webEdition User Guide

# Newsletter Module

webEdition Software GmbH

# The Newsletter Module
## User Guide

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**List of procedures**

# About this document

## Purpose of this document

This document treats the webEdition Newsletter Module and how to use it.

You can use this manual to learn:

- what the Newsletter Module is
- how to install the module
- how to use this module to create newsletters and newsletter groups
- how to design newsletters templates

## Audience

This document is intended for personnel in the following groups:

- Web administrators
- Web editors

## The webEdition customer documentation suite

The documentation team publishes new webEdition documents to support the release of all webEdition features, modules and enhancements.

You can consult our documentation suite for detailed information about the modules you have purchased or about webEdition products that you may wish to purchase in the future. All customer documentation is available in portable document format (PDF) on the webEdition documentation Web page.

### On-line reference documentation

The webEdition customer documentation suite comprises the following books, all of which you can obtain at URL:
http://www.webedition.de/english/downloads/Documentation.html

### Standard webEdition documentation

The following books support the webEdition Standard suite:

- *The webEdition User Guide*
- *The webEdition Installation Guide*
- *The webEdition Tag Reference*

### Documentation for webEdition modules

The following books support the webEdition modules:

- *The Customer Management and Customer Management PRO Module User Guide*
- *The Database/Object Module User Guide*
- *The Editor Plug-in User Guide*
- *The Newsletter Module User Guide*
- *The Scheduler and Scheduler PRO Module User Guide*
- *The Shop Module User Guide*
- *The Task Messaging Module User Guide*
- *The User Management and User Management PRO Module User Guide*
- *The Workflow Module User Guide*

## What precautionary messages mean

webEdition documents include attention and caution messages, which are designed to draw your attention to important instructions.

### Attention boxes

An attention box identifies information that is necessary for the proper performance of a specified task. For example:

---

**ATTENTION**

You must have the appropriate permissions in your user profile to complete this procedure. Permissions are assigned to you by your webEdition system administrator. Contact your webEdition system administrator for further details.

---
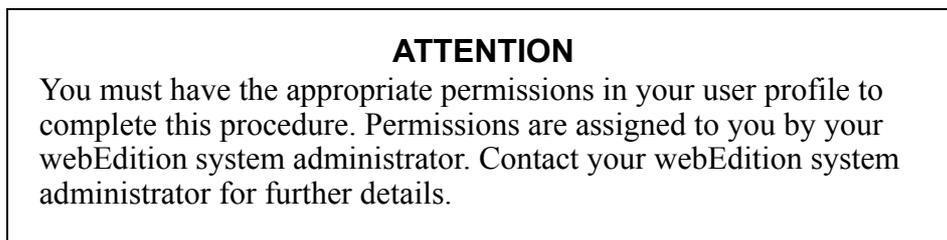
### Caution boxes

Caution messages indicate that there are possible risks to your software or database if you perform a specified task without taking the suggested appropriate precautions. For example:

---

**CAUTION**
**Database warning**
If you complete this procedure, your database will be overwritten.

---
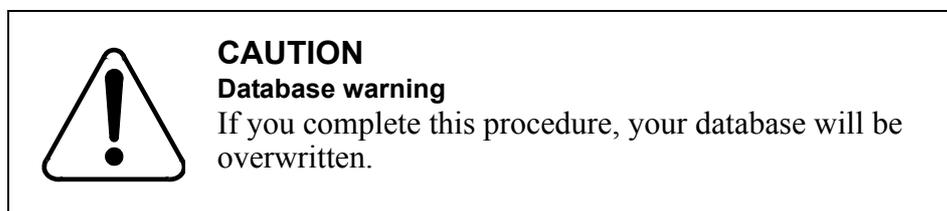
## How commands, system responses and we:tags are represented

The commands, system responses and webEdition tags (called we:tags) used in this document conform to the following conventions.

### Web interface commands

Commands performed through a Web browser are shown in *italic* typeface. For example:

Click on the *Save* button.

Menu-based commands performed in a Web browser are shown in *italic* typeface. Drop-down or nested menu commands are separated by an input prompt (>). For example:

Select *Customers > New* from the main menu of the Customer Management Module.

### webEdition tags and template code

The webEdition templates use a specialized set of programming tags based on the PHP programming language. These webEdition tags or we:tags are displayed in `courier` typeface and in angled brackets:

Opening tags appear thus: `<we:tag/>`

Closing tags appear thus: `</we:tag>`

The programming code used in webEdition templates is also represented in this document by `courier` typeface:

```
<we:sessionStart/>
<we:ifRegisteredUser>
Hello: <we:sessionField Last name="user name" type="print"/><br>
Logged in
</we:ifRegisteredUser>
```

### Attribute variables

Attributes and variables appear in `courier italic` typeface. For example:

```
<we:hidden name="attribute1">
```

## How to check the document version and issue

The information on the title page of this document indicates the version and issue for this publication. The version and issue also appear in the footer on every even-numbered page.

The first two digits in the document numbering scheme indicate the version. The version number increases each time the document is updated to support a new software release. For example, the first release of a document is 01.01. In the next software release cycle, the first release of the same document is 02.01.

The second two digits in the document numbering scheme indicate the issue. The issue number increases each time the document is revised and re-released in the same software release cycle. For example, the second release of a document in the same software release cycle is 01.02.

## Customer service

For further information about webEdition, please consult our Web page, or contact our customer service department:

- Web Page:http://www.webedition.biz/
- E-mail:
  - — Technical support: technik@webEdition.de
  - — Sales: sales@webEdition.de
  - — Information/Help: info@webEdition.de

# 1 Newsletter Module: Introduction

This introduction is intended to help you familiarize yourself with the webEdition Newsletter Module. This chapter treats what the module does and how to install it. You can also find information here about their basic layout and command features. These topics are treated in the following sections:

- Section 1.1, "What is the webEdition Newsletter Module?" on page 15
- Section 1.2, "Installation" on page 16
- Section 1.3, "General information and navigation" on page 16

## 1.1 What is the webEdition Newsletter Module?

The webEdition Newsletter Module allows webEdition users to create, maintain, and send newsletters to a targeted audience.

The Newsletter Module conforms to the basic layout and programming principles of webEdition. The Newsletter Module can only be used with webEdition (although you can import/export mailing lists from third-party E-mail applications).

This module can be used by anyone who has a basic knowledge of how webEdition functions.

The Newsletter Module allows you to perform the following content management functions:

- create, change, copy and send newsletters
- define content from a variety of sources
- create customized receiver lists for individual newsletters
- filter your customer selection for refinement of your target audience
- preview each mailing list
- import/export E-mail addresses from/to other E-mail applications
- establish and maintain a *Black list*
- search E-mail
- maintain multiple directories (called newsletter groups) where you can store a variety of newsletters, allowing you to create and organize several newsletters and mailing campaigns

The Newsletter Module also allows you to perform the following diagnostic functions:

- test your mailing process before sending your newsletter
- test your mail by sending it to a test address
- check the syntax and domain names for each address in your mailing lists
- recover an interrupted mailing campaign if a network or connection failure occurs
- view details about your newsletter campaign in log reports.

If you have purchased the webEdition Customer Administration Module an additional feature is available to you. You can reuse the customer data stored in your customer administration database to create your mailing lists.

## 1.2 Installation

The installation procedure for all modules is described in *The webEdition Installation, Update and Backup Procedures*. A .pdf version of this guide is available at the following URL: http://www.webedition.de/english/downloads/Documentation.html

> *Note:* You can also use the webEdition "Live update tool", which is available on the webEdition home page at www.webedition.de.

## 1.3 General information and navigation

Once you have installed the Newsletter Module, *Newsletter* will appear as an option in the *Modules* drop-down menu (see Figure 1).

**Figure 1 Modules drop-down menu**



### 1.3.1 Opening the module

To open the module, select Newsletter from the *Modules* drop-down menu on the main webEdition page. The *Newsletter Quickstart* screen opens as seen in Figure 2.

**Figure 2  Newsletter Module: main screen with *Quickstart* options**
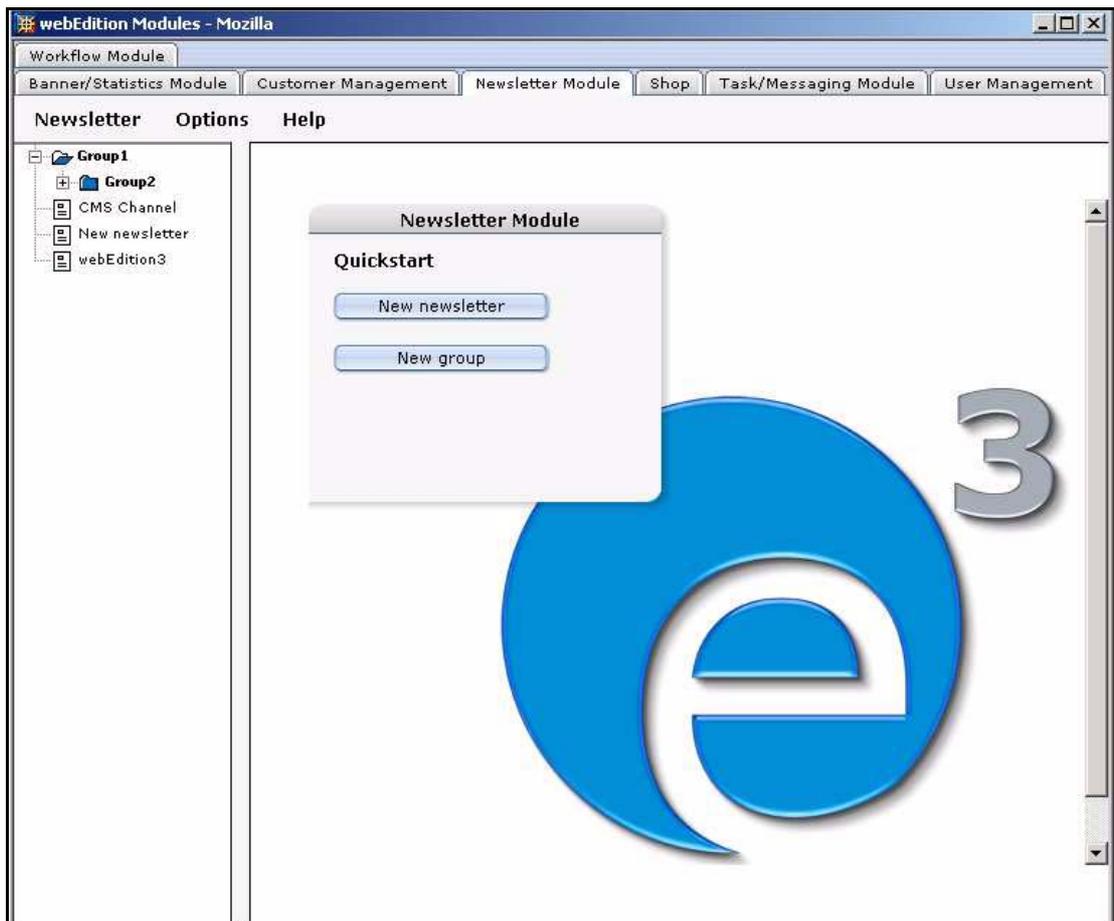


Using the *Quickstart* screen, you have the option of going directly to a new newsletter or to a new newsletter group. You can return to the Quickstart screen at any time by clicking on the Newsletter Module tab.

