

hivetec Mail campaigns manager

Features & Highlights

- Easy handling. No training, no training, no manuals required. Online documentation available.
- Personalized emails. No mass shipments to hidden recipients, emails are sent individually.
- Address lists can get any more data per recipient. These can be integrated via placeholders in the mail.
- Mail files in standard format can be used without processing. Even with images and attachments.
- Address lists may be embedded in email templates.
- Image files can be integrated into the mail. No calls over the Web, no alerts.
- Success by Clicktracking and open tracking.
- Fully automatic management of returns (bounces) and automatic matching of address lists.
- Legally compliant double opt-in procedure for registration (opt-in) and logout (opt-out).
- Double opt-in and double opt-out are managed automatically.
- Compliance with the rules for well-formatted emails (rfc822 etc.)
- Exclusive IP number, SPF and DomainKeys to avoid classification as spam, resulting in high success rate.
- Large volumes to +100,000 recipients per hour. Background processing.
- Multi-Lingual Web interface and e-mails to subscribers.

hivetec Mail campaigns manager

content

Features & Highlights	1
Create Newsletter	3
- Email templates with Thunderbird Email program create	3
- Create mail file	5
- Upload template	10
- Email	10
Register / Login	13
Distribution lists edit	15
Personalization through user-defined fields	17
Newsletter - OPT-IN / OPT-OUT	18
Email newsletter - Start an email campaign	19
Address validation and returns management	20
Monitoring - Statistics	21
Glossary of technical terms regarding mail campaigns and newsletters	23

hivetec Mail campaigns manager

Create Newsletter

Newsletters can be created with any tool.

So, for example, with the same program, which is also used regularly for creating emails. No matter whether it is a local application or a Web application. In the following sections the creation with the help of Mozilla Thunderbird will be illustrated.

The so-created newsletter templates are simply sent to the email address of the email campaign manager and here automatically imported as a template. The only condition: The subject line is "import" prefixed.

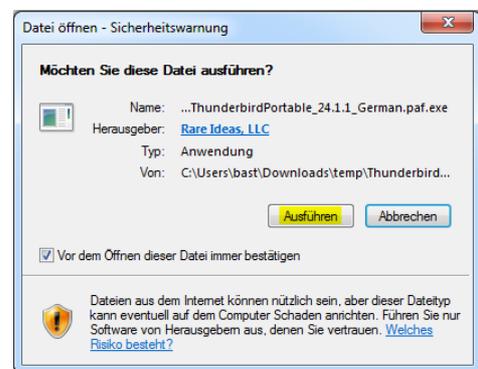
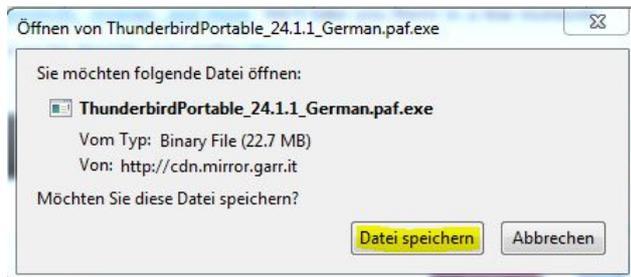
Example: "Import: Events in August"

- Create email templates with Thunderbird Email program.

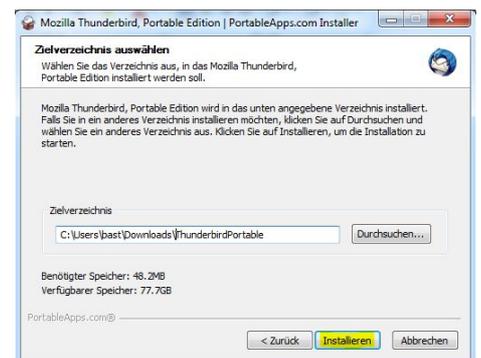
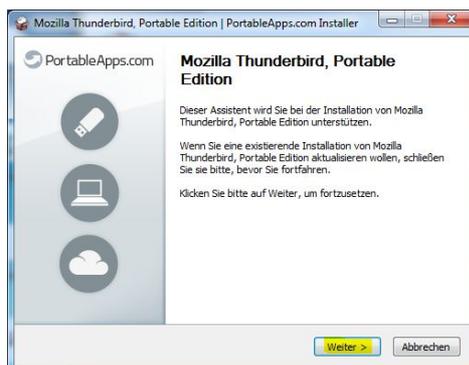
An e-mail template can be created with any email client that supports the EML format. We recommend the freely available Thunderbird Portable.

If no such program is installed, we recommend the free program Mozilla Thunderbird.

download: http://portableapps.com/de/apps/internet/thunderbird_portable



by clicking Run and all dialogs with "Next".



hivetec Mail campaigns manager

Now a new folder named Thunderbird Portable is the installation directory.

Name	Änderungsdatum	Typ
 ThunderbirdPortable	08.12.2013 14:02	Dateiordner
 ThunderbirdPortable_24.1.1_German.paf	08.12.2013 13:54	Anwendung

In this we find the Thunderbird program

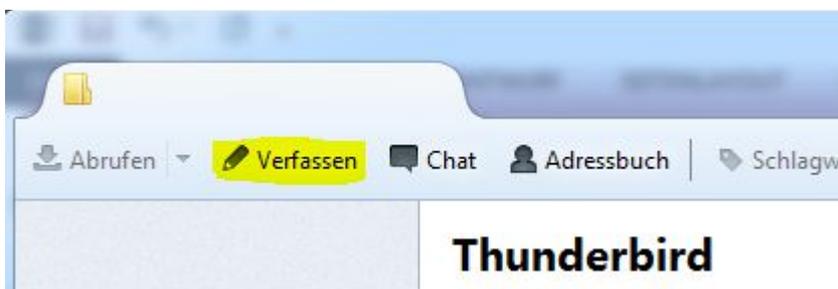
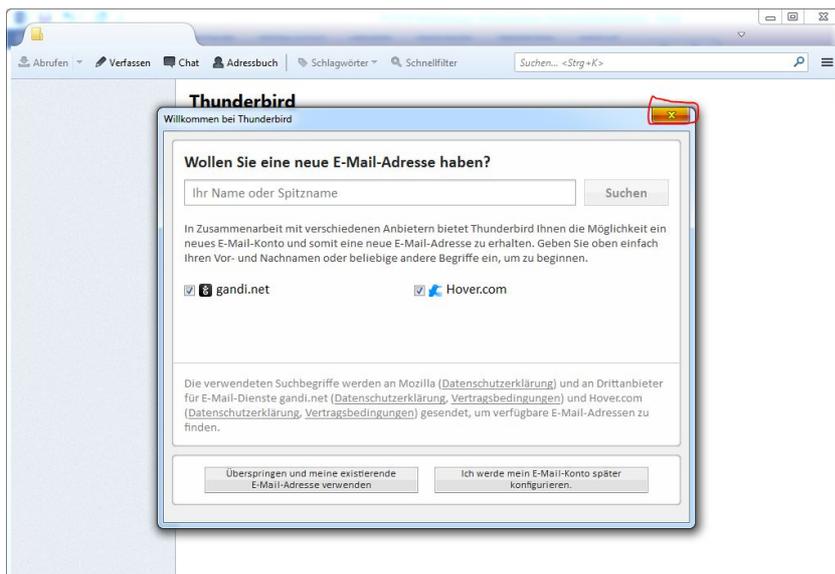
hivetec Mail campaigns manager

