

**Newsletter  
Manager Pro  
V.7.00  
User's Guide**

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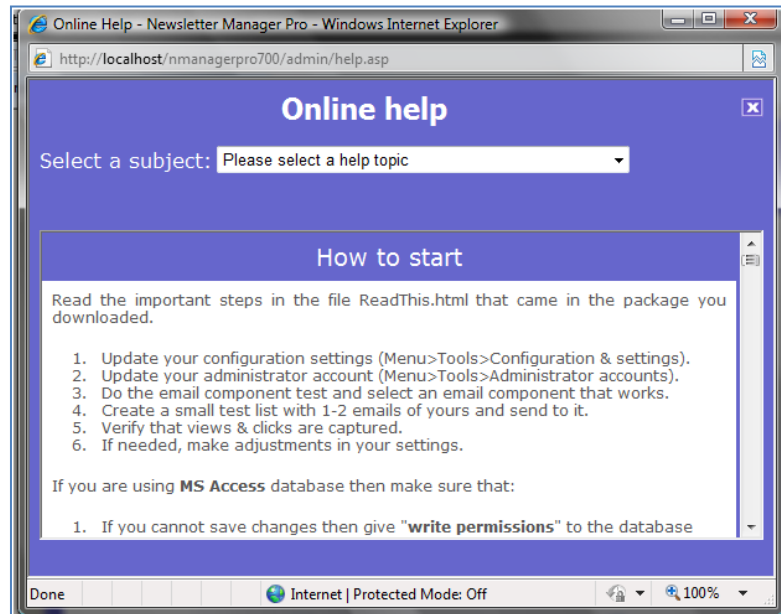
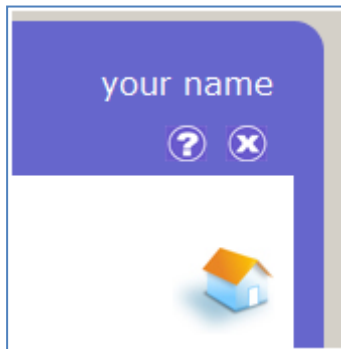
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# 1 Getting started

## 1.1 How to use this guide

Read the table of contents in this guide so you know what issues are covered here. The **best tips** and everything you need to know about the **core features** is explained in the Help section of Newsletter Manager Pro. Click the help icon at the top-right corner.



A second help guide for quick set-up, **localization** and most frequent **set-up issues** is in the ReadTHis.html file that is in the zip you downloaded.

Newsletter Manager Pro is loaded with small pop-up help buttons that explain terms and features.

However, if you can't find what you are looking in the above sources then refer to this guide to read certain topics in detail.

## 1.2 Features overview

**Newsletter manager Pro** is a web-based e-newsletter and subscriber management software to manage your subscribers and mailing lists, design your newsletters and send them via email. A fully-featured and yet easy to use newsletter publishing solution that allows you to track statistics of your mailings, create follow-up mailings, process bounced messages (add-on) and more. It is built in Active Server Pages (ASP) technology widely available and supported from hosting companies.

Some **key features** of Newsletter Manager Pro are:

1. **Unlimited** subscribers, mailing lists and newsletters.

2. **Real-time** views & clicks tracking **reports** (see who/when opens or clicks the links in your newsletters).
3. A powerful **html editor** with **auto-save** feature to design and/or import your newsletters.
4. Send html, text and **multi-part newsletters** with attachments. Your newsletters are **personalized** for each subscriber (merging).
5. Detailed **in-depth reporting**. **Export** your reports, subscribers, mailing lists etc to Excel spreadsheets.
6. Automatic subscribe/un-subscribe processes.
7. Unique **experience** for your **subscribers**. Fully customizable landing pages, welcome and goodbye emails.
8. **Double opt-in** confirmation system helps you keep a clean list.
9. Simple **wizard** to create sign-up forms for your website that can be placed in any page (asp, aspx, php etc).
10. Several **utilities to import and manage** your subscriber and mailing lists.
11. 1-click **follow-up mailings** and follow-up lists based on subscribers clicks and views behavior.
12. Create **mailing filters** for highly targeted campaigns.
13. **Batch sending**: send x emails every z minutes. Avoid server overloads and comply with any possible hosting limitations.
14. **Error control**: you can resume the sending operation if it fails.
15. Send images as **inline** (embedded).
16. Send a **web page** as a newsletter by giving the **URL**.
17. Add a **link to read the newsletter in your browser**.
18. Collect subscriber birthdays and send **birthday newsletters**.
19. Follow-up with your subscribers based on the date-subscribed.
20. Send a **welcome newsletter** with a new sign-up.
21. **Pseudo-scheduling** capability using Windows scheduled tasks of your pc (or the task scheduler).
22. 'Forward to your friends' page.
23. Public newsletter archive and customizable "Privacy page".
24. Web-based, use it with your browser from anywhere in the world.
25. Straightforward interface ensures **ease of use** and a **short learning curve**.
26. **Multi-language** administration panel. Already available in several languages. Easy to translate in any language by editing a single file.
27. Process **bounced emails** with the [bounceManager add-on](#).
28. **Schedule your mailings** using [Npro Scheduler](#) add-on.
29. Newsletter Manager Pro is built as an **interactive web application** using techniques such as **DOM scripting**, **DHTML** and **AJAX**. It is designed to give you a rich working experience and improved productivity.

Newsletter Manager Pro is **ready to use as-is**. No special technical knowledge is required for installation. Basic knowledge of html is required in case you want to add a sign-up form in your existing web site. The code is appropriately commented on every step so it is clear for developers to understand and modify it if they need to do so.

### 1.3 Requirements

You need a **web server** running **Windows** 2000/2003/2008 operating system. You can also run it on Windows XP Professional and Vista Business/Ultimate (IIS must be running). Newsletter Manager Pro can be used with any of the following **email components**:

Email component	Html/Text	Attachments	Multipart	Inline images
CDO / CDOSYS	+	+	+	+
CDONTS	+	+	-	+
Persits AspEmail (or AspEmail)+	+	+	+	+
Soft Artisans Smtip mail	+	+	+	-
Jmail	+	+	+	-
Server Objects ASPMail *	+	+	+	-
Dundas Mail	+	+	+	-
EasyMail (QuikSoft)	+	+	-	-
aspSmartMail	+	+	-	-
Bamboo smtp	+	-	-	-
OCX mail	+	-	-	-
* When sending html emails with attachments using Server Objects ASPMail the html and/or the multi-part content is lost. This is a limitation of the specific component.				
+ You need Persits with premium features installed to use the multi-part feature. All good hosts usually have premium features installed.				

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

### 1.4 Installation

When you unzip the file you received you will see a folder named [nmanagerPro](#) that contains the following folders:

**Admin** – Contains the files that you (the administrator) will use to operate the newsletter manager.

**Database** – Contains an MS Access database (which is used by default).

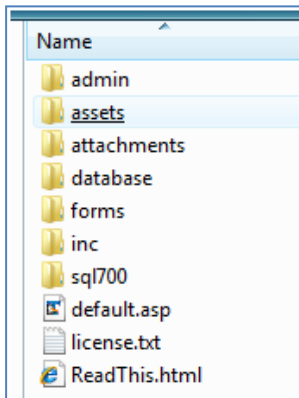
**Forms** – Contains the 'subscribe', unsubscribe' and update forms that you can place at your web site pages. Your visitors can use these forms to subscribe or unsubscribe to your newsletter.

**Inc** – Contains the files with the necessary functions for the operation of the newsletter manager.

**Attachments** – This is the folder where your attachments must be placed. The upload utility places the files you upload automatically in this folder.

**Assets** – This is a feature of the html editor of Newsletter Manager Pro. This editor enables you to insert assets in the email body. Assets may be images, audio or video files, flash animations etc. We recommend using the Assets folder for storing your newsletter images (must do so when you want to send your images as inline / embedded).

Newsletter manager Pro does not require installation in the classic sense (e.g. run a .exe file). All you have to do is unzip the file you downloaded and copy the content (folder [nmanagerpro](#)) in your [wwwroot](#) directory at your host server.

