

Lyris ListManager 9.0

Getting Started

Table of Contents

Getting Started	4
Starting ListManager.....	5
Logging In and Logging Out	6
Your First List.....	7
Homepage	8
Members	11
Add Test Members	11
View or Find Members.....	12
Importing Your Members	13
Creating List Administrators	15
Content	17
What is Content?	17
Creating Content.....	17
Unsubscribe Directions.....	19
Personalizing Content	21
Using Templates.....	23
Creating Templates	24
Segments	26
Creating Segments.....	26
Triggered Segments	28
Mailings	31
Creating Mailings.....	31
Testing Mailings.....	32
Mailing to a Segment.....	36
Approving Mailings	37
Scheduling a Mailing.....	39
Triggered Mailing.....	39
Reports	41
Viewing Reports.....	41
Table and Chart Options	42
Subscriptions	46
Automated Messages	46
Subscription Forms.....	47

Tracking.....	49
Success Tracking	49
Delivery Tracking.....	50
Opens/Forwards Tracking	51
Clickthrough Tracking.....	51
Action Tracking.....	52
Referral Tracking.....	54
EmailAdvisor	57
Discussion Lists	59
Index.....	60

Getting Started

Welcome to ListManager! This guide covers the basics you need to know to get started with your list once you've installed ListManager.

If you still have questions, or want more detail on particular features, the ListManager [Reference Manual](#) will give you more information.

If you are using ListManager for the first time, you'll get up and running most quickly if you follow these steps:

1. [Start ListManager](#)
2. [Log in](#)
3. [Create a list](#) (if you haven't already)
4. [See the homepage](#)
5. [Add test members](#)
6. [Create content](#)
7. [Create segments](#)
8. [Create a mailing](#)
9. [Approve your mailing](#)
10. [Import your members](#)
11. [Create automated messages](#) (sent to members when they join or leave)
12. [Create a subscription form](#)

Once you know the basics, you may want to learn more about these other topics:

Content

- [Unsubscribe Directions](#)
- [Personalizing Content](#)
- [Using Templates](#)
- [Creating Templates](#)

Segments

- [Triggered Segments](#)

Mailings

- [Mailing to a Segment](#)
- [Testing Mailings](#)
- [Approving Mailings](#)
- [Scheduling a Mailing](#)
- [Triggered Mailings](#)

Reports

- [Viewing Reports](#)
- [Table and Chart Options](#)

Administrators

[Creating List Administrators](#)

Tracking

[Success Tracking](#)

[Delivery Tracking](#)

[Clickthrough Tracking](#)

[Referral Tracking](#)

[Opens/Forwards Tracking](#)

[Action Tracking](#)

EmailAdvisor

[EmailAdvisor](#)

Discussion Lists

[Discussion Lists](#)

Note if you cannot see the Table of Contents

Due to a settlement agreement between Sun Microsystems and Microsoft in July, 2003, you may not be able to see the Table of contents in the left panel of the ListManager manual. If this is the case, you can download the necessary Java applet by going to:

<http://www.java.com/en/index.jsp>

If you would like more information on this settlement, please see:

<http://www.microsoft.com/mscorp/java/>

Starting ListManager for the First Time

These instructions are for administrators starting ListManager for the first time. We STRONGLY recommend you read the readme.txt file included in your ListManager installation for more information.

Starting and Logging into ListManager - Windows

1. Click **Start**, then **Programs**.
2. Select **Lyris ListManager**.
3. Select **Run ListManager Now**.
4. From the Start menu, select **Run ListManager Web Server Now**.
5. From the Start menu, select **ListManager Web Interface**. Or, open a web browser and go to the ListManager URL directly. For example, if the hostname is "lists.example.com", point your web browser to <http://lists.example.com>.
6. A screen will prompt you for your admin name and password. Enter the name *admin* and password you selected when installing ListManager.

Starting and Logging into ListManager - Unix

1. Log on as root.
2. Change to the ListManager directory. E.g: `/usr/local/lm/bin`
3. Run `./S96lm start` to start ListManager.
4. Run `./S96httpd-lm start` to start the ListManager Web Server.
5. Open a web browser, and go to the ListManager URL. For example, if the hostname is "lists.example.com", point your web browser to `http://lists.example.com`.
6. A screen will prompt you for your admin name and password. Enter the name *admin* and password you selected when installing ListManager.

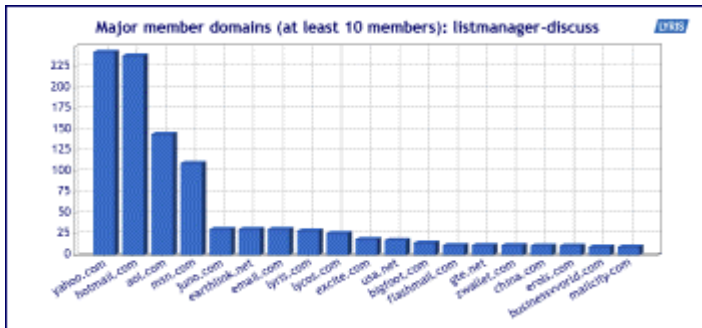
Logging In and Logging Out

In order to access the ListManager administrator interface, you'll need to open a web browser and point it to your ListManager URL.

If you're wondering if you have the right URL, it will look something like this:

`http://domain.example.com/`

This URL will take you to a screen that asks you log in with your email address and password.



Once you have done so, you will be taken to the homepage of your list.

If you are starting ListManager for the first time, you will be prompted to create [your first list](#) after logging in.

Forgotten Password

If you fail to log in to the administrator's interface, you will be prompted to click a link to have your password emailed to you.

Logging Out

Your login information is in the upper right hand corner of your screen. Click on your *email address* or *name* to log out.

Welcome admin | Logout
List: your_list Language: English

Changing Your List

You are always logged into a single list. If you have more than one list, and you'd like to change to that list, click on the list name in the upper right hand corner of the screen. You will be taken to a menu that will allow you to select another list.

LYRIS ListManager

Welcome admin | Logout
List: all_musicians Language: English

Expand Collapse

Home
Members
Content
Segments
Mailings
Reports

Change List

Utilities : Login Status : Change List

List Name	Site Name	Contact	Created	Keywords
all_musicians	main		2006-04-18 16:40:00	Select
bass_players	main		2006-04-18 16:40:00	Select
guitarists	main		2006-04-18 16:39:00	Select
saxophonists	main		2006-04-18 16:39:00	Select

Your First List

If you are logging in for the very first time, you must create your first list. You will be automatically taken to the Your First List Page when you log into ListManager the first time. You will not be able to proceed if you do not create and save this initial list.

To create a new list, follow these steps:

1. In the left Navigation bar, click **Utilities**.
2. Point to **Administration**, and then click **Lists**.
3. Click **Create New Lists**.
4. Click the **Purpose of List** box, and then select the option you want. Email Marketing and Announcements are one-way lists from the administrator to the list members; Moderated and Unmoderated Discussion lists are two-way conversations among list members.

New List

Utilities : Administration : Lists : New List

Purpose of list: email marketing

List name: list1

List description: list1

Admin name: admin

Admin email address: yourname@example.com

Admin password:

Verify Admin Password:

Recency limit: none

5. Type the **List Name** and **List Description**. (Note: You will not be able to change the list name later!).

6. Edit the **Admin Name**, **Email Address** and **Password**.

7. Click **Save**

Homepage

The ListManager Homepage will be the first page you see when you log in. It provides links to commonly performed tasks.

The screenshot shows the LYRIS ListManager interface. At the top right, it says 'Welcome admin | Logout' and 'List: saxophonists Language: English' (1). On the left is a navigation bar with 'Home' (2), 'Members', 'Content', 'Segments', 'Mailings', 'Reports', 'Utilities', and 'Shortcuts' (6). The main area shows a status message 'Mail sending is normal - there are no delayed or failed mailings' (3) and 'Member Count: Not yet available'. Below is a 'Show' dropdown set to 'Last Week' (4) and a 'New Mailing' button. A table lists mailings with columns for Mailing Name, ID, Sender, Status, and Date Sent. The first row is highlighted in green (5). Below the table is a preview of an email titled 'Saxophones! special offer for regis' (7). To the right of the preview is a statistics panel (8) with metrics: Unsubscribes 0 (0%), Forwards 0, Referrals 0, Unique Opens 0, Total Clicks 0, Unique Clicks 0 (0%), Transactions 0, and Conversion 0%. At the bottom, there are two progress bars: 'Avg Mailings Delivered (75%)' and 'Delivered 0/1 (0%)'. The footer includes 'Lyris Technologies, Inc. | Email Marketing Software' and the slogan 'Take Control of Your Email Ma'.

1. Login Information

The upper right hand corner displays the list you are logged into, the current language you are using, and who you are logged in as. If you are running a ListManager cluster, the node name will appear as well if you are a server administrator. Click on the list name to change your list. Click on your name or email address to log out.

2. Left Navigation Bar

You can access the features in ListManager by clicking an item in the left navigation bar, then navigating to the feature you want.

Home

Returns you to the homepage.

Members

Add, import, find, edit, or delete members. Members are the email addresses ListManager sends mailings to.

Content

Create a message from a template, or create new content that uses many of ListManager's customization and tracking features.

Segments

Segments are subsets or target audiences of a larger list. For example, you can create a segment consisting of everyone who lives in New York, or everyone who clicked on a particular link.

Mailings

Combine content and segments, then email the result to members. You can also create one-off mailings without first creating content or segments.

Reports

Track the progress of your mailing. Reports show all statistics about your mailings and members.

Utilities

Manage your settings; set up autoresponders, create web forms, manage the server, and create documents to be sent automatically when people confirm or subscribe.

3. Mailing Information

Provides feedback about your mailing (for example, letting you know there were no delayed or failed mailings).

4. New Mailing Button

Click here to begin creating a new mailing.

5. Recent Mailings

Displays information about your most recent mailings, including the send, the current status, and date sent.

6. Quick Links

Displays links to commonly performed tasks, including creating new lists if you have the administrative permissions to do so.

7. Email Content

Displays the content of the message that is currently selected in the Recent Mailings list.

Members

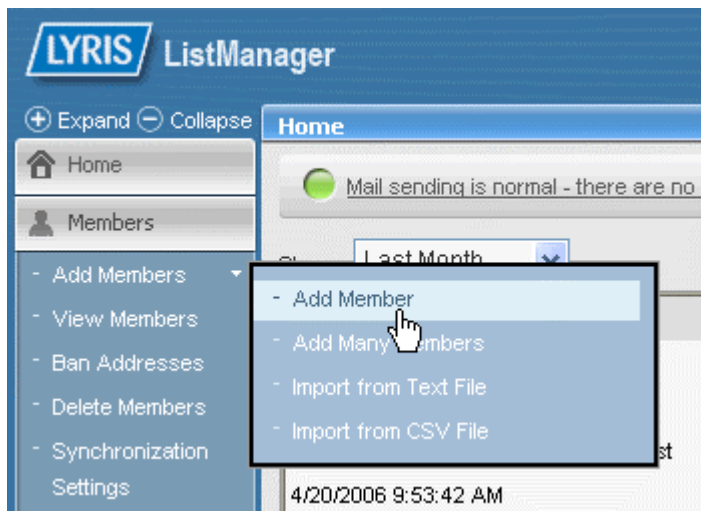
Add Test Members

It's helpful to add a few addresses to your list while you try out your list. We recommend having an email account at one of the many free web-based email providers so you can test message delivery outside your own domain and get a better idea of how messages are going to look to the people to whom you are sending.

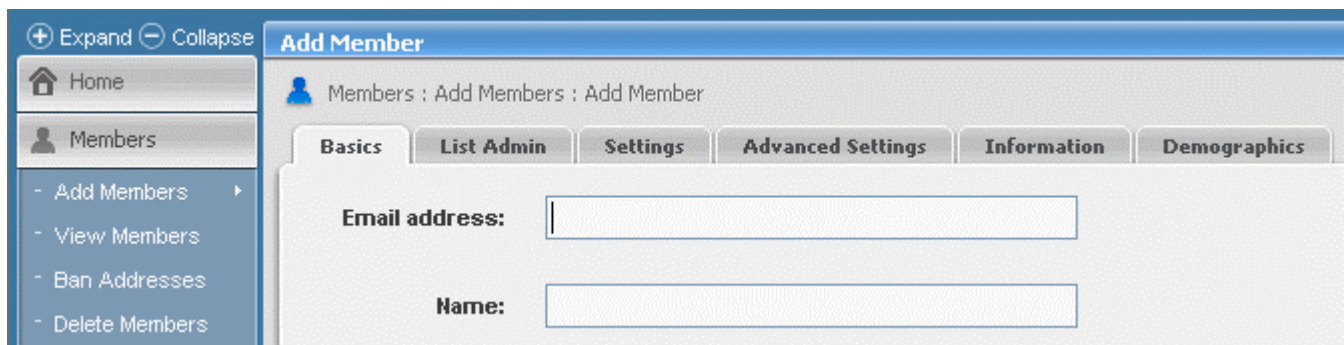
DO NOT add all of your members now! You don't want your members to see your messages until your list is 100% tested and ready.

