

Email Marketing Director

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Getting Started

Email Marketing Director (EMD) is a software-based email marketing program specializing in simple email message personalization and permission marketing. Email Marketing Director helps you create and store your email lists, merge customer information in your message and deliver email either directly or through your SMTP server. To use EMD you need to have a list of addresses and a message to send.

Installation

Email Marketing Director needs to be installed on a computer running a Windows 98 SE / Windows 2000 / NT workstation / NT server / 2000 Server / Windows XP / Windows 2003 / or Windows 2003 Server.

Email Marketing Director is packaged in a compressed file called a .zip file. To open the file use WinZip (www.winzip.com) or your operating system's zip utility. We recommend saving the download to your hard drive in the event you need to rerun the installation. An install log records the file installation and can be referred to if necessary. For a typical installation the install log can be found in the following directory, **C:\Program Files\EmailMarketingDirector**.

The installation can be run directly from the zip file, you do not need to extract the installation executable.

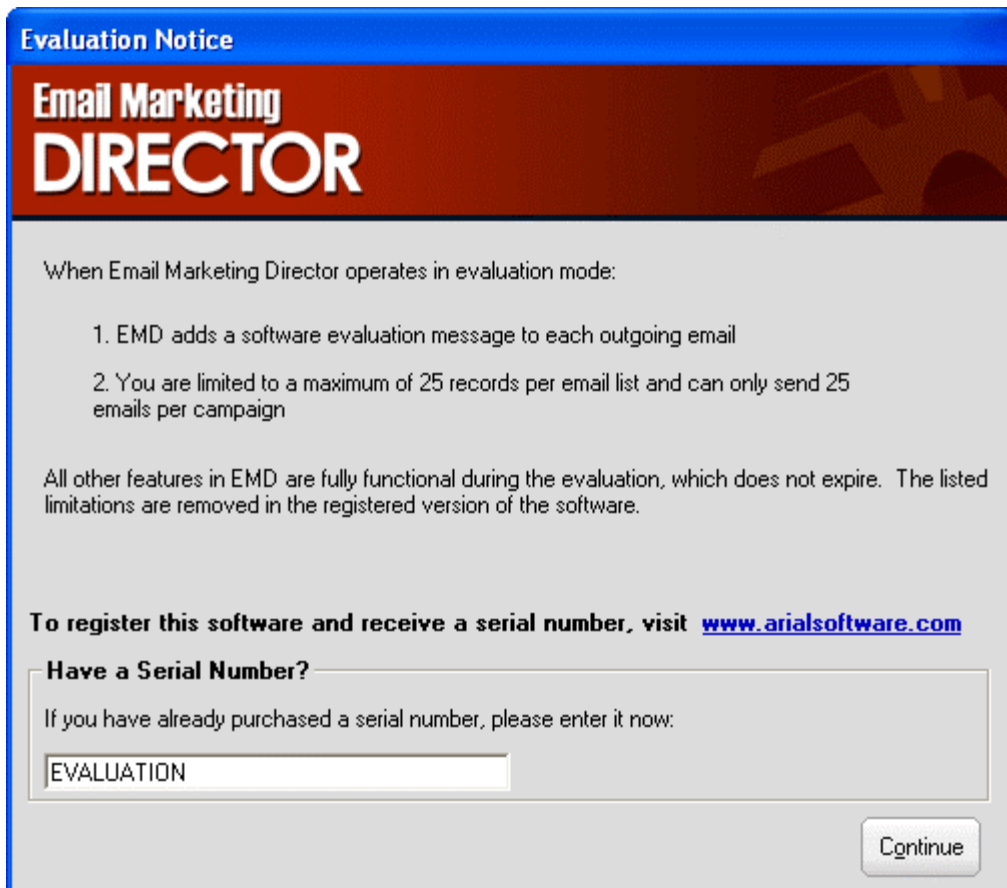
System Requirements

Minimum requirements:

- At least 5GB free disk space
- Bandwidth to the Internet (dial-up, DSL, T1, etc.)
- Access to an SMTP server. (Email Marketing Director works with any standard SMTP mailer, including Imail Server, SendMail, LSMTP, MS IIS, Post.Office, Exim, MS Exchange, etc.)
- Windows 98 SE / Windows 2000 / NT workstation / NT server / 2000 Server / Windows XP/ Windows 2003
- Minimum 256MB RAM

Activation/Serial Number

After initial installation, an evaluation notice appears. This notice will appear each time the program is started in evaluation mode. The notice will not be displayed after a serial number is entered into the software.



Version Number

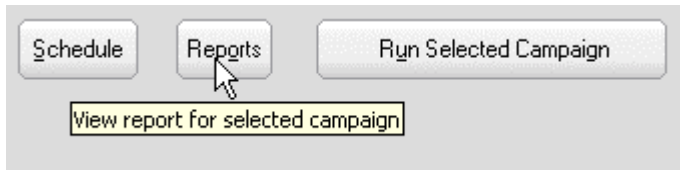
The version number can be found on the initial program splash screen or on the Main Menu title bar.



To view the splash screen, Select Help > About from the Main Menu to show the splash screen, the version number appears in the lower left corner.

General Information

To see a short description of a feature, hover the cursor over the feature.



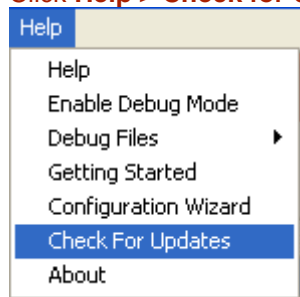
Hot keys are available for most features, press the Alt key and the underlined letter of the button at the same time, for example in the above image you could press Alt+S to access the schedule management screen, or Alt+U to run a campaign.

Live Update

Periodically Email Marketing Director is updated with bug fixes and minor improvements. These are available via an update link from our website.

To run a live update:

- Click **Help > Check for Updates**



You will be taken to a webpage that will tell you if an update is available and how to download it.

Backing Up your Campaigns and Lists

If you would like to make a backup of your campaigns and lists, browse to the Email Marketing Director folder (usually in the following directory, C:\Program Files\EmailMarketingDirector) and make a copy of the campaign.sto and campaignlists.sto files and the Logs, and Content folders and save the copies to a different directory such as your My Documents folder. These two files and two folders contain all your campaign settings, and lists, and backing them up on a regular basis is a good idea.

Files and Folders to Backup Periodically

- campaign.sto file
- campaignlists.sto file
- Logs Folder
- Content Folder

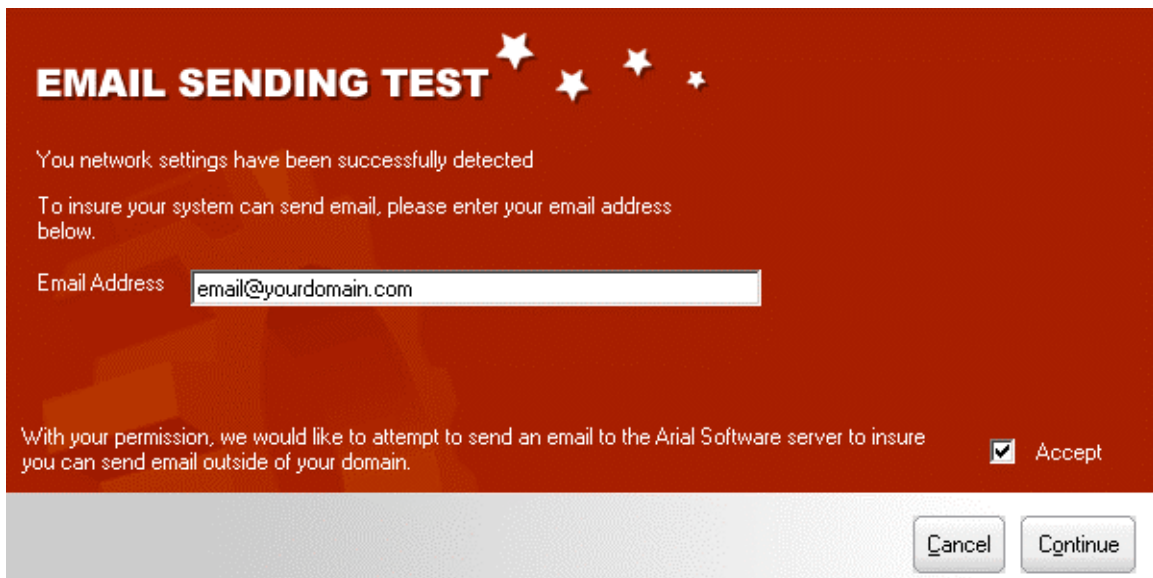
Configuration Wizard

After installation the configuration wizard runs automatically the first time the software is started.



Click Continue to detect your network settings. Click Cancel to exit out of the configuration wizard, you will then need to enter your mail server settings in the configuration area.

Enter an email address, a test message will be sent to this email address, click Continue.



The test email is sent using EMD's built in sending engine. If the built in engine is unable to detect your network settings you will need to enter your SMTP information.

EMAIL SENDING TEST



The initial test using EMD's built in mail engine was unsuccessful. Not to worry though, you should still be able to use EMD successfully in your network. What EMD needs now is the connection information to your regular mail server.

SMTP Server

Many SMTP servers will work just because you are on the same network as the SMTP server. But, if you know that your SMTP server needs authentication, then enter the information below:

Username

Password

Cancel

Continue

Click Continue to send the test email.

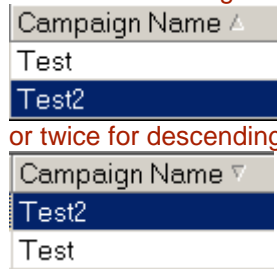
Main Menu

Email Campaigns and Email Subscriber Lists can be created or modified from the Main Menu.

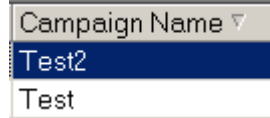
Email Campaigns List

| Email Campaigns | | | |
|-----------------|---------------|----------|--------------------|
| ID | Campaign Name | List | Schedule |
| 1 | TestCampaign | TestList | 7/25/2006 04:30 PM |

The Main Menu displays the Campaign ID, Campaign Name, List, and Scheduled time for each campaign. To sort the campaigns by ID, Campaign Name, List name, or Scheduled date, simply click the column heading - once for ascending order



or twice for descending order.



Email Campaign Buttons



New - To create a new campaign click New, name the campaign and click OK. The campaign will open to the Step #1 - Lists & Filters tab.

Edit - To edit a campaign, highlight a campaign and click the Edit button.

Delete - To Delete a campaign, highlight a campaign and click the Delete button. Click Yes to confirm or No to cancel.

Copy - To copy a campaign, highlight a campaign to copy and click the Copy button. Name the new campaign and click OK.

Rename - To rename a campaign, highlight the campaign to be renamed and click the Rename button. Enter the new name for the campaign and click OK.

Schedule - To schedule a campaign, highlight a campaign and click the Schedule button. Enter the date, time, and interval in the Schedule Management Screen.