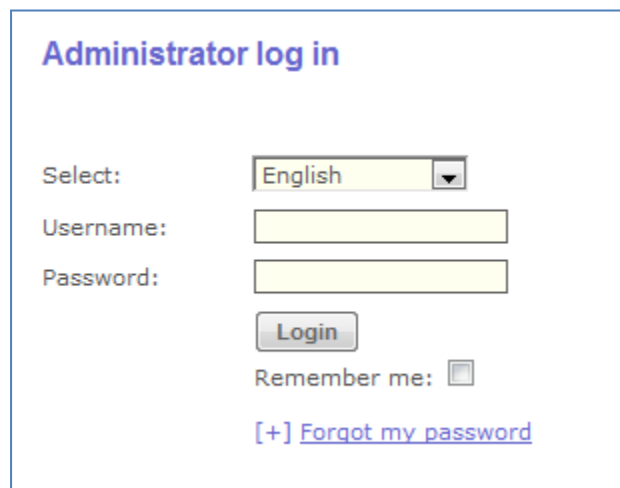


There is no need to upload the folder sql700 and the ReadThis.html

To go to the administrator panel type in your browser's address bar:

<http://www.yoursitename.com/nmanagerPro>

This will take you directly to the administration area as shown in the picture below:

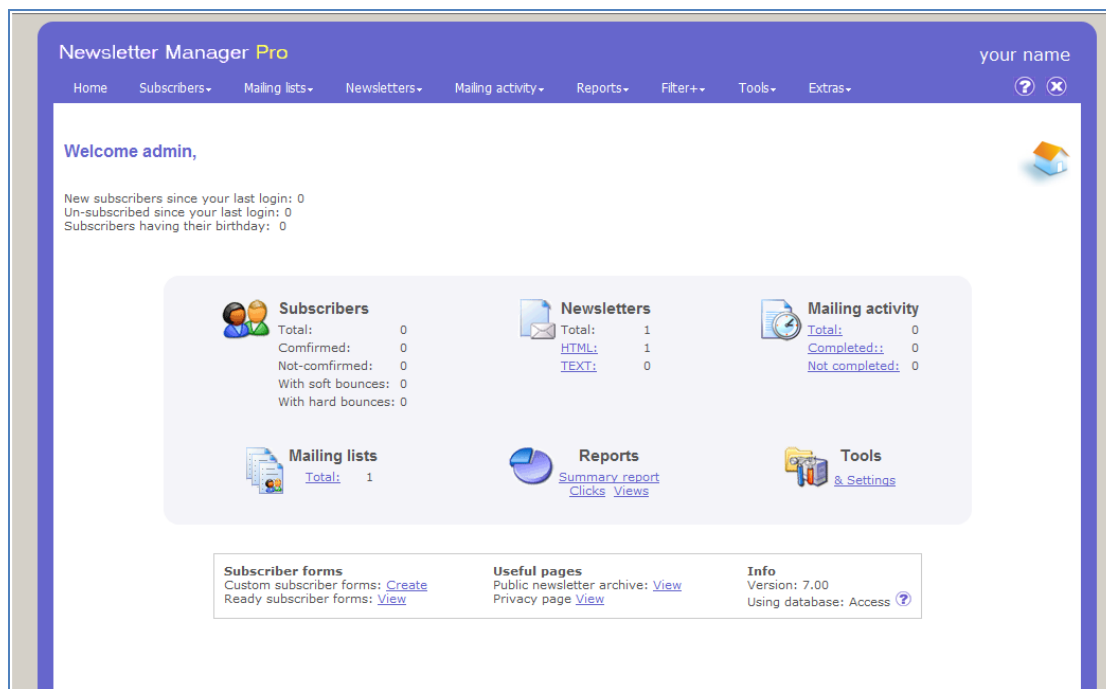


Use the following to log in for the first time:

User: [admin](#)

Password: [123](#)

The next screen you will see is the following:



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

Go to [Menu>Tools>Configuration & settings](#) and enter your own particular information. This page is divided into 6 sections that are explained in the next paragraph.



## 1.5 Configuration

### General settings

Your name as you want it to appear in outgoing newsletters:

The email account from which newsletters are sent:

Reply-To email address:

Enter your site url like www.yourdomain.com:

Enter the location where Newsletter Manager Pro is installed. Like www.yourdomain.com/nmanagerpro:

SMTP server. Usually it is: mail.yourdomainname.com:

SMTP Username. Only if required by your host:

SMTP Password. Only if required by your host:

Email component for HTML emails:

Email component for TEXT emails:

My server requires authentication for sending (for cdo email components):

Select YES to capture mailing errors and stop further execution. Select NO to ignore errors:

Password (8 characters) for encrypting emails in links using the Enigma algorithm. In this way you can achieve advanced protection and lower spam rating:

Send images as inline (embedded) in html newsletters?

Difference in hours between your location and the server where Npro is installed. In this way you can see all dates/times in your local time. Current server date/time is 6/5/2009 4:03:18

General charset for welcome, goodbye and other system messages:

Your name as you want it to appear in outgoing newsletters:	This is the <From:> name that appears in your outgoing newsletters.
The email account from which newsletters are sent:	This is the <From:> email address that appears in your outgoing newsletters.
Reply-To email address:	This is the email account that will be used when a subscriber reads your newsletter and clicks on "Reply".
Enter your site url like www.yourdomain.com:	This is different from above. It is your site web address. It is also used in the confirmation link that a subscriber sees. It will show what you define as site URL. It is also used in your signature in your newsletters. [Start without http://].
Enter the location where Newsletter Manager Pro is installed. Like www.yourdomain.com/nmanagerpro:	. As you see you need to specify the location up to the folder level. If you place all folders included in the zip at the root level without creating a special folder for newsletter manager pro then you will only need to enter: www.yoursite.com [Start without http://].
SMTP server. SMTP username and password.	You must have this info from your Host.
Email component for TEXT, HTML	You can define a different email component for text and html newsletters. If you are not sure what to use take the test: <a href="#">Menu &gt; Tools &gt; Email component test &gt; Start the test</a>

My server requires authentication for sending (for cdo email components):	Applies when you use cdo email components. For all other components you only need to complete SMTP related credentials.
Select YES to capture mailing errors and stop further execution. Select NO to ignore errors:	Keep this to Yes, when you are starting and until you have configured the whole system.
Password (8 characters) for encrypting emails in links using the Enigma algorithm. In this way you can achieve advanced protection and lower spam rating:	Enter 8 characters in uppercase (letters and/or numbers). The password is used to encrypt emails in un-subscribe links.
Send images as inline (embedded) in html newsletters?	You can use this feature with CDO, CDONTS and Persits AspEmail components. If you activate it you will see a new input area in the newsletter design form.
Difference in hours between your location and the server where Npro is installed.	In this way you can see all system dates/times in your local time.
General charset for welcome, goodbye and other system messages.	This is the character encoding that will be used.

**Views and clicks tracking mode**

Activate predefined clicks tracking for TEXT newsletters? YES ▼

Activate automatic clicks tracking for HTML newsletters? YES ▼

If you want to track views of html newsletters, set this to Yes. YES ▼

**Views & clicks tracking mode:** If you are not using clicks tracking set this value to NO. This marginally increases processing efficiency. Similarly, if you do not want to capture who opens your newsletters set also the views tracking menu to No.

**Sending in batches**

Select Yes if you want to send your mails in batches. Specify also the number of emails in a batch and the interval between. YES ▼

The number of mails in a batch. 3

The time in minutes between two batches. 1

In the above picture the program will send the first 3 emails, pause for 1 min and then send the next 3 and so on. If you need to specify a large interval like one hour simply enter 60 (minutes). You must leave the sending window open in order for the process to restart automatically.

Free custom variables	
Available when you edit an html newsletter.	
Optional. Free custom variable 1.	Hudson road 23rd,
Optional. Free custom variable 2.	55333, Norwich, Bahamas
Optional. Free custom variable 3.	Jumbo Universe Sports Goods Ltd
Optional. Free custom variable 4.	Tel. +402030405060, Fax.+405060798080

The above are optional. They can help for quickly inserting words or phrases that you use often in your newsletters, (examples: phone, address, etc). What you define here is accessible and usable in the newsletter editing form through the "Tag" menu.

Custom subscriber fields	
Like Phone, Age, Company etc	
Custom field for subscriber 1:	Age
Custom field for subscriber 2:	Gender
Custom field for subscriber 3:	Occupation

You may define your own custom subscriber fields in addition to the standard (fixed ones) offered by Newsletter Manager Pro. After you define these go to [Menu>Subscribers>Add-Import>Add one](#) where you will notice that the above fields appear at the bottom of the page. These custom subscriber fields function exactly like the other fixed fields.

Double confirmation opt-in system	
You can edit all automatic messages in Tools/Welcome, confirmation and un-subscribe messages.	
Activate double confirmation opt-in system?	YES <input type="button" value="v"/>

Newsletter Manager Pro has a **double opt-in confirmation** system. You may enable/disable it with the menu shown in the picture above.

When it is enabled:

- The subscriber is inserted as un-confirmed
- He sees the "Confirmation-required" on-screen message
- The "Confirmation-required" email is automatically sent to him asking him to confirm his subscription.
- He clicks on the confirmation link in the "Confirmation-required" email.
- A window opens, he becomes confirmed and sees the "Welcome" on-screen message
- The "Welcome" email is sent to him.

When it is disabled:

- The subscriber is inserted as confirmed
- He sees the "Welcome" on-screen message
- The "Welcome" email is sent to him.

Depending on what the subscriber chooses upon sign-up either text or html emails are sent. If you do not offer this option the default is html. You can **define all these screen messages and emails** both in HTML and in text format here: [Menu>Subscribers>Custom messages>Welcome & goodbye messages & screens](#). In addition you have utilities to send **confirmation reminders**, to manually confirm subscribers and to **delete un-confirmed subscribers** older than a given date.

You may also use **smart variables (smart tags)** in all these messages. For the html messages you can use the "Tag" menu to insert them. For text messages you will find detailed instructions in the relevant page.

Subscriber options ?	
When an existing subscriber attempts to subscribe again:	3. Show Npro 'Welcome page' or redirect him
Send the welcome email when one subscribes?	YES ▼
Show Npro welcome page after one subscribes (or confirms) or redirect him to your own URL/page?	Show Npro page ▼
Send the goodbye email when one opts-out?	YES ▼
Show Npro goodbye page when one opts-out or redirect him to your own URL/page?	Show Npro page ▼
Show Npro confirmation page when one subscribes or redirect him to your own URL/page?	Show Npro page ▼
Ask subscribers the reason for opting-out?	NO ▼

If you want to define your own pages to redirect a subscriber then go to:

[Menu>Subscribers>Custom messages>Welcome & goodbye messages & screens>In Html](#).

