

Logistics

Remember - Shared Audio:

-

What You'll Learn To Do

You will be able to:

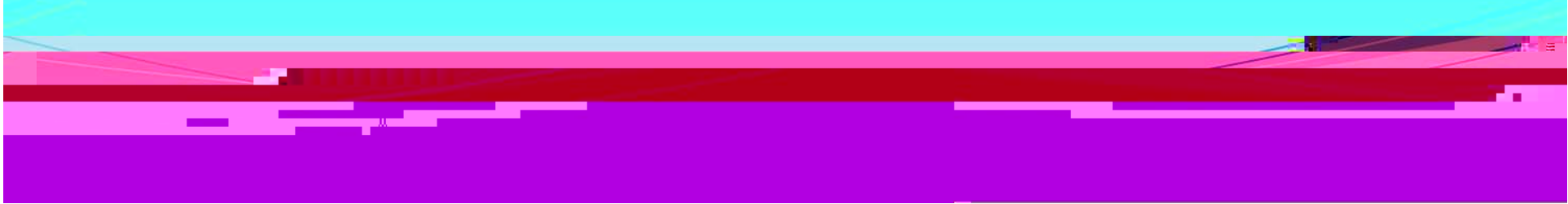
- Track mailings and segment based on the tracking
- Use MailStream optimization for deliverability
- Prevent mailing fatigue
- Use surveys to engage and interact
- Design a Refer-A-Friend form to grow your list organically
- Customize your message with Conditional Content

Agenda

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Tracking & Segmentation

IVPIS



Four Types of Success Tracking

Delivery Tracking



Who got the message?

Showing data for 'All mailings from 2006-11-11 to 2007-05-11'

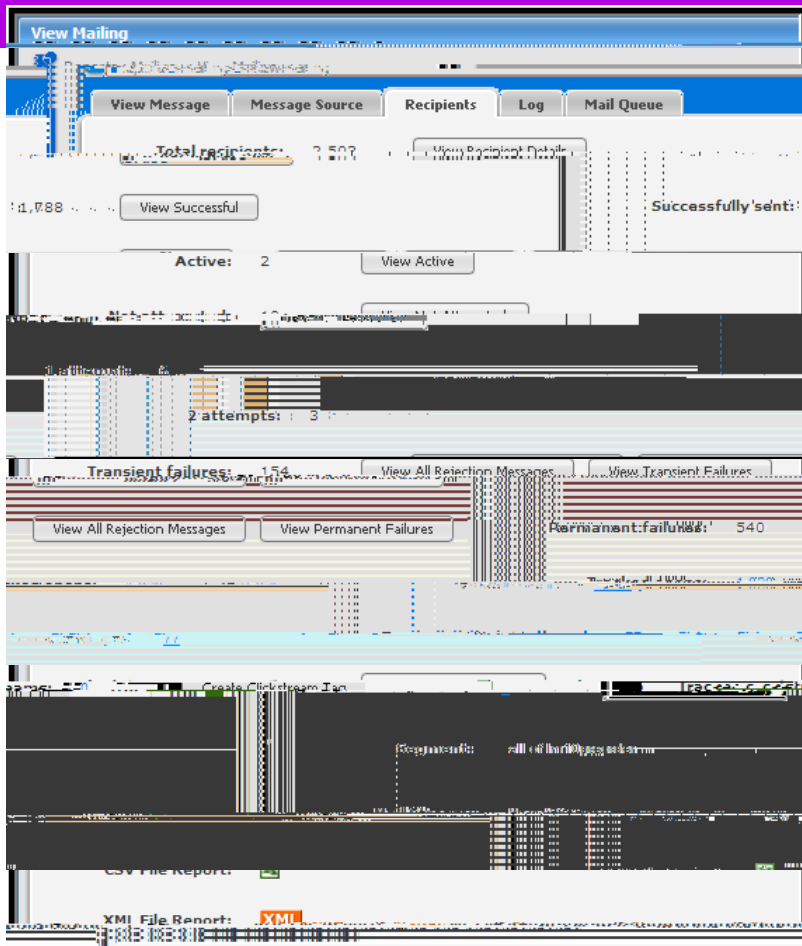
yyyy-mm-dd	yyyy-mm-dd						
- Week 11	63	57	90%	60%	35	129445	SFT Deals
129443	SFT Deals - Week 9	82	58	73%	84%	2007-03-26	
129442	SFT Deals - Week 8	64	55			2007-03-19	

Engagement is done automatically every time the mailing is sent out, you'll know

- **Who received the mailing**
-

Delivery Tracking

IVDR

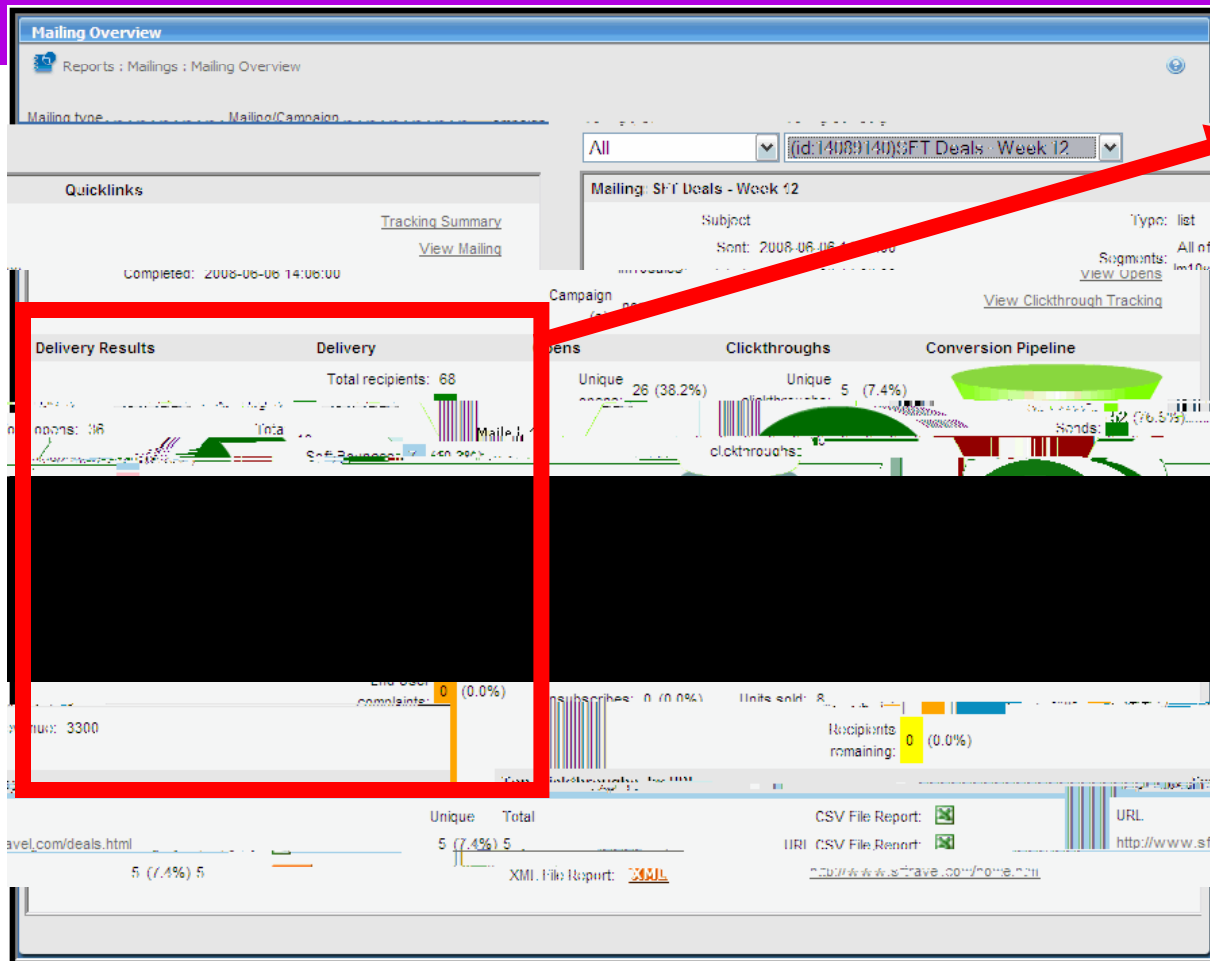


Drill down to see “Recipient:”

- Transient failures
- Permanent failures
- Other tracking info

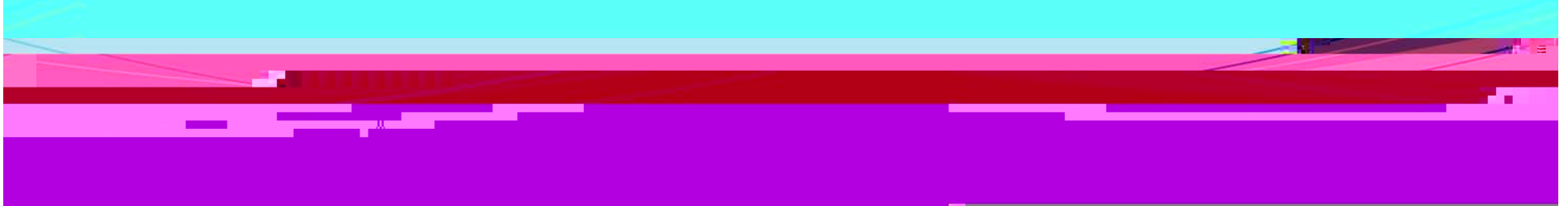
Delivery Tracking

IVPIS



View nine distinct categorizations' of bounces

Held Status



Open Tracking

Who opened a particular mailing?

The screenshot shows a mailing report interface. At the top, it says "Showing data for 'All mailings from 2006-11-11 to 2007-05-11'". Below this is a table with columns for mailing ID, name, and dates. A red box highlights a cell in the table, and a red arrow points from it to a dropdown menu. The dropdown menu is titled "Open#" and lists the numbers 62, 57, 59, and 55.

Week	63	57	90%	38	60	35	55%
- Week 11	63	57	90%	38	60	35	55%
129443 SFT Deals - Week 9	65				29		
129442 SFT Deals - Week 8	64	55	85%				

Open#

- 62
- 57
- 59
- 55

It's turned on by default

To view report:

Open Tracking (3)

How does it work?

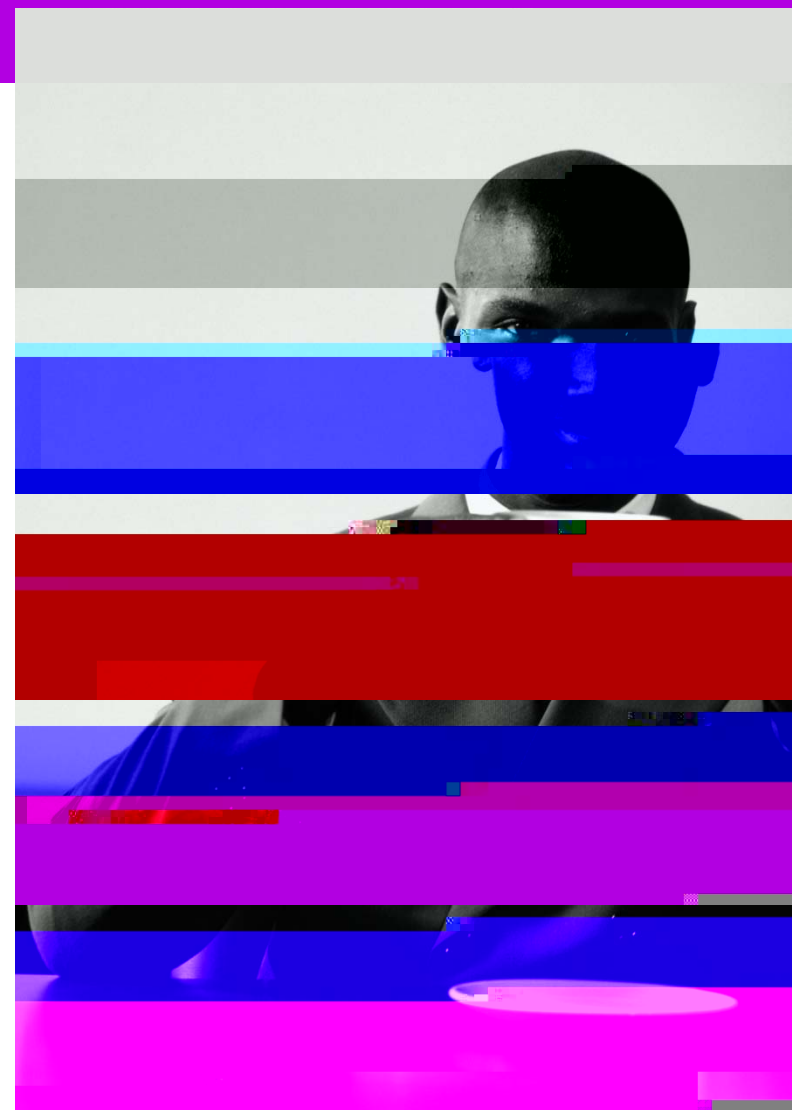
- Inserts tracking tab into mailing:
%%detect_both%%
- ListManager inserts invisible gif



Open Tracking (4)

How they are recorded:

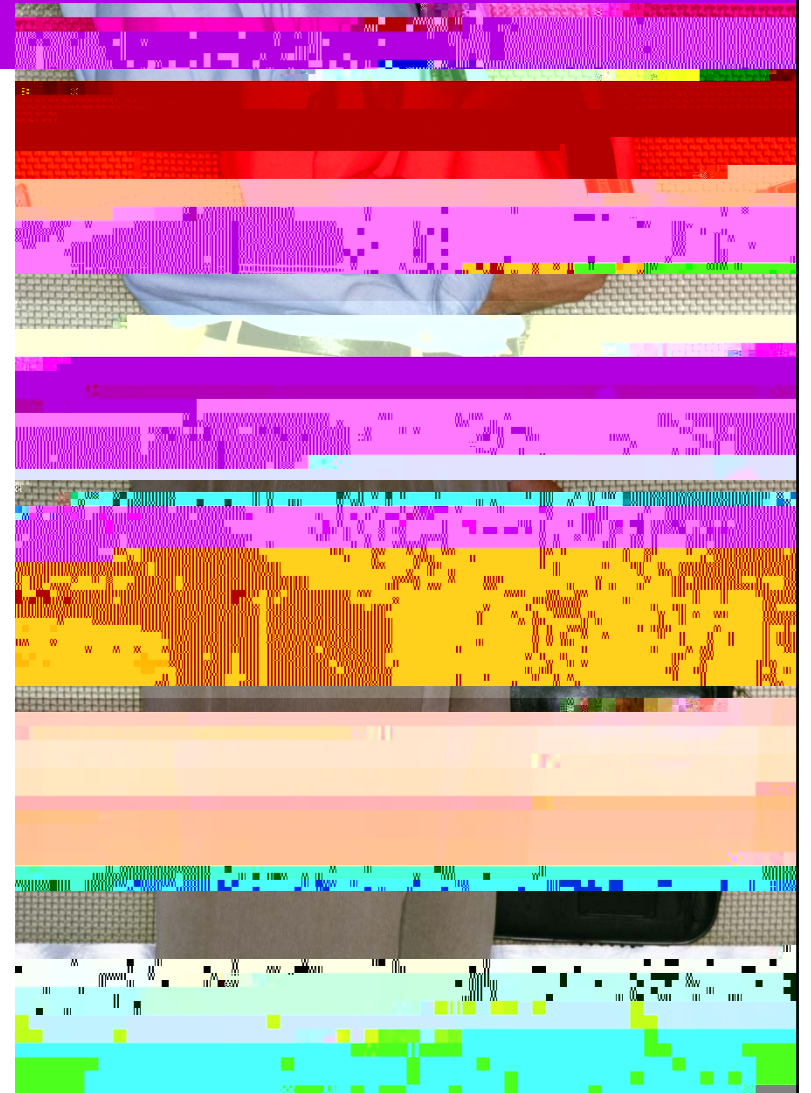
- When recipient opens message with HTML images enabled = open
- When a recipient clicks on a Clickthrough tracking link = open



Open Tracking (5)

How it's recorded:

- If an open is detected with an invisible gif = HTML capable.
- If an open is detected for more than one computer = a forward



Open Tracking (6)

Open Tracking Report



- Total opens = all opens registered
-

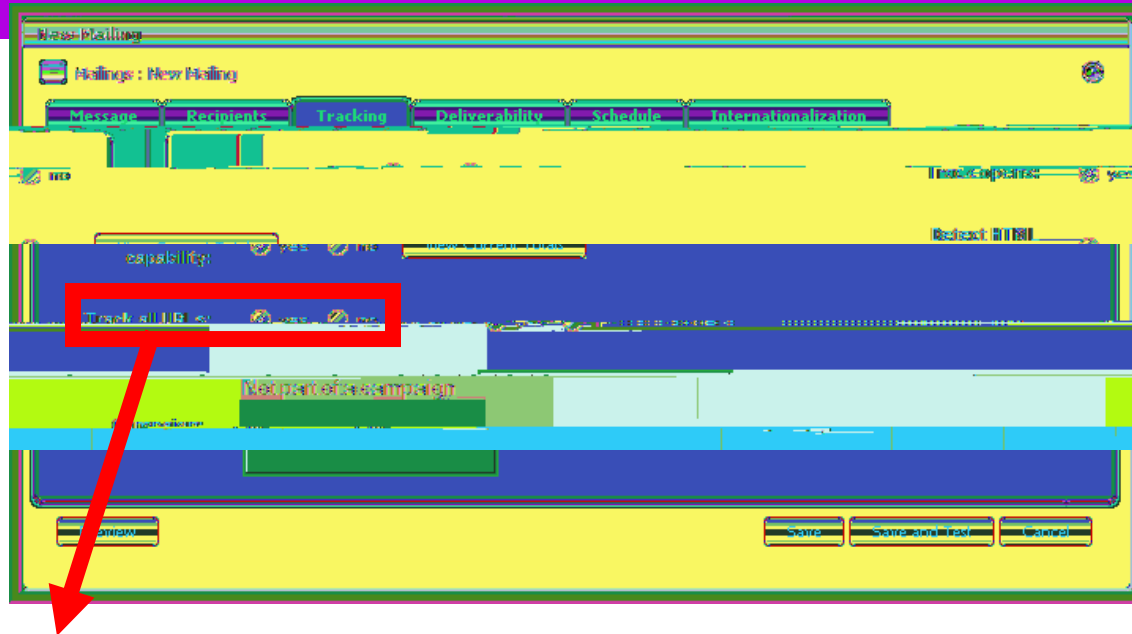
Clickthrough Tracking



Clickthrough Tracking (2)

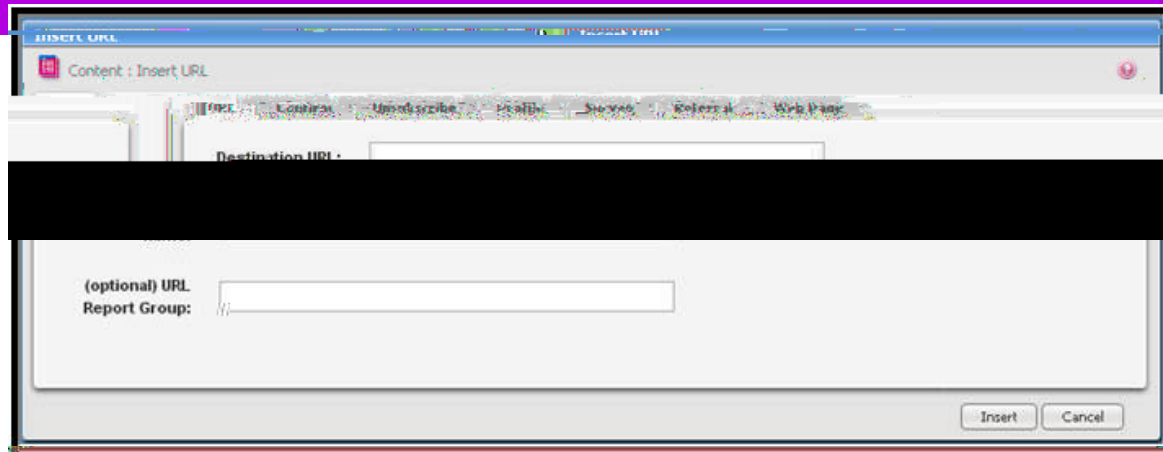
How Clickthrough Tracking works:

Clickthrough Tracking (3)



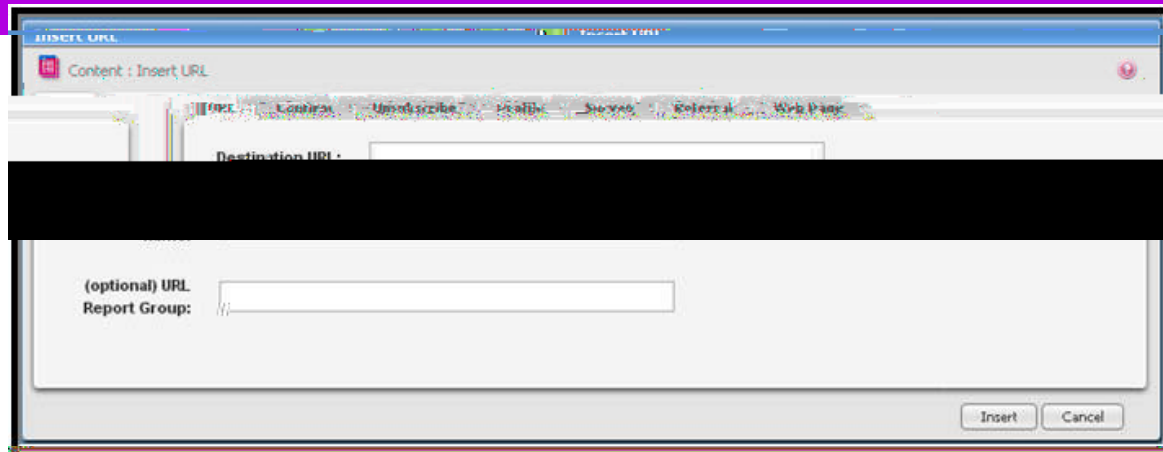
- Mailing enabled in the tracking tab
-

Clickthrough Tracking (4)



**Track a single URL from
the content area**

Clickthrough Tracking (5)



In text messages, clickthrough URLs will show your server's domain.

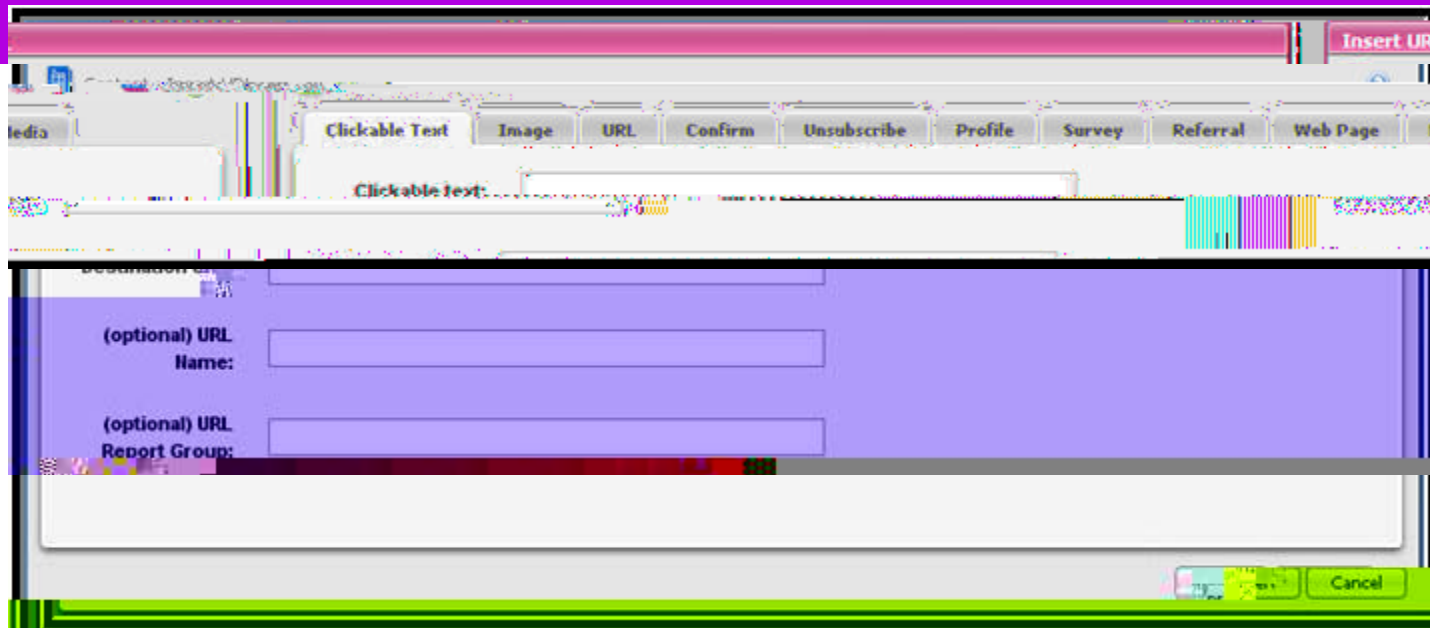
Example:

<http://demo.example.com/t/153/18/2/0/>

may actually go to:

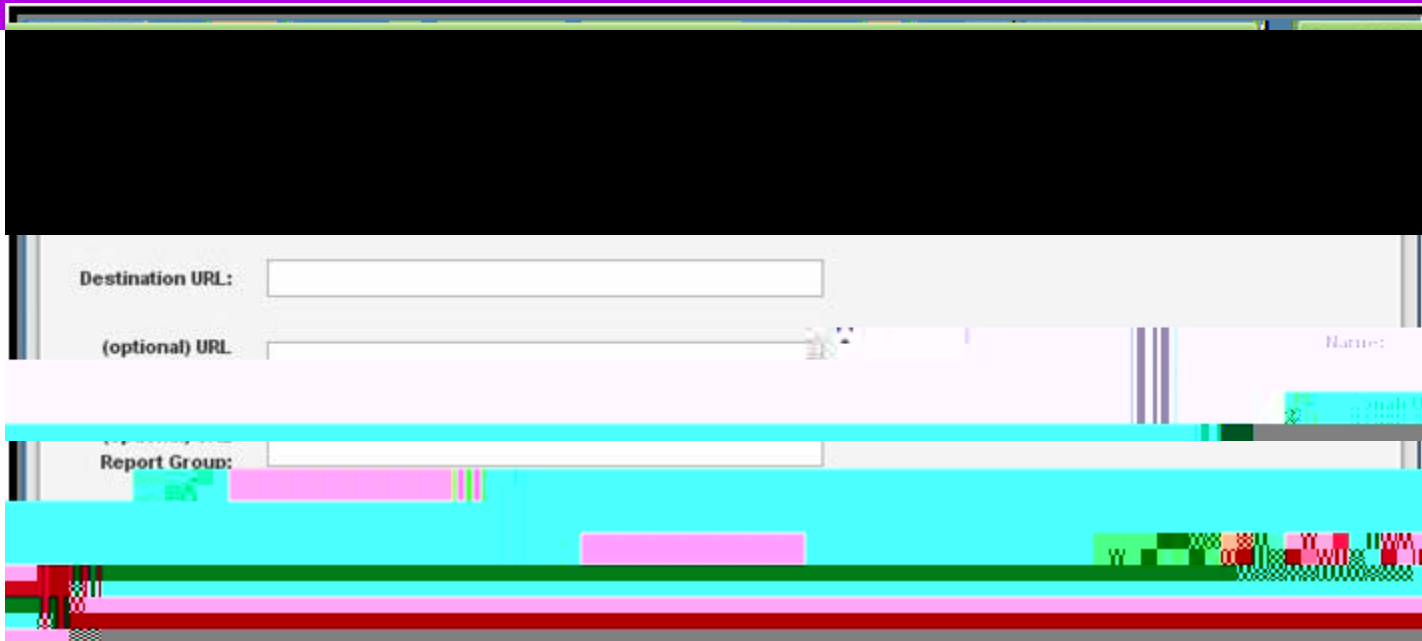
<http://www.lyris.com>

Clickthrough Tracking (6)



In HTML Messages, make an HTML

Clickthrough Tracking (7)



... Or make an image clickable in HTML by selecting *Clickable Image* tab

Clickthrough Tracking (8)



To identify a unique link in Reports, you can specify:

- *URL name*
- *URL report group*

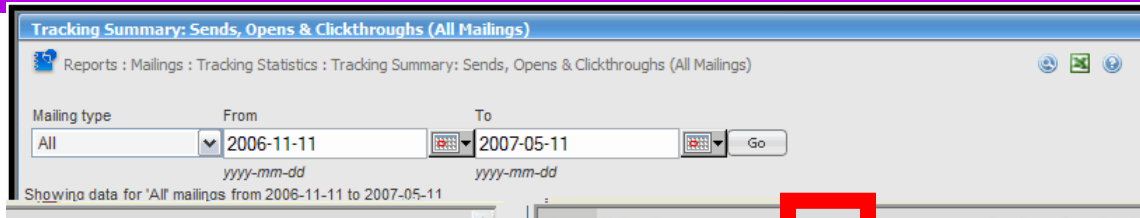
Formatting without a wizard:

`%%track http://www.example.com -name “home” -group “top”%%`



Clickstream Tracking

IVPIS



Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Reports : Mailings : Tracking Statistics : Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

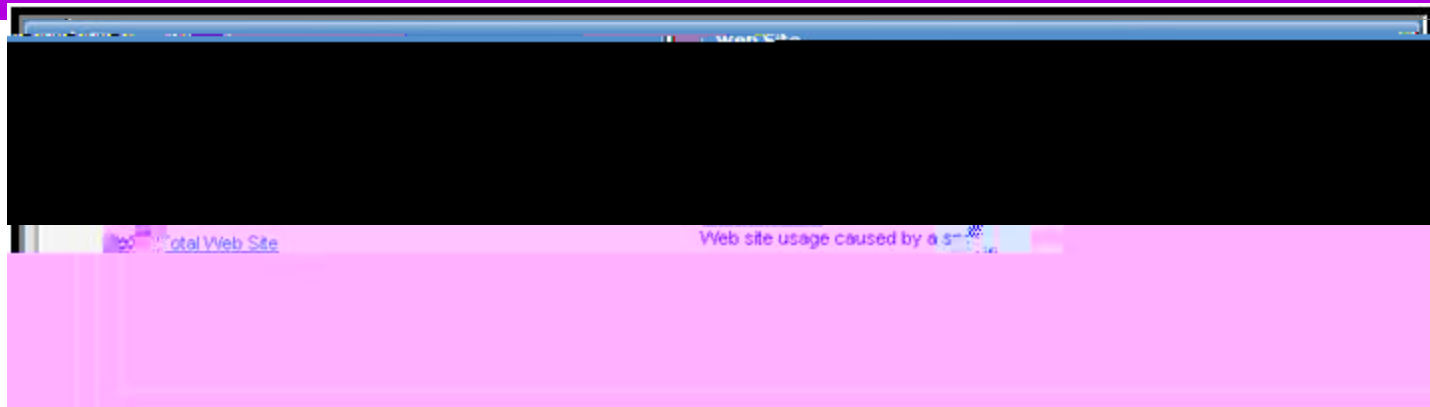
Mailing type: All
From: 2006-11-11
To: 2007-05-11
Go

Showing data for 'All' mailings from 2006-11-11 to 2007-05-11

See how
many and
what

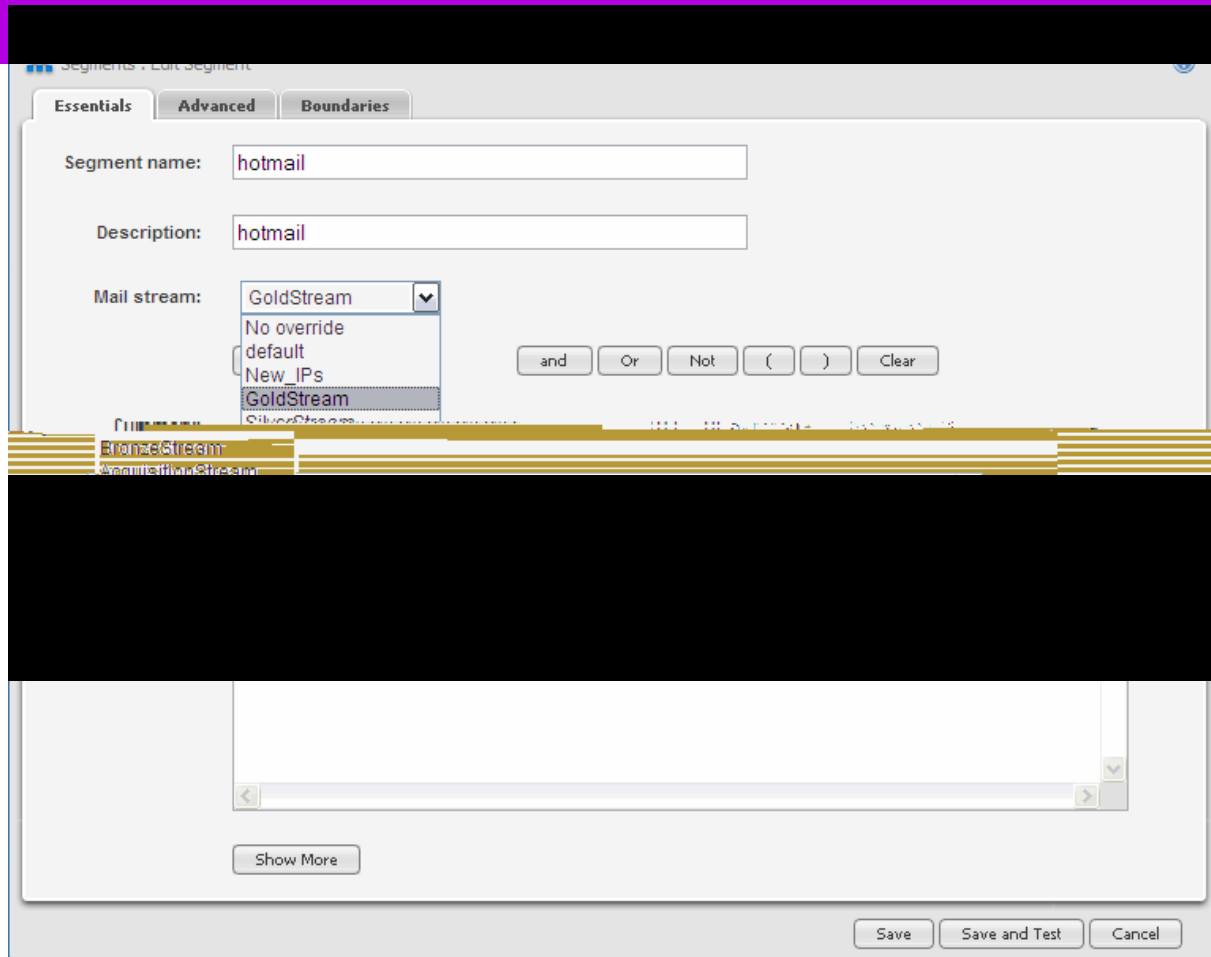
Clickstream Tracking (2)

Clickstream Tracking Report



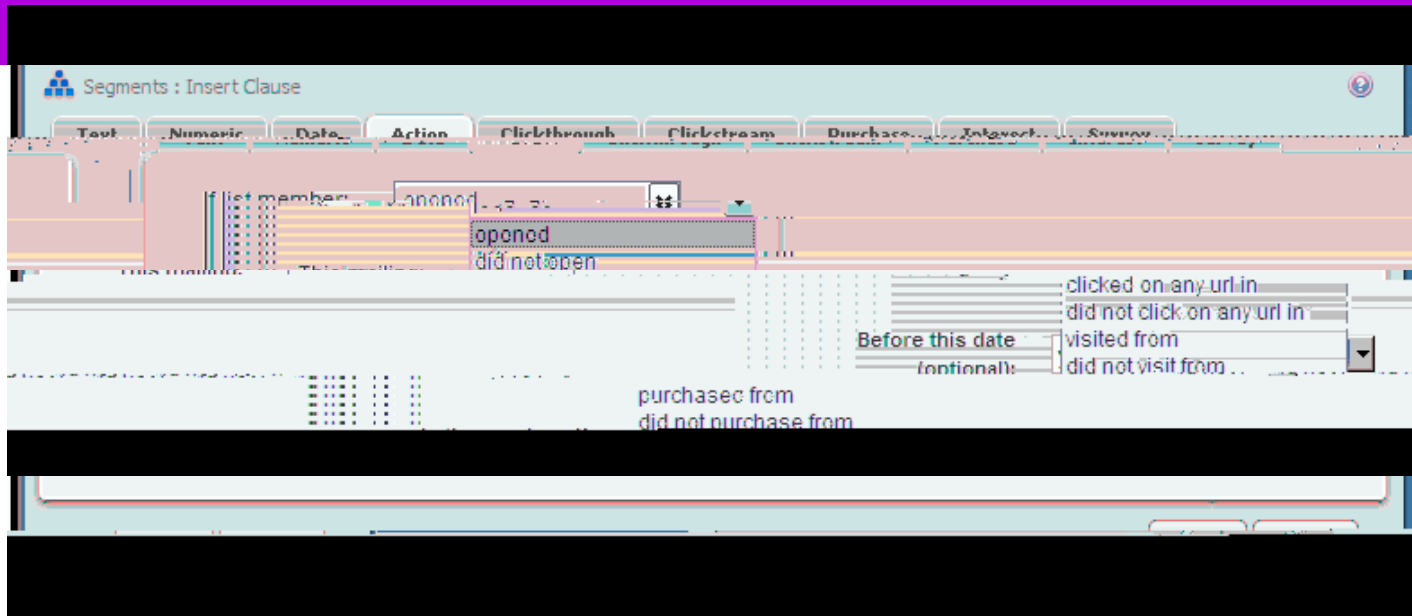
Clickstream reports available in
Reports: Website