- Create mail file

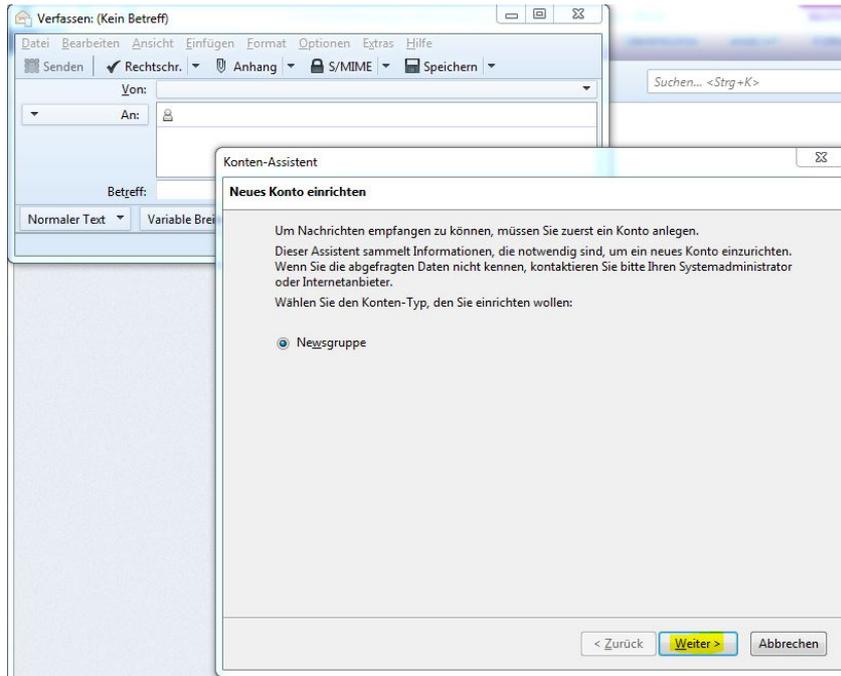
Now we install Thunderbird Portable:

Name	Änderungsdatum	Typ	G
App	08.12.2013 14:02	Dateiordner	
Data	08.12.2013 14:02	Dateiordner	
Other	08.12.2013 14:02	Dateiordner	
help	19.03.2009 23:52	Firefox HTML Doc...	
ThunderbirdPortable	20.11.2013 00:59	Anwendung	

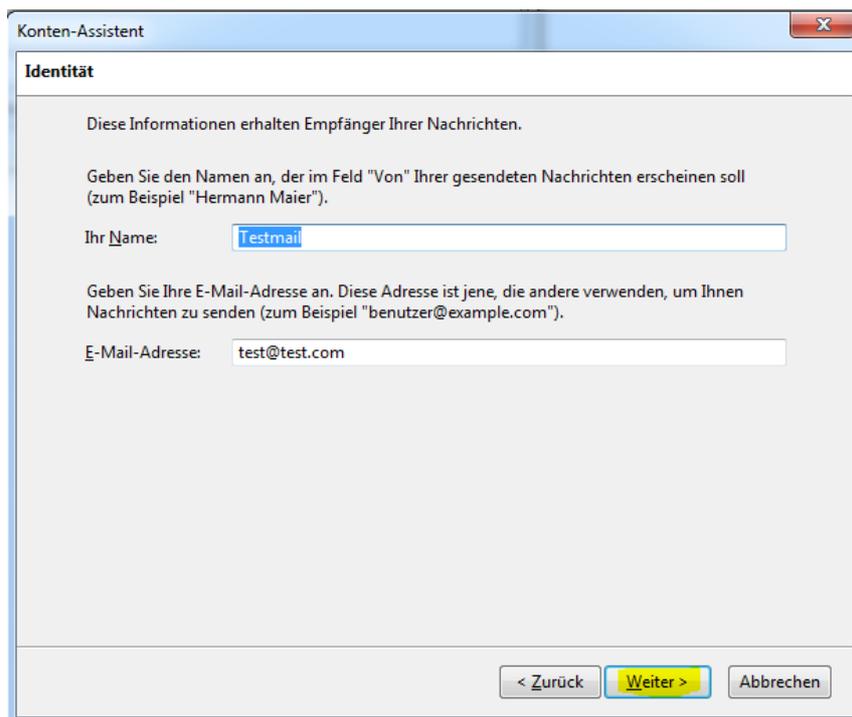
We do NOT need email account to create the EML file!



hivetec Mail campaigns manager



We do not need an email account for composing email templates. Therefore, we set up just a fake account.



hivetec Mail campaigns manager

Konten-Assistent

Informationen über Posteingang-Server

Geben Sie den News-Server (NNTP) ein (zum Beispiel "news.example.com").

Newsgruppen-Server:

< Zurück Weiter > Abbrechen

Konten-Assistent

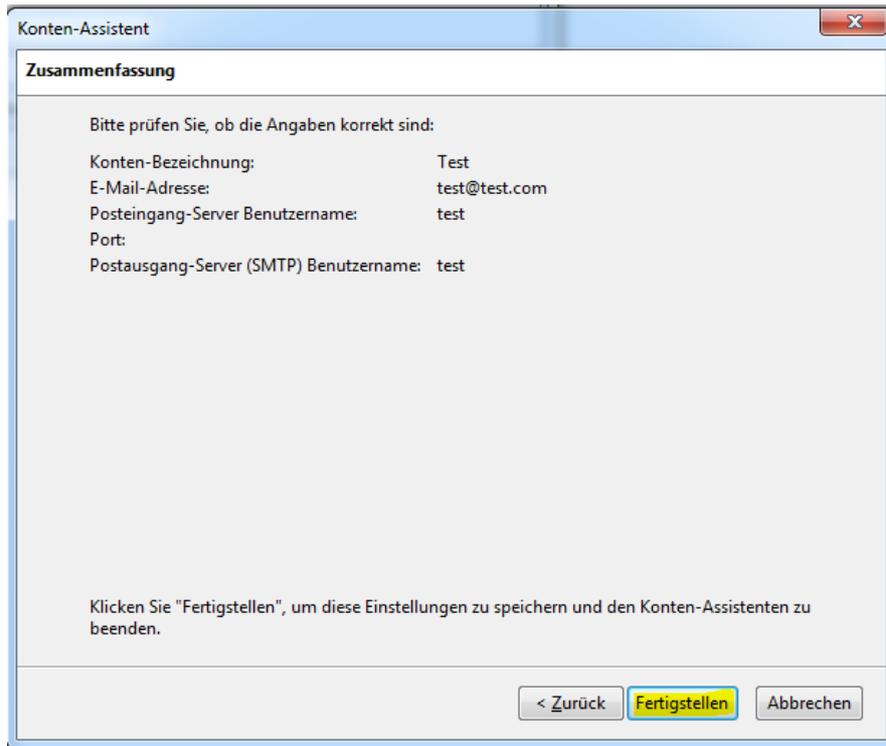
Konten-Bezeichnung

Geben Sie eine Bezeichnung für das Konto ein, mit der das Konto im Programm erscheinen soll (zum Beispiel "Arbeits-Konto", "Privat-Konto" oder "News-Konto").

