



# Pepea Mass Mailer

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## SYSTEM OVERVIEW

For any business that relies on email communication as its life line or wishes to maintain close ties with their customers, pepea mass mailer has more often than not proved to be a handy communication tool. It can be used for sending out newsletters, notifications or even announcements since it's designed to send single messages/campaigns via email to multiple recipients/subscribers.

In order to send out a campaign, one has to organize subscribers into lists, then import email addresses from different platforms such as from an online shop, blog, database or even from email accounts. With pepea mass mailer, one can also be able to import user's attribute data and this can include the subscribers' name, geographical location, or even their tastes/preferences.

With pepea web interface, all campaigns have to be composed from a web interface and these can be personalized for each subscriber. Personalization is done through the use of placeholders which can be used to display subscribers' attribute data within email bodies, as well as showing/placing unique links that would allow users to easily join or leave a certain list. The mailer application has been designed to give system users the freedom of sending out campaigns in either text format, html format or even from templates.

When a campaign has been sent, Pepea mass mailer will indicate statistics about it. This will incorporate opens/views (who read the campaign), clicks (who clicked which link within the campaign) and bounces (which email addresses were inaccurate or if there was a delivery failure). Bounced sends and unsubscribes are automatically excluded from all campaigns hence giving you an added advantage on future conveyance of campaigns.

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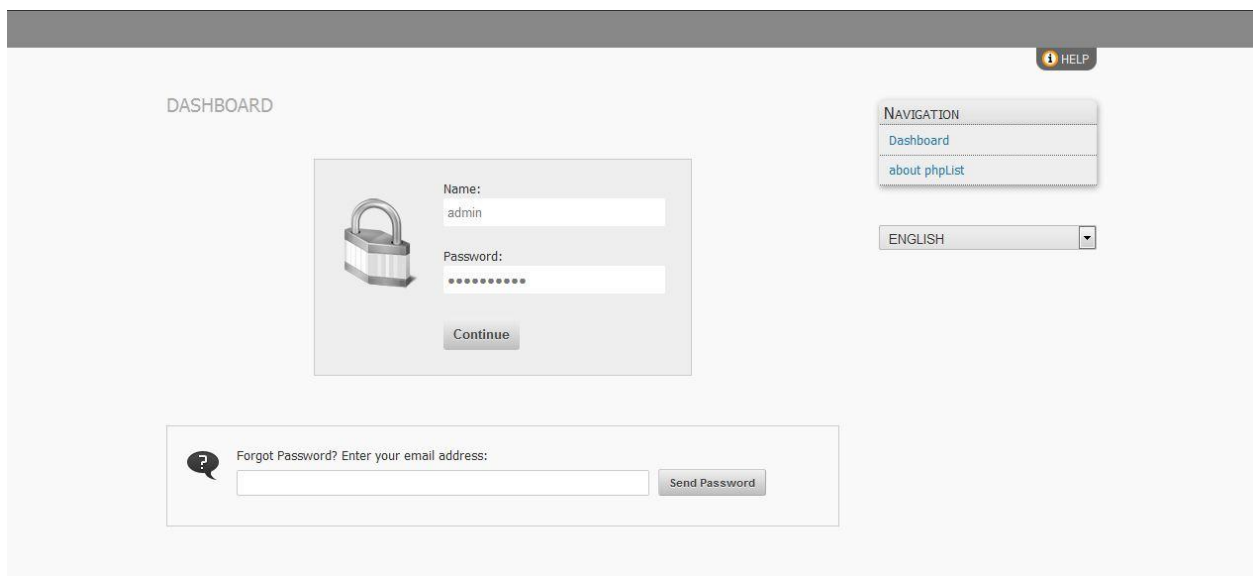
## Chapter 1

### 1.0 BASIC USAGE

#### 1.1.1 How to log in to Pepea Mass Mailer

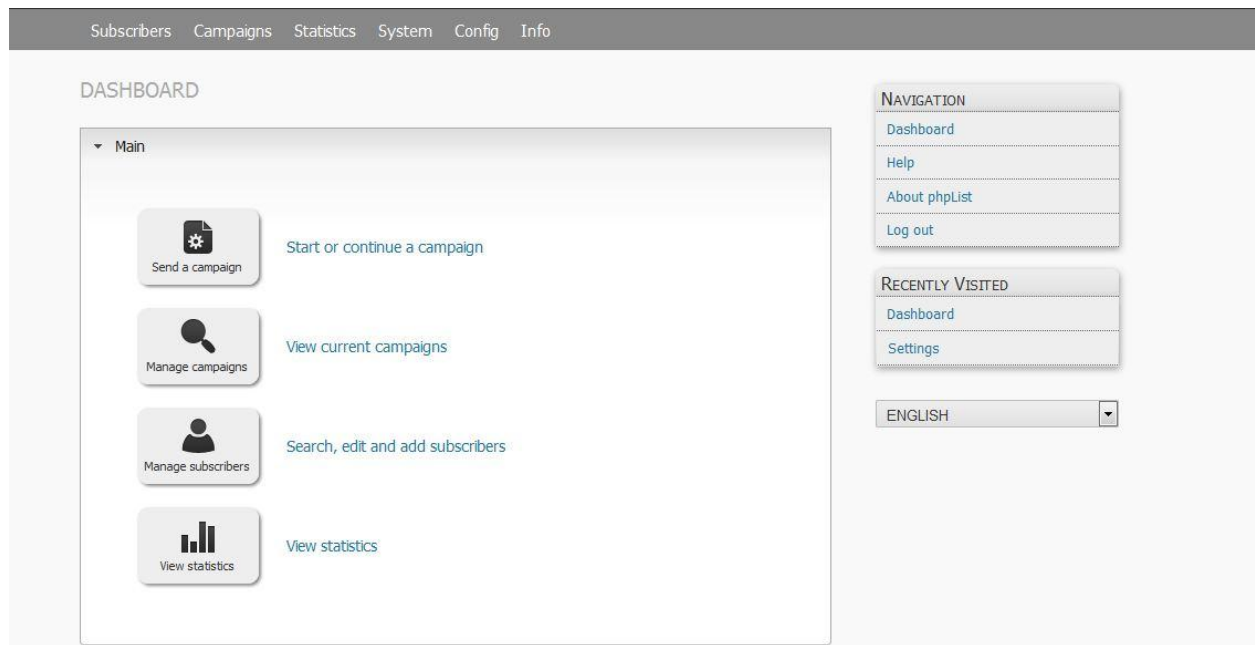
In order to login into the system, one has to have a username and a password, after a successful login one will then be directed to the pepea mass mailer dashboard where the product features can be accessed or tweaked.

*Figure 1.1 Login page.*



The screenshot displays the Pepea Mass Mailer dashboard login interface. At the top, a dark grey header bar contains a 'HELP' button with an information icon. Below the header, the word 'DASHBOARD' is visible on the left. The main content area features a central login box with a padlock icon, a 'Name:' field containing 'admin', a 'Password:' field with masked characters, and a 'Continue' button. To the right of the login box is a 'NAVIGATION' menu with links for 'Dashboard' and 'about phpList'. Below the navigation menu is a language dropdown menu currently set to 'ENGLISH'. At the bottom of the page, there is a 'Forgot Password?' section with a question mark icon, a text input field for an email address, and a 'Send Password' button.

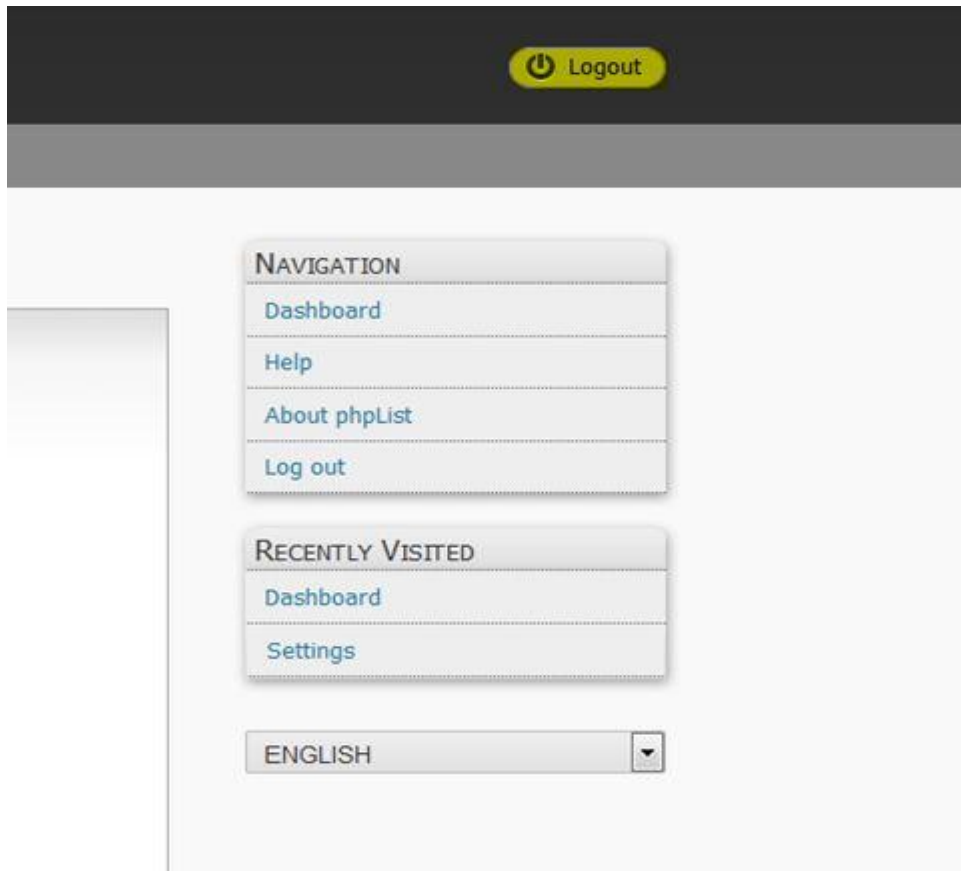
*Figure 1.2 Pepea Mass Mailer dashboard*



### 1.1.2 How to log out.

One can be able to log out of the system by using the logout button which is situated on the top right corner and can be access from any page. It's advisable to always ensure that one logs out of the system when not using the system since it contains vital personal data of your subscribers and it's your responsibility as the system user to ensure that it's secured/protected

*Figure 1.3 log out*



## 1.2. Adding subscribers to the system.

Pepea Mass Mailer is a powerful tool which gives most of its users the several ways or options of adding subscribers to the system along with their demographic details such as their names, location, interests, job titles etc. Making a list of subscribers is of great importance as these could be used in sending our customized campaigns targeting a specific subscriber group.