Segments



Use segments to follow up with members that did or did not do an action

Segments

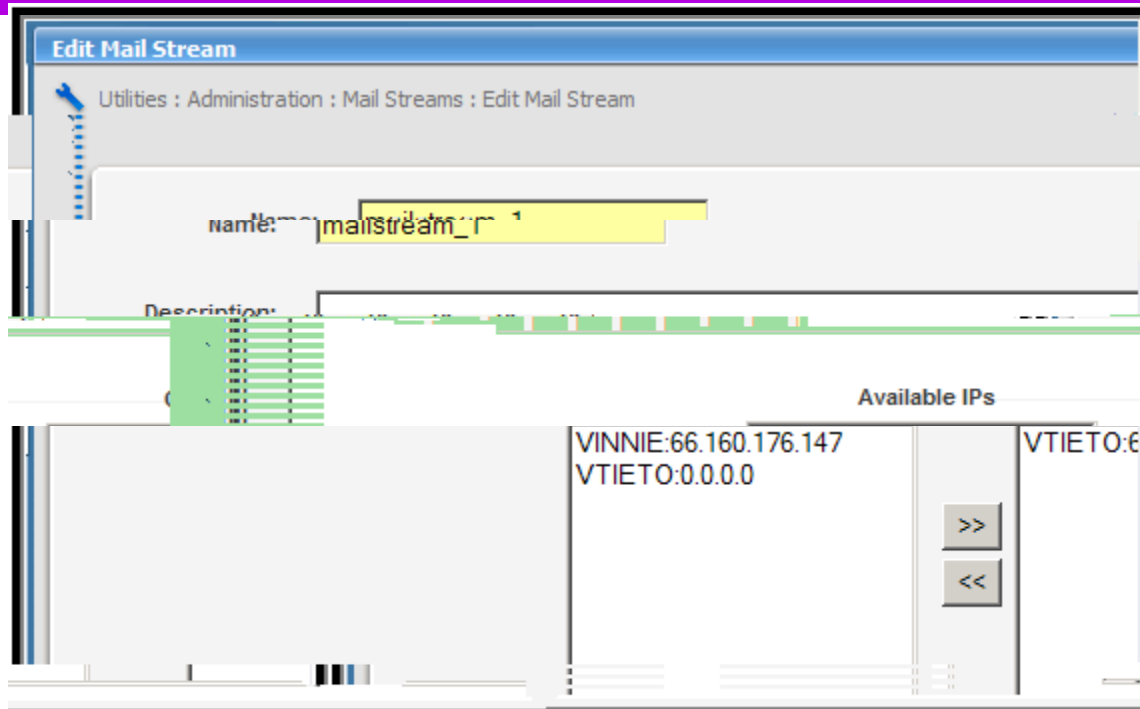


Target members that have or have not:

- **Opened a mailing**
- **Clicked on a link**
- **Visited a web page**

MailStreams

IVPIS



- **Give your most important subscribers a delivery advantage**
- **Send mail faster**
- **Put control in the hands of the marketer**

MailStream Theory

IVPIS

Name	Associated IPs	Description
AcquisitionStream	1	Stream for the first mailing attempt
BronzeStream	1	Least active users
default	1	Default mail stream.
GoldStream	1	Most active users
New_IPs	2	New IPs for clio
SilverStream	1	Moderately active users

- **Target different audiences with the use of MailStreams.**
- **Different types of mailings should use different MailStreams**

MailStreams Segments

MailStreams Mailings 2

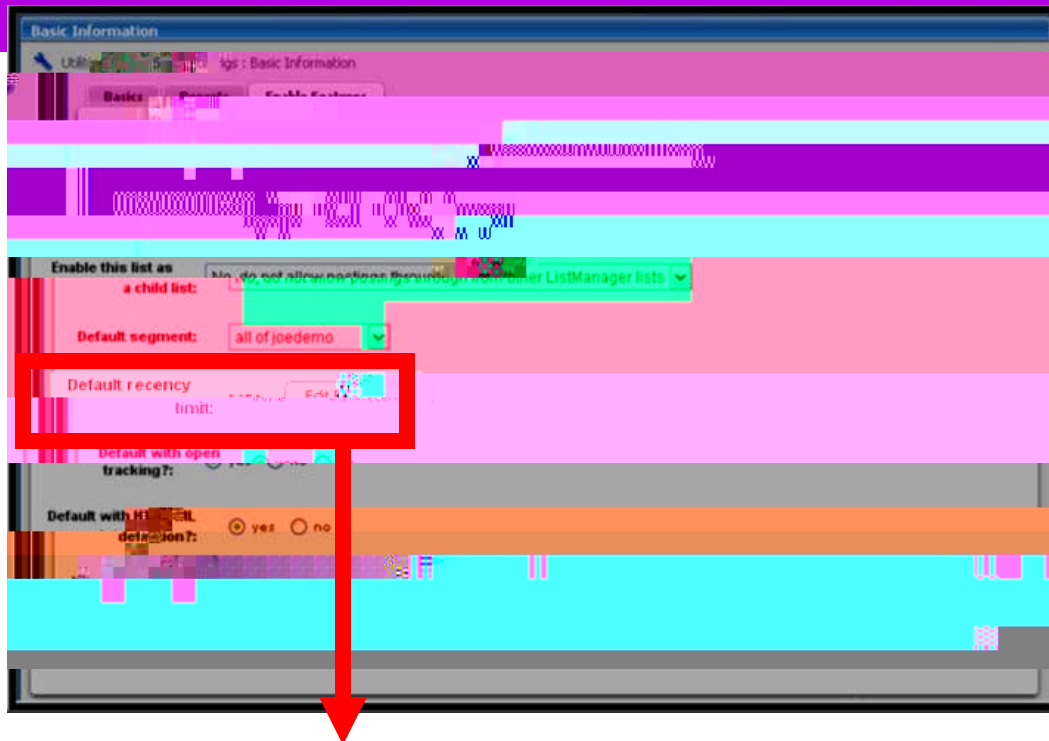
E-mailing to Segments

Emailing too often can be too much of a good thing...



- By emailing to segments, you may be hitting the same people too often
- Too frequent emails leads to fatigue and

Recency Limits Overview



- Use *Default Recency Limit* to avoid sending too much mail
- Set default for:
 1. List level
 2. Individual mailings

Set Recency limits for list:

Utilities: List Settings: Basic Information: Enable Features

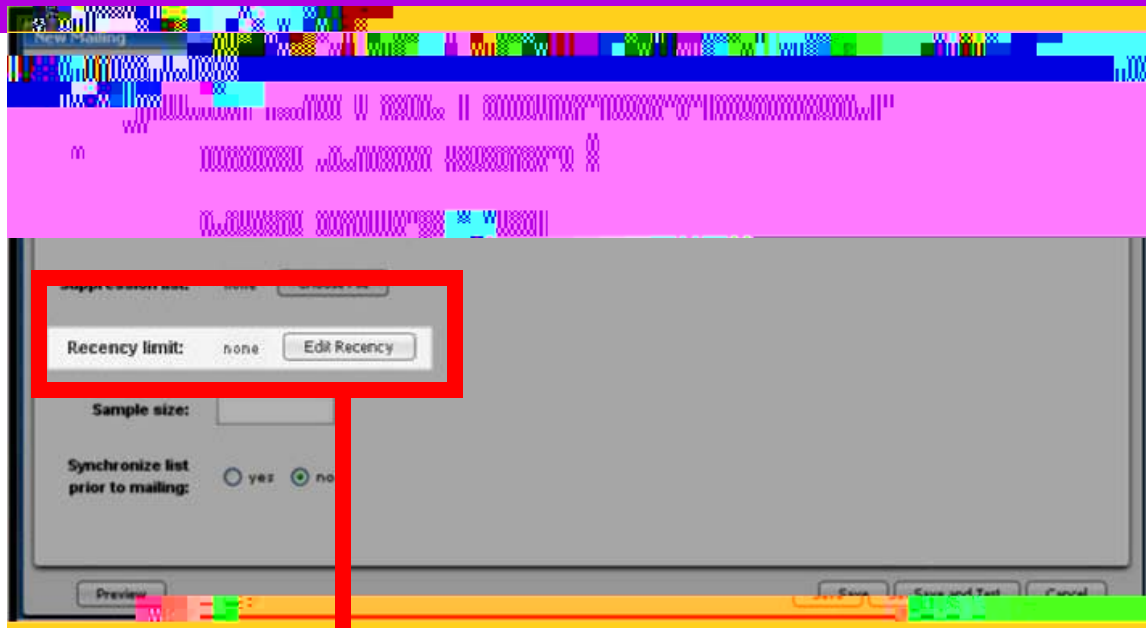
Recency Limits for the List

The screenshot shows a web browser window with the title "Choose Recency to Purge By". The browser's address bar shows a URL starting with "http://www...". The main content area is titled "Purge email" and contains the following elements:

- A "Purge email" label.
- A "this number of mailings:" label with a text input field containing the number "3".
- A "number of days:" label with a text input field.
- An "Enable for email-" section with a "yes" radio button (checked) and a "no" radio button.
- An "Enable for web-submitted content?" section with a "yes" radio button and a "no" radio button (checked).
- An "Enable for triggered mailings?" section with a "yes" radio button and a "no" radio button (checked).
- An "OK" button and a "Cancel" button at the bottom right.

- Specify recency threshold
- Specify what kinds of messages should have recency settings

Recency Limits for the Mailing

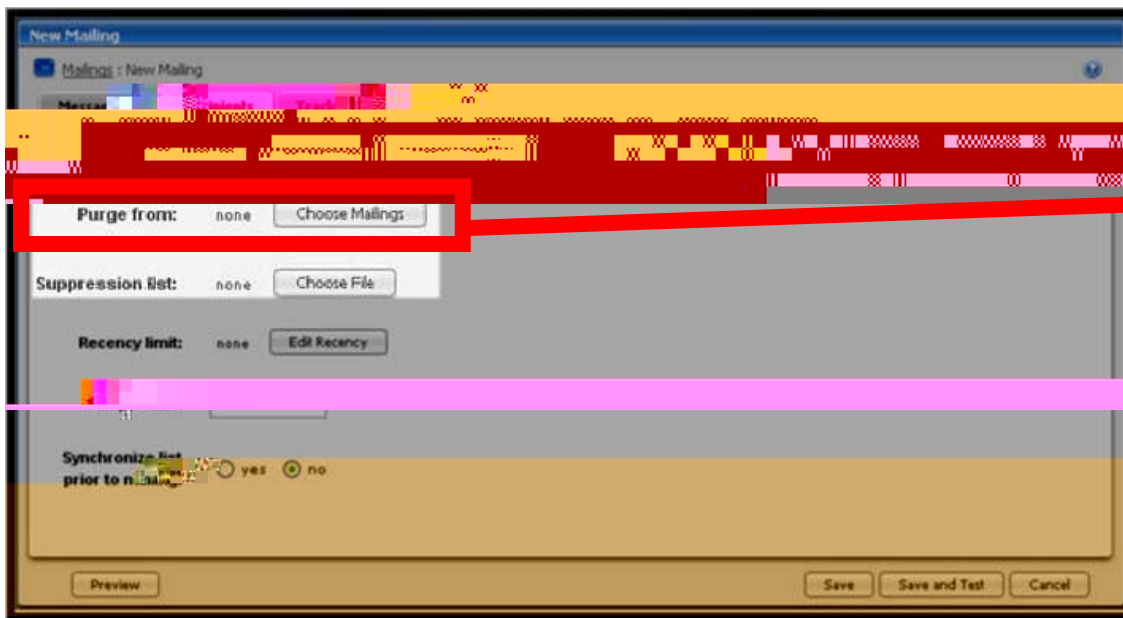


**Override list
recency limits
when creating
a mailing**

Set Recency for mailing:
Mailing: New Mailing: Recipient

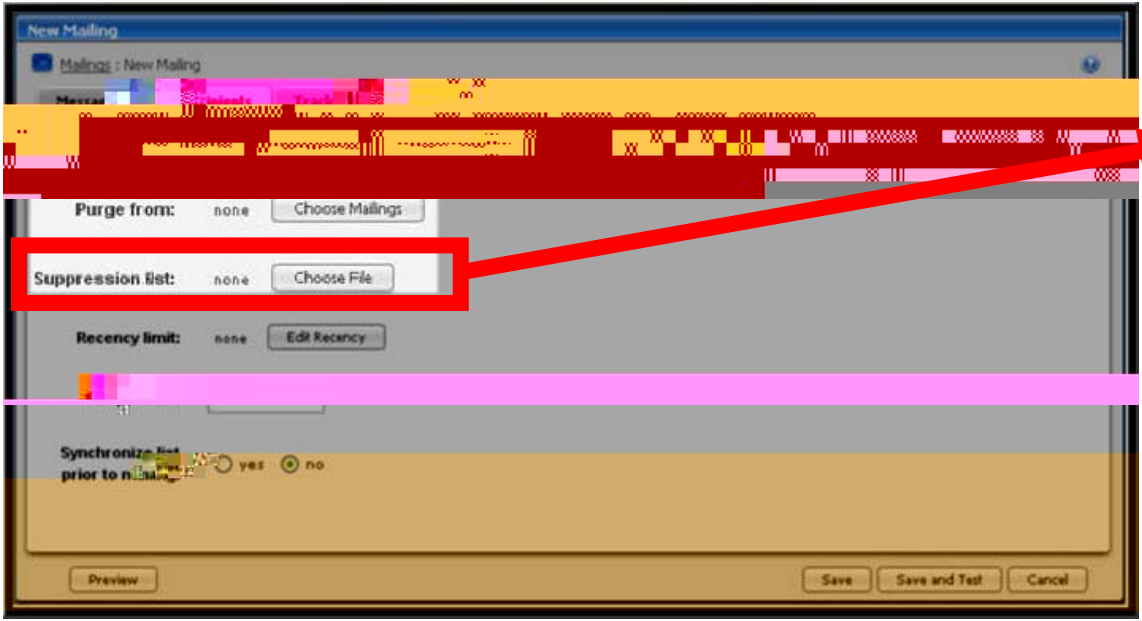
Purge From

IVDR



Any member that received a past specified mailing will not receive the one being sent out

Suppression List



Upload a text file with emails of those members that should NOT receive this mailing

Surveys

IVPIS

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- **Surveys**
- Refer-a-Friend
- Conditional Content
- Q&A

Survey

IVDR

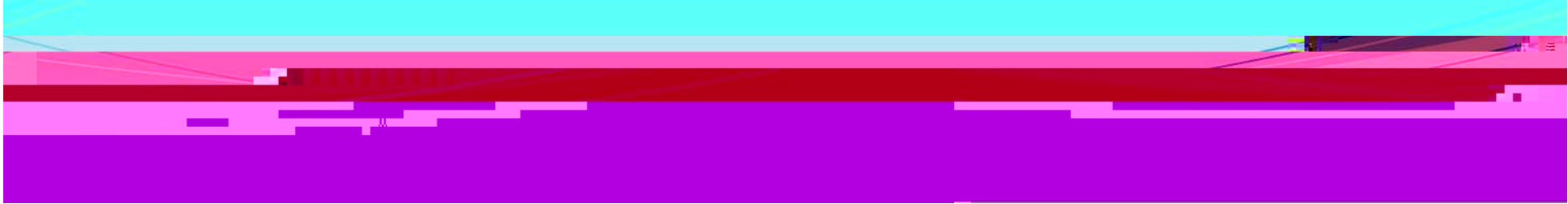
Enter to WIN the SF Travel Weekend Getaway!