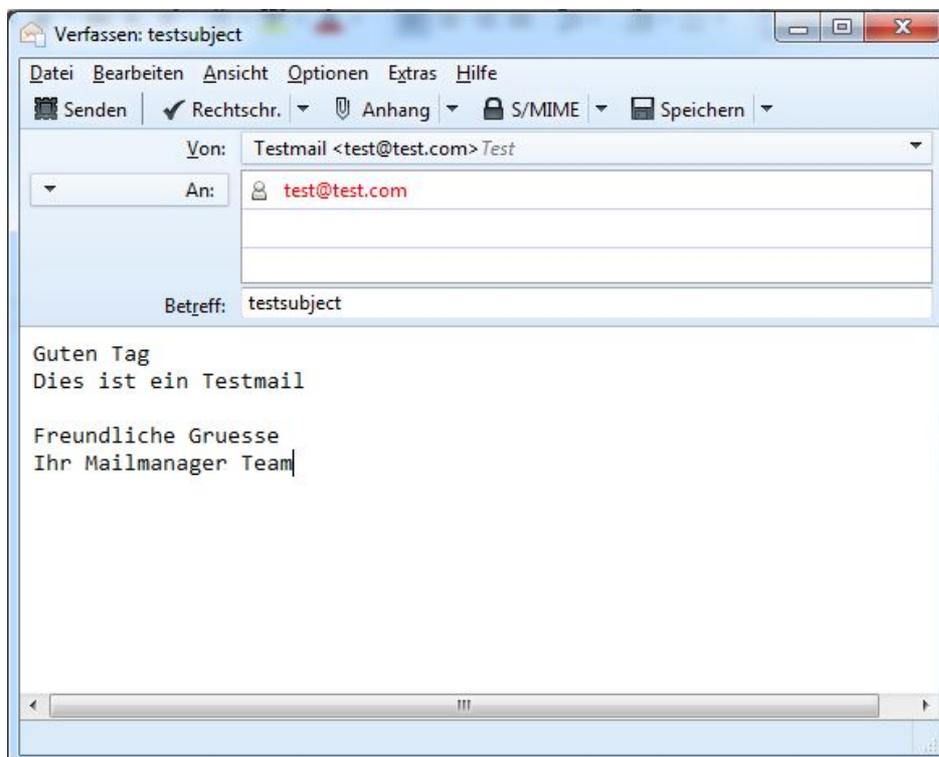
Konten-Bezeichnung:

< Zurück Weiter > Abbrechen

hivetec Mail campaigns manager

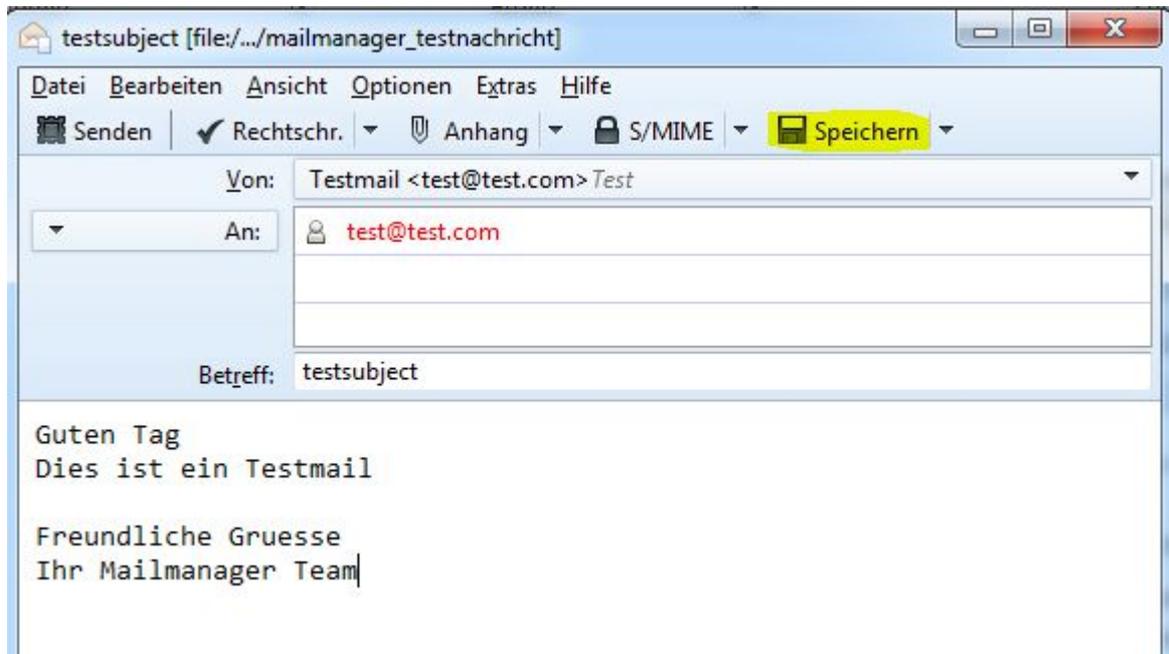


And now a first email is - template created:

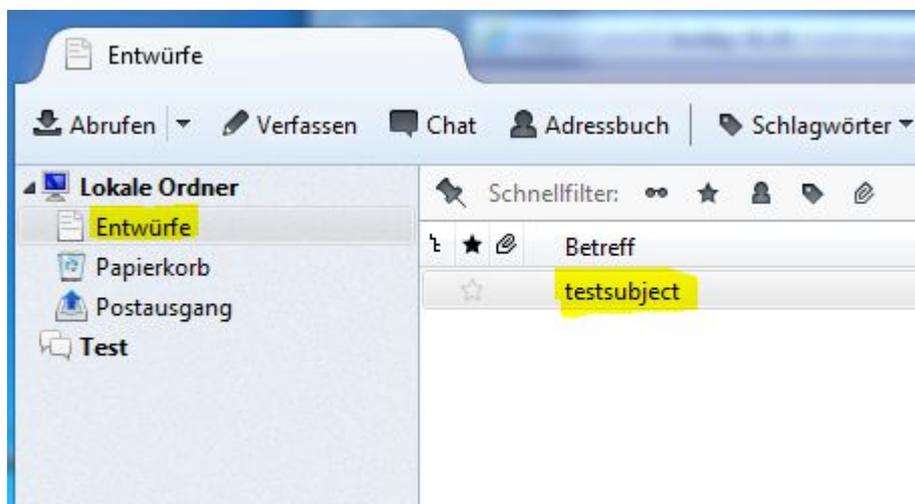


hivetec Mail campaigns manager

save the template as a draft:



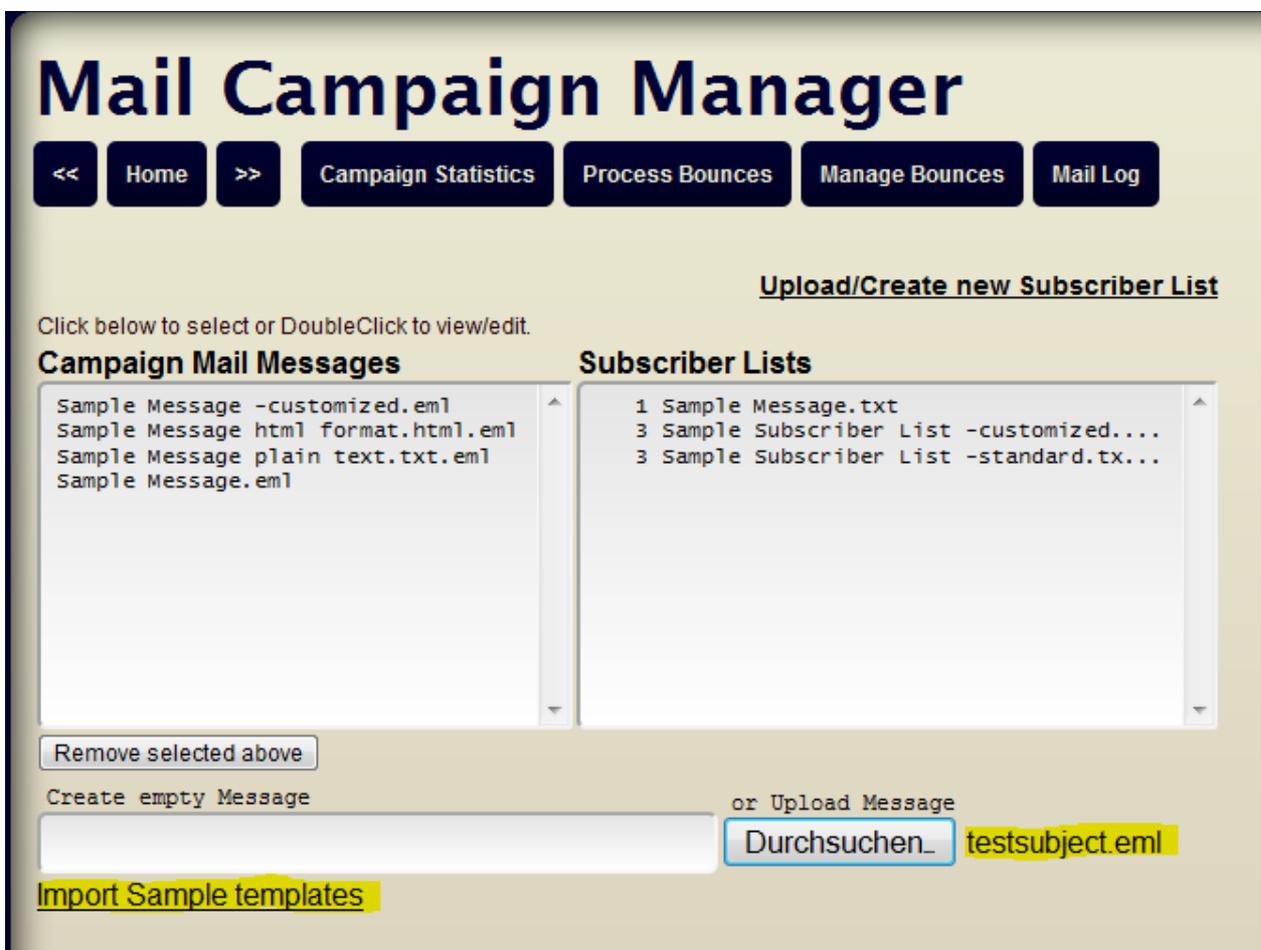
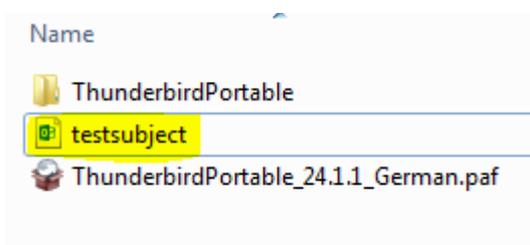
Drag and drop to save to a folder of your choice or to the desktop.



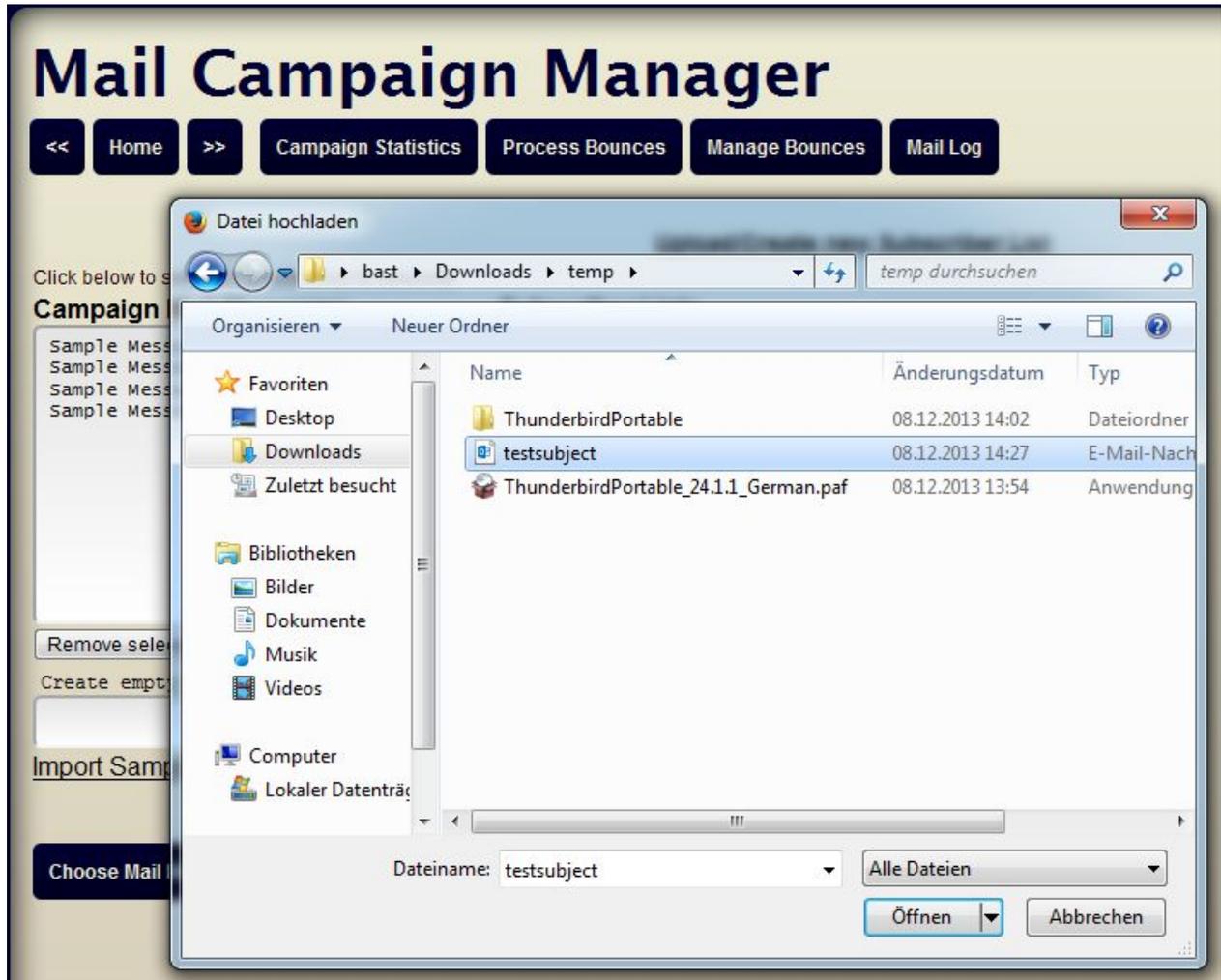
hivetec Mail campaigns manager

- Upload template - Email

The generated .eml - file must be uploaded to the mail manager.



hivetec Mail campaigns manager



hivetec Mail campaigns manager

Mail Campaign Manager WebMail Control Panel

<< Home >> Campaign Statistics Process Bounces Manage Bounces Mail Log

Sample templates were copied!
Mail message file testsubject.eml was successfully uploaded (1 KB).