### 1.3.2  The Newsletter Module main page: drop-down menus

There are three drop-down menus on the Newsletter Module main page: *Newsletter*, *Options*, and *Help*.

#### 1.3.2.1  The *Newsletter* menu items

The *Newsletter* drop-down menu has the following items (see Figure 3):



**Figure 3  Newsletter menu items**

•*New*. Use this command to create a new newsletters or group.

—*Newsletter*. Use this command to create a newsletter.

—*Group*. Use this command to create a new newsletter group.

• *Save*. Use this command to save a newsletter.

• *Delete*. Use this command to delete a newsletter.

- *Send*. Use this command to send a newsletter.

- *Quit*. Use this command to exit the application.

### 1.3.2.2  The *Options* menu items

The *Options* drop-down menu has the following items (see Figure 4, "The Options menu items" on page 18):

**Figure 4  The *Options* menu items**

•*Domain check*. Use this option to test your mailing list before starting your newsletter campaign.

•*Lists overview*. Use this option to see the contents of your mailing lists.

•*Show logbook*. Use this option to display newsletter campaign logs.

•*Test*. Use this option to test a newsletter campaign.

•*Preview*. Use this option to view a newsletter before you send it.

- *Send test mail*. Use this option to test your newsletter campaign.

- *Search Email*. Use this option to search an E-mail address.

- *Edit CVS file*. Use this option to edit a comma separated values (CSV) file.

- *Black list*. Use this option to edit the *Black list*.

- *Clear logbook*. Use this option to clear the newsletter campaign logs.

- *Settings*. Use this option to set default parameters and mailing addresses.

### 1.3.2.3  The *Help* sub menus

The *Help* drop-down menu has the following items (see Figure 5, "The Help menu items" on page 18):
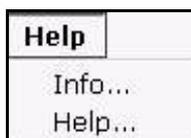
**Figure 5  The *Help* menu items**

•*Info*. Information about the application.

•*Help*. Help screens.

### 1.3.3  The newsletter explorer menu and main page

The explorer menu appears on the left side of the screen. It contains a list of your newsletter files and newsletter groups. See Figure 2, "Newsletter Module: main screen with Quickstart options" on page 17.

The Newsletter main page has three available views:

- *Properties*. Use this view to set up your newsletter files.

- *Mailing list*. Use this view to create your newsletter mailing lists

- *Edit*. Use this view to define the layout of your newsletter.

### 1.3.3.1  The newsletter *Properties* view

The *Properties* view allows you to set up your newsletter files and to define your newsletter mailing lists. The *Properties* view is divided into three areas: *Path*, *Newsletter* and *Copy newsletter*, as seen in Figure 6.

**Figure 6  The *Properties* view**



**1.3.3.1.1  The Path area**   The *Path* area of the *Properties* view has the following functions:

•   *Name*. Use this field to give a name to your newsletter.

•   *Directory*. Use the *Select* button adjacent to this field to select a directory or group for your newsletter.

**1.3.3.1.2  The *Newsletter* area**   The *Newsletter* area of the *Properties* view has the following functions:

•   *Subject*. Use this field to describe the subject of the newsletter.

•   *Sender*. Use this field to enter the default E-mail address of the newsletter sender.

•   *Reply-to*. Use this field to enter the default E-mail address for replies to your newsletter.

•   *Test email*. Use this field to enter the default test mail E-mail address.

> ***Note:***   If you do not complete the fields for the sender, reply-to, or test E-mail address, the corresponding value for these fields will be generated automatically from your default settings. (For further information see Section 1.4,  "Defining and changing user settings" on page 23.)

**1.3.3.1.3 The *Copy newsletter* area** The *Copy newsletter* area of the *Properties* view allows you to copy and re-use an existing newsletter.

### 1.3.3.2 The *Mailing list* view

The layout of th*e Mailing list* view varies depending on the webEdition modules that you have installed.

**Figure 7 The *Mailing list* view**
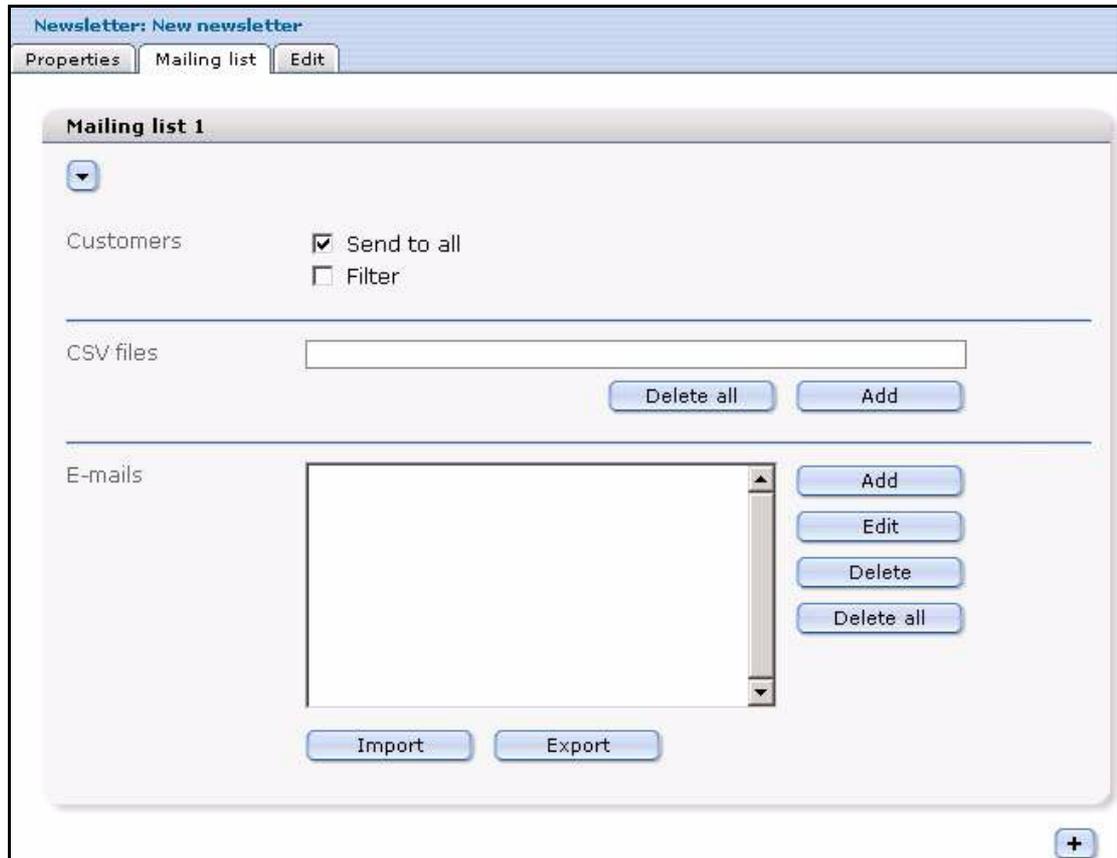


**1.3.3.2.1 The *Customers* area** The top portion of the *Mailing list* view, the *Customers* area, appears only if you have purchased and installed the webEdition Customer Management Module. The following check boxes allow you to modify the recipients of your newsletter:

• *Send to all*. This button tells the Newsletter Module application to selects all the E-mail addresses in your Customer Management database.

  If this checkbox is not activated, two buttons appear that have the following functions:

  — *Delete all*. Click this button if you wish to delete all customers from your list.

  — *Add*. Click this button if you wish to add customers to your list.

• *Filter*. This button allows you to define filters for your current Customer Management Module database.

**1.3.3.2.2 *CSV Files* area** You can use the *CSV Files* field to enter a comma-separated values (csv) file into your mailing list. The newsletter will be sent to

all of the E-mail addresses which are recorded in your selected csv file. The csv file must have the following format: E-mail address, HTML flag, salutation, title, first name, last name.

Under the list are two buttons which have the following functions:

- *Delete all*. Click this button if you wish to delete all customers from your list.

- *Add*. Click this button if you wish to add customers to your list.

If you have an entry in the *CVS File* field, two buttons will appear next to the filename:

- the pencil icon button. By clicking on this button, a new area will open in which you can edit a csv file.

- trash can icon button. If you click on this button, you will remove the csv file from your list.

**1.3.3.2.3  Emails area**   Below the *CSV Files* area in the *Mailing list* view is the *Emails* area. The *Emails* text box is the area which displays the E-mail addresses associated with your mailing list. This area allows you to create multiple mailing lists in which you enter the E-mail addresses of your newsletter subscribers. You can use the buttons to the right of the *Emails* text box to perform the following operations on the subscriber list:

- *Add*. Adds an E-mail address to your mailing list.

- *Edit*. Edits an existing E-mail address in your mailing list.

- *Delete*. Deletes an E-mail address from your mailing list.

- *Delete all*. Deletes all E-mail addresses from your mailing list.

Directly below the E-mails text box are the following items:

- *Import*. Import E-mail addresses from a csv file.

- *Export*. Export E-mail addresses to a csv file.

**1.3.3.2.4  Additional features in the Mailing list view**   Below the *Mailing list* are the following items:

- The plus icon "+" allows you to open another *Mailing list* area so that you can create additional mailing lists.

- The trash can icon allows you to delete an entire mailing list.

At the bottom of the page are the following buttons:

- *Save* button. Use this button to save the properties data that you have entered on the screen.

- Mail List Number select box. This pick list shows all of your mailing lists. (You can have several.) Use this pick list to navigate to an existing mailing list.

- *HTML* checkbox. The default setting for newsletters is plain text. Use this check box to change the format of the newsletter to HTML.

- *Preview* button. The preview button allows you to see a newsletter before you send it.

> *Note:* You must save your settings before you can preview a newsletter.

- *Send* button: Use this button to send a newsletter.

### 1.3.3.3 The newsletter *Edit* view

The *Edit* view allows you to create and edit the layout of your newsletter (see Figure 8). The webEdition Newsletter Module uses "blocks" to help you build the content of your newsletter. A newsletter can be composed of one block or several blocks, depending on the type of content you wish to include.

