Mailings

A mailing is a message you send to your entire list. You can create your message on the fly, or import contentyou've created previously.

****Note**: As of ListManager 7.8, you can send as many concurrent mailings as your hardware will allow. There is no job limit based on SQL connections or the ListManager application itself. ListManager is not sending one mailing followed by another, etc.; rather it is sending multiple mailings concurrently.

To work with Mailings, in the left Navigation bar, click **Mailings**. You can:

1. Create new mailings
2. Approve mailings
3. Check the Mailing status for outgoing mailings, currently active mailings, completed mailings, or mail queues
4. Create Advanced Mailings, both triggeredand sequential
5. View the progress of your outgoing mailings
6. Send test mailings

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

Use trackingto see if recipients open your message, and if they can see messages in HTML. Later, you can see the success of your message in Reports.

Once you've created mailings, or received them via email, you may approve or delete them.

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

All of your mailings, whether completed or being sent, may also be viewed in Mailings.

How to Get the Most Out of Mailings

ListManager allows you to easily create, monitor, and then report on your mailings. The following is a brief description of how many users will approach mailings in ListManager. This is a workflow approach, outlining the step-by-step process which is common when working with mailings.

Creating Mailings

Creating mailings involves the general process of writing the content to be included in your mailing, defining the recipients, and testing the mailing. Once it has been approved, then it can be sent, where it will be sent concurrently with any other mailings that may be in progress.

To create a mailing, in the left Navigation Bar, click **Mailings**, and then click **New Mailing**. From here the details for the message, recipients, tracking, scheduling, and internationalizationcan be specified.

Generally, when creating a mailing, you will have already created your content, which is then imported into the mailing.

On the **Recipients**tab, you can specify recipients, persons that can be purged(excluded from the mailing), and you may prevent those who have received too much email recently from receiving this message by editing the recency.

On the **Tracking**tab, you can set whether you would like to track opens and detect HTML capability. Generally you will want to set these to "yes", because this will allow you to then monitor the results of your mailing when it is complete (see below).

It is strongly recommended that you testyour mailing prior to sending it, to verify that your content appears the way you intend it to, and that it is functioning properly.

Approving Mailings

Once you have created your mailing, it will fall into the Needs Approval category, where you can edit the mailing again if necessary, retest it, scheduleit, etc. Once it is approved it can be sent. Once it has been sent, you can monitor your mailing in the Mailing Status section of mailings (see below).

Monitoring Mailings

Monitoring, or tracking mailings involves viewing delivery reports, looking at the mail queue, and checking the general status of the mailing as it progresses. Mailings are sent concurrently with other mailings, so ListManager will attempt to resend to those who experience transient failures as many times as you specify. During this process, you can track what is going on.

In the left Navigation Bar, click **Mailings**, and then point to **Mailing Status**. Click one of the commands that appear to see all of your outgoing mailings by date, completed mailings from the past week, and currently active mailings. These display a list of mailings, and show you the name of the mailing, the date it was created, the number of recipients, and any recipients that have yet to be delivered to. In addition, from here you can click on the mailing ID number, to view the outgoing mailing:

When you view an outgoing mailing you can see the message body and message header.

The **Recipients**tab displays the current status of the mailing, including how many have been successfully sent, # of attempts, etc. From here you can see the individual status of each recipient receiving a message. The *view recipient details* button takes you to the Mailings: View Outgoing Mailing: Mailing Recipients page, where you can see each member (recipient), their status, and from there access their member information and the sending details. If there are any permanent failures, you can see the rejection messages here as well. This tells you the type of failure and displays the rejection message itself. The level of detail seen in the recipient log must be set in Utilities: List Settings: Basic Information: Enable Features.

The **Log**tab displays the log for this mailing. This log is always available.

The **Mail Queue** tab displays current information about the mailing and allows you to pause the mailing when it is in progress. From here a mailing can be paused temporarily, and then stopped completely or continued.

Analyzing Mailings

Once your mailing has been completed, you will want to analyze the results. This includes viewing any errors that may have resulted, and checking the performance of your list, as well as evaluating the recipient actions, such as how many opened the mailing or clicked on a particular URL. Details can be seen on a per-recipient basis, allowing you to see exactly what happened with each message sent.

To view mailing errors, you can see any rejection messages that resulted. This displays any permanent or temporary failures, and allows you to access the member details directly from here as well.

To view many helpful reports, in the left Navigation bar, click **Reports**, and then click**Mailings**. With these you can check the performance of your list. The Delivery table displays statistical information about each mailing, including # and % of tries, # and % of sends, and fail #'s. The Mailings in queue statistics table shows the same information, but only for mailings which are currently running.

