

Email Marketing Director

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Contact Information



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Customer Service / Sales Phone 307.587.1338 • Fax 307.587.7448
1501 Stampede Ave. • Unit 9005
Cody, WY 82414

Getting Started

Email Marketing Director 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 emails 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 machine 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 zip file. To open the file use WinZip. (www.winzip.com.) We recommend saving the download to your hard drive in the event you need to rerun the installation. An install log is generated, for a typical installation it can be found in the following directory, **C:\Program Files\EmailMarketingDirector**.

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

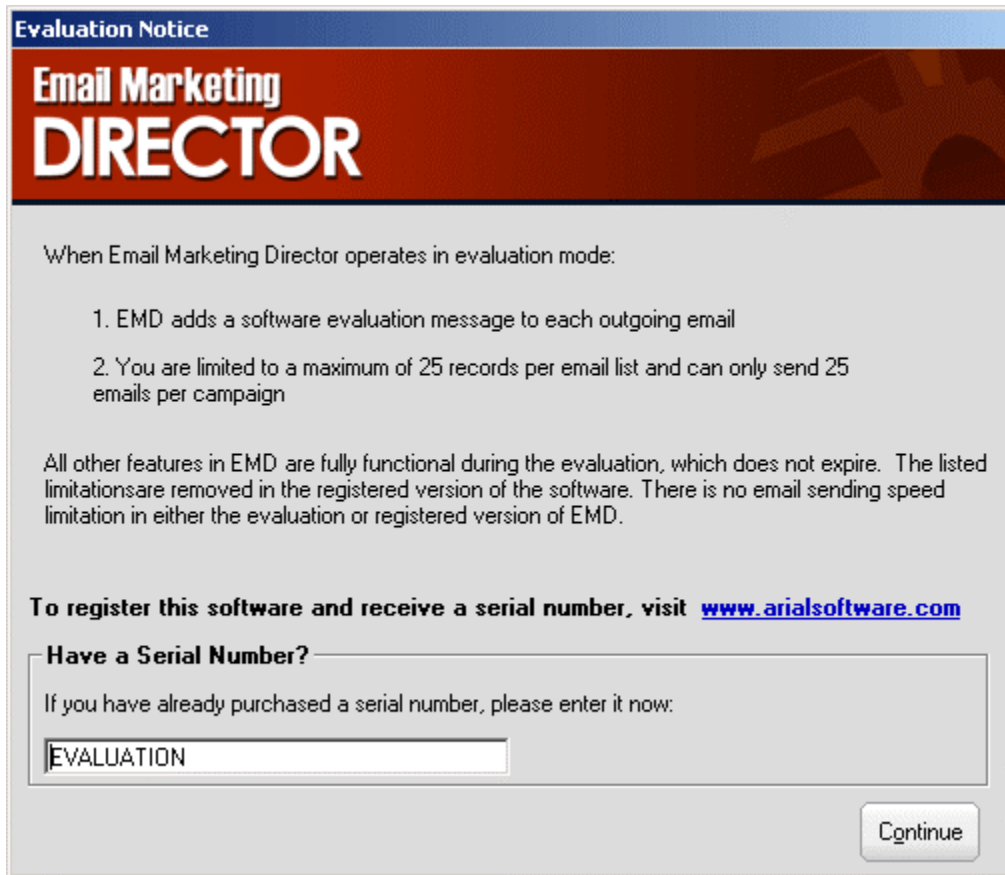
System Requirements

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 / Windows ME / 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 appears each time the program is started in evaluation mode, it will not be displayed after a serial number has been entered.



Version Number

The version number can be found on the initial program splash screen



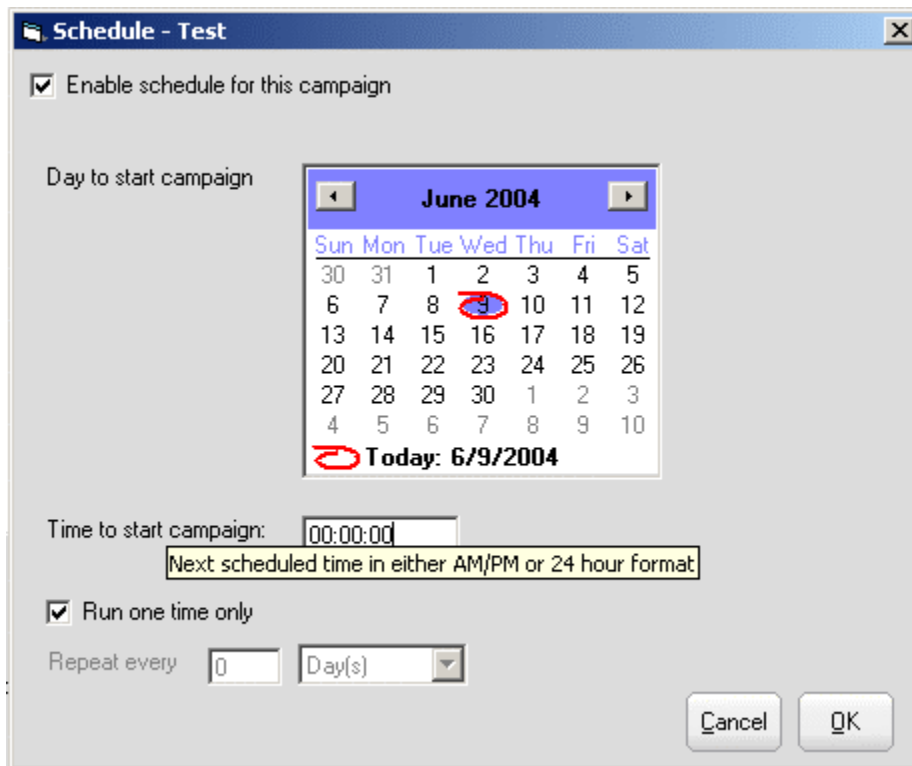
or on the Main Menu title bar.



