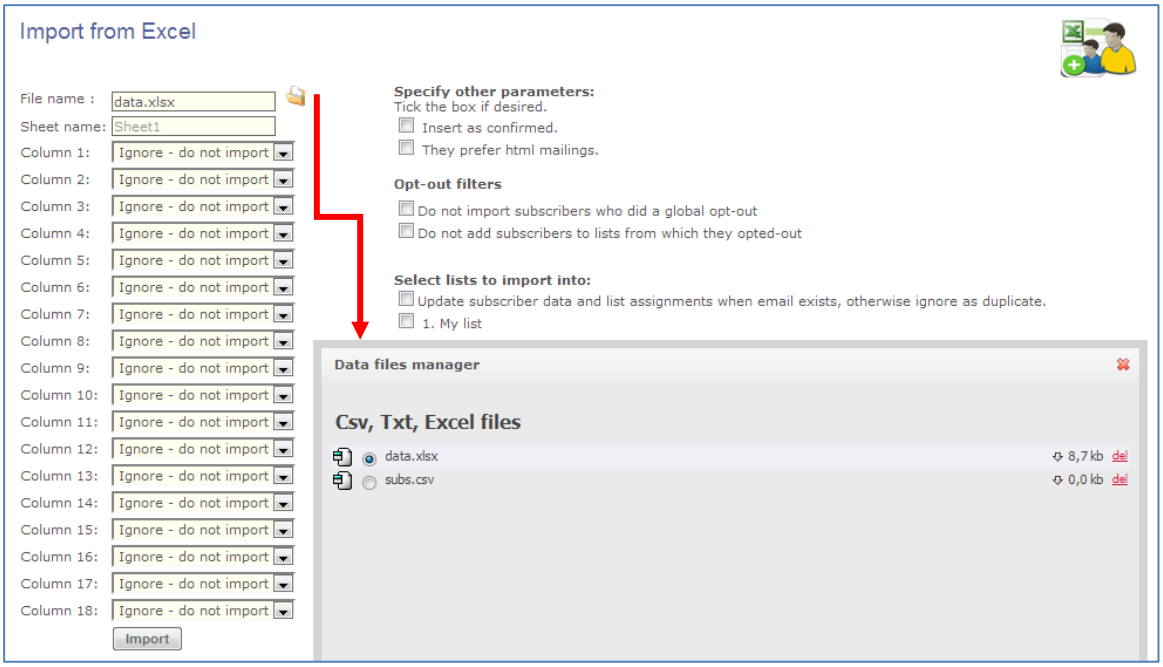
You may also specify to which list(s) they will be assigned, if they will be inserted as confirmed and if they prefer html or text mailings.

Update list assignments when email exists, otherwise ignore as duplicate: check this box if subscriber X is already under list A and now you do a new import and you want to assign him under list B. If you do not check it he will be considered as duplicate and he will not be assigned to list B.

Subscribers' passwords are again assigned automatically.

2.3.3 Import from an Excel spreadsheet

Menu>Subscribers>Add–Import>Add many>Import from Excel



Click the folder icon next to the "File name" and open the "Data files manager". Click the radio button in front of the file you want to import and the name of the file fills the "File name" input box.

Note: Sheet name is required and it is important.

An email is always required. One column in your Excel file must be the email. You will get a warning message if you miss it.

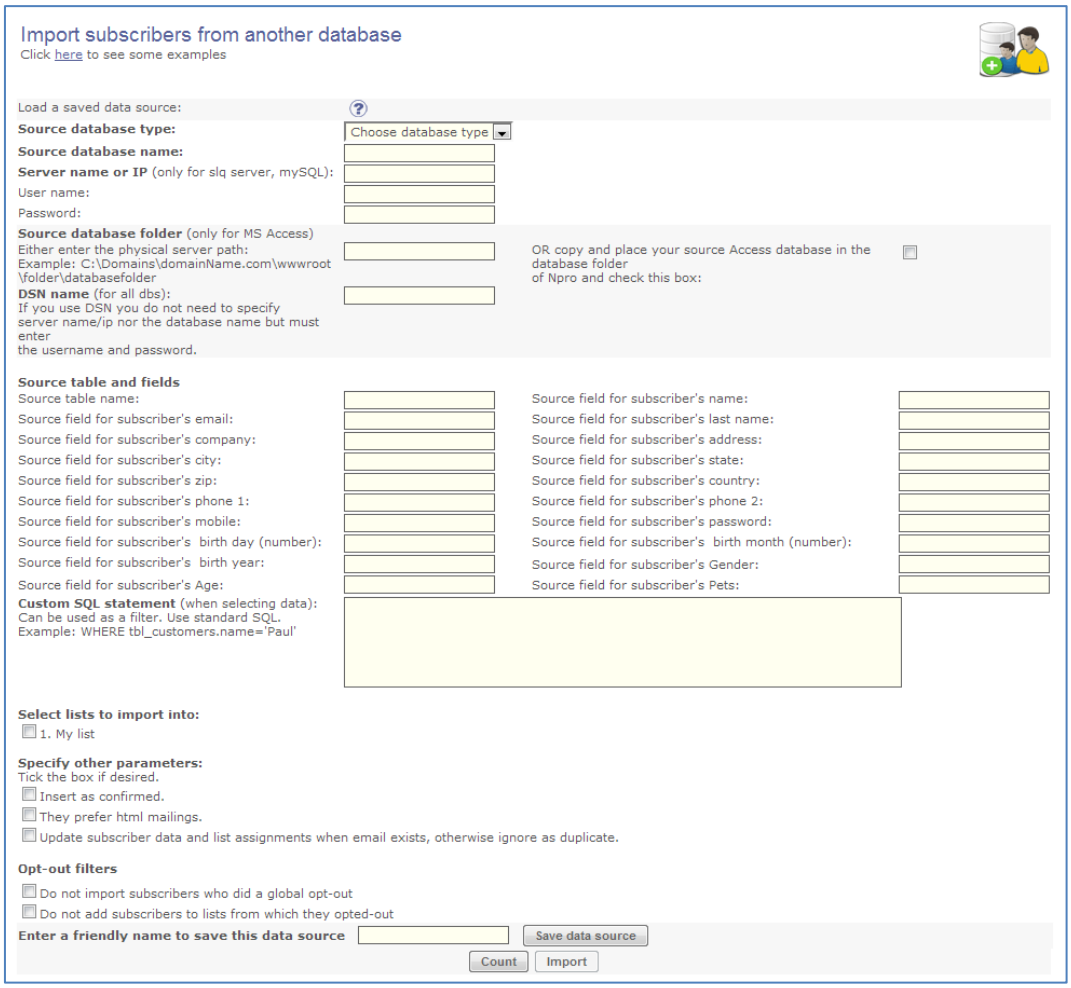
You may also specify to which list(s) they will be assigned, if they will be inserted as confirmed and if they prefer html or text mailings.

Update list assignments when email exists, otherwise ignore as duplicate: check this box if subscriber X is already under list A and now you do a new import and you want to assign him under list B. If you do not check it he will be considered as duplicate and he will not be assigned to list B.

Subscribers' passwords are again assigned automatically.

2.3.4 Import from another database

Menu>Subscribers>Add – Import>Add many>Import from an external database



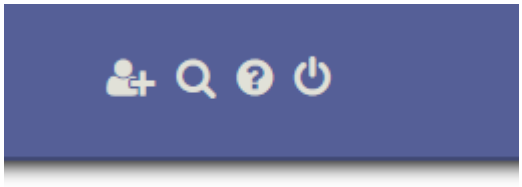
Some **key points** about this feature:

- You can import from another MS Access, mySQL or SQL Server database.
- There are some examples that you can check.
- The system guides you and alerts you when something is wrong or a value is missing.
- You can save these connections. Saved connections are called "Data sources". This facilitates periodic imports. You do not have to enter the same information every time.
- If you save a "Data source" then you can **automate the importing of subscribers using a scheduling utility**.
    - Check the option "*Enable synchronization with background jobs*". Then create a scheduled job that targets the file _sync.asp in this way:

    - http://www.domain.com/npro/admin/_sync.asp?apiKey
    - You can copy your apiKey from your administrator accounts page.
- Countries and states should be imported in the two character ISO format. Learn more about states and countries formats. You are not restricted to USA states only.
- Passwords: Newsletter Manager Pro does not store password encrypted (except the administrators). If the passwords in your source database are encrypted then it is better not to import them and let the system assign them automatically.
- If you don't check the "Update subscriber data and list assignments when email exists" then an existing email will be ignored as a duplicate entry.
- Custom sql statement: it refers to the source database. Can be used to filter subscribers by some criteria you want. Examples:
    - Exclude subscribers who don't have a first name in the source database.
    - Separate subscribers by zip, country or city or whatever and assign them to different mailing lists (this can also be done later using filters)

2.4 Simple search

Click the Magnifier icon at the top-right corner and start typing.



You can search by first, last name and email.

If you click on "**Advanced search**" you will go to the more advanced filtering utility of Newsletter Manager Pro explained later in this guide.

2.5 CSV export

Menu>Subscribers>CSV export

You can **export your subscribers to a CSV file**. A csv file is a Comma Separated Values file. This file can be opened or imported into MS Excel or with a text editor like notepad. All subscriber fields are exported in this order:

"idEmail","name","email","lastname","subCompany","timesMailedHtml","timesMailedText","address","city","state","zip","country","subPhone1","subPhone2","subMobile","subPassword","prefers","confirmed","dateSubscribed","dateLastUpdated","dateLastEmailed","customSubField1","customSubField2","customSubField3","soft_bounces","hard_bounces","optOutReason","ipSubscribed","internalMemo","subbirthday","subbirthmonth","subBirthYear","emailIsBanned"

The generated file is named automatically subscribers.csv and is saved inside the database folder. Each subscriber takes a new line in the file. You must give "write" permissions to your database

folder. Normally it has these permissions when you use MS Access. If not, then you can do it with from the control panel your host gives you or ask your host to do it for you.

You can export all subscribers or by list. The exported values are enclosed by double quotes.

2.6 Opt-in forms wizard

Menu>Subscribers>Sign-up forms>Create custom forms

Use the wizard to create an opt-in form for your website. Opt-in forms are also called sign-up forms.

The email field is always required and is added to the form automatically. Furthermore you can use any of your subscriber fields and you can define what should be required. When you set it as "required" then the subscriber must complete this field otherwise he cannot proceed with the subscription.

Play with the options available and "Create form" to see how these work.

Hidden list: if you don't want to have your subscriber select a list then it is recommended to use a hidden list. In this way he is assigned silently to a list. And this practice facilitates the management of your subscribers. If you don't use any lists at all neither a hidden list then the subscriber is inserted as *not-assigned to lists*. Using several hidden lists, you can create different sign-up forms for several web sites (or pages of the same site).

A very handy trick

Scenario: assume you want some of your forms to be in a different language or use different landing pages and emails.

Solution: Create a new administrator account. Personalize/create the "welcome/goodbye" options and pages for this admin account. Then create the form you want.

The forms embed as hidden the admin ID. So, if for this admin ID different "welcome/goodbye" options exist then the form will use these. If they don't exist, it will use the options created by the first admin.

After you click the "Create form" button you can immediately see how your form will look like and you can test it.

- It is advised to save your form.
- By saving your form you can edit it and change the styling.
- Embed it using an iframe.
- Much easier to have a captcha in the form.

After saving your form go: Menu>Subscribers>Sign-up forms>View forms

You will see the options for embedding your form. Either **statically** (copy-paste some code in your web page) or better and recommended by using an **iframe**. The form can be embedded in any web page (html, asp, php aspx etc).

Your forms are responsive

To see how, open a form using the preview link and resize your browser.

You can globally style all your forms

You can edit the file /subscriber iForm.asp. Changes here will apply to all forms embedded with an iframe.