**Figure 8  The *Edit* view**
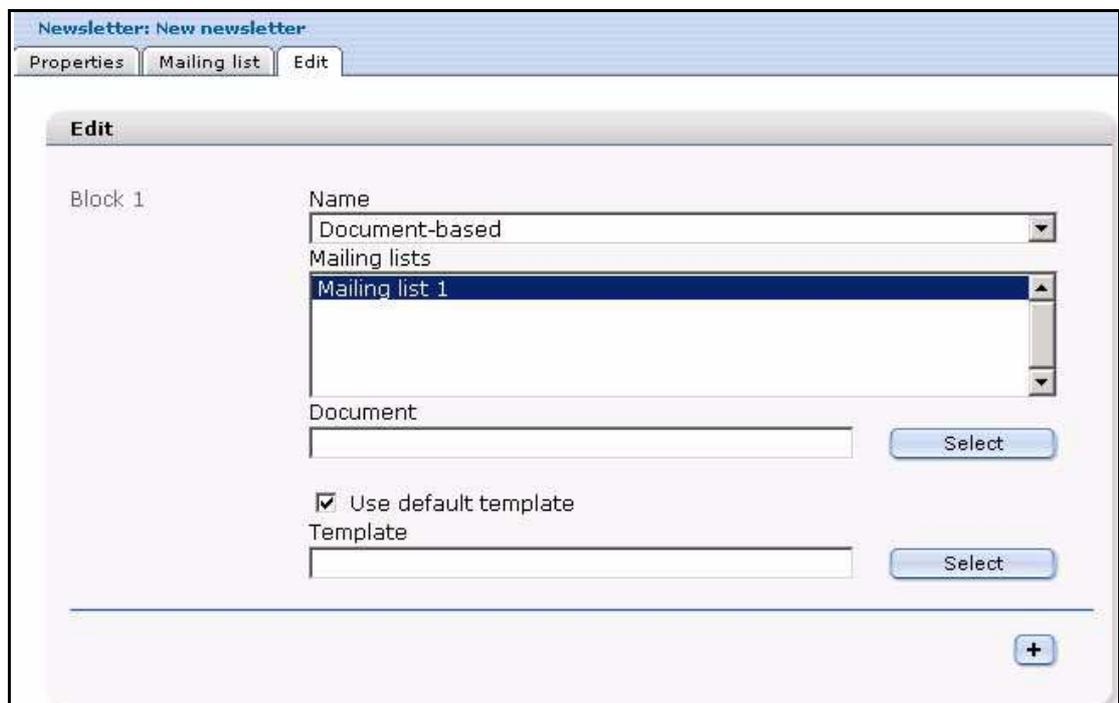


Each block of the *Edit* view has the following fields:

- *Name*. This select box allows you to choose the type and style of the content for your newsletter. More information about block types is available later in this chapter.

> *Note:* The fields below the block type name will change depending on the type of block you choose.

- *Mailing lists*. All block types must be associated with a mailing list. The *Mailing lists* box shows the mailing lists associated with the block you have defined.

Below each block are the following items:

- The plus icon "+" allows you to open another *Block* area, so that you can create additional blocks.
- The trash can icon allows you to delete an entire block.

## 1.4 Defining and changing user settings

Before using the Newsletter Module, you must complete the information requested on the *Settings* screen. These settings define parameters such as the default mail accounts associated with your mailing campaign, address verification checking, and the default mailing format. These settings also tell the Newsletter Module what information you wish to draw from the Customer Management Module database.

*Note:* After entering your initial settings, you will also be able to change the information at a later time.

Use the following procedure to define your initial settings.

**Procedure 1  Defining initial newsletter settings**

*In the Newsletter Module main screen*

**1**    Go to the *Settings* screen by clicking on the *Options > Settings*.

*The Settings screen appears (see Figure 9).*

**Figure 9  The Newsletter Module *Settings* screen**



**2**    webEdition sends out newsletters via E-mail using an automated batch process that runs on a PHP server. There are limits set by your ISP to govern the length of time a PHP script can run on the server. Therefore you must limit the number of E-mails per batch, otherwise you may encounter time-out errors. Set the *Number of emails per load* field to 150.

**3**    The *Test account* field allows you to define the address of your default test account. Type the address of your test account in the dialogue box.

4   The *Default sender* field allows you to define the default address of the sender of the newsletter. Type the address of your default sender account in the dialogue box.

5   The *Default reply* setting allows you to define the default address for receiving replies to your newsletters. Type the address of the account which will receive replies to your newsletter.

6   The Newsletter Module allows you to address your recipients with a female salutation by using the *Female Salutation* field. Enter the exact value (such as Ms. or Ms) that you have used to define a female customer in the Customer Management database.

7   The Newsletter Module allows you to address your recipients with a male salutation by using the *Male Salutation* field. Enter the exact value (such as Mr. or Mr) that you have used to define a male customer in the Customer Management database.

8   *Cust. Email field*. Use this select box to choose the customer E-mail field from the Customer Management Module database.

9   *Customer HTML field*. Use the select box to choose the customer HTML field from the Customer Management Module database.

10  *Cust. Salutation field*. Use the select box to choose the customer salutation field from the Customer Management Module database.

11  *Cust. Title field*. Use the select box to choose the customer title field from the Customer Management Module database.

12  *Cust. Firstname field*. Use the select box to choose the customer firstname field from the Customer Management Module database.

13  The *Cust. Lastname field*. Use the select box to choose the customer lastname field from the Customer Management Module database.

14  Use the *Do not send if address is malformed* check box to prevent the system from attempting to send a newsletter to erroneously configured E-mail addresses.

15  Use the *Do not send if address can not be verified* check box to prevent the system from attempting to send a newsletter to an unverifiable E-mail addresses.

16  Use the *Create log when sending mai*l check box to capture a report.

17  Use the *Default mail format is html* check box to select HTML format as the default setting for your newsletter campaigns.

18  Check box: English title format (without salutation). In English usage, unlike in German, a salutation such as Mr. or Mrs. does not precede a title (such as Dr.). If you have activated this checkbox and you have defined an E-mail address, a salutation, last name and a title, the contents enclosed within the <we:ifMale> or <we:ifFemale> tags will not be sent. In this case, rather, the salutation is sent with a neutral title and can be delivered enclosed with the <we:ifTitleAndLastName> tag.

19  You can use the optional *Default mailing list (CSV file)* to enter the path to a comma separated values (CSV) file that can be used as the default file for your mailing list.

20  Save your changes by selecting the *Save* button.

21  You have completed this procedure.

# 2 Creating newsletters

The webEdition Newsletter Module gives users great flexibility in creating and modifying newsletters and defining their target audiences. Use the following sub sections and procedures to create your mailing lists and newsletters.

## 2.1 Setting the properties for a newsletter

Use the following procedure to set the properties for a new newsletter.

**Procedure 2  Setting the properties for a newsletter**

***At the Newsletter Module main page***

**1**    Click on *Newsletter > New* to create new newsletter.

*webEdition opens the Properties view (see Figure 10).*

**Figure 10  The Newsletter *Properties view***



**2**    Type the name of your newsletter in the *Name* field.

**3**    Type the subject of your newsletter in the *Subject* field.

**4**    Type the default E-mail address of the sender of the newsletter.

**5** Type the default E-mail address to which you wish your newsletter recipients to reply.

> *Note:* If you wish the reply address to be the same as that of the sender, select the *Same as the sender* check box.

**6** Type the default E-mail address of your test account.

**7** If you would like to use a copy of an existing newsletter, select the *Copy newsletter* button, otherwise, go to Step 8 on page 26.

If you select the *Copy newsletter* button, a dialogue box opens that allows you to browse your system for an existing newsletter (see Figure 11).

**Figure 11  Searching and copying a newsletter**



**a** Choose the newsletter you would like to copy.

**b** Save the newsletter under a new name.

**8** You have completed this procedure.

## 2.2  Creating and modifying mailing lists

The webEdition Newsletter Module allows you to create mailing lists in the following ways:

• use the E-mail data from your webEdition Customer Management Module

> *Note:* This feature is available only if you have purchased and installed the Customer Management Module.

• use an existing CSV file

• create a mailing list manually

• import an existing address book (as a CSV file) from your current E-mail application (such as Microsoft Outlook, or Netscape Mail)

The sections that follow describe procedures that you can use to create mailing lists.

### 2.2.1  Creating a mailing list

Use the following procedure to define one or more mailing lists.

**Procedure 3  Creating a mailing list**

*In the Newsletter Module main screen*

**1** Click on the *Mailing list* tab to go to the *Mailing List* view (see Figure 12).

**Figure 12** *Mailing list* **view**
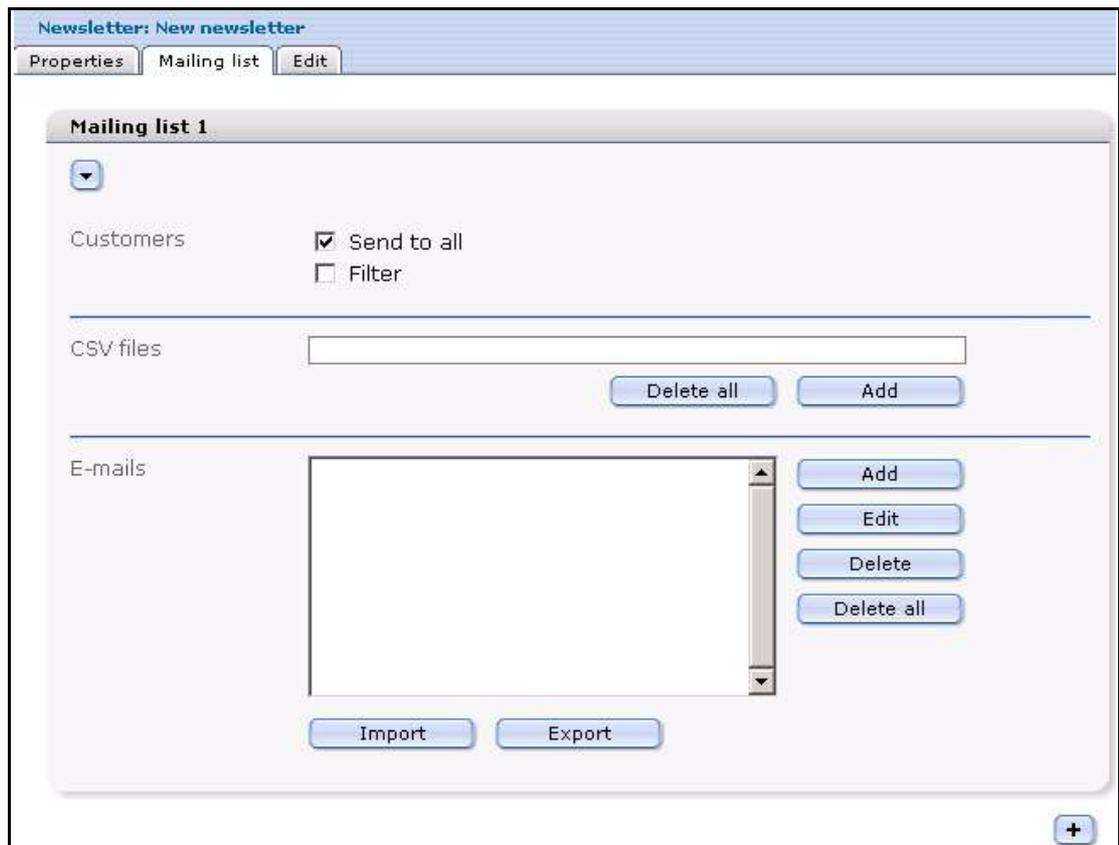


**2**    To add a new name to the mailing list, go to the *Emails* area, and select the *add* button.

*webEdition opens the Add email address dialogue box (see Figure 13).*

**Figure 13** *Add email address* **dialogue box**



**3**    Type the E-mail address of the recipient of your newsletter in the *Emails* field.

**4**    Select the *Receive HTML email* checkbox if you want this person to receive your newsletter in HTML format.

**5**    Enter the salutation, title, first name and last name of your customer in the corresponding fields.

**6**    Click on the *Save* button.

**7**    Repeat the steps above to add more E-mail addresses to your mailing list.

**8**    You have completed this procedure.

### 2.2.2 Modifying the contents of a mailing list

Use this procedure to edit or delete E-mail addresses from your mailing list.