Reports - To view the reports highlight a campaign and click Reports. Select the report to view and click View.

Run Selected Campaign - To run a campaign click the Run Selected Campaign button, and proceed through any prompts.

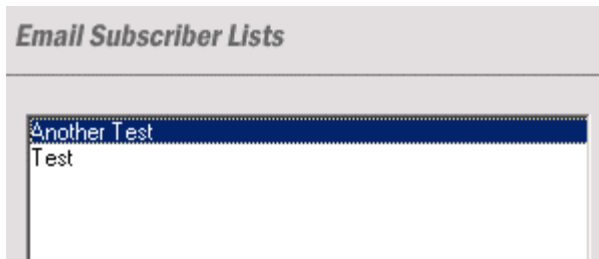


The underlined letter of each button can be used as a hot key, so that the program can be operated from the keyboard or by using the mouse. To use a hot key, press the Alt button and the underlined letter at the same time. For example if you want to run a campaign using a hot key instead of clicking the button press Alt and U at the same time.



In order for a campaign to run Email Marketing Director program must be open. If the program is closed in the middle of sending a campaign, the rest of the campaign will not be sent out. If a campaign is scheduled to run at a specified time, Email Marketing Director must remain open for the campaign to be sent.

Email Subscriber Lists



Email Subscriber Lists are displayed in alphabetical order on the Main Menu. Lists can be created or modified using the Email List Controls.

Email List Controls



New List - Creates a new email subscriber list.

Edit List - Opens the selected email subscriber list.

Copy List - Copies the selected email subscriber list to a new email subscriber list.

Delete List - Deletes the selected email subscriber list.

Import Records - Imports a new email subscriber list into a new subscriber list, or appends the information to an existing list.

Rename List - Renames the selected email subscriber list.

Editing an Email Subscriber List

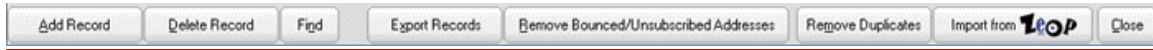
To edit an Email Subscriber list from the Main Menu click the Edit List button or while editing a campaign go to Step #1 - Lists & Filters and click the Edit List button.

There are two different views when editing a list, Table View and Form View, the list will open in table view by default. Each of the list buttons described below is available in both table and form view.



List Buttons

The list management buttons are displayed at the bottom of the page.



Add Record - Adds a new record to the table, start typing to add an email address, press tab to go to the next field in the row, press the Enter key at any point to save the record.

Delete Record - To delete a record place the cursor in the record to delete and click Delete Record. To delete a block of email addresses place the cursor in the first record to delete, press and hold the Shift key, and click inside the last record to delete so that all the records in between the two are highlighted. Click Delete Record.

Find - To find a record or records in the list, click the Find button and enter the criteria to search for in the selected column. Then click Find First to find the first instance of the criteria in the list, then click Find Next to find other instances of the criteria throughout the list.

Export Records - To export the table to a tab delimited text file click the Export List button and specify the directory where the text file should be saved.

Remove Bounced/Unsubscribed Addresses - Click to remove the email addresses that have Bounced or Unsubscribed from the list. You have the option to save them in a text file.

Remove Duplicates - Deletes duplicate email addresses in the list, one copy of each email address will remain in the list, any additional records with the same email address will be removed.

Import from ZEOP - Imports records from your ZEOP subscriber list.

Close - Closes the Email Subscriber List.



To select multiple records scattered throughout the list, click in one record, hold the Ctrl key down and click the other records you would like to select, all the records you want to focus on are highlighted.



The underlined letter of each button can be used as a hot key, so that the program can be operated from the keyboard or by using the mouse. To use a hot key, press the Alt button and the underlined letter at the same time. For example if you want to add a record using a hot key instead of clicking the button press Alt and A at the same time.

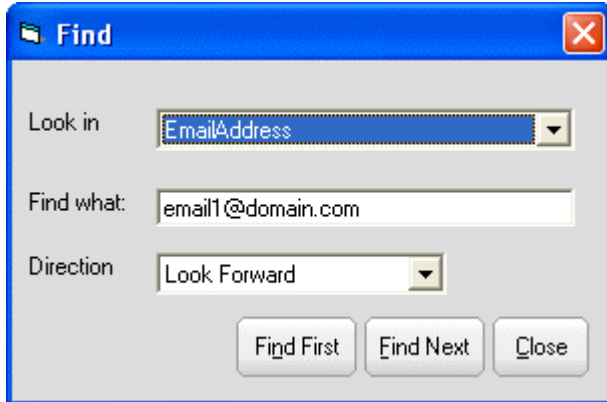
Table View

Table view displays the entire Email Subscriber list.

| | EmailAddress | FirstName | LastName | Title |
|---|--------------------|-----------|----------|-------|
| ▶ | | | | |
| | email1@domain.c... | | | |
| | email2@domain.c... | | | |
| | email3@domain.c... | | | |
| | email5@domain.c... | | | |

Searching for a Record

You can use the Find button to search for specific criteria in the list, for example if you want to find a record with the email address email1@domain.com, you would enter the following for the Find criteria,



Then click Find First to find the first instance of the criteria in the list, then click Find Next to find other instances of the criteria throughout the list.

Looking Forward searches down the list, and Looking Backward searches up the list.

Sorting Column Headings and Records

You can Drag and Drop the Column Headings in any order you would like, to make the list easier to view. Simply drag the column heading to the area in the table where you would like it to appear.

Before Dragging and Dropping the LastName field:

| | EmailAddress | FirstName | LastName |
|---|--------------------|-----------|----------|
| ▶ | | | |
| | email1@domain.c... | | |
| | email2@domain.c... | | |
| | email3@domain.c... | | |
| | email5@domain.c... | | |

After Dragging and Dropping the LastName field to the beginning of the table:

| | LastName | EmailAddress | FirstName |
|---|----------|--------------------|-----------|
| ▶ | | | |
| | | email1@domain.c... | |
| | | email2@domain.c... | |
| | | email3@domain.c... | |
| | | email5@domain.c... | |

You can also sort a column in either ascending or descending order, click the column name once for ascending order,

| EmailAddress ▲ |
|--------------------|
| email1@domain.c... |
| email2@domain.c... |
| email3@domain.c... |
| email5@domain.c... |

and twice for descending order

| EmailAddress ▼ |
|--------------------|
| email5@domain.c... |
| email3@domain.c... |
| email2@domain.c... |
| email1@domain.c... |

Grouping a List

You can group information in a list by dragging a column heading to the group heading area, then the list will be grouped using the information in that column, for example here is the list ungrouped, and grouped by occupation, Ungrouped:

| Drag a column header here to group by that column. | | |
|--|------------|----------|
| EmailAddress ▼ | Occupation | LastName |
| email5@domain.c... | Doctor | |
| email3@domain.c... | Doctor | |
| email2@domain.c... | Nurse | |
| email1@domain.c... | Secretary | |

Grouped:

| Occupation ▲ | EmailAddress ▲ | Occupation ▲ |
|---------------|--------------------|--------------|
| [-] Doctor | | |
| | email3@domain.c... | Doctor |
| | email5@domain.c... | Doctor |
| [-] Nurse | | |
| | email2@domain.c... | Nurse |
| [-] Secretary | | |
| | email1@domain.c... | Secretary |

You can then sort the Grouped field in ascending or descending order by clicking on the column heading once for ascending order and twice for descending order.

Identifying Bounces & Unsubscribes

In each list email addresses that bounce will be displayed in red and email addresses that have unsubscribed will be displayed in blue.

| |
|-------------------|
| email1@domain.com |
| email2@domain.com |
| email3@domain.com |
| email4@domain.com |
| email5@domain.com |

These email addresses can be removed from the table using the Remove Bounced/Unsubscribed Addresses button.

Form View

| | | | |
|---|---|--|---|
| Record ID: 1 EmailAddress: email1@domain.com FirstName: LastName: Title: Occupation: Secretary Company: PhoneNumber: FaxNumber: MobileNumber: AddressLine1: AddressLine2: City: State: ZipCode: Country: CCEmailAddress: Currency: Numeric1: Numeric2: Numeric3: Text1: Text2: Text3: LastEmailDate: AddedDate: 5/13/2005 8:59:31 AM BouncedDate: UnsubscribeDate: ID: 1 | Record ID: 2 EmailAddress: email2@domain.com FirstName: LastName: Title: Occupation: Nurse Company: PhoneNumber: FaxNumber: MobileNumber: AddressLine1: AddressLine2: City: State: ZipCode: Country: CCEmailAddress: Currency: Numeric1: Numeric2: Numeric3: Text1: Text2: Text3: LastEmailDate: AddedDate: 5/13/2005 8:59:40 AM BouncedDate: 5/22/2005 UnsubscribeDate: ID: 2 | Record ID: 3 EmailAddress: email3@domain.com FirstName: LastName: Title: Occupation: Doctor Company: PhoneNumber: FaxNumber: MobileNumber: AddressLine1: AddressLine2: City: State: ZipCode: Country: CCEmailAddress: Currency: Numeric1: Numeric2: Numeric3: Text1: Text2: Text3: LastEmailDate: AddedDate: 5/13/2005 8:59:47 AM BouncedDate: UnsubscribeDate: ID: 3 | Record ID: 5 EmailAddress: email5@domain.com FirstName: LastName: Title: Occupation: Doctor Company: PhoneNumber: FaxNumber: MobileNumber: AddressLine1: AddressLine2: City: State: ZipCode: Country: CCEmailAddress: Currency: Numeric1: Numeric2: Numeric3: Text1: Text2: Text3: LastEmailDate: AddedDate: 5/13/2005 9:00:03 BouncedDate: UnsubscribeDate: ID: 5 |
|---|---|--|---|

You can view each record in form view, and then tab through the fields to add information to each record. Bounces will be displayed in red, and unsubscribes in blue.

To scroll to the next, first, or last record in the list use the scroll bar at the bottom of the Table View or Form View.

Record: 1 of 15

- Moves to the beginning of the list.

- Moves to the end of the list.

Importing an Email List

Comma separated text files can be imported into the built in database in Email Marketing Director. If your database is not in this format it will need to be exported to a .csv text file and then imported into EMD.

1. To import an email list from the Main Selection screen click the Import List button.
2. Browse to the file to import the email list from. This file needs to be a comma separated text (.txt, .csv) file, the formatting on the file should look like the following,
"Email", "FirstName", "LastName"
email@yourdomain.com, Test, Email
3. You can append the imported file to an existing list or enter a name for a new email list.

The screenshot shows two steps of the import process. Step #1, 'Browse to File', features a text input field containing the path 'C:\Documents and Settings\support\Desktop\test.txt' and a 'Browse...' button. Step #2, 'Name of list', includes a checked checkbox for 'Add new records to existing email list' and a dropdown menu currently showing 'Test1'.