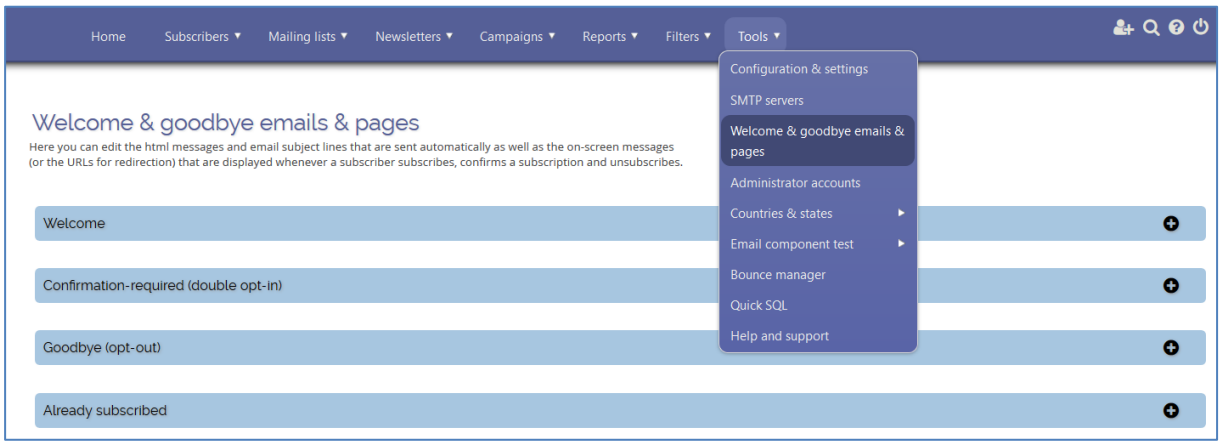
Or you can style a single form directly in the form's code. Click the form's edit icon, in the pop-up you will see the code. Make changes and click "Update". Basic html/css skills required.

2.7 Double opt-in and welcome pages

Menu>Tools>Welcome and goodbye emails & pages

Newsletter Manager Pro has a **double opt-in confirmation** system.

Closely related with this feature are the welcome, confirmation-required and goodbye emails and pages:



When double opt-in is enabled:

- The subscriber is inserted as un-confirmed (or un-verified)
- He sees the "Confirmation-required" built-in page or is redirected to the URL/page of your choice.
- The "Confirmation-required" email is sent automatically asking him to confirm his subscription.
- He clicks the confirmation link in the "Confirmation-required" email.
- A window opens; he becomes confirmed and sees the "Welcome" built-in page or is redirected to the URL/page of your choice.
- The "Welcome" email, if enabled is sent to the subscriber.

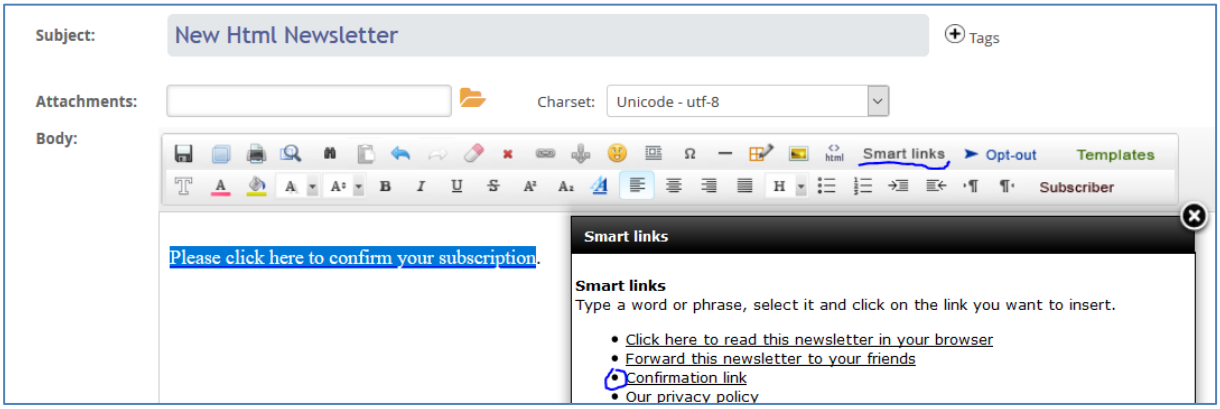
When it is disabled:

- The subscriber is inserted as confirmed

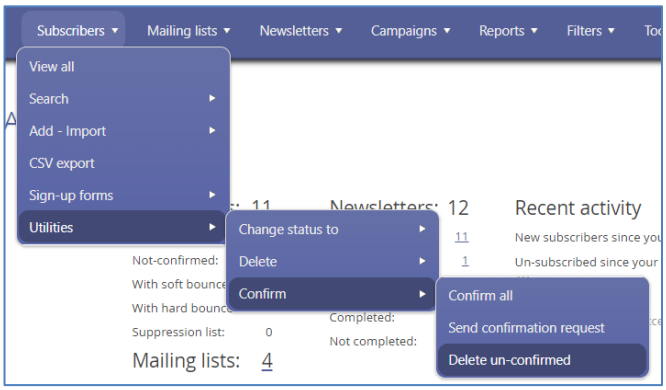
- He sees the "Welcome" built-in page or is redirected to the URL/page of your choice.
- The "Welcome" email, if enabled is sent to the subscriber.

Important

- When double opt-in is active the “Confirmation-required” email is always sent since the subscriber must click the link in the email to become confirmed.
- So, in the newsletter you will send you must put a “confirmation link”. When you design the newsletter click the **Smart links** buttons to insert such special purpose links.



2.8 Confirmation reminders



Menu>Subscribers>Utilities>Confirm

Newsletter Manager Pro also offers the option to send a mailing just for asking subscribers to confirm. This may be a legal requirement in some countries.

Or you may want to send a confirmation reminder to subscribers who voluntarily subscribed but they never completed the confirmation process.

You can manually confirm all subscribers with a single click or delete all un-confirmed subscribers older than a give number of days.

2.9 Already subscribed and Goodbye pages and emails

Menu>Tools>Welcome and goodbye emails & pages

The already-subscribed process is triggered when an existing subscriber attempts to subscribe again (probably using a sign-up form that you have in your web site).

In this case you have the following options:

1. Redirect him to the built-in “Already subscribed” page or
2. Redirect him to the built-in “Welcome page” or to the URL/page of your choice or
3. Redirect him to a special page of Newsletter Manager Pro where he can make changes to his name, email and lists (=update account).

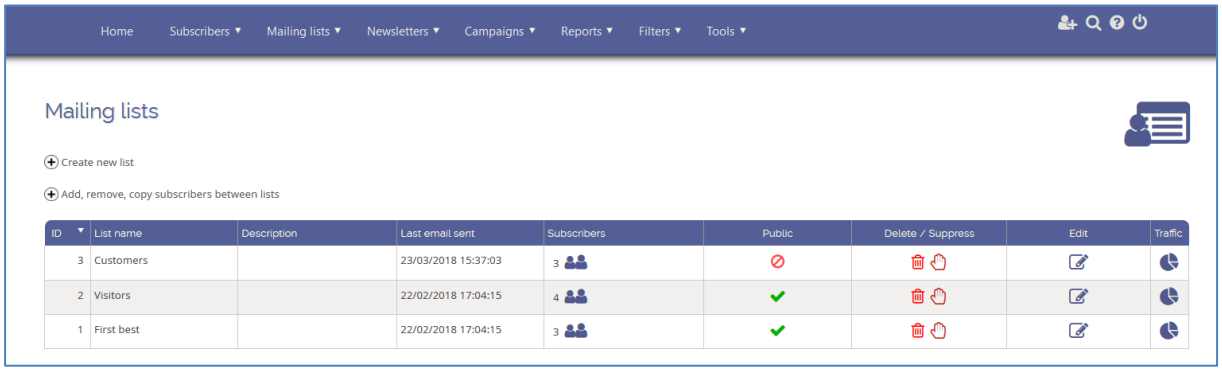
A subscriber can **opt-out** by clicking an opt-out link in your newsletter. Like other messages you can:

1. Show the “Goodbye” built-in customizable page or redirect him to the URL/page of your choice.
2. Disable or enable the “Goodbye email”. Note that it is a good idea to send a goodbye email. Sometimes people opt-out by mistake. With the goodbye email, besides saying “Thank you and goodbye” you can offer the subscriber an option to subscribe again by having a link to your sign-up page.

3 Mailing lists

3.1 Basics

Click on Menu>Mailing lists>View and you will see the following page:



A mailing list is a way of grouping subscribers who have similar interests or satisfy any other conditions or criteria of your choice. You can create as many lists as you like.

A subscriber can **belong to none or one or more than one** mailing lists. In Newsletter Manager Pro context a subscriber who does not belong to any lists is called **non-assigned**.

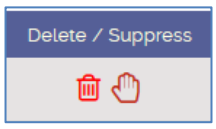
Terms such as “Belong to a list”, “Assigned to a list” and “Subscribed to a list” mean the same thing.

Using mailing lists is optional. You don’t have to use mailing lists. But it is recommended as a **good organizing and marketing practice**.

For each list you can add a short description. A meaningful description is recommended because your prospective subscribers will be able to see it (if you decide to give them this option) when you create your opt-in forms.

When you create an opt-in form you can elect to show the list description to the subscriber.

A list can be set as **public or hidden**. If it is hidden then it will not appear in the sign-up forms neither in the subscriber’s “Update account” area so subscribers won’t be able to see it and subscribe to it. In this way, you can maintain a test list just for you or have subscriber groupings for other purposes.



When you **delete a list**, you do not delete any subscriber (who may be assigned to other lists). With the hand icon you can suppress all subscribers in the list.

Suppression is global. This means that the subscribers of this list are suppressed for all lists.

When you add/copy subscribers between lists background checks are performed automatically so that duplicate entries are avoided.

3.2 Follow-up lists

Newsletter Manager Pro offers you the option to create a new list based on subscribers' clicks & views behaviour. Menu>Mailing lists>New list based on clicks-views.

The applications of this feature are many. It allows you to isolate and group subscribers based on the above actions and create new lists that include them. The follow-up list appears in your lists page and it is like any other list.

The original list remains intact and it still contains all the subscribers that were originally assigned to it.

3.3 Suppression list

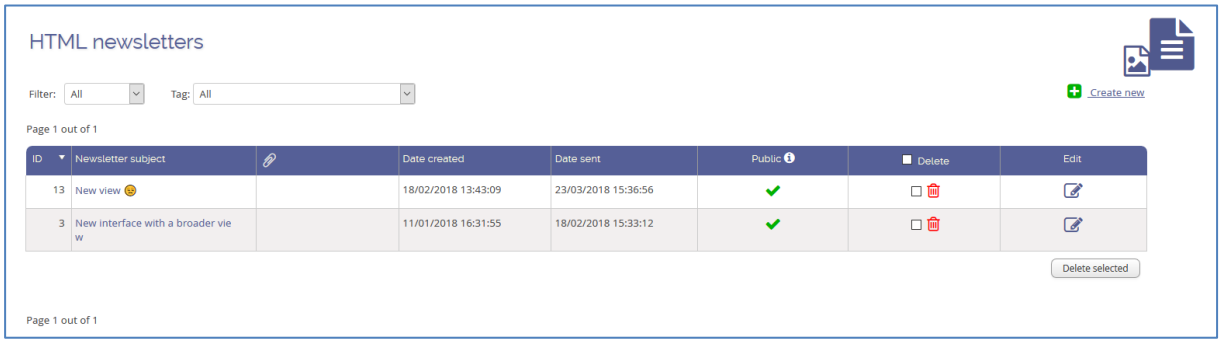
This is not a list like the others. It shows subscribers who are marked as inactive. These same subscribers may or may not belong to other mailing lists.

Inactive subscribers are excluded from campaigns (and counts / reports). You can read more by opening the help bubble in this page.