#Mailing list 'testsubject.txt' was auto-created from addresses in mail file 'testsubject.eml' #Subscription subject: testsubject

Campaign Mail Messages	Subscriber Lists
Sample Message -customized.eml Sample Message html format.html.eml Sample Message plain text.txt.eml Sample Message.eml testsubject.eml	1 Sample Message.txt 3 Sample Subscriber List -customized... 3 Sample Subscriber List -standard.tx... 1 testsubject.txt

Sender Name is overwritten by configuration. Sender Email is overwritten by configuration.

Sender name:

Sender email address:

Subject:

Send in Background: - Test message with SpamAssassin

Performan

- Mailings
- Recipients
- Bandwidth
- Mails Open
- Clicks Trac
- Auto Respo
- Mailbox full
- Banned as
- Invalid addr
- Bounced E

Log files

mailing:

The template "testsubject.eml" was uploaded and the email addresses contained in it were automatically exported to a new address list "testsubject.txt".

hivetec Mail campaigns manager

Register / Login

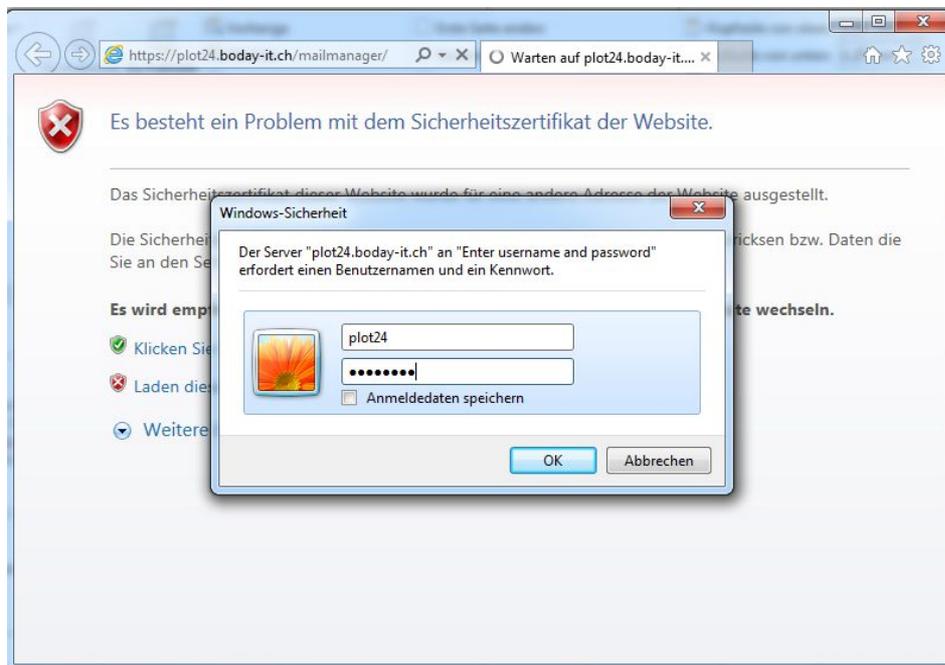
Connect to log into the mail manager with the following access data on a Web browser. URL: hivetec.net/mailmanager/

user: < *User ID* >

pw: < *password* >

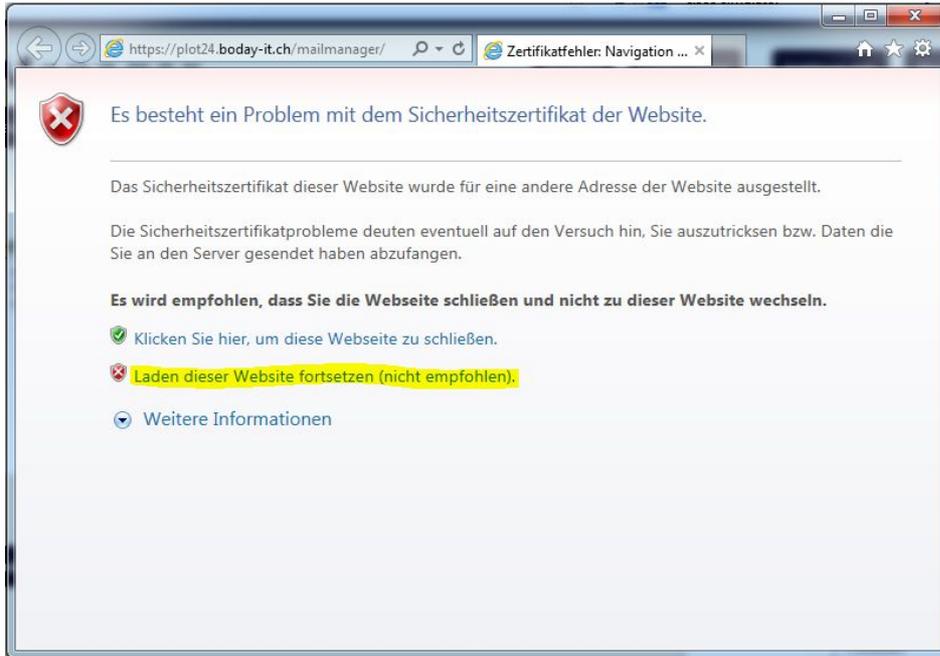
Note: _____

When entering the Internet address must be taken to ensure that the present at the end of the address /.