**Procedure 4  Modifying the contents of a mailing list**

*In the Mailing list view*

**1** Go to the *Emails* area in the lower half of the *Mailing list* view (see Figure 12,  "Mailing list view" on page 27).

**2** In the *Emails* box, select the E-mail address that you wish to change.

**3** Select the *Edit*, *Delete* or *Delete all* button, depending on which operation you wish to perform.

    **a** If you select *Edit*, webEdition opens the *Edit email address* dialogue box (see Figure 14). Save the newsletter (and its associated maiing list) by clicking on the *Save* button at the bottom of the *Mailing list* view, then go to Step 4

**Figure 14** *Edit email address* **dialogue box**



    **b** If you select *Delete* or *Delete all*, webEdition asks you to confirm your choice. Confirm or reject your choice.

**4** You have completed this procedure.

### 2.2.3 Importing an existing E-mail address book

The webEdition software allows you to create a mailing list by importing an existing address book from your current E-mail application (such as Microsoft Outlook, or Netscape Mail). Use the following procedure to import your address book.

*Note:* The following procedure assumes that you have already used the export utility in your E-mail application to save your existing address book as a comma separated values (CSV) file. If you need assistance working with CSV files, consult the documentation provided with your E-mail software by its vendor.

**Procedure 5  Importing an existing E-mail address book**

*In the Mailing list view*

**1** Go to the *Emails* area in the lower half of the *Mailing list* view (see Figure 12,  "Mailing list view" on page 27).

**2** Click the *Import* button.

*After clicking the import button, webEdition opens additional fields below the Import button (see Figure 15).*

**Figure 15  Importing an existing E-mail address book**



**3** Click on the *Select* button to browse your files for the location of your CSV file.

**4** In the *delimiter* dialogue box, type a comma "," to indicate that you wish to use comma separated values.

**5** In the *email col.* dialogue box, type the column number in which the E-mail address appears in the CSV file.

**6** In the *HTML col.* dialogue box select 0 for plain text E-mail or select 1 for HTML mail format.

**7** In the *Salutation col.* dialogue box, type the column number in which the salutation appears in the CSV file.

**8** In the *Title col.* dialogue box, type the column number in which the title appears in the CSV file.

**9** In the *Firstname col.* dialogue box, type the column number in which the first name appears in the CSV file.

**10** In the *Lastname col.* dialogue box, type the column number in which the last name appears in the CSV file.

**11** Press the *OK* button.

*webEdition imports the addresses into the E-mails field of your mailing list.*

**12** Alternatively, E-mail addresses can be imported from a file that is placed on your local disk. To upload a local file, click on the *Upload*  button.

*webEdition opens the upload CSV dialogue box (see Figure 16).*

**Figure 16  Uploading a CSV file from local disk**



**13** Click the *Browse* button to locate your file, then click *Upload*.

**14** Click the *Save* button on the bottom of the *Mailing list* view.

**15** You have completed this procedure.

### 2.2.4 Exporting an E-mail list

webEdition allows you to export a mailing list to your current E-mail application (such as Microsoft Outlook, or Netscape Mail). Use the following procedure to perform export your mailing list.

*Note:* Your mailing list will be saved as a comma separated values (CSV) file. If you need assistance working with CSV files, consult the documentation provided with your E-mail software by its vendor.
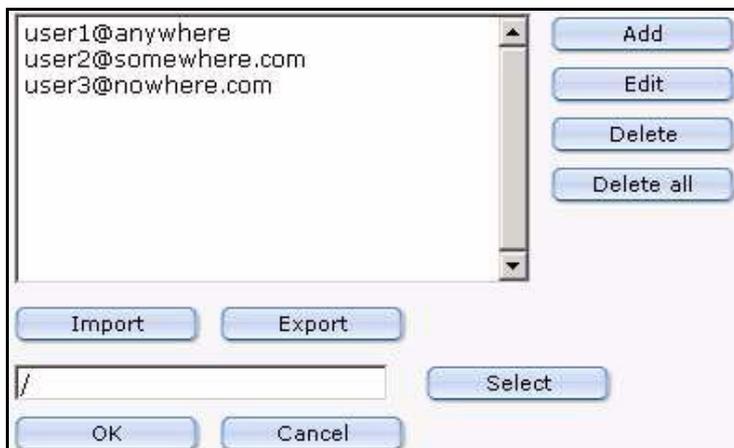
**Procedure 6  Exporting an E-mail list**

*In the Mailing list view*

1   Go to the *Emails* area in the lower half of the *Mailing list* view (see Figure 12,  "Mailing list view" on page 27).

2   Select the *Export* button.

*webEdition openes additional fields below the Export button (see Figure 17).*

**Figure 17  Exporting a CSV file**



3   Click on the *Select* button to browse your files for a location for your CSV file.

4   Press the *OK* button.

*webEdition exports the addresses to the specified location. Then webEdition opens a dialogue box with a link to the location of the CSV file.*

*Note:* You can also save the CSV file on the local disk.

5   You have completed this procedure.

### 2.2.5  Creating a mailing list using the Customer Management Module

The following procedure allow you to take advantage of the webEdition Customer Management Module to produce easy-to-manage mailing lists.

If you have installed the Customer Management Module, the *Customers* area appears in the top portion of the *Mailing list* view (see Figure 18,  "Defining a mailing list using the Customer Management Module" on page 31). This feature allows you to reuse the customer information and E-mail addresses that you have defined in the Customer Management Module.

**Figure 18 Defining a mailing list using the Customer Management Module**
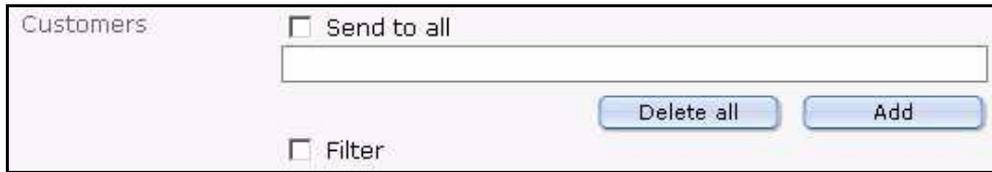


**Procedure 7 Creating a mailing list using the Customer Management Module**

*In the Customers area of the Mailing list view*

**1**  Select the *Send to all* checkbox if you wish all the customers defined in your Customer Management Module to be added to your newsletter mailing list (see Figure 19).
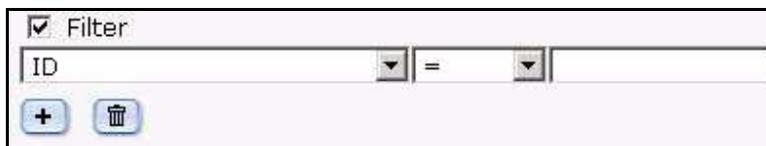
**Figure 19 Send newsletter to all customers**



**2**  In the *Customers* area you can choose to send your newsletter to all your customers or filter the list. If you wish to filter the recipients, select the *Filter* checkbox.

*webEdition opens the customers filter options (see Figure 20).*

**Figure 20 *The Customers* filter options**



**3**  Define the parameters for your filter. There are three portions:

**a**  a select box of variables (such as name, company, E-mail address, E-mail format) that have been used in the Customer Management Module database to describe your customer data.

**b**  a search operator filter (such as "=", that is, "the same as").

**c**  a text entry box.

**4**  If you wish to add more filters for your search, select the plus "+" button and choose *AND* or *OR* to define how this added filter reacts in relation to the former one.

**5**  Click on the *save* button.

**6**  You have completed this procedure.

## 2.2.6 Working with CSV files

Use the following procedure to create a recipients list from an existing CSV file.

**Procedure 8 Working with CSV files**

*In the Mailing list view*

**1**  Go the CSV Files area (see Figure 21).

**Figure 21 CSV Files area**



**2** Establish a link to a CSV file by clicking the *add* button under the *CSV Files* field.

*A window opens in which you can select a file from the server browser.*

**3** Click on the .cvs file that you wish to use as your receiver list from the list of files (see Figure 22).

**Figure 22 Choosing a CSV file**



*After clicking on the file, the name of the file appears in the Name field at the bottom of the seach browser window .*

**4** Confirm your selection by clicking the *OK* button.

*The window closes and the selected cvs file appears in your list of cvs files (see Figure 23).*

**Figure 23 List of selected CSV files**



**5** If you wish to modify your CSV file, you can perform the following operations, otherwise go to Step 6:

**a** If you click on the trash can icon, you remove the CSV file from your list.

**b** If you click on the pencil icon, a new window opens in which you can edit a CSV file (see Figure 24).

**Figure 24  Modifying a CSV file**



c  Beside each entry in your mailing list there are two icons, a pencil icon and a trash can icon.

    i  If you click on the trash can icon, you remove the address from your mailing list.

    ii  If you click on the pencil icon, you can edit an individual entry.

**6**  You have completed this procedure.

### 2.2.7  Creating multiple mailing lists

The webEdition Newsletter Module allows you to create and save multiple mailing lists. Use this procedure to create additional mailing lists.

**Procedure 9  Creating multiple mailing lists**

*In the Mailing list view*

**1**  Go to the *Emails* area in the lower half of the *Mailing list* view (see Figure 12,  "Mailing list view" on page 27).