Some of the charts which are useful in analyzing list performance include:

The "Success and failure count" chart, which shows the historical performance of success and failures over time. This chart is accessible by going to Reports: Mailings: Delivery Statistics: Delivery Results: Historical Performance.
The "Success %" chart, which shows the last 19 mailings and compares their % of success. This chart is accessible by going to Reports: Mailings: Delivery Statistics: Delivery Results: Compare recent mailings. Also here are the "Success count", "Failure %", and "Failure count" charts, which can be useful as well.
Individual recipient information can be seen in Reports: Mailings: Delivery Statistics: Number of recipients.
The Mailing statistics table, accessible from Reports: Mailings, is very helpful because it displays information about recipients, opens, clickthroughs, clickstreams, purchases, and interest events. From here, charts of these individual items can be accessed by clicking on the number next to the desired information.
Tracking Statistics are also very helpful to find out what happens after the mailing is sent, regarding opens, clickthroughs, forwards, etc.

Keywords That Can Interfere With a Mailing

If a member of your mailing list has an email address that contains a keyword reserved by ListManager, email to that address may fail. Here is a list of reserved keywords, formatted as regular expressions for easy searching:

first lines of message:

"^[\r\n\t]*LOGIN"
"\\|^[\r\n\t]*LOGON"
"\\|^[\r\n\t]*DELETE"
"\\|^[\r\n\t]*UNSUBSCRIBE"
"\\|^[\r\n\t]*REMOVE"
"\\|^[\r\n\t]*PLEASE REMOVE"
"\\|^[\r\n\t]*PLEASE DELETE"
"\\|^[\r\n\t]*PLEASE UNSUBSCRIBE";

From:

"\\|POST.*MASTER"
"\\|WPUSER"
"\\|$EMD"
"\\|VMMAIL"
"\\|MAIL .*SYSTEM"
"\\|MAISER"
"\\|MAIL.+AGENT"
"\\|MAIL.+DAEMON"
"\\|TCPMAIL"
"\\|BITMAIL"

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"\\|MAILMAN"
"\\|^LISTMAN"
"\\|^LISTSERV"
"\\|^MAJORDOMO"
"\\|^LISTPROC"
"\\|^SERVER"
"\\|^LYRIS$"
"\\|^CRENLIST";
```

Subject:

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"DELIVERY.*ERROR"
"\\|DELIVERY.*REPORT"
"\\|DELIVERY.*PROBLEM"
"\\|WARNING.*FROM.*UUCP"
"\\|USER.*UNKNOWN"
"\\|UNDELIV.*MAIL"
"\\|UNDELIV.*MESS"
"\\|PROBLEM.*DELIVER.*MAIL"
"\\|PROBLEM.*DELIVER.*MESS"
"\\|CAN.*DELIV.*MAIL"
"\\|UNABLE.*DELIV.*MAIL"
"\\|UNABLE.*DELIV.*MESS"
"\\|MAIL.*DELIV"
"\\|MESS.*DELIV"
"\\|FAIL.*MAIL"
"\\|FAIL.*MESS"
"\\|MAIL.*FAIL"
"\\|MAIL.*RETURN"
"\\|RETURN.*MAIL"
"\\|MAIL.*ERROR"
"\\|MAIL.*RECEIV"
"\\|MESS.*RECEIV"
"\\|MESS.*DELIV"
"\\|MAIL.*DELIV"
"\\|INTERCEPT.*MAIL"
"\\|WAITING.*MAIL"
"\\|READ.*RECEIPT"
"\\|RECEIPT.*NOTIFIC"
"\\|STATUS.*SIGNAL"
"\\|ERROR.*CONDITION"
"\\|NO.*REQUEST.*FOUND"
"\\|AUTO.*REPLY"
"\\|AUTO.*GENERAT"
"\\|AUTO.*ANSWER"
"\\|WAITING.*MAIL"
"\\|.*ON.*VACATION"
"\\|VIA.*VACATION"
"\\|CONCIERGE.*NOTICE"
"\\|AWAY.*FROM.*MAIL"
"\\|CAN.*ANSWER"
"\\|CAN.*REPLY"
"\\|OUT.*OFFICE"
"\\|MESSAGE.*CONFIRMATION"
"\\|ABWESENHEITSNOTIZ"// german vacation notification
"\\|RECEIPT OF.*MESSAGE"
"\\|OUT.*TOWN";
```

Deliverability

Over time, Internet service providers (ISPs) have come up with methods for filtering and rejecting emails to deal with the increasing volume of unwanted commercial email (spam). This can sometimes interfere with the delivery of email from legitimate senders due to inadvertently using the wrong phrase or server configuration. To address these types of problems, Lyris has delivered a set of features and best practices to maximize the possibility of getting email delivered.

Deliverability Improvements

Before version 10, ListManager used a very simplistic method for detecting bounces. It used the numeric bounce codes returned by mail servers; all bounces were treated as equivalent. Beginning with version 10, ListManager parses the textual message (SMTP response text) returned from mail servers. Response messages are broken down into a number of categories, with each requiring different behavior. Here are some of the basic categories:

Invalid user: When ListManager sees a response code that corresponds to this category, the email address is put on hold server-wide immediately.