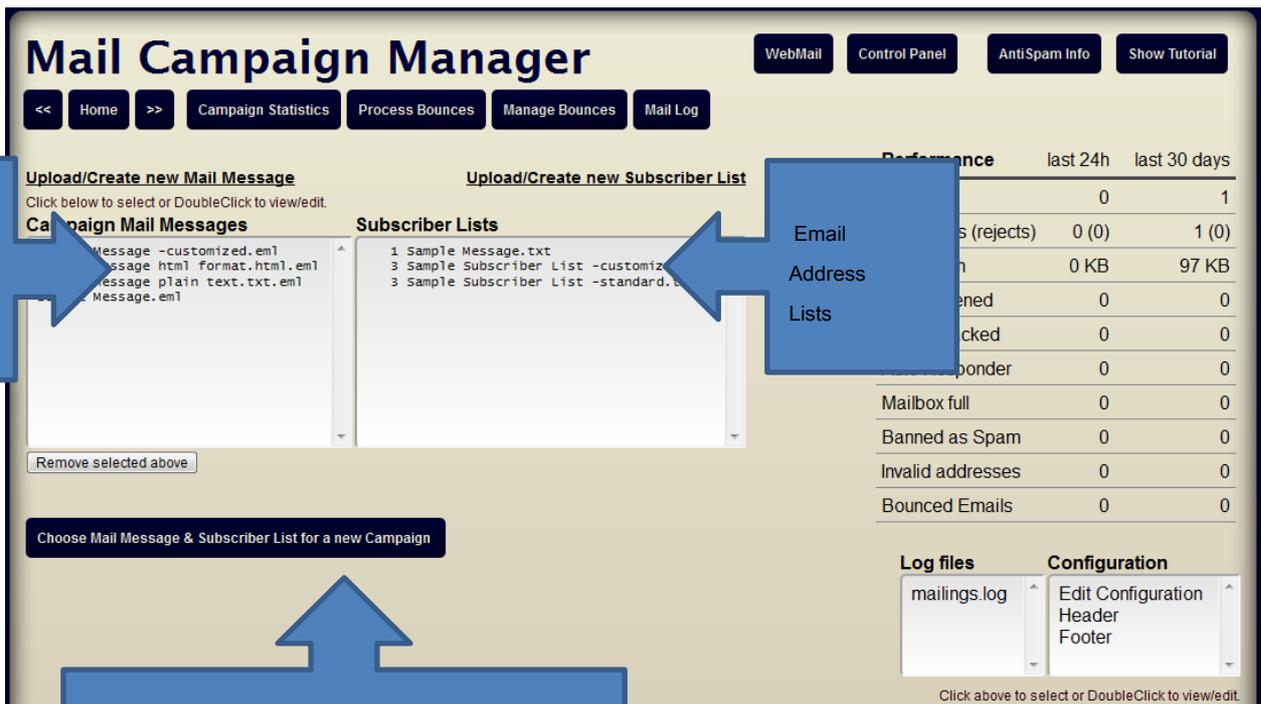


When using Internet Explorer must the certificate be mapped as confirmed, if you have not purchased an officially authenticated certificate for your domain (ie hivetec.net).

hivetec Mail campaigns manager



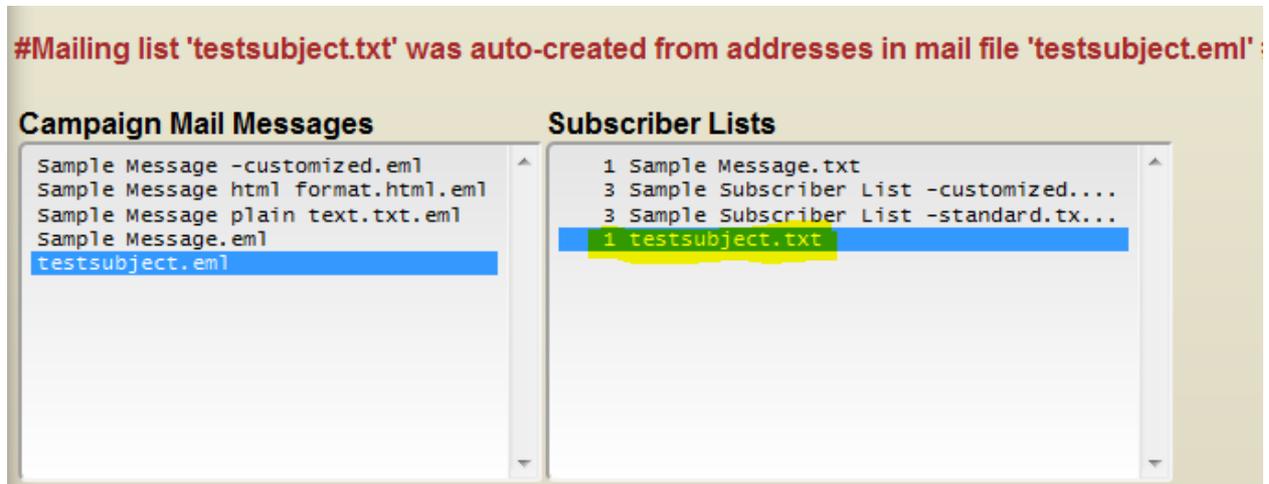
After successful login, you will see the following view.



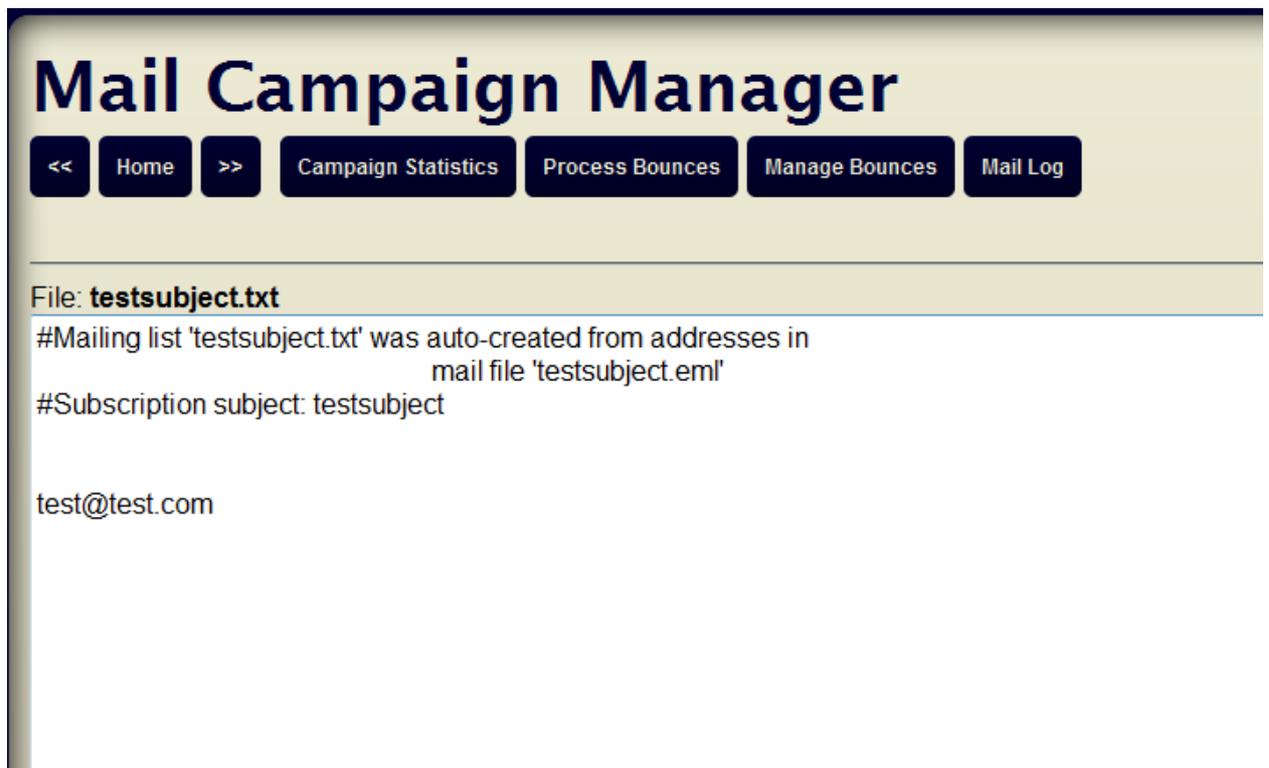
hivetec Mail campaigns manager

edit distribution lists

By double-clicking on the to be edited address list, it can be edited.