4. Match the fields in the imported list to the corresponding ones in the EMD table.

The 'List Field Matching' interface is a grid of dropdown menus. The top section, 'Please match the fields in your list to the fields in EMD', contains 14 dropdowns. The 'Email Address' dropdown is set to 'Email', 'First Name' to 'FirstName', and 'Last Name' to 'LastName'. The 'Custom Fields' section at the bottom contains 6 dropdowns: 'Numeric 1', 'Numeric 2', 'Numeric 3', 'Text 1', 'Text 2', and 'Text 3', all of which are currently empty.

5. The Currency field will use the currency settings from your operating system, and the Custom Fields can be used for any Numeric or Text field that you would like to include in the list that is not part of the List Fields.
6. If you would like Email Marketing Director to delete duplicate emails from the database after the file is imported check De-dupe the list after import.

De-dupe the list after the import

7. If you would like to run the list you are importing against the Global Bounce list, check the Check records against global bounce list check box.

Check records against global bounce list

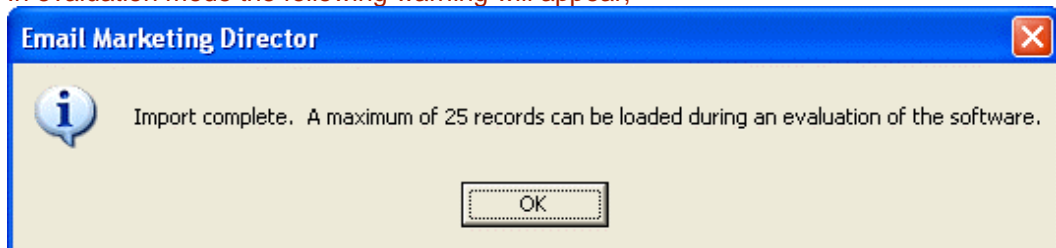
Any email addresses that match those in the global bounce list will be marked as a bounce (in red) when the list is imported into the table.



Keep in mind running a list against the global bounce list during the import process will slow down how quickly the list is imported into the software.



8. Click Import Now. This process may take awhile depending on the size of your list.
9. In evaluation mode the following warning will appear,



Importing from Zeop

Zeop is a free service that allows you to place a form on your website to collect subscriber information. Zeop stores the subscriber list, and the list can either be exported, or imported into Email Marketing Director.

To import your subscriber list from Zeop, edit your list and click the Import from Zeop button,



Then enter your Zeop account information, if you do not select import entire subscription list, then only the new subscribers to your list will be imported.

ZEOP Import

Import from Zeop

This form is used to import subscribe emails from the ZEOP system. ZEOP is a free service offered by Arial Software that allows you to integrate a subscribe feature into your website. If you want to setup a ZEOP account or learn more about the free ZEOP service, go to the ZEOP website by clicking on the hyperlink below for more information.

 <http://www.zeop.com>

In order to link to the ZEOP system, enter your ZEOP webmaster email address and password below.

ZEOP Webmaster email address:

Password:

Import entire subscription list
 De-dupe the list after the import
 Check records against global bounce list

The records are appended to your current list, if you select de-dupe the list after import, any duplicate records will be removed after they are imported. If enable check records against global bounce list, any records that match those on the global bounce list, will be marked as a bounced record when imported.



For more information on how to setup an account using zeop, visit <http://www.zeop.com>

Removing Bounced & Unsubscribed Emails

To remove bounced and/or unsubscribed emails from a list, in the Edit List area,

| |
|-------------------|
| email1@domain.com |
| email2@domain.com |
| email3@domain.com |
| email4@domain.com |
| email5@domain.com |

Click the Remove Bounced/Unsubscribed Addresses button.

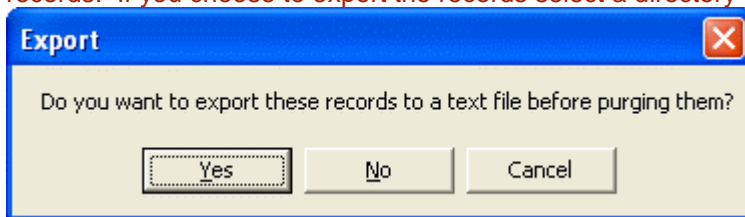
A list of email addresses that have bounced or unsubscribed is displayed. You can view unsubscribes or bounces, or both.



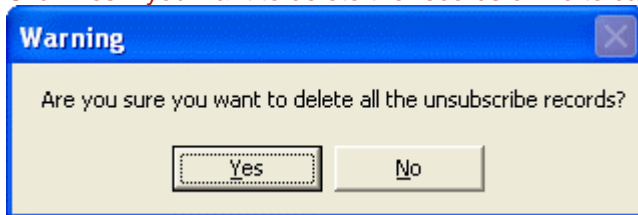
Click the Purge Selected button to delete the selected records or the Purge All button to delete all the records from the table. To select multiple records scattered throughout the list, click in one record, hold the Ctrl key down and click the other records you would like to select, all the records you want to focus on are highlighted. To select a block of records, click the first record in the block you want to select then hold to the Shift key and click in the last record in the block, this will highlight all the records in between the first and last record selected.



You can export the records that are being deleted to a text file or continue without exporting the records. If you choose to export the records select a directory to save the file to and click OK.



Click Yes if you want to delete the records or No to cancel deleting the records.

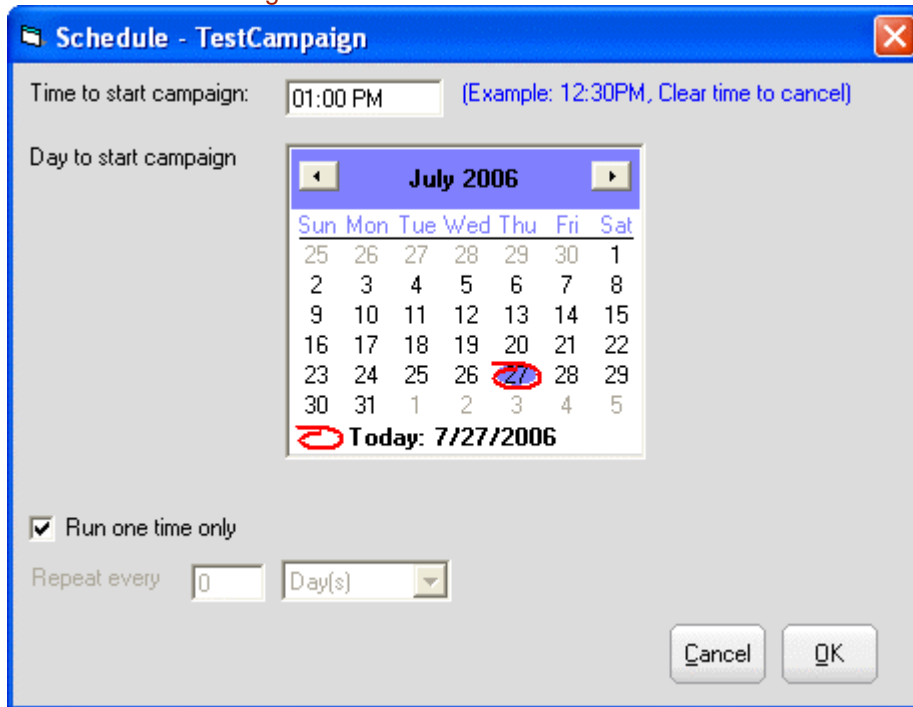


Schedule Management Screen

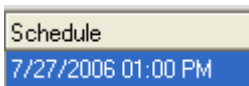
To schedule a campaign to run at a specified time:

1. Highlight the campaign on the Main Menu and click Schedule.
2. Then enter the time. The time can be written in AM/PM format, 01:00:00 PM, or military time for example 1:00 PM would be 13:00:00.
3. Choose the day the campaign should run using the interactive calendar.
4. If the campaign needs to be run only once then click the OK button, if the campaign needs to run at a specified interval then uncheck Run one time only and enter the interval information.

- Campaigns scheduled in the past will produce a warning message and will run if the date and time are not changed.



The scheduled time will be displayed on the Main Menu.

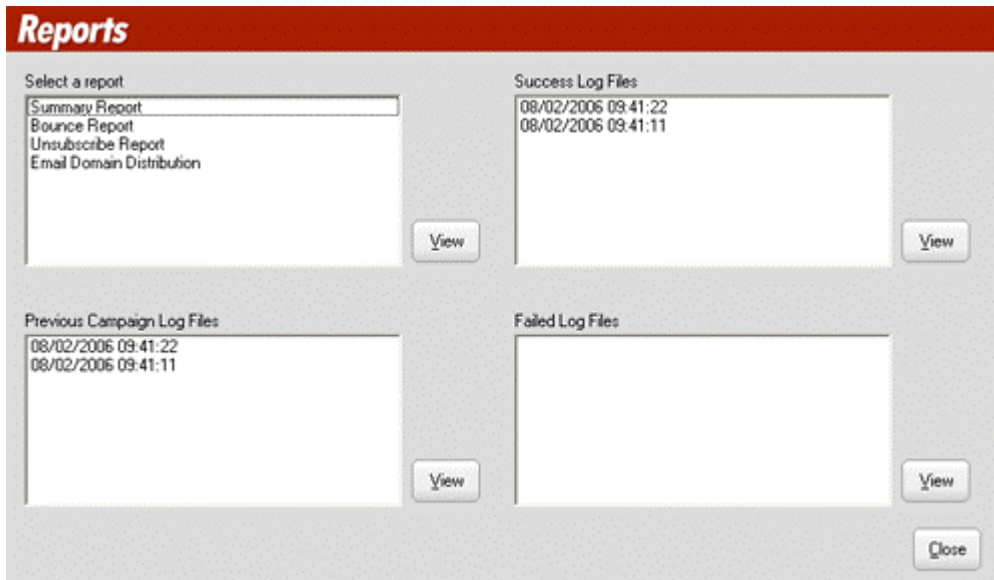


Email Marketing Director must remain running for scheduled campaigns to be sent. If the program is closed the scheduled campaigns that were set to run while the program is closed will not be sent. You do not need to click run to send a scheduled campaign. Do not set the date and time in the past.

Reports

To view the Reports; from the Main Menu highlight the campaign and click the Reports button.

Then highlight the report to view and click View.



The reports can be viewed within Email Marketing Director or can be exported in PDF, HTML, TXT, or RTF format. Adobe or another PDF reader must be installed to view a report using PDF format.

Summary Report

The Summary Report gives an overview of the statistics for each campaign.

Campaign Summary Report

| | |
|-------------------|----------------------|
| Campaign ID | 1 |
| Campaign Name | TestCampaign |
| List | TestList |
| Last Run On | 7/25/2006 2:18:53 PM |
| Message Count | 1 |
| Success Count | 1 |
| Failed Count | 0 |
| Unsubscribe Count | 0 |
| Bounce Count | 0 |

Bounce Report

The bounce report gives a total count on the number of bounces for the email list to which the campaign you are working with is connected. It displays the list name, the email address that bounced, and the date the bounce was recorded.