4 Newsletters

4.1 General

Under Menu>Newsletters one can find all **content related links**; html and text newsletters, privacy page and subscriber messages (welcome, goodbye etc).



With Newsletter Manager Pro you can have both html and text newsletters.

An html newsletter is one that is built with html code and can contain, like a web page, formatted text, images, tables, css etc. A text newsletter consists only of plain text.

When you open your newsletters page these are sorted by the day created (or ID) starting from the most recent one. You can click on the up or down arrows next to the subject to sort them alphabetically by subject (ascending or descending).

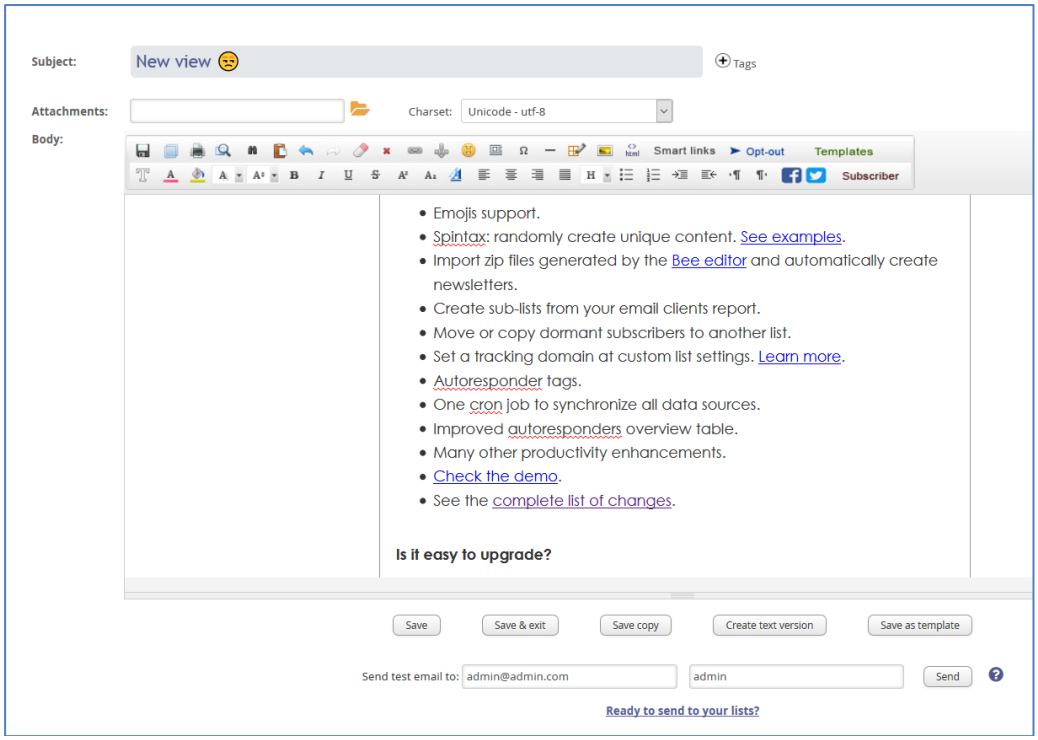
Public newsletters

Newsletter Manager Pro offers a “smart link” that you can use in a newsletter to send the subscriber to a newsletter archive where you can display your newsletters dynamically.

In addition you have an api to display a newsletter archive anywhere in your website or even in another website.

Some newsletters may not be finished yet so you don’t want to show them to your visitors. Setting public to “No” will not load these newsletters in the archive.

If you click the edit icon you will see the following form (for html newsletters):



Save: the newsletter is saved with the changes you made. You stay on the same page. And you hear a **sound** alerting you that it was saved.

Save & Exit: the newsletter is saved with the changes you made and you are redirected to your newsletters listing page.

Save copy: a copy of the newsletter will be saved. It creates a **clone**. The original is still there. You can use this feature as **template generator**. You keep a master newsletter as the template. Each time you want to create a new one, open the template and click on “Save copy”.

Save as template: will create an html file of the newsletter and save it inside assets/templates. You can load it using the “Templates manager” utility.

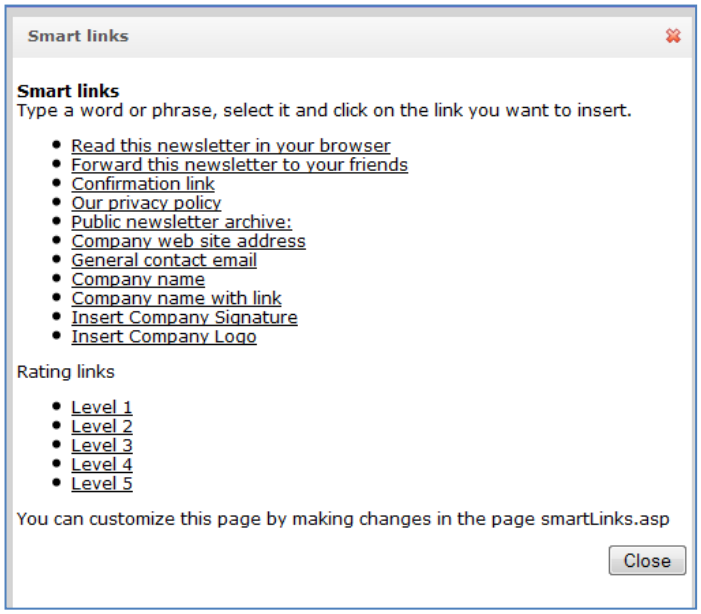
Create a text version: a text version of this newsletter will be created and saved. The original html newsletter is still there. This feature is only available for html newsletters.

Send: inside the name & email you will see the name and email of the administrator who is currently logged in and edits the newsletter.

Auto-save: when you keep editing your newsletter your changes are saved automatically every 3 minutes. You will hear it *(depending on the browser you use)*.

4.2 Smart Links

Smart links Click and the following pop-up will open:



Read this newsletter in your browser

A smart way to start a newsletter. Email clients block by default image downloading. Most subscribers do not know that. Therefore it is a good tip to start a newsletter with something like: "Can't see images, click here". In this way you make it easier for the subscriber to read it. Also the view is captured when the subscriber will read it in the browser. **Note:** in order for this link to work the newsletter must be set as public.

Forward this newsletter to your friends

When the subscriber clicks this link he will go a ready Newsletter Manager Pro where he can enter up to 5 other emails (recipients). This action is captured and you can see the forwards in your summary report.

Our privacy policy

Newsletter Manager Pro includes a dynamic page to be used as your "Privacy" page and you can edit this page under Menu>Newsletters>Privacy page. By using this special link the subscriber is redirected to read this page.

Public newsletter archive

This link will direct the subscriber to your built-in newsletter archive page. In this page she can read any newsletter that is marked as public.

Confirmation link

This link is used when you want to send a campaign asking subscribers to confirm/verify their subscription.

Insert company logo

If you have defined the logo in your setting page and uploaded it in your assets folder then you can use this link to insert it. This logo is the same as the one you will see at the top-left corner of the admin panel.

Note: Smart links work only in campaigns. They do not work when sending a single test newsletter. This also applies to other smart tags, opt-out links and tracking.

4.3 Social sharing links and smart tags

Click this button at the html editor:

4.4 Newsletter rating

This feature can be used for **two purposes**:

1. As the name implies you can use it to ask subscribers to rate a newsletter. For example: Level 1 may be "bad", Level 2 "average" and so on.

2. You can use it for simple voting/polling with only one question and (up to) 5 possible answers. Each possible answer corresponds to a Level.

To see the rating results go Menu>Reports>Newsletter ratings.

4.5 Images (assets manager)

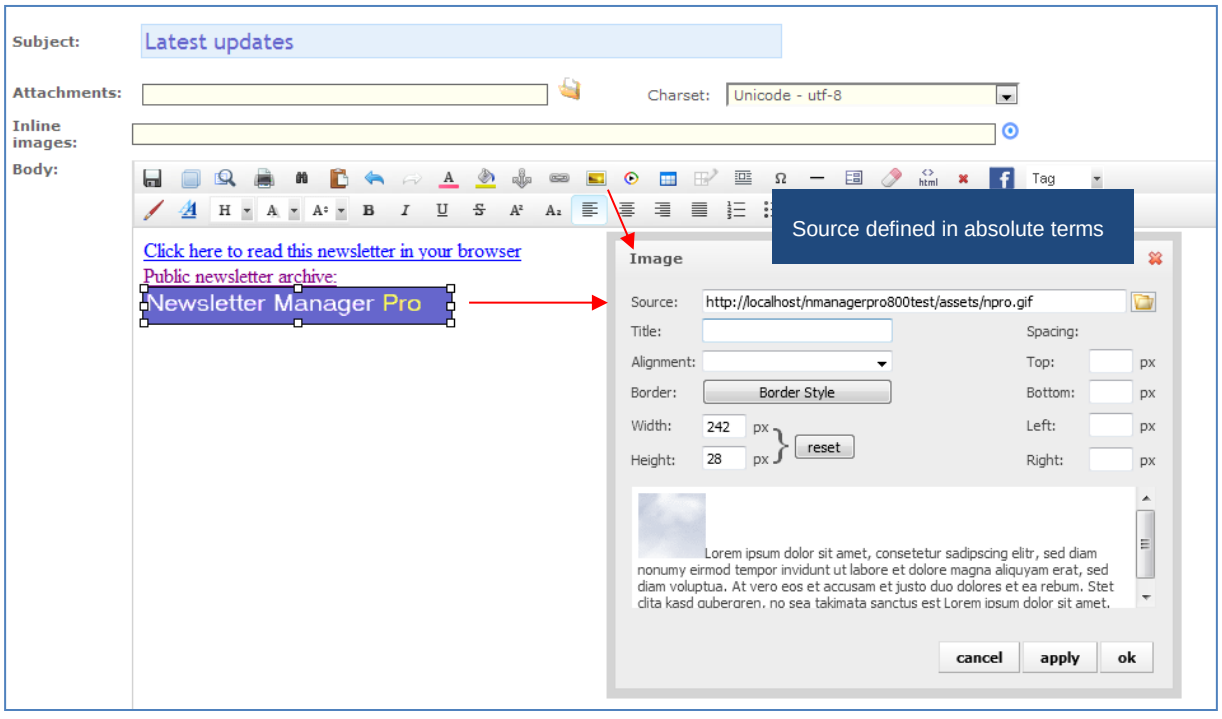
In html newsletters you can have images/pictures. Images must be physically located on a web server.

The path (or source) to the image must be **defined in an absolute** way like this: (http://domain.com/images/image.gif) and not in a relative way (./images/image.gif).

It is very easy to verify if you have defined the right path to a picture. When you are working online, being connected to the Internet, in case you haven't defined the path correctly the following icon will show in the editor instead of the actual image:

Clicking this button of the newsletter editor opens the **"Image manager"**. You can use the "Image manager" to upload pictures to your web server and to insert and style an image in your newsletter.

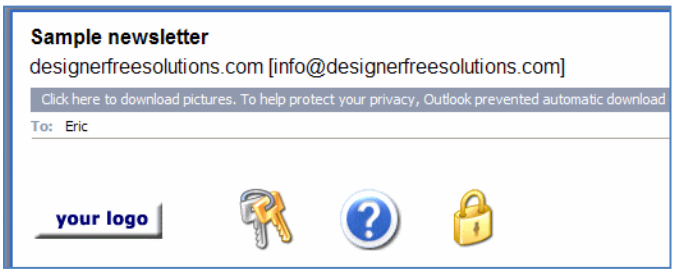
By default, your pictures are uploaded in the assets folder and when you insert them in the newsletter body the full physical path to the picture is defined correctly.



Copying and pasting a picture directly from a web page is also a typical way to insert a picture in your newsletter. Suppose you're looking at your site's home page. Right click on your logo, click on copy and then go to the newsletter html editor and click on the paste icon. The image (your logo) will appear automatically in the editor area.