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

General Information

If there are questions about a feature simply hover over that feature for a short description.



Live Update

Periodically Email Marketing Director is updated with bug fixes and minor improvements. These are available via a live update from our FTP site.

To run a live update:

- Click **Start > Programs > Email Marketing Director > Live Update**

If the above shortcut is not available, open Windows Explorer and find the live update executable.

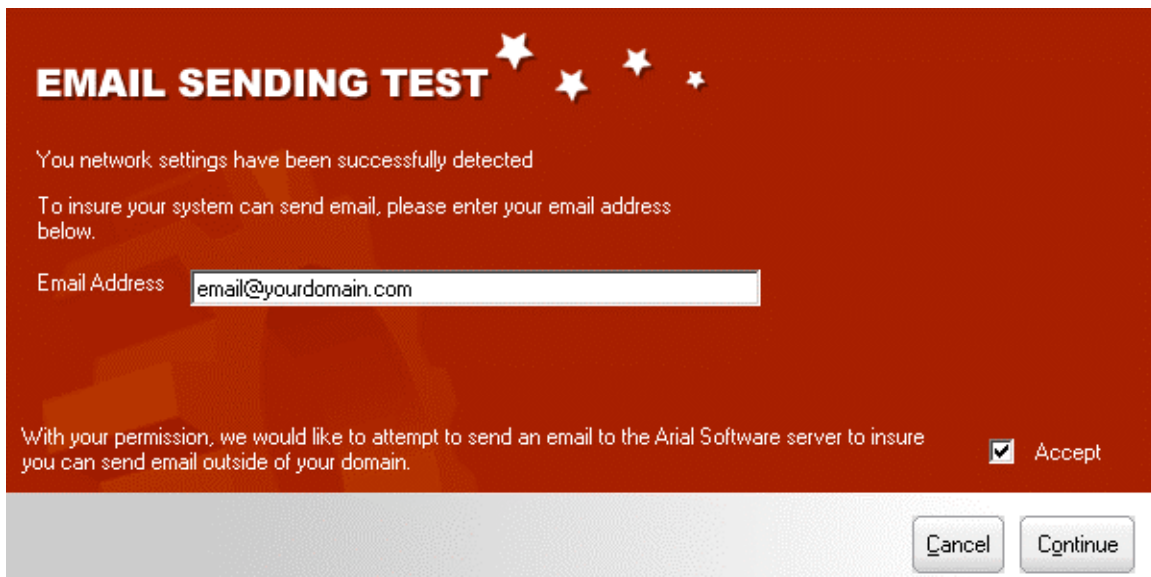
- **C:\Program Files\EmailMarketingDirector\EmailMarketingDirectorLiveUpdate.exe**

Configuration Wizard

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



Click Continue to detect your network settings. 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 send the test email, simply enter your SMTP server 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

Click Continue to send the test email.

Main Menu

Email Campaigns and Email Subscriber Lists can be created or modified using the options on the Main Menu screen.

Email Campaigns List

Email Campaigns			
ID	Campaign Name	List	Schedule
1	Test	Test1	6/16/2004 06:15 AM

The Campaign ID, Campaign Name, the List the campaign is using, and optional Scheduled date is displayed for each campaign on the Main Menu. Campaigns can be sorted by ID (chronological order), Campaign Name, List, or Schedule date. Simply click the column heading -

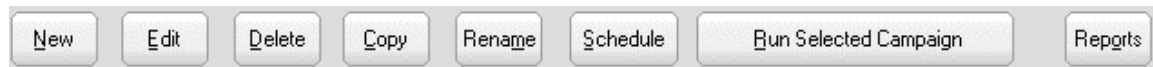
once for ascending order

Campaign Name ▲
Test
Test2

or twice for descending order.

Campaign Name ▼
Test2
Test

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 the campaign and click the Edit button.

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

Copy - To copy a campaign, highlight the 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 the campaign that needs to be scheduled in the email campaigns list and click the Schedule button. Enter the date, time, and interval in the Schedule Management Screen.