The address list can now be edited.



The format of the address list is very simple. The basic rule is one address per line. There are all valid formats for email addresses allowed.

hivetec Mail campaigns manager

Examples of valid address entries:

Hans@Schmidt.de

Hans Schmidt <Hans@Schmidt.de> "John

Smith" <Hans@Schmidt.de>

Note:

With the "#" sign and can be commented out "/" individual rows. These lines are ignored when shipping.

Alternatively we can offer to import address lists and configuring messages with custom fields and the generation of converters as a service, ask us.

hivetec Mail campaigns manager

Personalization through user-defined fields

Address lists may contain other data as required except the pure e-mail address. The definition of the fields can be added varies anywhere.

All data from the address lists can be used to personalize the email template.

First, field names must to be set. Example:

email / name / styling / long

4 defined fields with the identifiers: email, name, title and long. Delimiter for field names and data is "|". Valid line might look like this:

otto@mail.ch|Otto Meier | Dear Otto | de

Micha@swiss.ch|Micha Müller | Dear Mrs Müller | de Mike @

McAfee.com | Mike McAfee | Dear Mike | en

In the email template that must be complemented by personalized data points are exchanged for the respective placeholders.

Format placeholders: [TITLE]

Example:

Hello [TITLE]

hivetec Mail campaigns manager

Newsletter - OPT-IN / OPT-OUT

In Switzerland it is since 1 April 2007 in accordance with the Federal Law against Unfair Competition Art. 3, para. O prohibited Bulk Mailers to send without direct connection to a requested content, if not before, the consent of the recipient has been obtained, the correct sender is not specified or is not advised of a problem and free possibility of refusal. An explicit obligation to use a double opt-in, but there is not.

A.) Email Marketing respectively email advertising to potential customers is permitted if the following conditions are met:

- The recipient has previously, that is, explicitly given its consent to receive prior to the actual receipt of an electronic advertising message.
- The sender must clearly be seen.
- The recipient is offered to waive commercials on this channel in the future a possibility. The dial-out should be able to be triggered easily and at no cost to the recipient.

B.) e-mail marketing, respectively, e-mail advertising to your own (existing) customers are allowed under the following conditions:

- There must be a link between the time-related services and the newly advertised performance.
- It may be advertised no third-party services. Next, the points 1 and 2 in section A.) apply

By following the above points are the minimum basic conditions for direct advertising in electronic media.

This means in plain language is that it is legal to use address lists of existing customers without first obtaining the consent.

E-mail to users who are not customers and have not received consent may only receive an opt-in offer.

must subscribe to a newsletter email in the future with the offering therefore only be sent if this email does not have advertising character, but only the consent is requested, the future a newsletter to receive (opt-in).

The Mail Manager manages logon and logoff automatically and maintains the address lists accordingly.

The standard method of Mail Manager is double opt-in or double OPT-OUT, which means that the recipient must verify the registration respectively de-registration each with a link in the confirmation email.

Every email can be automatically provided with links to logging on and off.

hivetec Mail campaigns manager

Email newsletter - Start an email campaign

be a campaign to start by clicking each one template and an address list selected. Name and address of the sender is taken from the default settings, the subject line is taken from the e-mail template and can be changed directly.

The screenshot displays the 'Campaign Mail Messages' and 'Subscriber Lists' sections. The 'Campaign Mail Messages' list includes: Sample Message -customized, Sample Message html format.html, Sample Message plain text.txt, Sample Message (selected), and Testmail. The 'Subscriber Lists' list includes: 1 Sample Message -customized, 1 Sample Message (selected), 3 Sample Subscriber List -customized, 3 Sample Subscriber List -standard, and 1 Testmail. Below these lists is a 'Remove selected above' button. The configuration section includes: Sender Name (set by configuration), Sender Email (set by configuration), Bounces address (set by configuration), Bounces Email address: newsletter@plot24.boday-it.ch, Sender name: Plot24 Newsletter, Sender email address: rappo@plot24.ch, and Subject: Newsletter. At the bottom, there are checkboxes for 'Track clicks' (checked), 'opened' (unchecked), and 'Send in Background' (unchecked), along with a link to '- Test message with SpamAssassin'. Three buttons are visible: 'Send mail to rappo@plot24.ch', 'Start campaign NOW', and 'Validate Campaign'.

Before the start of the campaign should absolutely first a test - Email is sent to the sender!

Only when these looks 100% satisfactory, the campaign should be gestertet.

Options: Track clicks: By setting this checkbox can be determined how many recipients on in the email linked content (for example, My Home Page) clicked.

Opened: By setting this checkbox can be determined how many recipients opened the email to read.

Note: This technique has in many e-mail programs to follow, that a warning appears on linking external content!

Send in Background: The shipment is running in the background. Default lists > 100th

Test Message with SpamAssassin: Checks the spam score of the selected e-mail template.

hivetec Mail campaigns manager

Address validation and returns management

The Mail Manager manages returns automatically.

Emails that can not be delivered are classified depending on the cause as

1. Mailbox is full (Full, Softbounce)
 - These addresses are ignored for at least 3 days.
 - If more than 5 emails have not been accepted, the recipient for 14 days is ignored.
2. mail was classified as spam (Banned, Softbounce)
 - These addresses are ignored for 30 days
 - If more than 5 emails have not been accepted, the recipient for 6 months is ignored.
3. e - mail address is invalid (NotExist, hard bounce)
 - These addresses are permanently ignored
4. Your email has been rejected for various reasons. (Rejected, Softbounce)
 - these addresses are ignored for 2 weeks.
 - If more than 5 emails have not been accepted, the recipient will be ignored permanently. The reasons for the "Rejected" - classification are many. Often it is only temporary errors on the receiving end.

The behavior for the treatment of returns can be fully customized through the configuration settings.

hivetec Mail campaigns manager

Performance review - Stats

The Mail Manager has extensive tools for monitoring success. The most important instrument is the campaigns Statistik.

Here the most important data for monitoring success are visible at a glance.