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

This is the entire configuration you need to do. You are now ready to send your newsletters.

## 2 Operation

### 2.1 Subscribers

#### 2.1.1 Adding subscribers

There are 6 different ways to add a subscriber to your system.

1. Through the public subscriber forms (or a form you created using the wizard)
2. Importing via a CSV file (first name, email)
3. Importing from an external database (MS Access, MS SQL, MySQL)
4. Importing using the Quick Import form (first name, last name, email)
5. Importing using the Quick Import form (email only)
6. Admin adds one subscriber at a time

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

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

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

#### 2.1.2 Subscriber properties

A subscriber can be:

- **Non-assigned:** he does not belong to any list
- **Confirmed / Un-confirmed:** If you use the double opt-in confirmation system then at the first step he is inserted as un-confirmed and when he clicks on the confirmation link he becomes confirmed. If you are not using it he is directly inserted as confirmed.
- **Prefers html/text:** If a subscriber does not select between html/text when signing up using the forms then html is selected by default.
- **Date subscribed:** captured automatically at subscription
- **IP address subscribed:** captured automatically at subscription
- **Date last updated:** updated automatically when subscriber opts-out from a list or updates his profile and subscriptions
- **Opt-out reason:** Newsletter Manager Pro stores all opt-outs and offers the option to ask a subscriber why he unsubscribed. These reasons are saved in the database and you also get an email notification. You can list all opt-out reasons at [Menu>Reports>View opt-out reasons](#)

- Other subscriber properties such as times mailed and last time emailed are updated automatically during the sending operations.

### 2.1.3 CSV import & export

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

name,email,lastname,subCompany,timesMailedHtml,timesMailedText,address,city,state,zip,country,subPhone1,subPhone2,subMobile,subPassword,prefers,confirmed,dateSubscribed,dateLastUpdated,dateLastEmailed,customSubField1,customSubField2,customSubField3,soft\_bounces,hard\_bounces,optOutReason,ipSubscribed,internalMemo,idEmail

The generated file is named automatically subscribers.csv and is saved inside the database folder. You must give “write” permissions to your database folder. Usually it has these permissions. If not, then you can do it with the control panel your host gives you or ask your host to do it for you.

Similarly you can **import first names and emails of subscribers from a .csv or .txt file** ([Menu>Subscribers>Add-Import>CSV import.](#)). You will find notes in the page.

### 2.1.4 Importing from an external database

Go to [Menu>Subscribers>Add – Import>External database import.](#)

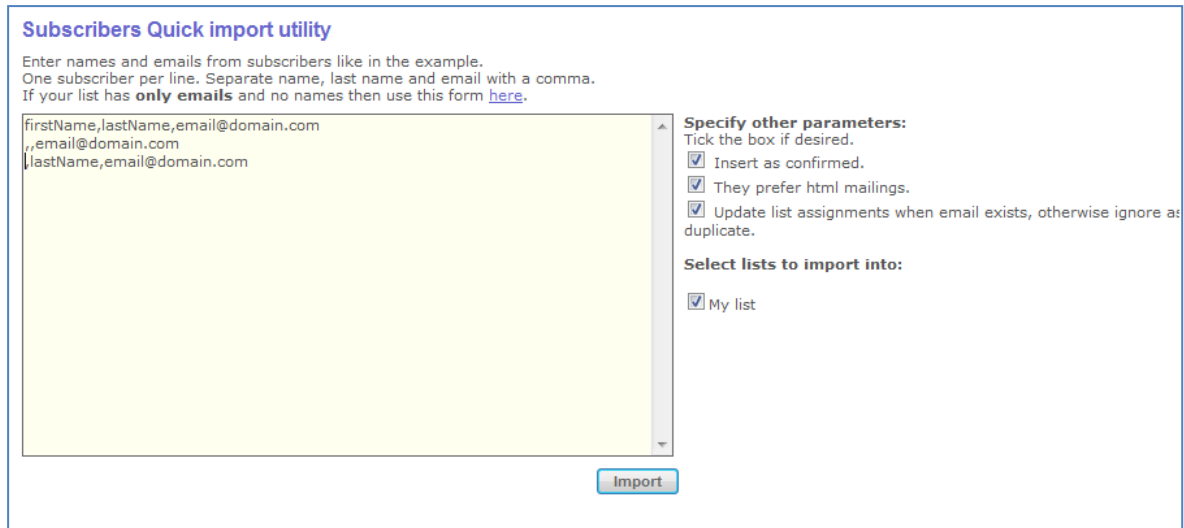
Some key points about this feature:

- There are some examples that you must check.
- If you enter wrong settings you will see your error and some details about how to correct it. You can start with a test; display results on screen first.
- Assign subscribers to a list when importing. It is easier to handle them in this way.
- Countries and states should be imported in the two character ISO format.
- Passwords: Newsletter Manager Pro does not use password encryption. If the passwords in your source database are encrypted and you do indeed want to transfer them to the Newsletter Manager Pro database, some coding work may be needed. If you do not specify the source for passwords then these will be generated automatically during import. This is a good approach.
- Periodically importing the subscribers from your existing site and using the list-opt out when sending newsletters is the [best approach to synchronization](#).
- A check box in this page titled, [Update subscriber data and list assignments when email exists, otherwise ignore as duplicate](#), does the following: if you check it and you are importing a subscriber that already exists he will be assigned to any new lists that you may have selected and the rest of this properties (names, address etc) will be updated. If you do not check it he will be ignored as a duplicate entry.

**Tip:** If you periodically import subscribers from your existing database and offer them a list-opt out when you send your newsletter then it is better not to check this box.

### 2.1.5 The Quick Import utilities

[Menu>Subscribers>Add – Import>Add many](#). You may add a large number of subscribers, select the lists that you want to assign them to and click on Import. Depending on the number of subscribers you added it might take some time. At the end you will get a mini report on the number imported and if any duplicates were found and therefore not imported.



**Tip:** take a look at the picture above. The first entry has a name, last name and email. The second has only email (note however the commas!). The third has only last name and email (note again the comma that is still there). The import will work for all 3 entries. This is very useful and it was made like that because some users have only names of their subscribers, others have names & emails in one field, others have emails only.

You may also specify to which list(s) they will be assigned, if they will be inserted as confirmed and if they prefer html or text mailings. There are two versions of the quick import utility. The one shown in the picture above is suitable for inserting name, last name and emails. If you only need to insert emails then use the link to the respective form.

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

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

### 2.1.6 Simple search

By going to [Menu>Subscribers>Search>Simple](#) you will see the following screen:

**Find a subscriber**

[Advanced search](#)

Search by:  look for:

Please enter **select** criteria

- select
- Names
- Email
- both
- Email id

You can search by name, by email or both or by id. You only need to enter part of the name or email. If there are no matches you will get a message. If there are matches to your query the subscribers that matched your search criteria will be listed.

If you click on “**Advanced search**” you will go to the more advanced filtering utility of Newsletter Manager Pro, **Filter+**, shown in the picture below and explained later in this guide.

**Filter+**

Create mailing filters and filtered lists, preview results, export to XL and

Subscriber's [email](#) contains:

Subscriber's [name](#) contains:

Subscriber's [last name](#) contains:

Subscriber's [company](#) contains:

Subscriber's [address](#) contains:

Subscriber's [city](#) contains:

Subscriber's [state](#) is:

Subscriber's [zip](#) contains:

Subscriber's [country](#) is:

Subscriber's [tel. 1](#) contains:

Subscriber's [tel. 2](#) contains:

Subscriber's [mobile](#) contains:

Subscriber's [Date subscribed](#):

Subscriber's [Date last updated](#):

Subscriber's [Date last emailed](#):

Subscriber's [Times mailed html](#)

Subscriber's [Times mailed text](#)

Subscriber's [Soft bounces](#)

Subscriber's [Hard bounces](#) equal:

**Dates quick input**

dateSubscribed

**Access**

☐ >#2005-10-20# (after and incl. Oct 20th)

☐ <#2005-10-18# (before and excl. Oct 18th)

☐ BETWEEN #2005-10-20# AND #2005-10-23# (from Oct 20th until Oct 22nd incl.)

Internet | Protected Mode: Off

## 2.2 Mailing lists

Click on [Menu>Mailing lists>View](#) and you will see the following page:



Mailing lists								
<a href="#">[+] Create new list</a> <a href="#">[+] Add, remove, copy subscribers between lists</a>								
ID	List name	Description	Last email sent	Subscribers	Public?	Delete	Edit	Traffic
1	My list	My list		0				

This view shows you how many subscribers you have in every list. Click on and you will see the subscribers of this list. A subscriber can belong in many mailing lists. If you click on the list will be permanently deleted (but not the subscribers who may be assigned to other lists). If you click on you will be able to change the name and the description of this list:

Edit a list

Name:

Description: 

This list is about.....

Public: ☒

Save changes

A meaningful description is recommended because your prospective subscribers will be able to see it (if you decide to give them this option) when you create your sign-up forms.

**Public list:** A list can be public or hidden. If it is hidden then it will not appear in the subscriber forms so subscribers won't be able to see it and subscribe to it. In this way, you can maintain a test list just for you or have subscriber groupings for other purposes.

In the lists view you also have a set of other tools that allow you to flexibly do operations between subscribers and lists:

1. You can add all subscribers to a list.
2. You can remove all subscribers from a list
3. You can copy all subscribers from one list to another.