**2**  Select the plus "+" button on the bottom left side of the page.

   *A new Mailing list section appears.*

**3**  To add addresses to your mailing list, see Procedure 3,  "Creating a mailing list" on page 26.

**4**  You have completed this procedure.

### 2.2.8  Creating newsletter groups

The Newsletter Module allows you to create groups to organize your newsletters. These groups act as directories; they appear as folders in the explorer menu.

**Procedure 10  Creating a newsletter group**

*In the Newsletter Module main screen*

**1**  Click *Newsletter > New > Group*.

   *The Properties view opens, in which you can create a new group.*

**2**  Enter the name of your new group in the *Name* field.

**3**  Select a directory

   a  If you wish to create a new directory at the root level "\", select *Save*.

     **b** If you have an existing group and you wish to create a sub group, click the *Select* button adjacent to the *Directory* field.

     *A screen opens from which you can select the appropriate group folder, as seen in Figure 25.*

**Figure 25  Creating a new newsletter group**
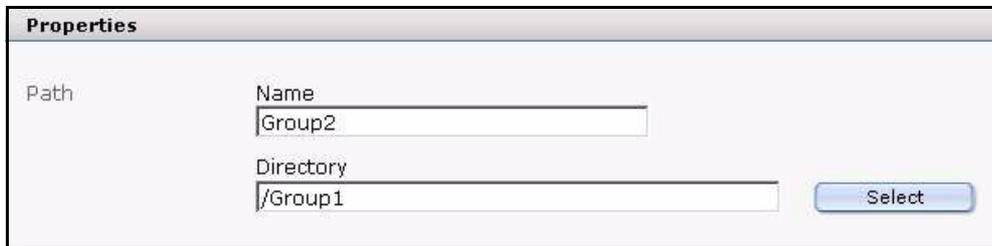


**4** Click *Save*.

*The new group appears as a folder in the explorer menu. You can now create new newsletters for this group, or copy existing newsletters to it.*

**Figure 26  New group in the explorer menu**



**5** You have completed this procedure.

# 3 Newsletter layout: working with blocks

The webEdition Newsletter Module uses "blocks" to help you to "build" the layout of your newsletters. This chapter describes these building blocks and how to use them.

## 3.1 Newsletter block types

You build your newsletter in the *Edit* view of the Newsletter Module. To access the *Edit* view, click on the *Edit* tab on the main page. See Figure 27.

**Figure 27  The new newsletter *Edit* view**
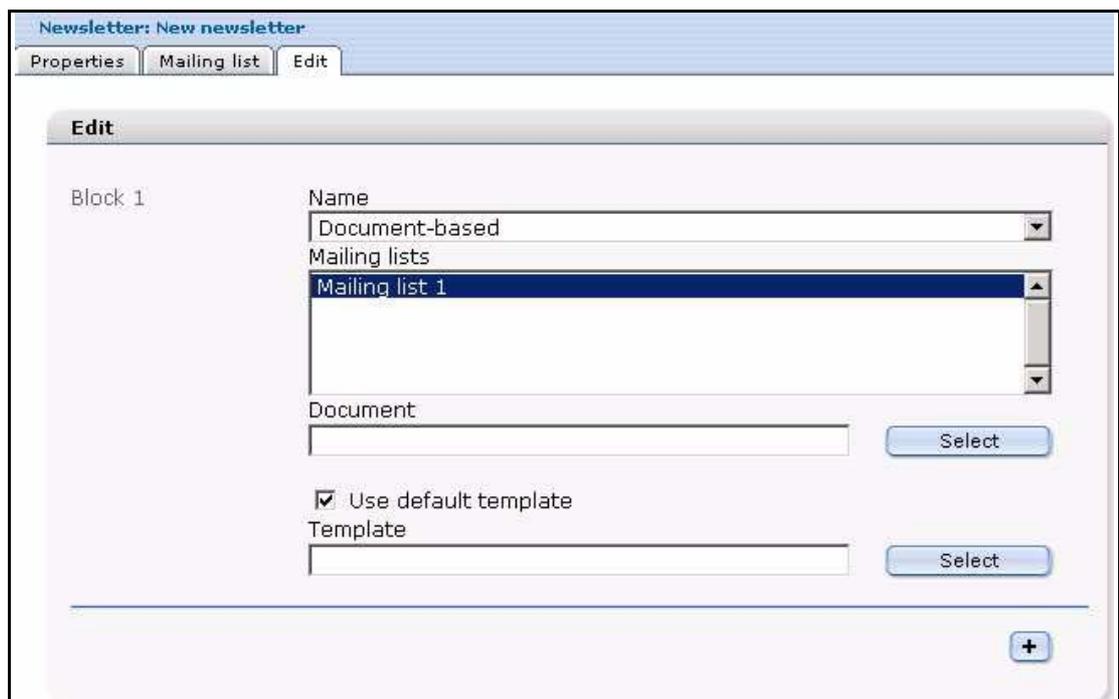


In the *Block* area of the *Edit* view, you can choose from the following block types using the *Name* select box:
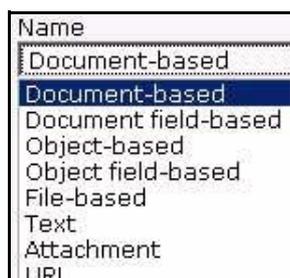


**Figure 28  Block types**

•Document-based

•Document field-based

•Object-based

•Object field-based

- File-based
- Text
- Attachment
- URL

You can use one or more blocks to create your newsletter. You can also use different block types—in any combination—to create sophisticated newsletters. Moreover, you can associate selected blocks of your newsletter with the mailing lists of your choice. By doing so, you can create one newsletter that has its content customized for specific readers.

The following sections describe procedures to help you use each type of building block.

## 3.2 Document-based block

Use the following procedure to define the layout of your newsletter using an existing webEdition document and template.

**Procedure 11  Document based block**

*In the Block section of the Newsletter Module Edit view*

**1** Select *Document based* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 29).*

**Figure 29  Document based block**



**2** In the *Mailing lists* field, select the mailing list that you wish to associate with the current block.

**3** To choose the existing webEdition document you want to use, click on the *Select* button to browse your directories for the file.

**4** Select the *Use default template* check box if you wish to apply the default template to the document. Otherwise, click on the *Select* (template) button to browse your directories for the template file.

**5** To add more blocks to your newsletter, click on the plus "+" icon, and fill in the information associated with the block type.

**6** Save the document by clicking on the *Save* button at the bottom of the page.

**7** Preview your changes by clicking on the *Preview* button at the bottom of the page. (Close the *Preview* view).

**8** Make further modifications to your newsletter (if required), then save the changes.

**9** You have completed this procedure.

## 3.3 Document field-based block

Use the following procedure to define the layout of your newsletter using an existing webEdition document field.

**Procedure 12  Document field-based block**

*In the Block section of the Newsletter Module Edit view*

**1** Select *Document field-based* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 30).*

**Figure 30  Document field-based block**



**2** In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3** To choose the existing webEdition document you want to use, click on the *Select* button to browse your directories for the file.

**4** Select the *Document Field* that you wish to use.

**5** Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11, "Document based block".

## 3.4 Object-based block

Use the following procedure to define the layout of your newsletter using a webEdition object.

**Procedure 13  Object-based block**

*In the Block section of the Newsletter Module Edit view*

**1** Select *Object-based* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 31).*

**Figure 31 Object-based block**



**2** In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3** To choose the object you wish to use, click on the *Select* button to browse your directories for the location of the object.

**4** Click on the *Select* (template) button to browse your directories for the template file you wish to use.

**5** Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11, "Document based block".

## 3.5 Object field-based block

Use the following procedure to define the layout of your newsletter using a webEdition object field.

**Procedure 14 Object field-based block**

*In the Block section of the Newsletter Module Edit view*

**1** Select *Object field-based* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 32).*

**Figure 32 Object field-based block**



**2** In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3** To choose the object you want to use, click on the *Select* button to browse your directories for the location of the object.

**4** Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11, "Document based block".

## 3.6 File-based block

Use the following procedure to define the layout of your newsletter using a webEdition file.

**Procedure 15  File-based block**

***In the Block section of the Newsletter Module Edit view***

**1**    Select *File-based* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 33).*
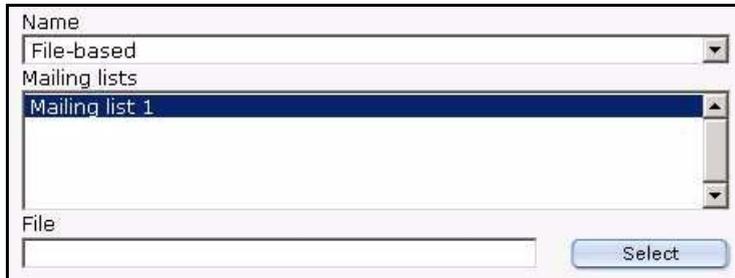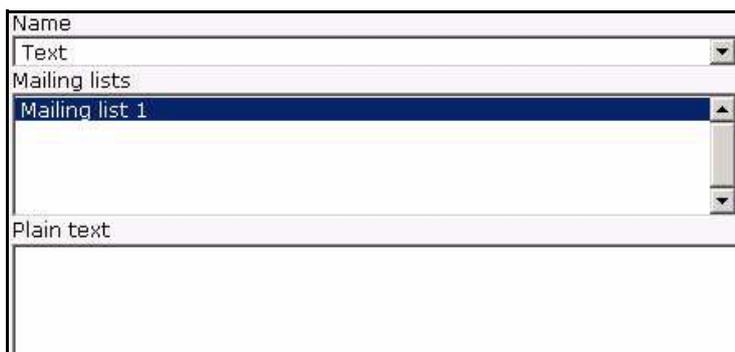
**Figure 33  File-based block**



**2**    In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3**    To choose the file you want to use, click on the *Select* button to browse your directories for the location of the file.

**4**    Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11,  "Document based block".

## 3.7  Text-based block

Use the following procedure to layout a newsletter using plain text or HTML.

**Procedure 16  Text-based block**

***In the Block section of the Newsletter Module Edit view***

**1**    Select *Text* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 34).*

**Figure 34  Text-based plain text block**



**2**    In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3**    Type the text of your newsletter in the *Plain text* box.