4.6 Inline images (embedded)

Modern email clients (Outlook, Thunderbird, web-based email clients etc) block images from showing in an email by default. However, when you send the images as inline they appear in the newsletter. See the following picture. It says: “Click here to download pictures” but at the same time you can see the pictures in the newsletter body.



When can you use it?

You can use this feature if you send your newsletter with one of the following email components: CDO (SYS), Persits AspEmail and Cdonts.

How to activate it? Menu>Tools>Configuration & settings: General settings

Important: in order to send your images as inline these must be in **the assets folder** (or any subfolder within).

4.7 Un-subscribe (opt-out) links

For HTML newsletters

When you edit an HTML newsletter click on

and the “Opt-out links” window will open.

Select any word, phrase or image and choose the required action using the menu in the pop-up window. The available actions are:

1. **List opt-out:** the subscriber will be deleted only from the specific list he belongs and the newsletter was sent to. He is not deleted from the subscribers table and he keeps the rest of his subscriptions (in other lists), if he has any. He is also added in the opt-outs table for each list. Use it when you send a campaign to selected lists.

   Attention: the List opt-out will work as a Global opt-out when the campaign is sent to all lists or all subscribers. See 2 below.

2. **Global opt-out:** the subscriber will be directly deleted from all the lists he is subscribed and from the subscribers table. In other words, he is permanently deleted. He is also added in the opt-outs table.

3. **Update profile and subscriptions link:** this link will directly log-in the subscriber into a password protected page where he can see all available lists, cancel and/or start new subscriptions and update his personal information (name, email etc). Also called “Update account” link.

For Text newsletters

- List opt-out: simply type unsubscribelink1
- Global opt-out: type unsubscribelink2
- Update settings link: type unsubscribelink3

The links will be automatically formatted and personalized for each subscriber during sending.

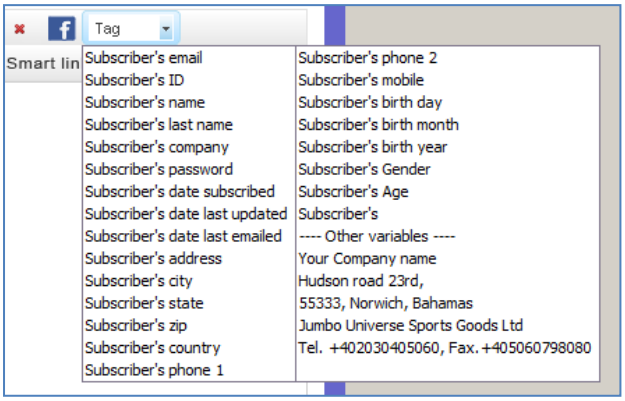
You can have all three types of un-subscribe actions in the same newsletter. We suggest trying all alternatives and find the one that fits better with your business model. The files that process the unsubscribe requests are located in the folder “forms”.

Remember: the “Goodbye” pages and emails are fully customizable and the “Goodbye” email can be switched off.

Note: Opt-out links work only in complete campaigns (to lists) or in the welcome emails. They do not work when sending a single test newsletter.

4.8 Newsletter personalization (merging)

With Newsletter Manager Pro you can **extensively personalize** your newsletters. For **html newsletters** you can use the **Tag** button of the html editor.



For **text newsletters** you must type the following keywords:

1. **#subname#** subscriber's name.
2. **#sublastname#** subscriber's last name.
3. **#subemail#** subscriber's email.
4. **#subcompany#** subscriber's company.
5. **#subphone1#** subscriber's tel.1.
6. **#subphone2#** subscriber's tel.2.
7. **#submobile#** subscriber's mobile.
8. **#subaddress#** subscriber's address.
9. **#subcity#** subscriber's city.
10. **#substate#** subscriber's state code.

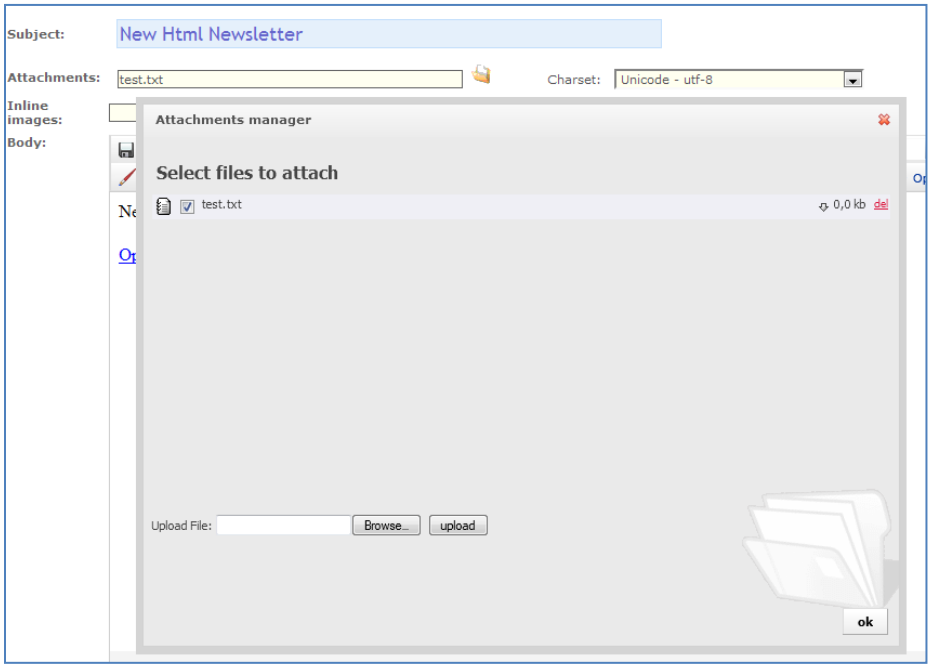
11. **#subzip#** subscriber's zip/postal code.
12. **#subcountry#** subscriber's country code.
13. **#subpasscode#** subscriber's password.
14. **#subdatesubscribed#** date subscribed.
15. **#subdatelastupdated#** date last updated.
16. **#subdatelastemailed#** date last emailed.
17. **#subcustomsubfield1#** subscriber 1st custom field.
18. **#subcustomsubfield2#** subscriber 2nd custom field.
19. **#subcustomsubfield3#** subscriber 3rd custom field.
20. **#companyemail#** recommended instead of writing your email
21. **#companysite#** recommended instead of writing your URL

These keywords will be personalized for each subscriber during sending.

Newsletter subject: you can personalize it with any available subscriber field as presented above. This applies both to html and text newsletters and when you send a webpage as a newsletter.

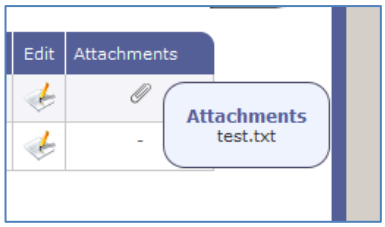
4.9 Attachments

With Newsletter Manager Pro you can add attachments to your newsletters. Click on this icon to open the attachments manager.



When you upload attachments these are automatically placed in the attachments folder. With the **attachments manager** you can upload and see what files you have in this folder directly from the page where you edit your newsletter (both for text and html newsletters). You can click on the checkboxes and the file names will be populated in the attachments input field.

Any type of file can be attached (doc, PDF, text, images etc) and more than one files can be attached. If you want to send multiple attachments separate them with a comma (,). No blanks needed. When see your newsletters list mouse over the “clip” to see the attachments for a newsletter.



Avoid using spaces or blanks in the name of the attached files. Example: the name of the file must be <NewFeatures.doc> or <New_Features.doc> or <New-Features.doc> instead of <New Features.doc>.

Too many and too large attachments decrease sending speed. Sometimes it is better to upload the attachments at your server and provide direct download links inside the newsletter (which in addition are tracked).

4.10 Multipart newsletters

When you send both an html and a text newsletter at the same time then you are sending a multipart newsletter. So, with a multipart newsletter it is like having two distinct newsletters merged into one. If a recipient’s email client cannot read html it will display the text version.

Both parts (newsletters) are personalized and tracking links apply. There is absolutely no compromise with this method. But there is a downside: too large size of an email since in essence you are sending a double-sized email per subscriber. And in fact you must prepare two newsletters for each campaign. A trick that may save you time is to prepare the html one and then automatically create a text version of it.

If you have subscriber groups that are likely to use old email clients that cannot read html, sending multipart emails ensures that they will eventually be able to read your newsletter.

Tests have indicated that a multipart newsletter is treated better by spam filtering engines.

New since v.12

When you send an html newsletter a text part is automatically appended with this content:

Click here for the online version: webpagelink

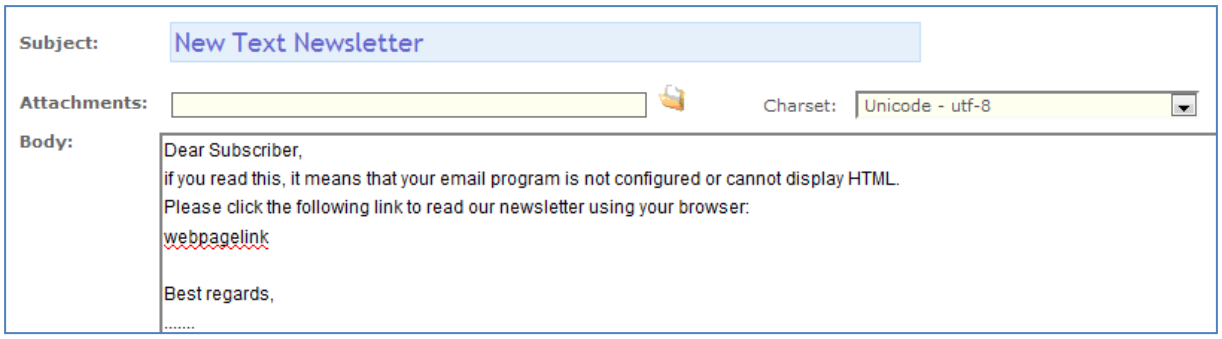
Clicking the above link will redirect the subscriber to read the html newsletter in the browser. You can change/enrich the above text in your languages file. Webpagelink is automatically replaced with the actual URL.

So practically all your single-html-newsletter campaigns become multipart.

Another handy idea if you want more control over the text part is this:

In the text part you have a smart link to redirect the subscriber to read the html version in the browser. The following picture explains better this idea.

Practically it is exactly like the “Smart link” that you have in html newsletters “Read this newsletter in your browser”. Here is an example:



You can vary the text as you like but this special link must be written exactly like this: webpagelink

4.11 One-time welcome newsletter with a new sign-up

Menu>Newsletters>Newsletter for new subscribers

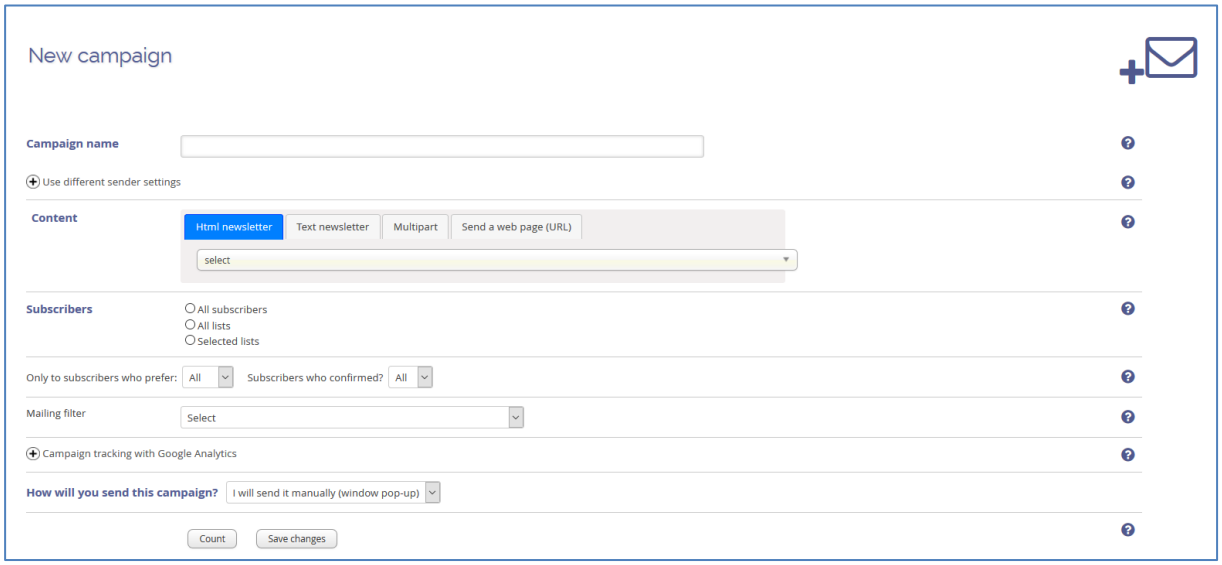
Consider this feature as a one-time auto-responder. You can select an html (or text) newsletter that will be sent automatically when a new subscriber subscribes. This option is independent of the welcome email.