Subscribers can be imported in to the system via either using a copy and paste option or by exporting using from your existing system and importing the subscriber list into the system from an excel sheet.

### 1.2.2. How to create a List in Pepea Mass Mailer.

In order to send out a campaign, you'll need to create a subscriber list which will act as a 'database' to your system. This is done by first navigating to **Subscribers > Subscriber Lists** in the main menu

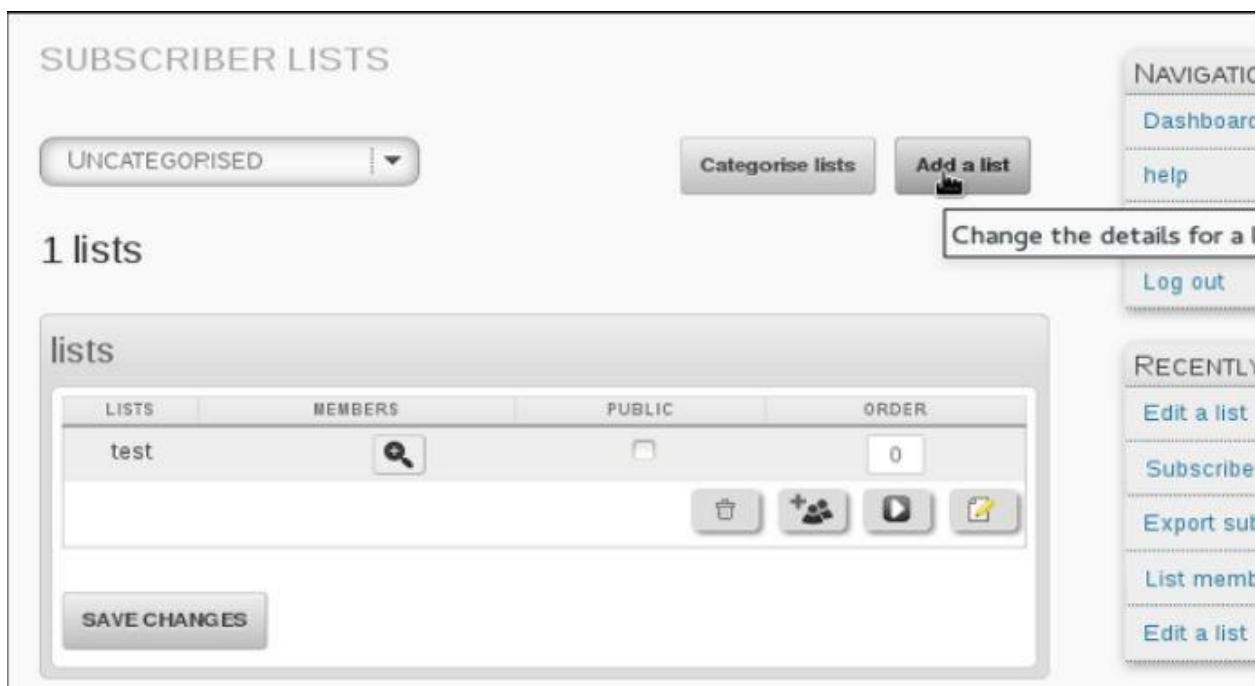
## 1.4 Subscriber lists



This will take you to a page where you'll be able to view your entire lists with a system default list called **test**

To create a new list, click on the **Add a list** Button.

### *1.5 Adding subscriber list*





You'll then need to enter your Lists name and a brief description of the list for future reference. As shown in the below diagram, you may choose to publish your list as public making it visible to your new subscribers or living it as private.

## Public List

The Public List box should be checked when:

- You want subscribers to be able to add themselves to the list using a subscribe page
- You want subscribers to be able to leave this individual list (but stay on others)
- You have chosen a list name and description which you are happy to display publicly
- If you do not make the list public, it is considered private, and it will not be seen by your subscribers.

*Figure 1.6 adding a list to the system*

EDIT A LIST

**List name:**

Pepea Mass Mailer List

☒

**Public list (listed on the frontend)**

**Order for listing**

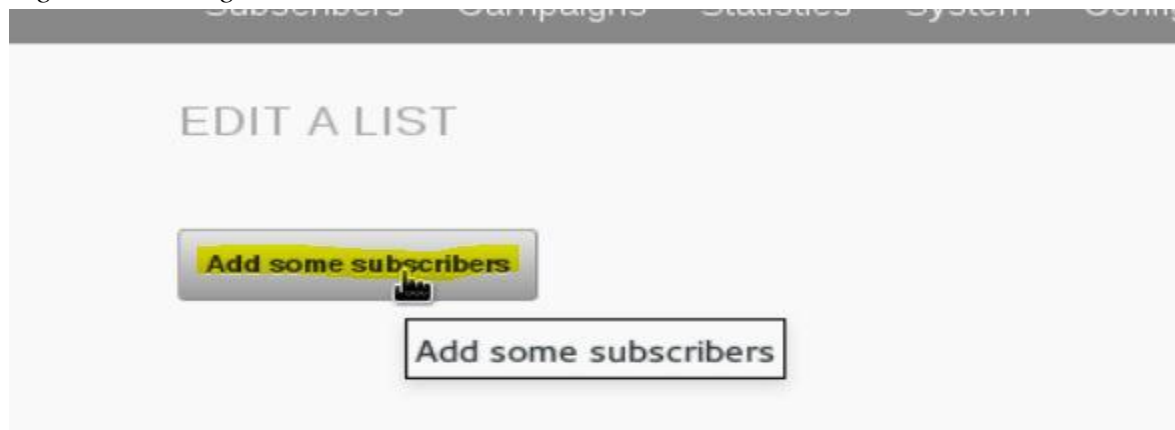
0

**List Description**

Save Cancel

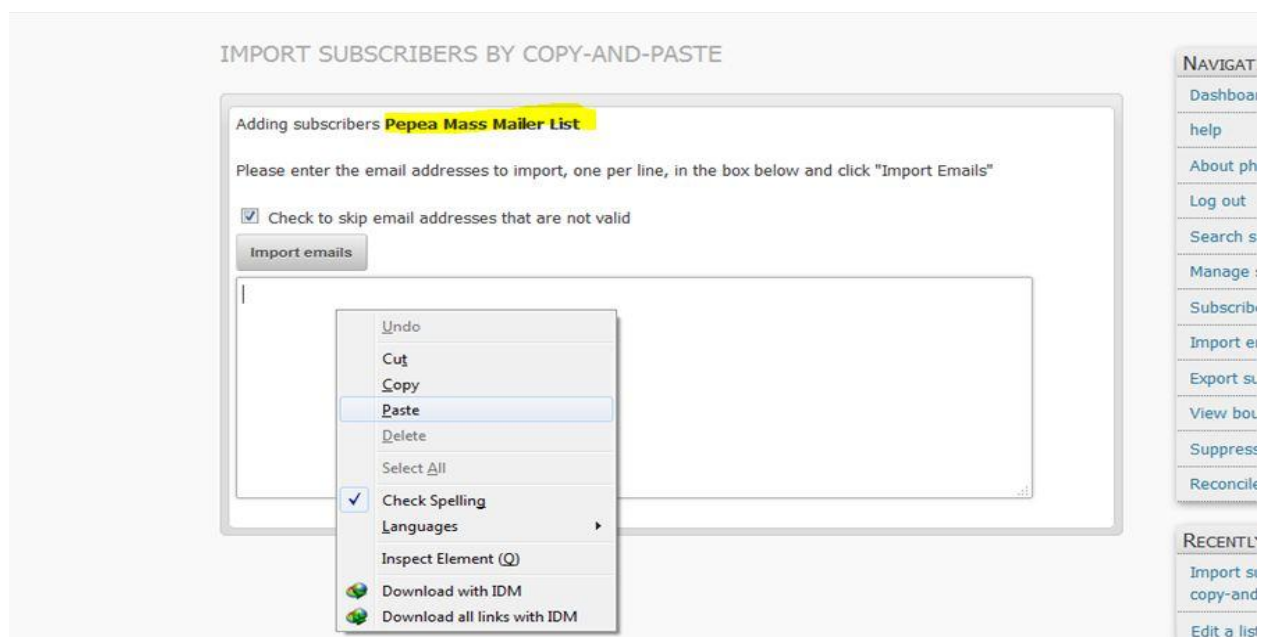
After saving the list, you'll be taken to the page below where you can be able to add subscribers to the system via **copy and paste** method once done, click on **Save**.

