

Welcome To



Advanced Email Technology

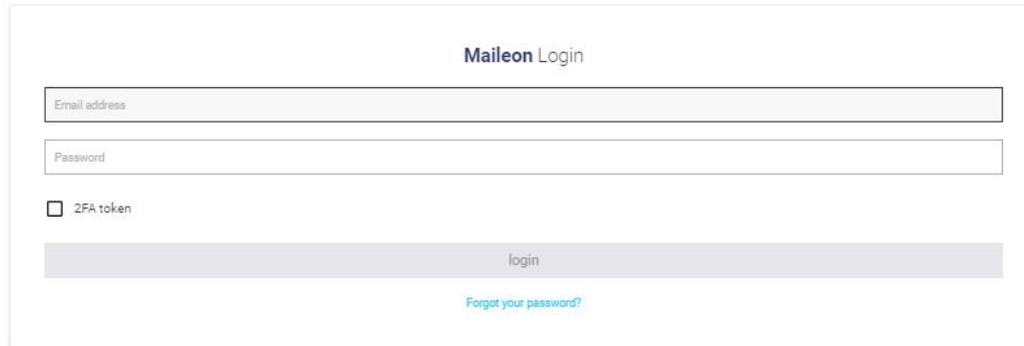


In this Tutorial:

We are going to show you how to get started with the Maileon email marketing technology

So let's get started.

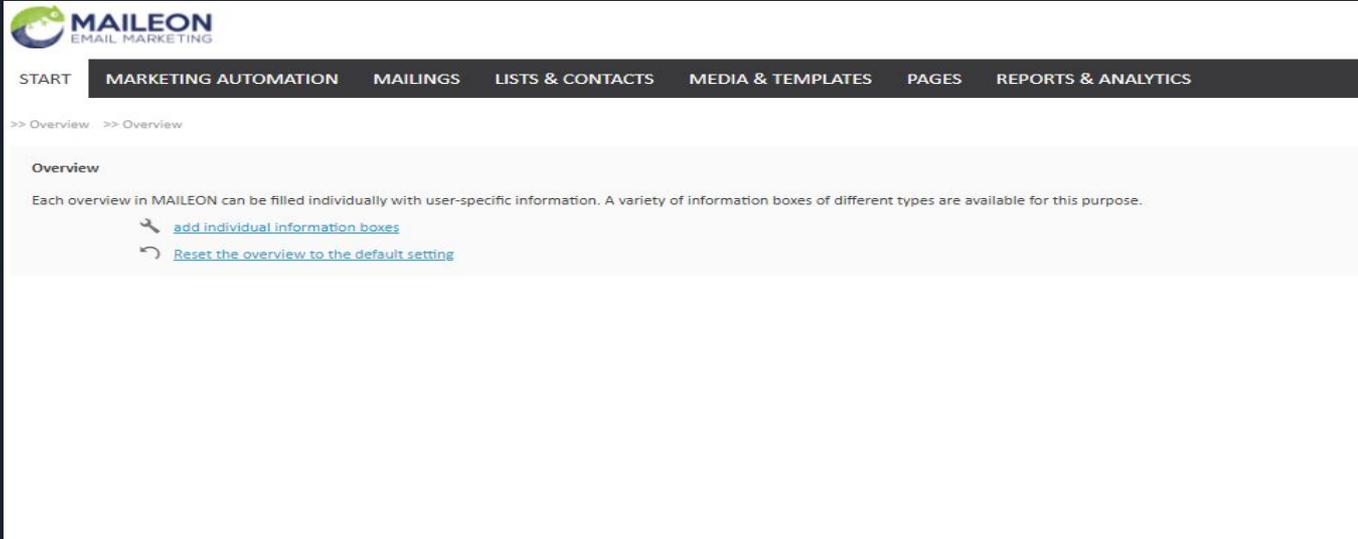
- 1) Firstly, log into your account using your email and password.



The image shows a login form for Maileon. At the top center, it says "Maileon Login". Below this, there are two input fields: "Email address" and "Password". Under the "Password" field, there is a checkbox labeled "2FA token". At the bottom of the form, there is a "login" button and a link that says "Forgot your password?".

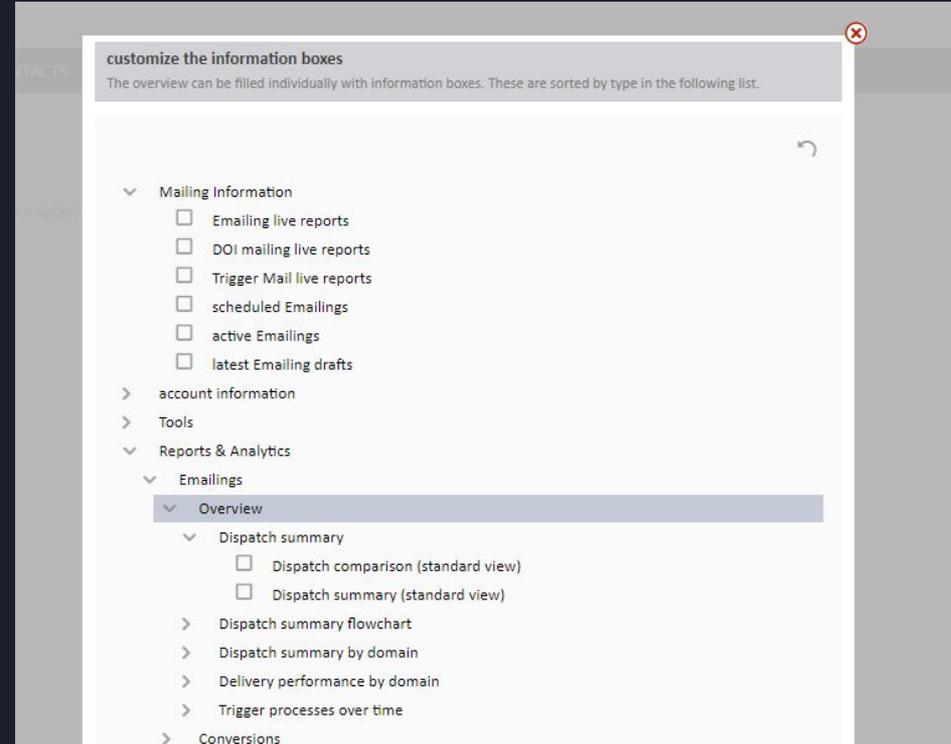
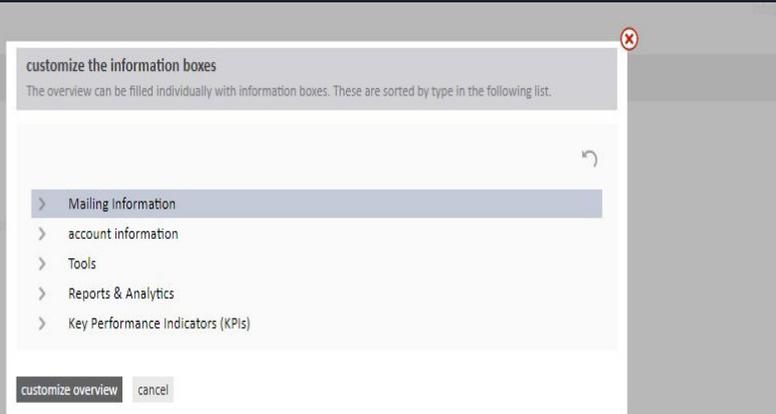
Once logged in, you will be directed to your “Start” page, or
Account dashboard”

This page will usually have no info on it, but you can customize it
according to the details which you would like to display, by clicking
on the “add individual information boxes” option



The screenshot displays the MAILEON account dashboard. At the top left is the MAILEON logo with the tagline "EMAIL MARKETING". A dark navigation bar contains the following menu items: START, MARKETING AUTOMATION, MAILINGS, LISTS & CONTACTS, MEDIA & TEMPLATES, PAGES, and REPORTS & ANALYTICS. Below the navigation bar, the breadcrumb path reads ">> Overview >> Overview". The main content area is titled "Overview" and contains the text: "Each overview in MAILEON can be filled individually with user-specific information. A variety of information boxes of different types are available for this purpose." Below this text are two links: "add individual information boxes" (with a wrench icon) and "Reset the overview to the default setting" (with a refresh icon).

You may now toggle between the information boxes, by clicking the “>” sign, and then ticking the relevant boxes.
Once you are happy, you may save and close this page



The first thing that you need to do when setting up your first emailing is to have a contact list setup.
To get started, click on “Lists & contacts” which is found at the top of your screen



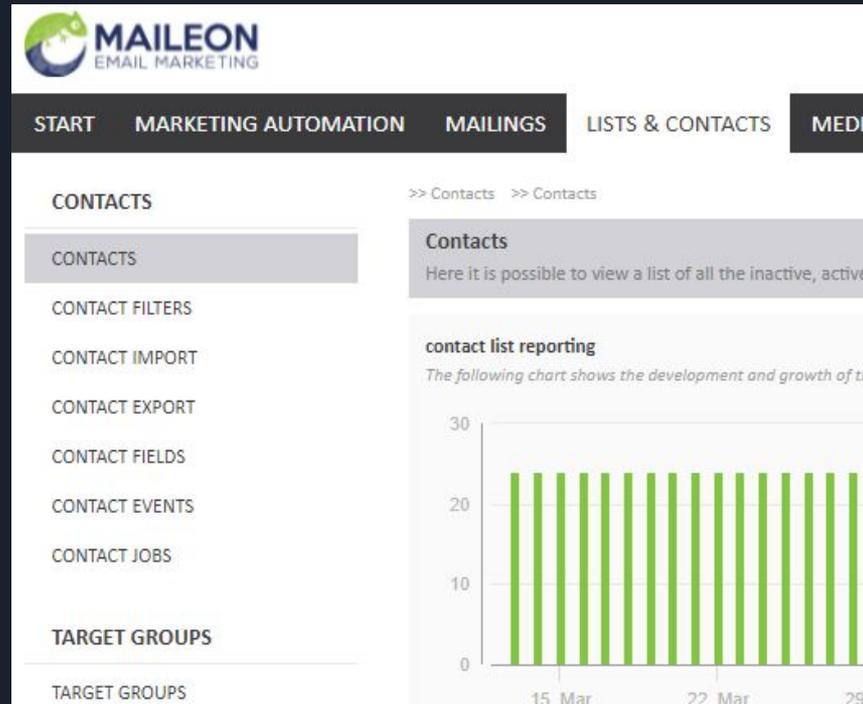
The screenshot shows a software interface with a dark navigation bar at the top. The navigation bar contains several menu items: 'AUTOMATION', 'MAILINGS', 'LISTS & CONTACTS', 'MEDIA & TEMPLATES', 'PAGES', and 'REPORTS & ANALYTICS'. The 'LISTS & CONTACTS' item is highlighted with a dark background. Below the navigation bar, there is a breadcrumb trail: '>> Contacts >> Contacts >> New Contact'. Below the breadcrumb trail, there is a section titled 'Contact creation' with a subtitle: 'Contacts are potential recipients of dispatches. In most cases, the key feature is the email address. Contacts can be segmented by the filtering possibilities of'. Below this section, there is a section titled 'Standard Contact Field Data'.

If your excel sheet has a Column called suburb, and you have multiple suburbs, and you want to only send to a list of people in Cape town, this is the process you follow in order to do this, instead of creating multiple lists.

Once you have selected “Lists & Contacts”, select the dropdown on the left called “Contact fields”

This will help you segment/ categorize your data, instead of having multiple lists.

One can segment data according to suburb, country, gender, and much more



The screenshot displays the MAILEON EMAIL MARKETING dashboard. The top navigation bar includes 'START', 'MARKETING AUTOMATION', 'MAILINGS', 'LISTS & CONTACTS', and 'MEDIA'. The left sidebar menu is expanded to show 'CONTACTS', with a white arrow pointing to the 'CONTACT FIELDS' option. Other menu items include 'CONTACT FILTERS', 'CONTACT IMPORT', 'CONTACT EXPORT', 'CONTACT EVENTS', 'CONTACT JOBS', and 'TARGET GROUPS'. The main content area shows a breadcrumb trail '>> Contacts >> Contacts', a 'Contacts' header, and a 'contact list reporting' section. The reporting section includes a bar chart showing data points for 15 Mar, 22 Mar, and 29 Mar, with values consistently around 24.

Date	Value
15 Mar	24
16 Mar	24
17 Mar	24
18 Mar	24
19 Mar	24
20 Mar	24
21 Mar	24
22 Mar	24
23 Mar	24
24 Mar	24
25 Mar	24
26 Mar	24
27 Mar	24
28 Mar	24
29 Mar	24

You will now see a list of predetermined “Contact fields”
You can either rename these fields, or create your own field according
to information you would like to add/segment

CONTACTS

CONTACTS

CONTACT FILTERS

CONTACT IMPORT

CONTACT EXPORT

CONTACT FIELDS

CONTACT JOBS

TARGET GROUPS

TARGET GROUPS

TEST LISTS

DEFAULT LISTS

BLACKLISTS

>> Contacts >> Contact Fields

Contact fields 22 Contact Fields

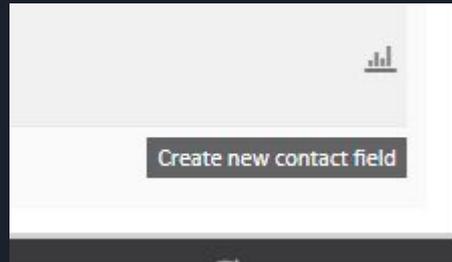
In this area, all available contact fields are listed. Should you require additional contact fields you can create them using the new contact field function. 22 Standard contact fields
0 Individual contact fields

22 Contact fields available 10 20 50

Contact field	description	Type	Coverage	Creation
standard, system defined	<u>Account language</u>	Text	0.00 % <input type="text"/>	
standard, system defined	<u>Address</u>	Text	0.00 % <input type="text"/>	
standard, system defined	<u>City</u>	Text	0.00 % <input type="text"/>	

Lets show you an example of how to add this category to your Maileon platform as well as your excel database:

Firstly, click on “ create new contact field”



Now you enter the name as well as the description of the name.
Both of these can be the same

Contact Field Creation

Create a custom contact field using this form.

General Contact Field Settings

Please submit a description for the contact field to be created and choose a field type. Alphanumeric characters as well as hyphens & underscores can be used in the description.

Name:

description:

Field type:

This field format stores textual information, thus being proper for storing descriptive profile attributes. Within the contact filters you can use text operators (is equal to, contains etc...).

In this instance, we are going to use “suburb” as the contact field.
The description will be “suburb which the contact resides in”
Once completed, select “create new contact field”.

Contact Field Creation

Create a custom contact field using this form.

General Contact Field Settings

Please submit a description for the contact field to be created and choose a field type. Alphanumeric characters as well as hyphens & underscores can be used in the description.

Name: ←

description:

Field type: ▼ ←

This field format stores textual information, thus being proper for storing descriptive profile attributes. Within the contact filters you can use text operators (is equal to, contains etc...).

←

The contact field will now be found in your “contact field” options

23 Contact fields available 10 20

	^ Contact field	description	Type	Coverage
<input type="checkbox"/>	custom <u>suburb</u>	<i>suburb which the contact resides in</i>	Text	0.00 %
	standard, system defined <u>Title</u>		Text	0.00 %



The next focus is “contact filters.” That filters out the specific results within your database, there-by making separate lists or more focussed filters, from one list.

Click on the “Contact filters” option on the left dropdown.
Then select “create new contact filter” on the bottom right

>> Contacts >> Contact Filters

Contact Filter

In this area, all available contact filters are listed. A filter can consist of several rules. New contact filters can be created using the "Create new contact filter" function.