Run Selected Campaign - To run a campaign click the Run Selected Campaign button. Confirm running the specified number of messages and click OK or cancel.

Reports - To view the Summary or Unsubscribe report highlight a campaign and click Reports. Select the report to view and click Preview.

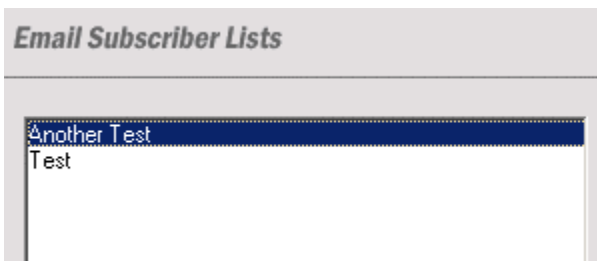


The underlined letter of each button can be used as a hot key, so that the program can be operated from the keyboard or by using the mouse. To use a hot key, press the Alt button and the underlined letter at the same time. For example if you want to run a campaign using a hot key instead of clicking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



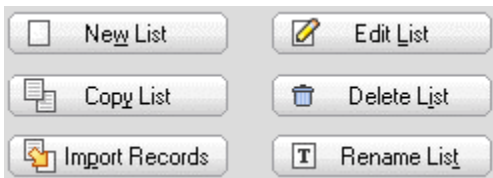
For a campaign to run the Email Marketing Director program must be open. If the program is closed in the middle of sending a campaign, the rest of the campaign will not be sent out. If a campaign is scheduled to run at a specified time, Email Marketing Director must be running at that time also.

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.

Delete List - Deletes the selected email subscriber list.

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

Rename List - Renames the selected email subscriber list.

Import Records - Imports a new email subscriber list into a new subscriber list, or appends the information to a subscriber list that already exists.

Editing an Email Subscriber List

To edit an Email Subscriber list from the Main Menu click the Edit List button or within a campaign on the Step #1 - Lists & Filters tab click the Edit List button.

The table opens in a list view.

List Buttons

The list management buttons will be 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.

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.

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.

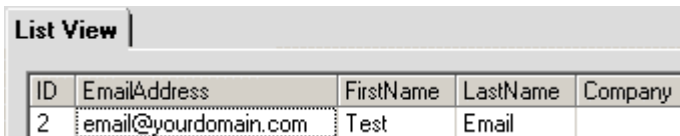
Close - Closes the Email Subscriber List.



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.

List View

List view displays the entire Email Subscriber list.

A screenshot of a window titled 'List View' containing a table with the following data:

ID	EmailAddress	FirstName	LastName	Company
2	email@yourdomain.com	Test	Email	

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.

ID	EmailAddress	FirstName	LastName
2	email@yourdomain.com	Test	Email
3	email2@yourdomain.com	Test	Email
5	email3@yourdomain.com	Test	Email
6	email4@yourdomain.com	Test	Email
7	email5@yourdomain.com	Test	Email

The total number of bounces and unsubscribes is displayed at the bottom of the table in List View. These email addresses can be removed from the table using the Remove Bounced/Unsubscribed Addresses button.

5 Total 1 Bounced 1 Unsubscribed

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.

Step #1 - Browse to File

C:\Documents and Settings\support\Desktop\test.txt

Step #2 - Name of list Add new records to existing email list

Test1

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

List Field Matching

Please match the fields in your list to the fields in EMD

Email Address	<input type="text" value="Email"/>	Address Line 1	<input type="text"/>
First Name	<input type="text" value="FirstName"/>	Address Line 2	<input type="text"/>
Last Name	<input type="text" value="LastName"/>	City	<input type="text"/>
Company	<input type="text"/>	State	<input type="text"/>
Phone Number	<input type="text"/>	Zip Code	<input type="text"/>
Fax Number	<input type="text"/>	Country	<input type="text"/>
Mobile Number	<input type="text"/>	CC Email Address	<input type="text"/>
Title	<input type="text"/>	Occupation	<input type="text"/>
Currency	<input type="text"/>		

Custom Fields

Numeric 1	<input type="text"/>	Text 1	<input type="text"/>
Numeric 2	<input type="text"/>	Text 2	<input type="text"/>
Numeric 3	<input type="text"/>	Text 3	<input type="text"/>

- 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.
- 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

Import Now

- Click Import Now. This process may take awhile depending on the size of your list.

Removing Bounced & Unsubscribed Emails

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

ID	EmailAddress	FirstName	LastName
1	email@yourdo	Test	Email
2	email2@yourd	Test	Email
3	email3@yourd	Test	Email
4	email4@yourd	Test	Email
5	email5@yourd	Test	Email
6	email6@yourd	Test	Email
7	email7@yourd	Test	Email

Click the Remove Bounced/Unsubscribed Addresses button.