Mail Campaign Manager											
Statistics from Campaign database for hivetec (152 records)											
Id	Date	Campaign	Recipno	Rejected	Bounces	Opentrack	Clicktrack	Mailsize	Maildoc	Subscription	Sec Bg
20131210093253	2013-12-10 09:32:53	Cool Mail Campaigns	2	0	0	2	0	181401	Sample Message - customized.eml	Sample Message - customized	0 yes
20131210093040	2013-12-10 09:30:40	Cool Mail Campaigns	2	1	0	2	0	181401	Sample Message - customized.eml	Sample Message - customized	0 yes
20131210075004	2013-12-10 07:50:04	Cool Mail Campaigns	2	1	0	0	0	181401	Sample Message - customized.eml	Sample Message - customized	1 yes
20131210054017	2013-12-10 05:40:17	Cool Mail Campaigns	3	0	1	2	1	181401	Sample Message - customized.eml	Sample Message - customized	0 yes
20131210053851	2013-12-10 05:38:51	Cool Mail Campaigns	2	0	0	0	0	181401	Sample Message - customized.eml	Sample Message - customized	1 no
20131210053626	2013-12-10 05:36:26	Cool Mail Campaigns	2	0	0	0	0	181401	Sample Message - customized.eml	Sample Message - customized	0 no
20131210051433	2013-12-10 05:14:33	Cool Mail Campaigns	2	0	0	0	0	181401	Sample Message - customized.eml	Sample Message - customized	0 no
20131210050459	2013-12-10 05:04:59	Cool Mail Campaigns	2	0	0	0	0	181401	Sample Message - customized.eml	Sample Message - customized	0 no
20131209092257	2013-12-09 09:22:57	Cool Mail Campaigns	1	0	0	1	0	181401	Sample Message - customized.eml	Sample Message - customized	0 yes
20131208213841	2013-12-08 21:38:41	Cool Mail Campaigns	1	0	0	0	0	181401	Sample Message - customized.eml	Sample Message - customized	0 no
20131208213216	2013-12-08 21:32:16	Cool Mail Campaigns	1	0	0	0	0	182226	Sample Message - customized.eml	Sample Message - customized	1 no
20131208122230	2013-12-08 12:22:30	hivetec Newsletter -with custom data	2	0	0	0	0	179068	Sample Message - customized.eml	Sample Subscriber List - customized	0 no
20131208121424	2013-12-08 12:14:24	hivetec Newsletter -with custom data	6	0	0	2	1	179068	Sample Message - customized.eml	Test fr MCM custom	1 yes
20131208121330	2013-12-08 12:13:30	Cool Mail Campaigns	1	0	0	0	0	182226	Sample Message -customized-X.eml	Sample Subscriber List - customized	0 yes
20131208121316	2013-12-08 12:13:16	Cool Mail Campaigns	1	0	0	0	0	182226	Sample Message -customized-Y.eml	Sample Subscriber List - customized	1 no

By clicking on the numbers of columns "Bounces" (returns), "Open Track" and "click track" the respective detail data is displayed.

Mail Campaign Manager						
Bounce Management						
Bounces database has 1 records accounting for 1 bounced mails for Campaign-ID 20140201181312.						
Show all bounces						
1 Invalid Addresses , 0 Rejected emails , 0 Banned as Spam , 0 mailboxes Full or unavailable						
	Date	Email	Bounces	Bounce_reason	Bounce_msg	Campaign_id
Remove	2014-02-01 18:13:54	test22@testxx.com	1	NotExist	User unknown	20140201181312

Mail Campaign Manager 4.2 - Logged in as: hivetec

hivetec Mail campaigns manager

Good luck with the Mail & Campaigns Manager!

hivetec Mail campaigns manager

Glossary of technical terms regarding mail campaigns and newsletters

Double opt-in

With double opt-in the procedure by which each subscriber a newsletter has to confirm the entry of its e-mail address in the distribution list additionally in a second step, referred to in e-mail marketing. He usually gets an e-mail to the address including the link with a request for confirmation.

This is mainly to protect against unauthorized entry of the e-mail address by third parties or email harvesters. For if the link is not confirmed in the medium term, of the newsletter distribution does not occur.

Also for the consignor the double opt-in has advantages. So the quality of the address list is increased, for example, if only a valid e-mail addresses are included and receiver with potential interest.

Disadvantages of double opt-in

A disadvantage of the double opt-in is that the procedure for newsletter subscribers associated with effort. So it can happen that the recipient forgets to confirm the link, if the process is too complicated or he simply does not understand the registration process. To reduce the occurrence of the latter case, the procedure for the Newsletter should be briefly explained. Due to the additional effort may be lost prospects as a newsletter registration is often a spontaneous decision.

Legal basis

Newsletters are treated in the case law, such as advertising, so the senders need the express consent of the recipient. The burden of proof for such consent rests with the shipper. A simple opt-in or confirmed opt-in is therefore insufficient. The end of 2012 caused a ruling by the Munich Higher Regional Court for vertebrae that the double opt-in already classified the confirmation e-mail as part of the process as spam. However, in practice this judgment should so far have no effect here an interesting article on the subject.

hivetec Mail campaigns manager

Double Opt-out

The Double opt-out in the area of e-mail marketing is a process in which to host an e-mail address from a mailing list, for example, a newsletter is two-stage design: Here, the receiver can unsubscribe not only perform with a single click, but must confirm this additionally by response to an undelivered deregistration email. Analogous to the double opt-in confirmation is done usually by clicking a link.

Bounce

German: Returned

A bounce message or short Bounce (ger.: bounce, throw back) is an error message that is automatically generated by a mail server when an email is undeliverable. This error message is usually made of data, such as date and time, the mail server that generated the error message, and the reason of non-delivery. A distinction between hard and soft bounces.

The e-mail itself has an empty Envelope transmitter (<>) to mail loops are prevented. Because the bounce messages from a sender undeliverable are sent and are themselves undeliverable, they are not discarded, but it will in turn sent also a bounce message, an endless mail loop is created. In addition, the risk of falling as spam senders on a blacklist, the more bounces generated increased.

hard bounce

From a hard bounce is the speech when the email is rejected due to a permanent error. This e-mail was not even accepted by the server of the recipient but rejected directly. This is the case for example if the recipient's e-mail address or the domain does not exist.

Corresponding e-mail addresses should be deleted from the mailing list, so as not to distort statistics. To avoid hard bounce from the outset helps a newsletter subscription via double opt-in. Also a permanent link to unsubscribe from the newsletter mailing list or to change its data can belittle the hard bounce rate.

Softbounce

Soft bounces, however, result from temporary problems. The e-mail message will be accepted by the recipient's server, but can not be delivered. Soft bounces be generated, for example when the recipient's mailbox is full. Addresses the emails reject via Softbounce, can be contacted easily at a later time.

If the cause is spam classification, but at least 1 month should be serviced before further delivery.

hivetec Mail campaigns manager

Bounce handling

also: Bounce Management

Bounce handling is the management of returns in e-mail marketing. It is a method for automatic detection and removal of e-mail addresses that are no longer accessible. Bounces have rarely seen a few years ago, but have a negative effect on the distribution growth. On returns should be handled immediately. The more bounces are generated, the greater the likelihood of being classified as spam senders. Furthermore, rising to as the shipping costs.

Soft bounces should be treated differently than hard bounces. E-mails that come back via Softbounce can be sent easily again, because it is a temporary problem. E-mail address should return by hard bounce against it will be deleted immediately.

Automatic Bounce Handling

In the Mail Manager has a function for bounce handling is implemented. In a small roundabout but the bounce handling could still be done manually at reasonable cost, in a large traffic circle anymore. The returning emails contain error messages that indicate the reason for the failed delivery of the newsletter. This is recognized by the Mail Manager and no longer attainable subscribers are ignored in an on subsequent mailings and optionally removed from the address list or marked as invalid.