Note: when the double opt-in is active this newsletter is sent after the subscriber confirms the subscription.

5 Campaigns

5.1 Create a new campaign

To create a new campaign go to Menu>Campaigns>New campaign



What you can send

1. Either an Html newsletter or a text newsletter or both (multipart)
2. Or a web page (enter the URL) and an email subject

You can send to all subscribers or all lists or to selected lists.

You can further **refine the campaign** by using the options "*Prefer html/text*", "*Confirmed or not*" and by applying a filter.

Count returns the number of subscribers according your criteria.

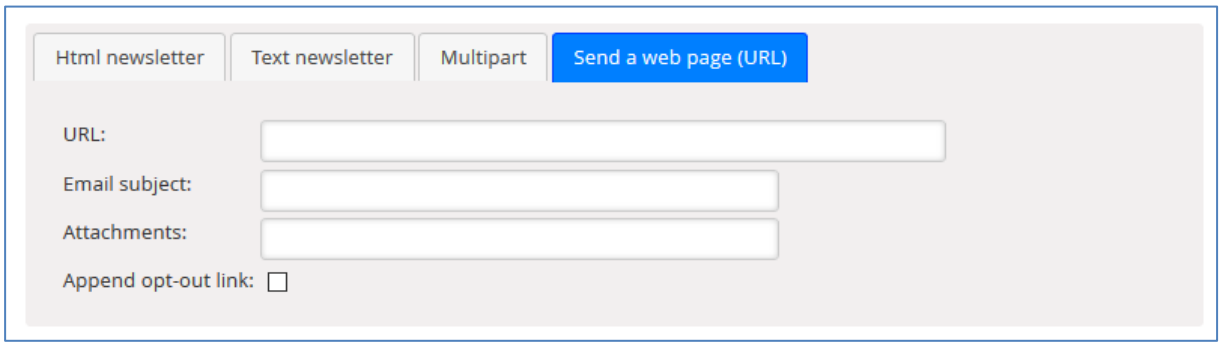
Create campaign will create a new campaign. To **start the sending** go Menu> Campaigns > View and start campaigns.

Note: you can create a campaign even if the count returns 0. This is because you may want to schedule this campaign (or execute it at a later time). An example is a birthday mailing. Other examples are campaigns that use time-dependent filters (x days after subscription).

In the screen above you can also **test your filters** by doing counts.

5.2 Send a web page with the URL

You can send a full web page that is located on a web server by entering the URL of this page. You can do this when creating a new campaign.



You may also enter a subject for this newsletter. The result is like sending an html newsletter. If you have used smart tags (like #subname# etc.) then the page and subject will be personalized for each subscriber.

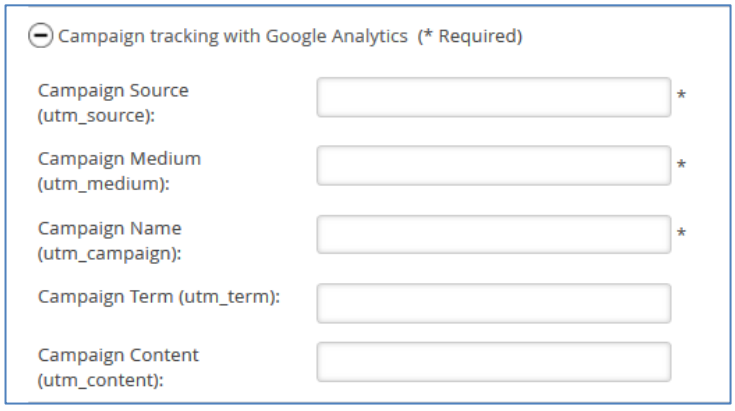
In addition, if your page links to **css** files and **images** these should be referenced in **absolute** terms (full paths).

With this method views and clicks tracking statistics work in exactly the same way when you send an html newsletter that is stored in your database.

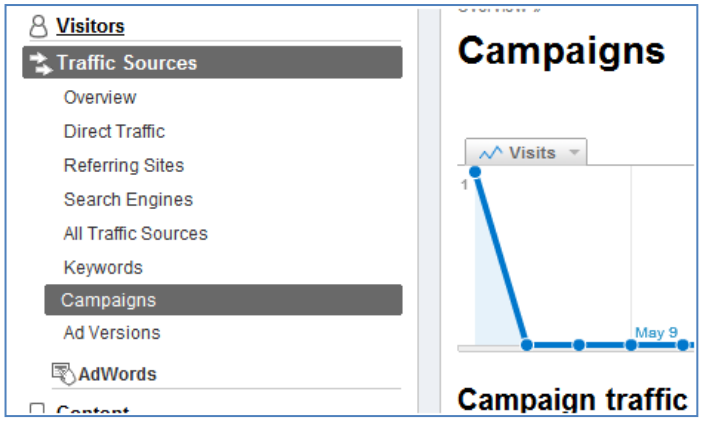
Since v.12 you can add **attachments and append an opt-out link** to the web page. To customize the opt-out link look in the file /inc/optLink.asp. By default this is a global opt-out link and the text is in English.

5.3 Google analytics

In order to use this feature, you must be using already Google Analytics in your site or in the sites that your newsletter links point to.



What this option does is to automatically parse the links in your newsletter and add the campaign parameters as required by Google. Then you can track the behaviour of the subscribers who followed these links inside your Google Analytics account: go to Traffic sources > Campaigns.



This Google Analytics link parsing of Newsletter Manager Pro works with or without the internal link tracking mechanism. In fact, you can use it as an extension to the internal link tracking mechanism.

5.4 Before sending

Take your time and review your newsletter carefully. With every campaign you expose you and the organization you represent to your subscribers and to the general public. Always do the following before a campaign.

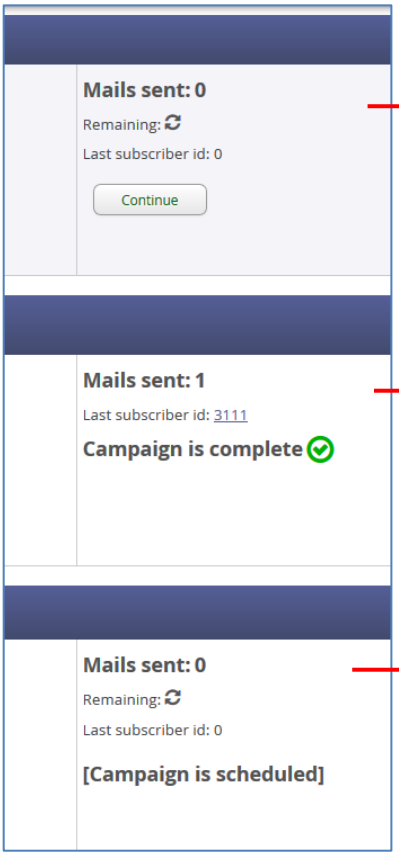
1. Create a "**test list**", set it as non-public and add few emails of yours. It is good to have email accounts, just for testing, from Gmail, Hotmail, Yahoo and AOL.
2. Send to your test list before sending to your subscribers. See if tracking works, try the opt-out and smart links. Click each and every link in the newsletter.
3. Sometimes you may notice that your html newsletter appears with small differences between email clients. THIS IS NOT A SURPRISE. Undesirable but it happens. Email clients, much like web browsers have different rendering engines. So, they do not treat all html tags in the same way. If you see that these differences become annoying go back to your newsletter and make adjustments. Newsletter Manager Pro produces (or you can import) valid HTML code. If you follow basic standards it will be fine with most email clients.
4. After reviewing your newsletters and making adjustments and everything looks fine then proceed with the campaign.

5.5 Campaign management

Go to Menu>Campaigns>View and start campaigns.

The campaign activity table shows all your campaigns starting from the most recent one. It shows who send what, when, to whom and how. From this page you can start or continue a campaign.

- **Click on the blue campaign header to open its details.**



You see this when campaign has finished.

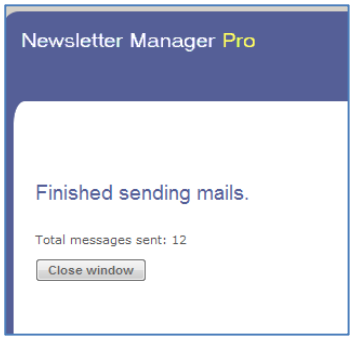
Click on to see the remaining emails to be sent.

Click on “Continue” to start the mailing. A new pop-up window opens and the button is disabled.

When you schedule a campaign, you cannot start it manually. If for some reason you have to manually start it edit the campaign accordingly.

When you click on “**Continue**” a new window opens. The first screen you will see is this:

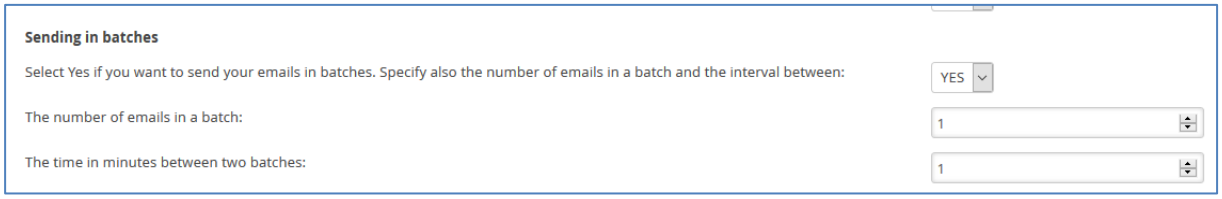
When the sending is complete you will see this:



Clicking on “Close window” closes the pop-up window and redirects or refreshes the parent window to the campaigns page.

5.6 Batch sending

Menu>Tools>Configuration & settings: Email sending



The above settings apply when sending a campaign manually with a window pop-up.

The program sends the first batch, pauses for the time you specified and then the process is repeated until all newsletters are sent. The following screen appears when the sending is in pause mode, waiting to send the next batch.

In order for batch sending to work you must leave your browser open (with manual sending).

You can **interrupt or stop the sending** by closing the pop-up window and continue again from the "Campaigns" table.

Caution: during sending if you do work on a newsletter that is being sent the changes will be effective when the next batch starts.

Batch sending is **designed to work on all shared hosting environments because it is client based** and this is the great benefit of this approach.

Batch sending is something that your host will require you to use. Hosts have policies regarding bulk mailing describing how many emails you can send in a given time frame and how. But even if you are not restricted by your Host it is something that you should do for technical and efficiency reasons.

When you use the **scheduler add-on** these batch settings and the process explained here **do not apply**. Instead you can define different batch settings for each task/campaign. See below.