Figure 1.7 Adding subscribers.



Later, you can still be able to modifications on your list if the need arises. Next click on ADD some Subscribers as show below.

Figure 1.8 Importing Subscribers by Copy-And-Paste Method.



As shown in the above diagram, always ensure to tick the checkbox “check to skip email addresses that are not valid” as this helps you in maintaining a clean database that holds real email addresses only.

Finally, click on **Import emails**, you’ll then be informed of the importation results and this will contain various important information such as *the number of lines processed, number of email address imported, if there were any duplicates or invalid email address*

Figure 1.9 Adding email addresses

Adding subscribers **Pepea Mass Mailer List**

Please enter the email addresses to import, one per line, in the box below and click "Import Emails"

☒ Check to skip email addresses that are not valid

**Import emails**

kimani@leshau.com  
jefere@leshau.com  
mark@naim.co.ke  
ian@naim.co.ke  
ken@jeferenet.com  
kimani@jeferenet.com  
mark@jeferenet.com

Figure 1.10 showing subscriber importation results.

IMPORT SUBSCRIBERS BY COPY-AND-PASTE

7 lines processed  
0 email imported  
7 duplicates  
0 invalidated

**Send a campaign** **Import some more emails**

NA  
Da  
he  
Ab  
Lo  
Se  
Me  
Su  
Im  
Ex  
Vie  
Su  
Re  
RF

If you return to Subscribers > Subscribers lists on the main menu, you'll be able to see the new system list and its subscribers.

Figure 1.11 Viewing Subscriber Lists

SUBSCRIBER LISTS

UNCATEGORISED ▼ Categorise lists Add a list

4 lists

lists

LISTS	MEMBERS	PUBLIC	ORDER
test	1	<input type="checkbox"/>	0
newsletter	1	<input checked="" type="checkbox"/>	0
hometest lists	7	<input checked="" type="checkbox"/>	0
Pepea Mass Mailer List	8	<input checked="" type="checkbox"/>	0

SAVE CHANGES

Add a list

## Setting up your List Categories

When you have more than a handful of lists you will need to organize them into categories. You will be prompted to do this once you create more than 16 lists.

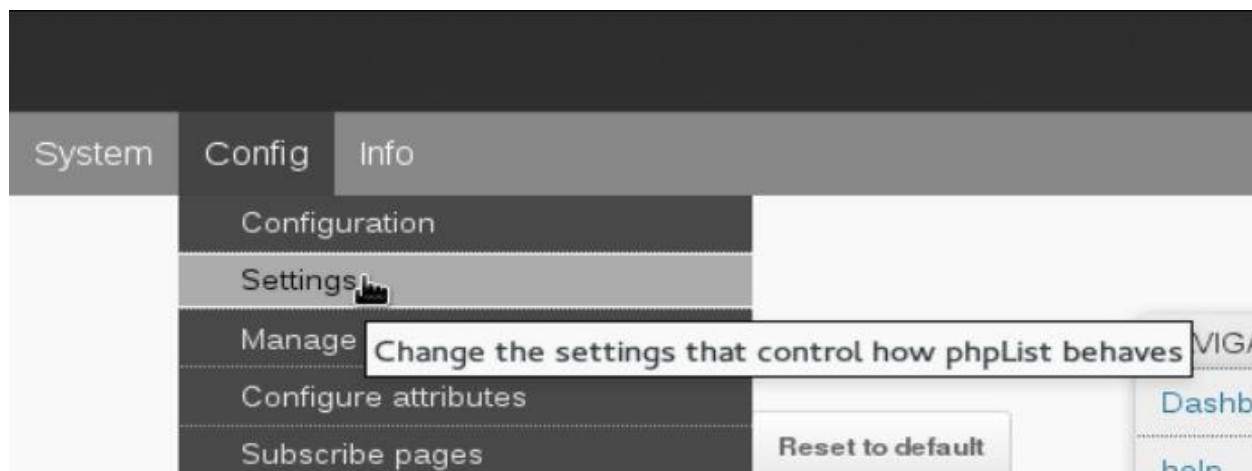
You can create categories to help you organize your lists at any time, and so the exact method you should use depends on your situation. Categories best practices.

1. Categories are set up before any lists are made (categories before lists).
2. Categories are set up to help organize pre-existing lists (lists before categories).

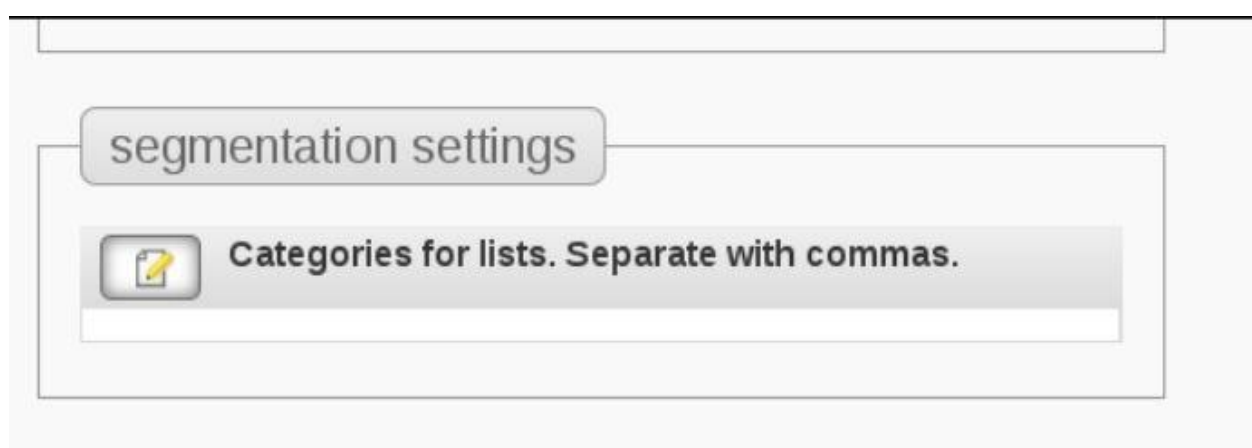
You should follow the section most appropriate to your situation.

### Categories before lists

To create your categories go to Config > Settings



Scroll down until you find Segmentation settings

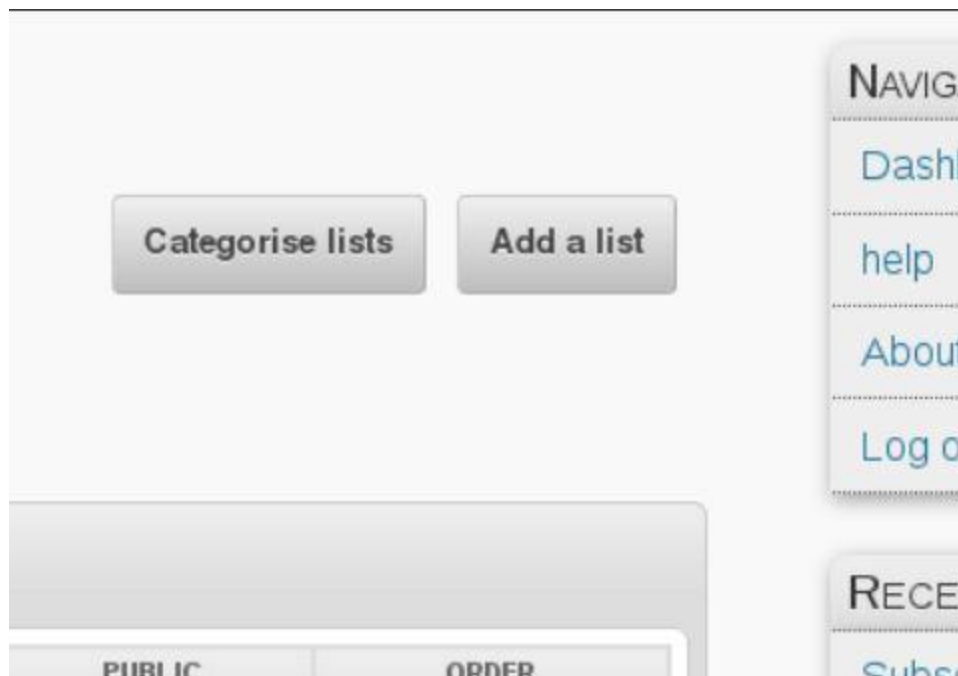


Enter the names of your categories, separated by a comma. It's advisable to create categories based on the type of lists similarities i.e. you can create a category named Electronics and this would contain all lists relating to electronics products e.g. T.V sets, radios etc.