Creating Test Members

1. On the left Navigation bar, click **Members**, point to **Add Members**, and then click **Add Member**.



2. Enter the email address and name of a test member.



3. Click **Save**.

Repeat the steps above until you have added the members you want. For testing purposes, two or three are enough.

You can also add multiple members at the same time. Instead of clicking **Add Member**, select the next command on the menu, **Add Many Members**.

View or Find Members

To view the members you created, in the left Navigation bar, click **Members**, and then click **View Members**. The View Members table displays:

Email	Name	Joined	Status	
xxxxxxx@aol.com		2006-04-19	normal	Copy Delete History
xxxxx@lyris.com	admin	2006-04-18	normal	Copy Delete History
xxxxx@aol.com		2006-04-19	normal	Copy Delete History
xxxxx@hotmail.com		2006-04-19	normal	Copy Delete History
xxxxx@yahoo.com		2006-04-19	normal	Copy Delete History

1. Filter List

By default, the entire list is displayed. To filter the view in order to display only those members with a particular membership status, select it from this dropdown box and click **Go**.

To find a particular member, click **Find Members**.

2. Members Table

This table displays the email addresses and names of your list's *members*--the people who may receive mail from this list. Click on an address to see more information about the member.

Ten addresses are listed at a time. You may view more members at a time by clicking **show more**, but it's a good idea to click **find members** if you are looking for a particular person.

3. Status

Members with a status of *normal* are active and may receive mail you send through the list; all other statuses are inactive. Some common inactive statuses you may see are:

confirm

The list requires new members confirm their subscription, and this member has not yet done so.

unsub

The member has unsubscribed, or opted out.

held

ListManager has repeatedly failed to deliver to this member, so it is put on hold. You may see the delivery history by clicking **history** for the member.

4. Download

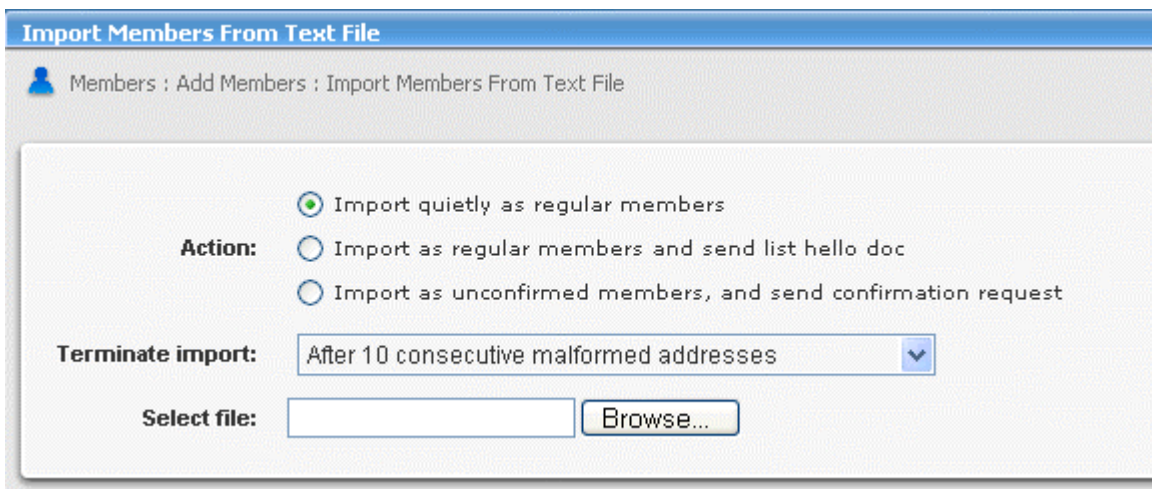
Click the spreadsheet button  to download your members.

Importing Your Members

If you already have a list of members, you can import them into ListManager using Members: Add Members. You may import members from a text file, or with additional demographic information using a CSV (comma separated values) file.

Importing Your Members from a Text File

1. On the left Navigation bar, click **Members**, point to **Add Members**, and then click **Import Members from Text File**.
2. To import members without notification, in the **Action** section, select the **Import Quietly as Regular Members** option.



Import Members From Text File

Members : Add Members : Import Members From Text File

Action:

- Import quietly as regular members
- Import as regular members and send list hello doc
- Import as unconfirmed members, and send confirmation request

Terminate import: After 10 consecutive malformed addresses

Select file:

3. In the **Select file** box, type the name of the file you want to import, or click **Browse** and navigate to the file you want.

Each email address and name must be on a separate line, and must be in one of the following formats:

```
bob@example.com
bob@example.com Bob Shelby
bob@example.com (Bob Shelby)
Bob Shelby <bob@example.com>
```

4. Click **Import**. The next screen gives you information about your import.

Importing Your Members with Additional Demographic Information

1. On the left Navigation bar, click **Members**, point to **Add Members**, and then click **Import from CVS File**.
2. To import members without notification, in the **Action** section, select the **Import Quietly as Regular Members** option.

Import Members From CSV File

Members : Add Members : Import Members From CSV File

Action:

- Import quietly as regular members
- Import as regular members and send list hello doc
- Import as unconfirmed members, and send confirmation request
- Use type setting in CSV file

Update existing members?:

- yes
- no

Terminate import: After 10 consecutive malformed addresses

Select file:

[Add additional columns to members table.](#)

3. Do one of the following:

To update ListManager with demographic data from a separate database
Next to **Update existing members?**, select **yes**.

If you use member profile forms to allow your members to update their data in ListManager

-OR

If the file you are uploading does not contain any existing members
Next to **Update existing members?**, select **no**.

Note: ListManager will not resubscribe members if you update them.

4. Select the CSV file to upload. A CSV file has the information you would like imported in a CSV (comma separated values) format. The first row of the file tells ListManager which field the data in each column should be imported into. For example:

EmailAddr_ ,FullName_ ,Company ,Phone bob@example.com ,Bob Shelby ,Shelby Corp. ,555-555-5555
--

In this example, EmailAddr_ and FullName_ correspond to the default database fields in for email addresses and full names. Additional fields called "Company" and "Phone" have been added to this members_ table, so this information can also be imported into each member's record.

Click **View Member Columns** to see the additional columns available to you.

The default fields are:

Additional_

Placeholder for any information you want to store associated with this member.

Comment_

Holds whatever comments you wish to put in. Useful as a user-defined 'additional info' field.

EmailAddr_

The email address of this person (required).

FullName_

Full name of this person (recommended).

MailFormat_

What mail format does the user prefer, (T)ext, (M)ultipart, or (H)TML.

UserID_

Holds the user-definable 'user id' information, such as a key back to another table.

5. Click **Import**. You will be taken to a screen which will give you a report of the status of your import.

Creating List Administrators

When you create a list, a list administrator is automatically created (most likely yourself). You can alter the list admin's settings, as well as create new and additional List Administrators.

We recommend you create a login for each person who will be using ListManager as an administrator.

Creating New List Administrators

1. In the left Navigation bar, click **Utilities**, point to **Administration**, then point to **Administrators**, and then click **List Administrators**.

2. Click **Create New Administrator**.



3. Enter the **Email Address**, **Name** and **Password** of the new admin.

New List Administrator

Utilities : Administration : Administrators : View List Admins : New List Administrator

Basics | **List Admin** | Settings | Advanced Settings | Information | Demographics

Email address:

Name:

Enter New Password:

Verify New Password:

4. Click **Save**.

Changing the List Administrator's Email Address or Password

1. In the left Navigation bar, click **Utilities**, point to **Administration**, then point to **Administrators**, and then click **List Administrators**.
2. Click the name of the administrator you want to edit.
3. Change the address in the **Email address** box, and then enter and verify a new password..
4. Click **Save**.

Content

What is Content?

A mailing has two parts: the *content*, or message you want to send, and a *segment*, or group of recipients who should receive the message. When you create a new mailing, you can either type the content you'd like to send directly into the mailing, or insert content you've already created.

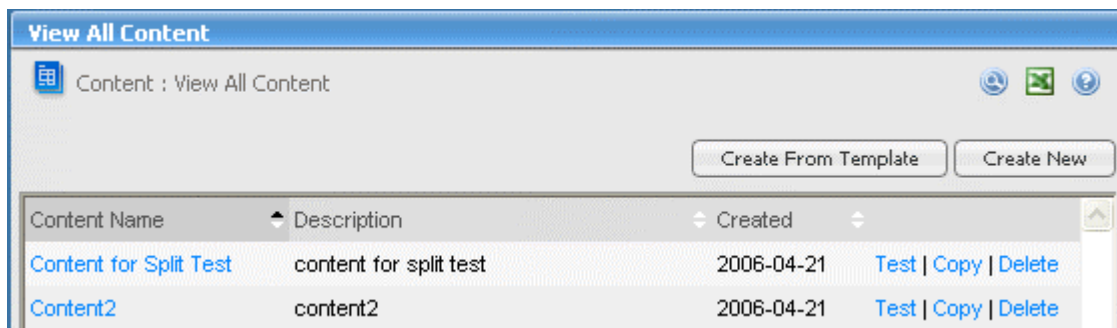
Creating content instead of entering your message into every mailing has many advantages. You can:

- Create a sample of content once, then use it in multiple mailings as a template.
- Use ListManager's pre-built templates to assist you in creating content.
- Personalize your message by inserting mail merge fields and conditional text.
- Add clickthrough tracking URLs, and track how often they've been clicked.

If you are sending out a message only once, and don't want or need to use these features, you may find it easier to skip this step and go to the [Mailings](#) section.

The View All Content page

The View All Content page shows you all of the content you've created for a particular list. You can save, edit or reuse content on this page. Think of it as your personal content "library":



Creating Content

1. In the left Navigation Bar, click **Content**, and then click **New Content**.
2. Enter the **Content Name** and **Description** to identify the content. These are descriptive, to help you find the content later; they will not be displayed to recipients.

3. Enter the email address of who the message should appear to be **From:**. By default, your email address will appear there. Here are some examples of valid entries for the **From:** field:

```
bob@example.com
Bob Smith <bob@example.com>
bob@example.com (Bob Smith)
"Bob Smith" <bob@example.com>
```

4. Enter the **To:** email address. By default, the To: field is set to `%%nameemail%%`, which will merge in the name and email address of each recipient. We recommend you don't change the default To.

The To: field does not actually select the message's recipients. When building your mailing, you'll specify the segment or lists to which you'd like to send the message.

5. Enter the **Subject:** of the message. Recipients will see this line as the subject of the message they receive.

6. Click the **Text Message** or **HTML Message** tab, and then type the message you want or paste it from another source.

You may create just a text or HTML body, and that is what will be sent to your recipients. Or, you can create both, and send a message that has both text and HTML. This format is called *multipart-alternative*, and ListManager will create the correct headers and boundaries automatically. Recipients who can see HTML will only see your HTML message; those who can't, will see the text.

You can customize your message for every recipient by selecting **Insert Field** or **Insert Condition**. To track which URLs recipients select, click **Insert URL**.

7. To add attachments or headers, click the **Advanced** tab.

8. To create content using a particular character set, click the **Internationalization** tab.

9. To preview your message, click **Save and Test**. Or, click **Save**. This returns you to the **View All Content** page, where you can edit, test, copy, or delete the content you just created.

Unsubscribe Directions

To have unsubscribe directions inserted into your message, you may either configure your list to include them automatically, or add them manually to your messages.

Automatic Email Unsubscribe Instructions

To have ListManager always include unsubscribe instructions, follow these steps:

1. In the left Navigation bar, click **Utilities**, point to **List Settings**, and then click **Web Created Content**.
2. For **Insert Headers and Footers**, select "Automatically insert headers and footers" (always includes the headers and footers) or "Insert headers and footers into new content and mailings" (includes the headers and footers in the message bodies, which then may be edited by the user).

Web Created Content

Utilities : List Settings : Web Created Content

Default From:

Default To:

Default Subject:

Insert headers and footers:
Automatically insert headers and footers.
Never insert headers and footers for web created content.
Automatically insert headers and footers.
Insert headers and footers into new content and mailings.

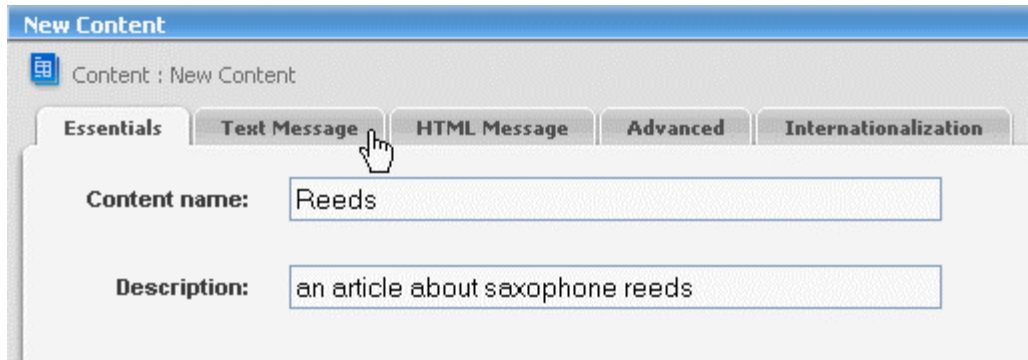
Automatically track all URLs when creating content:
 yes no

3. Click **Save**.

To edit headers and footers, in the side Navigation bar, click **Utilities**, point to **List Settings**, and then click **Email Submitted Content**.