Remove Bounced/Unsubscribed Addresses

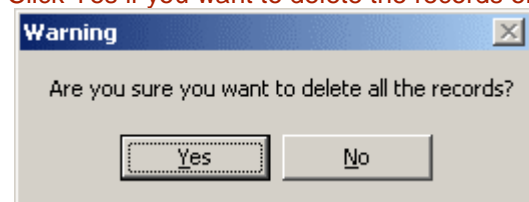
A list of email addresses that have bounced or unsubscribed is displayed. Click the Purge Selected button to delete the selected records or the Purge All button to delete all the records from the table.

Purge All Purge Selected Close

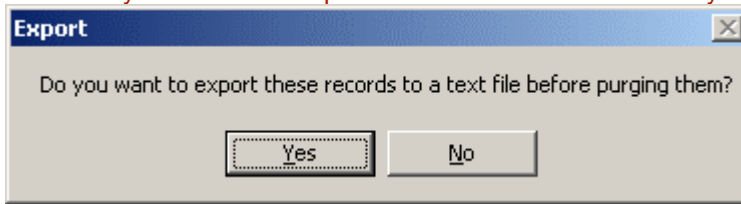
Records that have either bounced or unsubscribed

ID	EmailAddress	FirstName	LastName
2	email2@yourdomain.com	Test	Email
4	email4@yourdomain.com	Test	Email
7	email7@yourdomain.com	Test	Email

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



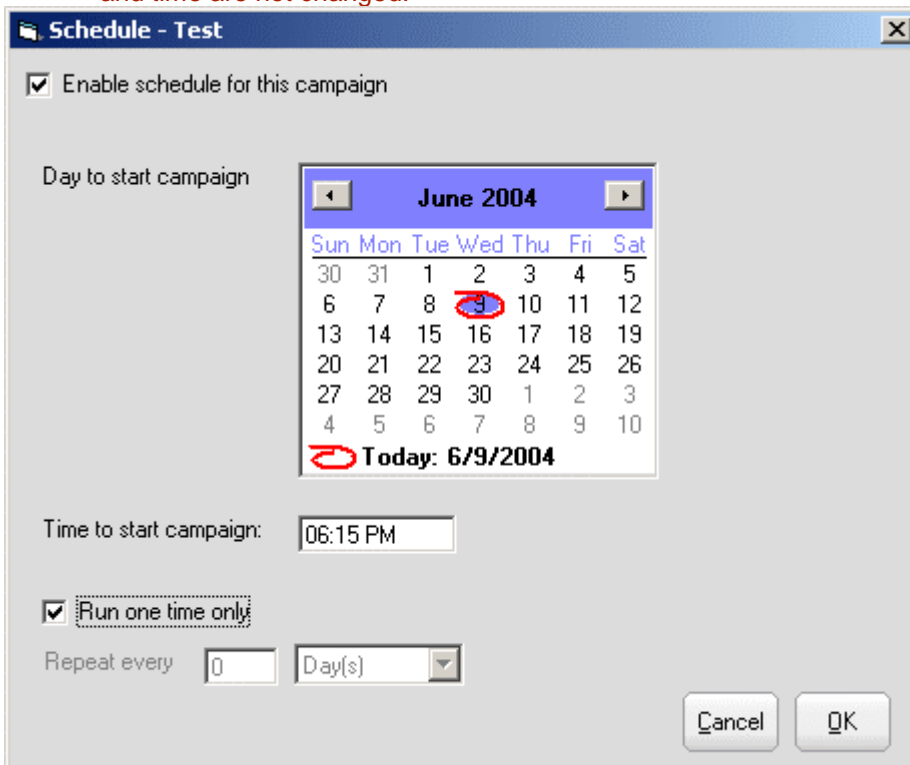
You can export the records that are being deleted to a text file or continue without exporting the records. If you choose to export the records select a directory to save the file to and click OK.



Schedule Management Screen

To schedule a campaign to run at a specified time:

1. Highlight the campaign to schedule on the Main Menu and click Schedule.
2. Check the Enable schedule for this campaign check box
3. Choose the day the campaign should run on using the interactive calendar.
4. Then enter the time. The time can be written in AM/PM format, 06:15:00 PM, or military time for example 6:15 PM would be 18:15:00.
5. 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.
6. Campaigns scheduled in the past will produce a warning message and will run if the date and time are not changed.