4 Contact Filters
2 currently in use

Maximum number of contact filters: 200
If you wish to increase the maximum number of contact filters, please contact your [Service Partner](#).

4 Contact filters available

	Contact filter	Contacts	List score	Percentage of total portfolio		
<input type="checkbox"/>	standard, system defi... <u>all contacts with active status</u>	0	☆☆☆☆☆	0.00 %	<input type="text"/>	
<input type="checkbox"/>	standard, system defi... <u>all blocked contacts</u>	0	☆☆☆☆☆	0.00 %	<input type="text"/>	
<input type="checkbox"/>	standard, system defi... <u>all contacts</u>	0	☆☆☆☆☆	0.00 %	<input type="text"/>	
<input type="checkbox"/>	standard, system defi... <u>all contacts without Permission</u>	0	☆☆☆☆☆	0.00 %	<input type="text"/>	
<input type="checkbox"/>	all Contact filters of this area					

[Create new contact filter](#)

Enter the description of your contact filter e.g. "contacts that are in cape town"
Now select "Add New filter"

>> Contacts >> Contact Filters >> Creation Of Contact Filters

Creation Of Contact Filters

In this field, you can create a new contact filter. This consists of a set of filters, which are listed at the bottom.

Description: 

Filter criteria	Contacts	Coverage
 No filter available!		

+ [Add new filter](#) 

Result fixation: Contact filter result is fixed and will not be updated. Only active contacts are used in dispatches.

Save contact filter

cancel

Now you start editing the Criteria.
First is the Starting number, which will be from “0 contacts”

Criterion Editor
Create or edit a contact filter criterion. Contacts that are in Cape Town

Which starting contact set shall be used?

Starting Number

- please select -
- please select -
- 0 contacts
- all contacts with status active
- all contacts

Save filter condition cancel

Then your Set operation would be to “Add Contacts”, as you have not added these contacts to a field yet.

CRITERION EDITOR

Create or edit a contact filter criterion. **Contacts that are in Cape Town**

Which starting contact set shall be used?

Starting Number

Which set operation (add, subtract, etc.) shall be applied?

Set Operation 

- Add contacts
- please select -
- Add contacts

Which characteristics (contact characteristics) shall be used?

Basis Of Selection

You can now select the Basis of selection, which would be the “contact field value”.

Create or edit a contact filter criterion. Contacts that are in Cape Town

Which starting contact set shall be used?

Starting Number

Which set operation (add, subtract, etc.) shall be applied?

Set Operation 

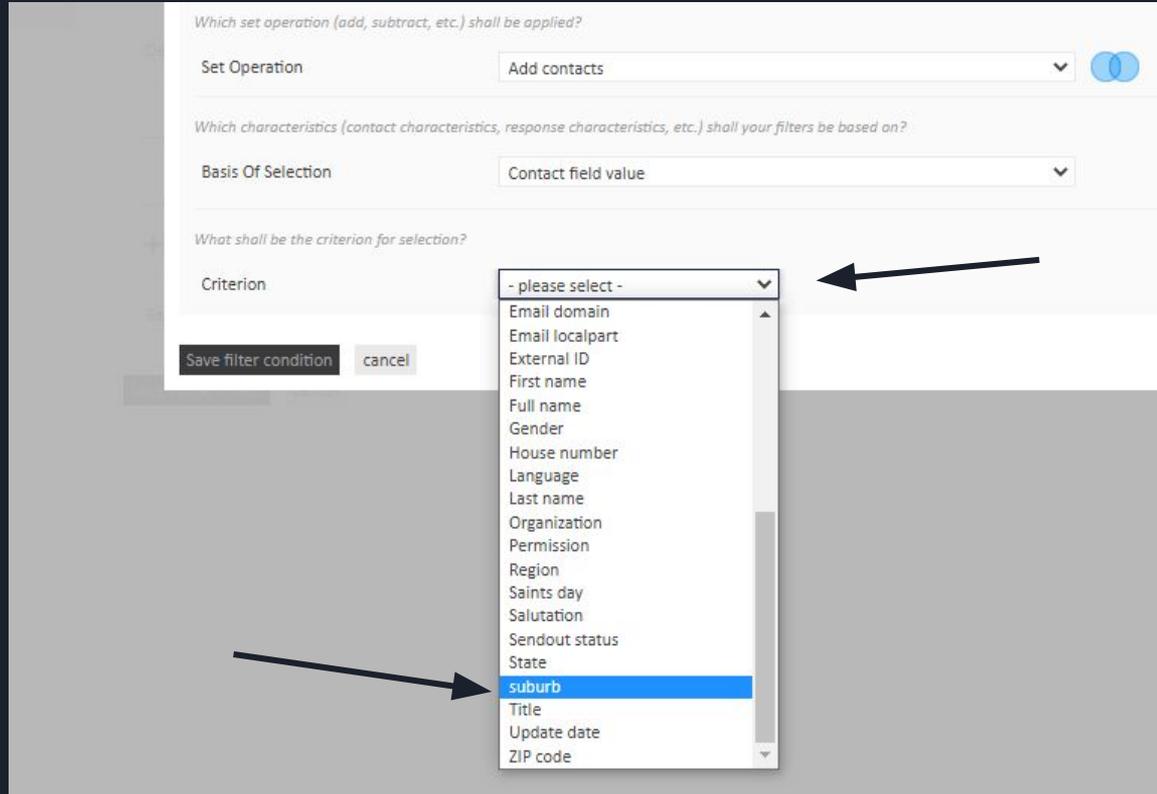
Which characteristics (contact characteristics, response characteristics, etc.) shall your filters be based on?

Basis Of Selection

- please select -
- please select -
- Contact field value
- Geographic reference (deprecated)
- Response property
- List or contact filter access
- Contact import affiliation
- Contact events
- Contact scoring
- Marketing Automation
- affinities



The criterion for selection would now be based on a previously created “Contact field”. E.g the contact field that we created earlier was called “suburb”



The image shows a configuration dialog box for a filter. It has three main sections:

- Which set operation (add, subtract, etc.) shall be applied?**: A dropdown menu is set to "Add contacts".
- Which characteristics (contact characteristics, response characteristics, etc.) shall your filters be based on?**: A dropdown menu is set to "Contact field value".
- What shall be the criterion for selection?**: A dropdown menu is open, showing a list of contact fields. The field "suburb" is highlighted in blue. An arrow points from the text "suburb" in the paragraph above to this highlighted item.

At the bottom left of the dialog, there are two buttons: "Save filter condition" and "cancel".

The dropdown menu for the criterion contains the following items:

- please select -
- Email domain
- Email localpart
- External ID
- First name
- Full name
- Gender
- House number
- Language
- Last name
- Organization
- Permission
- Region
- Saints day
- Salutation
- Sendout status
- State
- suburb**
- Title
- Update date
- ZIP code

Now the criterion needs to contain or equal to a field that your list contains

For example your contact filter is your Contact field which contains a certain name or value.
Lets click “is equal to”

Which set operation (add, subtract, etc.) shall be applied?

Set Operation 

Which characteristics (contact characteristics, response characteristics, etc.) shall your filters be based on?

Basis Of Selection

What shall be the criterion for selection?

Criterion 

Add an optional condition.

Character length:

- please select -
- please select -
- is equal to**
- is unequal to
- is in the list
- is not in the list
- contains parts of the list
- is part of the values of URL
- contains
- does not contain
- starts with
- ends with
- is empty
- is not empty



We are using the Filter based on Cape Town criteria.
Once completed, select “Save Filter condition”

The screenshot shows a filter configuration interface. At the top, there is a dropdown menu labeled "Basis Of Selection" with the value "Contact field value". Below this, a question "What shall be the criterion for selection?" is followed by a "Criterion" section. This section includes a dropdown menu with "suburb", a search icon, a comparison operator dropdown with "is equal to", and a text input field containing "Cape Town". To the right of the input field is a checkbox labeled "Do not mind upper and lower case". Below the "Criterion" section, there is a section titled "Add an optional condition." with a checkbox labeled "Character length:". At the bottom left, there are two buttons: "Save filter condition" and "cancel". Two black arrows are present: one points from the "Save filter condition" button towards the left, and another points from the "Cape Town" text input field towards the right.

Basis Of Selection: Contact field value

What shall be the criterion for selection?

Criterion: suburb is equal to Cape Town

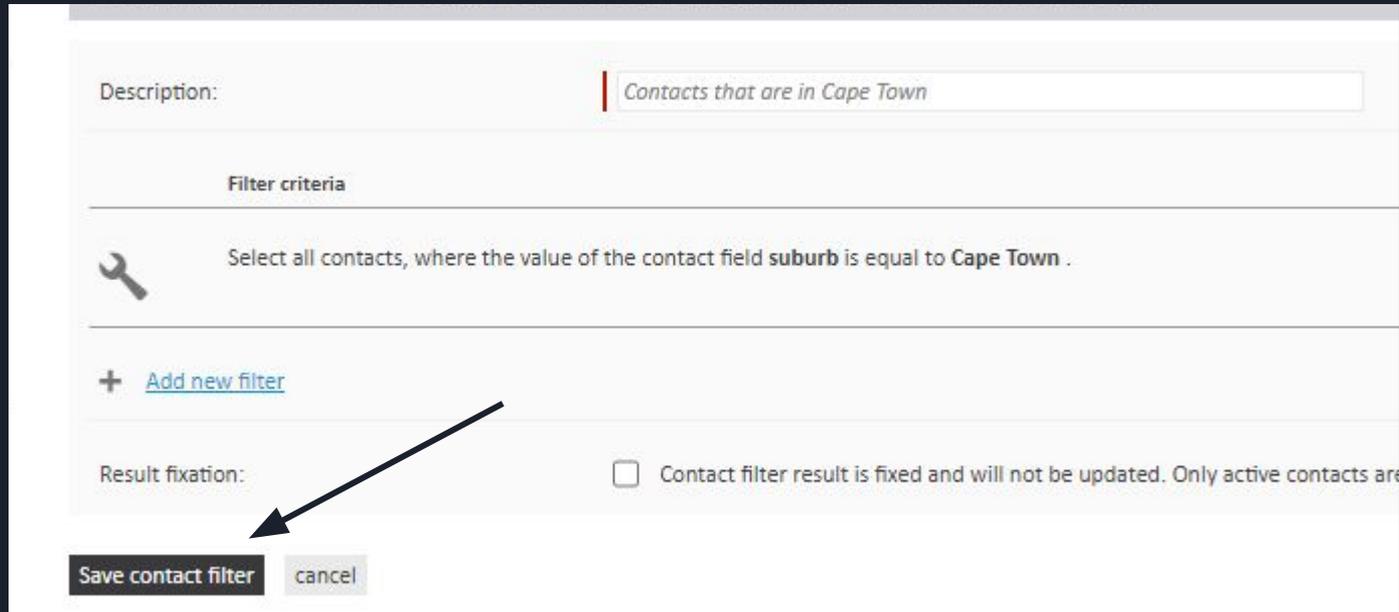
Do not mind upper and lower case

Add an optional condition.

Character length:

Save filter condition cancel

Select the “Save contact Filter” button, on the main contact filter page.



The screenshot shows a web interface for configuring a contact filter. At the top, there is a "Description:" label followed by a text input field containing the text "Contacts that are in Cape Town". Below this is a section titled "Filter criteria" which contains a wrench icon and the text "Select all contacts, where the value of the contact field **suburb** is equal to **Cape Town** .". Underneath the criteria is a link "+ Add new filter". At the bottom of the form, there is a "Result fixation:" label and a checkbox that is currently unchecked, with the text "Contact filter result is fixed and will not be updated. Only active contacts are" to its right. At the very bottom, there are two buttons: "Save contact filter" and "cancel". A black arrow points from the "Save contact filter" button up and to the right towards the "Result fixation:" checkbox area.

Description:

Filter criteria

 Select all contacts, where the value of the contact field **suburb** is equal to **Cape Town** .

+ [Add new filter](#)

Result fixation: Contact filter result is fixed and will not be updated. Only active contacts are

Save contact filter

Once completed, you may refresh your page or just click on Contact filters. You will now see the newest Contact filter called "Contacts that are in Cape Town" This is now an advanced segment which you can send Mailings to

In this area, all available contact filters are listed. A filter can consist of several rules. New contact filters can be created using the "Create n

CONTACT FILTERS

CONTACT IMPORT

CONTACT EXPORT

CONTACT FIELDS

CONTACT JOBS

TARGET GROUPS

TARGET GROUPS

TEST LISTS

DEFAULT LISTS

BLACKLISTS

TOOLS

GDPR DATA REQUEST

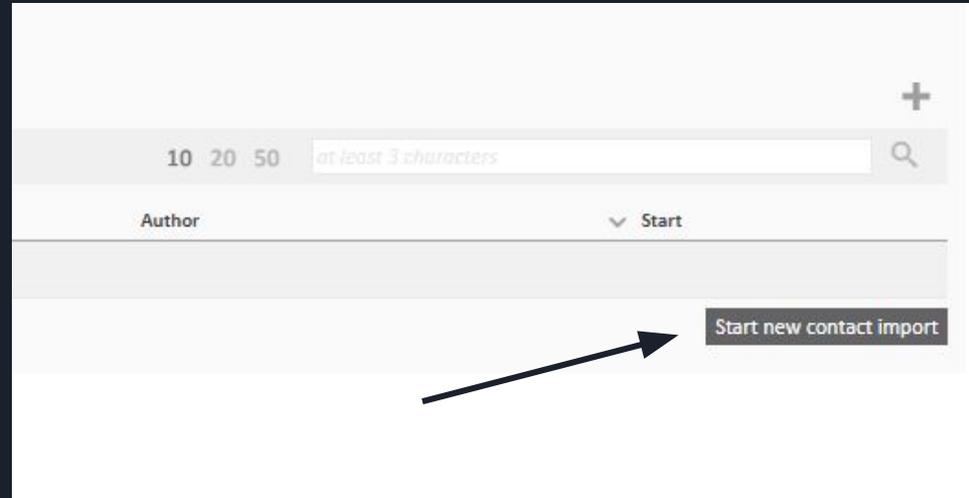
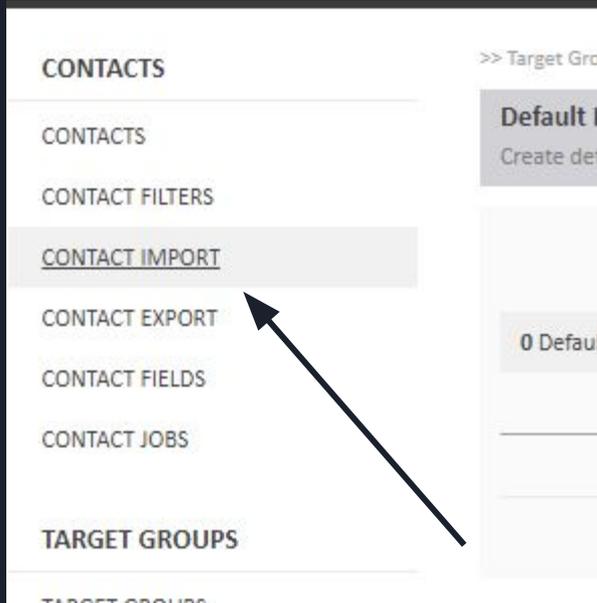
5 Contact filters available

Contact filter	
<input type="checkbox"/>	standard, system defi... <u>all contacts with active status</u>
<input type="checkbox"/>	standard, system defi... <u>all blocked contacts</u>
<input type="checkbox"/>	standard, system defi... <u>all contacts</u>
<input type="checkbox"/>	standard, system defi... <u>all contacts without Permission</u>
<input type="checkbox"/>	custom <u>Contacts that are in Cape Town</u>
<input type="checkbox"/>	all Contact filters of this area