Email Unsubscribe Instructions

1. On the New Content or Edit Content page, click **Text message**.



2. Click **Insert Field**.



3. Click the **Unsubscribe** tab.

4. Click the box next to **Unsubscribe email addresses**, and then select **unsubscribe from this list**.



5. Click **Insert**. The unsubscribe directions will be inserted at the bottom of your content.

```
---  
To unsubscribe from this list, send a blank email to %%email.unsub%%
```

When mailed, the `%%email.unsub%%` tag merges in a unique unsubscribe email address for each recipient.

6. Repeat for the **HTML Message**, if applicable.

To Insert an Unsubscribe URL:

1. Create new content, or edit existing content (see instructions above).
2. Select the **Text Message** tab.
3. Click **Insert URL**.



4. Click the **Unsubscribe** tab. You will be taken to the following screen:

Insert URL

Content : Insert URL

URL Confirm **Unsubscribe** Profile Survey Referral Web Page

Email notification: yes no

From all lists: yes no

Confirm: yes no

Show confirming web page: yes no

(optional)
Destination URL:

Append unsubscribe information to destination URL: yes no

5. Specify whether you want members to receive **Email Notification** that they have unsubscribed from your list.

6. Enter an optional **Destination URL** where unsubscribing members will be taken to after unsubscribing from your list.

7. Click **Insert**. The unsubscribe URL will be inserted at the bottom of your content.

```
http://example.com/u?id=%%memberidchar%%&n=T&c=F&l=your_list
```

When mailed, this tag will merge in a unique unsubscribe URL for each recipient.

8. Repeat for the **HTML Message**, if applicable.

Personalizing Content

The Content Insert Field Wizard allows you to quickly and easily personalize messages for every recipient.

It also allows you to insert frequently used email addresses, such as the unsubscribe email address and email addresses for autoresponders. In addition, you can merge in fuller instructions about unsubscribing from your list.

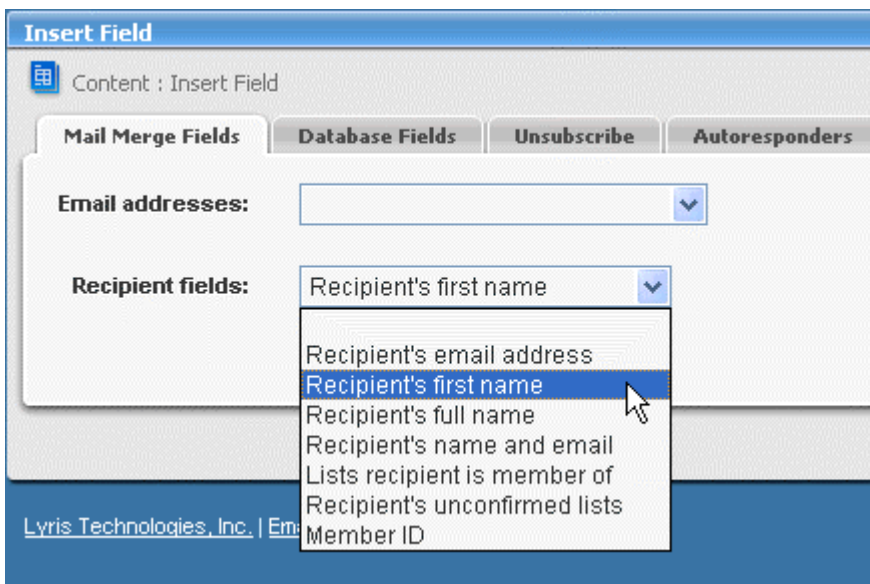
If you have a Pro or Enterprise license, you may add additional database fields and personalize your messages even further—for example, a customer's sales rep. Note that you need to import your members with this additional information—see **Adding Your Members** for more information.

The following example shows you how to use Insert Field to personalize a message—in this case, merging in the recipient's first name:

1. In the left Navigation bar, click **Content**, and then click **New Content**.
2. Click the **Text Message** tab, and then click **Insert Field**.



3. Click the **Recipient Fields** box, and then select **Recipient's First Name**.



4. Click **Insert**. You will be returned to the message you were composing. The merge field will be included as part of your message:

%%firstname%%

When the message is sent, Ed Kaminsky will see

Ed

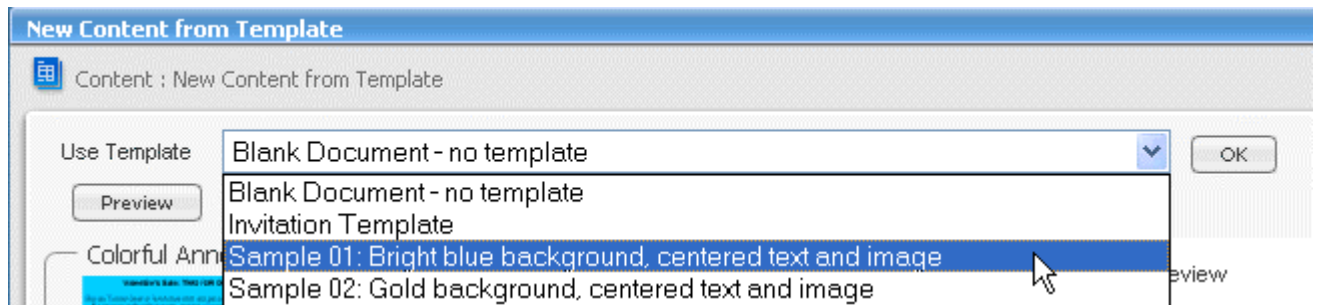
If a member doesn't have a name, the email address will be merged in. For example, shirley@example.com didn't sign up with a name. Instead of her name, she'll see:

shirley@example.com

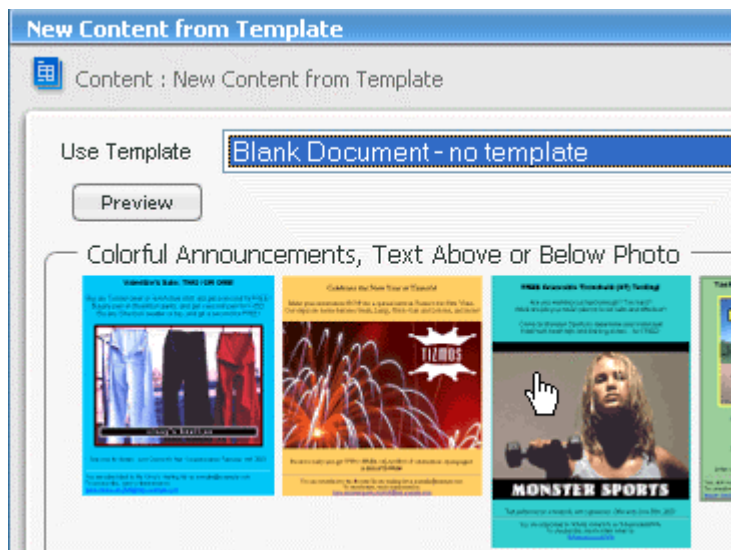
Using Templates

ListManager allows you to create content which can then be saved as a template for future content. An example of this would be if you create a monthly newsletter — create the first one, save it as a template, and then re-use the content and change the text for following months. ListManager also includes a series of built-in templates, which may be helpful in creating your own templates or to get creative ideas.

1. In the left Navigation bar, click **Content**, and then click **New Content from Template**.
2. Do one of the following:
 - Click the **Use Template** box, select the template you want, and then click **OK**.



- Click a template on the page.



3. If you chose a fill-in-the-blank form, type the requested information.
4. Do one of the following
 - To generate new content from this template, click **OK**.
 - To import directly into a mailing, click **Create New Mailing**.

Creating Templates

ListManager comes with twenty pre-built templates. If you'd like to create and use your own templates, follow these steps.

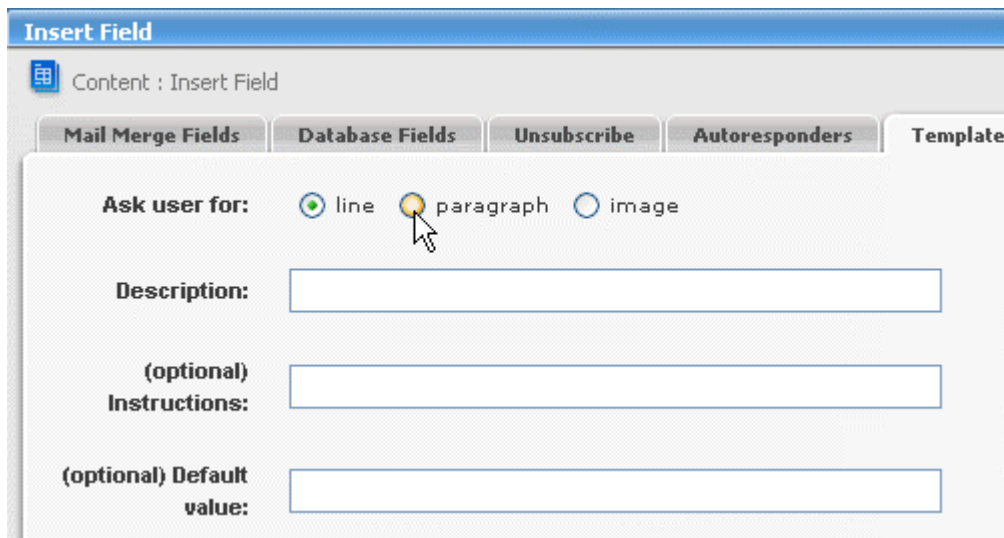
Creating a Fill-in-the-Blank Template

A fill-in-the-blank template helps users insert text into the right place to make their own content. To make fill-in-the-blank templates, you must insert a template field into your content. Template fields may be put anywhere in your message—the subject line, say, or the From: address. When a user selects to use the template, all they will need to do is to fill in the form with the requested information to generate new content.

1. In the left Navigation Bar, click **Content**, and then click **New Content**.
2. Create your content as you normally would, and then click **Insert Field**.



3. Click the **Template** tab.
4. In the **Ask User For** section, select **Line** or **Paragraph**.

The 'Insert Field' dialog box is shown. It has a title bar 'Insert Field' and a subtitle 'Content : Insert Field'. There are four tabs: 'Mail Merge Fields', 'Database Fields', 'Unsubscribe', and 'Autoresponders', with a 'Template' tab selected. Under 'Ask user for:', there are three radio buttons: 'line' (selected), 'paragraph', and 'image'. Below this are three text input fields labeled 'Description:', '(optional) Instructions:', and '(optional) Default value:'.

5. Type a **Description** for the blank field.
6. If desired, type **Instructions** and a **Default value**.
7. Click **Insert**. Your content will automatically be turned into a template.
8. Click **Save**.

You don't need to know much about HTML to be able to edit ListManager's default templates. Click the following URL to view basic information about HTML:

http://www.lyris.com/resources/tools/html_basics.html

This page gives helpful information about color codes:

http://www.lyris.com/resources/tools/html_colorcodes.html

Sample Template Fields

If you want to create a template directly in your HTML editor, here are some examples of template fields:

Line:

```
##line "description" "optional instructions" "optional default value"##
```

Image:

```
##image "description" "optional instructions" "optional default value"##
```

Paragraph:

```
##paragraph "description" "optional instructions" "optional default value"##
```

Line asking for clickthrough tracking URL:

```
<a href="%%track "##line "Tracking URL," "Enter a URL to be tracked" "http://example.com"##"%%">click here</a>
```

Segments

Creating Segments

Segments are subsets of your list. They allow you to target specific members of your list based on information you have about them. For example, they could allow you to send a special message to only those list members who

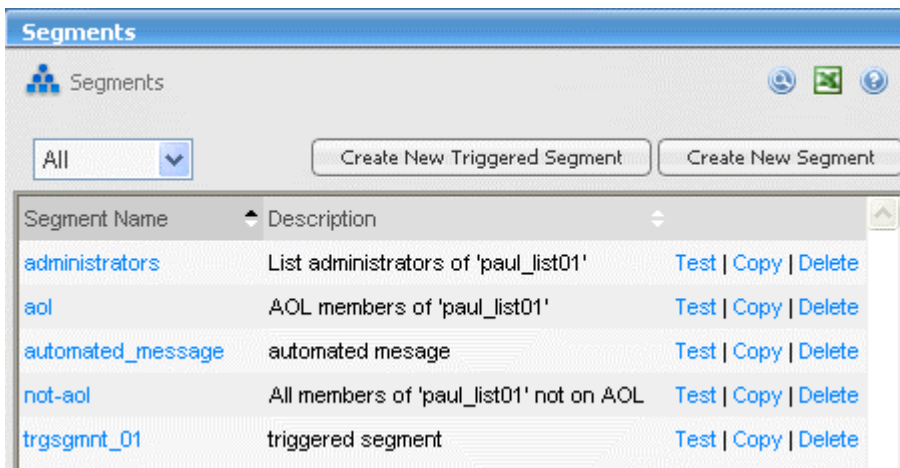
- live in Canada
- have made a major purchase in the last year
- clicked on a particular link in a message

Note that you can only segment your list based on the information you have about your members. This information must be included when they join or when you import them.