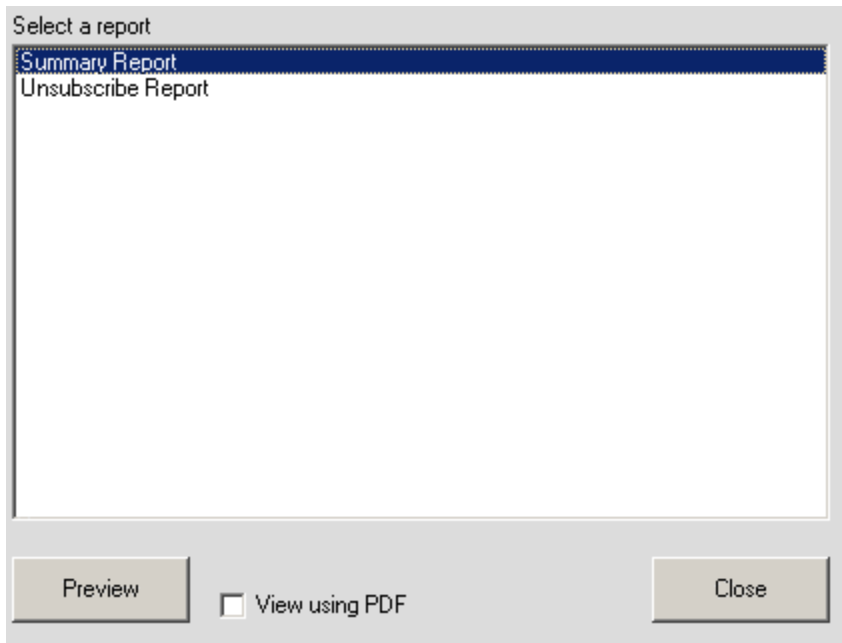


Email Marketing Director must remain running for scheduled campaigns to be sent. If the program is closed the scheduled campaigns that were set to run while the program is closed will not be sent. You do not need to click run to send a scheduled campaign. Do not set the date and time in the past.

Reports

To view the Reports; from the Main Menu click the Reports button.

Then highlight the report to view and click Preview.



The reports can be viewed within Email Marketing Director or in PDF 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	Test
Failed Count	0
Last Run On	6/29/2004 3:02:10 PM
Message Count	1
Success Count	1
UnSubscribe Count	0
UnSubscribe CountTotal	0

Unsubscribe Report

The Unsubscribe Report displays the unsubscribe statistics for each campaign.

Unsubscribe Report

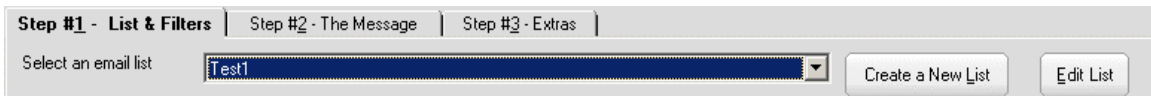
CampaignID	1
CampaignName	Test
Unsubscribe Count	1
Unsubscribe CountTotal	1

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.

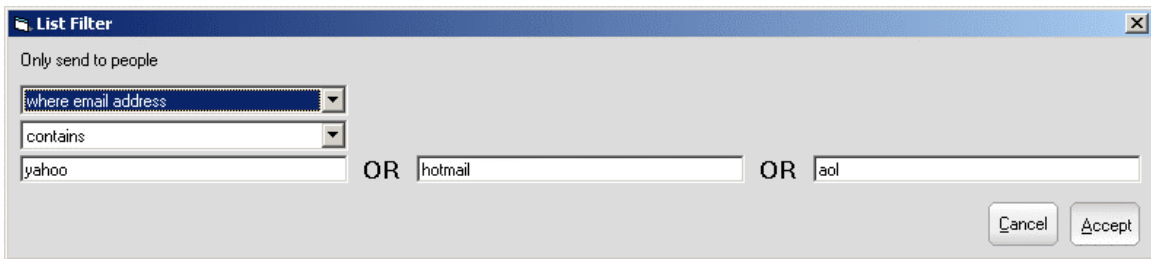
Email List

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:

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:

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 will be displayed in the Preview area. This list automatically excludes bounces and unsubscribes.

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	

The total message count is displayed in the bottom left hand corner. The count changes and the preview area refreshes each time a filter is applied.

Message Count - 5 Total

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 be shown, leave this text box blank.

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

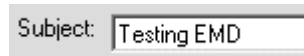
Reply-To Address - This is an optional feature. Specify an address to which replies from the email recipients will be sent. This address can be the same as the From address or different.

Message Attachment



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

Message Subject



The message subject can be whatever you like. Make sure that the email message has a subject, messages without a subject may not be accepted by some SMTP servers.

Message Control Buttons



Insert Merge Field - To insert a merge field, click the Insert Merge Field button. Highlight the merge field to insert, and 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.

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.

Message Type

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

HTML Message

Message Type: HTML Plain Text

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

To insert HTML code, click the Source button at the bottom of the WYSIWYG editor and erase the HTML code that is there and paste the HTML code into the source area.

Design **Source**

The HTML message includes a plain text version automatically. Email clients that are set to read plain text only will be able to view the message.

Plain Text Message

Message Type: HTML Plain Text

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 choose Plain Text on the Message Tab.

HTML Templates

Each template has an unsubscribe line built in at the bottom, "To unsubscribe, reply to this email with the word "unsubscribe" in the subject line", these emails will be sent back to the Reply-to address, or if one is not entered to the From address, where you will have to process the emails yourself. If you want to use Unsubscribe Email Checking you will need to remove this line and replace it with the Unsubscribe merge field, this will allow Email Marketing Director to process any unsubscribe emails for you.