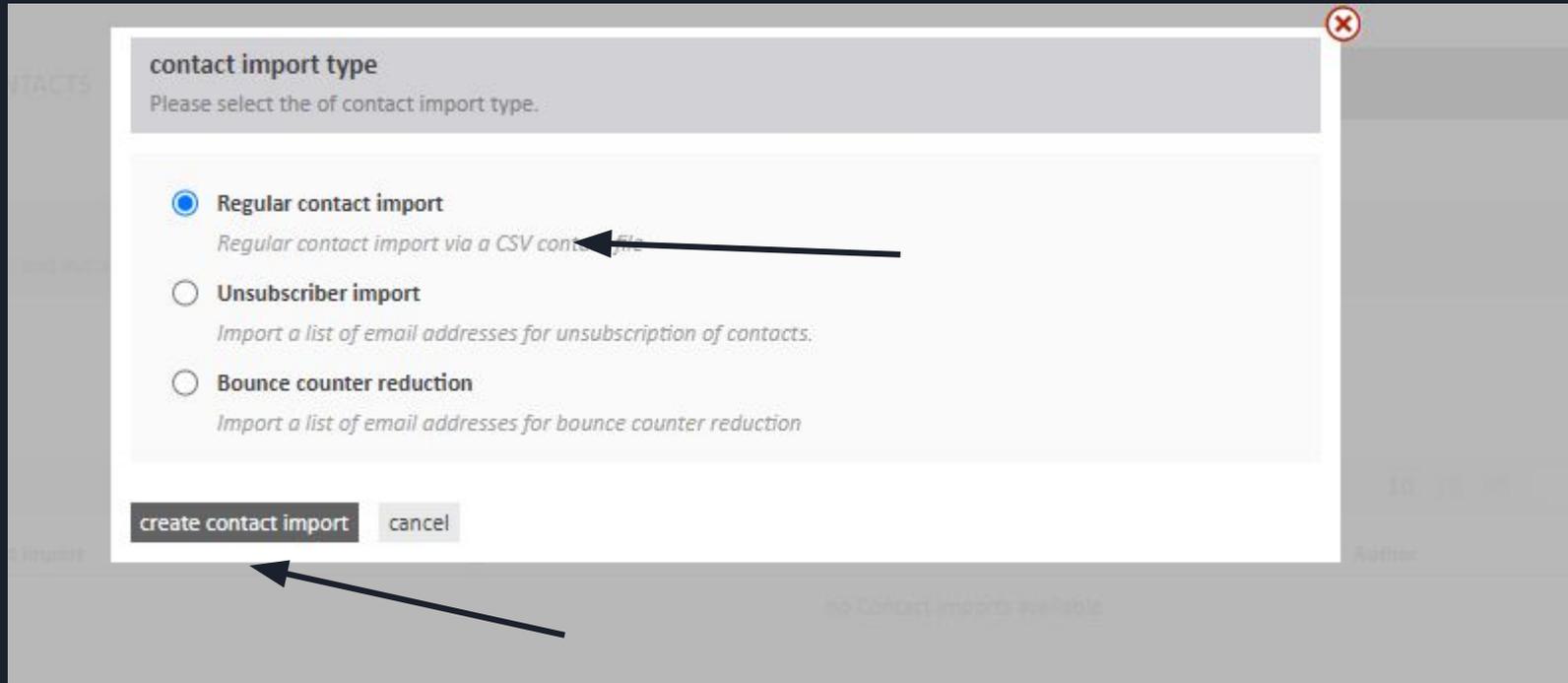
Now to the nitty gritty of importing a list of contacts:

Select the “contact Import” option.

Then select the “Start new contact import” option, on the bottom right



- 1) Select “regular contact import”
- 2) Select the button “Create Contact Import”



Name your Import list “e.g.”Main”

Contact import creation

Please upload your contact file to the server. Permitted file formats are CSV and TXT. Note that the actual importation will not start until the entire workflow has been successfully completed and

Import File

Please first select a method and then a valid contact file. Valid file formats are CSV and TXT files.

Import description

File:

Main

store files here or from the local disk

At this point, can the maximum of a file be uploaded.

Do Make sure that your Excel/google sheet contains the Email Field
And for Contact filter purposes see the "Suburb Field included as well

The screenshot shows a Google Sheet interface with the following details:

- Sheet title: Maileon Presentation List
- Menu items: File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help
- Toolbar: Undo, Redo, Print, Copy, Paste, 100% zoom, Currency symbols (\$, %), Decimal places (.0, .00), and Number format (123)
- Formula bar: A1, fx, Email
- Table structure:

	A	B	C
1	Email	First Name	Suburb
2	info@maileon.co.za	Maileon	Cape Town
3			
4			
5			
6			

Two black arrows are present: one pointing to the 'Email' header in cell A1, and another pointing to the 'Suburb' header in cell C1.

Once your file is named, feel free to find and select the file from your
pc.
Then select “Continue”

Contact import creation

Please upload your contact file to the server. Permitted file formats are CSV and TXT. Note that the actual importation will not start until the entire workflow has been successfully completed and not directly after this step!

Import File

Please first select a method and then a valid contact file. Valid file formats are CSV and TXT files.

Import description

Main

File:  ✔ Contact file **Maileon Presentation List - Sheet1.csv** (63 B) Upload to server successful!
✘ [Delete file](#)

 continue >

On the “Text conversation” page, you just need to make sure that all the columns are in order.
Click on “continue” on the bottom right

Navigation: Upload file | **Text conversion** | Contact fields & duplicates | Permission & importation

Contact import

The file you wish to import may be subject to specific formatting. Please adjust the following settings and check the end result for visual representation in the preview. Main

File Formatting
Please specify the format of your contact file.

Character set: ISO-8859-1 (optimised for Excel) ▼

Data field separator: Comma ▼

Decimal point: Comma ▼

Header: Header available

Contact Preview
Please check the selected format setting using the first 20 contacts in your contact file.

Column1	Column2	Column3
Email	First Name	Suburb
info@maileon.co.za	Maileon	Cape Town

Navigation: back | continue >



On the “contact field & duplicates” page, you just need to make sure that the contact fields are in the correct position and segments are correct.

>> Contacts >> Contact Import >> Main



Contact import

Main

Please assign the contact fields of the user account to the contact fields of your imported contact. Should you require further individual fields in the system database, you can simply add new fields by clicking on the button below. The contact field for the Email address must be filled out.

Contact Field Assignment

Please assign the columns of your contact file to the columns of your user account. Check the column content via the depicted contact example.

Contact example *info@maileon.co.za* >



Contact field file import	File preview	Contact field	Status & information
Email	info@maileon.co.za	Email address	▼
First Name	Maileon	First name	▼
Suburb	Cape Town	suburb	▼

Add new contact field

Contact Import Option

On the same page, you will have a drop down where you can choose what happens to new emails in the list , as well as what happens to the duplicates.

In this case, select the “update existing contacts” option, the you may continue

Add new contact field

Contact Import Option

Several options for contact importation are available, concerning dupe and unsubscribe handling as well as contact import filtering and tracking.

add contact filed value [+ add value](#) ?

Contact Import Option:

unsubscriber protection: Perform reconciliation with the unsubscriber database do not reactivate contact hits

Contact Import filtering: Ignore importing contacts with non-importable values

Contact unsubscription: Unsubscribe all contacts in the contact list that are not part of the contact list.

[< back](#) [continue >](#)

On the “Permission and Importation” page select the permission method to be “ Double opt in including consent to single user tracking”.

Upload file

Text conversion

Contact fields & duplicates

Permission & importation

Contact import

Main

Use select the available permission and the start time for contact list importation into the contact database of the system. Optionally, an email address can be submitted to which a contact importation report will be sent.

Permission Handling

Here you can specify the permission method for the contacts to be imported, or trigger an active DOI process.

Specify permission method

Permission method:

- please select -
- please select -
no permission available
Single Opt-In
Confirmed Opt-In
Double Opt-In
Double Opt-In including consent to single user tracking
other method

Permission update

Send DOI mailing and get DOI permission

Contact Import Tracking

This function activates contact import tracking, enabling contact filter selections based on this contact import.

Contact import tracking has been activated

Confirmation

The following agreement needs to be accepted for the importation to begin.

I hereby confirm that all the above specifications concerning the type and scope of permission wholly represent verifiable facts.

Import contacts

The next step would be to tick the box which states “ I hereby confirm that the above info is true”

Once the tick box is ticked, you may now click on the bottom right button “Import contacts”

Contact Import Tracking

Confirmed Opt-in
Double Opt-In
Double Opt-In including consent to single user tracking
other method

function activates contact import tracking, enabling contact filter selections based on this contact import.

Contact import tracking has been activated

Agreement

following agreement needs to be accepted for the importation to begin.

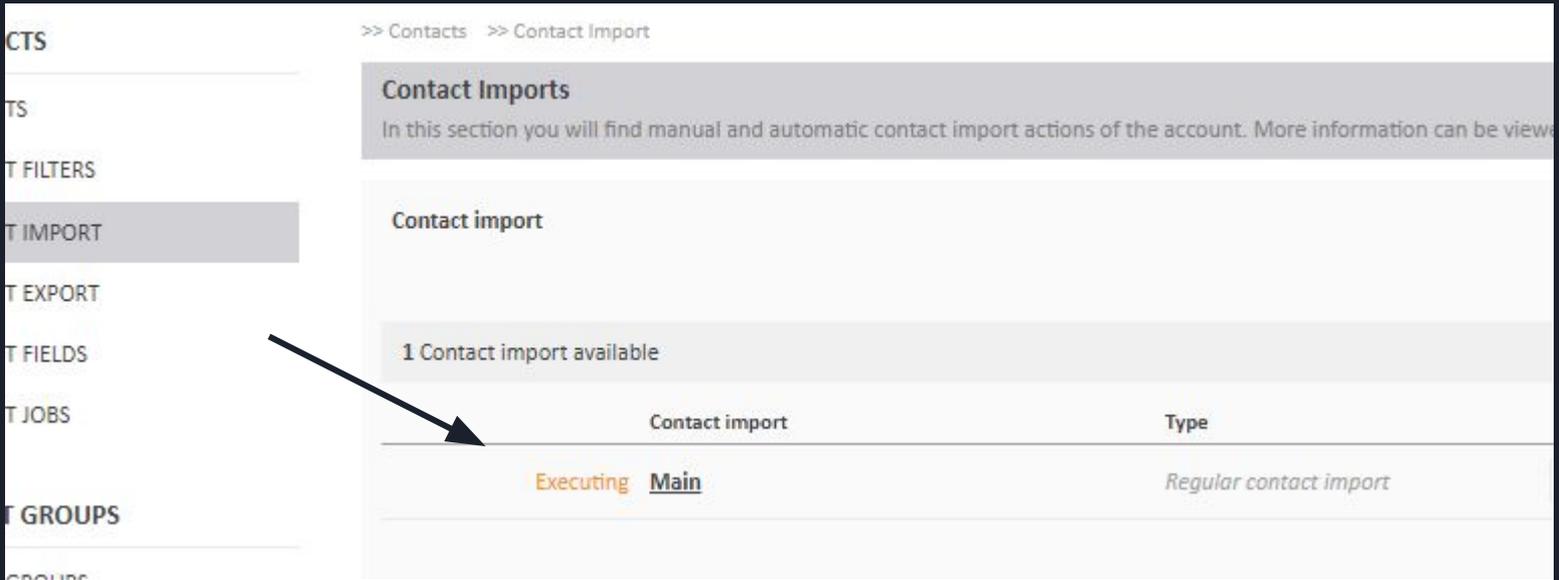
I hereby confirm that all the above specifications concerning the type and scope of permission wholly represent verifiable facts.

Import contacts

Maileon will now begin executing this process.

Give this a few minutes.

Once completed, try refreshing the page



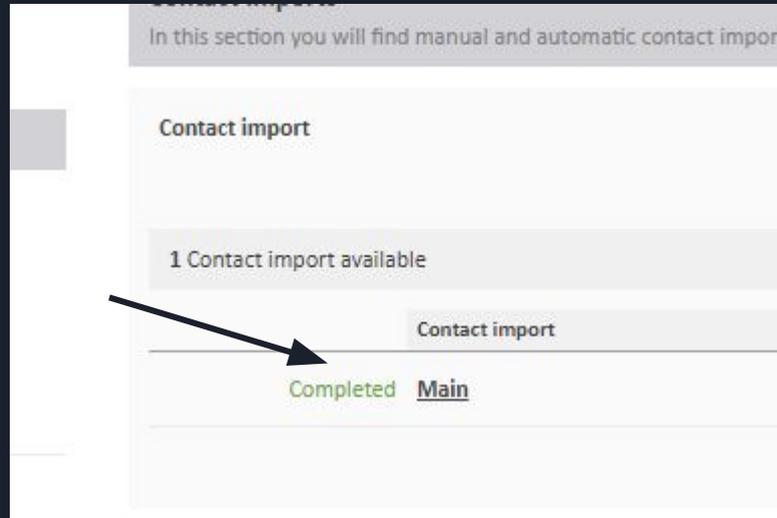
The screenshot shows the 'Contact Imports' section of a web application. The breadcrumb navigation is '>> Contacts >> Contact Import'. The main heading is 'Contact Imports', followed by a sub-heading 'Contact import' and a message '1 Contact import available'. Below this is a table with two columns: 'Contact import' and 'Type'. The table contains one row with the status 'Executing' (in orange) and the name 'Main' (underlined), and the type 'Regular contact import'. A black arrow points to the 'Executing' status.

Contact import	Type
Executing <u>Main</u>	Regular contact import

If no success has been made, try selecting the list again, and then click on the refresh logo



The list should now have a green “ completed” status



Once you click on the list, you will see all fields, as well as all the correct and relevant details

Contact Hit
This list contains all contacts that meet the defined criteria.

	email address	suburb
active	info@maileon.co.za	Cape Town

The screenshot shows a 'Contact Hit' section with a table of results. The table has three columns: a status column, an 'email address' column, and a 'suburb' column. The first row of data shows the status 'active', the email address 'info@maileon.co.za', and the suburb 'Cape Town'. Two black arrows are present: one points to the 'active' status, and the other points to the 'suburb' column header.

Well done on Setting up your list and
segment.

You can now move onto the next stage
Setting up your Mailing Campaign.

The next step is to select the “Mailings” option from the selection of options at the top of your page.

This will direct you to the “Drafts” section of your account. If this is a new account, this page will have no information.

The screenshot displays the MAILEON EMAIL MARKETING dashboard. At the top, a navigation bar includes 'START', 'MARKETING AUTOMATION', 'MAILINGS', 'LISTS & CONTACTS', 'MEDIA & TEMPLATES', 'PAGES', and 'REPORTS & ANALYTICS'. The 'MAILINGS' tab is selected, and an arrow points to it. On the left sidebar, under 'EMAILINGS', the 'DRAFTS' option is highlighted, with an arrow pointing to it. The main content area shows a breadcrumb trail '>> Emailings >> Drafts' and a section titled 'E-Mailing templates' with the text: 'This area informs you on all Emailings that have not yet been dispatched. Edit and finalise the drafts by clicking on the desired Emailing.' Below this, a table lists 6 available emailings. The table has columns for 'Creation', 'Emailing', and 'contact'. The first row shows a draft titled 'christmal mailnig 2021 - Copy-1' with a preview image and the subject line 'save your christmas present now' followed by a personalization tag '[[CONTACT|FIRSTNAME]]'. The 'contact' column shows a count of 3. The second row is titled 'HB Test' with the subject 'Offer of teh Week' and a '- assign -' link. The third row is titled 'New year Email' with the subject 'Start your year off well' and a '- assign -' link. The fourth row is titled 'NL KW' with a '- assign -' link.

