Remember - Shared Audio:

- Share comments, questions, jokes…
- State your name when asking a question
- Mute out background noise and music *6
Introduction

Please share:

• Your name
• What topic(s) are of particular interest?
• What version of LM are you using?
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
• MailStreaming
• Recipient Limits
• Surveys
• Refer-a-Friend
• Conditional Content
• Q&A
How successful are my mailings?
1. Delivery Tracking
2. Opens Tracking
3. Clickthrough Tracking
4. Actions Tracking
Who got the message?

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

- Who received the mailing
- Who failed to receive it

To view report:
Reports: Tracking Statistics
Drill down to see “Recipient:”

- Transient failures
- Permanent failures
- Other tracking info
View nine distinct categorizations' of bounces
Members who are undeliverable over time are put into “held” status

Number of bounces determined by
Utilities: List Settings: Automatic Maintenance: Error Mail: Bounce Limit

- Invalid users go on hold immediately server wide
- Held members may be removed automatically
- Content problems never go on hold
Open Tracking

Who opened a particular mailing?

It’s turned on by default

To view report:
Reports: Tracking Summary
Find this setting in the mailing area

- Enabled when creating a mailing
- Automatically turns text message into multipart
- Enables forward tracking
How does it work?

- Inserts tracking tab into mailing:
  ```html
  %detect_both%
  ```

- ListManager inserts invisible gif with mailing, recipient info:
  ```html
  <img src="http://emails.example.com/1.gif" width=1 height=1>
  ```
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
Opens are good for *trends*

- False + = preview pane
- False - = image suppression
See details on who opened the message and segment out

<table>
<thead>
<tr>
<th>Event Time</th>
<th>Email Address</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-06-13 13:22:00</td>
<td><a href="mailto:you@you.com">you@you.com</a></td>
<td>erman</td>
</tr>
<tr>
<td>2008-06-13 11:14:00</td>
<td><a href="mailto:you@you.com">you@you.com</a></td>
<td></td>
</tr>
<tr>
<td>2008-06-13 11:11:00</td>
<td><a href="mailto:you@you.com">you@you.com</a></td>
<td></td>
</tr>
<tr>
<td>2008-06-13 11:09:00</td>
<td></td>
<td>Valerie Innes Harvey</td>
</tr>
</tbody>
</table>
Open Tracking Report

- Total opens = all opens registered
- Unique opens = one open registered per recipient
- Estimated opens = percentage of those who are known to have HTML capability who opened this message is applied to the entire list, regardless of HTML status
Clickthrough Tracking

Who clicked on URL in the message?

It’s turned on by default

To view report:
Reports: Tracking Summary
How Clickthrough Tracking works:

- Uses a redirect
- ListManager makes a unique clickthrough URL for each recipient:
  
  http://emails.example.com/t/43/94/2/0/

- It's simple to make clicks on text or images in your message trackable.
  - All URL’s
  - Clickable Text
  - Clickable Image
  - Undisguised URL
Clickthrough Tracking (3)

- Mailing enabled in the tracking tab
- List enabled at: 
  *Utilities: List Settings: Web Created Content*
- Inserts a tracking merge: 
  `%%track [subst {http://example.com/}]%%`
Track a single URL from the content area
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
In HTML Messages, make an HTML clickthrough link by selecting **Clickable Text** tab ...
Clickthrough Tracking (7)

... Or make an image clickable in HTML by selecting *Clickable Image* tab
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"%%
```
See who clicked on a specific URL and segment out
Clickstream Tracking

See how many and what Web Site pages members have visited.

To view report:
Reports: Tracking Summary
Clickstream tracking monitors whether a page is viewed AFTER a clickthrough

- Clickthrough passes a cookie to the clicker
- Uses clickstream tags (invisible gifs)
- Create tags in **Utilities: Other: Action Tags: Clickstream Tag**
- Insert tags directly into HTML code of web pages you want to track
Clickstream reports available in

*Reports: Website*
Clickstream Tracking Report

Easily analyze traffic to your website and segment out
Use segments to follow up with members that did or did not do an action.
Target members that have or have not:

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

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

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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Associated IPs</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AcquisitionStream</td>
<td>1</td>
<td>Stream for the first mailing attempt</td>
</tr>
<tr>
<td>BronzeStream</td>
<td>1</td>
<td>Least active users</td>
</tr>
<tr>
<td>default</td>
<td>1</td>
<td>Default mail stream.</td>
</tr>
<tr>
<td>GoldStream</td>
<td>1</td>
<td>Most active users</td>
</tr>
<tr>
<td>New_IPs</td>
<td>2</td>
<td>New IPs for cli</td>
</tr>
<tr>
<td>Silver Stream</td>
<td>1</td>
<td>Moderately active users</td>
</tr>
</tbody>
</table>
Segments can be automatically assigned to a MailStream for optimization.
Set a MailStream at the mailing level in the “Deliverability” tab
• Create a MailStream
• View blocks by domain
• View IP’s and MX servers blocking them
MailStreams List

The list will be associated with a default mailstream
Recipient Limits

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A
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 unsubscribes or spam complaints.
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

- 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

Any member that received a past specified mailing will not receive the one being sent out
Upload a text file with emails of those members that should NOT receive this mailing.
Surveys

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A
Use surveys to engage and interact
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
Create new surveys in Utilities: Web Forms: Surveys
Give the Survey an internal name and a display name.
Integrate multiple choice or text entry questions
Survey (Step 4)

Preview design and save survey
“Edit Source” and have complete creative control
Once your survey is complete, you are ready to include a link in the message of the mailing.
Use “Insert URL” in the message content area

- Specify the survey to be linked
- Specify what the link text should read
Analyze your results through our powerful reporting tool.
Based on survey results target a specific audience through segmentation
Based on survey results target a specific audience through segmentation. For example those who have answered a specific question.
Surveys

• Tracking & Segmentation
• MailStreaming
• Recipient Limits
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• Q&A
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.

3. Invitees get an invitation email explaining how to join list.
When creating the form, choose “Create From Template” to generate the form.
The HTML will give you full control over the design.
Once the form is designed, create the invitation…
Customize the “Invitation Template” that will be sent from the referral form.
In the content area, insert the URL to the Referral Form
Indicate which invitation should be sent out
Indicate which form members should fill out upon clicking on the link.
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
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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.
- Select **Insert Condition**
- Conditional content is based on recipient’s field
Simple Condition

- Select the field you'd like ListManager to examine in order to insert conditional text
- Insert specified text if field equals specified value
- If not equal, then nothing is inserted
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 if needed
A and B Condition

- Recipient must meet ALL conditions
- Can also add more conditions
Percentage Condition

Use **Percentage** to rotate ads in your content.
Percentage Condition (2)

Apply to:  
- percentage of mailings
- percentage of recipients

- 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:
training@lyris.com
U.S Toll Free: (800)768.2929
International calls: 1(510)844.1600