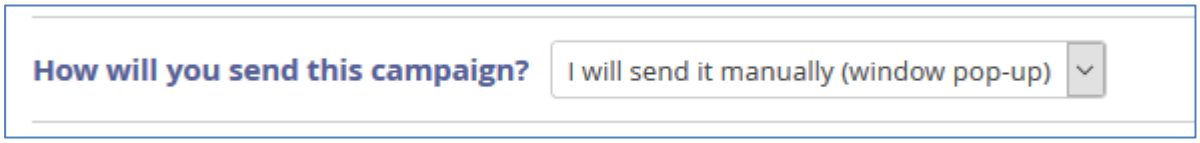
5.7 Scheduling your campaigns

You will need a scheduling utility such as:

- The NPro Windows service
- Windows native task scheduler
- A cron like utility offered by your Host. For example, the Plesk control panel has "Scheduled tasks".
- Any third party cron-like service that can be used to trigger requests to URLs.

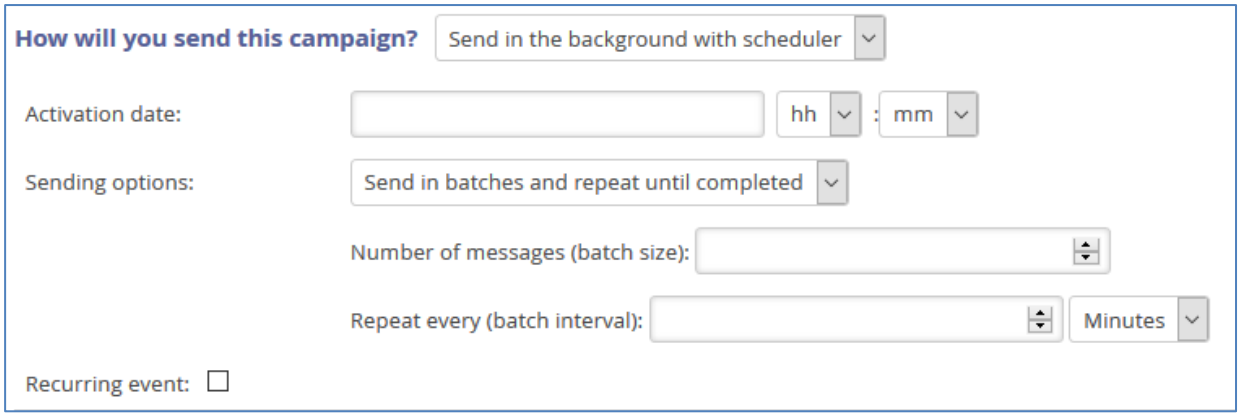
In your Newsletter Manager Pro administration panel go create a new campaign.
Menu>Campaigns>New campaign

At the bottom you will see:



Leave as-is if you want to execute the campaign manually with a pop-up window.

To schedule it change to:



Select the activation date & time: This is the date & time when the sending will start.

Select a sending option: You have two options.

a. Send all messages at once. The sending will start and it will not stop until all newsletters are sent.

b. Send in batches and repeat until completed.

Sending in batches is strongly suggested!

You must give values both for "Number of messages" and "Repeat every" fields. **The scheduler defined batch settings are not related to the ones you have in your configuration settings page**. This means that you can define different batch settings for each task/campaign.

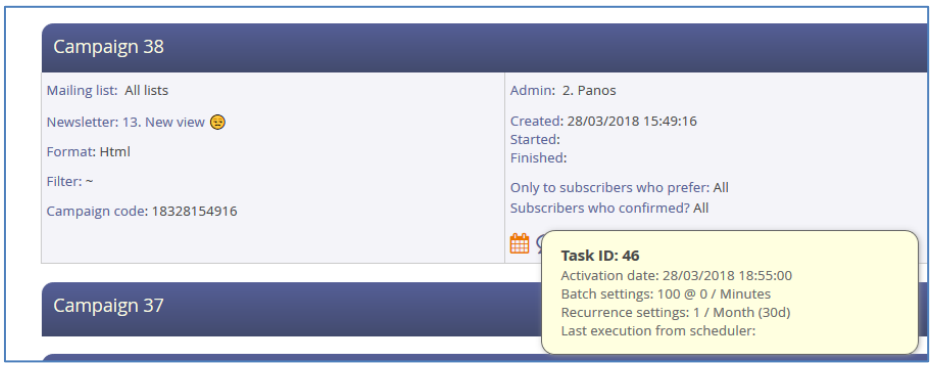
Tip: You can use 0 minutes for the batch interval and regulate the timing from your scheduling app.

Recurrence settings

These settings allow you to periodically repeat a scheduled campaign. Example: you want to send a specific newsletter every week. To achieve this you simple define the scheduler task as recurrent and you specify the repeat period.

The recurrence settings are independent from the batch settings. A recurring mailing can be executed with or without using batches. You can read more in the next paragraphs.

After you schedule a campaign, return to your campaigns table and you will see a new calendar icon. If you mouse over you see details about the task. Here is an example:



5.8 Your log file

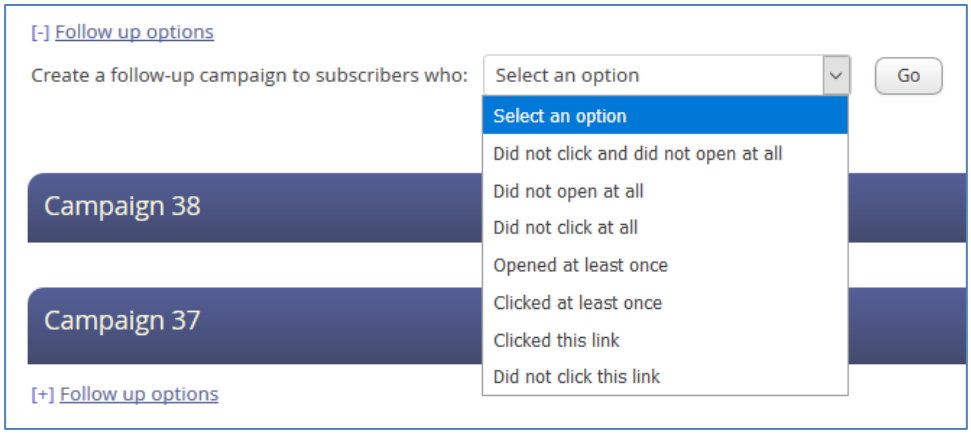
Menu>Campaigns>Campaigns log file

This is a very important place to check the progress of your campaigns and how scheduled jobs work. Periodically check the entries in this file as it may alert you for possible problems.

5.9 Follow-up campaigns

5.9.1 Based on clicks-views

When looking at your “Summary report” you can create a new campaign as a “follow-up campaign”. Your options are shown in the screenshot below:

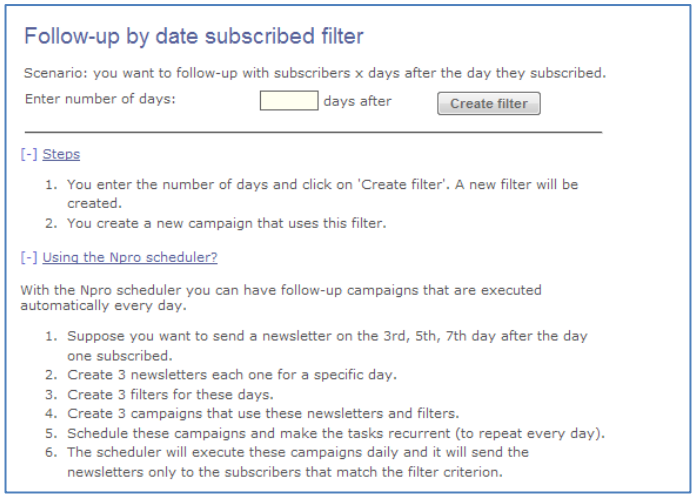


In fact, you are creating a new campaign identical to the previous one (uses the same list and newsletter). A **filter** is created in the background and it is added to this new campaign. It is the filter that will make the difference in the selection of subscribers during the new campaign. If the old campaign was already using a filter the newly created filter is added to the old one.

Tip: sometimes this feature is handy just for creating a filter. You may want to use this filter in another campaign with different characteristics. E.g. with a different newsletter or list.

5.9.2 Follow-up by subscription date

By going to Menu>Filters>Follow-up by date subscribed you can create filters to select subscribers at specific dates after their subscription.



With this feature you can implement the classic scenario of following up with your subscribers on specific days after they subscribed by sending a different newsletter on every day. If you use the **NPro Scheduler** you can automate these campaigns. If not, you must create them and start them manually.

6 Reports and charts

Newsletter Manager Pro offers several reports and charts that are exportable to Excel, pdf, png.

In your welcome page you can see a comparison report of your latest campaigns as well a total activity timeline report.

Then all other reports are under Menu>Reports

6.1 Understanding views and clicks

With Newsletter Manager Pro you can **capture** "**views**" meaning who opened the newsletter and you can have **automatic tracking of clicked links** for your html newsletters. Every hyperlink in the newsletter as well as mailto: links are automatically converted to traceable links. You can also have **pre-defined link tracking** for your text newsletters (you will have to enter the links first).

In order for views to be captured the recipient must enable picture downloading when reading the newsletter. "Views tracking" is always deflated. Many subscribers may read your newsletter even if they do not allow picture downloading (so the view will not be captured).

Tracking can be enabled/disabled in your settings.

6.2 Summary report

Menu>Reports>Summary report

This report shows the key, top-level campaign statistics.

Your summary report explained by examples

Total sent	1000	%	Total number of subscribers in this campaign.
Unique views-clicks	522	52.20%	522 subscribers either clicked or opened the newsletter at least once. A very good overall indicator. It counts subscribers who took some sort of action.

Clicks to views		46.13%	46.13% of the subscribers who opened the newsletter clicked at least once. Also a very important ratio. It shows engagement.
Unique views	401	40.10%	401 subscribers opened the newsletter.
All views	652	65.20%	The newsletter was opened 652 times (some subscribers opened it more than once).
Unique clicks	185	18.50%	185 subscribers clicked at least one link in the newsletter.
All clicks	321	32.10%	The newsletter received a total of 321 clicks (some subscribers clicked multiple times one or more links).
Opt outs	15	1.50%	15 subscribers opted-out.
Forwards	45		The newsletter was forwarded to 45 other emails.

If you click on “View” next to the numbers in the summary report it will take you to another page where you can see the specific subscribers that took this action.

Explore also these reports by clicking these icons:

- A timeline report of clicks, views, opt-outs
- A links clicked report.
- Email clients report.
- Export the summary report to Excel.

The last icon refreshes your campaign stats so you don’t have to reload the whole page.

6.3 Clicks tracking

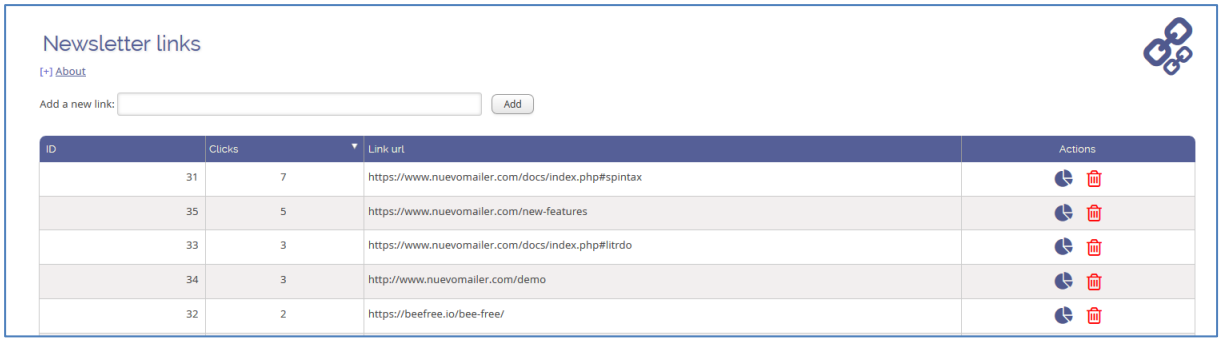
Menu>Reports>Clicks tracking

This report shows each and every clicked link in this campaign and the number of subscribers who clicked it.