Filtered Content: Content that trips a spam filter or has other characters that cause it to be rejected (e.g., the message size is too large).

Technical Issues: The destination server is consistently busy or otherwise unavailable.

Banned IP: The IP address sending the email has been banned, typically for excessive complaints or for attempting to email too many invalid users at that domain

Transient Failures: The destination mailbox is temporarily unavailable (usually because it is full).

Dynamic Deliverability

Besides indicating the status of the recipient, the SMTP response text is often used to relay other information back to the sender. Typical messages can be paraphrased as “you have too many simultaneous connections to our servers” or “too many messages sent per connection opened." In such cases, ListManager dynamically adjusts its behavior to accommodate the sending characteristics signaled by the destination server; this maximizes deliverability and keeps sending speed as high as possible.

Mailings: Mailing Status: All Outgoing Mailings by Date

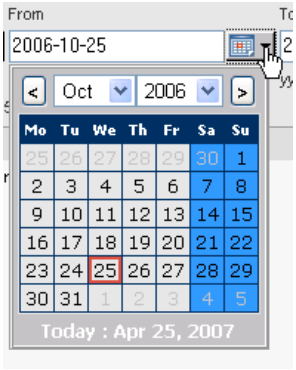
The Mailings: All Outgoing Mailings by Date page shows you all mailings being sent or which have already been sent, sorted by date and time

Filtering the Mailings Table

You can restrict the mailings displayed to a particular mailing type or list and a particular date range.

To restrict the table to a particular mailing type
Click the box under **Mailing type** and then choose the type you want.

To restrict the table to a particular list
Click the box under **List(s)** and then choose the list you want.



To restrict the table to a particular date range
Click the arrow buttons in the **From** and **To** boxes, and then in the mini-calenders that appear, choose your start and end dates.

Finding a Mailing

Twenty mailings for the list are displayed in Mailings: All Outgoing Mailings by Date. To view more, click show more. Repeatedly clicking show morewill show greater numbers of mailings at a time.

To change the sorting order in a column
Click the up/down triangle next to the column name.
Top arrow: the sort order is ascending (a-z).
Bottom arrow: the sort order is descending (z-a).

The sort options are:

ID
The ID ListManager has assigned this mailing.

Date
The date when this mailing was sent.

Mailing Name
The title you gave this mailing.

Subject
The subject of this mailing.

Recips
The total number of recipients to be sent this mailing when the mailing was originally queued. Note: When using the EmailAdvisor service for a test, the test mailing will initially show that the message is being sent to a larger number of recipients than you specified. As the test progresses, the size of the mailing will match the Test Sample Size you have specified.

Sent
The percentage of these recipients who have definitely been sent this mailing, or who have definitely failed.

To search this table, click . To export this table as a CSV file, click .

Viewing or Editing a Mailing

To view a mailing
Click the **ID** for the mailing.
You will be taken to the Mailings: Outgoing Mailings: Edit Mailing screen, where you can view the mailing, edit it, or save it.

Click overview next to a mailing to be taken to the Mailing Overview report. This report will show you the vital statistics for this mailing, such as recipient counts, clickthrough statistics, and membership changes.

Mailings: Mailing Status: Currently Active Mailings

The Mailings: Currently Active Mailings page shows you all mailings currently being sent or which are scheduled to be retried at a future date.

Finding a Mailing

Twenty mailings for the list are displayed in Mailings: Currently Active Mailings. To view more, click **Show more**. Repeatedly clicking **Show more** will show greater numbers of mailings at a time.

You may change the sorting order of the mailings by clicking the up or down triangles next to ID, Date Created, Name, Recips, Sent, or Status. By clicking the top triangle, the sort order will be ascending (a-z); clicking the bottom arrow makes the sort order descending (z-a). Click nextto see the next twenty mailings, previous to see the last twenty.

The sort options are:

ID
The ID ListManager has assigned this mailing.

Date
The date on which the mailing was originally created.

Mailing Name
The name you gave this mailing.

Recips
The number of recipients to be sent this mailing.
Note: When using the EmailAdvisor service for a test, the test mailing will initially show that the message is being sent to a larger number of recipients than you specified. As the test progresses, the size of the mailing will match the Test Sample Size you have specified.
Remaining
The number of recipients remaining, who have not yet received the message.

Viewing or Editing a Mailing

To view a mailing, click on the mailing name. You will be taken to the Mailings: Outgoing Mailings: Edit Mailing screen, where you can view the mailing, edit it, or save it.

Creating a Mailing

Click create new mailing to be taken to Mailings: New Mailing

Download as a File

Click on the disk icon to download your messages in CSV format