You don't have to create segments for your list. If you don't create and select a segment, your message will simply be sent to your entire list.

The Main Segments Page

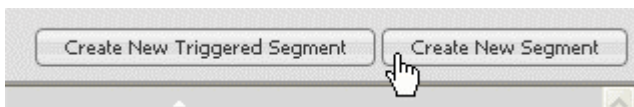
The main Segments page shows you all of the segments you've created for a particular list. You can save, edit or test segments on this page. Like the main Contents page, it is a kind of "library" of your segments. Some segments have been created for you automatically—"administrators", "aol" and "not-aol."



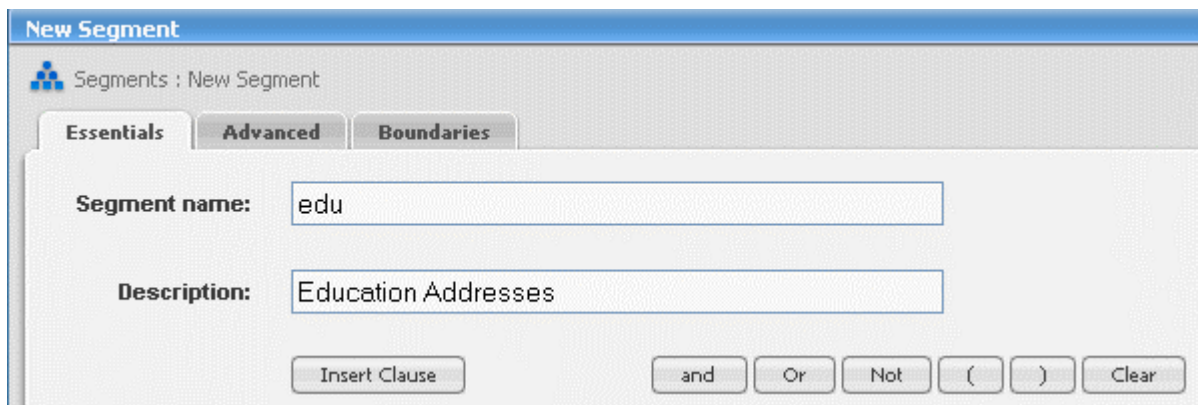
Creating a Segment

This example shows how to make a segment of all recipients who work in education—they have .edu as their top-level domain.

1. In the left Navigation bar, click **Segments**, and then click **Create New Segment**.



2. Enter **edu** for the segment's **Name**. Note that there can be no spaces in a segment's name.
3. Enter **Education Addresses** for the segment's **Description**.



The screenshot shows a 'New Segment' dialog box with three tabs: 'Essentials', 'Advanced', and 'Boundaries'. The 'Essentials' tab is selected. There are two text input fields: 'Segment name:' containing 'edu' and 'Description:' containing 'Education Addresses'. Below these fields is a row of buttons: 'Insert Clause', 'and', 'Or', 'Not', '(', ')', and 'Clear'.

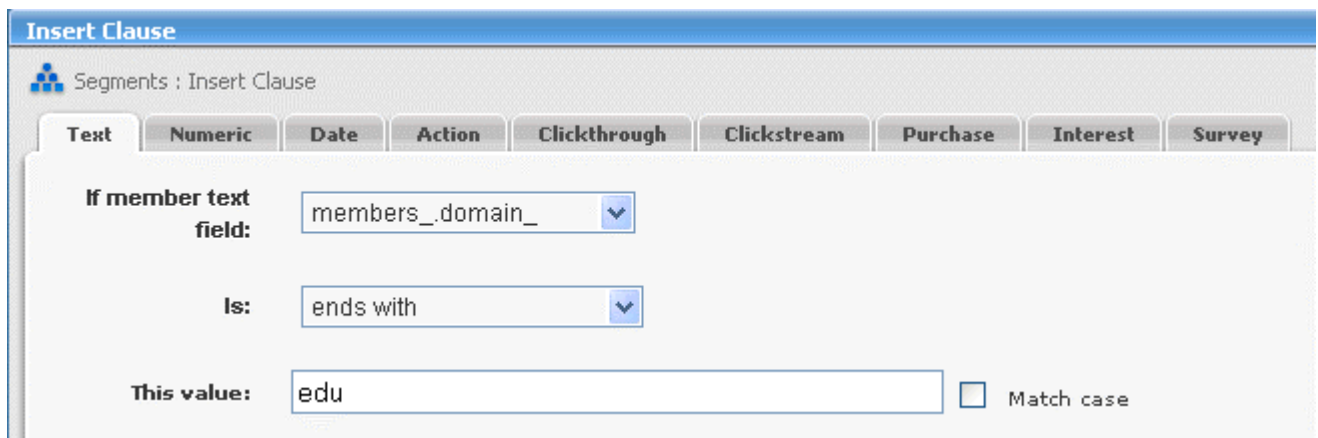
4. Click **Insert Clause**. We will create a clause that reads:

"If member text field members_.domain_ ends with edu."

Any members matching these criteria will be included in the segment.

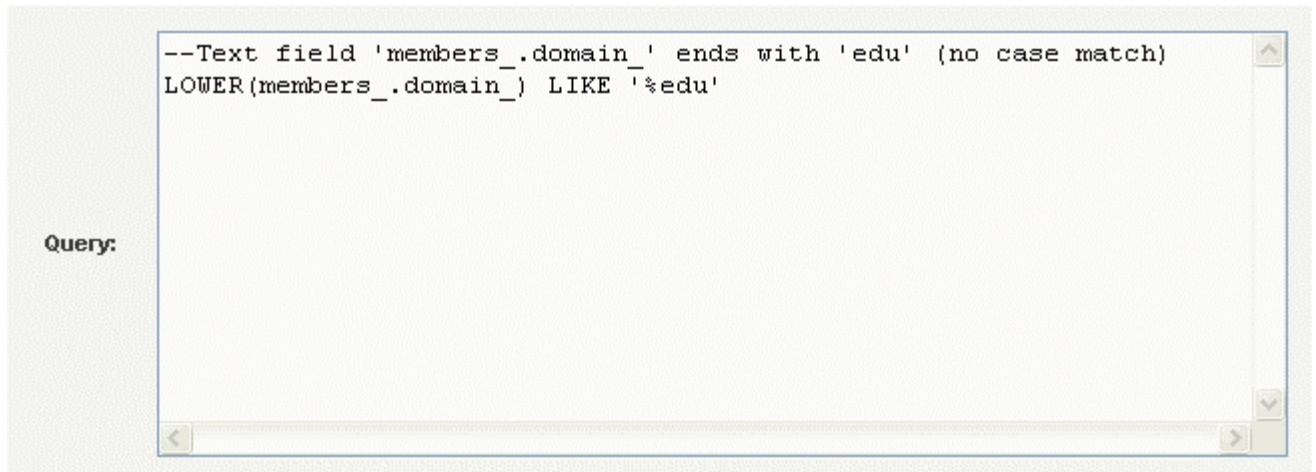
5. Click the **If member text field:** box, and then select **members_.domain_**.
6. Click the **Is:** box, and then select **ends with**.
7. Click the **This value:** box, and then type **edu**.

The screen should look like this:



The screenshot shows an 'Insert Clause' dialog box with several tabs: 'Text', 'Numeric', 'Date', 'Action', 'Clickthrough', 'Clickstream', 'Purchase', 'Interest', and 'Survey'. The 'Text' tab is selected. There are three main sections: 'If member text field:' with a dropdown menu showing 'members_.domain_', 'Is:' with a dropdown menu showing 'ends with', and 'This value:' with a text input field containing 'edu'. To the right of the 'This value:' field is a checkbox labeled 'Match case' which is currently unchecked.

8. Click **Insert**. The **Query** box should look like this:



9. Click **Save and Test**. The Test Segment page displays, showing you the generated and a sample of any matching addresses.

Note: If you don't have any addresses ending with .edu, no names will be displayed here.

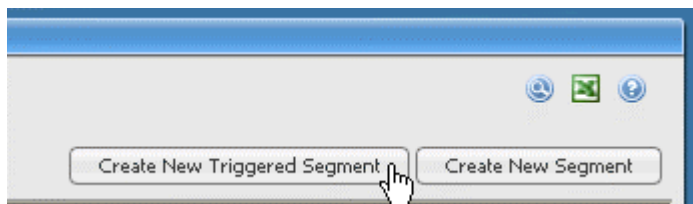
Triggered Segments

Triggered segments are segments that contain one or more *trigger clauses*. These trigger clauses specify a particular event in time, such as a particular date or anniversary, a clickthrough action, or a purchase. Anything else about the member that does not specify exactly when the mailing is to be sent is not a trigger clause, but a "regular" clause.

The result is that the mailing to the segment will automatically be sent when the trigger clause(s) are met. Triggered segments are used in conjunction with triggered or sequential mailings. These mailings allow you to automatically send an anniversary or birthday message, or follow up when someone clicks on a link.

This example shows how to create a simple triggered segment that will send a message on the anniversary someone joined the list.

1. In the left Navigation bar, click **Segments**, and then click **Create New Triggered Segment**.



2. In the **Segment Name** box, type **anniversary**. Note that there can be no spaces in any segment name.

3. In the **Description** box, type **join-date anniversary**.

New Triggered Segment

Segments : New Triggered Segment

Essentials | **Advanced** | Boundaries

Segment name: anniversary

Description: join-date anniversary

4. Click **Insert Trigger**.
5. In the Date tab, click the **Date Type** box, and then select **anniversary**.
6. Click the **Date field** box, and then select **members_.DateJoined_**.

Insert Trigger

Segments : Insert Trigger

Date | **Action** | Clickthrough | Clickstream | Purchase

Date type: anniversary

Date field: members_.DateJoined_


- select a date field
- members_.ConfirmDat_
- members_.DateBounce_
- members_.DateHeld_
- members_.DateJoined_**
- members_.DateUnsub_
- members_.ExpireDate_


7. Click **Insert**. The appropriate query appears in the **Query** box.
8. Click **Save and Test**.
9. On the Test Segment page, specify a date range by entering start and end dates. The members who joined between those dates will be included in your test.

Test Segment

Segments : Test Segment

Please enter a date range (with or without t
Members who met the trigger segment criteri

Start Date:  *yyyy-mm-dd*

End Date:  *yyyy-mm-dd*

10. Click **OK**. The next page displays the text of your query and a sample of the addresses that fit your query choices.

To use your triggered segment, you must create a [triggered mailing](#).

Mailings

Creating Mailings

Now that you've created content and segments, the next step is to put it all together in a mailing.

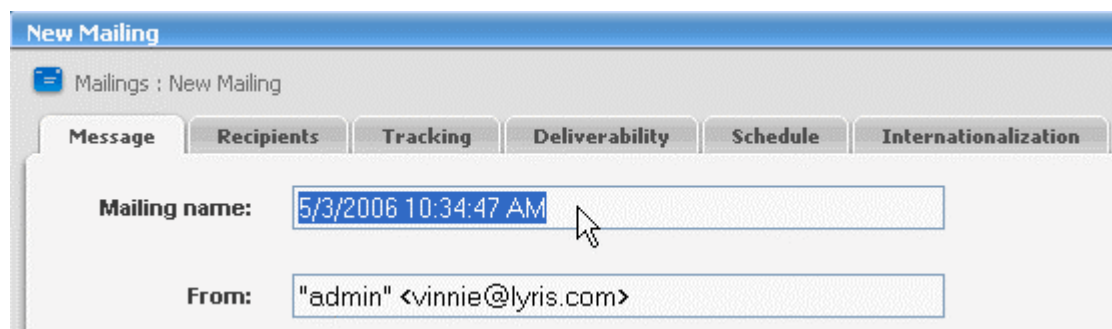
A mailing is a message you send to either your entire list or particular segments you created. You can create your mailing on the fly or import pre-made content.

Before sending out your mailing, you can test it to see what it will look like, and schedule when you'd like it to be sent. You may also purge recipients who have received other messages, or send to a sampling of your list or segment.

You can also use tracking to see if recipients open your mailing, and if they can see mailings in HTML. Later, you can see the success of your mailing in Reports.

Creating a New Mailing To Be Sent To Your Entire List

1. In the left Navigation bar, click **Mailings**, and then select **New Mailings**.
2. Edit the **Mailing Name** field. This name is not seen by message recipients, so label the mailing in a way that will help you to identify it later.