Bounce Report

List name: TestList

Bounce Count: 1

| Email Address | Bounce Date |
|-----------------------------|-------------|
| bogusaddress@yourdomain.com | 7/25/2006 |

Unsubscribe Report

The Unsubscribe Report displays the unsubscribe statistics for the email list to which the campaign is connected, it lists the email address that unsubscribes and the date they unsubscribed.

Unsubscribe Report

List name: TestList

Unsubscribe Count: 1

| Email Address | Unsubscribe Date |
|-------------------|------------------|
| email1@domain.com | 7/25/2006 |

Email Domain Distribution Report

This report breaks down the records in your list by domain name, it lists the domain name and how many records have that domain name.

Email Domain Distribution Summary

List name: TestList

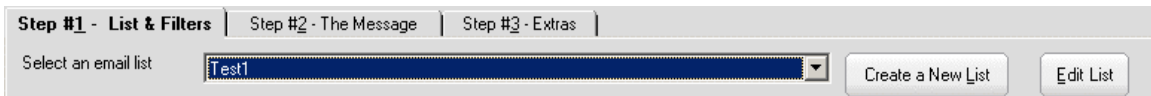
| Email Address | Count |
|-------------------|-------|
| arialsoftware.com | 1 |
| domain.com | 1 |
| yourdomain.com | 1 |

Lists & Filters Tab

The Lists & Filters tab connects a table to an email campaign, and allows you to filter the table to send to specific records.

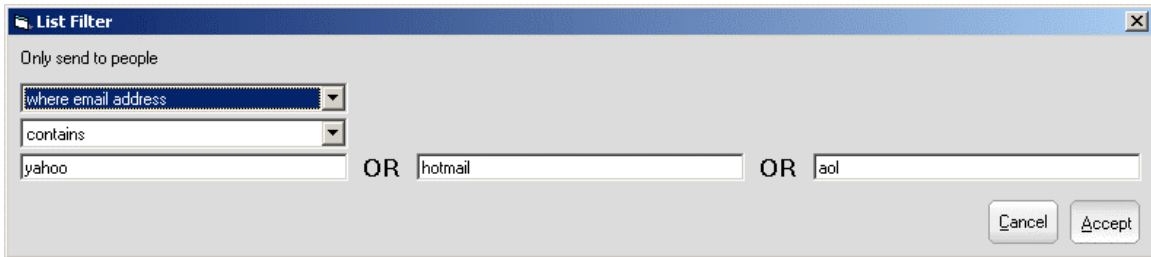
Email List

On the Lists & Filters tab you can create a new list, edit a list, or select an existing list to use with the current Email Campaign.



Filters

Use the filter area to send to specific email addresses in the table to which the campaign is connected.



In the above example, only email addresses that contain yahoo, hotmail, and aol will be sent an email.



List before filter:

| Preview | | | | |
|---------|---------------------|-----------|-----------|------|
| ID | EmailAddress | FirstName | LastName | Comp |
| 1 | email@yahoo.com | Email | Yahoo | |
| 2 | email@hotmail.com | Email | Hotmail | |
| 3 | email@earthlink.com | Email | Earthlink | |
| 4 | email@msn.com | Email | MSN | |
| 5 | email@aol.com | Email | AOL | |
| 6 | email2@yahoo.com | Email2 | Yahoo | |

List after filter:

| Preview | | | |
|---------|-------------------|-----------|----------|
| ID | EmailAddress | FirstName | LastName |
| 1 | email@yahoo.com | Email | Yahoo |
| 2 | email@hotmail.com | Email | Hotmail |
| 5 | email@aol.com | Email | AOL |
| 6 | email2@yahoo.com | Email2 | Yahoo |

Preview List

After selecting an email list, the entire list is displayed in the Preview area. This list automatically excludes bounces and unsubscribes. The number of bounces and unsubscribes are displayed below the preview area.

| Preview | | | | |
|---------|---------------------|-----------|-----------|------|
| ID | EmailAddress | FirstName | LastName | Comp |
| 1 | email@yahoo.com | Email | Yahoo | |
| 2 | email@hotmail.com | Email | Hotmail | |
| 3 | email@earthlink.com | Email | Earthlink | |
| 4 | email@msn.com | Email | MSN | |
| 5 | email@aol.com | Email | ADL | |
| 6 | email2@yahoo.com | Email2 | Yahoo | |

Note: Bounces and Unsubscribes are automatically filtered

2 Unsubscribes

0 Bounces

The Message Tab

The Message Tab is where you create or import your message.

Message Header Information

From Name - The From Name is the name that will appear in the From line of email that is received. This is an optional setting. If you want the from email address to show, leave this text box blank.

From Address - This is the address from where the message is sent. If the From Name is left blank this email address is displayed in the From field of the email recipient's email client.

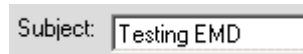
Reply-To Address - This is an optional feature. Specify an address to which replies from the email recipients are sent. This address can be the same as the From address or different.

Message Attachment



To attach a file to each email message, browse and select the file in the attachment area.

Message Subject



The message subject should be clear and concise. Make sure that the email message has a subject, messages without a subject may not be accepted by some SMTP servers. You can use a merge field from the table for the message subject.

Insert Merge Field Button

Insert Merge Field - To insert a merge field, 


- click the Insert Merge Field button.
- Highlight the merge field to insert
- click the Insert Field button, double-click the merge field, or drag and drop it into the email message.


Unsubscribe Merge Field - The Unsubscribe merge field allows you to replace the default text that is entered for the unsubscribe hyperlink in the email message, {UNSUBSCRIBE "unsubscribe"}. To change the hyperlink text from "unsubscribe" to the desired text, simply erase "unsubscribe" and enter the hyperlink text in between the quotes. For example, if you want the unsubscribe hyperlink to say Click Here to Unsubscribe, change the wording in the merge field and place the merge field in the message the hyperlink should appear, {UNSUBSCRIBE "Click Here to Unsubscribe."}

Message Types

There are two types of messages available in Email Marketing Director, HTML and plain text .


HTML Message



To create an HTML message click the Edit HTML Message button, . The message body opens with a template pre-loaded. Simply replace the text with your company information, and insert your company logo. The HTML message can be formatted just like a web page with features such as hyperlinks, images, character formatting, tables, and more.

To create your own HTML message in the editor, first clear out the default template, by click the



clear message button,  and then begin creating your own message. If you do not want to keep the background color from the default template, click the Page Properties




button, , and un-check the Use Background Color check box.

To insert your own HTML code into the message body, click the Toggle Design/Code View



button, , or the Code View Button,  and remove the HTML code that is displayed and replace it with your own HTML code.



To import your own HTML template click the Import Message button, , and browse to the .htm, .html, or .txt file and click Open. The file you select will replace any existing content in the HTML message body area.

Message Control Buttons



Insert Merge Field - To insert a merge field,

- click the Insert Merge Field button.
- Highlight the merge field to insert
- click the Insert Field button, double-click the merge field, or drag and drop it into the email message.

Unsubscribe Merge Field - The Unsubscribe merge field allows you to replace the default text that is entered for the unsubscribe hyperlink in the email message, {UNSUBSCRIBE "unsubscribe"}. To change the hyperlink text from "unsubscribe" to the desired text, simply erase "unsubscribe" and enter the hyperlink text in between the quotes. For example, if you want the unsubscribe hyperlink to say Click Here to Unsubscribe, change the wording in the merge field and place the merge field in the message the hyperlink should appear, {UNSUBSCRIBE "Click Here to Unsubscribe."}

Import Message - Browse to the .html or .txt file to import into the HTML message and click Open, and Yes to import the file. If you import a new message, any content that was previously in the message body will be replaced with the imported message.

Clear Message - Clears the content that is currently in the message body text box.

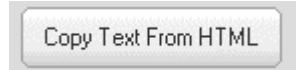
Use a Template - Allows you to browse to the templates folder.

Plain Text Message

The plain text message has no formatting or style options available, you may however insert merge fields into the plain text message. All email clients will accept Plain Text format. To use a Plain Text only message without an accompanying HTML message, check the Enable Plain Text only check box on the message tab, and then click Edit Plain Text Message, to create your plain text message.



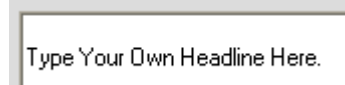
To copy the text only out of your HTML message into your plain text message, click the Copy Text from HTML button.



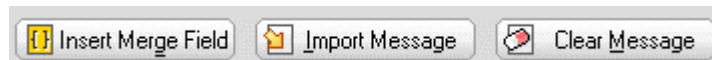
This will copy over the text but none of the formatting from your HTML message. For example, HTML Message



Plain Text Message Copied from HTML



Message Control Buttons



Insert Merge Field - To insert a merge field,

- click the Insert Merge Field button.
- Highlight the merge field to insert
- click the Insert Field button, double-click the merge field, or drag and drop it into the email message.

Unsubscribe Merge Field - The Unsubscribe merge field allows you to replace the default text that is entered for the unsubscribe hyperlink in the email message, {UNSUBSCRIBE "unsubscribe"}. To change the hyperlink text from "unsubscribe" to the desired text, simply erase "unsubscribe" and enter the hyperlink text in between the quotes. For example, if you want the unsubscribe hyperlink to say Click Here to Unsubscribe, change the wording in the merge field and place the merge field in the message the hyperlink should appear, {UNSUBSCRIBE "Click Here to Unsubscribe."}

Import Message - Browse to the .txt file to import into the plain text message and click Open, and Yes to import the file. If you import a new message, any content that was previously in the message body will be replaced with the imported message.

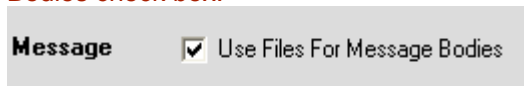
Clear Message - Clears the content that is currently in the message body text box.

HTML and Plain Text Message

To send an HTML and Plain Text Message, modify the HTML message and the plain text message, a multi-part message will be sent that includes the HTML and plain text versions.

Use Files for Message Bodies

If you have message files that you would like to use for the message bodies, instead of entering information into the HTML and/or plain text message areas, check the Use Files For Message Bodies check box.



Then browse to your HTML and/or plain text message files.



You can edit your files from within the software, by clicking the Edit HTML Message or Edit Plain Text Message button, keep in mind these changes will be saved to the file you are pulling into the software.

WYSIWYG HTML Editor

The WYSIWYG HTML editor is a basic HTML editor, it does not support advanced coding or scripting of the email message, it should be used to make simple modifications to your email message. To modify portions of text, change fonts, underline, bold etc. highlight the text to change and click on the appropriate button.

Hover over the buttons for a description of their functionality in the text box below.