Survey Creation

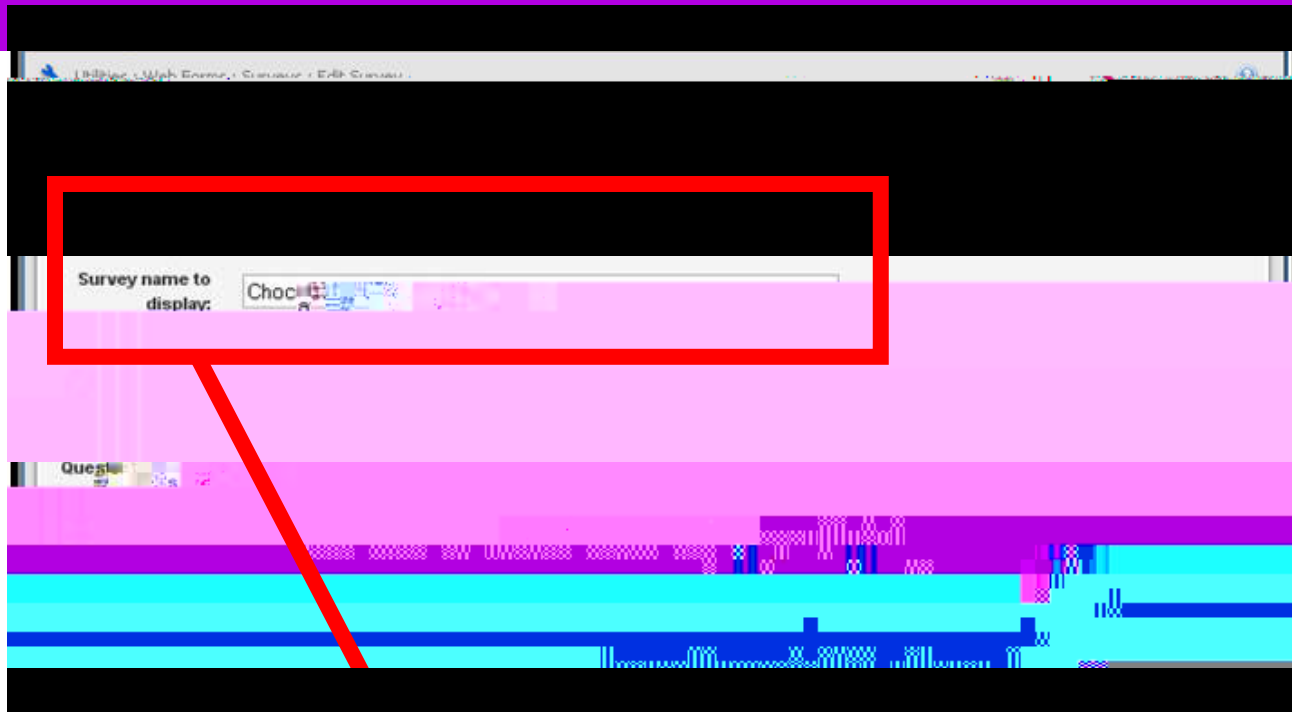
Six Easy Steps:

1. Choose Create New
2. Give the survey a name
3. Click “Add” on Questions to Ask:
 - Multiple Choice
 - Text
4. Preview and Save
5. Edit Source Code
6. Link Survey to Content

Survey (Step 1)



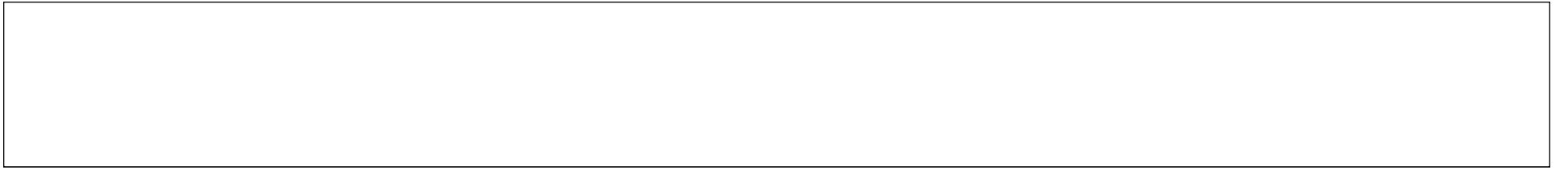
Survey (Step 2)



Give the Survey an internal 2 36 .0e5 81ame

Survey (Step 3)





Survey (Step 5)



This screenshot shows the 'Edit Survey' interface with the 'Advanced' tab selected. The 'Internal survey' dropdown is set to 'Content Feedback'. The 'Survey name to display' field contains the text 'Mikh'. Below this, there is a 'Questions' section with a table of survey items. A red box highlights the 'Save' button in the bottom right corner of the interface.

Question	Response
1. Which content is most useful to you?	News updates Personal Interest
2. How often do you use the website?	Very often Often Sometimes Never
3. How easy is it to use the website?	Very easy Easy Somewhat difficult Very difficult
4. How satisfied are you with the website?	Very satisfied Satisfied Somewhat dissatisfied Very dissatisfied
5. How likely are you to recommend the website to others?	Very likely Likely Somewhat unlikely Very unlikely
6. How likely are you to use the website again?	Very likely Likely Somewhat unlikely Very unlikely
7. How likely are you to use the website again?	Very likely Likely Somewhat unlikely Very unlikely
8. How likely are you to use the website again?	Very likely Likely Somewhat unlikely Very unlikely
9. How likely are you to use the website again?	Very likely Likely Somewhat unlikely Very unlikely
10. How likely are you to use the website again?	Very likely Likely Somewhat unlikely Very unlikely

This screenshot shows the 'Edit Survey' interface with the 'Basic' tab selected. The breadcrumb trail reads 'Utilities : Web Forms : Surveys : Edit Survey'. The 'Survey name' field contains the text 'survey'. The 'Survey name to display' field contains the text 'are your travel plans?'. The 'Survey name to display' field is highlighted with a red box.

Survey (Step 6)



Which training courses have you previously participated in?
(Check all that apply)

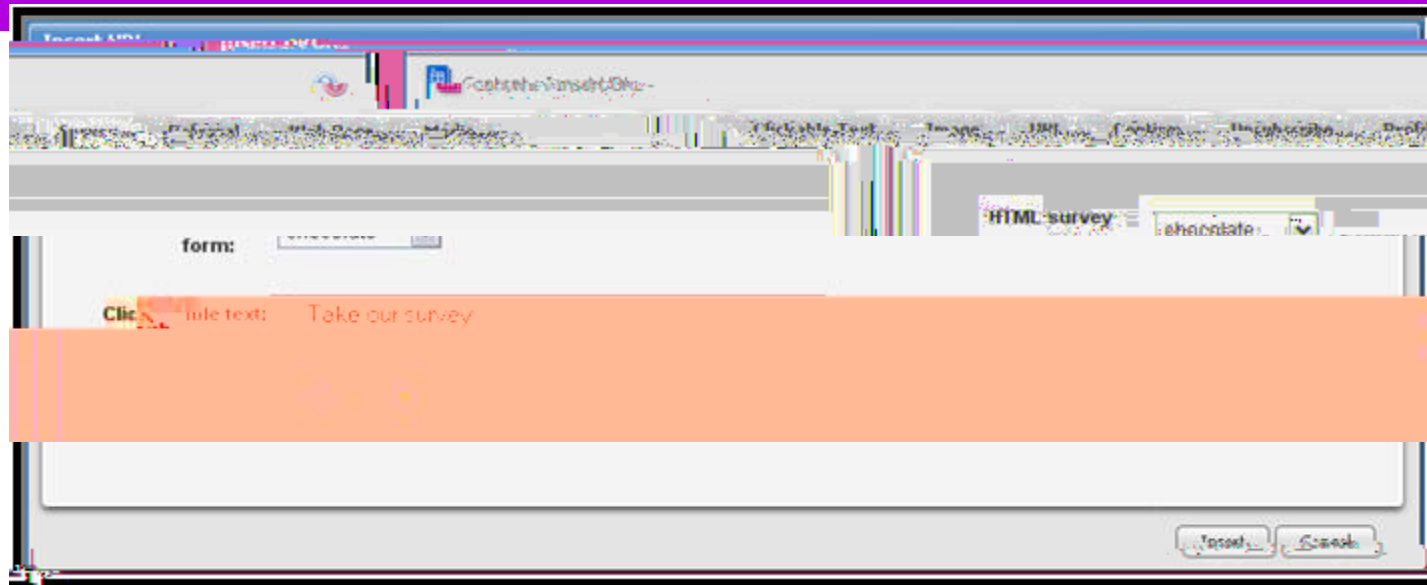
- Basic (Fundamentals, Hosting)
- Advanced
- Enterprise
- Discussion Forums
- Administrators

How would you rate the training you have received in the following areas:

	Excellent	Above Average	Average	Below Average	Poor
Quality of Instruction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevance of Course Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Once your survey is complete, you are ready to include a link in the message of the mailing

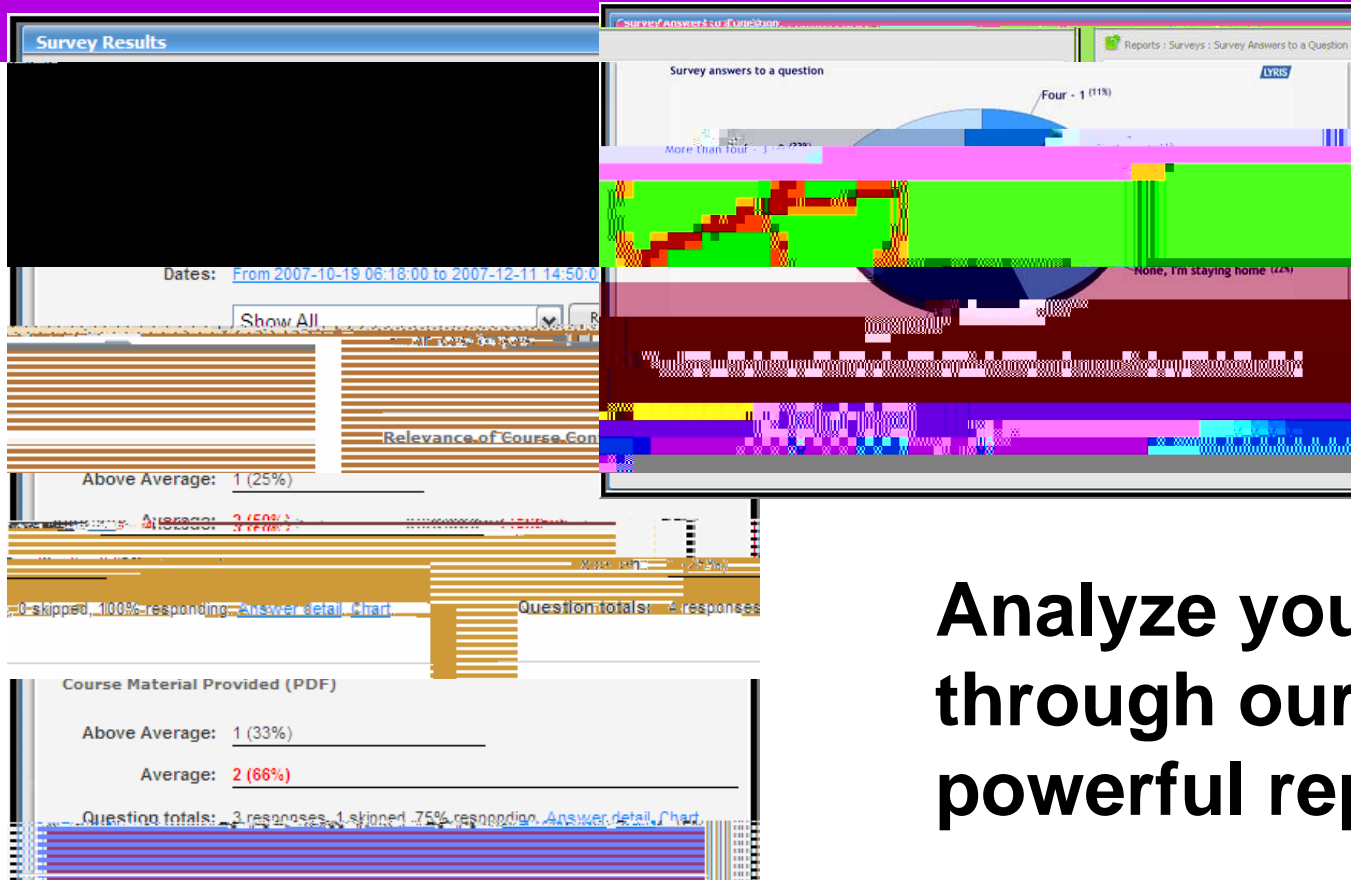
Survey (Step 6)