3. Edit the **From:** field. By default, your email address will appear here. Here are some examples of valid entries for the From: field:

```
bob@example.com  
Bob Smith <bob@example.com>  
bob@example.com (Bob Smith)  
"Bob Smith" <bob@example.com>
```

4. Edit the **To:** field. By default, the To: field is set to %%nameemail%%, which will merge the name and email address of the recipient.

Note: The To: field does not indicate who receives your message; that is determined by which segment you select.

5. Enter the **Subject:** of the message. Recipients will see this line as the subject of the message they receive.
6. Enter the **Text Message** and/or **HTML Message** you'd like to send.

You may create just a text or HTML body, and that is what will be sent to your recipients. Or, you can create both, and send a mailing that has both text and HTML. This format is called multipart-alternative, and ListManager will create the correct headers and boundaries automatically. Recipients who can see HTML will only see your HTML message; those who can't, will see the text.

7. Click **Preview** in the lower left hand corner to preview what your mailing will look like, either for a specific email address or a random address on the list.

8. Click **Save and Test** to send a copy of your message to you so you can see what your mailing will look like. Or, click **Save**. You'll be taken to Mailings: Need Approval, where you can send, test, copy, or delete the content you just created.

Sending to Your List Via Email

To send to your list via email, send an email message to yourlistname@yourservername.com (e.g., newsletter@example.com). You will need to [approve](#) the message in Mailings: Need Approval before it is sent to your list.

Sending to a Segment Via Email

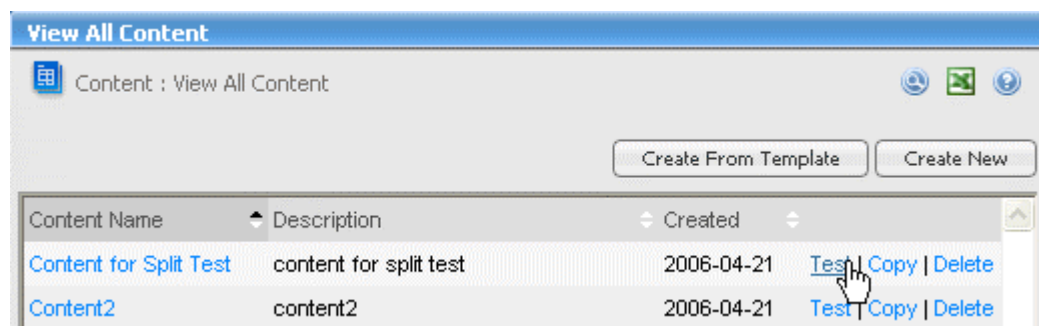
Generally, users use the ListManager web interface to send to a segment. However, you may send an email message to a segment as well. The address is:

```
listname.segmentname@servername.com
```

Testing Mailings

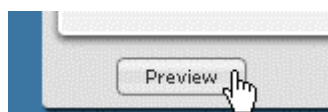
Previewing Content

1. In the left Navigation bar, click **Content**, and then select **View All Content**.
2. Click the **Test** command for the content you want to preview.



Preview Mailing

To preview what a mailing will look like for a random recipient or for a specific email address, click **preview** when creating a mailing:



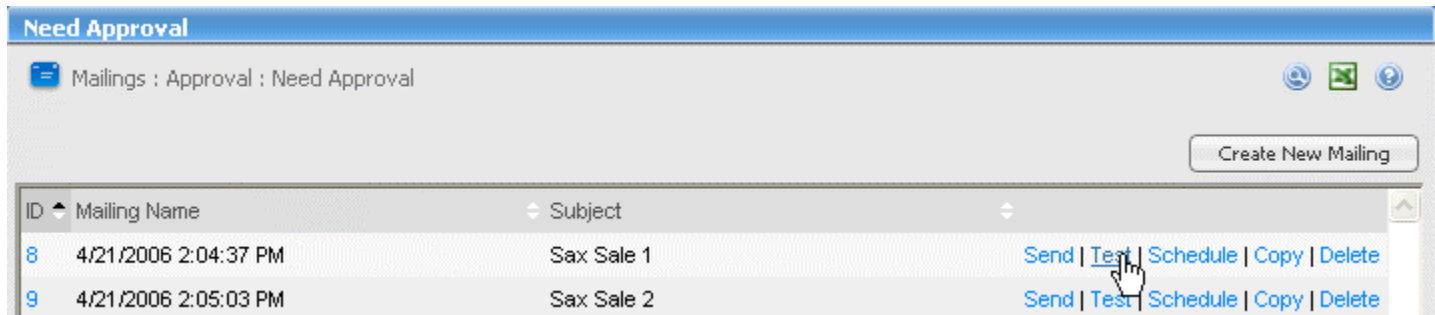
Test Mailing

To see what a mailing will look like for sample recipients in your email client, do one of the following:

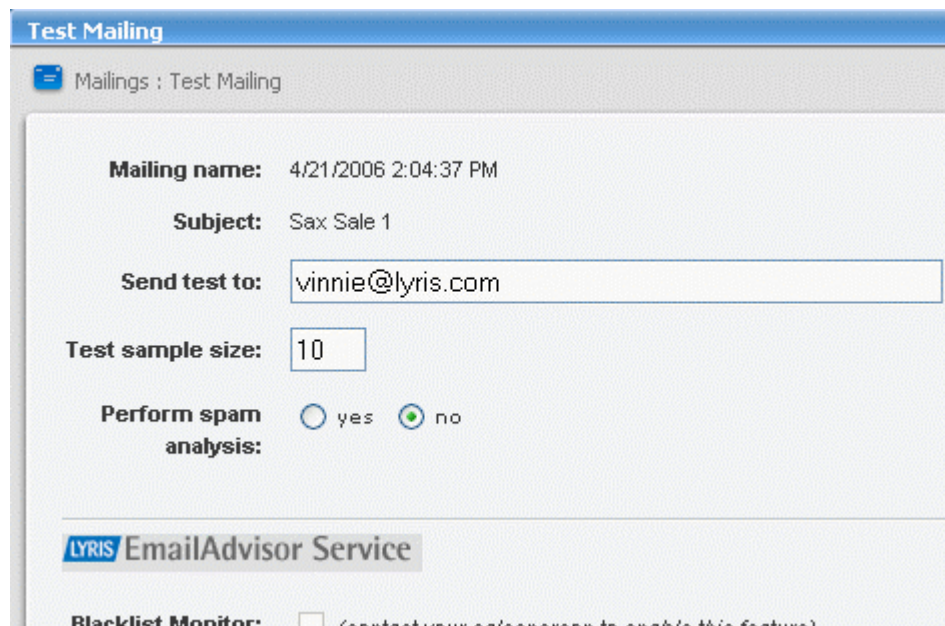
- While creating a mailing, click **Save and Test**.

-or-

1. In the left Navigation bar, click **Mailings**, point to **Approval**, and then click **Need Approval**.
2. Click the **Test** command for the mailing you want to test.



The Test Mailing page displays:



The screenshot shows a web interface titled "Test Mailing". The breadcrumb trail is "Mailings : Test Mailing". The form contains the following fields and options:

- Mailing name:** 4/21/2006 2:04:37 PM
- Subject:** Sax Sale 1
- Send test to:** vinnie@lyris.com
- Test sample size:** 10
- Perform spam analysis:** yes no
- LYRIS EmailAdvisor Service**
- Blacklist Monitor:** (contact your salesperson to enable this feature)

1. In the **Send test to:** box, type the email addresses to receive the test messages, separated by commas
2. In the **Test sample size:** box, specify the number of test messages to send.
3. If you want a spam analysis performed on the message, select **yes** next to **Perform Spam analysis:**. The results will be emailed to you.
4. Test your message using the [EmailAdvisor](#) service (if enabled).

LYRIS EmailAdvisor Service

Blacklist Monitor: (contact your salesperson to enable this feature)

Inbox Snapshot: (contact your salesperson to enable this feature)

Content Analyzer: (contact your salesperson to enable this feature)

Delivery Monitor: (contact your salesperson to enable this feature)

ISP Monitor: (contact your salesperson to enable this feature)

Split Test

You can create different versions of your message, test them on small random subsets of your mailing list, and then compare the results to see which message is most effective. This kind of testing, called "split-testing," eliminates any demographic or action-based bias that could alter your results. Once you determine which message gives the best results, you can send it to the rest of your list.

Note: Split testing is a feature of ListManager Enterprise, and is unavailable for standard ListManager. Contact your account representative at sales@lyris.com if you'd like to upgrade to ListManager Enterprise.

Before you can do a split test, you must first create at least two content items you intend to use in the test.

To go to the Split Test Mailings Wizard

In the left Navigation Bar, click **Mailings**, point to **Advanced Mailings**, then point to **Split Test Mailings**, and then click **Split Test Mailings Wizard**.

Using the Split Test Mailings Wizard

Split Test Name

Select a name to identify your split test. You can type up to 70 characters.

New Split Test Mailings Wizard

Mailings : Advanced Mailings : Split Test Mailings : New Split Test Mailings Wizard

Split Test Name:

Split Test Description:

Segment: ▼

Sample size

Sampling Methodology:

% of Segment
· Select a percentage of the segment to test against.

of Members
· Select number of members to test against.

Split Test Description

Type in a description for your split test.

Segment

The default setting is all the members in your mailing list. To choose a particular segment, click the **Segment** box and then select the segment you want.

Sampling Methodology

You can choose to send the test message to either a percentage of your mailing list, or a specific number of members in the list.

To send the message to a percentage

Select **% of Segment**, and then in the **Total % to receive test** box, type the percentage of the segment you want to send the mailing to.

To send the message to a specific number of members

Select **# of Members**, and then in the **Total # to receive tests** box, type the number of segment members you want to send the mailing to.

Content 1

Click the arrow in the **Content 1** box, and then select the content you want to send to the first group.



The screenshot shows a configuration interface for a split test. It features two rows, each representing a content group. The first row is labeled "Content 1:" and the second "Content 2:". Each row contains a dropdown menu with the text "Content for Split Test - content for split test" and a small downward-pointing arrow. A mouse cursor is positioned over the arrow in the "Content 1" dropdown. To the right of each dropdown is a "View" button. At the bottom of the interface, there are two buttons labeled "Less" and "More".

Content 2

Click the arrow in the **Content 2** box, and then select the content you want to send to the second group.

To view the content

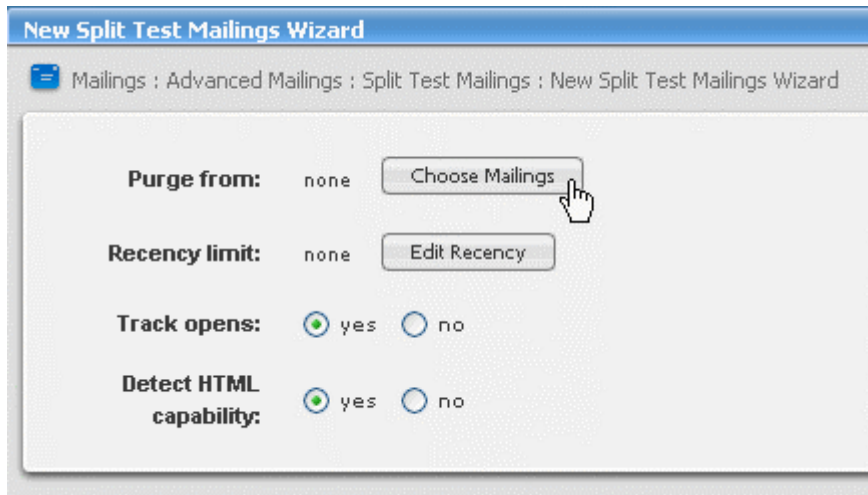
Click the **View** button for the content.

To continue, click **Next**.

Screen 2

Purge From

If you want to purge members who have received previous messages, click **Choose Mailings**.



Recency Limit

To purge members who have recently received email from you, click **Edit Recency**.

Track opens

To keep track of the members who open your test email, select this option.

Detect HTML capability

To detect if a member's email software is capable of viewing HTML, select this option.

To go back to the previous screen, click **Go Back**. To continue, click **Next**.

Screen 3

On this screen, you can review the options you chose.

To go back to previous screens, click **Go Back**.

To send your test messages, click **Send**.

To save your split test without sending, click **Save**.

To cancel your split test, click **Cancel**.

To view your split test results

1. In the left Navigation Bar, click **Mailings**, point to **Advanced Mailings**, then point to **Split Test Mailings**, and then click **Split Test Results**.

2. Click the View Results command for the test you want.

Mailing to a Segment

Sending to Different Lists or to Segments

1. Create a new mailing, but before saving your message, click the **Recipients** Tab.

New Mailing

Mailings : New Mailing

Message Recipients Tracking Deliverability Schedule Internationalization

Mailing name: 5/3/2006 12:03:06 PM

From: "admin" <vinnie@lyris.com>

To: %%nameemail%%

2. Click **Choose Segments**.
3. Select the lists and segments that should receive this mailing. Only the segments and lists available to you will be displayed here.
4. Click **OK**, and continue composing your message. When you're done, click **Save** or **Save and Test**.