Toggle between Design View and HTML Code View



Print file



Copy



Cut



Paste



Justify left



Justify center



Justify right



Bold



Italics



Underline



Strike Through the highlighted text




Indent Paragraph

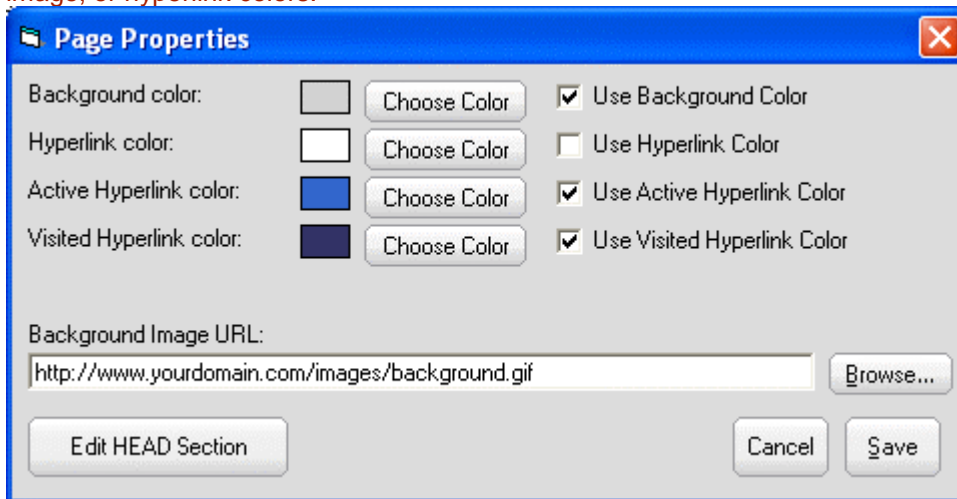


- Outdent Paragraph
- Change Font or Font Color
- Spell Check
- Undo
- Redo
- Insert/Edit Hyperlink
- Insert Image - Insert an image stored on the local computer
- Insert Image from remote server - Insert an image stored on a website or public folder.
- Insert Numerical List
- Insert Unordered List
- Insert/Edit Table
- Horizontal Line

Page Properties

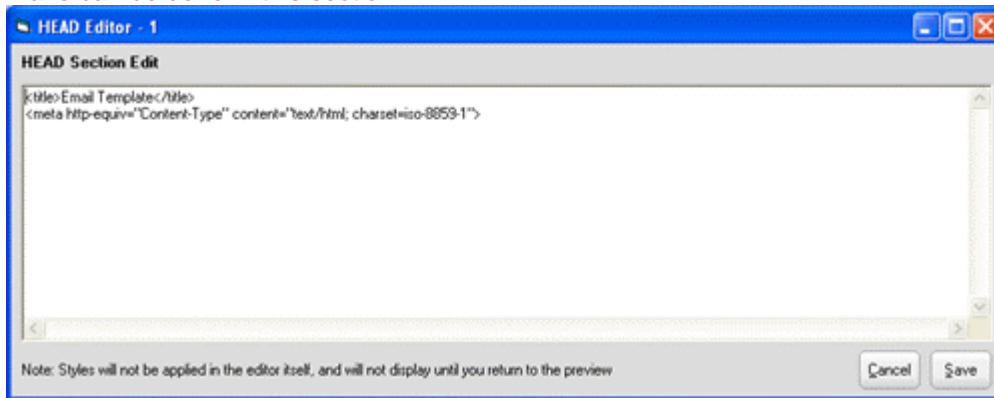
To view or change the default page properties, click the Page Properties button at the bottom of

the HTML Editor, . You can change the background color, background image, or hyperlink colors.



To change the contents of the <head></head> tags click the Edit HEAD Section, most advanced scripting and style sheet information is placed in the head tags and any modifications you wish to

make can be done in this section.



Edit View/Code View Buttons

Edit View shows the editable message body, whereas Code View shows the actual HTML code of the message body.



How to Create a Hyperlink

Highlight the text that you want to use for the hyperlink and click the Insert/Edit Hyperlink button



Select the type of hyperlink, enter the URL for the hyperlink and click OK.



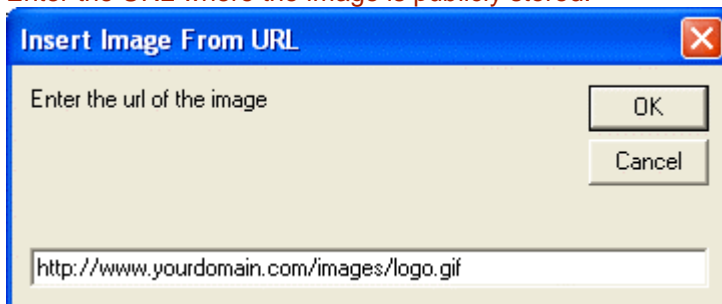
How to Insert an Image from the Web

To insert an image place the cursor where you want the image to appear and click the Insert


Image from remote server button



Enter the URL where the image is publicly stored.



How to Insert an Image stored on the same computer as the software (Locally)

To insert an image place the cursor where you want the image to appear and click the Insert Image button . Browse to the directory where the image is stored.



Keep in mind using images not stored on the web will slow down sending, since each picture stored locally has to be embedded in the email message during sending. If you move any of the images you are embedding, you will need to change the file path to the image in Email Marketing Director.

Using your Default HTML Editor (External Editor)

To use your default HTML editor instead of the editor included with Email Marketing Director, click the Use External Editor button and your message will then be loaded in your default HTML editor.

Make changes to the message, and then save the changes in your editor, close the editor, and then click the Refresh button to reload your HTML message in Email Marketing Director.

Changing the Default HTML Editor (External Editor)

Click Start > My Computer and click Tools > Folder Options

Click on the File Types tab and find HTM (HTML will change with the HTM modifications)

Click Advanced

Double click on Edit in the Actions menu

Browse to the application you want to set as the default editor, for example

"C:\Program Files\microsoft frontpage\bin\fpexplor.exe"

Click Ok, and Ok to get back to the main folder properties page

Highlight HTM and note the details for 'HTM' below. It says "Opens with:" and indicates the editor to change this back to your web browser, click change, and select the program to use to View (Internet Explorer, FireFox etc.) and click OK.

Repeat for HTML then close.

Open EMD and click the use External Editor button and it should open to your new default.



To disable the WYSIWYG editor check the Use HTML only check box.

Use HTML Only (Disable visual editor)

Extras Tab

The Campaign Extras tab is where you can specify the email address or email addresses to send a summary report, you can also chain campaigns together, and throttle how many emails are sent per hour.



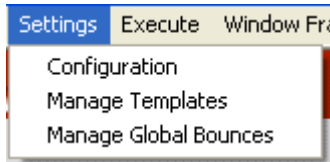
The screenshot shows the 'Step #3 - Extras' tab in a campaign configuration interface. It features three main sections: 'Send summary report to:' with a text input field containing 'email1@domain.com,email2@domain.com' and a blue link below it that reads 'Separate multiple email addresses with commas (example: email@domain.com,account@domain.com,etc...)'; 'Run this campaign next:' with a dropdown menu showing 'TestA'; and 'Throttling - Messages Per Hour:' with a text input field containing '500' and a blue link that reads '(Set to 0 for no throttling)'. The interface has a light gray background and a tabbed navigation system at the top.

In this example a summary report will be sent to email1 @domain and email2@domain.com. When the campaign is finished running TestA will run immediately after this campaign. The campaign will only send out 500 messages per hour.

Throttling is used for sending to SMTP servers that have limits on how many messages they will accept per hour.

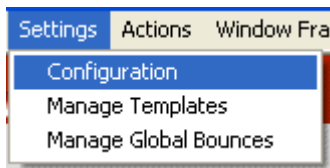
Settings

To change the Configuration of global settings or import or set a default template, select Settings on the Main Menu.



Configuration

To change the global settings, from the Main Menu select, Settings > Configuration.



Mail Server Settings

There are two sending options Direct Mode or SMTP Server.



If you have completed the Configuration Wizard and it detected your network settings or you entered your SMTP server information, some of these settings may already be set.

Direct Mode

The default configuration uses Direct Mode. This allows Email Marketing Director to deliver email directly to the recipients' mailboxes with no intermediate mail server involved.

Send using Direct Mode

1. Select Direct Mode from the drop-down menu
2. Enter your Domain Name Server (DNS) or the DNS IP address that you will use to send emails directly to the recipients.

| | |
|--------------------|--|
| Mail Sending Mode: | <input type="text" value="Direct Mode"/> |
| DNS Server | <input type="text" value="ns.name.com"/> |



If you are having trouble finding your Domain Name Server, go to www.dnsstuff.com.

SMTP Server

An SMTP server delivers the mail to the remote email servers. To use this feature you must have access to and permission to use an SMTP server, either on your network or through your Internet Service Provider (ISP). Email Marketing Director works with any standard SMTP server that is configured correctly. Arial Software does not provide support on how to configure your SMTP server software.

Send using an SMTP Server

1. Select SMTP Server from the drop-down menu.
2. Enter the name or IP address of your SMTP Server.
3. If your SMTP server requires you to connect with an encrypted connection check the SSL check box.
4. If your SMTP server requires a username and password to be able to send email, enter the username and password under SMTP Authentication and click OK.
5. Test the connection to the SMTP. If the connection fails, verify the username and password, or try removing the username and password. Also check that the name or IP address of the SMTP server is correct.



If you are connecting to your SMTP server using SSL on a non-standard port then you will need to add a colon and the port number after your SMTP server name or IP address (for example, 192.36.54.78:63) and make sure the SSL check box is checked.

A screenshot of a configuration window with a light gray background. It contains three main elements: a 'Mail Sending Mode:' label followed by a dropdown menu showing 'SMTP Server'; an 'SMTP Server' label followed by a text input field containing 'smtp.arialsoftware.com'; and a checked checkbox labeled 'This server requires an encrypted connection (SSL)'.

Mail Sending Mode: SMTP Server

SMTP Server: smtp.arialsoftware.com

This server requires an encrypted connection (SSL)

A screenshot of a dialog box titled 'SMTP Authentication' with a blue header and a close button (X) in the top right corner. The dialog contains the text 'If your SMTP server requires authentication, enter the username and password below:'. Below this text are two input fields: 'Username:' with the value 'email@yourdomain.com' and 'Password:' with a masked password '*****'. At the bottom of the dialog are two buttons: 'Cancel' and 'OK'.

SMTP Authentication

If your SMTP server requires authentication, enter the username and password below:

Username: email@yourdomain.com

Password: *****

Cancel OK

Sending on a Non-Standard port

To send emails out on a port other than 25, add a colon and the port number to the end of the name or IP address of your mail server. For example, if your mail server name is mail.yourdomain.com and you want to send emails out on port 40 you would enter mail.yourdomain.com:40 for the SMTP Server.

Mail Sending Mode:

SMTP Server

Bounce/Email-Based Unsubscribe Handling

Bounce and Unsubscribe Email handling are two optional features that may be used in Email Marketing Director. Only one POP3 email account needs to be created, bounces and unsubscribes will be sent back to the same email account and Email Marketing Director will process all the email in that account.

Make sure that you do **NOT** use a personal email account for the Bounce/Unsubscribe account email address. It is best to create a dedicated account to handle bounces and unsubscribes, such as responses@yourdomain.com. The email account that is created should be for use by Email Marketing Director only.