Creation	Emailing	contact
<input type="checkbox"/>	 christmal mailnig 2021 - Copy-1 save your christmas present now  [[CONTACT FIRSTNAME]]	3 Test
<input type="checkbox"/>	 HB Test Offer of teh Week	- assign -
<input type="checkbox"/>	 New year Email Start your year off well 	- assign -
<input type="checkbox"/>	 NL KW	- assign -

In order to create your new email campaign, select the '+' icon on the top right side of your page.

REPORTS & ANALYTICS SETTINGS

8 Emailing drafts

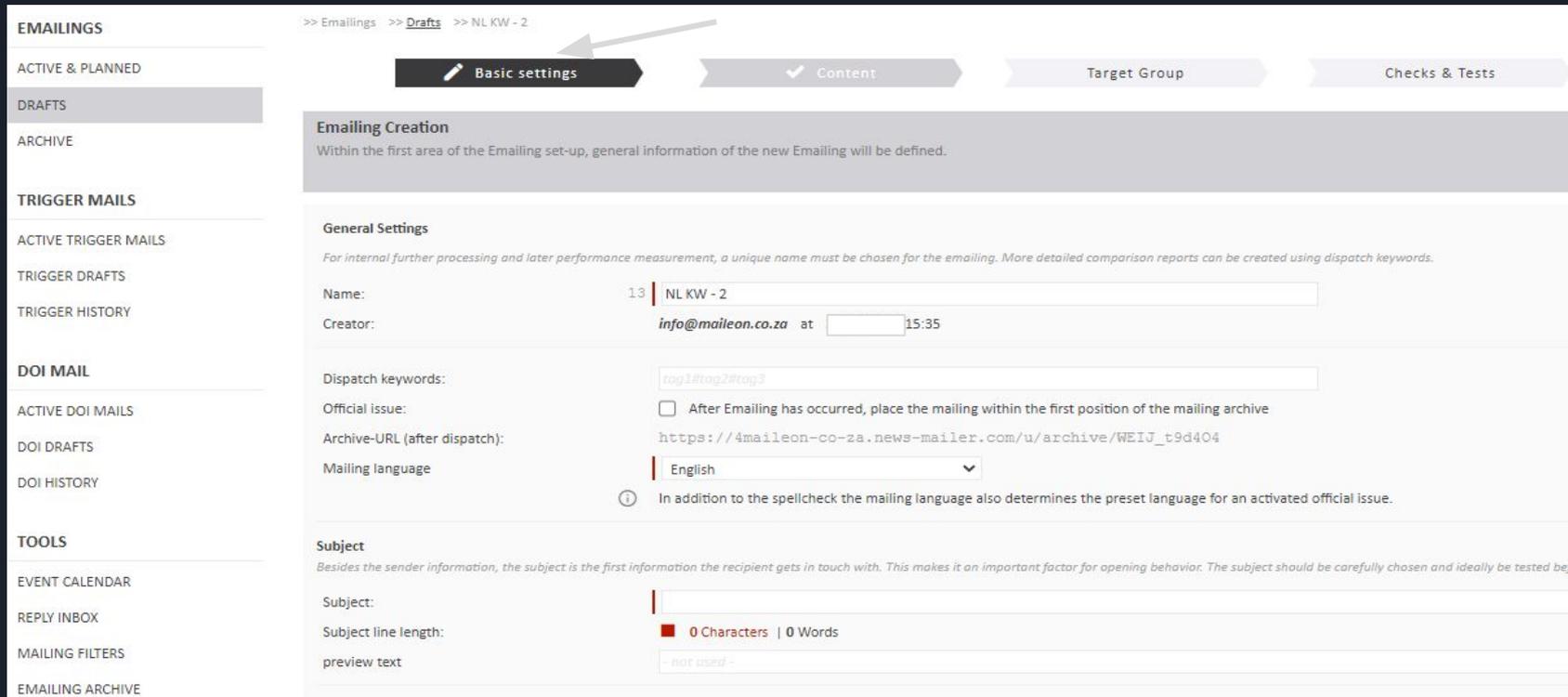
... the drafts by clicking on the desired Emailing.

+ [copy] [close]

10 20 50 [search] Filter

contact	Content	dispatch	
3	✓	- assign -	[close]
[[CONTACT FIRSTNAME]]	Test		[close] [copy]

This will now open the basic settings for your email campaign creation.



The screenshot shows a web interface for creating an email campaign. On the left is a sidebar menu with categories: EMAILINGS, TRIGGER MAILS, DOI MAIL, and TOOLS. The main area shows a breadcrumb trail: >> Emailings >> Drafts >> NL KW - 2. Below this is a progress bar with four steps: 'Basic settings' (active, highlighted in black with a pencil icon), 'Content' (checked), 'Target Group', and 'Checks & Tests'. The 'Emailing Creation' section contains a sub-section 'General Settings' with a descriptive paragraph and several form fields: 'Name' (NL KW - 2), 'Creator' (info@maileon.co.za at [] 15:35), 'Dispatch keywords' (tag1#tag2#tag3), 'Official issue' (checkbox), 'Archive-URL (after dispatch)' (https://4maileon-co-za.news-mailer.com/u/archive/WEIJ_t9d404), and 'Mailing language' (English). A note below the language field explains its function. The 'Subject' section includes a description, a 'Subject' field, 'Subject line length' (0 Characters | 0 Words), and a 'preview text' field (not used).

EMAILINGS

ACTIVE & PLANNED

DRAFTS

ARCHIVE

TRIGGER MAILS

ACTIVE TRIGGER MAILS

TRIGGER DRAFTS

TRIGGER HISTORY

DOI MAIL

ACTIVE DOI MAILS

DOI DRAFTS

DOI HISTORY

TOOLS

EVENT CALENDAR

REPLY INBOX

MAILING FILTERS

EMAILING ARCHIVE

>> Emailings >> Drafts >> NL KW - 2

Basic settings

Content

Target Group

Checks & Tests

Emailing Creation

Within the first area of the Emailing set-up, general information of the new Emailing will be defined.

General Settings

For internal further processing and later performance measurement, a unique name must be chosen for the emailing. More detailed comparison reports can be created using dispatch keywords.

Name: 13 | NL KW - 2

Creator: info@maileon.co.za at [] 15:35

Dispatch keywords: tag1#tag2#tag3

Official issue: After Emailing has occurred, place the mailing within the first position of the mailing archive

Archive-URL (after dispatch): https://4maileon-co-za.news-mailer.com/u/archive/WEIJ_t9d404

Mailing language: English

i In addition to the spellcheck the mailing language also determines the preset language for an activated official issue.

Subject

Besides the sender information, the subject is the first information the recipient gets in touch with. This makes it an important factor for opening behavior. The subject should be carefully chosen and ideally be tested before.

Subject: []

Subject line length: 0 Characters | 0 Words

preview text: - not used -

Under the general settings, the first option which you will see is called "Name".

You can name the Campaign any name you want, as this is for internal purposes only

General Settings

For internal further processing and later performance measurement, a unique name must be chosen for the emailing. More detailed comparison reports can be created using dispatch keywords.

Name: 13 | Mail For July



Creator: info@maileon.co.za at

Dispatch keywords: tag1#tag2#tag3

Official issue: After Emailing has occurred, place the mailing within the first position of the mailing archive

Archive-URL (after dispatch): https://4maileon-co-za.news-mailer.com/u/archive/WEIJ_t9d404

Mailing language: English

In addition to the spellcheck the mailing language also determines the preset language for an activated official issue.

Subject

Besides the sender information, the subject is the first information the recipient gets in touch with. This makes it an important factor for opening behavior. The subject should be carefully chosen and ideally be tested beforehand.

Subject:



Subject line length: 0 Characters | 0 Words

preview text: - not used -



The next major focus is on the URL below. This URL can be shared on your social media or website, as an online version of the campaign, once it has been sent.

You can either copy this now, or you can just copy this link on the last page once you are finished with your email campaign.

Official issue: After Emailing has occurred, place the mailing within the first position of the mailing archive

Archive-URL (after dispatch): https://4maileon-co-za.news-mailer.com/u/archive/WEIJ_t9d404 

Mailing language: English 

 In addition to the spellcheck the mailing language also determines the preset language for an activated official issue.

Subject

Besides the sender information, the subject is the first information the recipient gets in touch with. This makes it an important factor for opening behavior. The subject should be carefully chosen and ideally be tested beforehand.

Subject:

Subject line length: 0 Characters | 0 Words

preview text:

Next up is the Subject line.

This is crucial, as you would like to have something intriguing, that will encourage the readers to want to open the campaign.

The preview text below that is not needed, but will assist in giving the readers a bit more information about the campaign.

Alternatively, the readers email client “e.g. outlook, will display the first words of the campaign, if there is no Preview text.

Subject

Besides the sender information, the subject is the first information the recipient gets in touch with. This makes it an important factor for opening behavior. The subject should be carefully chosen and ideally be tested beforehand.

Subject:

Great Savings for the new quarter



Subject line length:

33 Characters | 6 Words

preview text:

We having great promotions coming up



Depending on your brand, and the type of message you are trying to portray in the campaign, you can also feel free to use our Subject line emojis. This is found by clicking on the smiley face on the right hand side of the subject line option.

Subject

Besides the sender information, the subject is the first information the recipient gets in touch with. This makes it an important factor for opening behavior. The subject should be carefully chosen and ideally be tested beforehand.

Subject:

Subject line length: ■ 33 Characters | 6 Words

preview text:



Emoji and Symbol Wizard

Use this wizard to add emojis and symbols to your mailing. Please note that correct display in browsers and email clients is not assured. Some items may be displayed incorrectly or not at all. This collection shows [successful examples for integration into a subject](#).

Text-2-emoji generator

This generator allows turning textual information into emojis which will represent the text graphically. The emojis can then be added to your content or other mailing components.

Emoji and symbol database

This database contains emojis and symbols for integration into your content or other mailing components.

» General symbols

» Places

» Objects

» Nature

» Persons

close window



Emoji and Symbol Wizard

Use this wizard to add emojis and symbols to your mailing. Please note that correct display in browsers and email clients is not assured. Some items may be displayed incorrectly or not at all. This collection shows [successful examples for integration into a subject](#).

Text-2-emoji generator

This generator allows turning textual information into emojis which will represent the text graphically. The emojis can then be added to your content or other mailing components.

Emoji and symbol database

This database contains emojis and symbols for integration into your content or other mailing components.

» General symbols



» Places

Next option is the sender Alias.
This is usually the sender's name or company name

Below that is the Sender email. This is used in conjunction with the
Maileon Domain.

It's best just to insert the domain or company name you are sending
from.

Sender Settings

In addition to the subject line, the sender and the senders Email address are frequently cited as the decisive opening factor. Here, select meaningful values that are transparent and reliable.

Sender alias:	<input type="text" value="Maileon SA"/>	
Sender Email:	<input type="text" value="Maileonsa"/>	@ <input type="text" value="4maileon-co-za.news-mailer.com"/>
Recipient alias:	<input type="text" value="- not used -"/>	



tracking

On the analytics side, should you have a google analytics/ UTM source code, do click on the analytics dropdown, and tick the “activate Google analytics” option.

tracking

Define tracking method settings here. This will specify the tracking level of detail and, if needed, overwrite the level of detail on contact level specified in the permission settings.

Method: ▼

» Dispatch placeholders

▼ Analytics ←

As an option, all links in the mailing excluding the system links can be extended with URL parameters, so that external analytic systems such as Google Analytics or Matomo can be used.

activate Google Analytics ←

Campaign Name:

Mailing Name

Campaign Source:

MAILEON

Campaign media:

No distinction

Campaign Content:

Link destination address

Campaign keywords:

- Not used -

tracked domains:

include subdomains

+ [Add another domain](#)

Once completed, and you are satisfied, click on the Continue” button at the bottom right hand side of the page.

» Dispatch placeholders

» Analytics

As an option, all links in the mailing excluding the system links can be extended with URL parameters, so that external analytic systems such as Google Analytics or Matomo can be used.

activate Google Analytics

Campaign Name:	utm_campaign	Mailing Name	▼
Campaign Source:	utm_source	MAILEON	▼
Campaign media:	utm_medium	No distinction	▼
Campaign Content:	utm_content	Link destination address	▼
Campaign keywords:	utm_term	- Not used -	▼

tracked domains: include subdomains
[+ Add another domain](#)

econda activated

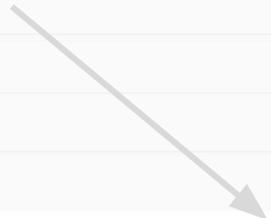
activate Matomo Analytics link parameter

activate user-defined link parameter

» Advanced Settings

[Save current editing stage & quit](#)

continue >



The net page is the email creation page.
In order to now start creating content, you need to select the blue
“Edit content” page.

The screenshot displays the EON Marketing Automation interface. At the top left is the logo for EON MARKETING. A dark navigation bar contains the following menu items: MARKETING AUTOMATION, MAILINGS, LISTS & CONTACTS, MEDIA & TEMPLATES, PAGES, and REPORTS & ANALYTICS. Below this, a breadcrumb trail reads: >> Emailings >> Drafts >> Mail For July. A horizontal progress bar shows four steps: a back arrow, 'Basic settings' (with a checkmark), 'Content' (with a pencil icon and highlighted in dark blue), 'Target Group', and 'Checks & Te'. Below the progress bar is a grey box titled 'Emailing Creation' with the text: 'On this page you can add or edit content to the selected template. After editing, check your modifications by sending a test mail.' At the bottom of the page, a large blue button labeled 'Edit content' is visible.

You will now see 4 options:

Templates Gallery- where you will be able to choose from an entire list of pre-designed templates.

Saved Templates- these are templates that you may have designed previously

Import HTML- This is if you have a pre-designed HTML coded email that you would like to use instead.

From scratch- if you are new here, this is the ideal one for you

Edit content

This mailing has no content yet. Please select one of the following options.



Templates gallery
Inspire yourself in template gallery.



Saved templates
Browse in saved templates to select a saved or default template.



Import HTML file
Import as single HTML file or a ZIP file containing an HTML file.



From scratch
Start building a new template from scratch.

Continue Exit

Once selected, you may now proceed, and click on the “continue” button, in order to start creating your campaign.

Edit content

This mailing has no content yet. Please select one of the following options.



Templates gallery
Browse yourself in template gallery.



Saved templates
Browse in saved templates to select a saved or default template.

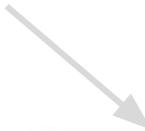


Import HTML file
Import as single HTML file or a ZIP file containing an HTML file.



From scratch
Start building a new template from scratch.

 **Continue** Exit



You can now begin your work with the Maileon drag and drop editor

Mail For July

Empty column
Drop block here

← Template

Widgets Blocks Saved

Drag a widget of your choice into one of the highlighted drop zones in the content pane.