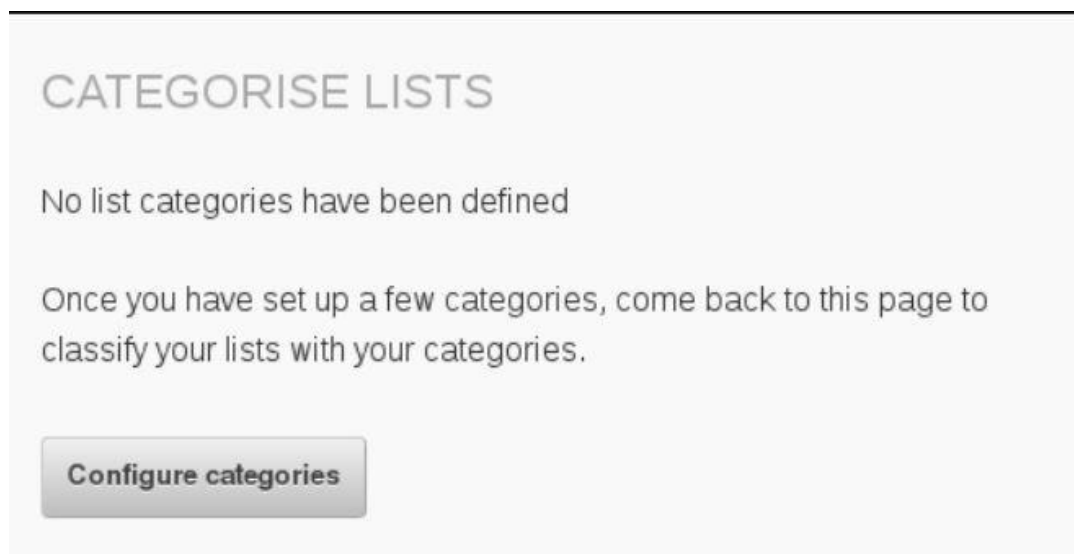
### **Lists before categories**

If you use Pepea Mass mailer a lot and you are using list segmentation you will soon end up with more lists than you can easily manage without categorizing. To start categorizing your lists go to Subscribers > Subscriber lists.

Then click Categorize lists.



If you have no categories at all yet, you will see the following screen:



**[Click Configure categories.](#)**

If you already have a few categories you will see a similar screen as the below screenshot with the Configure categories button (which you still must click) in the top right.

### **[How to create categories](#)**

Add your categories, one by one, with commas between them.

## SETTINGS

Editing **Categories for lists. Separate with commas.**

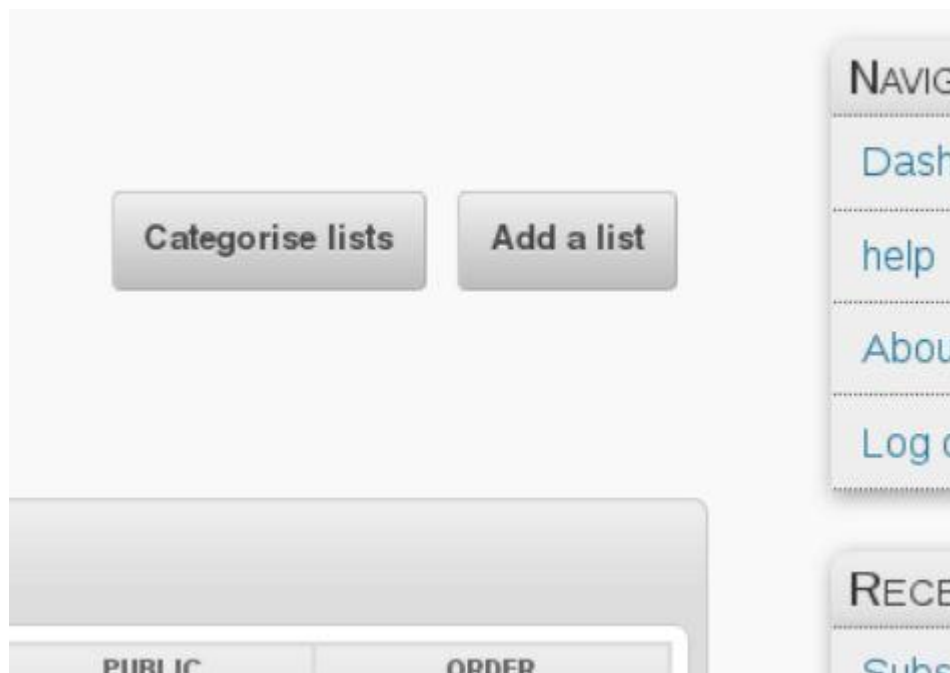
PepeaEmail, Backup, PepeaMassMailer

Save changes

Click **Save Changes**

### [Adding lists to categories](#)

Go back to **Subscribers > Subscriber lists**. Click on the **Categorize lists** button



Select the correct category from the drop-down option beside each list.

## CATEGORISE LISTS

Configure categories

### Categorise lists

CATEGORISE LISTS	NAME	CATEGORY
1	test	-- Choose category
2	newsletter	-- Choose category
3	hometest lists	-- Choose category
4	Pepea Mass Mailer List	-- Choose category -- Choose category PepeaEmail Backup PepeaMassMailer
5	gg	
6	furahiday	-- Choose category

SAVE

However, if a list is already categorized, it won't be displayed. When you have finished click on **Save**. Then, if you want to create more categories click the Configure categories button at the top of the page again and repeat the cycle.

If a list has already been categorized and you want to change the category, you can do this by editing the list from the main lists page.

### Using your categories

Once you have finished setting up categories, they should become part of your everyday workflow on the Pepea Mass Mailer.

For example, when you make a new list, you can assign it to a category during the creation stage.



EDIT A LIST

**List name:**

Pepea Email List

☐

**Public list (listed on the frontend)**

**Order for listing**

0

**Category**

-- Choose category

-- Choose category

PepeaEmail

Backup

PepeaMassMailer

Save Cancel

Also, when sending out a campaign, you can still be able to search for your lists based on categories as shown below.

1  
Content

2  
Text

3  
Format

4  
Scheduling

5  
Lists

6  
Finish

lists

BACK

NEXT

▼ Please select the lists you want to send your campaign to:

@ Uncategorized

- ☐ furahiday (Public list)
- ☐ gg (Private list)  
ggg
- ☐ hometest lists (Public list)  
kimani@leshau.com  
jefere@leshau.com  
mark@naim.co.ke  
ian@naim.co.ke  
ken@jeferenet.com  
kimani@jeferenet.com
- ☐ newsletter (Public list)  
Sign up to our newsletter
- ☒ **Pepea Mass Mailer List (Public list)**
- ☐ test (Private list)  
List for testing.

Save as draft

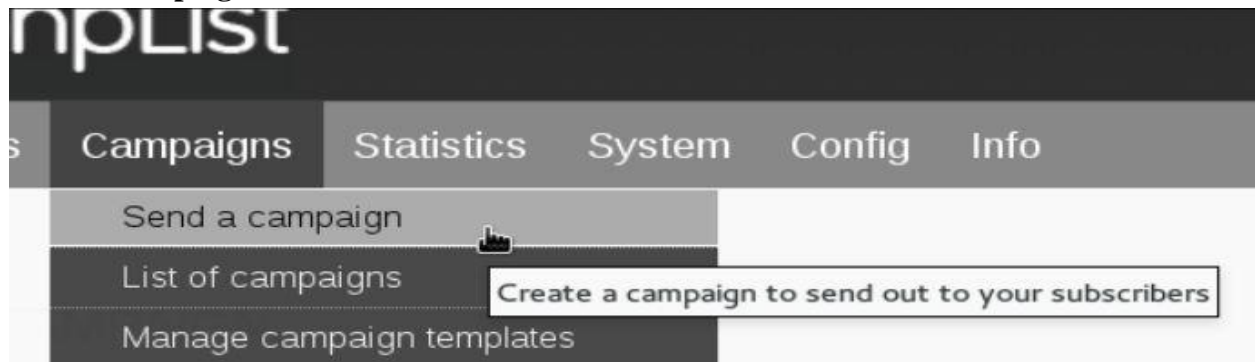
## Chapter 2

### Composing a campaign

The following chapter will act as a walk through on how to compose and send a basic email campaign that would contain simple message notification and an image.

#### 2.0. How to get started

In order to start a new campaign in pepea mass mailer, you'll need to navigate to **Campaigns > Send a Campaign** from the main menu as shown below.



This would then redirect you to a five-tab dialogue which will act as a guide on how to build-and-send a campaign process. However, for a campaign composition we will have to use the first tab which is the **content tab**.

### 2.0.1 The content Tab

The content tab mainly consists of three tasks where one has to write their **subject**, edit the **From Line** and finally composing the campaign message

[illegible]

### *The subject line*

Is the most important thing when composing a campaign since this is mostly the first thing that your subscribers will always see, therefore, its best that you ensure that the subject line is:

- Honest about your email content
- Avoids spammy sounding phrases or words e.g. (Free, hot, opportunity, risk free, etc.)
- Should be eye-catching and appealing
- Be easy to understand i.e. should have a clear meaning or appealing hint on what is your campaign
- Should contain a call to action from your readers i.e. should be captivating enough to make your readers want to read or even buy into your campaign

### *The From Line*

The second step under the content tab is editing the **From Line** and this is the information that all your subscribers will be seeing. In Pepea Mass Mailer, this information is usually auto-filled

based on the settings made under system configuration, and is always a formatted name space email.