You can export this report to Excel or Calc (for a specific campaign) when you click this icon:

6.4 Newsletter links & pre-defined link tracking for text newsletters

Menu>Reports>Newsletter links



These are the links inside html newsletters which are **extracted automatically upon sending and replaced with shorter more friendly URLs**. It is this replacement that enables the link tracking.

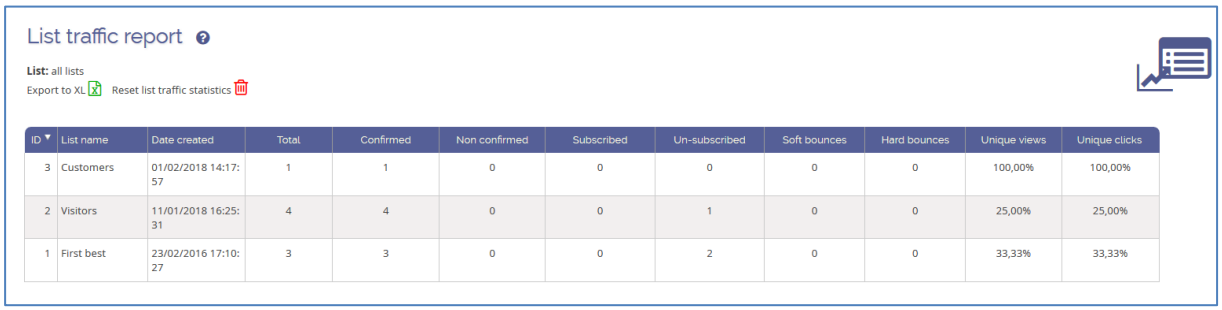
In this table you can see the link ID which you can use if you want to have link tracking in a text newsletter.

Where you edit your text newsletter simply type tracklink1. Where 1 is the ID of the link that you want to track.

6.5 List traffic report

Menu>Reports>List traffic report

This report excludes suppressed subscribers.



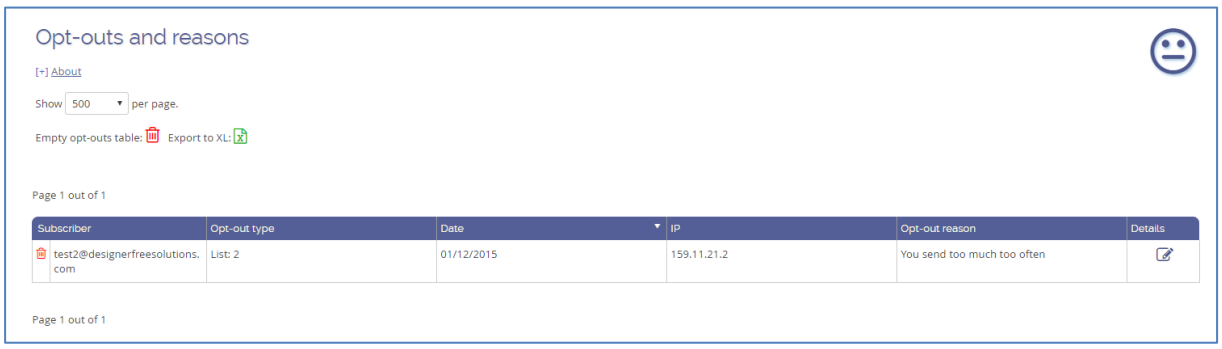
ID	List name	Date created	Total	Confirmed	Non confirmed	Subscribed	Un-subscribed	Soft bounces	Hard bounces	Unique views	Unique clicks
3	Customers	01/02/2018 14:17:57	1	1	0	0	0	0	0	100,00%	100,00%
2	Visitors	11/01/2018 16:25:31	4	4	0	0	1	0	0	25,00%	25,00%
1	First best	23/02/2016 17:10:27	3	3	0	0	2	0	0	33,33%	33,33%

Deliverability / performance by specific domains

Do an advanced search for @gmail.com, create a new list, go to the list traffic report.

6.6 Opt-outs and reasons

Menu>Reports>View Opt-outs and reasons



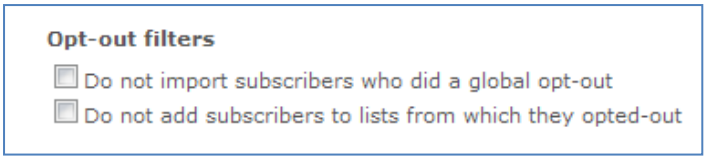
Every subscriber opt-out is captured and saved in a special table that this report shows.

Under the “Opt-out type” you will see either the list ID (when one opts-out from a specific list) or “Global” when one opts-out completely using a “Global opt-out link”.

If you ask the subscriber to enter a reason for opting out you will see it in the “Opt-out reason” column.

When you see an icon in the Details column it means that this email (subscriber) still exists in your subscribers table.

This report (and the underlying table) is **very important** because it is used as an **opt-out filter** when you import subscribers and you check these options:



6.7 Most active days and hours

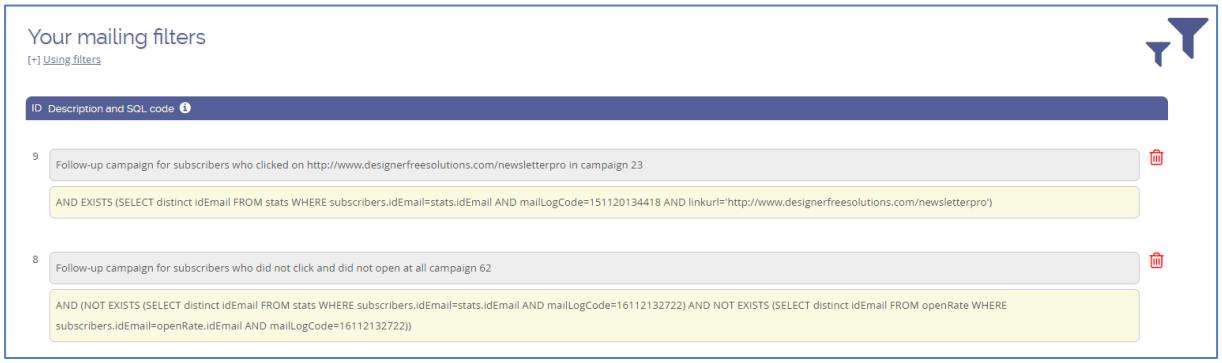
Very handy to determine when are the best days and hours to send your campaigns.

7 Filters

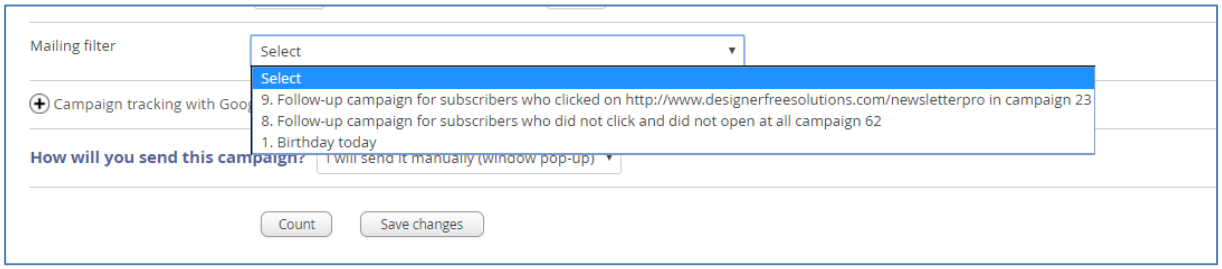
7.1 Overview

Menu>Filters>View filters

In this page you can see all your filters. Every filter contains a short description and SQL code. You can change both of them if needed. When you use the program's functions the filters are **created automatically**. But if you want to **create your own custom filters** some basic knowledge of SQL is required. You also need to know with what tables and fields you are working with. This is easy by looking at the database.



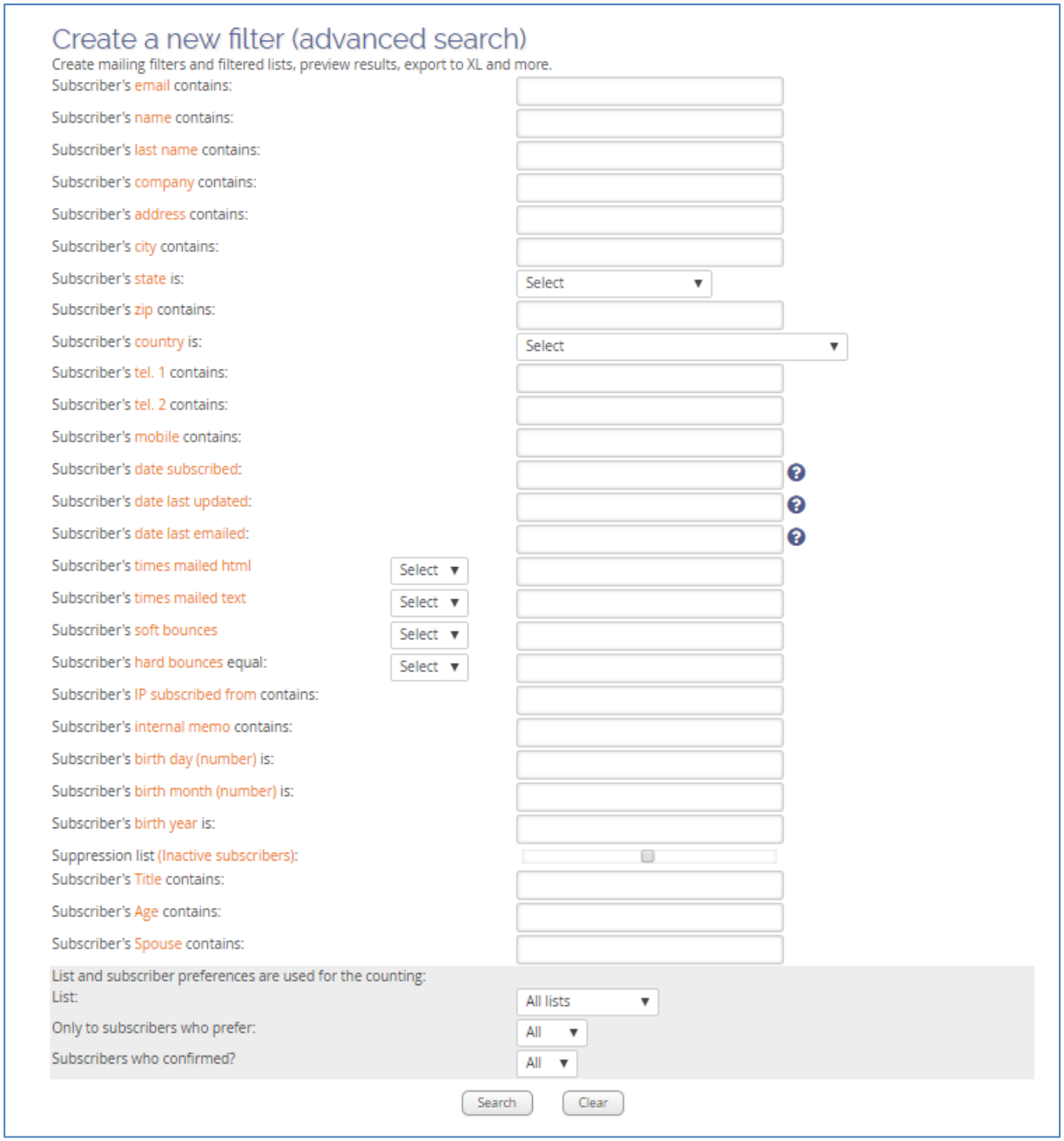
You can **test a filter** when creating a new campaign. You select the subscribers or lists and the filter and you click "Count". Count with and without selecting a filter so you can see the difference.