Basic

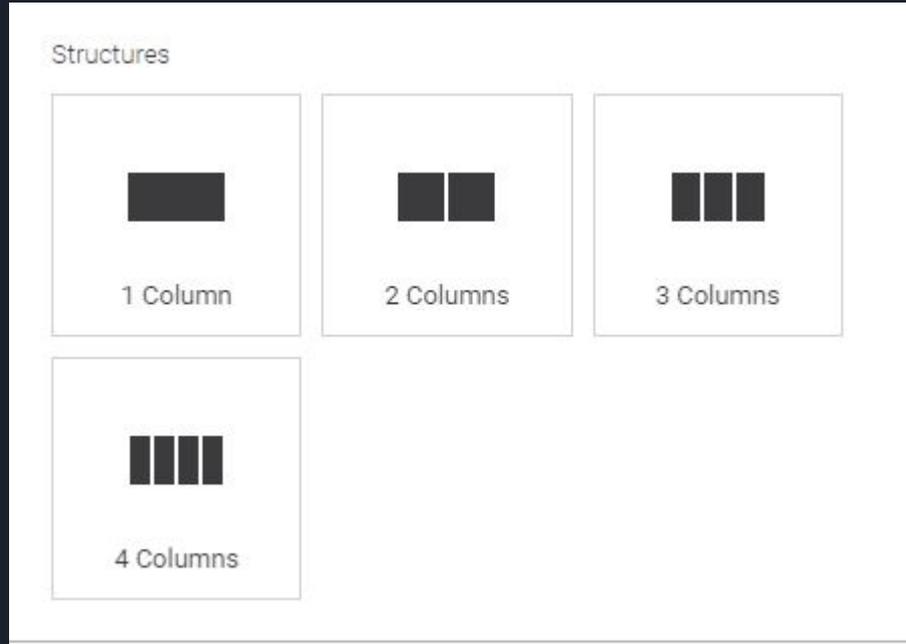
- Text
- Image
- Button
- Divider
- Spacer
- Code

Structures

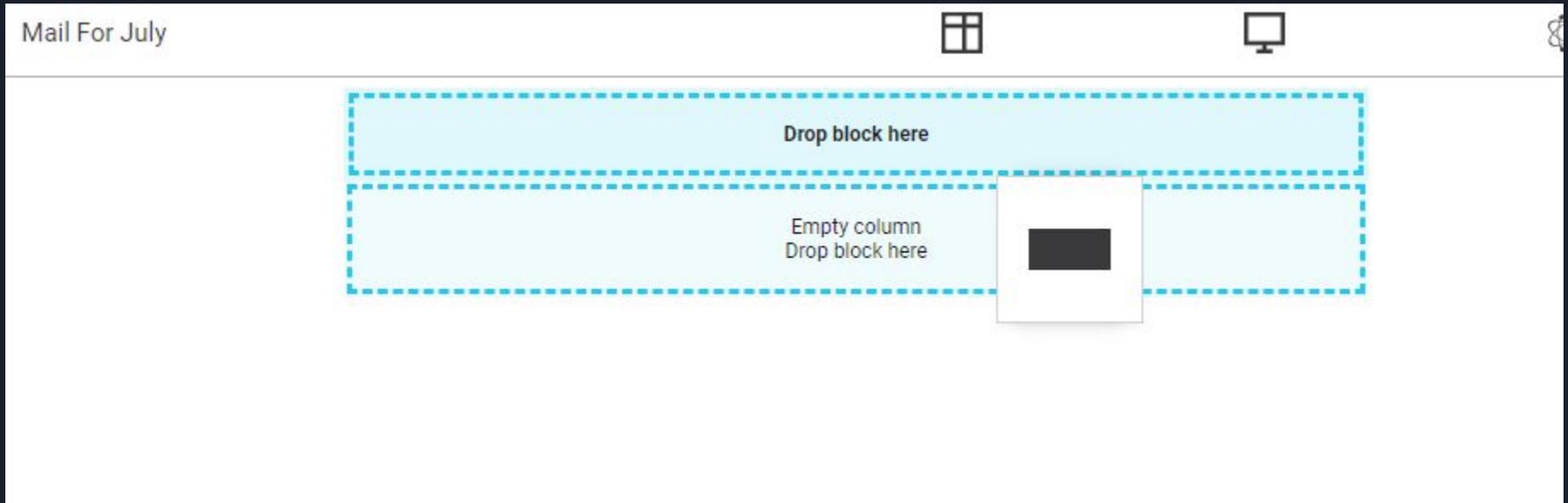
- 1 Column
- 2 Columns
- 3 Columns

It would be beneficial to start by dragging the structures across from the left side of the screen into the left side.

Structures are basically the outline of your content
Its best to start off with a single or one column structure.



All you would need to do is to left click on the block, and drop it into the section that says “drop block here”

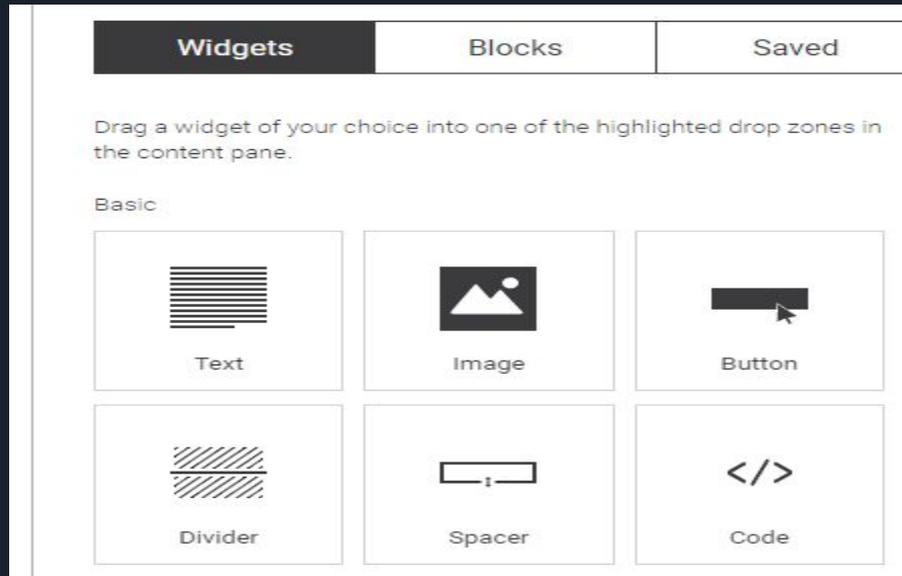


Quick tip:

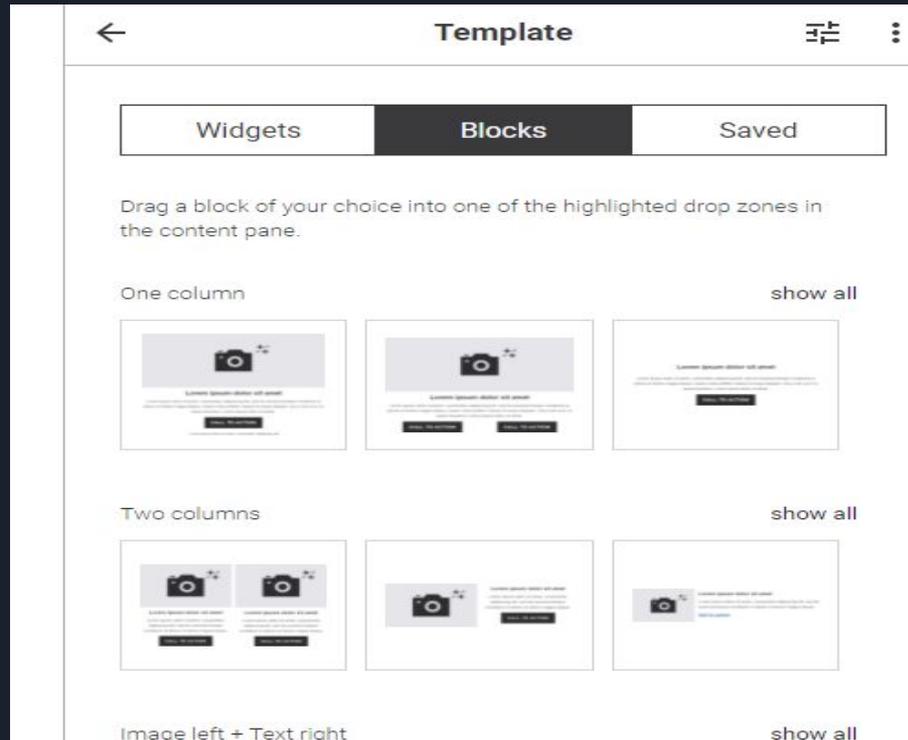
It would be a good idea to have 1 structure for each separate type of content that you would like to add.

This is beneficial, in case you would like to add content in future or at a later time to the current email, as each structure has its own formatting setting.

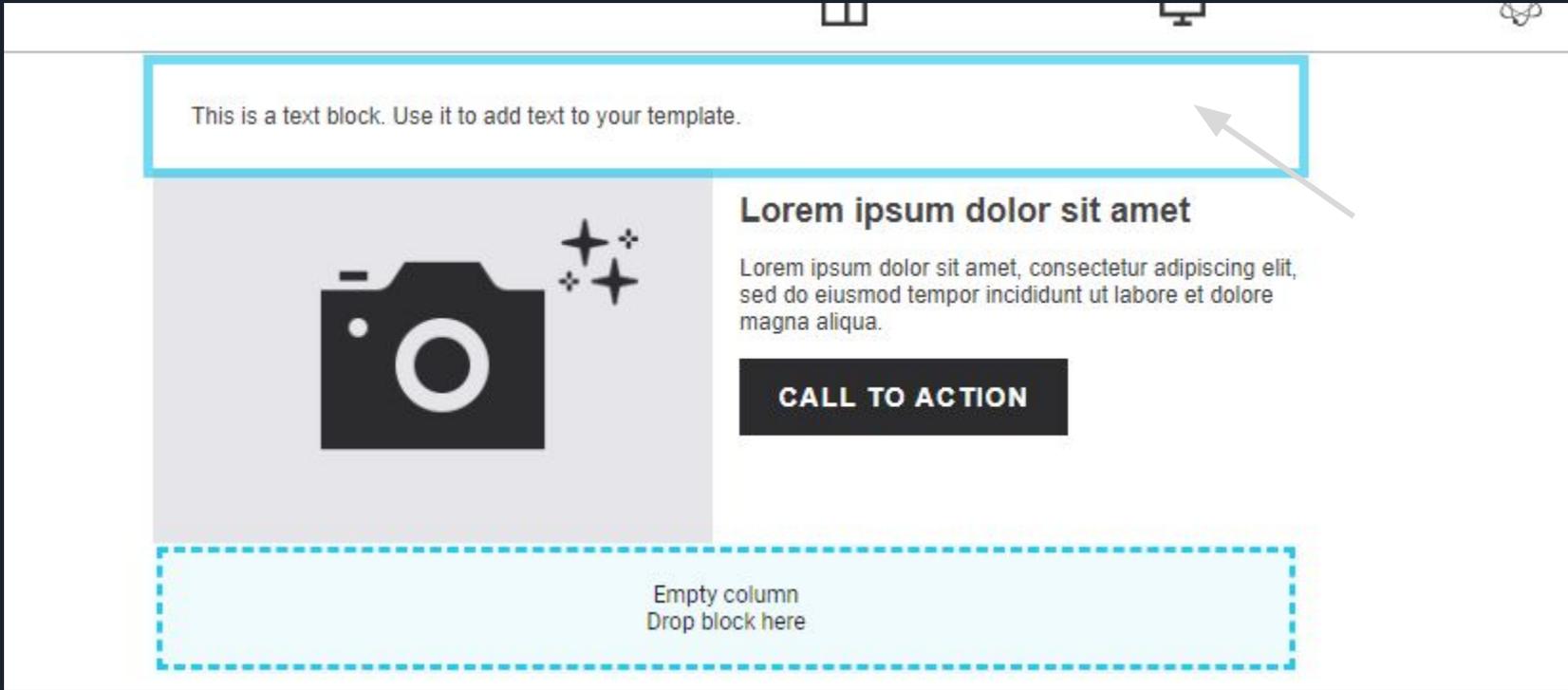
These are the content widgets, which need to be placed into the structures that you have already created.
This can be done, by dragging and dropping the specified content into the desired structure.



The system also comes with pre-designed Blocks, that you can add your own content to.
Just drag and drop the block into position.



You can edit the content by double clicking on the desired content block.



This is a text block. Use it to add text to your template.

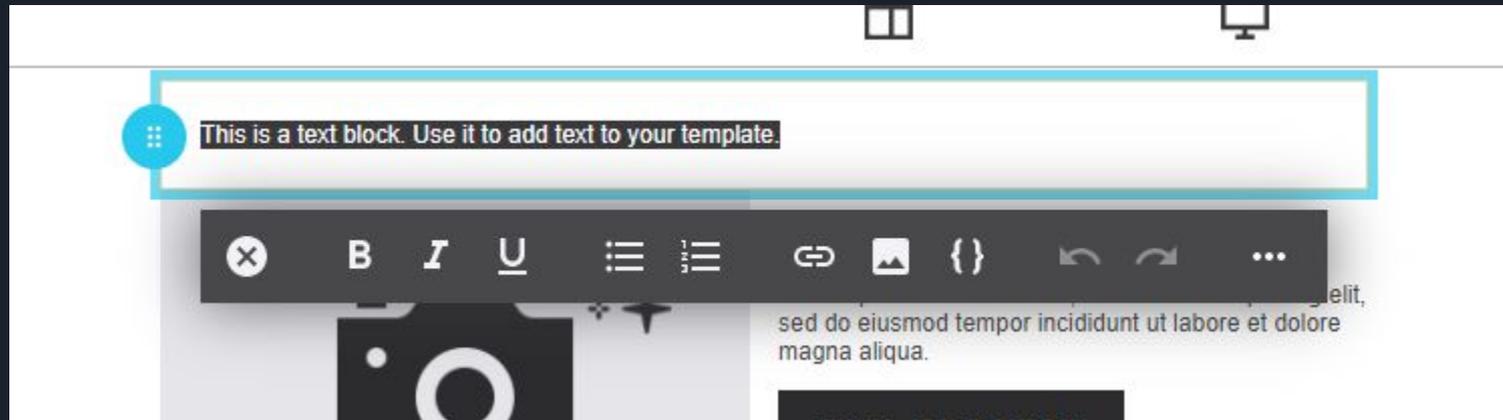
Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CALL TO ACTION

Empty column
Drop block here

Once selected, you can now change the style according to your desires.

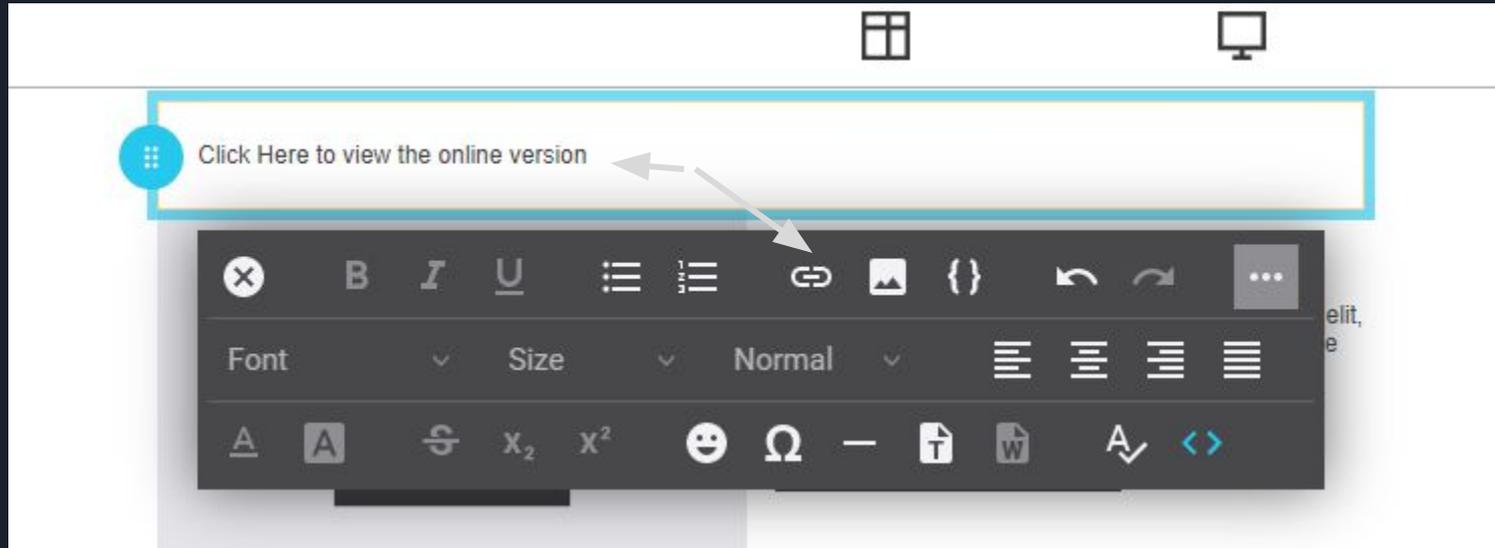


It would be best to start your email off with an online version link.