WYSIWYG HTML Editor

To modify portions of text, change fonts, underline, bold etc. highlight the text to change and click on the appropriate button.

Some buttons will not be enabled until the text is highlighted.

Arial 5

Font Type & Size - Changes font type or size of selected text.



Bold - Bolds selected text.



Italic - Italicizes selected text.



Underline - Underlines selected text.



Text Color - Applies color to selected text.



Text Background Color - Applies background color to the selected text.



Left Alignment - Aligns selected text to the left.



Center Alignment - Aligns selected text to the center.



Right Alignment - Aligns selected text to the right.



Number List - Creates a numbered list.



Bullet List - Creates a bullet list.



Cut - Cuts the selected text out of the HTML message. It can then be pasted back into the message.



Copy - Copies the selected text. The copied text may then be pasted into the message in a different location.



Paste - Pastes the Copied or Cut text from the message into a new location, where you place your cursor.



Undo - Lets you undo the last action. For example, if you bold a selection in your HTML message and then decide you want the selection the way it originally was, click the undo button and the selection will return to its original state.



Redo - Lets you redo the last action. For example, if you undo an action then decide you did not want the action undone; click redo and the action will be redone.



Decrease Indent - Unindents selected text.



Increase Indent - Indents selected text.



Hyperlink - Creates a hyperlink from the selected text. Enter a link URL, which is the destination webpage for the hyperlink.



Insert Image - To insert an image, enter the URL where the image is located at. Then enter the alt tag text, and change any of the default formatting. When entering a URL, make sure it is fully qualified. Make sure it begins with http://. The image needs to be stored on a webserver so that it can be accessed from outside of your network.



Visible Borders - Shows the table and cell borders.



Show Details - Show paragraph formatting in the HTML message.



Make Absolute - Make the selection absolute in relationship to the other items in the message.



Lock - Locks the selection in the absolute position.



Spell Check - Spell checks the HTML message.



Page Properties - Displays the overall properties for the HTML message.



Insert Table - Inserts a table into the HTML message body.



Insert Row - Inserts a row above the row in which the cursor is currently positioned.



Delete Row - Deletes the row in which the cursor is currently positioned.



Insert Column - Inserts a column to the left of the column in which the cursor is currently positioned.



Delete Column - Deletes the column in which the cursor is currently positioned.



Insert Cell - Inserts a cell or cells into the row in which the cursor is currently positioned.



Delete Cell - Deletes the cell in which the cursor is currently positioned.




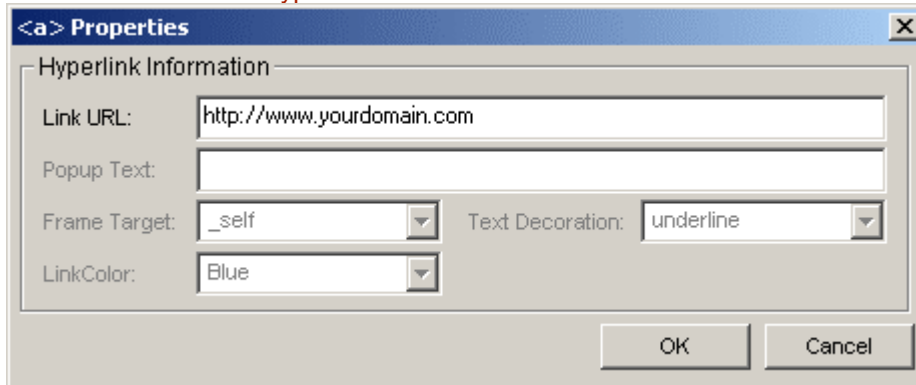
Merge Cells - Merges two or more cells into one cell.



Split Cells - Splits the cell in half, creating two cells.

How to Create a Hyperlink

Highlight the text that you want to use for the hyperlink and click the Hyperlink button . Enter the URL for the hyperlink and click OK.



If you would like to modify the properties of the hyperlink, right click on the hyperlink text and select Link Properties. Then modify the Popup Text, Frame Target, Link Color or the Text Decoration.


Popup Text - The text that is displayed when the hyperlink is hovered over.

Frame Target - Changes the frame in which the destination url is displayed, will currently display in a new window regardless of which frame is selected.