The results of these actions are immediately active and visible on the same screen. In all of these actions checks are performed automatically so that duplicate entries are avoided. If you are handling very large lists then keep in mind that the above operations may take some time to complete. The above operations are optimized for better performance according to the database type you use.

### 2.2.1 Follow-up lists

Newsletter manager Pro offers you the option to create a new list based on subscribers clicks & views behaviour. [Menu > Mailing lists > New list based on clicks-views](#).


**Create a new list based on clicks - views**

Select a past mailing: 842993358, Completed on: 4/29/2008 10:39:31 AM, Sent to list: 4. General newsletter ▼

Follow-up options: Select ▼

- Select
- Did not click and did not open at all
- Did not open at all
- Did not click at all
- Opened at least once
- Clicked at least one link
- Clicked specific link(s)
- Did not click specific link(s)


The applications of this feature are many. It allows you to isolate and group subscribers based on the above actions and create new lists that include them. After you create a follow-up list, in your lists page you will see a new list like in the picture below:

5	Follow up for: 7167531, http://www.dfsol.com	This is a follow up list of subscribers who clicked on a specific tracking link. <b>Mail log code:</b> 7167531 <b>List:</b> Innovative designs - Monthly newsletter <b>List id:</b> 2 <b>Newsletter:</b> Editor's Note <b>Newsletter id:</b> 5 <b>Date sent:</b> 1/6/2007 7:05:31 AM <b>Tracking link:</b> http://www.dfsol.com	1/7/2007 6:42:30 AM	3 
---	---	--	------------------------	---





Full details are captured so you know exactly where this list refers too. You can change these details by editing the list. The original list remains intact and it still contains all the subscribers that were originally assigned to it.

## 2.3 Newsletters

Go to [Menu>Newsletters>Html newsletters>View & edit](#) and the following table will appear:

**HTML newsletters** 

[Create new](#) Filter: All ▼




ID	Newsletter subject ▲ ▼	Date created	Sent?	Date sent	Public?	Delete	Preview	Edit	Attachments
1	Reference html Newsletter	25/4/2009 4:02:02 □□	No						-

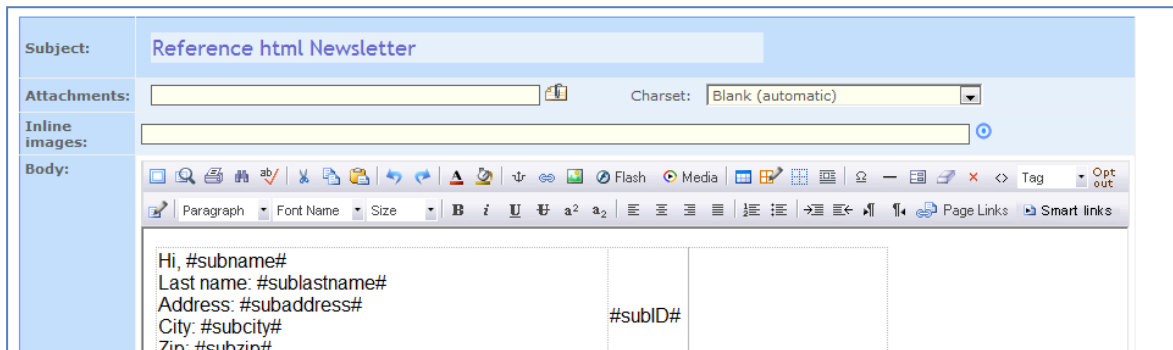
Page 1 out of 1

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

**Public newsletter:** it is a very handy property. Suppose you want to make a newsletter archive, generated automatically from your database, to place in your web site and entice visitors to

subscribe. Or **use the ready newsletters archive that is included in Newsletter Manager Pro**. Some newsletters may not be finished yet so you don't want to show them. Setting public to No will do exactly that.

If you click on icon  the newsletter will be permanently deleted. If you click on the preview icon  a new window will open and you will preview your newsletter. If you click on  you will see the following form:



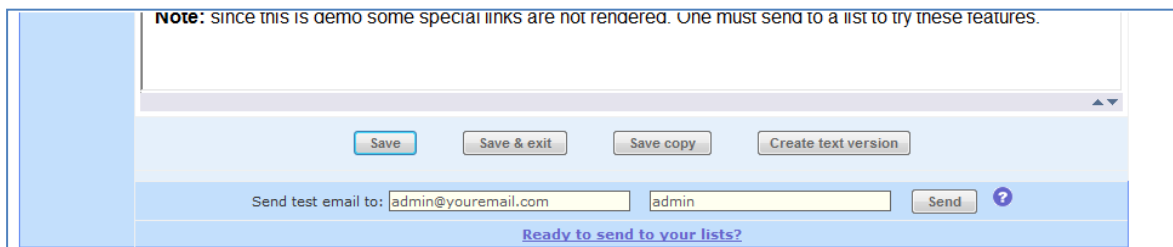
The screenshot shows the 'View & edit' form for an HTML newsletter. The form has a light blue header and a white body. The header contains the following fields:

- Subject:** Reference html Newsletter
- Attachments:** A text input field and a 'Charset' dropdown menu set to 'Blank (automatic)'.
- Inline images:** A text input field.
- Body:** A large text area with a rich text editor toolbar. The toolbar includes icons for undo, redo, bold, italic, underline, link, unlink, list, indent, outdent, and other formatting options. The text area contains the following text:

Hi, #subname#  
Last name: #sublastname#  
Address: #subaddress#  
City: #subcity#  
Zip: #subzip#

The text area is divided into three columns by vertical lines. The second column contains the text '#subID#'. The third column is empty.

Look at the picture below. This is the bottom of the above form.



The screenshot shows the bottom section of the 'View & edit' form. It contains a note, a row of buttons, and a 'Send test email' section.

**Note:** since this is demo some special links are not rendered. One must send to a list to try these features.

Below the note is a row of four buttons: **Save**, **Save & exit**, **Save copy**, and **Create text version**.

Below the buttons is a 'Send test email' section with the following fields:

- Send test email to:** admin@youremail.com
- admin** (text input field)
- Send** button
- ?** (help icon)

At the bottom of the section is a blue bar with the text: **Ready to send to your lists?**

**Save:** the newsletter is saved with the changes you made. You stay on the same page. And you hear a sound alert. **Auto-save:** when you keep editing your newsletter your changes are saved automatically every 3 minutes.

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

**Save copy:** a copy of the newsletter will be saved. The original is still there.

**Create a text version:** a text version of this newsletter will be created and saved. The original html newsletter is still there.

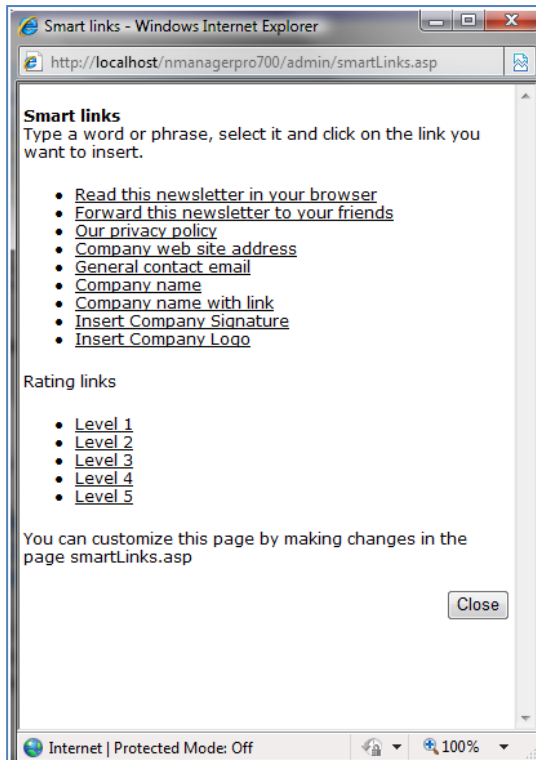
**Send:** inside the name & email you will see the name and email of the administrator who is currently logged in and edits the newsletter.

For **text newsletters** the process is similar. However you have fewer options. Go to **Menu>Newsletters>Text newsletters>View & edit** and you can see a list of all your Text newsletters. A text newsletter has the same properties as an html one. You can personalize it with smart tags such as the subscriber's name and email (and more).

### 2.3.1 Smart Links



Click and the following pop-up will open:



#### Read this newsletter in your browser

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

#### Forward this newsletter to your friends

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


#### Our privacy policy

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

**Tip:** To quickly insert your company logo save it as companylogo.gif and place it in the assets folder.

### 2.3.2 Assets manager (handling pictures)

You can insert pictures into your html emails. However make sure that the pictures you insert are physically located on a web server and the path to the pictures is defined correctly.

Click this button on the editor: 

Using the **asset manager** it is really easy to handle pictures. By default, your pictures are uploaded in the assets folder and when you insert them in the newsletter body the full physical path to the picture is defined correctly. This feature really helps users who find it a bit difficult to handle pictures in html newsletters.