Use “Insert URL” in the message content area

- Specify the survey to be linked
- Specify what the link text should read

Survey Reports



Analyze your results through our powerful reporting

Survey Segments

Insert Clause

Segments : Insert Clause

Text Numeric Date Action Clickthrough Clickstream Purchase Interest Survey

Member: responded to plans survey Survey (selected)

no additional filter option

filter based on number of questions answered

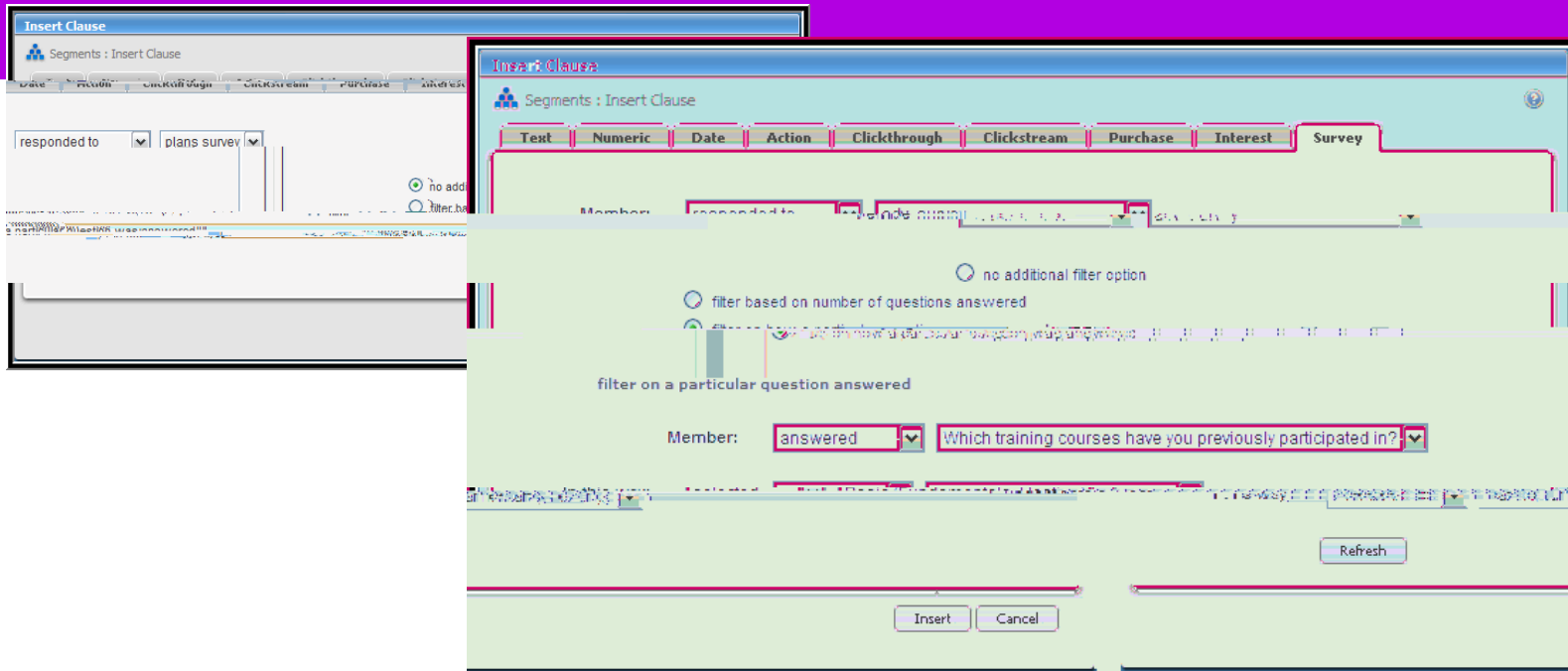
filter on how a particular question was answered

Refresh

Insert Cancel

Based on survey results target a specific audience through segmentation

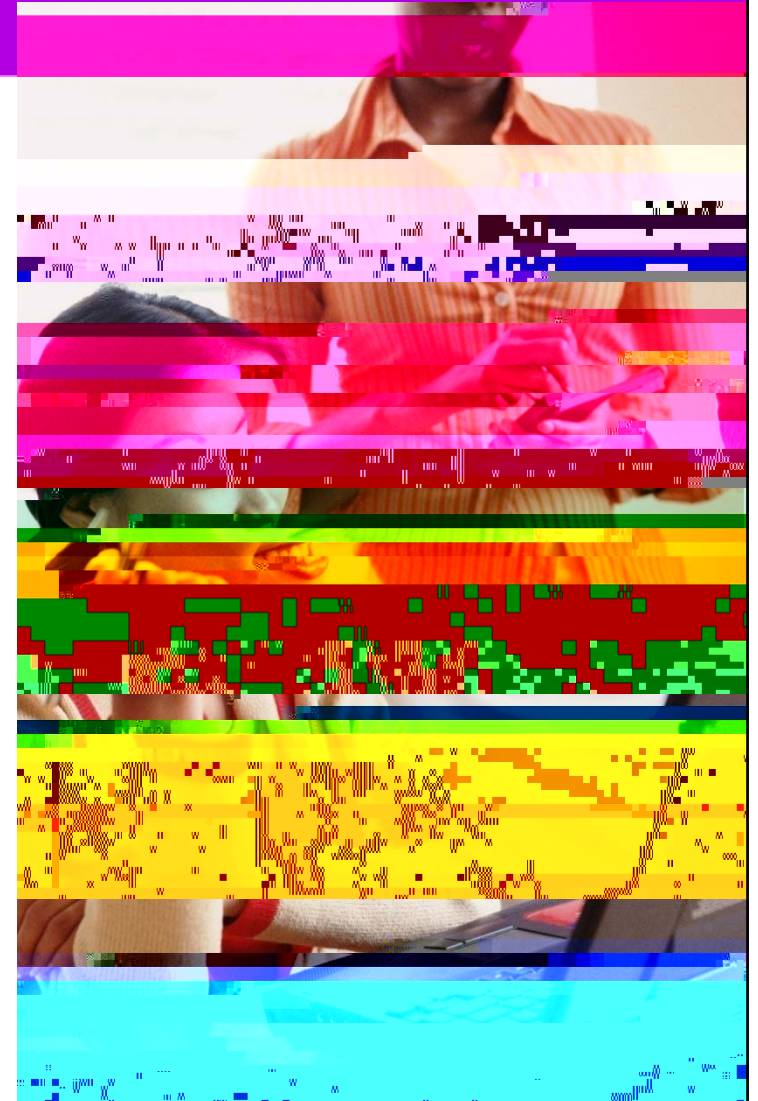
Survey Segments



Based on survey results target a specific audience throu

Refer-A-Friend

- Encourages current list members to invite their friends to join
- List grows “organically”
 - Friends know if their friends would be interested in joining
- Many fail-safes prevent people from being added maliciously



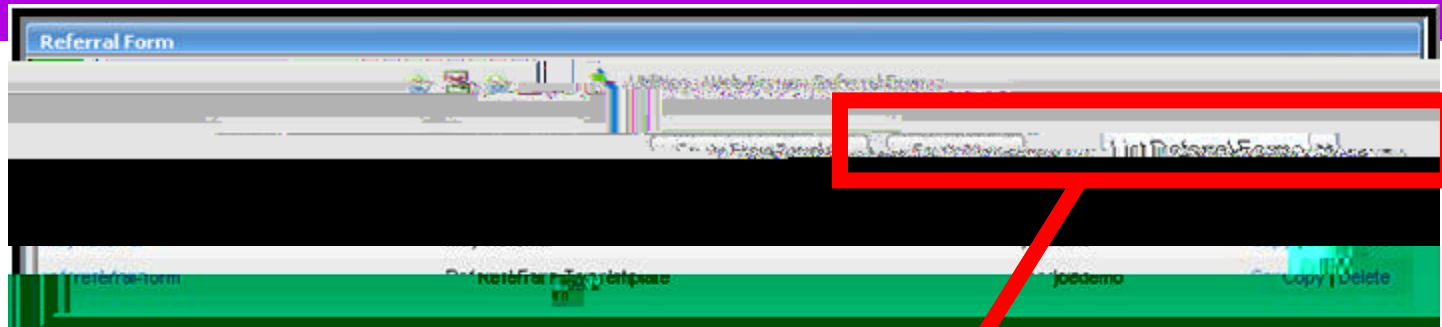
Refer-A-Friend

How It Works:

1. You send out mailing with a referral link where can member invite a friend to join the list.
2. List member clicks on link and enters friends email address using the refer form.
enters friends email address



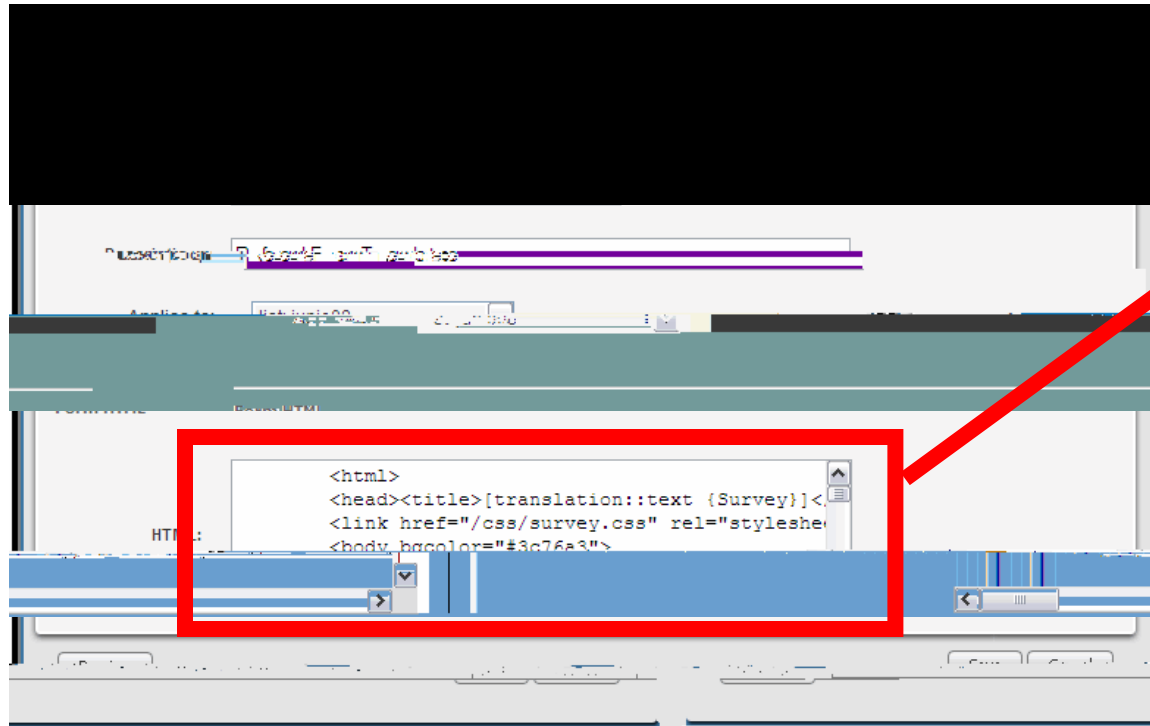
Refer-a-Friend (1)



**When creating the form, choose
“Create From Template” to generate
the form**

Refer-a-Friend (2)

IVDIA



**The HTML will
give you full
control over
the design**

Refer-a-Friend (3)

You can invite your friends to join this list by filling out the form below.