**4**    Type the text of your newsletter in the *HTML* box.

**Figure 35  Text-based HTML block**



**5** Add a CSS style and HTML formatting to your page.

**6** Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11,  "Document based block".
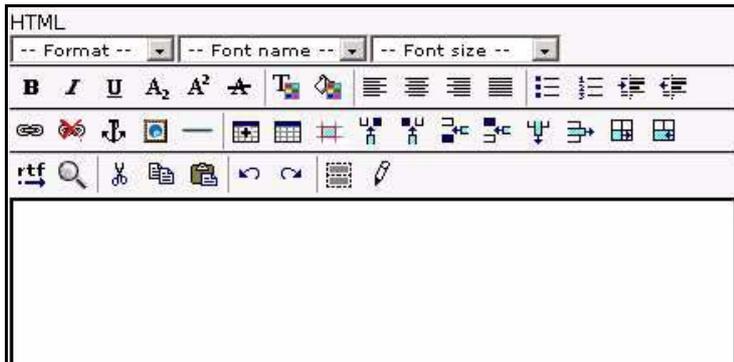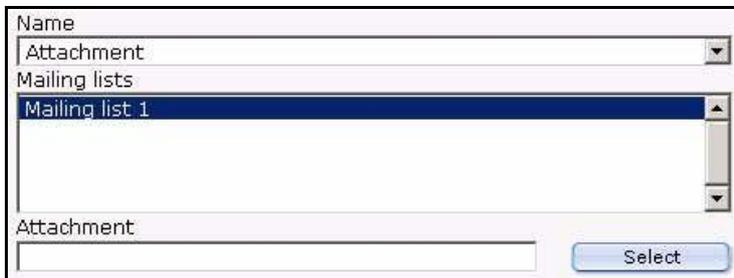
## 3.8  Attachment block

Use the following procedure to add an attachment to your newsletter.

**Procedure 17  Attachment block**

*In the Block section of the Newsletter Module Edit view*

**1** Select *Attachment* from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 36).*

**Figure 36  Attachment block**



**2** In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3** Select the attachment you wish to add to your newsletter.

**4** Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11,  "Document based block".

## 3.9  URL block

Use the following procedure to add an existing web page to your newsletter.

**Procedure 18  URL block**

*In the Block section of the Newsletter Module Edit view*

**1** Select URL from the *Block Name* select box.

*webEdition displays the following dialogue box (see Figure 37).*

**Figure 37  URL block**



**2**    In the *Mailing lists* dialogue box, select the mailing list that you wish to associate with the current block.

**3**    Enter the URL of the page you wish to add to your newsletter.

**4**    Complete the procedure using Step 5 on page 36 through Step 9 on page 37 of Procedure 11,  "Document based block".
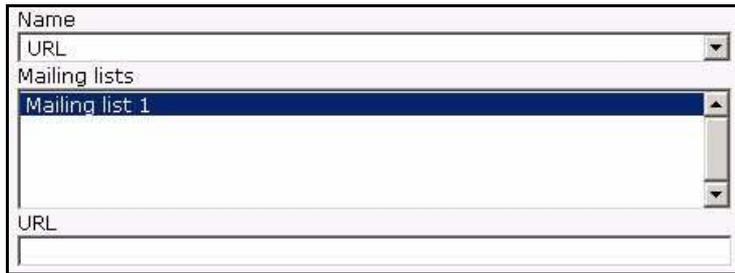
# 4 Testing, saving and sending a newsletter

The following sections describe routine diagnostic tests that you can perform before sending your newsletter. It also describes how to save and how to send your newsletter to your designated audience.

## 4.1 Using diagnostic tools

The webEdition Newsletter Module includes a suite of diagnostic tools. You can use these tools to verify your newsletter campaign, that is, to test your newsletter and your receiver lists before actually sending your newsletter. You can perform the following tasks:

- test your E-mail lists
- test the sending process
- preview the contents of your mailing lists
- view log reports

You can access these tools from the *Options* drop-down menu on the Newsletter Module main page (see Figure 38).

**Figure 38  Diagnostic tools in the *Options* drop-down menu**



The procedures in the following sections describe how to test your mailing lists and the sending process.

### 4.1.1 Testing your mailing lists

Use this procedure to examine the contents of a mailing list, and to verify the validity of the addresses in it.

**Procedure 19  Testing your mailing lists**

*On the Newsletter Module main screen*

**1**  Click on *Options > Lists overview*.

*webEdition opens the Lists overview screen, showing you a list of the mailing lists that you have created, and the mailing addresses recorded in those lists (see Figure 39).*
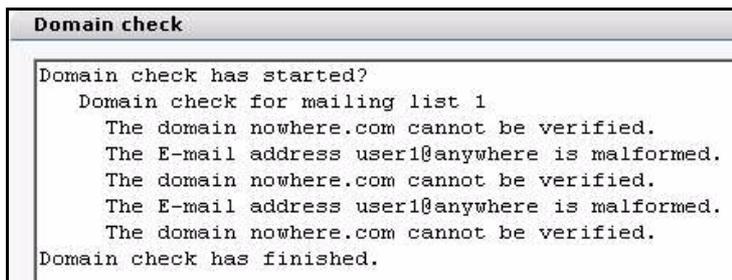
**Figure 39  Testing your E-mail lists: *Lists overview* screen**

```
Lists overview


Mailing list 1
        Customers
                customer1@somewhere.com
                customer2@elsewhere.com
                customer3@nowhere.com
        E-mails
                user1@anywhere
                user2@somewhere.com
                user3@nowhere.com
        CSV files
                user1@anywhere
                user2@somewhere.com
                user3@nowhere.com
```

**2**  Perform a check on the domain names associated with your E-mail lists, by clicking on the *Options* drop-down menu and selecting *Domain check*.

*webEdition opens the Domain check log (see Figure 40).*

**Figure 40  Testing your E-mail lists: Domain check**

```
Domain check

Domain check has started?
   Domain check for mailing list 1
      The domain nowhere.com cannot be verified.
      The E-mail address user1@anywhere is malformed.
      The domain nowhere.com cannot be verified.
      The E-mail address user1@anywhere is malformed.
      The domain nowhere.com cannot be verified.
Domain check has finished.
```

*The domain check log reports any domain names found in your mailing list that are not registered on your domain name server (DNS). Such an address is likely erroneous.*

**3**  If an error appears in the domain check log, verify the address and edit your mailing list accordingly. To edit an address in your mailing list, see Section 2.2.2,  "Modifying the contents of a mailing list" on page 28.

**4**  You have completed the verification process for your mailing list.

### 4.1.2 Testing the build process

The webEdition Newsletter Module can also test the newsletter building process itself. You can run a diagnostic routine in which the Newsletter Module will build your newsletter together with its associated E-mail list(s) to verify that all the processes are complete.
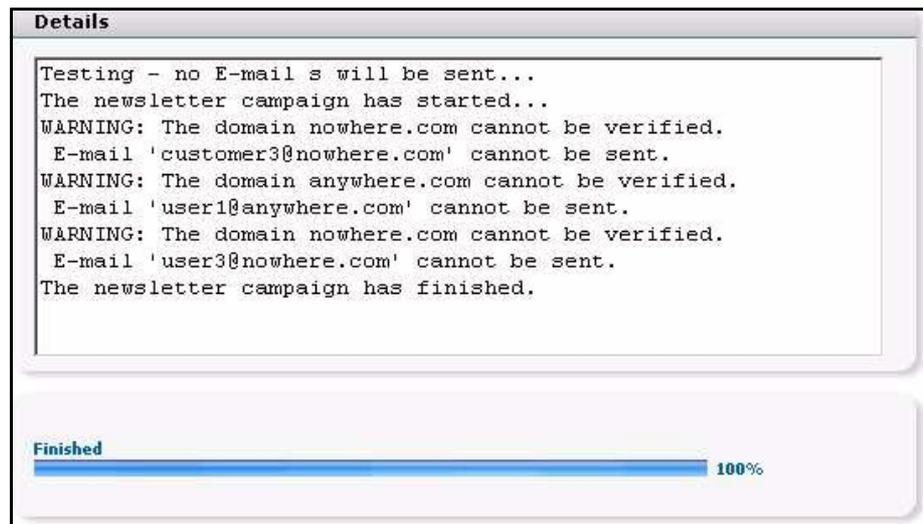
**Procedure 20  Testing the building process**

*In the Newsletter Module main screen*

**1**    Select *Options > Test....*

*webEdition asks you if you wish to proceed. If you click OK, the system opens the Details log showing the results of the test (see Figure 41 and Section 4.1.2, "Testing the build process" on page 44).*

**Figure 41  Testing the building process**



*The Details screen reports that no E-mail will actually be sent during this test. It lists any E-mail addresses that cannot be verified by a DNS server, and also those whose syntax is malformed. Note also that the status bar on the bottom of the screen shows the progress of the process.*

**2**    You have completed the verification of the sending process.

### 4.1.3  Previewing a newsletter and sending a test E-mail

Before actually sending out your newsletter, you must preview its layout and ensure that your recipients will receive the newsletter in its intended format.

The following procedure describes how to preview your newsletter—to view how your newsletter will look when you send it—and how to test that it will be received in its proper format.

**Procedure 21  Previewing a newsletter and sending a test E-mail**

*In the Newsletter Module main screen*

**1**    Click *Options > Preview*.

*You will see the layout and the structure of the Newsletter in the same form as your recipients will see it. If the layout is correct, close the Preview area.*

**Figure 42  Example of a newsletter in *Preview* mode**



**2** Adjust the layout (if necessary).

| If | Do |
|---|---|
| the layout is correct | close the *Preview* screen and go to Step 3. |
| the layout is not correct | go to the appropriate procedure in Chapter 3, "Newsletter layout: working with blocks" on page 35, then return to this procedure. |

*Note:* If you have used an HTML formatted newsletter, make sure that you have selected the HTML checkbox at the bottom of the *Edit* view when previewing your newsletter.

**3** To verify that the newsletter will be received by your recipients, you can send a test newsletter to the test E-mail address that you have defined in your initial settings. The E-mail will be sent in either HTML or plain text format, according to what you have selected from the HTML checkbox at the bottom of the *Edit* view.