Purging Recipients of Previous Mailings

1. Follow the steps to create a new mailing, but before saving your message, click the **Recipients** Tab.
2. Click **Choose Mailings**.

Purge from: none Choose Mailings

Suppression list: none Choose File

3. Select the mailings whose recipients should NOT receive this mailing.
4. Click **OK**, and continue composing your message. When you're done, click **Save** or **Save and Test**.

Approving Mailings

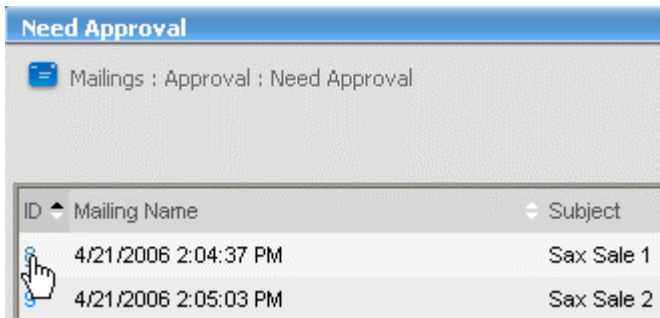
There are two methods to approve (or moderate) a message: via the web interface or via email. You can also test or schedule messages through the Mailings: Approval: Need Approval page in the web interface.

If you are moderating a discussion list (where members submit mailings to the list), the Approval Wizard helps you work quickly as you approve and delete mailings in the order in which they were submitted. You also have the option of deleting mailings with feedback so contributors know why their mailing was rejected.

The Approval Summary gives you an overview of all of your other lists to approve. You are also taken to the Approval Summary once you have completed approving messages for the list you're logged into.

Approving Via the Web Interface

1. In the left Navigation Bar, click **Mailings**, point to **Approval**, and then click **Need Approval**.
2. To review a mailing, click the number to the left of its name.



3. To send it immediately, click **Send Now**.



You can also test it now or schedule it to be sent at a future time.

4. To delete the mailing, click **Delete Now**. To send a message to the sender explaining why a mailing was deleted, click **Delete With Feedback**.

Approving Via Email

If you send messages via email to the list, and your list is set up so that you moderate your own messages (recommended for security reasons), you will receive a modification notification from Lyris ListManager for any messages sent to the list via email.

The message you receive will contain the following (with a different number code, this is just an example):

```
login yourpassword
moderate approve 16189
```

To approve this message reply, delete everything up to where it says "login" and replace "yourpassword" with your password.

To reject the message put your password above the "moderate reject..." line, instead of the approval command.

Note: Do not replace login with your name or anything, just replace *yourpassword* with your password above either the approve or reject command. Your response will look something like this:

```
login yourpassword
moderate approve 14962
```

or

```
login yourpassword
moderate reject 14962
```

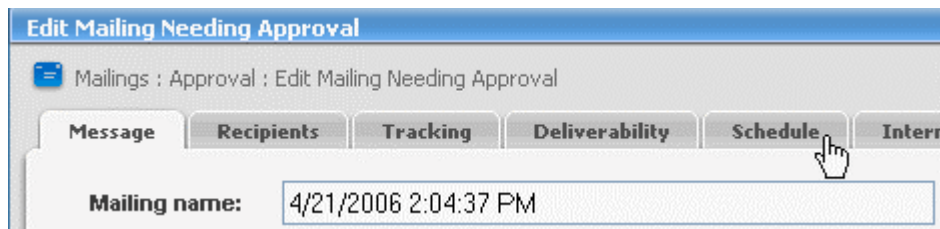
Note that these numbers are just an example; the numbers in the messages you receive will always be different. You will receive a message from Lyris ListManager confirming the message was either

accepted or rejected.

Scheduling a Mailing

By default, mailings wait for your approval to be sent. If you'd like them to be sent at a specific date and time, follow these instructions.

1. Follow the steps to create a new mailing, but before saving your message, click the **Schedule** Tab.



2. In the **Send when:** section, type the date and time you'd like the message to be sent, or click the drop-down calendar and choose a date.

3. By default, the date and time shown in your message showing when it was sent will be rewritten to be the time you schedule it to be sent. If you'd like it to be the date when it was created, change **Rewrite Date When Sent** to No.

4. Continue composing your message. When you're finished, click **Save** or **Save and Test**.

Creating a Recurring Mailing

It may be convenient to have the same mailing be resent every day, week or month if you are using conditional content to change the contents of the message sent, or if the message is sent to a segment such as all new members who joined on a certain date. A list FAQ can also be resent regularly, reminding list members of the list's rules.

1. Follow the steps to create a new mailing, but before saving your message, click the **Schedule** Tab.
2. In the **Send when:** section, type the date and time you'd like the message to be sent, or click the drop-down calendar and choose a date.
3. In the **Resend After This Many Days** box, type the number of days ListManager should wait before resending the message. If you enter 1, it will be sent every day; if you enter 7, every week.
4. Continue composing your message. When you're finished, click **Save** or **Save and Test**.

Triggered Mailing

A triggered mailing sends content automatically to recipients based on dates or an action they have performed. For example, you can send a message to recipients when they click a particular link, answer a survey, or make a purchase.

To send a triggered mailing, you need to have created a [triggered segment](#). In this example, we will be sending a message to people thirty days before the anniversary of the date they joined the list.

1. In the left Navigation bar, click **Mailings**, point to **Advanced Mailings**, then point to **Triggered Mailings**, and then click **New Triggered Mailing Wizard**:

2. Type a **Name**.



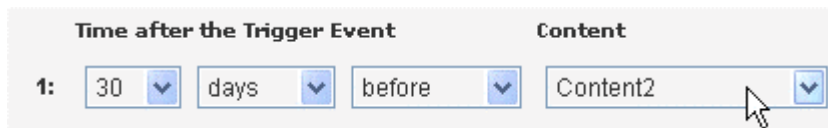
The screenshot shows the 'New Triggered Mailing Wizard' dialog box. The title bar reads 'New Triggered Mailing Wizard'. Below the title bar, there is a breadcrumb trail: 'Mailings : Advanced Mailings : Triggered Mailings : New Triggered Mailing Wizard'. The main area contains two fields: 'Name:' with a text input field containing 'Anniversary Trigger', and 'Trigger:' with a dropdown menu currently showing 'choose a trigger'.

3. Click the box next to **Trigger**, and then choose the trigger you made earlier ("anniversary").

4. Specify if you'd like to **Track Opens** and/or **Detect HTML**.

5. Select **Time After the Trigger Event**. In this example, we are selecting "30 days before."

6. Select the content you want to send.



The screenshot shows the 'Time after the Trigger Event' and 'Content' sections. Under 'Time after the Trigger Event', there are three dropdown menus: the first is set to '30', the second to 'days', and the third to 'before'. Under 'Content', there is a dropdown menu with 'Content2' selected. A mouse cursor is pointing at the 'Content2' dropdown.

7. Click **OK**.

Reports

Viewing Reports

Once you've sent out a mailing, you'll want to know how successful it's been. ListManager offers extensive reporting and charting on your mailings and membership. To see the reports available to you, in the left Navigation bar, click **Reports**.

Note that although ListManager limits the number of data points displayed in the charts, all the data for the selected report may be viewed and downloaded by selecting the table option for the report, and then clicking on the disk icon.

Reports are grouped as follows:

Report Dashboard - Gives you a variety of information in graphic format about recent mailings, member lists, server performance, and sales resulting from your email marketing.

Email Advisor - Use Email Advisor to monitor the deliverability of your mailings in real time, and then view the results here.

Mailings - Who received my mailings? Mailing statistics per mailing, and over time, including opens and clickthroughs.

Members - Who is a part of my list? Member statistics show you subscription trends, and characteristics of your membership.

Server Performance - How fast is ListManager sending mail? Available to server administrators only.

Web site - How are list members using my Web site after receiving a mailing? Requires a Pro license, and that you have [Clickstream Tags](#) on your Web site.

Purchases - What have list members purchased as a result of receiving a mailing? Requires an Enterprise license, and that you have [Purchase Tags](#) on your Web site.

Interest - What pages have list members shown interest in? Requires an Enterprise license, and that you have [Interest Tags](#) on your Web site.

Surveys - Use our survey form builder to create a questionnaire for your members, and then view and analyze the results here.

Sales cycle map - Shows key charts and reports arranged according to their place in the sales cycle; this splits the reports into Awareness, Interest, and Action reports.

Map - Displays all available reports in an outline form.

Custom Charts - ListManager provides you with a wide variety of reports and charts, but if you don't find what you need, you may create your own.

Table and Chart Options

By default, tables in ListManager display ten lines of data at a time. Each table displays a number of icons that change how you see your data, or acts on that row in the table. If you don't understand what

you see on a page, just click the  help icon to access context-sensitive help.

Table Options

Toggle

Changes the sort order of a table, from a-z to z-a, for example, or from most recent to least recent. By clicking the top triangle, the sort order will be ascending (a-z); clicking the bottom arrow makes the sort order descending (z-a). Sort options vary depending on the table.

Spreadsheet Button

Downloads the current table in CSV (comma separated values) format. CSV files may be opened and edited with many programs, such as Excel.



Shows the next page of results.



Shows more results for a table, or increases the size of the field. Repeatedly clicking this button shows increasingly more lines.



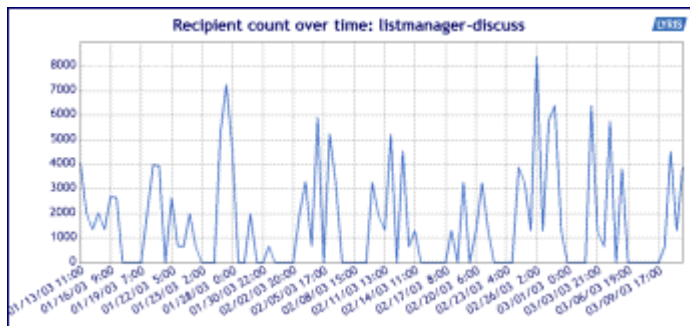
Shows fewer results for a table, or shrinks the size of the field.

Chart Options



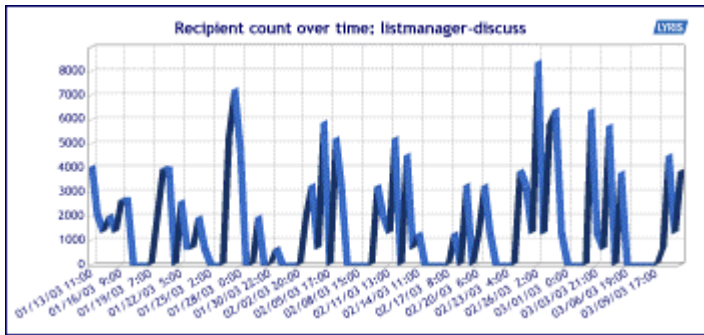
Line Chart

When you click on the Line Chart Icon, this is how you will see your data displayed:



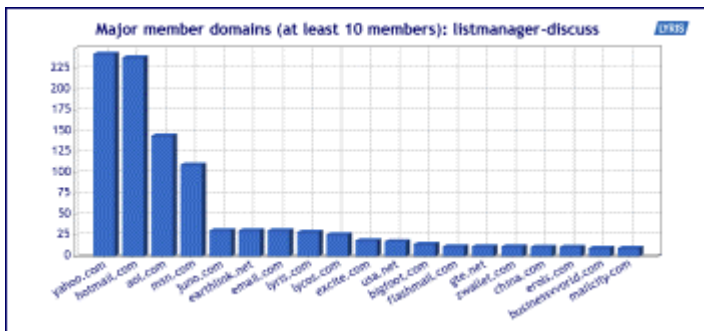
3D Line Chart

When you click on the 3D Line Chart Icon, this is how you will see your data displayed:



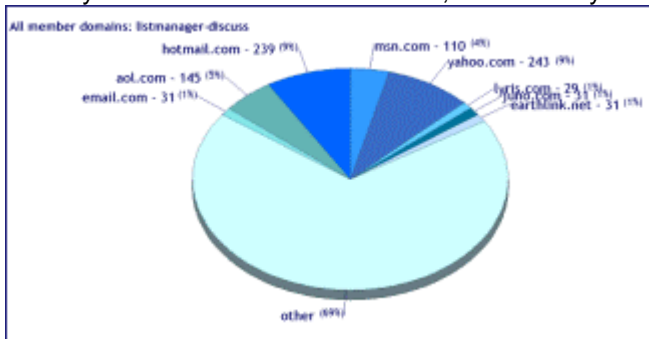
Bar Chart

When you click on the Bar Chart Icon, this is how you will see your data displayed:



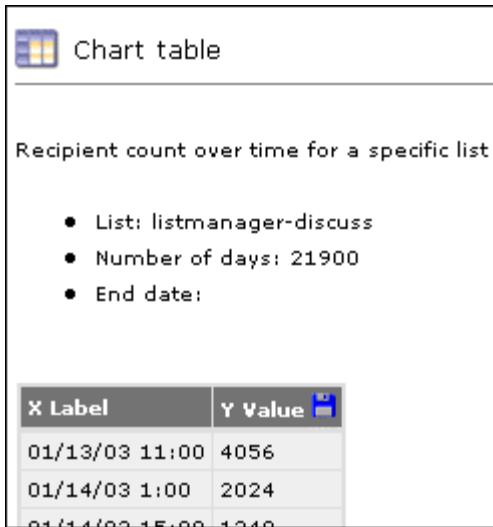
Pie Chart

When you click on the Pie Chart Icon, this is how you will see your data displayed:



Table

When you click on the Table Icon, this is how you will see your data displayed:



Note that the charts will only display 19 data points, but the chart table will have all the data points for that report. All the data for the selected report may be downloaded as a CSV file by clicking on the disk icon in the upper right hand corner of the table.