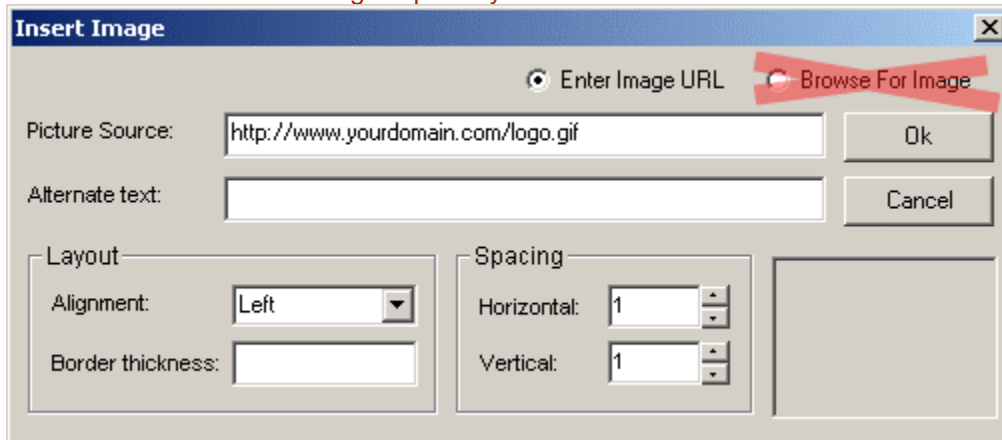
Link Color - Changes the color of the hyperlink text.

Text Decoration - Alter how the hyperlink is displayed, it can be underlined, have a line through the text, a line above the text, or no line at all.

How to Insert an Image

To insert an image place the cursor where you want the image to appear and click the Image button .

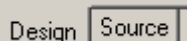
Enter the URL where the image is publicly stored.



NOTE: Do not use the Browse for the Image feature, the images will not show up in the emails that are sent out because they are stored on your computer not in a place that is accessible by everyone, like a webserver.

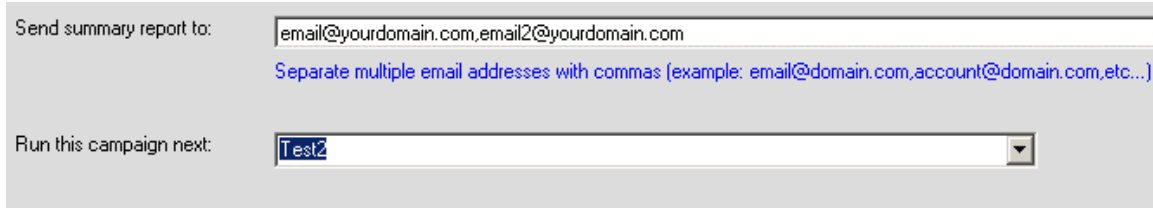


To view the source HTML code, click the source tab at the bottom of the WYSIWYG editor.



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.

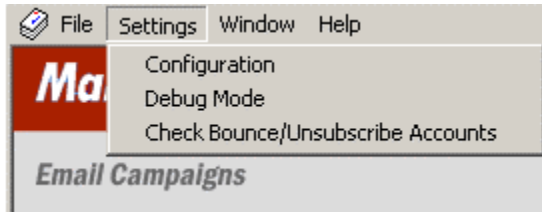


The screenshot shows a form with two sections. The first section is labeled "Send summary report to:" and contains a text input field with the value "email@yourdomain.com,email2@yourdomain.com". Below this field is a blue link that reads "Separate multiple email addresses with commas (example: email@domain.com,account@domain.com,etc...)". The second section is labeled "Run this campaign next:" and contains a dropdown menu with "Test2" selected.

In this example a summary report will be sent to email@yourdomain and email2@yourdomain.com. When the campaign is finished running Test2 will run immediately after this campaign.

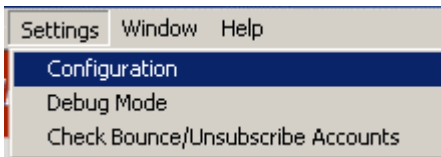
Settings

To change the Configuration of global settings, turn Debug Mode on or off, or Check the Bounce/Unsubscribe Account, 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 an SMTP Server.

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"/>



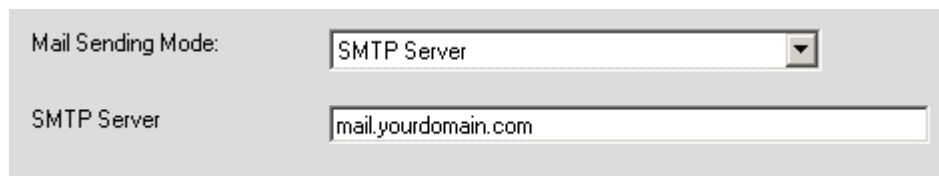
If you are having trouble finding your Domain Name Server, try www.dnsstuff.com.

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.

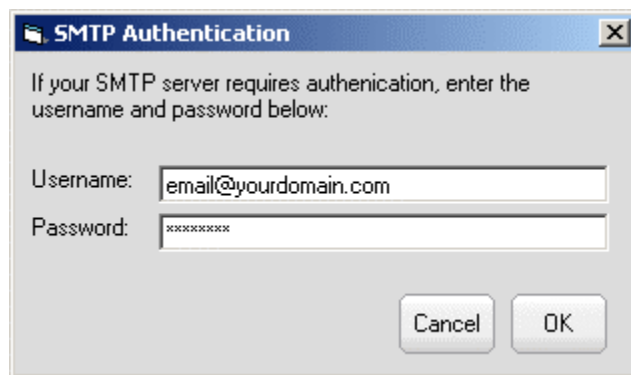
Send using an SMTP Server

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 a username and password to be able to send email, enter the username and password under SMTP Authentication and click OK.
4. Test the connection to the SMTP. If the connection fails, you might try a different username or password, or removing the username and password. Also check that the name or IP address of the SMTP server is correct.