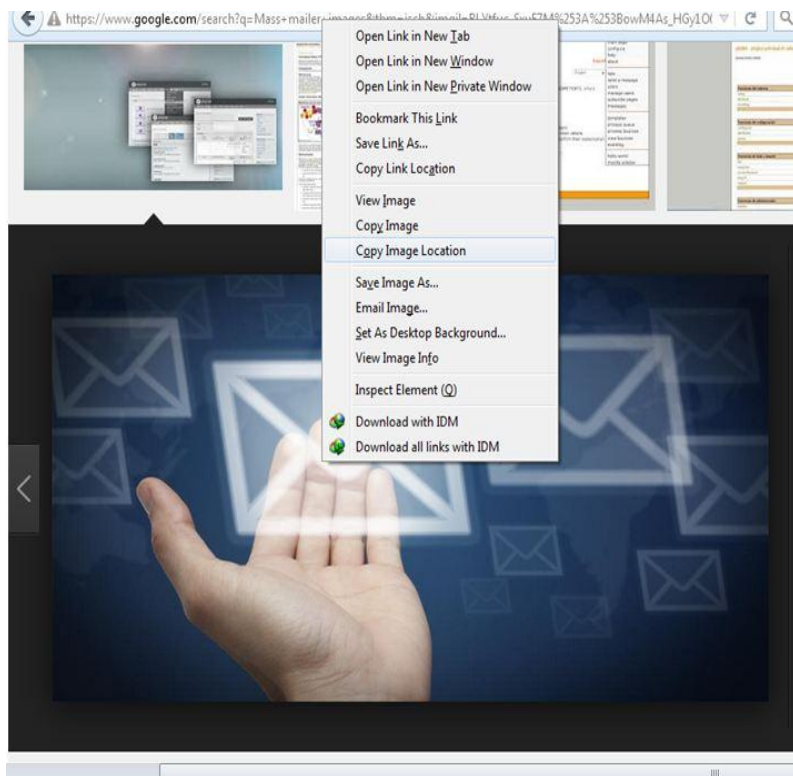
### *The content*

This is the final step under content tab and its where one would be able to compose the message directly in the Pepea Mailer **Content** window.

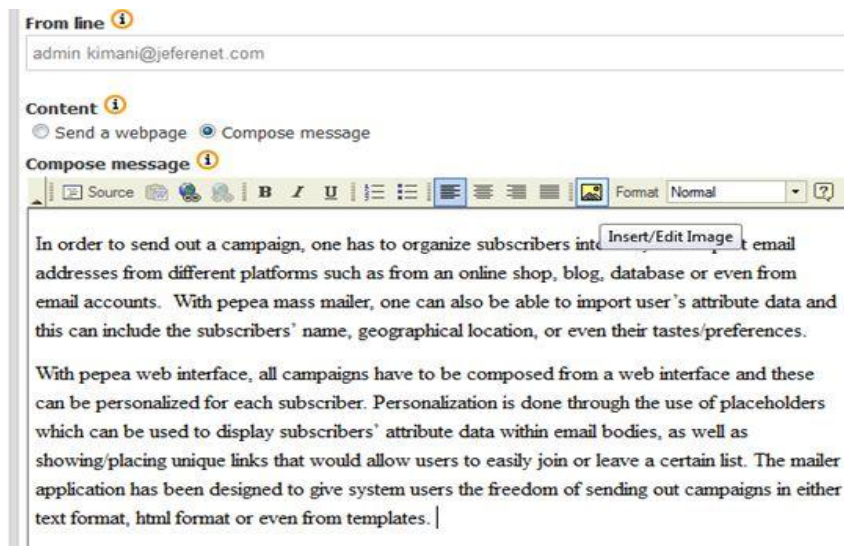
Here, one will be able to edit/compose their message from a preinstalled and enabled plugin called an FCKEditor which enables one to edit in a way that it's similar to editing in a word processor or a blog site.

### *Adding an Image to your campaign*

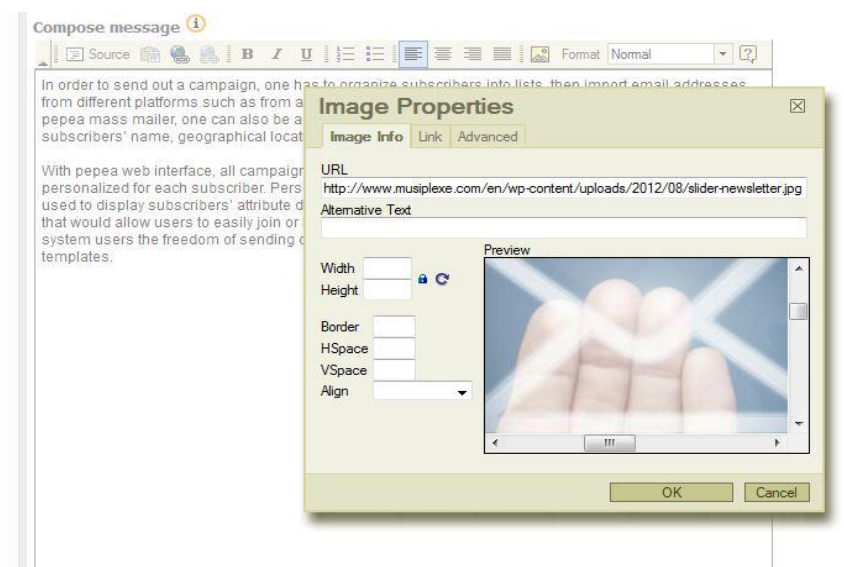
The simplest way of adding an image to a campaign is by embedding one from your website or even from an external source. To do this, one would need to find the URL of the image that they wish to use from their website. And depending on your browser, this may be done by right clicking on the image then clicking on **Copy Image Location or similar** ( in some browsers such as Internet Explorer this might be under right click then Properties).



Then under the editor toolbar, select the **Insert/Edit** image button, this will take you to an **Image Properties** dialogue box where you will be able to paste the copied image URL into the **URL** box.



You'll be able to embed the image on the Preview Box as shown below. However, if there is an error in Pre-viewing the image, the most likely cause of this would be the URL



#### i. Image Formatting and metadata

Ensure to include an Alternative Text for your image as this will be shown in place of your image incase its suppressed by the recipient's mail client. An alternative text helps in encouraging your readers to decide to view any images within your email and this in turn makes your Campaign Statistics more accurate.

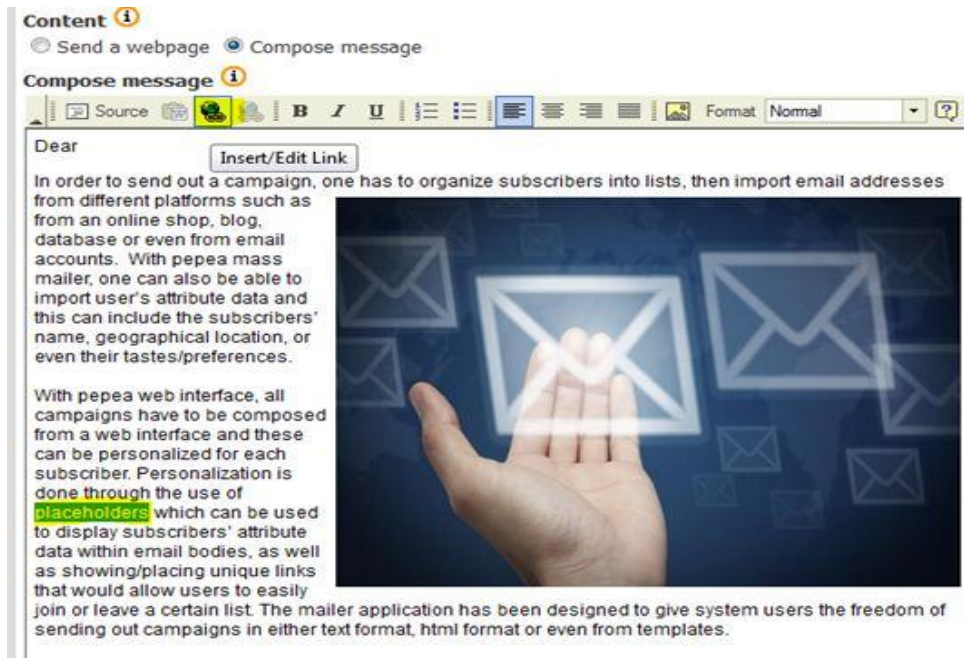
You may also wish to make changes to the image display size or you can use the Lock Ratio padlock option which will automatically resize your Images' height and width on your behalf. You can also choose to **align** the image base on how you want to design or customize your email message. You may also use the HSpace and VSapce option for adding a little bit of space between your email text and the image. Once done you click on OK to apply your changes.