So let's show you how to do this:

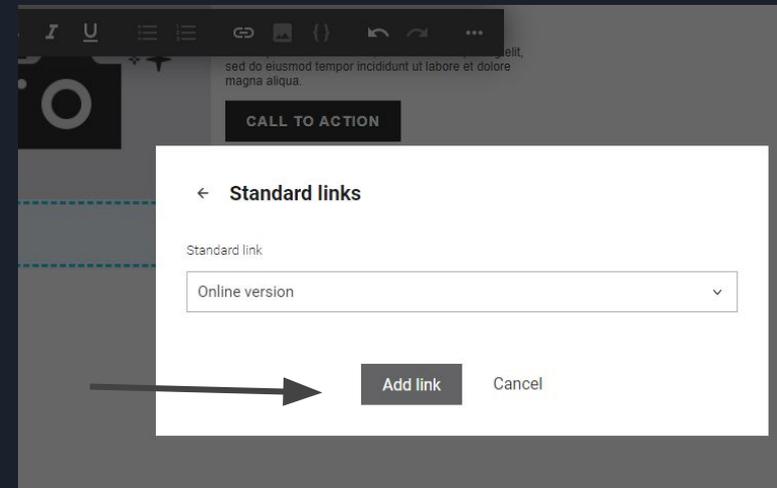
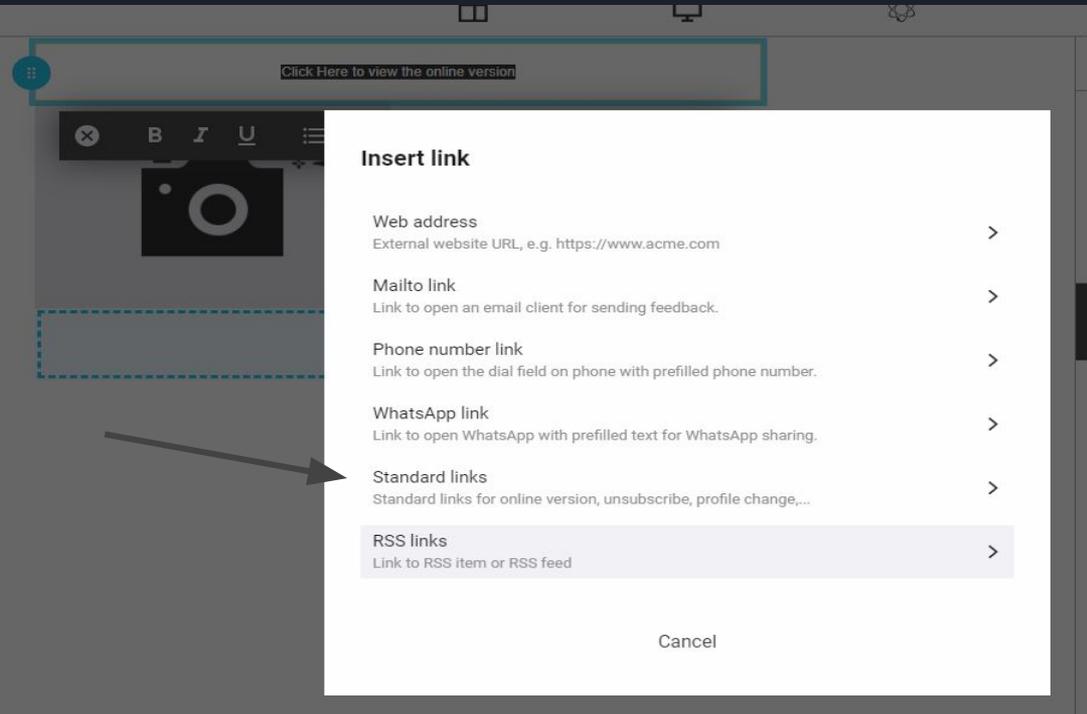
Type in the text block "click here to see the online version."

Then Highlight this text, and click on the "Hyperlink" icon



When the popup has loaded, you can now select the “Standard links” option.

From there, you can select the “Online version” from the dropdown, and select “add link”



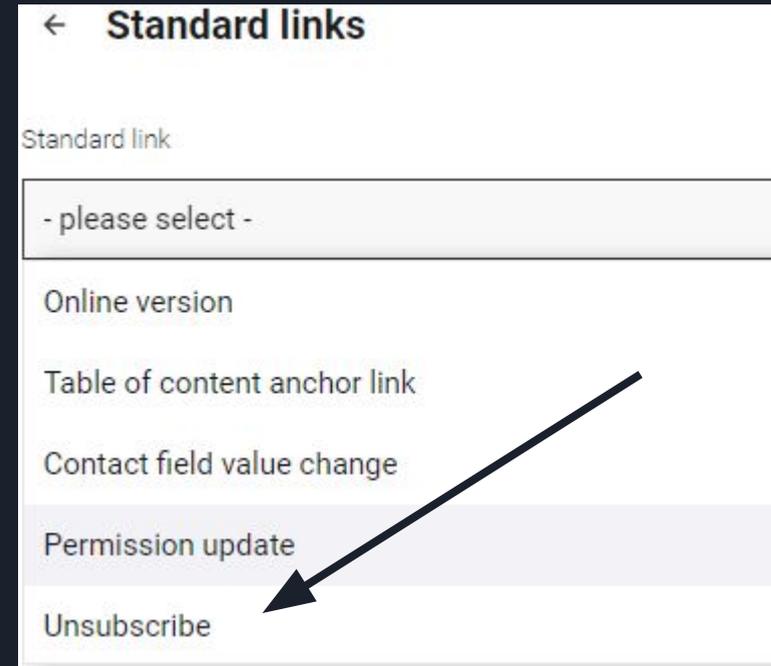
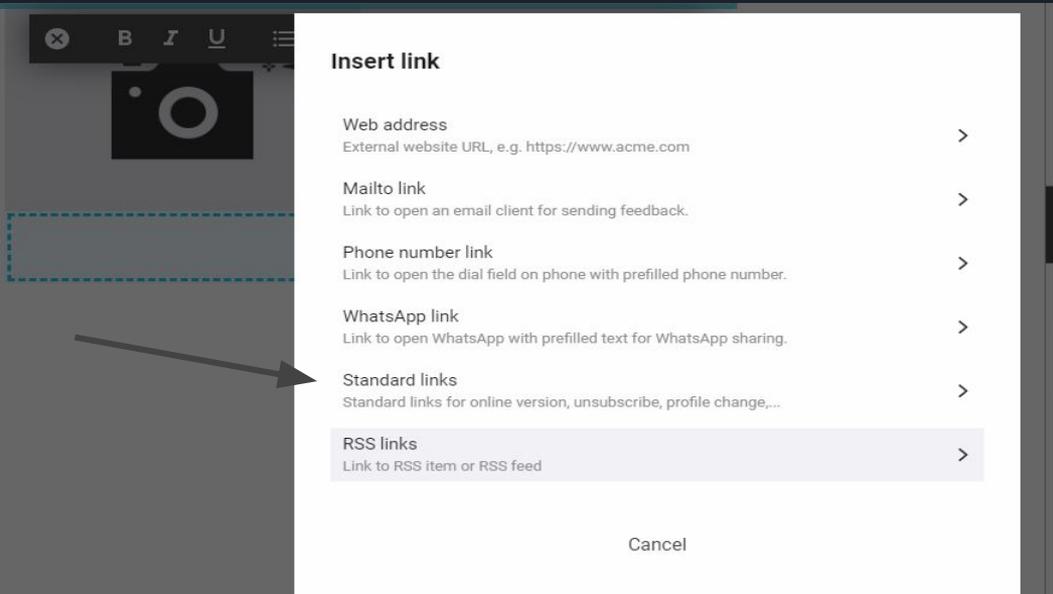
While you are here, you might as well add the standard
“unsubscribe” url as well.

Without an unsubscribe link, your email will not be sent, as this is
compulsory email standards globally.

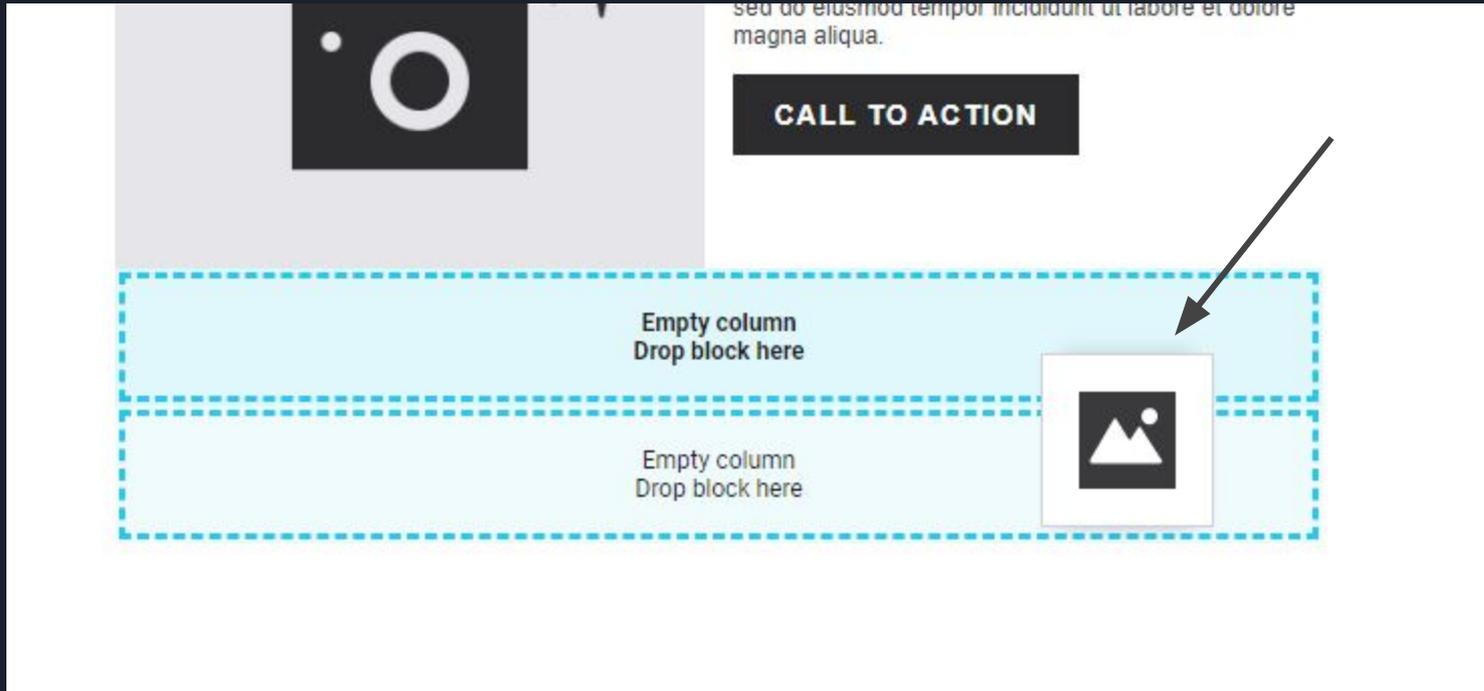
Highlight the text block e.g. “Unsubscribe here”

Click on the hyperlink button

From there, you can select the “Standard Links” option from the
dropdown, and select “Unsubscribe”



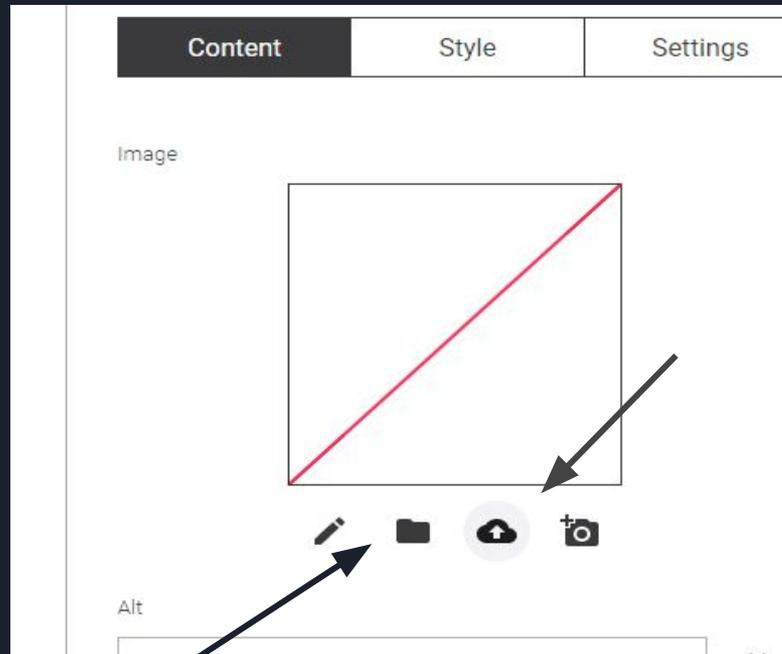
Next step is adding or uploading an image from your pc.
Click and drag the image content block into the relevant structure



Once in position, you can either click on the cloud icon on the right side of your screen, where you will be able to upload an image from your pc to the Maileon system.

Alternatively you can click on the “file” option, to find a previously uploaded image from your Maileon File manager.

You may now be able to upload an image to your campaign.



The “pen” icon is a link-image-download.
This means that you are free to insert a link of an image, found on your website, into the url block(once clicked).
You can also choose to save this image on your Maileon account library.

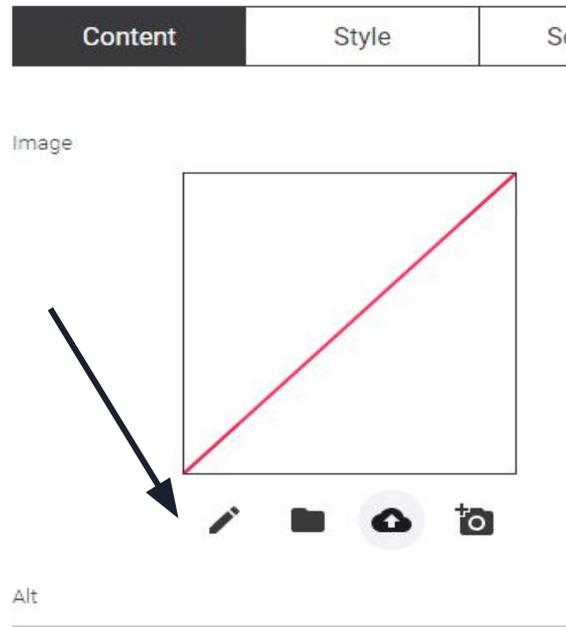


Image URL

- Any URL typed into this field must begin with a protocol as `https://`, `http://` or `ftp://` or with a merge tag. -



Copy image to media library

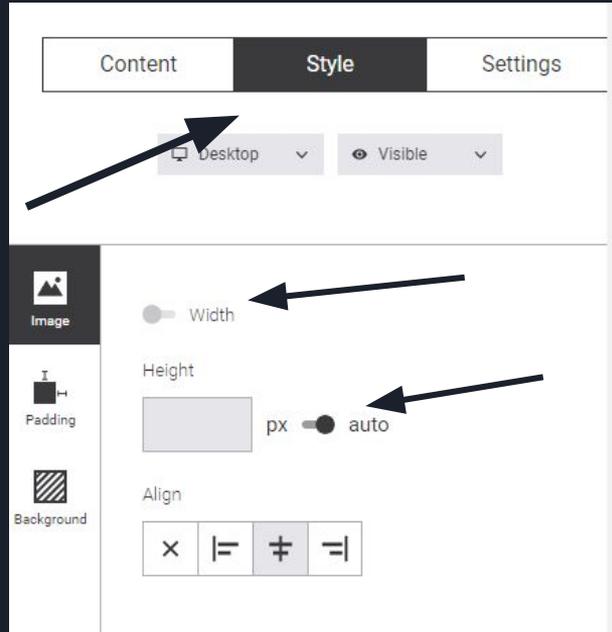
Save

Cancel

Most images that are uploaded to the maileon system, are styled automatically according to automatic email display preferences.