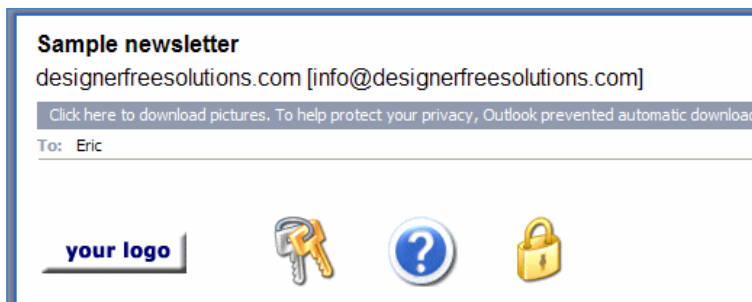
Copying and pasting a picture directly from a web page is also a typical way to insert a picture in your newsletter. Suppose you're looking at your site's home page. Right click on your logo, click on copy and then go to the newsletter html editor and click on the paste icon. The image (your logo) will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

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



### 2.3.3 Inline images (embedded)


Modern email clients (like Outlook) block by default image downloading in an email. However, when you send the images as inline they appear in the newsletter. See the following picture. Outlook says: "Click here to download pictures" but at the same time you can see the pictures in the newsletter body.

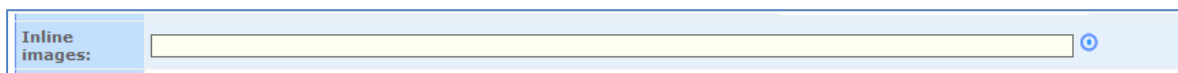


#### When can you use it?

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

#### How to activate it? [Menu>Tools>Configuration & settings](#)

Then come back to the newsletter editing form, refresh the page and you will notice a new large input field. Insert images in the newsletter as usually. Periodically while editing click this button . The inline images box will be filled up with the names of all the images that exist in your newsletter.



If you make changes in the newsletter, simply repeat the process.

**Important:** in order to send your images as inline these must be in the assets folder. If for some reason you do not want to use the assets folder then you will need to apply a few code changes (contact us for further details in this case).


### 2.3.4 Spell checking

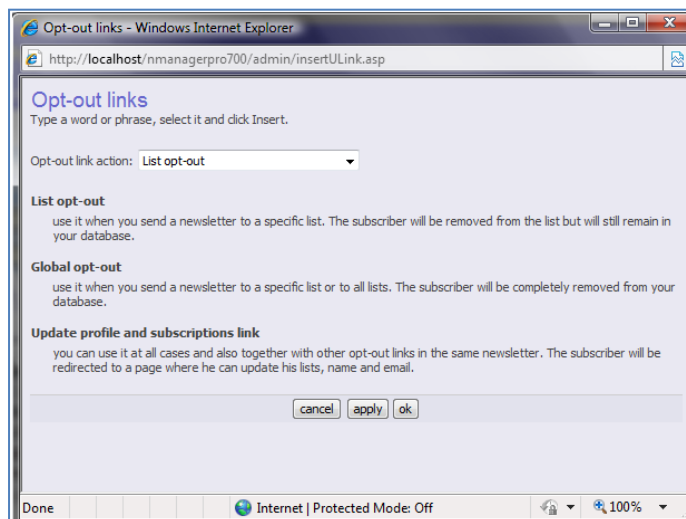
**Internet Explorer (IE) users:** You will need to download and install iespell.exe from <http://www.iespell.com/download.php> . This is a very light program, installs in a minute and works great. You must install this program in the computer that you use for working on Newsletter Manager Pro (the client computer, not the server). You are advised to read the licensing agreement at their web site.

**Firefox users:** use the spell checking mechanism that is integrated in Firefox.

### 2.3.5 Un-subscribe (opt-out) links

#### For HTML newsletters

When you edit an HTML newsletter click on this icon  . The following window will open.



**Remember:** the goodbye screen that your subscriber will see when opting out and the goodbye email message are fully configurable in Menu>Tools>Custom messages. You may also define another page/url in your site to redirect your subscriber.

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

- **List opt-out:** the subscriber will be directly deleted only from the specific list where he belongs and the email was sent to. He is not deleted from the subscribers table and he keeps the rest of his subscriptions (in other lists), if he has any.
- **Global opt-out:** the subscriber will be directly deleted from all the lists he is subscribed and from the subscribers table. In other words, he is permanently deleted.
- **Update settings link:** this link will directly log-in the subscriber into a password protected page where he can see all available lists, cancel and/or start new subscriptions update his name and email in a user-friendly and easy way. This page is coded as simply as possible so that you can adapt it to the look and feel of your site.

#### For Text newsletters

- List opt-out: simply type [unsubscribe1](#)
- Global opt-out: type [unsubscribe2](#)
- Update settings link: type [unsubscribe3](#)

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

You can have all three types of un-subscribe actions in the same newsletter.

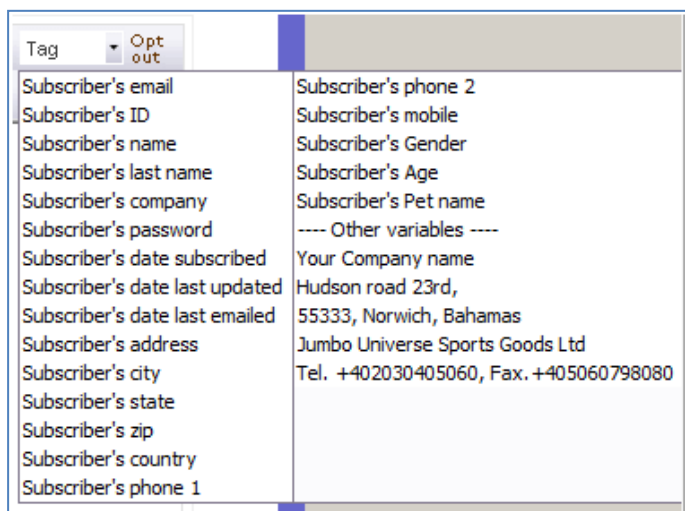
We suggest trying all alternatives and find the one that fits better with your business model.

The files that process the unsubscribe requests are located in your forms folder.

### 2.3.6 Newsletter personalization (merging)

One exciting feature of Newsletter Manager Pro is that it allows for **extensive personalization** of your newsletters.

For **html newsletters** you can use the Tags menu.



For **text newsletters** you will have to type the following keywords:


- |                                 |                               |
|---------------------------------|-------------------------------|
| 1. <b>#subname#</b>             | subscriber's name.            |
| 2. <b>#sublastname#</b>         | subscriber's last name.       |
| 3. <b>#subemail#</b>            | subscriber's email.           |
| 4. <b>#subcompany#</b>          | subscriber's company.         |
| 5. <b>#subphone1#</b>           | subscriber's tel.1.           |
| 6. <b>#subphone2#</b>           | subscriber's tel.2.           |
| 7. <b>#submobile#</b>           | subscriber's mobile.          |
| 8. <b>#subaddress#</b>          | subscriber's address.         |
| 9. <b>#subcity#</b>             | subscriber's city.            |
| 10. <b>#substate#</b>           | subscriber's state code.      |
| 11. <b>#subzip#</b>             | subscriber's zip/postal code. |
| 12. <b>#subcountry#</b>         | subscriber's country code.    |
| 13. <b>#subpasscode#</b>        | subscriber's password.        |
| 14. <b>#subdatesubscribed#</b>  | date subscribed.              |
| 15. <b>#subdatelastupdated#</b> | date last updated.            |
| 16. <b>#subdatelastemailed#</b> | date last emailed.            |
| 17. <b>#subcustomsubfield1#</b> | subscriber 1st custom field.  |
| 18. <b>#subcustomsubfield2#</b> | subscriber 2nd custom field.  |
| 19. <b>#subcustomsubfield3#</b> | subscriber 3rd custom field.  |

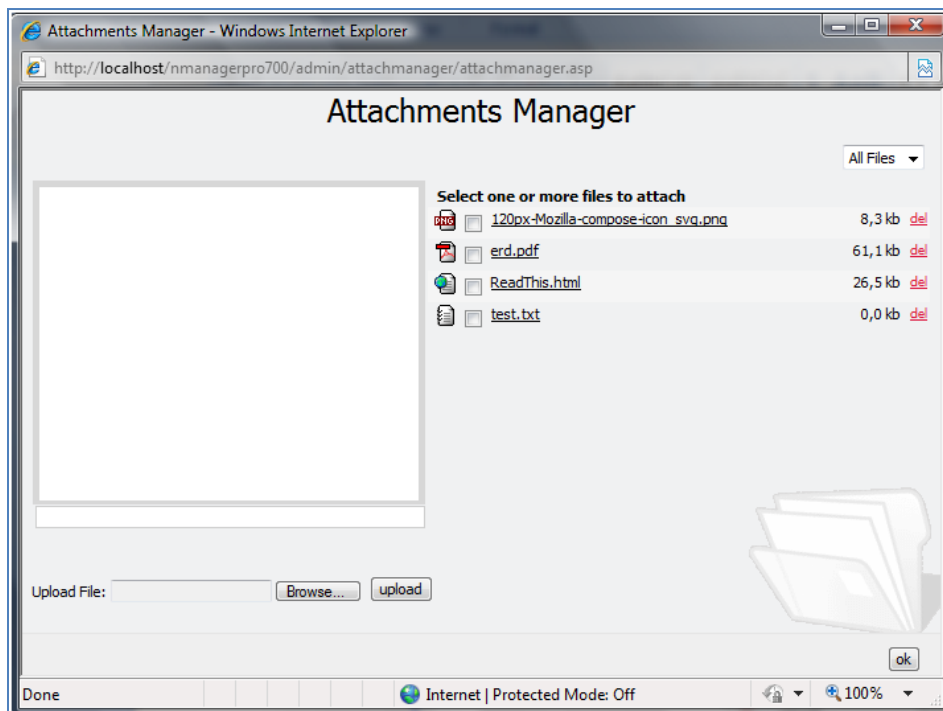
- 20. **#companyemail#**
- 21. **#companysite#**

recommended instead of writing your email  
recommended instead of writing your URL

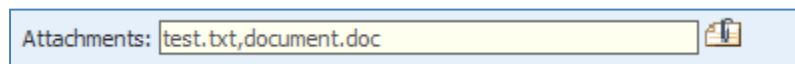
These keywords will be personalized for each subscriber during sending.