Bounces

Bounces can occur for many reasons including destination mail server outages, general Internet outages, full mailboxes, etc.

Enable Bounce Email Checking

1. Check Enable Bounce Email Checking on the Configuration page.
 - Enable Bounced Email Checking
2. Enter a return path email address, this should be the email address of the account that has been set up to handle the bounces and unsubscribes.

Email address for bounce/unsubscribe responses
3. Enter the POP Server name or IP address, this is the name or IP address of the computer where the email account for bounces and unsubscribes resides.
4. If your POP server requires you to connect with an encrypted connection check the SSL check box.
5. Enter the username for the Bounce/Unsubscribe email account.
6. Enter the password for the Bounce/Unsubscribe email account.
7. Test the connection to the POP3 account.

Each bounce that is recorded by Email Marketing Director will be reflected in all the lists that have been created. That means that if there is an email address that is in three lists and it bounces, the address will be shown as a bounce in all three lists. For example,

| | | | | | |
|-----------|----|-------------------|-----------|---|-------------------|
| Table 1 - | 41 | bounce1@yahoo.com | Table 2 - | 8 | bounce1@yahoo.com |
|-----------|----|-------------------|-----------|---|-------------------|

both the bounce1@yahoo.com email addresses are displayed as bouncing even though they are in different tables. Bounces are undeliverable email so there is no reason to continue sending to this address that is why the bounces are updated in every table.

| | |
|-----------------------|--|
| POP Server name or IP | <input type="text" value="mail.yourdomain.com"/> |
| | <input checked="" type="checkbox"/> This server requires an encrypted connection (SSL) |
| POP Username | <input type="text" value="responses@yourdomain.com"/> |
| POP Password | <input type="text" value="xxxxxxx"/> |



If Bounce processing is not enabled and a return path email address is not entered, the bounces will be sent back to either the From address or Reply-to address.

Email-Based Unsubscribes

Unsubscribe emails will be sent back by the recipients, requesting that they be removed from a specific email list.

Enable Unsubscribe Email Checking

1. Check Enable Unsubscribe Email Checking on the Configuration page.
 - Enable Unsubscribe Email Checking
2. Enter a return path email address, this should be the email address of the account that has been set up to handle the bounces and unsubscribes.

| | |
|--|---|
| Email address for bounce/unsubscribe responses | <input type="text" value="responses@yourdomain.com"/> |
|--|---|
3. Enter the POP Server name or IP address, this is the name or IP address of the machine where the email account for bounces and unsubscribes resides.
4. If your POP server requires you to connect with an encrypted connection check the SSL check box.
5. Enter the username for the Bounce/Unsubscribe email account.
6. Enter the password for the Bounce/Unsubscribe email account.
7. Test the Connection to the POP3 account.
8. ****IMPORTANT**** On Step #2 - The Message tab for each campaign where you want to use the Unsubscribe feature, place the {UNSUBSCRIBE "unsubscribe"} merge field in the message body. If you are using a built-in template the Unsubscribe merge field is already included in each template.

The unsubscribe requests are list specific by default. That means that the list that is connected to the campaign they are unsubscribing from will be the only one that is updated. If the recipient has their email address in three lists, only the list that is connected to the campaign from which they are unsubscribing will be marked, the other two lists will not reflect an unsubscribe. For example, Campaign 1 is connected to Table 1 and email@yourdomain.com has unsubscribed from Campaign 1 but not Campaign 2 which is connected to Table 2.

| | | | | | |
|------------|---|----------------------|------------|----|----------------------|
| Campaign 1 | 8 | email@yourdomain.com | Campaign 2 | 20 | email@yourdomain.com |
| & Table 1 | | | & Table 2 | | |

Bounce/Unsubscribe Pop Checking Cycle

The Bounce/Unsubscribe Pop checking cycle is the interval at which Email Marketing Director will log in and check the POP3 account that has been created for bounces and unsubscribes. The default is every 5 minutes, this can be changed to range from every minute to every 15 minutes.

Bounce/Unsubscribe POP checking cycle



Email Marketing Director must be running for POP checking to take place, if EMD is closed the emails will stay in the POP3 account until the program is started again and POP checking resumes.

Enable Global Unsubscribe Feature

The Global Unsubscribe Feature allows the software to update all lists when an email recipient has unsubscribed, instead of the unsubscribe request being campaign specific (meaning the recipient is only unsubscribed from the list the campaign they are unsubscribing from is connected). With the Global Unsubscribe Feature enabled, the unsubscribing email recipient will be unsubscribed from all lists in which their email address is listed.

For example with the Global Unsubscribe Feature enabled, the email1@yourdomain.com address which occurs in List 1 and List 2, would be unsubscribed from both lists, even though they only unsubscribed from List 1.

List 1 - email1@yourdom...

List 2 - email1@yourdom...

Without the Global Unsubscribe Features enabled, the email1@yourdomain.com address would only be unsubscribed from List 1, which is the list connected to the campaign from which they are unsubscribing.

List 1 - email1@yourdom...

List 2 - email1@yourdom...

Web-Based Unsubscribes

To enable Web-Based Unsubscribes check the check box in the Configuration area.

Enable Web Unsubscribe Handling

Then create your email message making sure the {UNSUBSCRIBE "unsubscribe"} merge field is in the message body (by default the merge field is placed at the bottom of each built-in email template).

Send the email message and then whatever you have in double quotes in the merge field will show up as the unsubscribe hyperlink, by default the link will say unsubscribe. Then the recipient can click the link, and they will be taken to a web-based confirmation page.

email1@domain.com, you have been unsubscribed



If for any reason you have to uninstall and re-install the software, before you uninstall the software, make sure to process all web-based unsubscribes, if you are using that feature, so that your lists will be as up to date as possible. Then make sure to save the campaign.sto file, campaignlists.sto file, the Logs folder, and Content folder from the Email Marketing Director folder

to a safe place, so that you can drop them into the new installation. All your campaigns, settings, and lists will be transferred.

Misc Settings

Custom Labels

To setup default labels for the Custom Fields (Text1, Text2, Text3, Numeric1, Numeric2, Numeric3) enter the text for the fields in the Custom Labels area. The field headings are displayed in each list, keep in mind this is a global settings and will be applied to all your lists.

Custom Labels

Text 1:

Text 2:

Text 3:

Numeric 1:

Numeric 2:

Numeric 3:

List Editor with Custom Labels displayed.

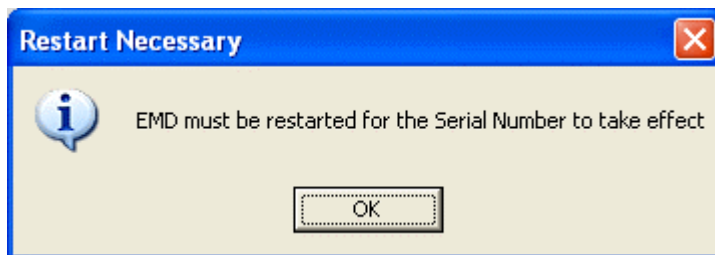
| Notes | Numeric2 | Numeric3 | Amount Due | Text2 | Text3 |
|-------|----------|----------|------------|-------|-------|
| | | | | | |

Serial Number

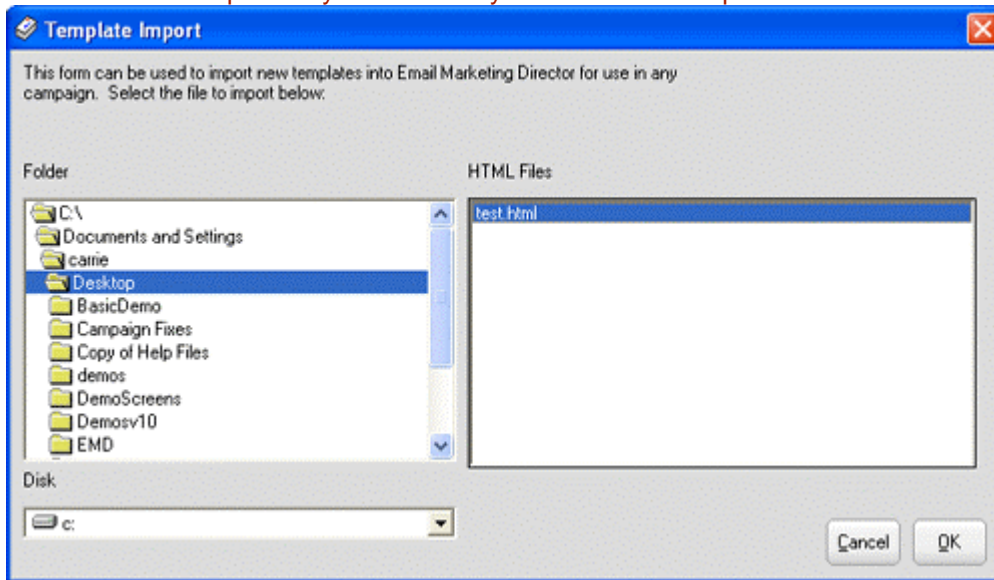
To enter a serial number, go to the bottom of the Misc. Settings tab and enter the serial number included in your purchase confirmation. Include the hyphens when entering the serial number.

Serial Number

A warning message appears, click Yes to automatically shut down the software.



or browse to a template of your own that you would like to import.



When you import your own template, a thumbnail of your template will not be displayed.

More Free Templates

The More Free Templates button will only be displayed after a serial number has been entered into the software. To obtain the free templates, click the More Free Templates button, view one of the collections of templates, if you would like to download the collection, click the Download Collection button under Download for EMD.

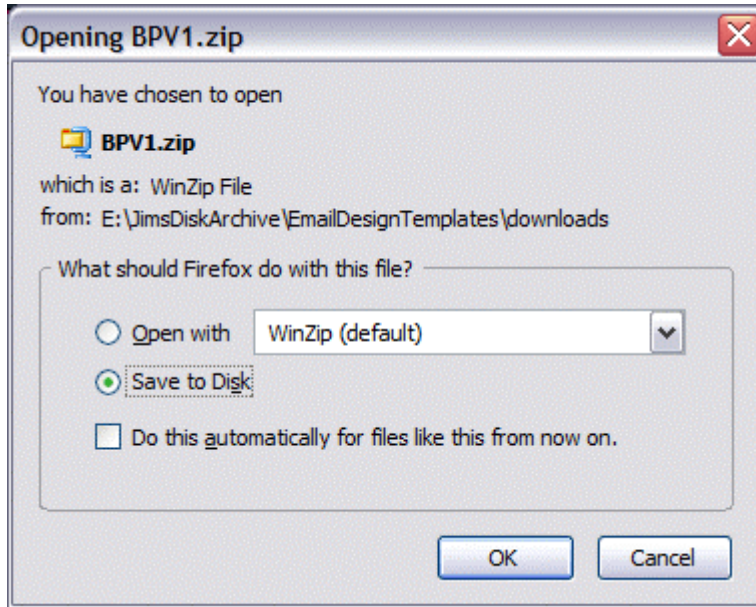
Business & Professional, Vol. 1
These high-level business themes lend credibility and professionalism to any email message or web newsletter. They're rich with business imagery and designed with just the right colors to get you noticed and respected.