This means that the image will have auto sizing so as to display perfectly on all devices.

Should you wish to change or edit the sizing or spacing of the image, click on the “style” button and adjust accordingly



If you would like to add an URL/link to an image, click on the image, and scroll down on the “options”.
You will see a button called” define link”
Click on the button

Alt

{ }

Link



The element is not linked yet.

[+ Define link](#)

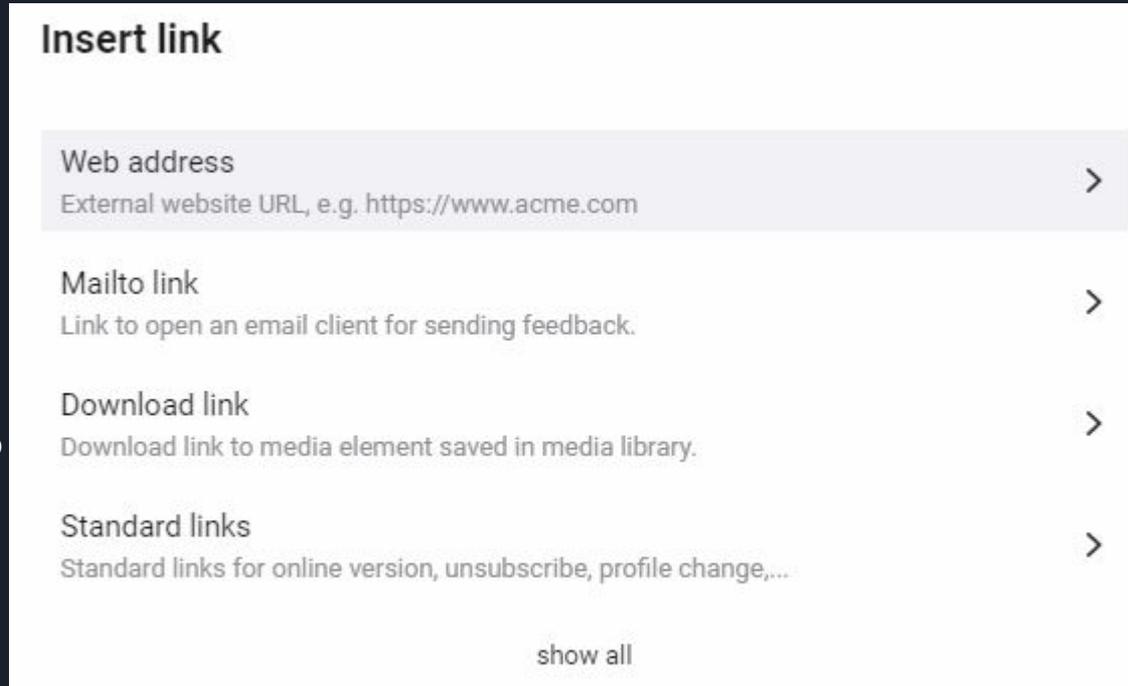
As you can see we have 4 options:

The “web address” option means that you can insert your specified URL/link.

The “Mail to” link, means that you can enter your email address, which, once clicked, will encourage the subscriber to start sending an email to you/query.

The “Download link” gives you the option to insert a pdf/ attachment, which is hosted on our maileon server. The attachment is converted into a link, which reduces the size of the email once sent.

Lastly, the standard links, which are system based e.g. online version/etc



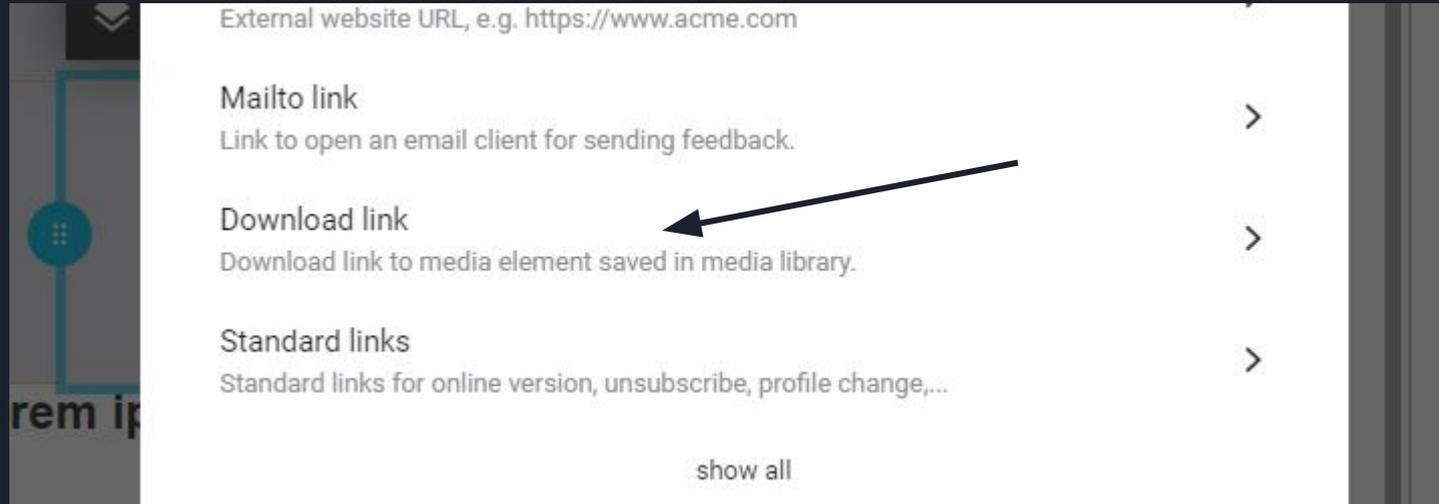
The screenshot shows a white dialog box titled "Insert link" with a dark background. It contains four main options, each with a right-pointing chevron icon:

- Web address**: External website URL, e.g. <https://www.acme.com>
- Mailto link**: Link to open an email client for sending feedback.
- Download link**: Download link to media element saved in media library.
- Standard links**: Standard links for online version, unsubscribe, profile change,...

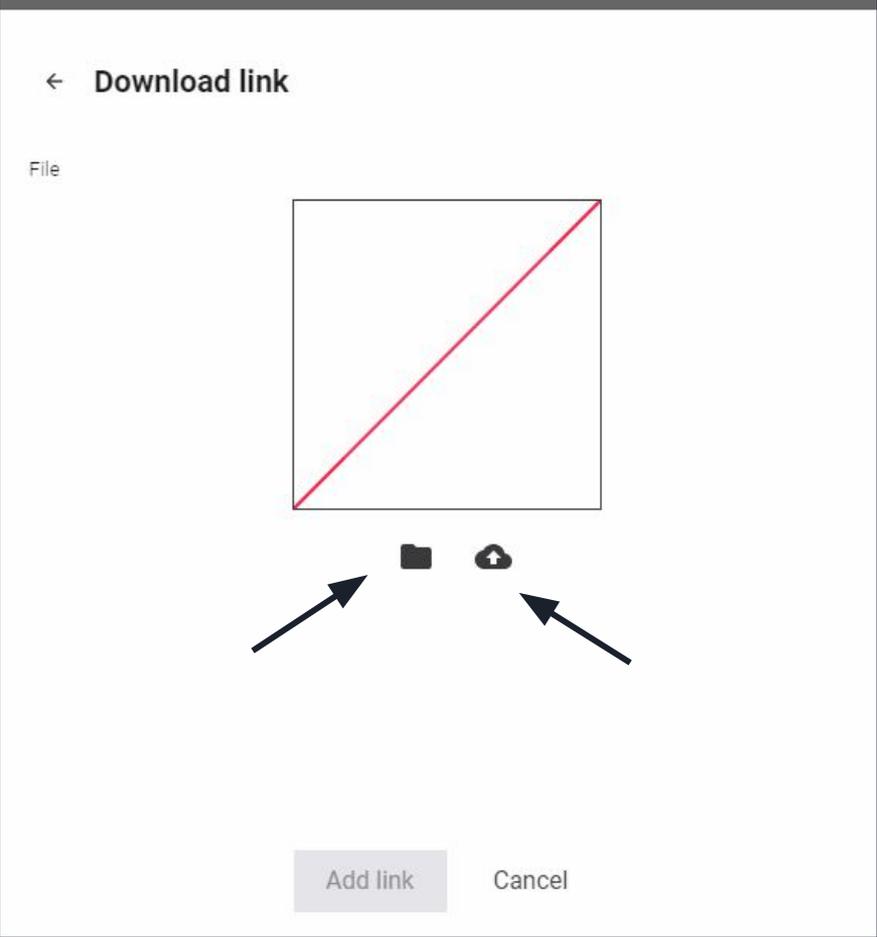
At the bottom right of the dialog box, there is a "show all" link.

The download link option, will enable you to add a file/attachment into a Link, instead of adding to the size of the email by adding an external attachment.

So let us say you have a pricelist you need to send out.
Start by clicking the “Download link”



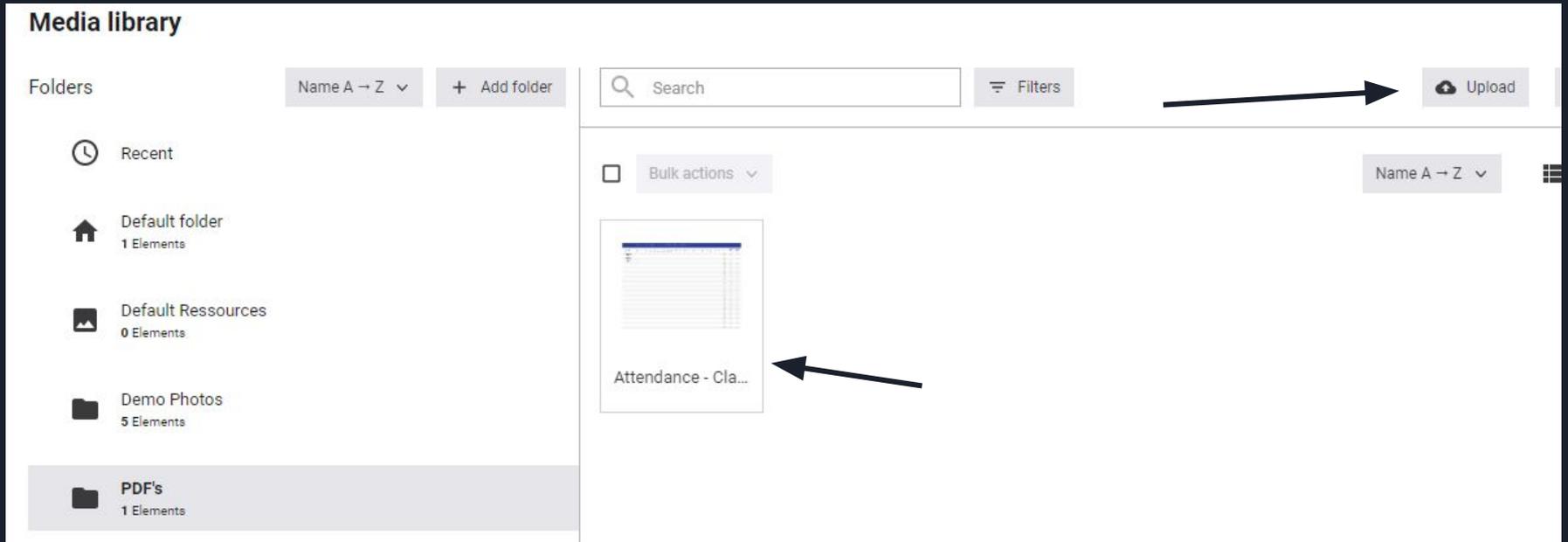
You can either Upload a new attachment file by clicking
On the “cloud” icon
Or
You can select one from the file library, by clicking
On the “file” logo



If selecting from the Media Library, select the file you wish to add.

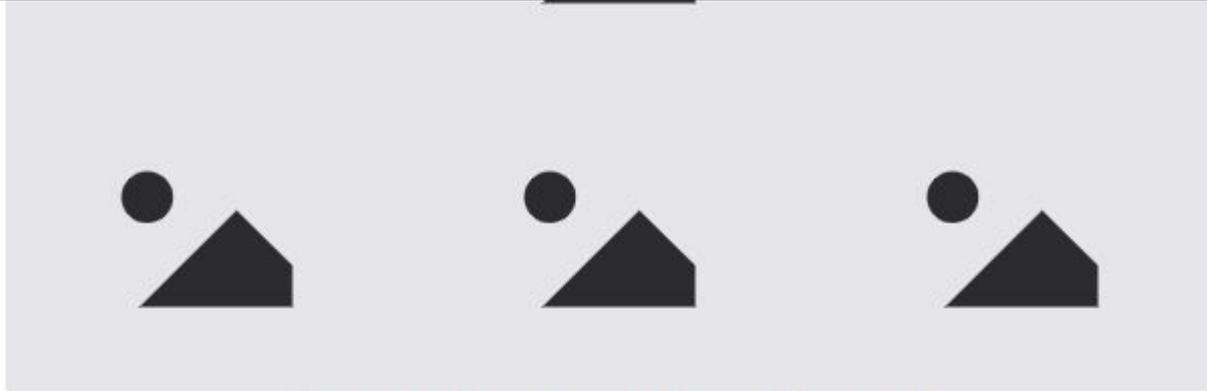
Once selected, click on the “Upload” button, on the top right.

This will now add the file as a link, to an image or text on your email campaign



Another cool feature is our “Call to action” or “Button”
This is a highlighted block, which attracts the subscriber/contact to
click on the button link.

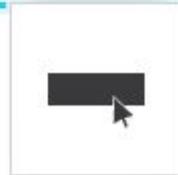
Usually this is a “Read here” or “Buy now” option, underneath a
product or price



Lorem ipsum dolor sit amet



CALL TO ACTION



← Template

Button



Content

Style

Settings

Button layout

 Label ▼

Label

CALL TO ACTION { }

Link



The element is not linked yet.



+ Define link

Once you have dragged your button into place, YOU can edit how it will display. You can edit the Layout as well as the text which you wish to display.

← Template

Button



Content

Style

Settings

Desktop

Visible



Container



Button

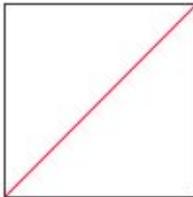
Aa

Label

Background color



Background image



You may also change the container color of your button.

This is done by switching from the “content” Section, to the style section.

← Template

Button



Content **Style** Settings

Desktop Visible

Container

Button

Aa
Label

General Padding Background Border

Width

Height
24 px auto

Align
× | = ≠ =|

You may also change the style of the Button, According to your styling/specifications

You can change the Width as well as the height of the button

Below this , you will also see the “Align” option.