Your email:

Your name:

Email: Name:

Friend #1

Friend #2

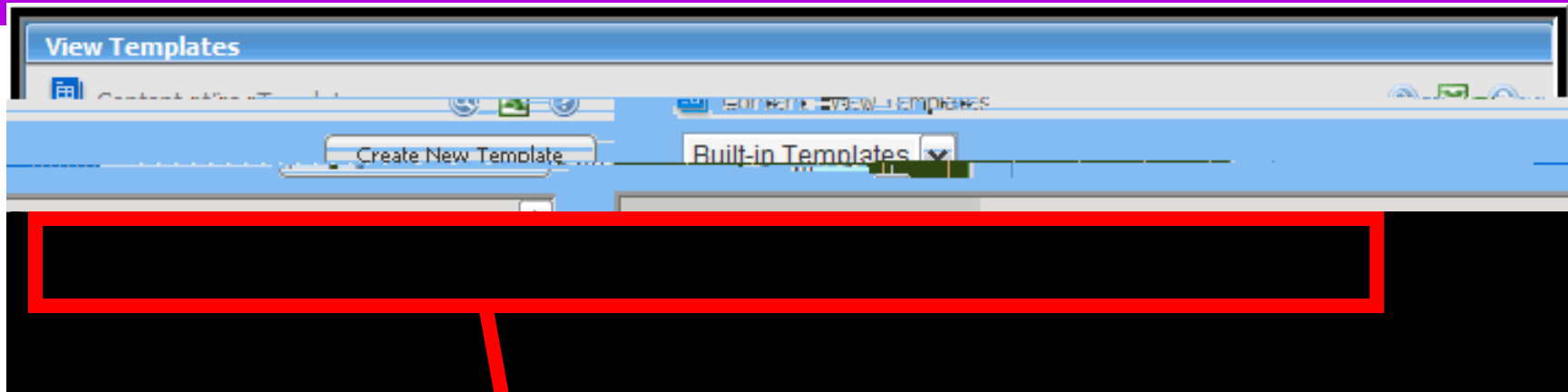
Friend #3

Message subject:

Send me a copy of this message

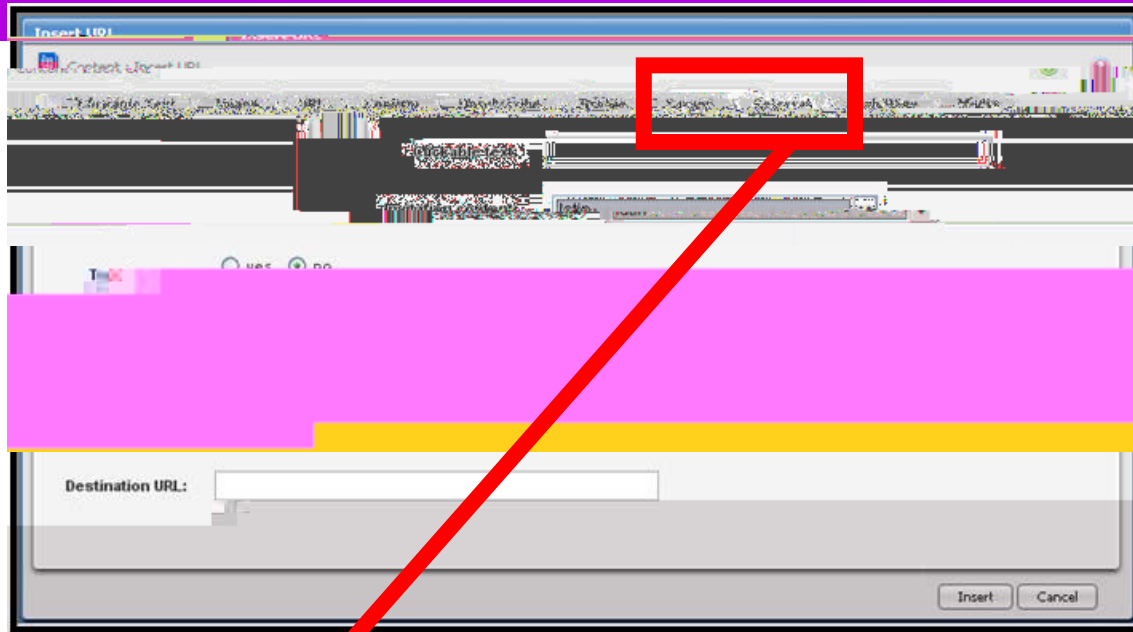
Once the form is designed, create the invitation...

Refer-a-Friend (4)



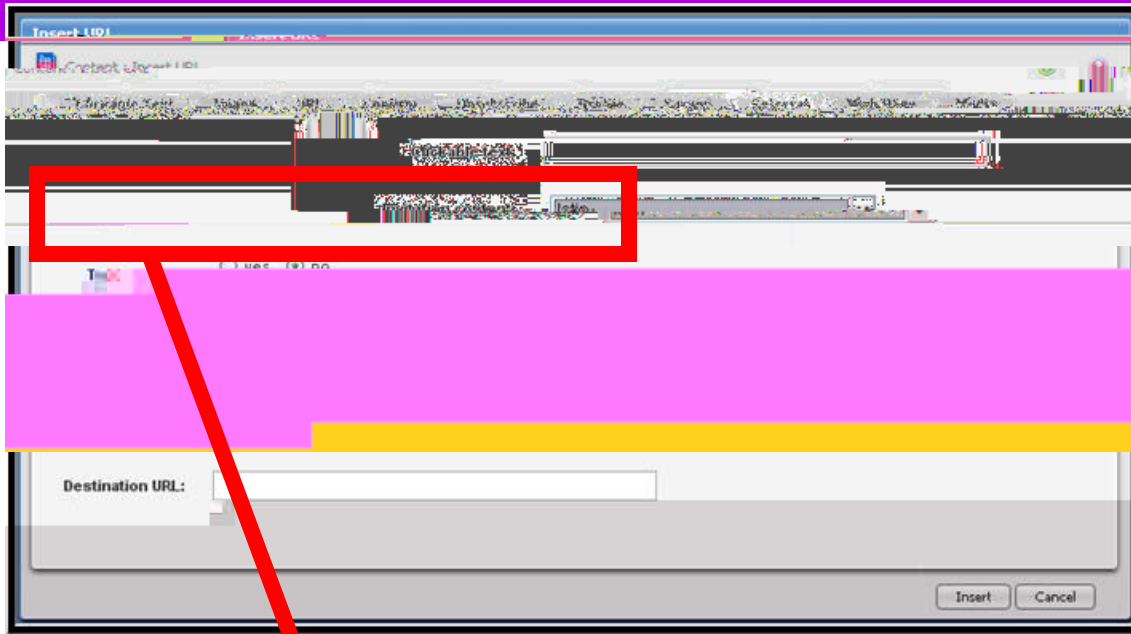
Customize the “Invitation Template” that will be sent from the referral form

Refer-a-Friend (5)



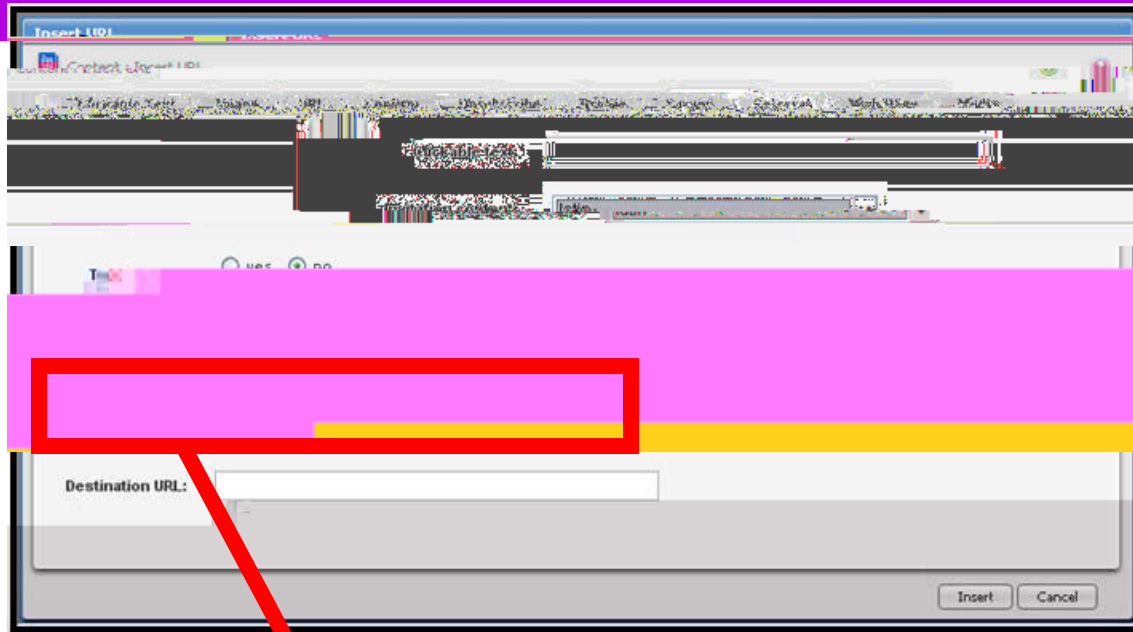
In the content area, insert the URL to the Referral Form

Refer-a-Friend (6)



Indicate which invitation should be sent out

Refer-a-Friend (7)



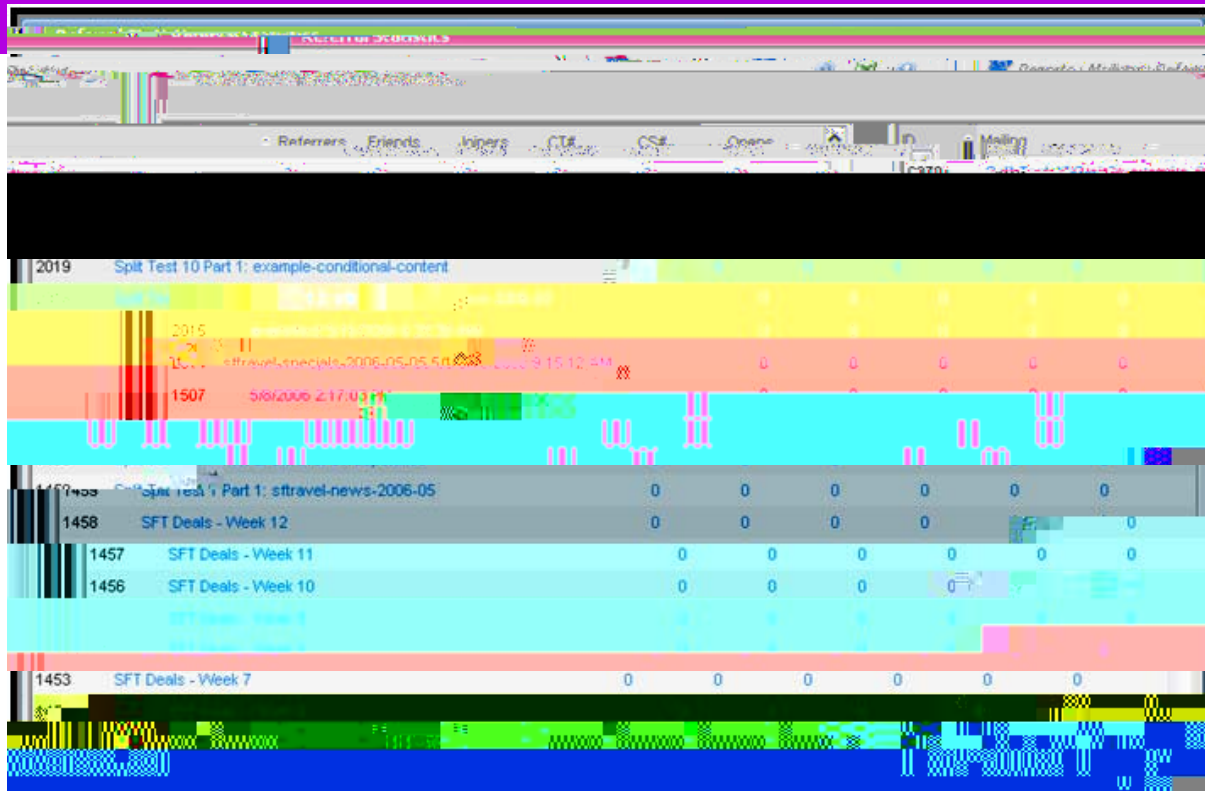
Indicate which form members should fill out upon clicking on the link

Refer-a-Friend (8)



When members click on the link, the form will appear

Refer-A-Friend Report



See how many members have referred friends in *Reports: Mailings: Referral Statistics*

Conditional Content

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Conditional Content Overview

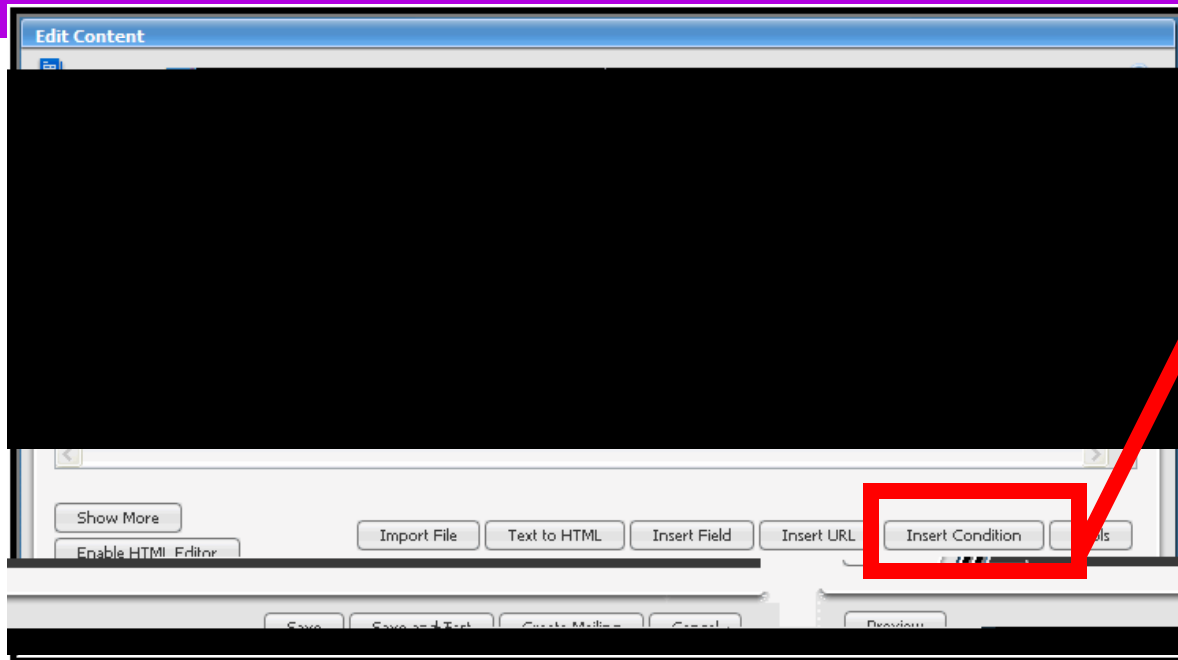
What is *Conditional Content*?