Download for EMD
[Download Collection](#)

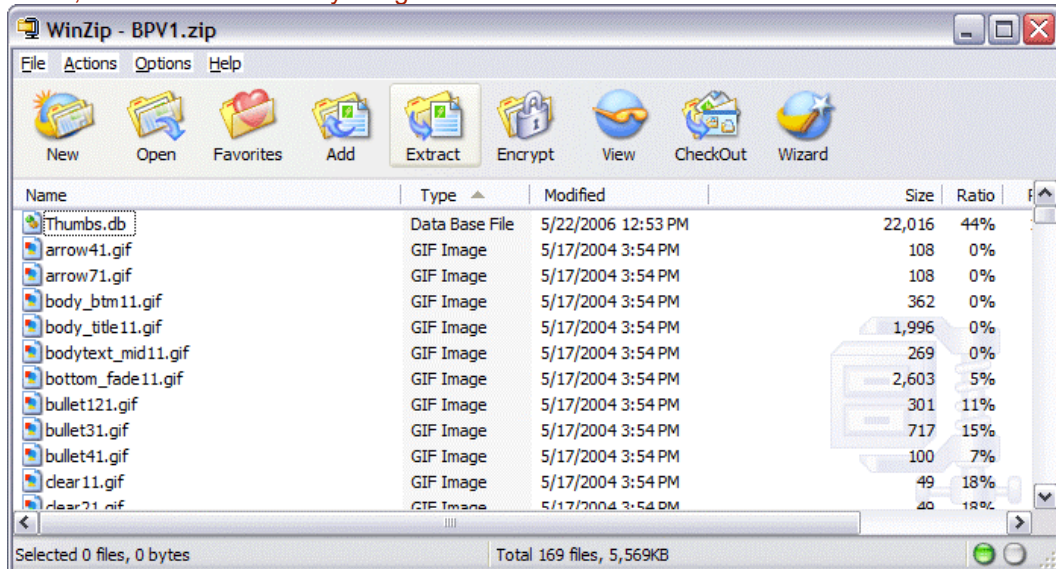
Instructions for Using Templates with Embedded Images

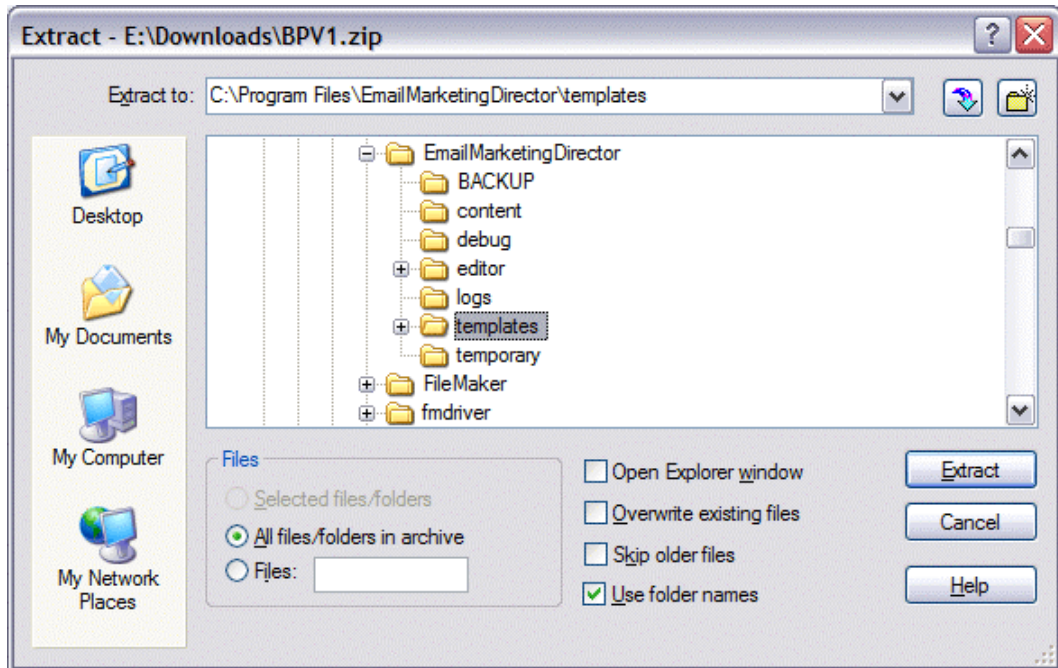
Each template collection is optimized for instant use using your software's embedded image capabilities. Separate instructions for transferring the images to your websites image folder, and modifying your HTML files can be found below.

1. Download the zip File and save it to some directory on your computer, each Collection has 12 templates and their corresponding images.

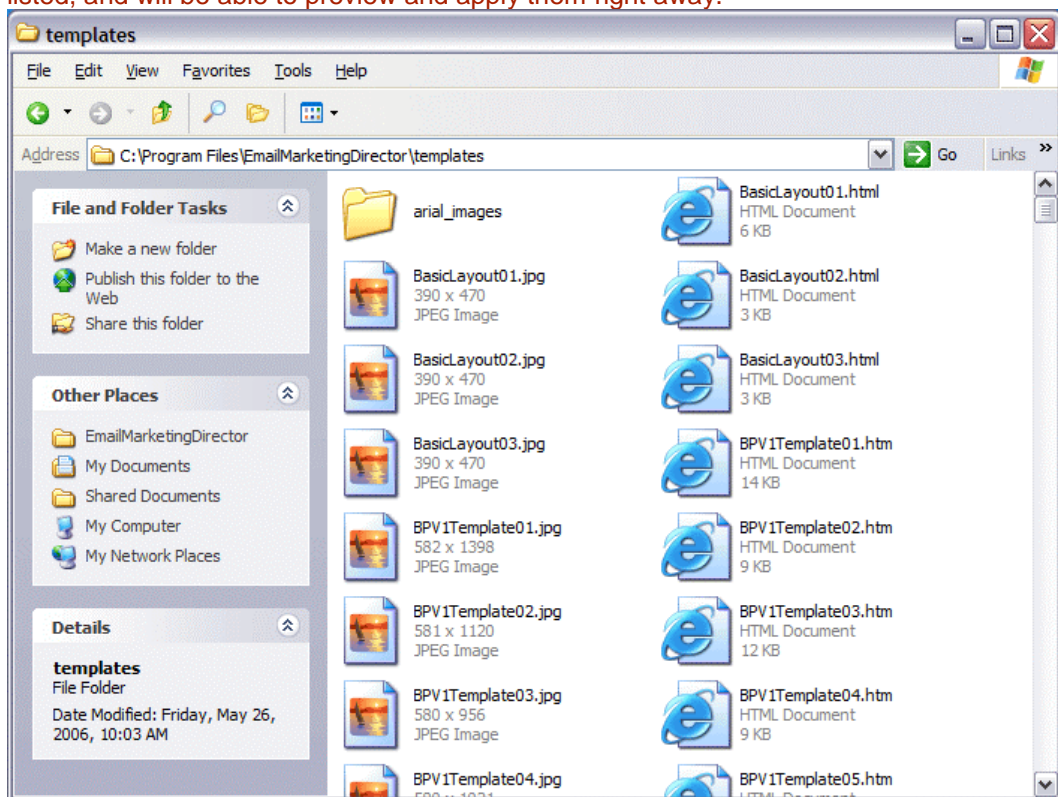


2. Open the zip file and Extract everything to the appropriate program file:
To Email Marketing Director program file, C:\Program Files\EmailMarketingDirector\Templates
The arial_images folder will be created automatically and placed inside the Templates folder, with all the necessary images.





3. Simply open your program and go to the templates area. You will see the templates listed, and will be able to preview and apply them right away.





If you installed Email Marketing Director to a different directory than the default directory, you will need to change the file path to the images in the HTML code for the template you wish to use, so the file path points correctly to the images folder.

Instructions for Using Templates with Linked Images (hosted on a web server)

In order to use the templates with links to the images stored on the Internet, the template itself will need to be modified slightly, and the images placed in a publicly accessible web folder.

1. Download the zip File and save it to some directory on your computer, each Collection has 12 templates and their corresponding images.
2. Open the zip file and Extract everything to the appropriate program file:
To Email Marketing Director program file, C:\Program Files\EmailMarketingDirector\Templates
The arial_images folder will be created automatically and placed inside the Templates folder, with all the necessary images.
3. Open the HTML file and find the following image paths file:///C:/Program Files/EmailMarketingDirector/templates/arial_images/banner_top11.jpg (These are the default image path that points to the folder which allows you to use embedded images.)

```
BPV1Template01.htm - Notepad
File Edit Format View Help
<tr>
  <td width="580" height="138" class="banner"
background="file:///C:/Program%
20Files/EmailMarketingDirector/templates/arial_images/banner_top11.jpg">
  <p>Company
    Name or Logo...</p>
  </td>
</tr>
<tr>
  <td></td>
```

4. Replace the first part "file:///C:/Program Files/EmailMarketingDirector/templates/arial_images/" in front of the image name, with the FULL URL PATHWAY to your website's image folder. For Example:
"http://www.domain.com/arial_images/"

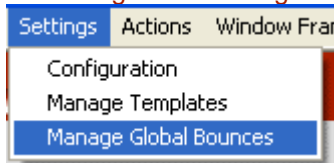
```
BPV1Template01.htm - Notepad
File Edit Format View Help
<tr>
  <td width="580" height="138" class="banner"
background="http://www.domain.com/arial_images/banner_top11.jpg"><p>Comp
any
    Name or Logo...</p>
  </td>
</tr>
<tr>
  <td></td>
</tr>
```

5. Repeat for ALL images referenced in the HTML file.

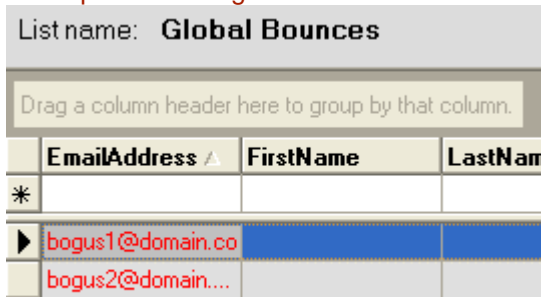
- Post all images to a folder on the Internet somewhere so they are publicly accessible. You should be able to use the same process you typically use to post images to your website.

Manage Global Bounces

To manage or edit the global bounce list, go to Settings > Manage Global Bounces.



Bounces from all the lists in Email Marketing Director will be displayed in the Global Bounce table, if you remove the bounce records from your individual tables, they will still be retained in the Global Bounce table. Bounces will only be record to the Global Bounce table, at the time they are processed by the POP checker, and written to the tables. When the bounces are written to the individual tables, they will also be written to the Global Bounce table. This will allow you to run imported lists against the Global Bounce list.



You can edit the Global Bounce list in the same way you would an email subscriber list.