Mail Sending Mode: SMTP Server

SMTP Server: mail.yourdomain.com



SMTP Authentication

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

Username: email@yourdomain.com

Password: *****

Cancel OK



If you have completed the Configuration Wizard some of these settings may already be set.

Bounce/Unsubscribe Email 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

The following items may already be complete if Unsubscribe Email Checking has already been set up:

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. Enter the username for the Bounce/Unsubscribe email account.
5. Enter the password for the Bounce/Unsubscribe email account.
6. Test the connection to the POP3 account.

POP Server name or IP	<input type="text" value="mail.yourdomain.com"/>	<input type="button" value="Test POP Server"/>
POP Username	<input type="text" value="responses@yourdomain.com"/>	
POP Password	<input type="password" value="*****"/>	



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.

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

The following items may already be complete if Bounce Email Checking has already been set up:

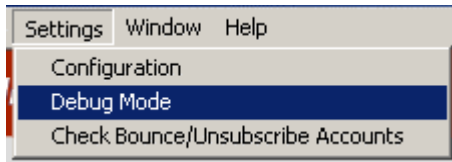
2. Enter a return path email address, this should be the email address of the account that has been set up to handle the bounces and unsubscribes.

Email address for bounce/unsubscribe responses

3. Enter the POP Server name or IP address, this is the name or IP address of the machine where the email account for bounces and unsubscribes resides.
4. Enter the username for the Bounce/Unsubscribe email account.
5. Enter the password for the Bounce/Unsubscribe email account.
6. Test the Connection to the POP3 account.
7. ****IMPORTANT**** On Step #2 - The Message tab for each campaign you want to use the Unsubscribe feature, place the {UNSUBSCRIBE "unsubscribe"} merge field in the message body. If you are using a template you should remove the line at the bottom of

Debug Mode

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



A message will appear stating that Debug Mode has been turned on, and the file path to the trace files will be displayed. 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 Files

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\trace.log

When Debug Mode is turned on, two other log files will be 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\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\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.

Successful Emails for Campaign #1

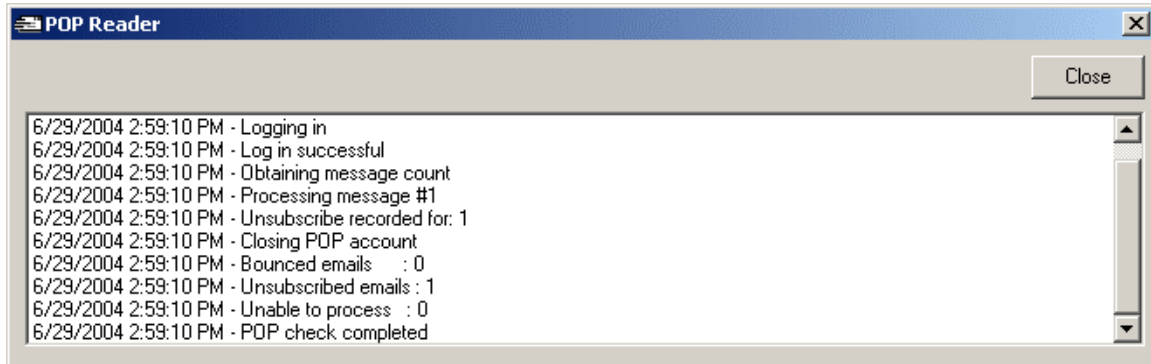
C:\Program Files\EmailMarketingDirector\logs\CampaignID1-Success-20040607194149.TXT

Failed Emails for Campaign #1

C:\Program Files\EmailMarketingDirector\logs\CampaignID1-Failed-20040607194149.TXT
Log File for Campaign #1
 C:\Program Files\EmailMarketingDirector\logs\CampaignID000001-LogFile-
 20040607194149.TXT

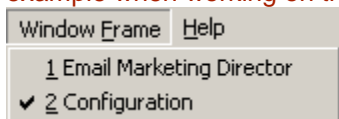
Check Bounce/Unsubscribe Account

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 Settings. This will bring up the POP Reader window that displays the POP checking process.



Window

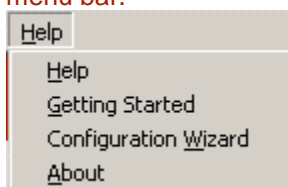
On the Main Menu select Window from the menu bar to change the focus to a different page. For example when working on the configuration page the Window option looks like this,



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, start the Setup Wizard, or view the initial start up screen, click Help on menu bar.



Help - Displays the help files.

Getting Started - Displays the Getting Started guide.

Configuration Wizard - Starts the Configuration Wizard program.

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

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.

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

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.

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