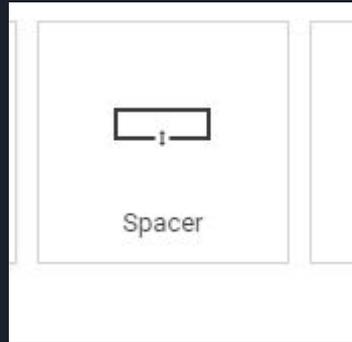
You can center align/ left align/right align within the structure block

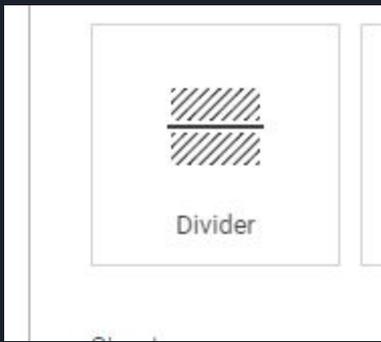
What is a spacer:

A spacer is usually self explanatory.

Should you wish to have some space between two types of content blocks, you would add a space into its own structure.

You can change the height of the spacer, according to your specifications





When it comes to a divider:
This is usually a line that divides/separates two content blocks from each other.

You have the option of changing the color, style, as well as the thickness of the divider

Style

Desktop Visible

Divider

Height 1 px

Padding

Foreground color #444444

Background

Style

CALL TO ACTION

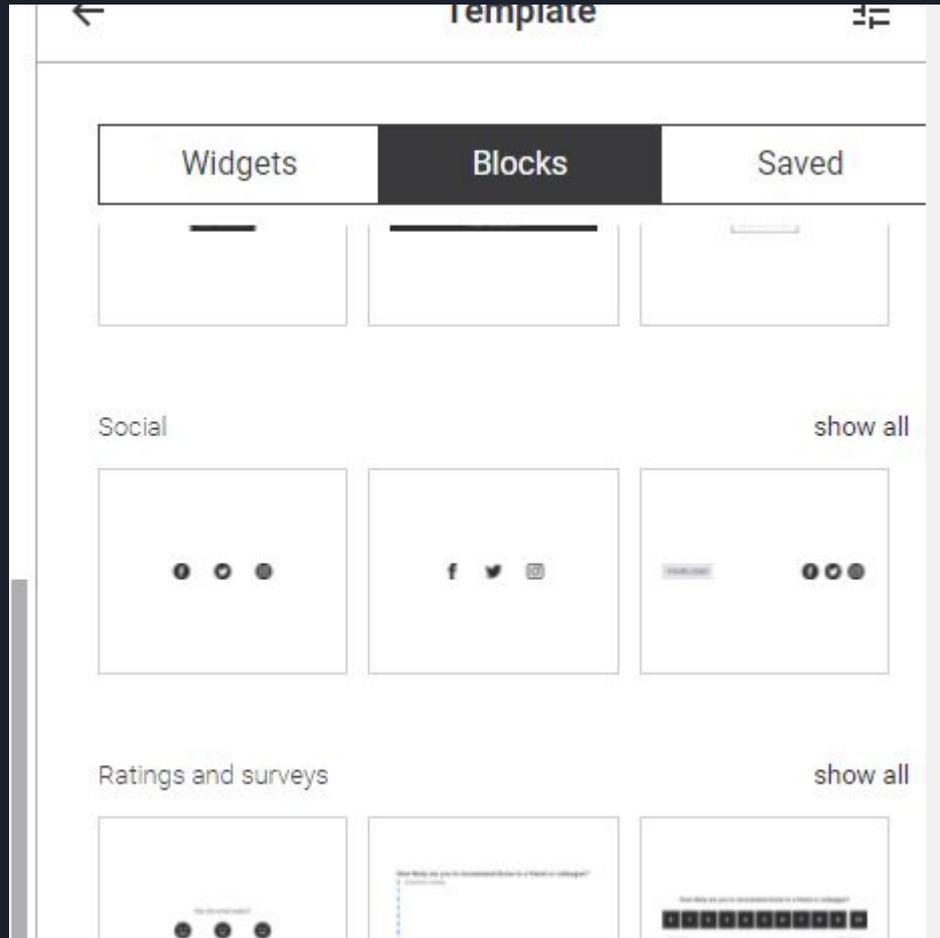
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

When it comes to social links/buttons:

You can either enter the system standard logo's or social icons which can be found in the "blocks" section.

Or, you can upload your own social image/logo

If you opt to use the block social icons, you just drag and drop into position as you would with any other widget.



You can then enter the link to those social buttons, which links your facebook/twitter/instagram social media accounts to your emailer

CALL TO ACTION

BAGS

CLOTHING

SHOES

ACCESSOIRES

WEDDINGS

Empty column
Drop block here

Empty column
Drop block here

Empty column
Drop block here

CALL TO ACTION

This is a text block. Use it to add text to your template.

This is a text block. Use it to add t

☰

f

🐦

📷

☐

Style

Desktop

Padding

Background

Border

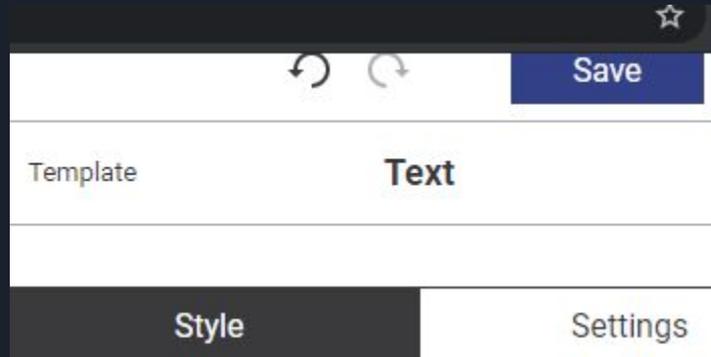
Aa
Text

Link

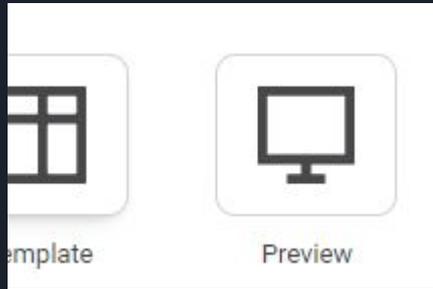


Once finished with your changes, click on the “save” button

To be safe, always save any changes you make.



Should you want to send a test email to your own email, out before you send your campaign, you can do so by clicking on the “preview” logo at the top of your campaign that you are busy with.



Click on the Letter box” logo which says “send”



Lorem ipsum dolor s

Test Sendout

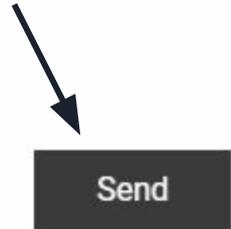
Enter a comma separated list of email addresses that should receive an email with the personalizations of the contact selected.

Recipients

Formats

Auto

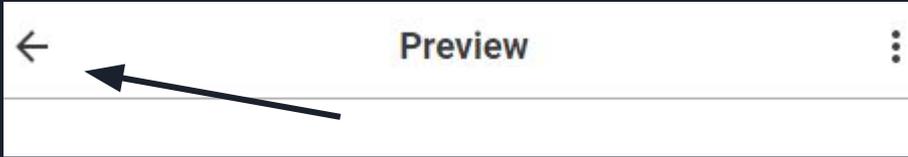
HTML



Cancel

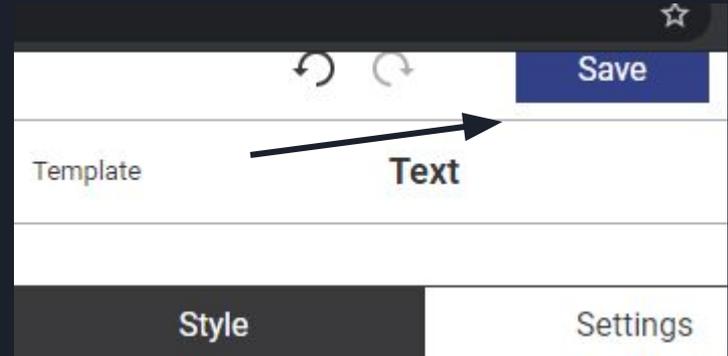
You can then enter your email in the description box.

Once completed, click on the “send” button



You can now save, and close your campaign, by clicking on the “Save” button, and “close” button , on the top right of the screen.

Once your preview email has been sent, and you are happy with your campaign, click to go back. By clicking on the return arrow on the top left.



Scroll down to the bottom of the “Content” page, and click on
“continue”



On the “Target group” page, select the group/list that you wish to send the campaign to, by checking the box. Below this, you will see how many contacts are in this list that you have selected.

Target Group Overview

Please choose the recipient Target Group for your Emailing. Note that the Emailing v

3 Target Groups available

Target Group

- standard, system defi... all contacts with active status
- standard, system defi... all contacts
- custom Test

Target Group Details

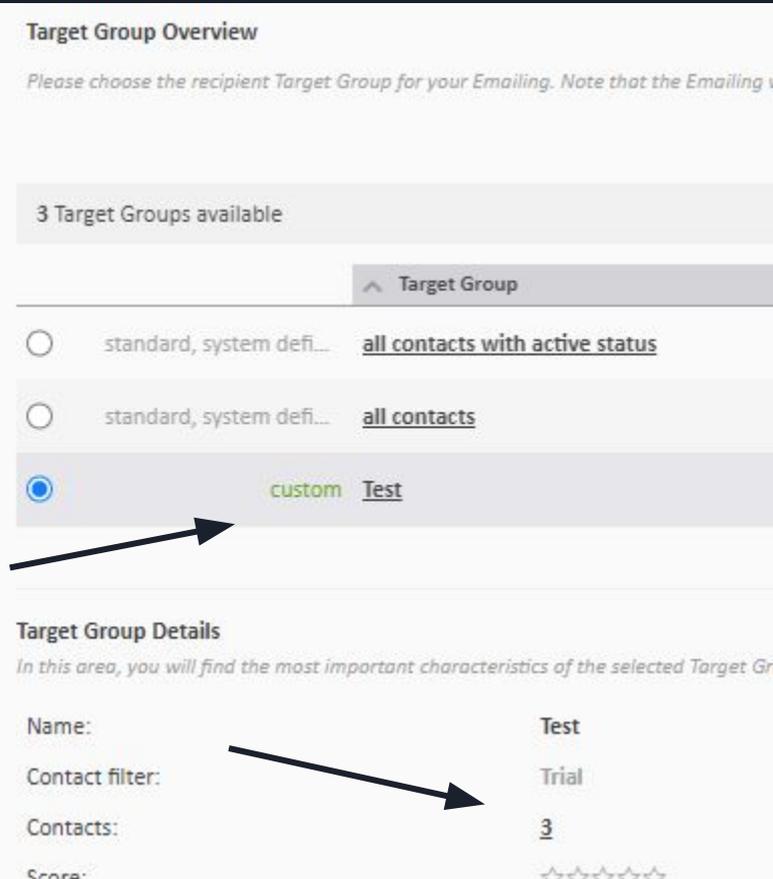
In this area, you will find the most important characteristics of the selected Target Gr

Name: Test

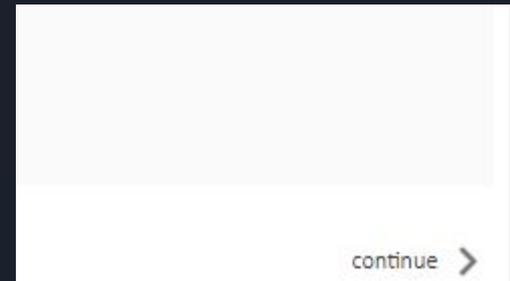
Contact filter: Trial

Contacts: 3

Score: ☆☆☆☆☆



Scroll down, and click on “continue” once completed.



On the “checks & Tests” page, click on the “continue” option, on the bottom right.

Basic settings → Content → Target Group → **Checks & Tests** → Dispatch

Quality Control
Following checks serve to safeguard the quality of your Emailings and thus decrease the risk of administering faulty Email marketing campaigns.

1st email
Great Savings for the new quarter
Test

Quality Management
Mandatory checks & tests can be defined for this Emailing. They can be applied as you wish.

Check	Result	Actuality
optional approval process	No check result available yet	
optional  Deliverability Test by Acoonia	No check result available yet	
optional  display test by EmailOnAcid	No check result available yet	
optional  spam check by EmailOnAcid	No check result available yet	
optional test mailing	No check result available yet	
optional Bounce prediction	No check result available yet	
optional Image analysis	No check result available yet	
optional Link check	No check result available yet	
optional Mailing filesize check	No check result available yet	
optional Personalization check	No check result available yet	

back [Save current editing stage & quit](#) [continue](#)



On the “dispatch” page, you will see the rate at which the campaign will send.

The lower the send, the safer.

Higher send rates could cause a lower click rate, which is better for some websites that can't handle a lot of traffic.

If you are happy with a 100% send rate, feel free to leave that at the standard rate.

The screenshot shows a web interface for configuring an email campaign. At the top, there is a breadcrumb trail: >> Emailings >> Drafts >> 1st email. Below this is a horizontal navigation bar with five steps: Basic settings, Content, Target Group, Checks & Tests, and Dispatch. The 'Dispatch' step is highlighted in dark grey. Below the navigation bar is a grey header section titled 'Emailing Creation' on the left and '1st email' on the right. The 'Emailing Creation' section contains the text: 'On this page you can define the dispatch settings. Furthermore, the draft emailing is briefly summarized. If the defined quality check is not fulfilled, the draft cannot be sent.' The '1st email' section contains the text: 'Great Savings for the new quarter' and 'Test'. Below the header is a white section titled 'Dispatch Rate'. It contains a paragraph of text: 'The dispatch rate of Emailings can be adjusted in four different categories. We recommend selecting a lower dispatch rate if there is a risk of too many news letter clicks overloading the targeted website or online shop. Please note that the actual dispatch rate may differ from the selected rate, as the time needed to generate and send an emailing depends on a multitude of factors that cannot be calculated beforehand. Influencing factors among others are: size of the mail and its attachments, amount and complexity of dynamic contents including degree of personalization, amount of parallel processes from the same account (e.g. other mailings, imports, exports, contact jobs), mail server configuration of the recipient site (e.g. grey-listing)'. Below this text is a 'Rate:' label followed by a dropdown menu showing 'approx. 50% dispatch rate'. A black arrow points to the dropdown menu. At the bottom left, the 'Dispatch Date' label is partially visible.

The next option is the “Dispatch date”.
This is the date at which you want the the campaign to be despatched
or sent at.

If you would like to send this emailing immediately, select
“ instantaneously after editing has been completed”

Dispatch Date

Here you can specify send date and time. Choosing the right date for dispatch is a crucial factor for the success of the Emailing campaign.

- instantaneously after editing has been completed successfully
- at defined point of time

Send Time Options

Following dispatch options are available:

- activate dispatch options
- deactivate dispatch options

Summary

View a brief summary of your Emailing.

You will now see a summary of your “emailing” that you are about to send.

Once you are happy, select the bottom right button “Send email immediately”

Summary

View a brief summary of your Emailing.

- | | |
|------------------------|---|
| ✓ Name | 1st email |
| ⚠ Tags |  assign |
| ✓ Subject line | <i>Great Savings for the new quarter</i> |
| ✓ preview text | <i>we have alot of training scenarios coming up for all our members</i> |
| ✓ Sender alias | Packpro |
| ✓ Sender email address | packpro@4maileon-co-za.news-mailer.com |
| ✓ Tracking method | per contact, use the most detailed tracking method available for this permission. |
| ✓ Target Group | Test 3 contacts |
| ⓘ | Timely verification of the contact data and distribution list selection prior to delivery is recommended. |
| ✓ quality insurance | All assigned obligatory Checks successfully executed |

Send Emailing immediately

We wish you all the very best and happy sending