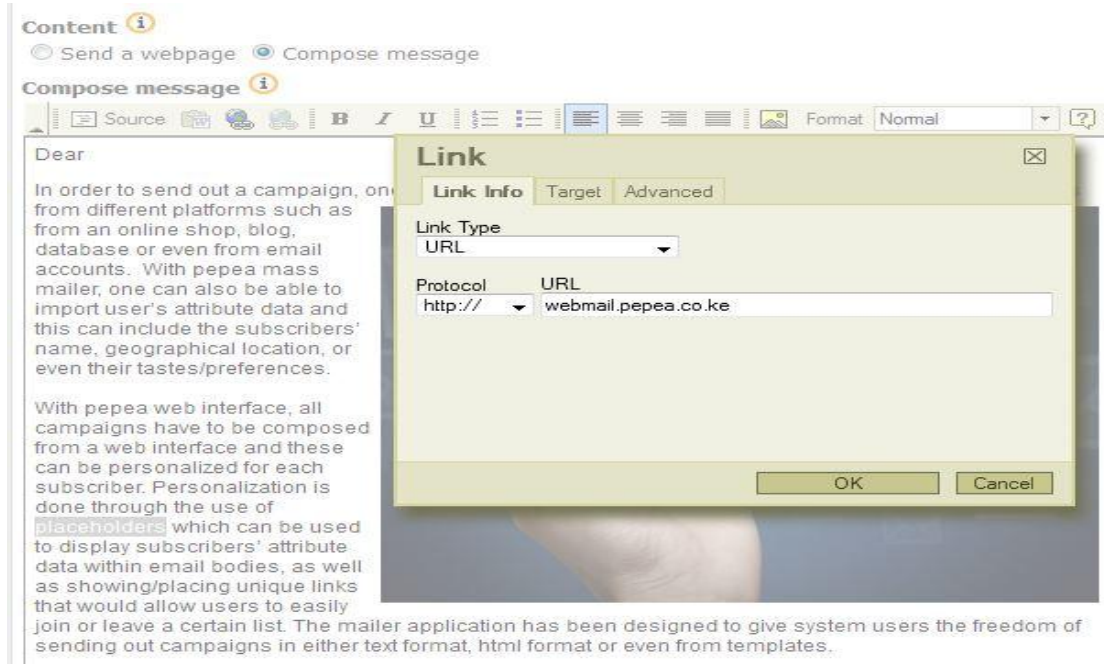
## ii. Creating a Text Link

You can all use text links for redirecting your recipients to either an image or even to a webpage where they can get further information with regards to your campaign message.

To create a link, highlight the bit of text that you want to convert to a link.



Then click on the **Insert/Edit Link** button where you will be able to paste the URL of the page that you wish to link/redirect your users to.



Press Okay.

Using a text link within your campaign message is also a good way of ensuring that you have accurate campaign statistics since you will be able to see the number of clicks your campaign had.

### iii. Test your campaign

It's important to send a test email of the campaign as this will enable you to view your campaign pre-hand hence giving you a chance to modify your campaign structure or message while also eliminating any grammatical errors within your campaign message.

To send a test, you need to enter your email to the Send text box at the bottom of every screen within the campaign workflow. You can also send multiple test emails by separating the addresses with a comma. It's best to test your campaigns from both a webmail platform and on a mail client platform like (Thunderbird or outlook). However, all the test emails must already be on one of your subscriber lists: if not, you'll be prompted to add them. Once done, click **Send test**

#### *Things to check on the test email*

- Formatted text is displayed as expected
- All links go to the right places
- There are no spelling errors

If you find a mistake, you can still go back and edit your campaign and re-test the campaign. Once happy with the campaign message, click on the **Next button**

### **Sending your first campaign**

After composing the campaign message you may opt to jump to the final tab (Finish), however you may choose to go to next and this will take you to the **Format** tab.

#### **Format**

This tab gives you the opportunity of choosing or selecting a template (if any) from a drop down list. The campaign html message will then be wrapped in the template during the sending phase. However, it is best to send a test message at this point as this will give you a clue on how your campaign will appear in the overall end.

However, if you don't have any template, you may choose to leave - - **select one** in the dropdown and click on **next** to go to the next browser.



SEND A CAMPAIGN

1 Content 2 Format 3 Scheduling

format

Send as HTML ☒ text ☐

Use template -- select one

Save as draft Save and continue editing

### Schedule your campaign

The next tab is mainly for campaign scheduling, here there are mainly to key features that may be applied to your campaign sending process and these are:

- Embargoed Until- it is best to always this as default which is normally slightly in the past. This option is used to schedule when a campaign will be rolled out.
- Stop sending after- is used to schedule a period when the system will stop trying to send out a certain campaign and this is best suited in scenarios where you might me having a time sensitive campaign.

SEND A CAMPAIGN

1 Content 2 Text 3 Format 4 Scheduling 5 Lists 6 Finish

scheduling BACK NEXT

Dates and times are relative to the Server Time  
Current Server Time is 2015-10-26 12:41

Embargoed until 26 October 2015 09 00

Stop sending after 25 April 2016 21 00

Requeue every -- do not requeue

Requeue until 26 October 2015 09 00

Save as draft

BACK NEXT

After you've finished entering the schedule information, click **next**.

### Select your lists

Before sending out a campaign, you need to select a list containing your target recipients. (As shown in the below screenshot) Here you'll get the following options, **All lists** and **All Active Lists** with the former set to send your campaign to every list either public or private, and the latter sending the campaign to all public lists. However, if you can't be able to view your subscribers list it's best to check for them under the uncategorized tab.

SEND A CAMPAIGN

1 Content 2 Text 3 Format 4 Scheduling 5 Lists 6 Finish

lists

BACK NEXT

▼ Please select the lists you want to send your campaign to:

@ Uncategorized

- ☐ All Lists
- ☐ All Active Lists

Save as draft

BACK NEXT

It's important to note that, Peepa Mass Mailer send a campaign as one copy to each subscriber on your list, even if there are several lists: you don't have to worry about sending duplicate campaign copies to any of your subscribers. Once you've chosen your list, click next.

### Sending your campaign

The final tab in the sequence contains a few useful details and the button which triggers sending.

First of all you can choose several email address that you wish to alert when your campaign starts sending and finishes sending.

You can also choose to **Reset click statistics** - this means that any clicks or opens recorded when you were testing your campaign will be forgotten, so when you get new clicks and opens you know they are from your subscribers.

SEND A CAMPAIGN

1 Content 2 Text 3 Format 4 Scheduling 5 Lists 6 Finish

finish BACK

email to alert when sending of this message starts  
separate multiple with a comma  
kimani@jeferenet.com

email address to alert when sending of this campaign has finished  
separate multiple with a comma  
kimani@jeferenet.com

☐ add Google Analytics tracking code

☐ Reset click statistics

send campaign

Save as draft

Click **Send campaign**

### Process your queue

On clicking send, your campaign will be added to a queue. However, there maybe one or more campaigns on the queue Click **process queue** to send the campaign.

SEND A CAMPAIGN

Campaign added

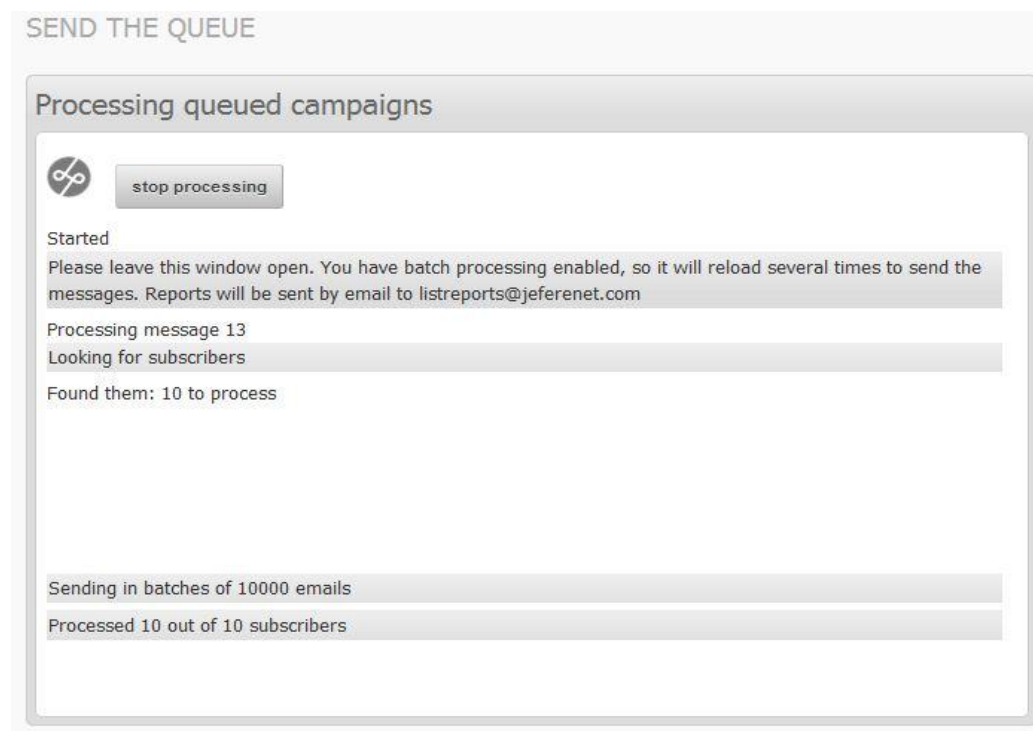
Campaign queued

process queue

You'll then see the queue start processing



At this point, it is best not to close your browser window until the process is complete.



### All done

When your queue has finished processing, you should see the following screen:



However, depending on your list's size, you may need to refresh the screen and click resume processing a few times until the process is complete.

## Chapter three

A subscriber is usually someone who is a member of one or more of a system lists. Users may have subscribed themselves through a subscribe page or by importing their details from another source.

### Subscriber profile

All system subscribers' data are stored under each subscriber profile and this can be found by searching for their email in **Subscribers > Search subscribers**.

From the **Details** page, system users can be able to view information such as ID, email address, confirmed or not, blacklisted or not, number of bounced emails if any, html or text emails sent to.