### 2.3.7 Attachments

With Newsletter Manager Pro you can add attachments to your newsletters. For this reason there is the folder “Attachments” and an **online file manager and upload utility**. Click on this icon  to open the attachments manager.



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



Any type of file can be attached (doc, PDF, text, images etc) and more than one files can be sent as attachments. If you want to send multiple attachments separate them with a comma (,). No blanks needed. The attachment file name is saved in your database and you can see it when you click on Html or Text newsletters on the top menu. Avoid using spaces or blanks in the name of the attached files. Example: the name of the file must be <NewFeatures.doc> or <New\_Features.doc> or <New-Features.doc> instead of <New Features.doc>.



### 2.3.8 Multipart newsletters

When you send both an html and a text newsletter then you are sending a multipart newsletter.

If a recipient's email client cannot read html it will display the text version. Both parts will be personalized and tracking links will apply. There is absolutely no compromise with this method. But there is a downside: too large size of an email since in essence you are sending a double-sized email per subscriber.

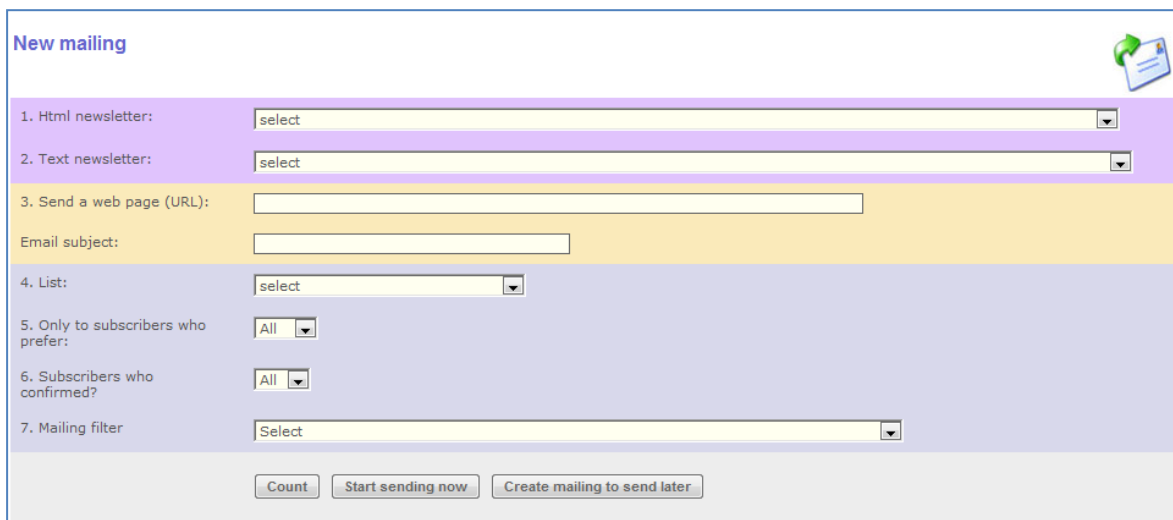
However, if you have subscriber groups that are likely to use old email clients that cannot read html, sending multipart emails ensures that they will eventually be able to read your newsletter.

In our tests we have also noticed that a multipart newsletter is treated better by spam filtering engines.

## 2.4 The mailing activity

### 2.4.1 Creating a new mailing

To create a new mailing go to [Menu>Mailing activity>New mailing](#)



The screenshot shows the 'New mailing' form in Newsletter Manager Pro. The form is divided into several sections with different background colors: purple for the first two rows, yellow for the third and fourth, and light blue for the last three. It contains the following fields and options:

- 1. Html newsletter: A dropdown menu with 'select' as the current value.
- 2. Text newsletter: A dropdown menu with 'select' as the current value.
- 3. Send a web page (URL): A text input field.
- Email subject: A text input field.
- 4. List: A dropdown menu with 'select' as the current value.
- 5. Only to subscribers who prefer: A dropdown menu with 'All' as the current value.
- 6. Subscribers who confirmed?: A dropdown menu with 'All' as the current value.
- 7. Mailing filter: A dropdown menu with 'Select' as the current value.

At the bottom of the form, there are three buttons: 'Count', 'Start sending now', and 'Create mailing to send later'.

### What to send

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

You can send to all lists or a specific list.

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

### When to send

You can create a new mailing and start the sending later from the “Mailing activity” table or start sending now. Note that if you plan to schedule a mailing then simply create it.

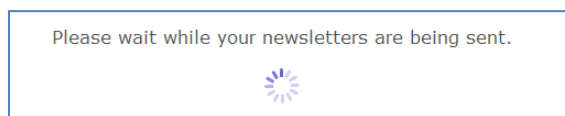
You can **do a count** and see how many subscribers exist according your menu choices (list, filter etc).

### Before sending

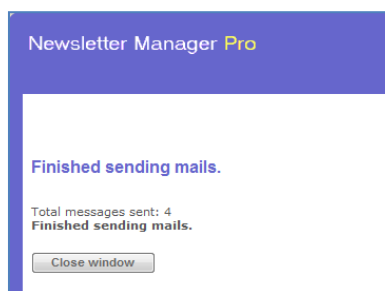
1. Review your newsletters carefully.
2. Send to your test list first. Create a “test” list (not public with 1-2 emails of yours) and always send to it before sending to your subscribers. See how stats work, see how links work, try the opt-out links. If everything looks fine then proceed with the actual mailing.

When you press on “**Start sending now**” a new window will open. When the sending is finished you will see a message in the new window, you will receive the administrator confirmation email and then you can close it. Then check in the “Mailing activity” table ([Menu>Mailing activity>View all mailings](#)) to see how many emails were sent and other related details.

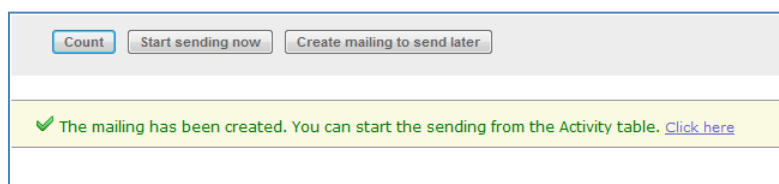
The first message you see when you click on “**Start sending now**” is this:



When the sending is complete you will see this:



When you press “**Create mailing to send later**” you will see this:







You can then go to your mailing activity table to start the sending manually or if you use the Npro scheduler you can create a task to execute this mailing in the future.

### 2.4.2 Starting or continuing a mailing

Go to [Menu>Mailing activity>View all mailings](#).

The mailing activity table summarizes all your sending operations. It shows you who send what, when, to whom and how. It shows you if the sending finished successfully, if any errors were captured and allows you to continue an interrupted sending.

Finished?	Last subscriber id	Errors	Mails sent / Remaining	Notes Clicks Views	Delete
NO <a href="#">Continue</a>	0		0 / <a href="#">Count</a>	  	

For a new mailing that hasn't started yet you will see that "**Mails sent**" shows 0.

Click "**Count**" to see how many subscribers will be targeted in this mailing.

Click on "**Continue**" to start the actual sending process.

If a sending is **interrupted** (or paused) it is easy to start it again from where it stopped. Go again to the mailing activity table and click "Continue". The sending will continue from the subscriber it stopped.



A **note** is created automatically for each mailing activity and you may further edit this note and add additional comments.



To see clicks tracking statistics only for this mailing.



To see views tracking statistics only for this mailing.



To delete a mailing. If you delete a mailing activity log then all the stats of this mailing will be deleted.

### 2.4.3 Batch sending (sending in groups)

Batch sending applies if you enable it in [Menu>Tools>Configuration & settings](#).

**Sending in batches**  
 Select Yes if you want to send your emails in batches. Specify also the number of emails in a batch and the interval between:
 

YES

 The number of emails in a batch:
 

5000

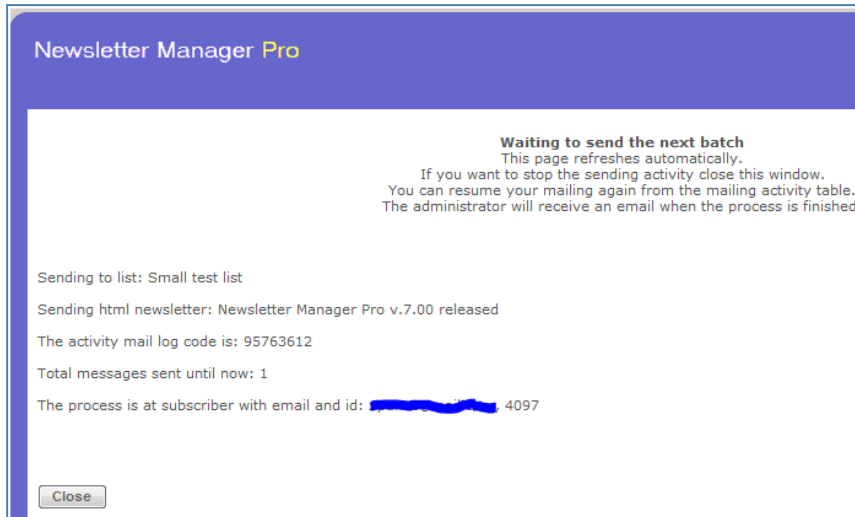
 The time in minutes between two batches:
 

60

The program sends the first batch, pauses for the time you specified and then the process is repeated until all newsletters are sent.