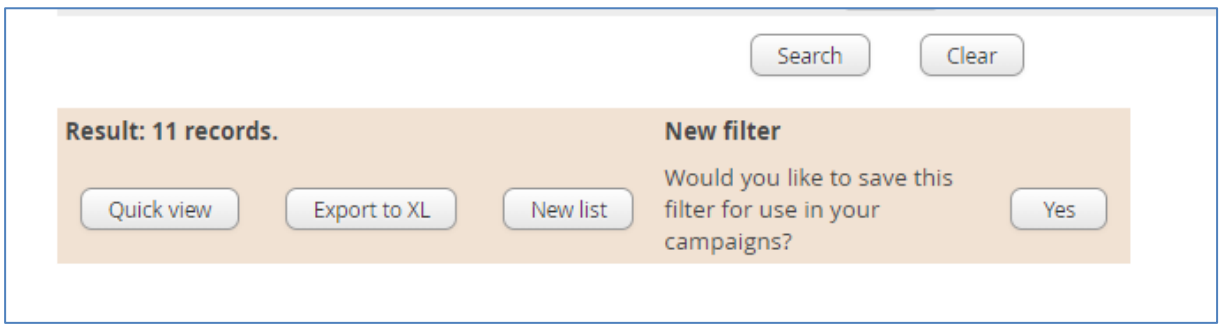


7.2 Filter with subscriber properties / data

Menu>Filters>Create new

With this feature you can create **filters**, create **lists** and **export** the subscribers to a spreadsheet by using any subscriber field.





Examples and applications

You will find many **tips** about using the “Filters” feature in the **online help** of Newsletter Manager Pro.

1. Perform **advanced searches** on subscribers based on several criteria
2. Do a quick preview of the results
3. Export results to spread sheets
4. Create a new list with the search results
5. Create a filter that you can use in a new campaign.

7.3 The birthday filter

Menu>Filters>Create birthday filter

With Newsletter Manager Pro you can capture your subscribers birth day and month/year (or import this data).

You can create a birthday filter, a "Happy birthday" newsletter and make a new campaign based on these. By applying the birthday filter the campaign will go only to the subscribers who have their birthday that day.

Going a step further, you can use the **NPro Scheduler** to have "Happy birthday" emails sent out automatically every day. The birthday filter is always valid (same filter can be used any day/time of the year with any campaign).

7.4 Date subscribed filter

Menu>Filters>Follow-up by date subscribed

With this feature you can implement the classic scenario for sending follow-up emails on predefined days after one subscribed. See paragraph 5.9.2 for further details.

7.5 A/B split list testing

A/B testing can be used to test differences in response rates (views & click-though ratios) to different content (newsletter in this case) among your recipients.

A nice trick can be to split your subscribers between odd and even records. You will create two campaigns targeting the same lists using different newsletters and different filters.

Here is the SQL code for such filters. Create an empty filter and then change the code and the description. Copy-paste the code from below:

Database	Description	SQL code

mySQL	Get odd rows	AND MOD(subscribers.idEmail,2)=1
	Get even rows	AND MOD(subscribers.idEmail,2)=0
SQL Server	Get odd rows	AND subscribers.idEmail % 2 = 1
	Get even rows	AND subscribers.idEmail % 2 = 0
MS Access	Get odd rows	AND (subscribers.idEmail Mod 2)=1
	Get even rows	AND (subscribers.idEmail Mod 2)=0

So if you see that one particular newsletter design is more attractive you can use it in your future campaigns.

Note that you can use other filters as well to split subscribers. For example you can use subscriber country or zip code or city.

7.6 Merging filters

You can merge (add filters together) by putting together the sql code of each filter and using an AND or an OR operator. Here is an example.

One filter that picks subscribers with Hotmail and Yahoo email accounts.

```
AND (subscribers.email LIKE '%hotmail%' OR subscribers.email LIKE '%yahoo%')
```

If you are familiar with SQL programming you can do many tricks, use AND, OR, EXISTS statements and construct complex filters.

8 Security issues

8.1 Protecting your database

Security in the context of Newsletter Manager Pro means preventing unauthorized access to the administration area of the application and preventing a download of your database from people who know that you are using Newsletter Manager Pro.

For MS Access only

Depending on your IIS settings, someone who knows your site location and knows that you are using the application could type www.yoursite.com/nmanagerPro/database/dbname.mdb and download your database. Try it to see what happens. If the server denies serving the file then your IIS settings are Ok.

But you may also prevent this by doing the following:

1. **Rename your database**. Pick any name you want and then open the file inc/settings.asp go to where you will see the connection string:

   ```
   pDatabaseConnectionString = "Provider=Microsoft.Jet.OLEDB.4.0;" & "Data
   Source="&server.mappath("../database/dbname.mdb")
   ```

   Change dbname.mdb to the name you want.

2. **Configure** properly **permissions** in your server so that it does not serve mdb files when one tries to download them by hitting the url. Your server administrator (or Host) can help you with that.

In case you want to use SQL Server or mySQL databases please refer to the paragraph Using MS SQL and mySQL.

8.2 Preventing unauthorized use of application

First change the administrator username and password. You can also rename the folders nmanagerPro* and/or admin and give them any names that you want. This makes it impossible for a “hacker” to find the path to the administration area of the component.

9 Using MS SQL Server & mySQL

9.1 General

Newsletter Manager Pro is ready to use (out of the box) with more professional and powerful databases such as MS SQL server (2005+) and mySQL. You can connect to these databases either via ODBC, OLEDB and DSN connections (and more). A DSN connection can also be used with MS Access. If you want to use a DSN connection you must define the DSN in your server. You can do this through the control panel that your Host provides you and of course the possibility to use any of these two databases must be available in your hosting plan.

Here's how you should configure Newsletter Manager Pro to work with **MS SQL Server**. You would follow the same steps if you want to use **mySQL**. You need to make some **changes in the file inc/settings.asp**. Open the file using a simple text editor like notepad.

9.2 Create the database tables

You must create the tables using the **installation scripts** that you find in the folder **/install/**. If you use any other method to create the tables you will have problems.

9.3 Define the database type to use

In the file inc/setting.asp you have these lines:

```
'Enter below the database type you use. Available options are: Access, SQLServer, mySQL
pDataBase        = "Access"
```

Replace Access with either SQLServer or mySQL. Copy from the line above.

9.4 Set the connection string

1. In the same file you will see several lines that start with: pDatabaseConnectionString =

   By default, it connects to the Access database. Add a single quote at the start of the connection string line to **de-activate** it. : ' pDatabaseConnectionString = ...

2. Choose a connection string that you want (depending on the database type) complete the details like server name or IP, database name, database username and password and **activate** the line (remove the single quote from the start of the line):

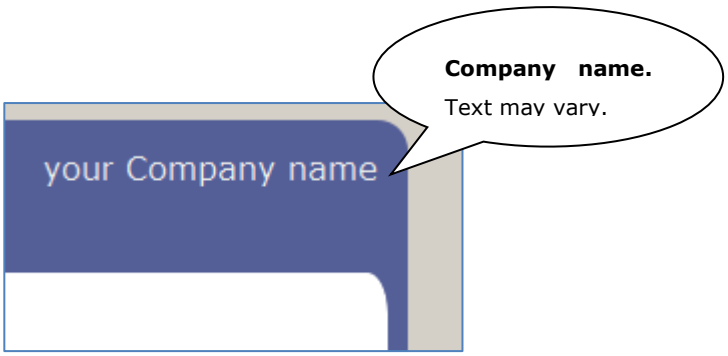
   This is an active line: pDatabaseConnectionString = ...

   This is not an active line: ' pDatabaseConnectionString = ...

Testing your connection string

When you look at the login page, do you see a kind of "*company name*" at the top- right corner?

If **yes** then it is probably ok. If **not** then it means that it is not reading from the database at all and so it is wrong.



10 Web site integration

The most basic and simple approach is:

1. Create a custom sign-up form using the wizard
2. Integrate this form in your web site pages wherever these may be
3. You are ready

More advanced ways of integration are presented below.

10.1 Advanced

Some examples of advanced integration are:

You can have dynamic sign-up forms in your web site. This means that every time you add a new list in your Newsletter Manager Pro this will appear automatically in the sign-up form.

Another example is to customize Newsletter Manager Pro so that is uses your existing database (from your existing CRM or shopping cart).

Another example is to customize the importing and opt-out functions of Newsletter Manager Pro so you can again achieve tighter integration with your existing database.

If you are interested in such a solution please contact us to discuss your needs and possible solutions.

10.2 APIs

APIs are short sequences of code (2-5) lines that are easily implemented and provide specific functions. Newsletter Manager Pro currently has two APIs:

- A newsletter archive API with which you can display a dynamic newsletter archive in your website (this is independent of the existing newsletter archive page).
- Insert or remove a subscriber API. With a few lines of code you can trigger a silent subscriber insertion (or removal) from a page at your site. Ideal to use with order pages, contact forms etc.
- For security both APIs work only when requests are done from the same domain. A cross-domain implementation is also available. Contact us if you need it.

11 Bulk mail and anti-spam

11.1 Tips for bulk senders

Here are some tips to improve deliverability.

Best practises

- Be honest about who you are and what you send
- Use a consistent, honest and accurate <From-email> and <From-name>.
- Send only to those who are interested in hearing from you.
- Use double opt-in when collecting subscriber emails.
- Personalize the newsletter body and subject line.
- Use simple html design. Avoid complicated designs that include JavaScript, Forms, iframe, Flash etc. Such designs will be blocked by 99% of email clients.
- Avoid spam-related words in your content such as "v-i-a-g-r-a" or similar.
- Avoid catchy words such as “Free”, “Hot” in your subject line because they may trigger spam filters.
- Send in batches.
- Send regularly.
- Send multipart newsletters.
- Send complete newsletters. E.g. Not a newsletter that it only has a picture in it (which can be a nice e-card but this is a practice that spammers do as well).
- Remove email accounts that bounce and keep your lists clean.
- Provide clear opt-out instructions (and links).
- Honour and respect opt-outs. Don’t send again to those who opted out.
- Examine the bounces you receive when they say that your newsletter was rejected as spam. Many times you can find valuable information which also points to a corrective course of action. For example, you may discover that your domain or IP is blacklisted and find instructions about how to white-list it.
- Don’t send huge messages with big attachments. If you need to do so upload them at your server and link to them.
- Do all the above consistently.

A few to-do-once things

Your Host can help you set up the following once and for good. Some hosts provide links inside their control panel so you can do it yourself. Don’t let the jargon discourage you. They are simple things.

- Have an SPF record for your domain.
- Sign emails with DKIM.
- Have a "reverse DNS lookup" for your domain.

Recommended further reading:

- AOL: Bulk Sender Best Practices
- YAHOO: Best practices for bulk mail senders and postmasters for sending to Yahoo Mail
- Google/Gmail: Bulk Senders Guidelines
- MSN: Postmaster: Policies, Practices, and Guidelines

11.2 Related anti-spam laws

The CAN-SPAM Act: Requirements for Commercial e-mail senders

The CAN-SPAM Act of 2003 which became effective law on January 1, 2004 in USA, (Controlling the Assault of Non-Solicited Pornography and Marketing Act) establishes requirements for those who send commercial email, spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask emailers to stop spamming them.

Newsletter Manager Pro is also CASL and GDPR compliant.

For further reading and sources, we recommend that you visit this page:

https://www.designerfreesolutions.com/anti-spam-compliance

Newsletter Manager Pro is technically ready and compliant with all these regulations. Of course, it always depends on how you use the application.