**a** Activate the checkbox to send the test E-mail in HTML format.

**b** Do not activate the checkbox to send the test E-mail in text format.

**4** To send a test newsletter, in the Newsletter main menu, click on *Options > Send test E-mail*.

*This action will send a newsletter only to your test E-mail account.*

**5** Open the E-mail from your test account to verify the layout of the newsletter.

| If | Do |
|---|---|
| the layout is correct | close the E-mail and go to step Step 6. |
| the layout is not correct | go to Chapter 3, "Newsletter layout: working with blocks" on page 35, then return to this procedure. |

**6** You have completed this procedure.

### 4.1.4 Viewing a log report

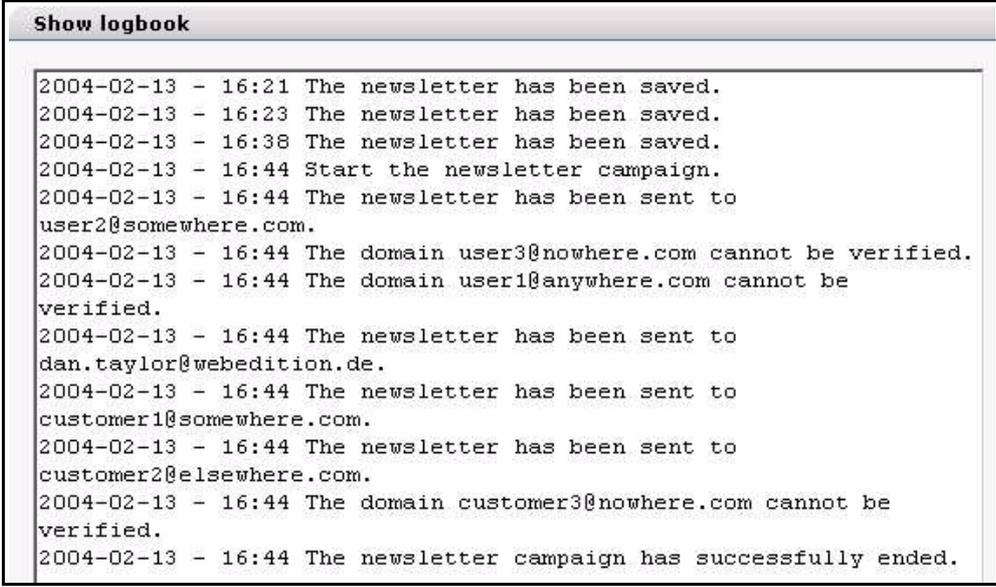webEdition allows you to view a log report that captures the processes behind your newsletter campaign.

**Procedure 22  Viewing a log report**

*In the Newsletter Module main screen*

**1** Select *Options > Show logbook*.

*The following screen appears (see Figure 43):*

**Figure 43  Viewing a log report**



```
Show logbook

2004-02-13 - 16:21 The newsletter has been saved.
2004-02-13 - 16:23 The newsletter has been saved.
2004-02-13 - 16:38 The newsletter has been saved.
2004-02-13 - 16:44 Start the newsletter campaign.
2004-02-13 - 16:44 The newsletter has been sent to
user2@somewhere.com.
2004-02-13 - 16:44 The domain user3@nowhere.com cannot be verified.
2004-02-13 - 16:44 The domain user1@anywhere.com cannot be
verified.
2004-02-13 - 16:44 The newsletter has been sent to
dan.taylor@webedition.de.
2004-02-13 - 16:44 The newsletter has been sent to
customer1@somewhere.com.
2004-02-13 - 16:44 The newsletter has been sent to
customer2@elsewhere.com.
2004-02-13 - 16:44 The domain customer3@nowhere.com cannot be
verified.
2004-02-13 - 16:44 The newsletter campaign has successfully ended.
```

*The log shows all of the operations associated with the newsletter campaign.*

**2** Once you have viewed the data, click the *Close* button at the bottom of the *Show logbook* screen.

**3**  If you wish to empty the log, click *Options > Clear logbook*, otherwise, go to Step 7.

*The Clear logbook dialogue box opens.*

**Figure 44** *Clear logbook* **dialogue box**
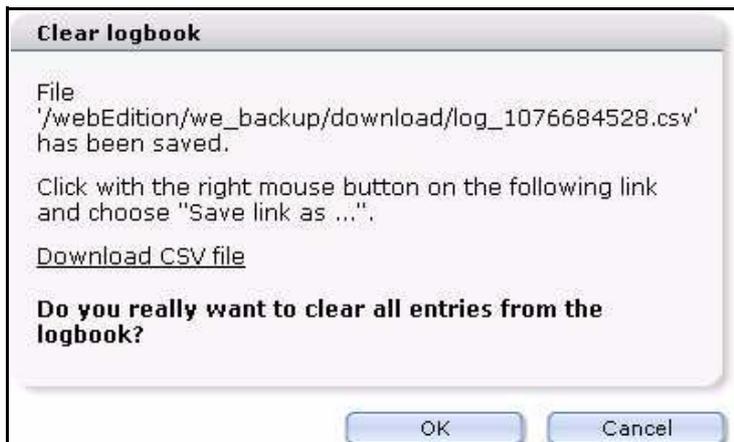


**4** If you wish to save a record of the log, right-click on the *Download CSV file* link and save the link (the csv file) in a directory of your choice.

*After saving the csv file, you are returned to the Clear logbook dialogue box. Thereafter, you can open the csv file in a text editor as seen in Figure 45.*

**Figure 45 Logbook saved as a csv file**
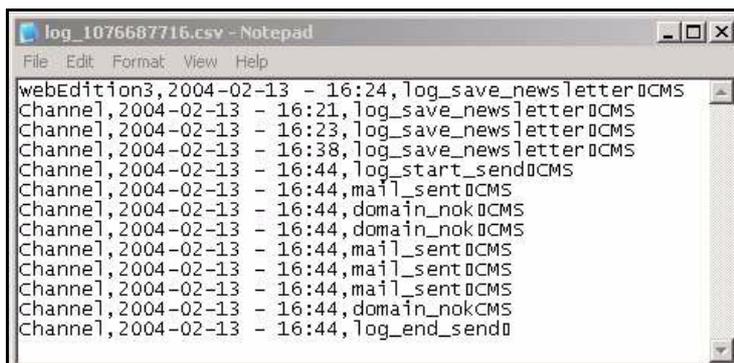


**5** If you wish to clear the logbook, click *OK*.

*The system opens an information box, telling you that the logbook has been cleared.*

**6** Click *OK*.

**7** You have completed this procedure.

### 4.1.5 Saving and sending your newsletter

After running your diagnostic routines, you must re-save your work before you send your newsletter. Use the following procedure to save your newsletter and to send it to the addresses in your designated mailing lists.

**Procedure 23 Saving and sending your newsletter**

*In the Properties view*

**1** Select the *Save* button on the bottom of the page.

**2** Select the *Send* button.

*A window opens showing the details and progress of your mailing campaign (see Figure 46).*

**Figure 46  Sending a newsletter: *Details* window**
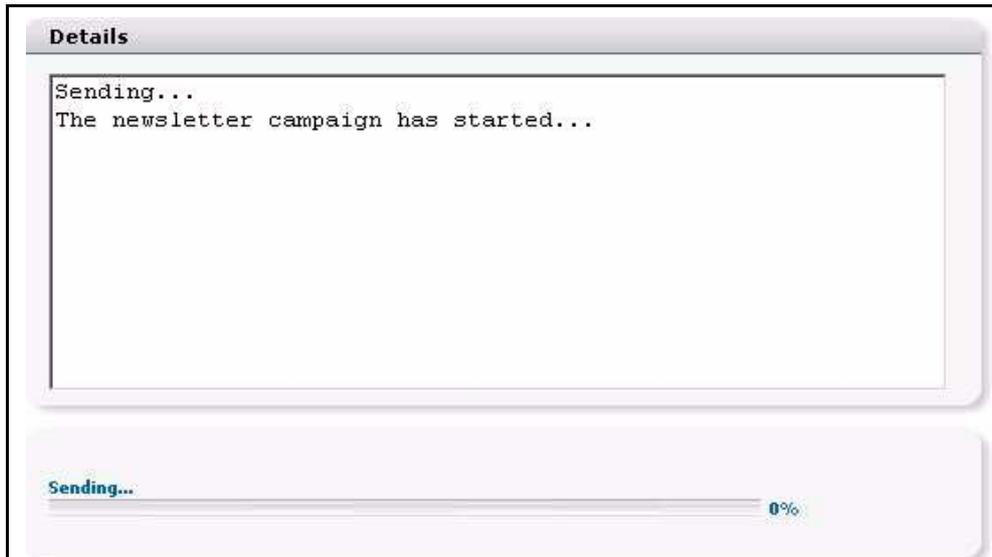


**3**  Monitor the progress of the campaign by watching the progress meter at the bottom of the page.

> **CAUTION**
> **Risk of termination of campaign**
> You must leave the *Details* window open until the campaign is finished.
> If you close the window, the mailing campaign will be terminated!

**4**  When the system reports that the campaign has finished, close the *Details* window.

**5**  You have completed this procedure.

### 4.1.6  Barring E-mail addresses using a *Black list*

webEdition allows you to create a list of E-mail addresses that will never receive a newsletter. Such a list is referred to in webEdition as a *Black list*.

**Procedure 24  Creating a Black list**

*In the Newsletter main screen*

**1**  Click *Options > Black list...*

*The Black list screen appears (see Figure 47).*

**Figure 47  The *Black list* screen**



**2**  To add an E-mail address to the *Black list*, click the *Add* button

The following additional operations are available:

**a**  Select the *Edit*, *Delete* or *Delete all* button, depending on which operation you wish to perform.

**b**  An E-mail address can be imported from a csv file or exported to the csv file. To import a csv file, press the *Import* button. To export a local file, press the *Export* button.

**3**  Save the *Black list* by clicking on the *Save* button at the bottom of the page.

**4**  You have completed this procedure.

### 4.1.7  Searching E-mails

webEdition allows you to search though the mailing lists for specified E-mail addresses. This feature is helpful if you have a long mailing list, and you need to modify an E-mail entry.

**Procedure 25  Searching for an E-mail address**

*In the Newsletter main menu*

**1**  To access the search function, open the newsletter that you wish to search, and click on the *Options > Search Email...*

*The input box appears where an E-mail address can be entered (see Figure 48).*

**Figure 48  Search E-mails**
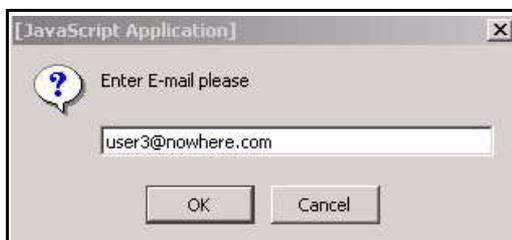


**2**  Enter an E-mail address.

**3**  Click *OK*.

*If the system finds a corresponding E-mail address, a screen appears in which you are notified, and the address will be highlighted in the mailing list (see Figure 49).*

**Figure 49  Search results**



**4**    You have completed this procedure.

# 5 Designing newsletter templates

This chapter treats items such as how to design newsletter templates, and how to use the Newsletter Module's features and we:tags.