Click on the Change Chart Properties to change the parameters of your chart - the dates charted, for example.

Chart options

Chart title: Cumulative subscribed members over time: listname

End date: (blank for today)

List: saxophonists

Number of days: forever

OK



Information about the chart, including a legend. The legend can be set to appear by default by the server administrator, in Utilities: Administration: Server: Server Settings: Advanced: Enable Features; however even if no legend appears here (it was set to not appear), it can be viewed by clicking the question mark.



Information about this chart

Recipient count over time for a specific list

- List: listmanager-discuss
- Number of days: 21900
- End date:

Overall statistics:

- Number of data points: 95
- Low value: 640
- High value: 8385
- Average value: 2927

Subscriptions

Automated Messages

ListManager sends *automated messages* when subscribers join, leave, or confirm their memberships.

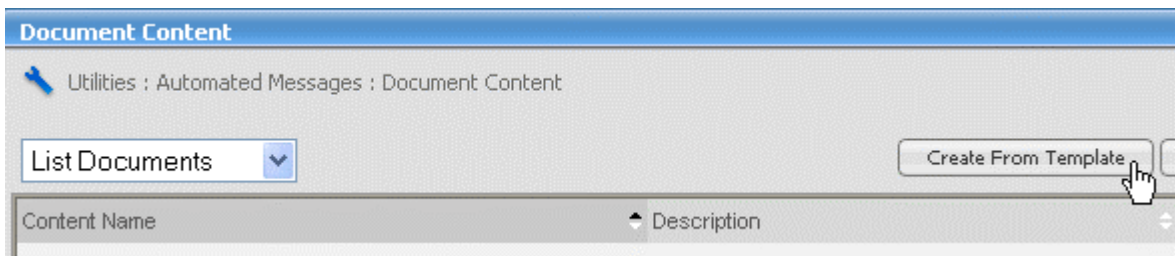
Although the standard automated messages ListManager sends are adequate, you will likely want to create and use automated messages that are more informative and better reflect the character of your organization.

Customizing automated messages requires that you:

1. Create *Document Content*, or the message you want to send.
2. Create a *Document Association*, specifying under what circumstances the document should be sent.

Step A: Create Document Content

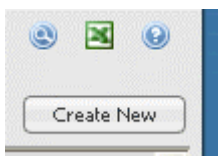
1. In the left Navigation bar, click **Utilities**, point to **Automated Messages**, and then click **Document Content**.
2. Click **Create From Template**.



3. Edit the content as you would any other content. See *Creating Content* for more information about editing content.
4. Click **Save** to save your new document content.

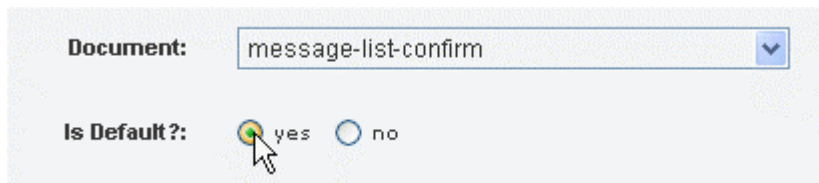
Step B: Create a Document Association

1. In the left Navigation bar, click **Utilities**, point to **Automated Messages**, and then click **Document Association**.
2. Click **Create New**.



3. Click the box next to **Message Type**, and then select the type you want. For example, if you are creating a confirmation automated message, select "List Confirm Document" as the message type.
4. Choose the **Document** you want.

5. In the **Is Default** section, select **yes**.



The screenshot shows a form with two fields. The first field is labeled "Document:" and has a dropdown menu with "message-list-confirm" selected. The second field is labeled "Is Default?:" and has two radio buttons: "yes" (which is selected) and "no".

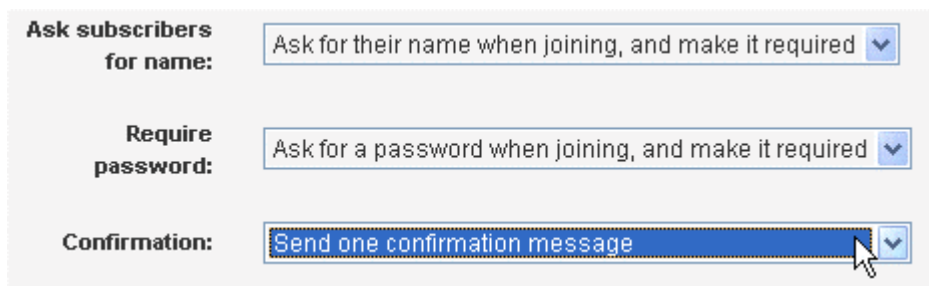
6. Click **Save**.

Subscription Forms

Your list will only be successful if people can "opt-in" easily, so you need to help new members join. We recommend you do this by adding a subscription form to your Web site.

Creating a Subscription Form for Your Web Site

1. In the left Navigation bar, click **Utilities**, point to **Web Forms**, and then click **New Subscribe Form**.
2. Click the boxes next to **Ask subscribers for name:**, **Require password:**, and **Confirmation:**, and then select the option you want for each.



The screenshot shows a form with three sections. The first section is labeled "Ask subscribers for name:" and has a dropdown menu with "Ask for their name when joining, and make it required" selected. The second section is labeled "Require password:" and has a dropdown menu with "Ask for a password when joining, and make it required" selected. The third section is labeled "Confirmation:" and has a dropdown menu with "Send one confirmation message" selected.

Note: If you want your list to be double opt-in, in the **Confirmation:** box, select **Send one confirmation message**.

3. Enter the **Destination URL** you'd like new members to be taken to after they fill out your form. This URL is a page on your website.
4. To select the lists you'd like members to be able to subscribe to from this form, click **Choose Lists**.
5. If you'd like to gather information about your new members, click **Choose Demographics**.
6. Review your subscribe form. If it contains all the information you'd like, click **Get HTML**.
7. Copy and paste the HTML form generated into a page on your Web site. The HTML may be modified, if desired (for instance, you want to change the field lengths, or the descriptions for the demographic information).

You can cut-and-paste the contents of this field into your web page.

**Your
subscribe
form HTML:**

```
<form action="http://66.160.177.199/subscribe/subscribe.tml"
  <table border=0 cellspacing=0 cellpadding=3>
    <tr>
      <td align="right">
        <font size=1>Email address: </font>
      </td>
      <td>
        <input type="text" name="email" value="" SIZ
      </td>
      <td>
```

8. Test your form before going live!

Tracking

Success Tracking

Once you've sent out a mailing, you'll want to know how successful it's been. ListManager offers five kinds of success tracking:

1. [Delivery Tracking](#) - Who got my mailing?
2. [Opens Tracking](#) - Who opened my mailing?
3. [Forwards Tracking](#) - Who forwarded my mailing to another email address?
4. [Clickthrough Tracking](#) - Who clicked on a link from my mailing?
5. [Referral Tracking](#) - Who invited friends to join my list? How many friends actually joined?
6. [Action Tracking](#) - Who went to my Web site? What were they interested in, and what did they purchase?

Where is Tracking Enabled?

Different kinds of success tracking are enabled at different points in the process of sending a mailing:

Delivery Tracking - who received a particular mailing - is done automatically every time you send out a mailing. Nothing needs to be enabled; just send out a mailing. ListManager will record who received the mailing, and who failed to receive it. You may view the results in Reports: Mailings: Delivery Statistics.

Opens Tracking - who opened a particular mailing - can be enabled when you create a mailing.

Forwards Tracking - Forwards are automatically detected when opens tracking is enabled. To view them, go to Reports: Mailings: Tracking Statistics.

Clickthrough Tracking - who clicked on a link in a mailing - can be enabled when you create your content.

Referral Tracking - who recommended friends join your list - can be enabled when you send a message with a referral link. This link takes referrers to a web page, where they can enter the email addresses of friends who they think will be interested in your list. Those friends then receive an email message inviting them to join the list.

Action Tracking - who went to my Web site and made purchases - is enabled by adding Action Tags to your Web site. After a clickthrough, these tags can then track which pages a mailing recipient visits, how much interest they show in a particular area, and what they purchase.

How Can Tracking Increase My Mailing Success?

By tracking and recording tracking information in ListManager, you can then better target your customers in future mailings. Based on your tracking data, you may create segments of any group of members who show interest in your mailing, targeting just those who open your message, say, or those who purchased over a particular dollar amount.

Delivery tracking helps you gauge whether or not the email addresses you have are valid or not. Trying to send a mailing to a million recipients is not very impressive if only a few thousand actually received it. Since people tend to abandon email addresses or sign up bogus ones, delivery tracking helps you check the quality of your list of recipients.

Once your message has been received, you'll want to know who actually *opened* it. If you have a very low open rate, you can fine-tune your message to have a more appealing subject line. In addition, when opens tracking is enabled, you will automatically be able to see who *forwarded* your messages.

Clickthroughs tell you whether recipients were interested enough in the contents your mailing to click on a link and go to your Web site. Monitoring your clickthrough rates can help you see what formatting is most effective for your mailings - do you get a better response if you put a special offer at the top of your message, or at the bottom?

Referral tracking helps you to organically grow your list, and is also a sign of how interesting your recipients find your content. If your mailings' recipients find your content interesting, chances are they'll want to tell their friends about it - and that their friends will find it interesting, too.

Once you've gotten your recipients interested in your newsletter, you'll want to know how they become buying customers. *Action tracking* allows you to see how potential customers progress through your Web site, so you can later target those who show a certain level of interest or who have purchased particular products.

Delivery Tracking

ListManager automatically tracks who received your message.

To see how many and what percentage of your recipients received your message

- In the left Navigation bar, click **Reports**, point to **Mailings**, and then click **Mailing Overview**.

To view a table of outgoing mailings

- In the left Navigation bar, click **Mailings**, point to **Mailing Status**, and then click **All Outgoing Mailings by Date**.

-or-

- In the left Navigation bar, click **Reports**, point to **Mailings**, then point to **Deliver Statistics**, and then click **Delivery Table**.

Delivery Table					
Reports : Mailings : Delivery Statistics : Delivery Table					
Mailing Name	Total	Attempted %	Completed %	Success %	Created
test of mailing 13 on 5/1/2006 6:06:45 PM	1	100%	100%	100%	2006-05-01
4/28/2006 2:41:23 PM	5	100%	100%	100%	2006-04-28
Split Test 1 Part 2: Content2	1	100%	100%	100%	2006-04-21

You can view more detailed information about a mailing by click the mailing's number in the **Total** column.

Mailing Name	Total	Attempted %
test of mailing 13 on 5/1/2006 6:06:45 PM	1	100%
4/28/2006 2:41:23 PM	3	100%
Split Test 1 Part 2: Content2	1	100%

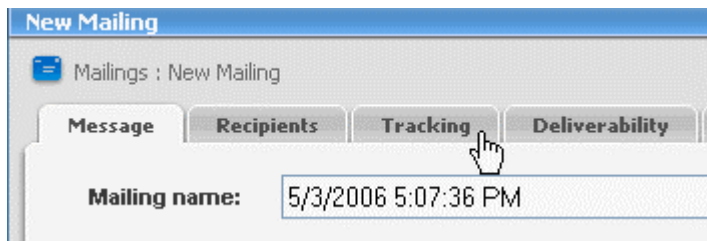
Opens/Forwards Tracking

You may see how many of your members opened your HTML or multipart message if you enable opens tracking when you create your mailing. You may also detect who has HTML capability at the same time.

ListManager is able to detect opens and HTML capability by inserting a 1x1 invisible gif in the HTML portion of your message. When a recipient opens the message, ListManager can register that they did so and that they have HTML capability. If a user can only read text, or if their email client or ISP prevents gif files from being retrieved automatically, you will be able to detect opens for that user only if the user clicks through on a link.

Note that if you create a text body only and select this tracking, your mailing will be sent in multipart alternative, meaning a text and HTML body will be sent. Otherwise, opens and HTML capability could not be tracked. If you dislike the appearance of the automatically generated HTML, create an HTML section for your mailing.