In order for batch sending to work you must leave your browser open and your Internet connection active. During sending do not work on a newsletter that is being sent because the changes will be effective and it will be sent with the changes. You can **interrupt the sending** (just close the sending window) and continue again from the “Mailing activity” table as explained in the previous paragraph.

The following screen appears when the sending is in pause mode, waiting to send the next batch.



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

## 2.5 Reporting and statistics

Reporting means capturing the clicks and views of your subscribers in a mailing. Several reports of varying depth and detail are offered. Some key indicators are the open-rate and click-through ratios. These are explained in detail inside Newsletter Manager Pro when you click on these icons:



With Newsletter Manager Pro you can have **automatic clicks tracking** for your html newsletters (every hyperlink in the newsletter as well as [mailto:](#) links are automatically converted to traceable links). You can also have **pre-defined link tracking** for your text newsletters (you will have to define the tracking links first).

**Important:** statistics are deleted only when you delete them. Statistics stay in your system even if you delete a mailing list, a newsletter or a subscriber. Of course if you delete a subscriber you won't see him when you click on view but the overall number of clicks is still correct. Statistics are also deleted if you **delete a mailing activity**. Only the stats that refer to this mailing activity will be deleted.

### Pre-defined link tracking for text newsletters

Go to [Menu>Reports>Clicks tracking>Edit tracking links](#). You will see this screen:

ID	Link url	Actions
5	<a href="http://www.designerfreesolutions.com/web/viewitem.asp?idproduct=1027">www.designerfreesolutions.com/web/viewitem.asp?idproduct=1027</a>	<button>Update</button> <button>Delete</button>
4	<a href="http://www.designerfreesolutions.com/web/contactus.asp">www.designerfreesolutions.com/web/contactus.asp</a>	<button>Update</button> <button>Delete</button>
2	<a href="http://www.aspin.com/">www.aspin.com/</a>	<button>Update</button> <button>Delete</button>
1	<a href="http://www.hotscripts.com">www.hotscripts.com</a>	<button>Update</button> <button>Delete</button>

Here you can define new, update or delete your tracking links. You can even change the link URL in the middle of a running campaign. A tracking link can point to anywhere you want. Start with www. (No http:// is needed). Where you edit your text newsletter simply type http://tracklink1. Where 1 is the ID of the link that you want to add. You can see all ID's in the tracking links page (picture above).

## 2.6 Follow-up mailings

### 2.6.1 New follow-up mailing

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

[\[-\] Follow up options](#)

Create a follow-up mailing to subscribers who:

Select an option

Go

8	71764110	URL	0. All lists	0. Our latest ne (URL)	12
	1. Don				

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

### 2.6.2 Follow-up by subscription date

By going to [Menu>Filter+> Follow-up by date subscribed](#) you can create filters to select subscribers at specific dates after their subscription.

**Follow-up by date subscribed filter**

Scenario: you want to follow-up with subscribers x days after the day they subscribed.

Enter number of days:  days after

---

[\[+\] Steps](#)

[\[-\] Using the Npro scheduler?](#)

With the Npro scheduler you can have follow-up mailings that are executed automatically every

1. Suppose you want to send a newsletter on the 3rd, 5th, 7th day after the day one subscri
2. Create 3 newsletters each one for a specific day.
3. Create 3 filters for these days.
4. Create 3 mailings that use these newsletters and filters.
5. Schedule these mailings and make the tasks recurrent (to repeat every day).
6. The scheduler will execute these mailings daily and it will send the newsletters only to th

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

## 2.7 Opt-in forms (sign-up forms)

The best way to create an opt-in form for your website is to use the wizard: [Menu>Subscribers>Sign-up forms>Create custom forms](#).

The email field is the minimum requirement and it is added automatically. Furthermore you can use any of your subscriber fields and you can define what should be required. When you set it as “required” then the would-be subscriber must enter data for this field otherwise he cannot proceed with the subscription.

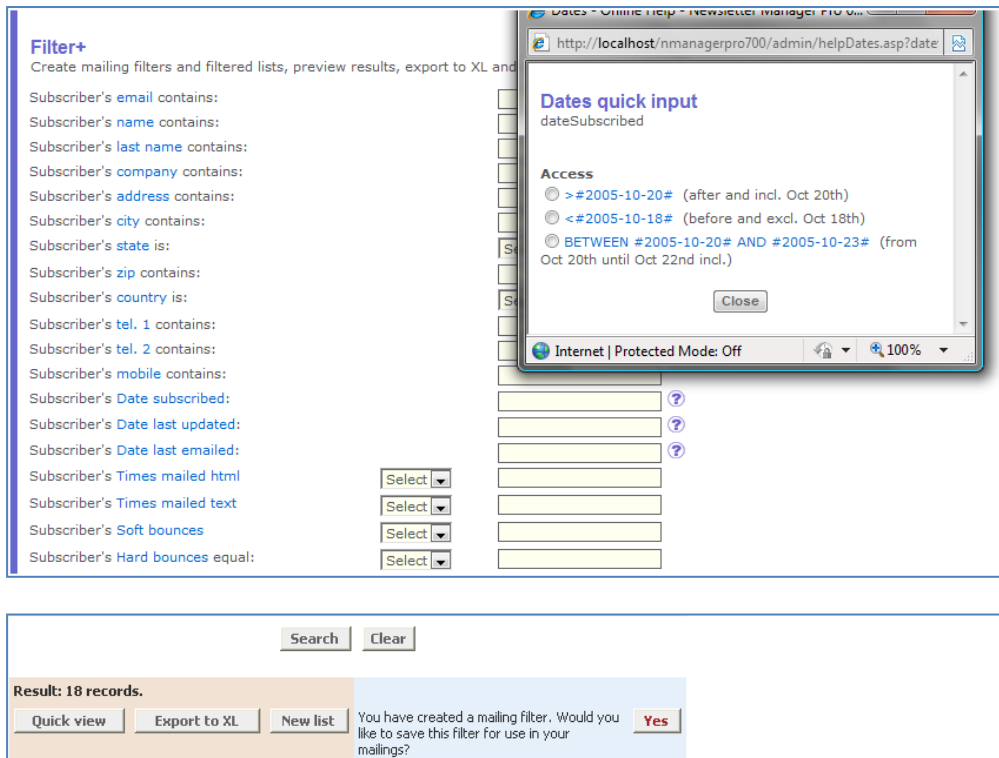
After you click the “Create form” button you can immediately see how your form will look like and you can test it. Then you see the code that you must copy and paste in your web page. The resulting code consists of Html and JavaScript and can be used in any web page (html, asp, php aspx etc).

**Hidden list:** if you don’t want to have your subscriber select a list then it is recommended to use a hidden list. In this way he is assigned silently to the list of your choice. And this practice facilitates the management of your subscribers.

If you don’t use any lists at all neither a hidden list then the subscriber is inserted as non-assigned ([Menu>Subscribers>Utilities>View subscribers not assigned to lists](#)).

## 2.8 Using filters

Click on “Filter+” on the top menu and you will see the following screen:



Using the “Filter+” screen you can:

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

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

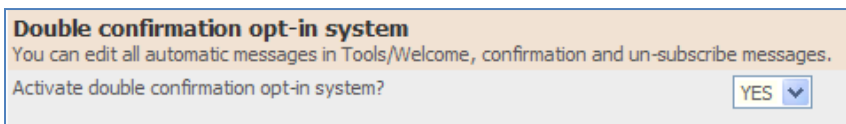
### 2.8.1 The birthday filter

[Menu>Filter+>Create birthday filter](#)

With Newsletter Manager Pro you can capture your subscribers birth day and month (or import this info). You can create a birthday filter, a "Happy birthday" newsletter and make a new mailing activity that uses them. By applying the birthday filter the mailing will go only to the matching subscribers. Going a step further, you can use the Npro Scheduler to have "Happy birthday" emails sent out automatically. The birthday filter is always valid. You only need to create it once.

## 2.9 Double opt-in confirmation

Newsletter Manager Pro has a double opt-in confirmation feature (also called double opt-in verification). You can enable in [Menu>Tools>Configuration & settings](#):



## How it works

When this feature is active, after the subscriber submits his email for the first time he is automatically subscribed with the status of un-confirmed (or un-verified). An email is automatically sent asking him to click on a personalized confirmation link. He clicks on the confirmation link and becomes confirmed.

A second email is automatically sent telling him that the subscription completed successfully.

You can define all these emails as well as the screens that the subscriber sees by going to [Menu>Subscribers>Custom messages>Welcome & goodbye messages and screens](#) (explained also in the next paragraph).

In addition, you will find a utilities to send confirmation reminders to subscribers who failed to complete the process ([Menu>Subscribers>Utilities>Confirm>Send confirmation request](#)), a utility to delete un-confirmed subscribers older than a time period that you specify ([Menu>Subscribers>Utilities>Confirm>Delete un-confirmed](#)) and a utility to manually confirm all ([Menu>Subscribers>Utilities>Confirm>Confirm all](#)).