- Message text changes depending on the characteristics of each unique member

Example:

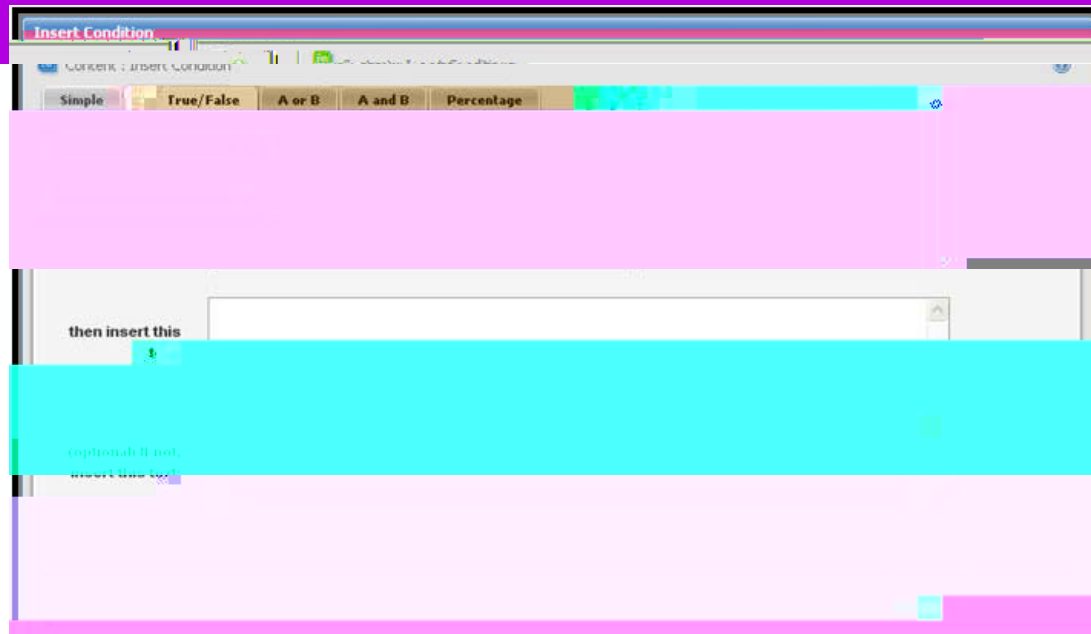
- Members living in San Francisco receive information about flight specials from San Francisco, AND...
- Members living elsewhere get information about specials relevant to them—or nothing, if you prefer

Insert Condition



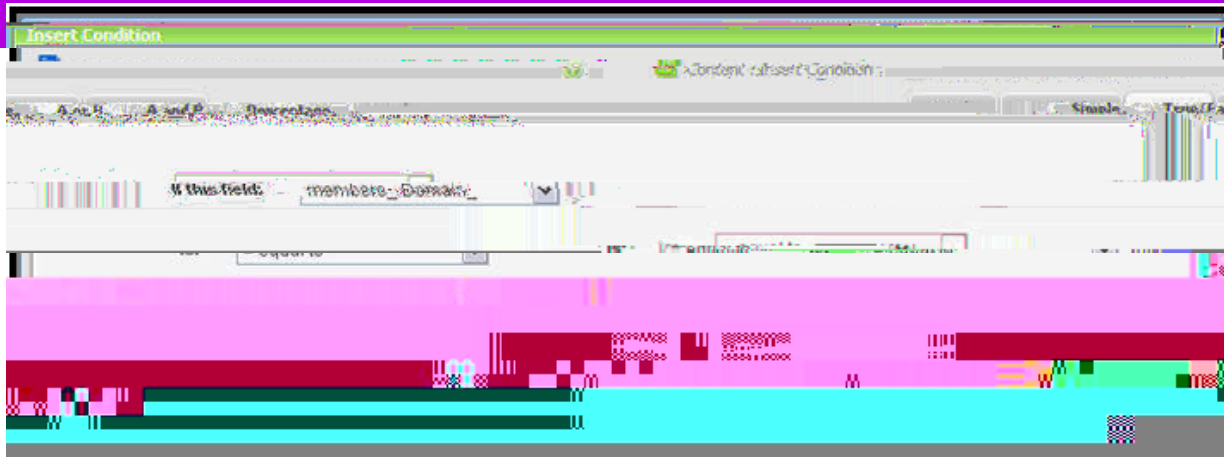
- Select *Insert Condition*
- Conditional content is based on recipient's field

True/False Condition



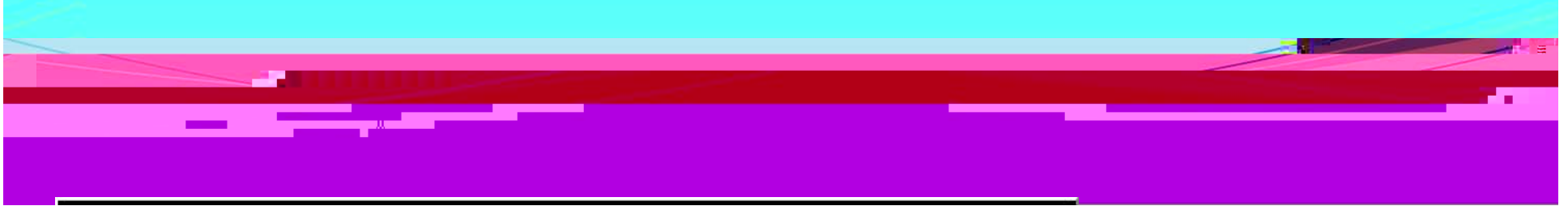
Follow the logic for Simple Condition, but specify alternate text if the condition is not met

A or B Condition



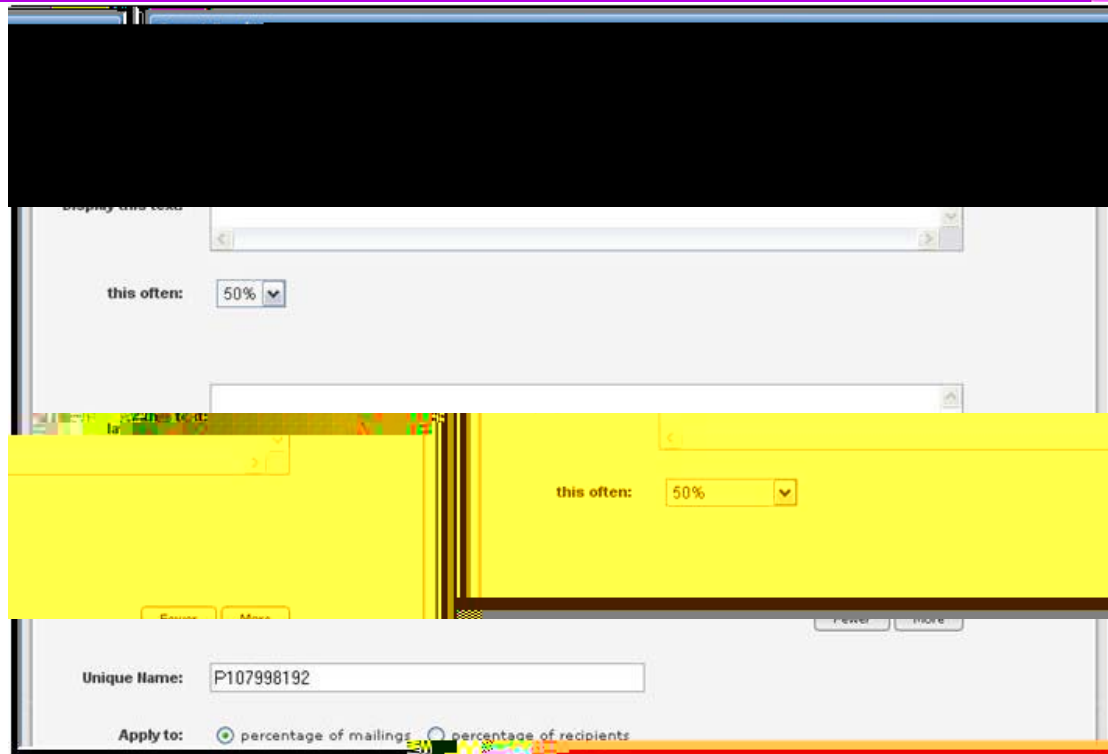
- Recipient can meet any one of many conditions
- Add more conditions

A and B Condition



Percentage Condition

IVDIA



Use
Percentage
to rotate
ads in your
content

Percentage Condition (2)

IVDR

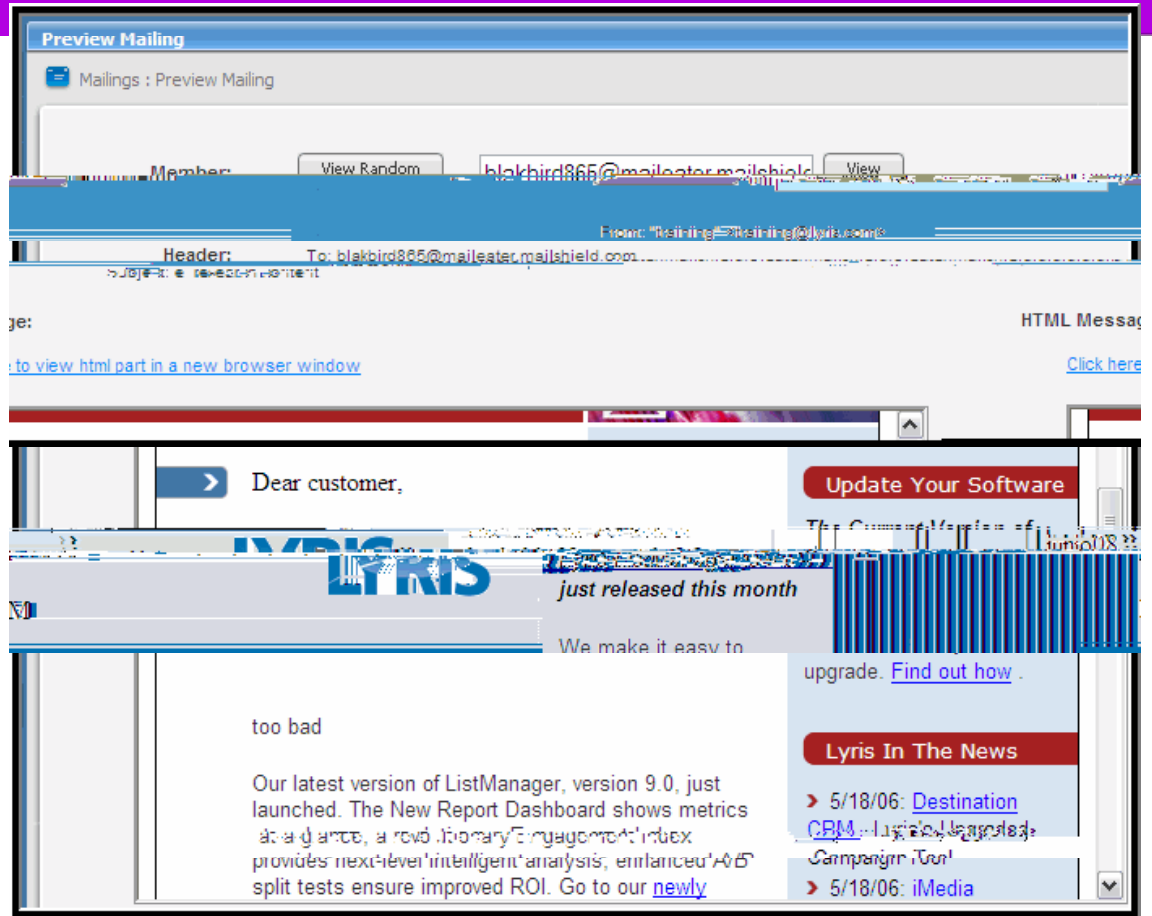


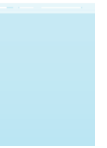
- Rotate the text between mailings—
 - 25% of mailings receive one text, 75% another
- Everyone gets the same content each time
- Best for templates

- Rotate the text between recipients—
 - 25% of recipients receive one text, 75% another
- Best if using content once

Test Conditional Content

Preview shows you merged content for a random or specific email address







If you have any question regarding this presentation, contact:

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International calls: 1(510)844.1600