1. Create a new mailing, but before saving your message, click the **Tracking** Tab.



2. To track how many people open your message, select **yes** for **Track Opens**. If opens are tracked, forwards will be automatically tracked as well.
3. To track whether recipients can receive HTML, select "yes" for **Detect HTML Capability**.
4. Continue composing your message. When you're finished, click **Save** or **Save and Test**.

Clickthrough Tracking

You can see how successful your mailing has been by seeing how many recipients clicked on URLs in the message. To keep track of those clicks, you must first make a clickthrough tracking URL, and insert it in your content. You'll then be able to view the clicks in Reports: Mailing Reports: Tracking Statistics.

ListManager will encode the URL, so that the clicker will be taken first to the ListManager web server, and then redirected to the final destination URL.

It's simple to make all clicks on text or images in your message trackable.

Track All URLs in Content

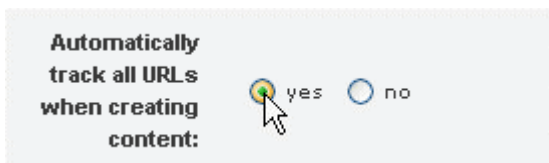
1. In the left Navigation bar, click **Content**, and then click **New Content**.
2. Click the **Text Message** or **HTML Message** tab.
3. Click Track all URLs. All URLs will now be tracking URLs.



Automatically Track All URLs

ListManager can automatically make all URLs in your web created content tracking URLs.

1. In the left Navigation bar, click **Utilities**, point to **List Settings**, and then click **Web Created Content**:
2. Set **Automatically Track All URLs When Creating Content** to **yes**.



3. Click **Save**.

Action Tracking

Action tracking allows you to track what actions your mailing recipients have taken after they've received your mailing and gone to your Web site. There are four kinds of action tracking:

Clickstream tracking allows you to detect what other pages your list members visited after clicking on a link.

Interest Tracking gauges a recipient's level of interest, based on the pages they have visited.

Purchase Tracking gives information back to ListManager about a recipient's purchase.

Member updates changes a database field for a member when they visit particular pages. For example, if a customer visits a particular page with a contest on it, you may update a database field to indicate the customer is interested in contests.

Offline events allow you to record and track interest, purchase, or any other event, such as a phone call or clickthrough, which occur outside of ListManager. These events are then incorporated into the database so they can be viewed in reports.

To use action tracking, you must first create an Action Tag in Utilities: Other: Action Tags. The resulting

tag must be pasted in the source code for any web page you'd like to track.

You must include a clickthrough link in your message to use any action tracking. When a member clicks on a link, the browser is passed a cookie that identifies the member on tracked pages.

Clickstream Tracking

1. On the left Navigation bar, click **Utilities**, point to **Other**, then point to **Action Tags**, and then click **Clickstream Tags**.
2. Enter a name to help you identify this tag in reports.
3. Click **OK**. ListManager will provide you with a page tracking tag.
4. Copy the page tracking link, and paste it in the source code for any web page you'd like to track message recipients' visits to.

Interest Tracking

1. On the left Navigation bar, click **Utilities**, point to **Other**, then point to **Action Tags**, and then click **Interest Tags**.
2. Click **Choose Event**.
3. Click the **Select** command for the tag that most closely matches the interest you'd like to track.
4. Edit the **Interest Stage**, if desired.
5. Edit the **Interest Points**, if desired.
6. Click **OK**. ListManager will provide you with an Interest Tracking tag.
7. Copy the Interest Tracking tag, and paste it in the source code for any web page you'd like to track message recipients' interest.

Purchase Tracking

1. On the left Navigation bar, click **Utilities**, point to **Other**, then point to **Action Tags**, and then click **Purchase Tags**.
2. In the **Name This Tag** box, enter a name.
3. To change the fields being tracked by this tag, click **Choose Fields**.
4. Enter the **Unit Price**. You may want to enter a variable here (e.g., \$price) that a script on your web server can update with the correct quantity.
5. Enter the **Quantity**. You may want to enter a variable here (e.g., \$quantity) that a script on your web server can update with the correct quantity.
6. Enter the **Product/SKU#**. You may want to enter a variable here (e.g., \$sku) that a script on your web server can update with the correct quantity.
7. Enter the **Interest Stage**.
8. Enter the **Interest Points**.
9. Click **OK**. ListManager will provide you with a Purchase Tracking tag.

10. Copy the Purchase Tracking tag, and paste it in the source code for any web page you'd like to track message recipients' purchases.

Member Updates

1. On the left Navigation bar, click **Utilities**, point to **Other**, then point to **Action Tags**, and then click **Member Update Tags**.
2. Select the **Field Name** you'd like to update. Or, click **Create New Field** to create a new field for member updates.
3. Enter the **Value** that should be updated to this field when a member visits this page.
4. Click **OK**. ListManager will provide you with a Member Update Tag.
5. Copy the Member Update Tag, and paste it in the source code for any web page you'd like to update member records when members visit that page.

Offline Events

1. On the left Navigation bar, click **Utilities**, point to **Other**, then point to **Offline Events**, and then click **Offline Event**, **Offline Interest Event**, or **Offline Purchase Event**.
3. Enter the event name, member email address, and select a mailing to associate it to.
4. For interest and Purchase Tracking, enter interest stage and points, quantity, and any optional fields.
5. Click **OK**. ListManager will update the events.

Referral Tracking

Referrals allow your list members to invite their friends to join your list. You may track how many friends were referred by list members, how many opened or clicked on a tracking link in the invitation, and how many ultimately joined the list.

Here's how it works:

1. You send out a mailing to your list with a referral link asking members to invite their friends to join the list.
2. List members click on the link and enter the email addresses of those they'd like to invite. They can also include an optional message.
3. The invited members receive an email message telling them how to join the list. If they follow the instructions in the invitation, they become a list member.

To use the referral feature, you must first create an invitation—a message that will be sent to those referred telling them how to join the list. This can be accomplished easily using the Invitation Template in Content, which can be customized to fit your needs. Next, you must create a referral form—the web page members are taken to when they want to invite a friend to join the list. Finally, you must insert a referral link into your mailing (or into the mailing content).

1. Create an Invitation

The invitation is sent to those who are invited to join your list by your members. Referrers can optionally add their own message (if your referral form allows it). Note that you can include clickthrough links in the invitation message.

1. In the left Navigation bar, click **Content**, and then click **New Content from Template**.
2. Click the **Use Template** box, click **Invitation Template**, and then click **OK**.
3. Enter the **Content Name**.
4. Click **Text Message**, and then edit the text body.
5. Click **Save**. You have now created your invitation which will be sent by referrers to others to join the list.

2. Create a Referral Form

The referral form is a web page where your list members will enter in the email addresses of people they would like to invite to join your list. Only members can refer others to join a list.

1. In the left Navigation bar, click **Utilities**, point to **Web Forms**, and then click **Referral Forms**.
2. To use a pre-existing referral form template, click **Create From Template**.
3. Click the **Choose a Template** box, select **Referral Form Template**, and then click **OK**.
4. Enter a **Title** and **Description** for the referral form, and enter the **HTML** for the form.
5. Click the **Applies To** box, and then select the list, site, or server you want the Referral Form to apply to.
6. To preview the form, click **Preview**.
7. When you are finished, click **Save**.

3. Create a Referral Link

In order for your members to be able to invite friends to join your list, you must insert a referral link into your mailing.

1. Create content as you normally would for a mailing. While on the New Content page, click **Text Message** or **HTML Message**.
2. Click **Insert URL**, and then click the **Referral** tab.
3. Select the **Invitation Content**—the message you created in the "Create an Invitation" procedure above that should be sent to those invited by your members.
4. Select whether or not you want the invitation to track opens and HTML capability.
5. Select the **Referral Form**—the form you created in the "Create a Referral Form" procedure above that members should go to when they want to invite members.

6. Enter the **Destination URL**—the URL your members should be taken to after inviting members. If blank, they will be taken to a default web page thanking them for inviting members.
7. Click **Insert**. This will create a link at the bottom of the message. You can then move this link to wherever you want it in your content.
8. Continue to create your content as usual. When you are finished, click **Save**.
9. Create a mailing, and insert the content you created with the referral link.

You can view the results in Reports: Mailings: Referral Statistics.

EmailAdvisor

The EmailAdvisor system shows you how successful you are in presenting and getting your message to your recipients.

Subscribing to EmailAdvisor

EmailAdvisor is a subscription service. Once you've [signed up](#), you will receive the customer name, user name and password you'll use with EmailAdvisor.

Enabling EmailAdvisor

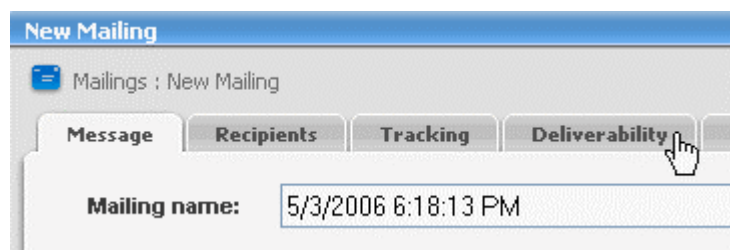
To enable EmailAdvisor for the first time:

1. In the left Navigation bar, click **Reports**, point to **EmailAdvisor**, and then click **Configuration Wizard**.
2. Enter your **Customer Name**, **User Name** and **Password**.
3. Click **Next**.
4. By default, the customer will be assigned to the entire server. If this customer should not be used for the entire server, deselect **Entire Server**, and select the sites or lists that should be assigned to this customer.
5. Click **Save**. EmailAdvisor is now enabled.

Audit a Mailing

To perform an EmailAdvisor audit of a mailing:

1. Create a new mailing, but before saving your message, click the **Deliverability** Tab.



2. Enable **Blacklist Monitor**. This report will show you if any domain or IP address in your mailing is blacklisted.
3. Enable **Inbox Snapshot**. These reports will show you what your message looks like in over forty email clients.
4. Select the **Delivery Monitor** and **Content Analyzer** reports you want.
5. Specify what email address reports should be sent to. You'll also be able to view reports on the EmailAdvisor tab in ListManager..
6. Continue composing your message. When you're done, click **save** or **save and test**.

Audit Before Sending

To audit a mailing before sending it:

1. When you are finished creating your mailing, click **Save and Test**.
2. Enable **Blacklist Monitor**. This report will show you if any domain or IP address in your mailing is blacklisted.



The screenshot shows the 'LYRIS EmailAdvisor Service' configuration window. It contains several settings:

- Blacklist Monitor:** A radio button labeled 'yes' is selected, and a mouse cursor is pointing at it. The 'no' radio button is unselected.
- Inbox Snapshot:** The 'no' radio button is selected, and the 'yes' radio button is unselected.
- Delivery Monitor / Content Analyzer:** A dropdown menu is shown with a downward arrow on the right side.
- Piper Password:** The text 'lmno' is displayed next to the label.

3. Enable **Inbox Snapshot**. These reports will show you what your message looks like in over forty email clients.
4. Select the **Delivery Monitor** and **Content Analyzer** reports you want.
5. Click **OK**.

Viewing EmailAdvisor Reports

After auditing a message, you'll be able to view the results in the ListManager interface.

- In the left Navigation bar, click **Reports**, point to **EmailAdvisor**, and then click the report you'd like to view (e.g., Inbox Snapshot).

You will be connected to EmailAdvisor to view the report.

Discussion Lists

If your list is configured to be a discussion list, list members may post to the list if they send to the list email address. That address is the listname@yourserver. For example, if your list name is "discussion" on the "mars.example.com" server, the email address of the list would be *discussion@mars.example.com*.

Discussion list members may view and post messages or change their subscription status by going to the discussion forum interface. The discussion forum interface for your list is:

<http://yourserver.example.com/read/?forum=yourlistname>

Index

- Action Tracking, 49
- Adding Test Members, 10
- Adding Your Members, 13
- Approving Mailings, 36
- Automated Messages, 43
- Clickthrough Tracking, 48
- Contents, 4
- Creating and Using Templates, 23, 24
- Creating Content, 17
- Creating List Administrators, 15
- Creating Mailings, 29
- Creating Segments, 25
- Creating Templates, 24
- Delivery Tracking, 46
- Discussion Lists, 54
- EmailAdvisor, 52
- Homepage, 8
- Logging In and Logging Out, 6
- Mailing to a Segment, 35
- Opens Tracking, 47
- Personalizing Content, 21
- Refer-a-Friend Tracking, 51
- Running ListManager for the First Time, 5
- Scheduling a Mailing, 37
- Sparklist!, 4
- Subscription Form, 44
- Success Tracking, 45
- Table and Chart Options, 40
- Table of Contents, 4
- Testing Mailings, 31
- Triggered Mailing, 38
- Triggered Segments, 27
- Unsubscribe Directions, 18
- View or Find Members, 12
- Viewing Reports, 39
- What is Content?, 16
- Your First List, 7