Add Record - Adds a new record to the table, start typing to add an email address, press tab to go to the next field in the row, press the Enter key at any point to save the record.

Delete Record - To delete a record place the cursor in the record to delete and click Delete Record. To delete a block of email addresses place the cursor in the first record to delete, press and hold the Shift key, and click inside the last record to delete so that all the records in between the two are highlighted. Click Delete Record.

Find - To find a record or records in the list, click the Find button and enter the criteria to search for in the selected column. Then click Find First to find the first instance of the criteria in the list, then click Find Next to find other instances of the criteria throughout the list.

Export Records - To export the table to a tab delimited text file click the Export List button and specify the directory where the text file should be saved.

Remove Bounced/Unsubscribed Addresses - Click to remove the email addresses that have Bounced or Unsubscribed from the list. You have the option to save them in a text file.

Remove Duplicates - Deletes duplicate email addresses in the list, one copy of each email address will remain in the list, any additional records with the same email address will be removed.

Import from ZEOP - Imports records from your ZEOP subscriber list.

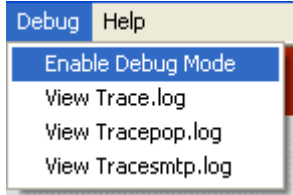
Close - Closes the Email Subscriber List.



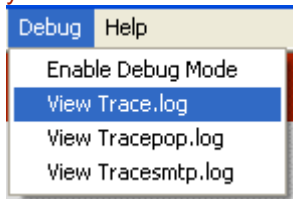
Keep in mind, adding an email address to the Global Bounce table, will not cause the email address to show up as a bounce in the email subscriber tables, you would need to add the bounce date to the email address in the email subscriber tables manually. Likewise, adding a bounce date to an email address in an email subscriber table, will not add that email address to the Global Bounce table, you would need to manually add the email address to the Global Bounce table.

Debug Mode

To enable Debug Mode, from the Main Selection Screen select Debug > Enable Debug Mode.



A message appears stating that Debug Mode has been turned on, and the file path to the trace files will be displayed. The debug files can be viewed by going to Debug and selecting the file you would like to view.



The trace.log, tracesmtp.log, and the tracepop.log files for a typical installation may be found in the following directory, **C:\Program Files\EmailMarketingDirector\Debug**.

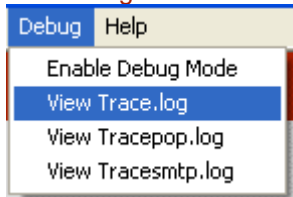
If for any reason you have to uninstall and re-install the software, before you uninstall the software, make sure to process all web-based unsubscribes, if you are using that feature, so that your lists will be as up to date as possible. Then make sure to save the campaign.sto and campaignlists.sto files from the Email Marketing Director folder to a safe place, so that you can drop them into the new installation. All your campaigns, settings, and lists will be transferred.



When you are done with the debugging process make sure to turn debug mode off by going to Debug > Enable Debug Mode, turning off debug mode ensures that the log files do not continue to record the entire conversation between the database and SMTP server.

Debug Files

The debug files can be viewed by going to Debug > and selecting the file you would like to view.



Trace.log: This log file records errors when writing to the database. Debug mode does not need to be turned on in order to write to the trace.log file. It may be found in the following path for a typical installation

C:\Program Files\EmailMarketingDirector\debug\trace.log

When Debug Mode is turned on, two other log files are generated, containing information about any problems that may be occurring.

Tracesmtp.log: When Debug Mode is enabled, EMD will write the entire conversation with the SMTP server to this log file. It may be found in the following path for a typical installation
C:\Program Files\EmailMarketingDirector\debug\tracesmtp.log

TracePOP.log: When Debug Mode is enabled, EMD will write the entire conversation with the POP server used for Bounces, and Unsubscribe handling. It may be found in the following path for a typical installation
C:\Program Files\EmailMarketingDirector\debug\tracepop.log

Install.log: During the Email Marketing Director installation a log file is generated. It may be found in the following path for a typical installation ***C:\Program Files\EmailMarketingDirector\install.log***



When you are finished debugging, make sure to turn Debug Mode off by going to Settings > Debug Mode so that the trace.log files will not continue to record information about every email that is sent

Log Files

The success/fail log files show which emails were sent to the SMTP Server and which emails were not sent. These files along with a summary report for each campaign, are stored in the following directory,

C:\Program Files\EmailMarketingDirector\logs, and can also be viewed in the Reports area.

Successful Emails for Campaign #1

C:\Program Files\EmailMarketingDirector\logs\CampaignID1-Success-20060507194149.TXT

Failed Emails for Campaign #1

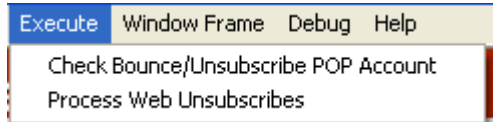
C:\Program Files\EmailMarketingDirector\logs\CampaignID1-Failed-20060507194149.TXT

Log File for Campaign #1

C:\Program Files\EmailMarketingDirector\logs\CampaignID000001-LogFile-20060507194149.TXT

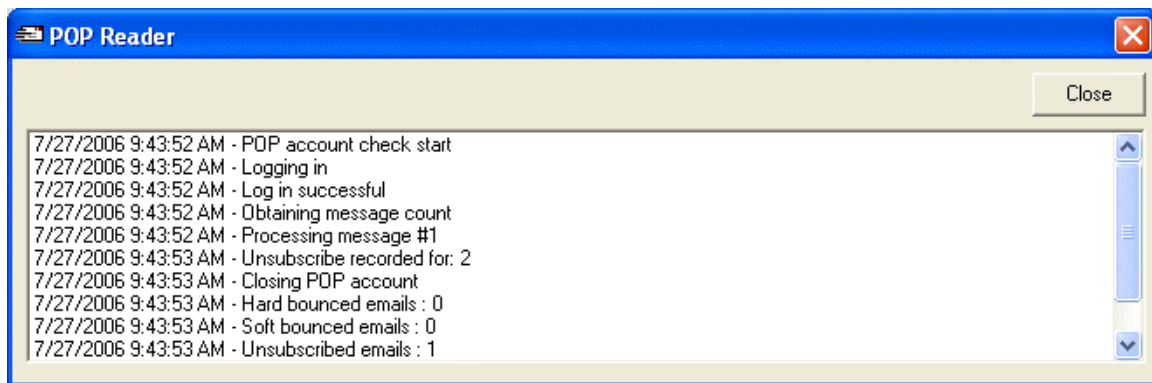
Execute

To check for web-based unsubscribes, or check the bounce/unsubscribe POP account, select Actions from the Main Menu.



Check Bounce/Unsubscribe Account

To force the POP checker to check the Bounce/Unsubscribe account and to view the process while it is checking, use the check Bounce/Unsubscribe account option under Actions. This will bring up the POP Reader window that displays the POP checking process.

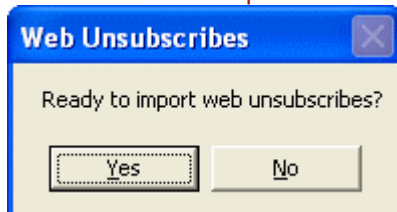


Process Web Unsubscribes

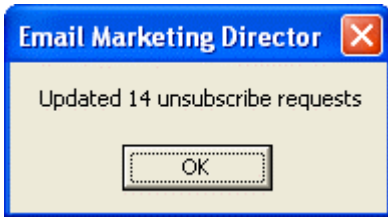
To process the Web-Based Unsubscribes, from the Main Menu click Actions > Process Web Unsubscribes.



Then click Yes to import the unsubscribes.



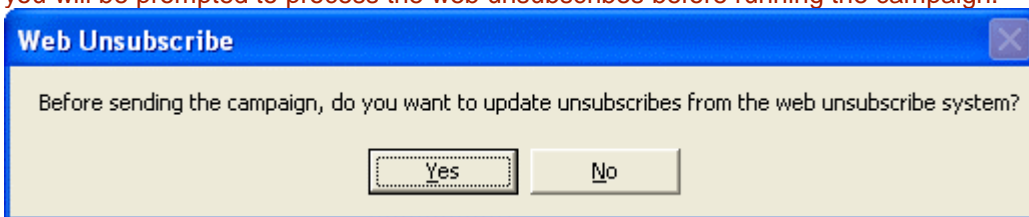
Then a message with the number of unsubscribes is displayed,



and the records in the tables that unsubscribed are marked in blue.



When you have web-based unsubscribes enabled, and you click Run Selected Campaign you will be prompted to process the web unsubscribes before running the campaign.



Window

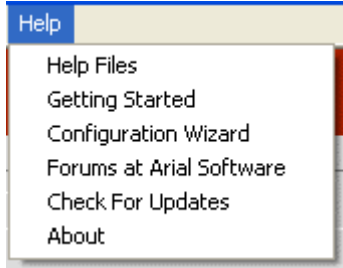
On the Main Menu select Window from the menu bar to change the focus to a different page. For example when working on the configuration page the Window option looks like this,



the check-marked option is the page the focus is currently on and the other options are pages the focus can be changed to. Clicking Email Marketing Director in this example will change the focus to the Main Menu.

Help

To view these help files click Help on menu bar.



Help - Displays the help files.

Getting Started - Displays the Getting Started guide.

Configuration Wizard - Starts the Configuration Wizard program.

Forums at Arial Software - Opens the forums page at arialsoftware.com, so that you can share information and view up to date posts about Email Marketing Director

Check For Updates - Checks for updates to the software.

About - Displays the splash screen with the version number in the lower left corner.

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Glossary

A

Authentication: The process of identifying an individual, usually based on a username and password.

D

Database: A file system where your email addresses are usually stored.

DNS: Short for Domain Name System (or Service or Server), an Internet service that translates domain names into IP addresses. Because domain names are alphabetic, they're easier to remember. The Internet however, is really based on IP addresses. Every time you use a domain name, therefore, a DNS service must translate the name into the corresponding IP address. For example, the domain name www.example.com might translate to 198.105.232.4.

E

Email-Based Unsubscribes: Uses an email message to unsubscribe from email subscriber list.

F

Flat file: A text (.txt) or comma separated values (.csv) file.

H

HTML: Hypertext markup language, the "coding" used to create web pages.

M

Merge Field: A character string generated by putting brackets around the field names in a database. Email Marketing Director uses them in the message body to replace the string with the actual information in the record that corresponds to that field.

P

Plain Text: ASCII characters. Basically it does not allow any formatting.

POP: Short for Post Office Protocol, a protocol used to retrieve email from a mail server. Most email applications (sometimes called an email client) use the POP protocol.

S

SMTP server: A mail server that uses SMTP protocol to deliver email.

W

Web-Based Unsubscribes: Uses a hyperlink to unsubscribe from an email subscriber list

WYSIWYG: What You See Is What You Get, an HTML editor where the user types the information in the editor and the HTML code is generated in the background.

Z

ZEOP: A free service that creates a form to be added to your website to collect subscriber information.