DETAILS OF A SUBSCRIBER

History

Delete

Delete will remove subscriber from the system

kimani@jeferenet.com

Details

Lists

ID	1
email	<input type="text" value="kimani@jeferenet.com"/>
Is this subscriber confirmed (1/0)	<input type="text" value="1"/>
Is this subscriber blacklisted	No <div>Add to blacklist</div>
Did this subscriber manually confirm	0
Number of bounces	0
entered	2015-10-20 05:10:27
Last modified	2015-10-20 12:10:27
Unique ID	6f9ea483f939d0b399344347fecb6943
Send this subscriber HTML emails	<input type="text" value="1"/>
Which page was used to subscribe	
RSS Frequency	<input type="text"/>

By clicking on the **Lists** tab one can also be able to view the lists that a subscriber is a member of and can also be edited as shown below.

## DETAILS OF A SUBSCRIBER

History

Delete

*Delete will remove subscriber from the system*

kimani@jeferenet.com

Details

Lists

### Mailinglist membership:

- ☒ newsletter
- ☒ test
- ☐ furahiday
- ☐ gg
- ☒ hometest lists
- ☒ Pepea Mass Mailer List

Save changes

By clicking on the **History** button, you can be able to view all the campaigns that a subscriber has ever been sent to.

## HISTORY OF A SUBSCRIBER

Subscriber [kimani@jeferenet.com](#)

[details](#)[delete](#)

5 messages sent to this subscriber

[Campaigns](#)[Subscription](#)

### Messages

MESSAGES	CLICKS	SENT	VIEWED	RESPONSETIME
<a href="#">8</a>	0	26 Oct 2015 12:22:49		
<a href="#">9</a>	0	26 Oct 2015 12:23:05		
<a href="#">11</a>	0	26 Oct 2015 11:16:25		
<a href="#">12</a>	0	26 Oct 2015 12:05:24	26 Oct 2015 17:17:01	18697
<a href="#">13</a>	0	26 Oct 2015 13:45:34		
average				18697

By clicking on the numbers in the **CLICKS** column, one can be able to see more detailed information about which images or text links that a subscriber has ever clicked, when and how often.

### [Lists](#)

A list is a way of grouping together subscribers you can send them a campaign. However, it's important to note that all subscriber details are contained in the subscriber profile and not on a list.

You can be able to view your lists by going to the main menu then **Subscribers > Subscriber Lists**. Here, you'll be able to note that each list has an adjacent number of Members (subscribers) within that list.

SUBSCRIBER LISTS

UNCATEGORISED ▼ Categorise lists Add a list

4 lists

lists

LISTS	MEMBERS	PUBLIC	ORDER
test	1	<input type="checkbox"/>	0
<div> </div>			
newsletter	1	<input checked="" type="checkbox"/>	0
<div> </div>			
hometest lists	7	<input checked="" type="checkbox"/>	0
<div> </div>			
Pepea Mass Mailer List	8	<input checked="" type="checkbox"/>	0
<div> </div>			

SAVE CHANGES

Add a list

However, if one were to delete a list would not also delete subscribers.

### How to delete subscribers

You should not delete subscribers in most circumstances. If a subscriber wants to stop receiving emails from you, they can unsubscribe from the **un-subscription** page. Un-subscription means that:

- Their email will be kept on the system and added to a do-not send list (blacklist) - meaning that the system will never send a campaign to them again, unless they re-subscribe
- Also, if you were to import their emails again (by accident) you wouldn't be able to send them campaigns inadvertently
- You have a record of when/why they unsubscribed which you can use to improve your campaigns in the future
- If you are in a situation where you want to delete some subscribers rather than simply blacklist them, for example, to bring the size of your lists down, first try the options on the **Reconcile** page, for example to remove those with x number of bounces, those with an invalid email and those who are not-confirmed.
- The final resort is to get some emails by exporting them (from **Export subscribers**) and then pasting whichever emails you wish to delete into the bulk delete function. This can be found though the **Manage Subscriber** page.

Creating Your Lists



As earlier indicated, one can be able to organize subscribers into various lists based on the system users choice or preference. However, this means that your system must always have at least one list. Overtime, you may find that having multiple lists (**Segmenting**) would eventually improve your subscriber satisfaction hence also improving on your campaigns **opens/clicks** statistics.

#### Factors to be aware of:

- You must select at least one list when sending
- You can select several lists or use the all lists function when sending
- Subscribers will never get the same campaign twice, even if they are on several of the lists you select
- Lists can be categorized to help you keep organized
- Lists are not the same as Attributes

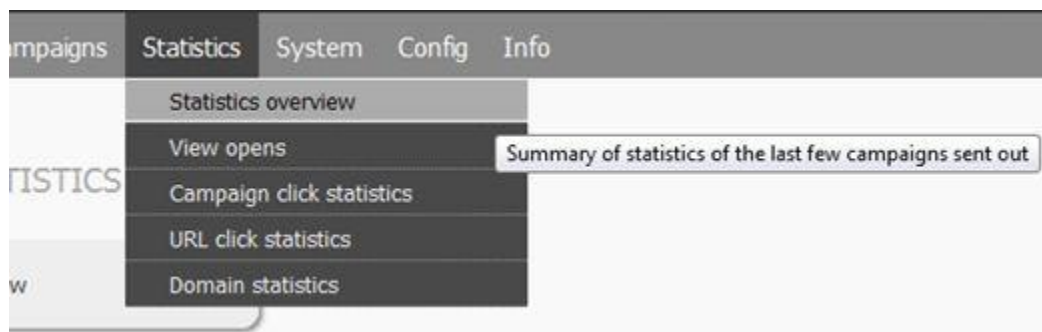
## Chapter four

### Campaign statistics

Pepea Mass Mailer is capable of providing you with a campaigns statistics and this can be accessed from the **Statistics Menu**. Here, you'll be able to view the four most fundamental campaign statistics and these are **Sent, Rate Bounces, Forwards** and **Views**.

Statistics Overview Page

First, go to **Statistics > Statistics Overview**



This will show you a summary of all your past campaigns sent within a year's time period.

Campaigns in the last year				
CAMPAIGNS IN THE LAST YEAR	SENT	BNCS	FWDS	VIEWS
Monday test	10	0	0	0
			DATE: 26 OCT 2015	RATE: 0.00 %
Pepea Mass Mailer	7	0	1	2
			DATE: 26 OCT 2015	RATE: 28.57 %
test 1	7	0	0	0
			DATE: 26 OCT 2015	RATE: 0.00 %

### Sent

It's useful to know the number of subscribers that a specific campaign was sent to and this will be reflected on the Sent column (as seen in the above screenshot. This can act as good measure on list growth as you'll always be able to track and know the number of campaigns sent over the course of the year.

### Bounces

The **BNCS** in the above screenshot shows the number of emails that have "bounced". A bounced email is an email that has not reached its intended recipient. This could be caused by a number of issues such as

- An incorrect email that might be non-existent or has an error such as an expired domain
- Recipients mailbox maybe full (this may be temporal)
- Badly configured auto responders

A bounce may take several days before it's registered on the system since Pepea Mass Mailer system will continue trying to deliver an email to your recipient's mail server. However, it's important to note that an email which continues bouncing will eventually be added to a **do-not-send** list or be placed in an unconfirmed list.

A high bounce rate is normally considered a sign that you might be having a poor list quality.

### Forwards

The third column **FWDS** shows the number of people who have forwarded a campaigns message through the Pepea Mass Mailer **ForwardToFriend** system.



### Views




The views column can be the most exciting of all statistics, but also the most misleading. From the above screenshot, its best to understand that our campaign was sent to 7 recipients, viewed by 2 subscribers and was forward once. There are various factors that affect a campaign's statistics and its best not to be frustrated nor disillusioned by what may seem to like low readership levels on your campaign.

The views statistic:

- Tells how many people were recorded opening their email (and presumably read the contents)
- Indicates the minimum number of people who opened the email
- Gives a rate that reflects the number of people opening an email compared to other emails we send.
- Does not tell exactly how many people opened the mail, or what they did when they opened it

An open may not always be recorded and the major cause this is that most mail clients (Thunderbird, outlook or even webmail) may be limiting display of remote content within an email. This eventually hinders reporting of subscribers' actions hence affecting a campaigns statistic. Image blocking is mostly deployed as a privacy feature in most mail clients.

From Me <kimani@jeferenet.com>   
Subject Monday test  
To Me <mark@naim.co.ke>  1:45 PM

 To protect your privacy, Thunderbird has blocked remote content in this message.  

### Schedule your campaign

The next tab is mainly for campaign scheduling, here there are mainly to key features that may be applied to your campaign sending process and these are:


Embargoed Until- it is best to always this as default which is normally slightly in the past. This option is used to schedule when a campaign will be rolled out.

Stop sending after- is used to schedule a period when the system will stop trying to send out a certain campaign and this is best suited in scenarios where you might me having a time sensitive campaign.

After you've finished entering the schedule information, click [next](#).

Here, one will be able to edit/compose their message from a preinstalled and enabled plugin called an FCKEditor which enables one to edit in a way that it's similar to editing in a word processor or a blog site.

### Adding an Image to your campaign



Unread: 0 Total: 29

However, this information is still useful in regardless of the inaccuracy. It's important to note that all "open rate" averages are always dependent on users selecting the option show remote content.

## Rate

In order to compare performance across several campaigns one can use the rate statistic which is the number of opens expressed as a percentage of the total sent. From the above screenshot, there was an open percentage of 28.57%. Over time, one can be able to use the open percentage for determining if your subscribers are kept interested.