## 5.1 How do I design a template which I can use for the salutation block for my newsletters?

To add a personal salutation to your newsletter, you must design a template using we:tags, and from this template, you must generate a page. This template contains special Newsletter we:tags to differentiate male, female and gender neutral salutations. Using the editor view, you then select the generated page as the first block in the Newsletter. For example:

```
<we:ifHtmlMail>
  <we:ifFemale>
    Dear Mrs.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname" />,<br><br>
  <we:else/>
    <we:ifMale>
      Dear Mr.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,<br><br>
    <we:else/>
      <we:ifTitleAndLastName>
        Dear <we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,<br><br>
      <we:else/>
        Dear customer,<br><br>
      </we:ifTitleAndLastName>
    </we:ifMale>
  </we:ifFemale>
<we:else/>
  <we:ifFemale>
    Dear Mrs.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,
  <we:else/>
    <we:ifMale>
      Dear Mr.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,
    <we:else/>
      <we:ifTitleAndLastName>
        Dear <we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,<br><br>
      <we:else/>
        Dear customer,
      </we:ifTitleAndLastName>
    </we:ifMale>
  </we:ifFemale>
</we:ifHtmlMail>
```

## 5.2 How do I define an "unsubscribe link" so that people can remove themselves from a mailing list?

In order to place a link directly in a newsletter (as a concluding block, for example) in which one must only click to cancel registration, you use the <we:newsletterUnsubscribeLink> tag. This tag produces a link which points to a webEdition document whose ID is set as the value of the attribute "id". At the same time, the E-mail address to be deleted will be passed on with the URL. The <we:addDelNewsletterEmail> tag must appear in the webEdition document. For example:

```
<we:ifHtmlMail>
   To unsubscribe from this newsletter click:
   <a href="<we:newsletterUnsubscribeLink id="310"/>">here</a>
<we:else>
   To unsubscribe from this newsletter click the following link:
   <we:newsletterUnsubscribeLink id="310"/>
</we:ifHtmlMail>
```

## 5.3 How do I make a "subscribe page" so people can enroll themselves in a newsletter list?

You require a field where one can register an E-mail address, as well as a send button. A <we:form> tag is used and linked with the attribute "id" to the subsequent page such as `<we:form id="99">` or `<we:form id="self">`.

Within the form, an entry field for the E-mail address is represented with the <we:subscribe> tag. It is followed by a submit button that sends the form. For example:

```
<we:form id="self">
   E-Mail: <we:subscribe type="email"/>
   <input type="submit" value="subscribe"/>
</we:form>
```

On the template of the page to which the form is sent, you must have the tag <we:addDelNewsletterEmail> so that the input in the <we:subscribe> field can be stored. If you offer more than one newsletter, you must ensure that the order of the mailing lists which you gave as a value in the attribute *path* has the same order as the webEdition document in which the party interested in the newsletter had registered.

```
<we:addDelNewletterEmail path="newsletter.txt">
```

If you have more than one mailing list and you would like to enable the visitor of a Web site to choose which of the lists he/she wishes to join, you can give the visitor a choice by using the <we:subscribe type="listCheckbox"> tag or the <we:subscribe type="listSelect"> tag.

The following example uses the <we:subscribe type="listCheckbox"> tag.

*Note:* The order of the newsletters must be the same as what was given as a value in the attribute "path" of the <we:addDelNewletterEmail> tag. For example:

```
<we:form id="self">
   <we:subscribe type="listCheckbox"/>Sports<br>
   <we:subscribe type="listCheckbox"/>Politics<br>
   <we:subscribe type="listCheckbox"/>Computer<br>
   E-Mail: <we:subscribe type="email"/>
   <input type="submit" name="Submit" value="send">
</we:form>
```

The following example uses the <we:subscribe type="listSelect"> tag.

> *Note:*  The order of the newsletters must be the same as what was given as a value in the attribute "path" of  the <we:addDelNewletterEmail> tag.

```
<we:form id="self">
   <we:subscribe type="listSelect"
values="Sports,Politics,Computer"/>
   <br>E-Mail: <we:subscribe type="email"/>
   <input type="submit" name="Submit" value="send">
</we:form>
```

Although you can send out a personalized newsletter with only a salutation and a title, it is advisable to insert a salutation, title, first name, and last name field into the template.

```
<we:form id="self" method="post">
   E-Mail-Address:<br>
   <we:subscribe type="email" size="40"/><br>
   Salutation:<br>
   <we:subscribe type="salutation" values="Mr.,Mrs."/><br>
   Title:<br>
   <we:subscribe type="title" values="Dr.,Prof."/><br>
   Firstname:<br>
   <we:subscribe size="40" type="firstname"/><br>
   Lastname:<br>
   <we:subscribe size="40" type="lastname"/><br>
   Mailinglist:<br>
   <we:subscribe type="listSelect"
values="Sports,Politics,Computer"/>
   <br><br>
   <input type="submit" name="Submit" value="send">
</we:form>
```

The following code example shows how you can offer to your subscribers the possibility of choosing whether he/she wants to receive the newsletter in HTML or text format. You can use either a drop-down menu or a checkbox.

Select box:

```
Format:<br>
<we:subscribe type="htmlSelect" values="Text-EMail,HTML-EMail"
value="1"/><br>
```

Checkbox:

```
Format:<br>
<we:subscribe type="htmlCheckbox"/> HTML-Mail
```

## 5.4  How do I differentiate between single and double opt-in?

The formula is the same whether you wish to create a single opt-in or a double opt-in process. The difference consists in the <we:addDelNewsletterEmail> tag. If the value of the attribute *doubleoptin* is "true" in this tag, the enrollment will be stored temporarily, and an E-mail will be sent to the designated address. In the attribute *mailid*, you must provide the ID of a webEdition document which contains the mail text. This must be a webEdition document that is based on a template in which you have used we:tags to represent the salutation and the confirmation links. Using the attribute *from* you can set a value for the E-mail address of the sender; and by using the attribute *subject* you can enter a value for the subject of the E-mail. The attribute *expiredoubleoptin* controls how many minutes an entry will remain in the temporary table before it is deleted. If no value is entered, the entry will be deleted in 1440 minutes

(24 hours). This means that the recipient of the newsletter must confirm their enrollment within this time period; if the recipient does not confirm in time, he/she must enroll again. The ID of the page associated with the confirmation link is set using the attribute ID of the <we:addDelNewsletterEmail> tag. The <we:addDelNewsletterEmail> tag must appear again on the template for this page. If you omit the attribute, it will be linked to the subscribe form on the same page.

If you have more than one mailing list, you must ensure that the order of the mailing lists which you gave as a value in the attribute *path* has the same order as the webEdition document in which the party interested in the newsletter had registered.

```
<we:addDelNewsletterEmail
path="we_demo/newsletter/sport.txt,we_demo/newsletter/politics.txt
,we_demo/
newsletter/computer.txt" doubleoptin="false" mailid="488"
subject="Register
for CMS Newsletter"
from="newsletter@mydomain.com"/>
```

You can check whether a subscription or cancellation has functioned by placing various <we:if> tags after the <we:addDelNewsletterEmail>-tag.

```
<script language="JavaScript">
<!--
  var msg = "";
  <we:ifSubscribe>
    <we:ifDoubleOptIn>
      msg = 'An email was sent to <we:var type="global"
name="WE_NEWSLETTER_EMAIL">. To confirm your enrollment in our
newsletter,
you must click on the confirmation link included in that email.';
    <we:else/>
      msg = 'The E-Mail <we:var type="global"
name="WE_NEWSLETTER_EMAIL">
was successfully entered!';
    </we:ifDoubleOptIn>
  </we:ifSubscribe>
  <we:ifNotSubscribe>
    <we:ifMailingListEmpty>
      msg = 'Please select at least one of the mailing lists!';
    <we:else/>
    <we:ifEmailExists>
      msg = 'This email address is already entered in our mailing
list!';
    <we:else/>
      <we:ifEmailInvalid>
        msg = 'The email address ist not valid!';
      <we:else/>
      msg = 'Attention: there is an error in the format of the email
address <we:var type="global" name="WE_NEWSLETTER_EMAIL">! Please
use the
format mailaddress@mydomain.com!;
      </we:ifEmailInvalid>
    </we:ifEmailExists>
    </we:ifMailingListEmpty>
  </we:ifNotSubscribe >
  if(msg)
   alert(msg);
//-->
</script>
```

## 5.5 How do I design a template which I can use to confirm enrollment for my newsletter?

You can perform this function with coding similar to the salutation block noted above, except that the confirmation link must appear after the dispatched E-mail. To create the confirmation function, you use the <we:newsletterConfirmLink> tag. For example:

```
<we:ifHtmlMail>
  <we:ifFemale>
    Dear Mrs.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,<br><br>
  <we:else/>
    <we:ifMale>
      Dear Mr.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname" />,<br><br>
    <we:else/>
      Dear customer,<br><br>
    </we:ifMale>
  </we:ifFemale>
  Please confirm your request for our newsletter by clicking on the
following link:
 <we:newsletterConfirmLink/><br><br>
  Many thanks from your CMS Team!
  <we:else/>
    <we:ifFemale>
      Dear Mrs.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,
    <we:else/>
      <we:ifMale>
        Dear Mr.<we:newsletterSalutation type="title"/>
<we:newsletterSalutation type="lastname"/>,
      <we:else/>
        Dear customer,
      </we:ifMale>
    </we:ifFemale>
  Please confirm your request for our newsletter by clicking on the
following link: <we:newsletterConfirmLink/><br><br>
  Many thanks from your CMS Team!
</we:ifHtmlMail>
```

## 5.6 How do I design an unsubscribe page so people can remove themselves from a mailing list?

If you have used the easiest method for the subscribe page, that is, with

only one field to enter an E-mail address, you will require only one button. To create an unsubscribe button, use an <we:unsubscribe> tag, followed by an HTML submit button. For example:

```
<we:form id="self">
  E-Mail-Adresse:<br>
  <we:unsubscribe size="40"/><br>
  <input type="submit" name="Submit" value="send">
</we:form>
```

By using a single entry after the <we:addDelNewsletterEmail> tag, you can test whether or not the unsubscribe was successful, and if necessary, generate an error message. For example:

```
<script language="JavaScript">
<!--
  <we:ifUnsubscribe>
    msg = 'The E-Mail address <we:var type="global"
name="WE_NEWSLETTER_EMAIL"> was successfully removed!';
  </we:ifUnsubscribe>
```

```
      <we:ifNotUnsubscribe>
        <we:ifEmailNotExists>
          msg = 'The E-Mail address <we:var type="global"
name="WE_NEWSLETTER_EMAIL"> does not exist in our list and therefore
cannot
be removed!';
        <we:else/>
          <we:ifMailingListEmpty>
            msg = 'Please select at least one mailing list!';
          <we:else/>
            <we:ifEmailInvalid>
              msg = 'That email address is not valid!';
            <we:else/>
              msg = 'Attention: there is an error in the format of the
email
address <we:var type="global" name="WE_NEWSLETTER_EMAIL">! Please
use the
format mailaddress@mydomain.com!';
            </we:ifEmailInvalid>
          </we:ifMailingListEmpty>
        </we:ifEmailNotExists>
      </we:ifNotUnsubscribe>
      if(msg)
        alert(msg);
//-->
</script>
```

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User Guide

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