## Benefits

- This ensures that no person can subscribe someone else out of malice or error
- You can ensure that nobody is spamming your system
- You raise your credibility and show your organization as a serious email marketer
- You maintain a high quality mailing list

### 2.10 Welcome & goodbye messages and screens

Go to [Menu>Subscribers>Custom messages>Welcome & goodbye messages and screens](#). By editing these email messages and screens you can offer enhanced experience to your subscribers. You can define the related emails separately for subscribers who opted-in for text-formatted newsletters and html-formatted newsletters. The “screens” are the same for both cases (html or text) so they only appear in the html section.

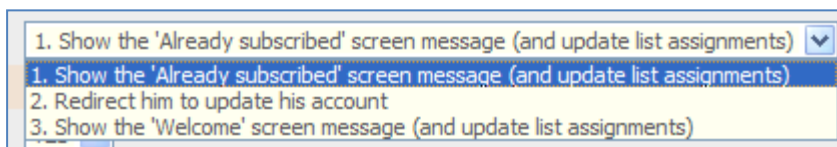
Confirmation-required messages

If the double opt-in verification is active then the subscriber, after he opts-in sees this screen and receives this email. When he completes the verification he will receive the *welcome* email and see the *welcome* landing screen.



Welcome messages	Refers to the <i>welcome</i> email and landing screen when the double opt-in verification is NOT active.
Goodbye (un-subscribe) messages	Refers to the <i>goodbye</i> email and landing screen when the subscriber opts-out via a direct opt-out link in the newsletter or by using the opt-out form (that's included in the ready examples provided)
Already subscribed screen message	This covers the case when an existing subscriber attempts to subscribe again. You can define what will happen in <a href="#">Men&gt;Tools&gt;Configuration &amp; settings</a> .

**Already subscribed actions:** You will notice this menu in your configuration & settings page:



When an existing subscriber attempts to subscribe again you can offer him 3 options:

- Show the “Already subscribed” screen and silently update his list assignments. You can edit this screen as explained earlier.
- Redirect him to update his account: he will go to page where he will be able to change his name, last name, email and select mailing lists. This action is similar to when he clicks the “Update settings” 3<sup>rd</sup> type of un-subscribe link.
- Show the “Welcome screen” and update his list assignments.
- Update list assignments means that if Subscriber X was already under lists A. B and now he has chosen list C, he will be assigned to list C also.

## 2.11 Send a web page by entering the URL

You can send a full web page that is located on a web server by entering the URL of this page. You can do this when creating a new mailing. You may also enter a subject for this newsletter. It is like sending an html newsletter. If you have used smart tags (like #subname# etc.) then the page will be personalized for each subscriber.

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

## 2.12 Send a welcome newsletter with a new sign-up

[Menu>Subscribers>Custom messages>Newsletter for new subscribers](#)

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

### **2.13 Pseudo-scheduling**

Newsletter Manager Pro has a pseudo-scheduling feature that allows users to start the sending process by calling a page at the server from their pc (this page is in the admin folder of your newsletter manager pro files).

This approach may be convenient for some users and is a fair alternative to true scheduling. It does not require you to install anything at the host server. You can schedule a mailing using the Windows Scheduled tasks of your pc (or the Task scheduler in Vista) by creating a new task. It is really an easy process. Full details about using this feature are provided in the online help.

- Your existing batch settings will apply.
- The result will be like any other mailing that you start manually.
- By exploring the advanced properties of the task you created you can refine the whole operation. You can even "wake up" your pc to run this task.

## 3 Security issues

### 3.1 Protecting your database

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

Anybody who knows your site location and knows that you are using the application could type [www.yoursite.com/nmanagerPro/database/designerfree.mdb](http://www.yoursite.com/nmanagerPro/database/designerfree.mdb) and download your database. Try it to see what happens.

It is very easy to prevent this by doing the following:

1. Rename your database folder and/or the database itself. Give them any names that you want and open the file [inc/settings.asp](#) go to line 17 where you will see:

```
pDatabaseConnectionString="Driver={Microsoft Access Driver (*.mdb)};DBQ="
&server.MapPath("../database/designerfree.mdb")&"&"
```

This is the default connection to the MS Access database that is included in your Newsletter Manager. Change [/database/designerfree.mdb](#) to the names you selected before.

2. Or **configure** properly **permissions** in your server. Your server administrator can help you in this case.

In case you want to use MS SQL server or mySQL databases please refer to the paragraph [Using MS SQL and mySQL](#).

### 3.2 Preventing unauthorized use of application

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

\* If you rename the folder nmanagerpro make sure that you also change the value [arrBaseFolder\(0\)](#) in the following files: [admin/scripts/assetmanager/settings.asp](#) and [admin/attachmanager/settings.asp](#).

## 4 Using MS SQL Server & mySQL

### 4.1 General

Newsletter Manager Pro is ready to use (out of the box) with more professional and powerful databases such as MS SQL server (2000/2005/2008) and mySQL (4.1.alpha or higher). You can connect to these databases either via ODBC, OLEDB and DSN connections. A DSN connection can also be used with MS Access. If you want to use a DSN connection you must define the DSN in your server. You can do this through the control panel that your Host provides you and of course the possibility to use any of these two databases must be available in your hosting plan.

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

### 4.2 Create the database tables

You must create the tables using the scripts that you find in the folder **sql700**. If you use any other method to create the tables you will create problems.

### 4.3 Define the database type to use

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

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

`pDataBase = "Access"`

Replace Access with either SQLServer or mySQL.

### 4.4 Define the connection string

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

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

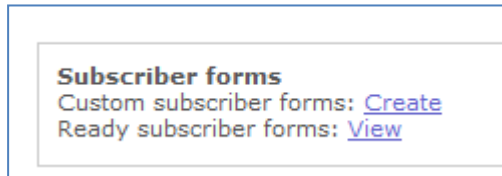
2. Choose a connection string that you want (depending on the database type) complete the details like server name or IP, database name, database username and password and **activate** the line (remove the single quote from the start of the line):

This is an active line: `pDatabaseConnectionString = .....`

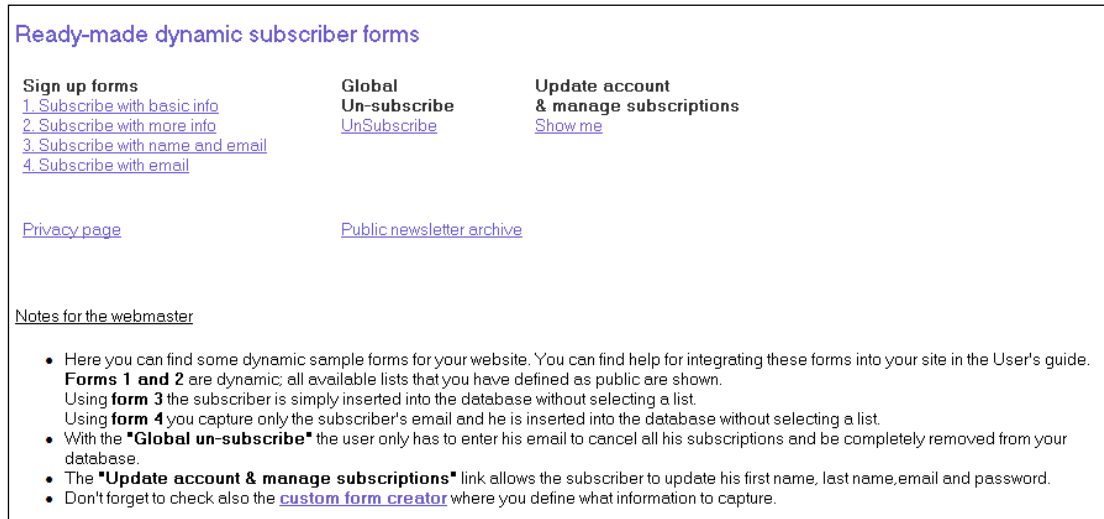
This is not an active line: `'pDatabaseConnectionString = .....`

That's all. Depending on your database server and Host environment you may want to experiment with alternative connection strings and see which one works best for you.

## 5 Sample subscriber forms



When you click on [Ready subscriber forms: View](#) a new window opens:



These forms although usable are only provided as samples. It is recommended that you create a custom opt-in form using the wizard.

- Inside the forms folder you will find a file **helpNotes.html** that explains everything you need to know about the above pages.
- These ready forms are dynamic. Example; if you add or delete a list this change will be reflected in forms 1 and 2.
- The global unsubscribe form has the same effect as the “Global opt-out” unsubscribe link.
- The Update account and manage subscriptions area is the same when a subscriber clicks on the “update settings” unsubscribe link. However when he clicks in the link in his newsletter he is logged in automatically.

## 6 Integration with an existing web site

### 6.1.1 Simple

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

### 6.1.2 Advanced

Some examples are:

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

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

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

If you are interested in such a solution please contact us to discuss your needs and possible solutions <http://www.designerfreesolutions.com/web/contactusform.asp>.

## 7 About spam

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

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

Similar laws exist in several European countries. For further reading and sources, we recommend that you visit this page: <http://www.designerfreesolutions.com/web/viewpage.asp?idpage=18>.

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

## 8 Acknowledgments and final notes

Throughout this guide we have used several brands and company names. These are all either trademarks or brands of the respective corporations. MS Access, Windows and MS SQL Server are products of Microsoft Corporation. MySQL is a product of Sun Microsystems Inc.

Thank you for downloading the Newsletter Manager Pro User's guide.

Happy mailing!

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