This statistic can also be used to:

- Test email titles and sending times
- To compare subscriber readership in-between lists or campaigns

All in all, the Statistics Overview page is useful for comparing and contrasting campaign success. This can help in improving future campaigns. However, statistics should not be taken too literally.

## Chapter 5

### Attributes

Pepea Mass Mailer is pre-configured to deal with some data about your subscribers, for example email address, number of bounces (bounce count) and their system ID number: these are called system values. Attributes are used for any other data you want to add to the system about your subscribers, usually demographic information. Some common attributes are Name, Age, Gender and City.

The attributes you use are entirely up to you to decide. Once you have collected/uploaded attribute data, it can be used to connect to your subscribers more directly and with better precision, by using placeholders and the segment plugin.

There are three ways of creating attributes:

- Create them in bulk when you import a csv file
- Create them manually from the configure attributes page
- Edit them from the configure attributes page

### Creating attributes when importing data

When you import complex data using the "csv with additional data" method, attributes can be easily created (in bulk) from column titles which are not already listed as an attribute.

Do not create new attributes for email and other system attributes; you must map those to the pre-existing system attributes listed in the dropdown.

In the image below, five new attributes are being created, and Email Address is mapped to Email.

Surname and Gender are standard attributes; however, the subscribers' height in Centimeters is more unusual. Pepea Mass Mailer treats all these attributes in the same way: there are no restrictions on the subject matter of an attribute.

### Import Attributes

IMPORT ATTRIBUTES	SELECT
Title	-- Create new one ▼
GivenName	-- Create new one ▼
Surname	-- Create new one ▼
EmailAddress	Email ▼
Centimeters	-- Create new one ▼
Gender	-- Create new one ▼

CONTINUE

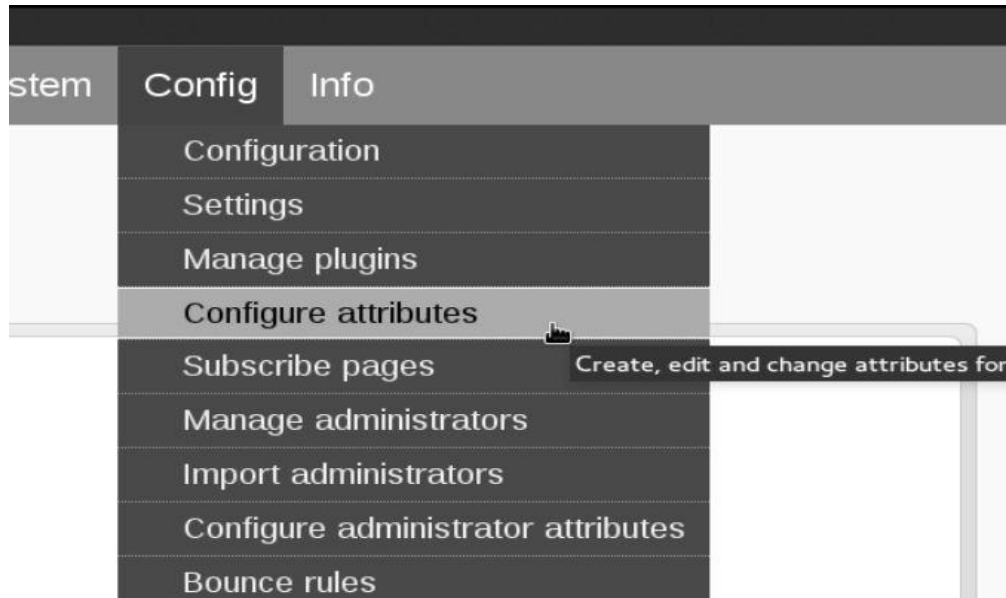
Once an attribute has been created, any column headed with the attribute name in future csv files you import will be mapped to the attribute automatically. You will not need to create the attribute again.

SUMMARY	MAPS TO
EmailAddress	system: email
Title	Title
GivenName	GivenName
Surname	Surname
Centimeters	Centimeters
Gender	Gender

If there is new data for a pre-existing subscriber, it will be integrated into the subscriber details by using email address or Foreign Key as a reference.

### Creating and editing attributes on the Configure attributes page

To create or edit an attribute manually, go to **Config > Configure attributes** from the main menu.



From there you can create a new attribute:

Save changes

Delete tagged attributes

Merge tagged attributes

Add new Attribute:

Name:

Type:

textline

Default Value:

Order of listing:

Is this attribute required?:

☒

Save changes

You can also edit existing attributes:

Tag ☐

Name:

ShoeSize (UK)

Type:

textline

Default Value:

Order of listing:


Is this attribute required?

☐

Save changes

Delete tagged attributes

Merge tagged attributes



You can,

- Specify/change the name
- Choose/change the Type, which dictates the input method on your subscribe pages (see the example edit below)
- Choose/change the Default Value, which dictates the standard value on the subscribe page (you may need to change this on the Subscribe page editor too)
- Make the attribute required, so subscribers must give the information in order to sign up (warning: mandatory fields may deter subscribers)

Additionally you may,

- Tag them to delete one or more attributes
- Tag to merge several attributes together

## Using placeholders

A place holder is a word in square brackets, for example,

[FIRSTNAME] or [UNSUBSCRIBE]

These will be replaced with real data, such as the subscriber's name or a unique URL during sending

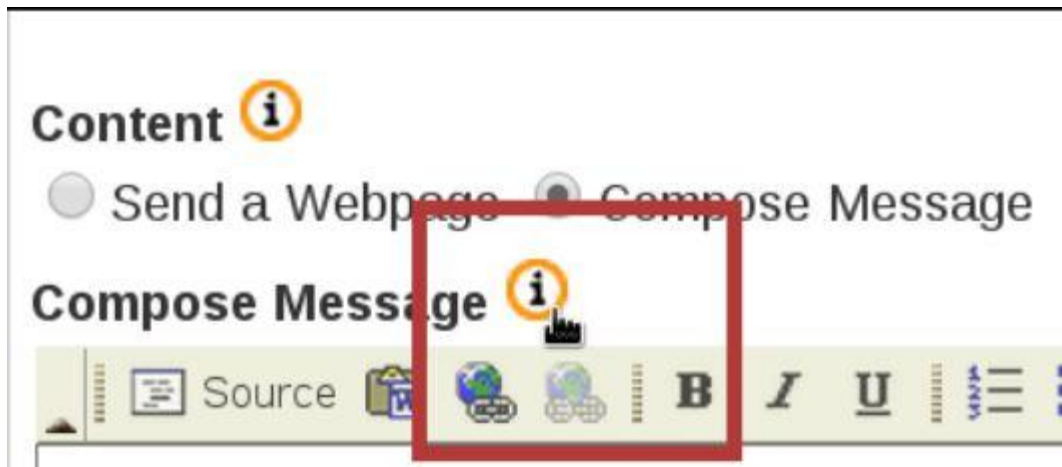
## Placeholders in Pepea Mass Mailer

There are three types of placeholder in the system:

- System e.g. [UNSUBSCRIBE]
- Config e.g. [WEBSITE]
- Attribute e.g. [FIRSTNAME]

Where to find a list of Attribute placeholders, when composing a campaign, you can find a list of placeholders by clicking on the information symbol, i, next to the text Compose Message





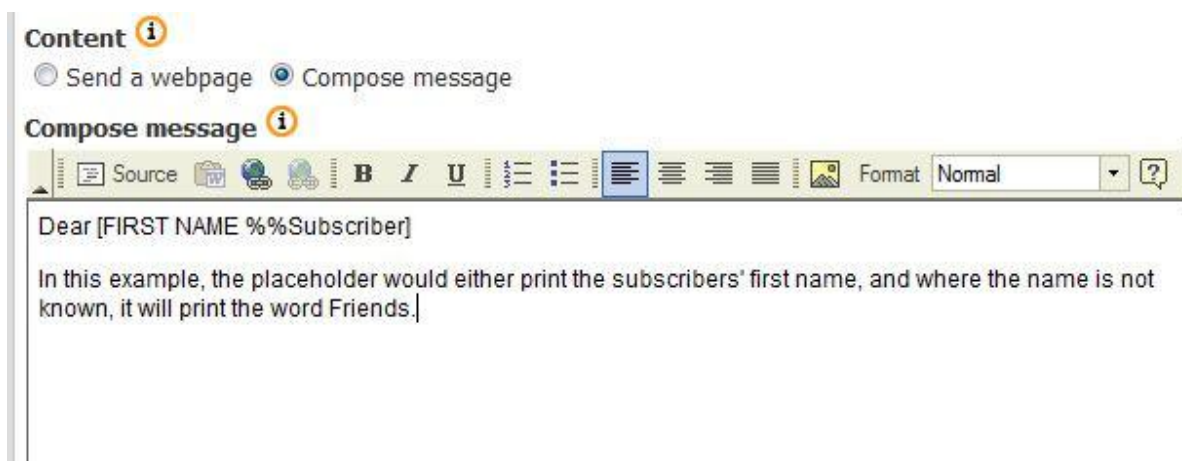
Any Attribute placeholders will be listed here along with instructions on how to use them.

### How to use a placeholder in a mail

To use a placeholder, you need to type it exactly as suggested in the information, i, box. This will include:

An open square bracket the placeholder name (in Capitals, with spaces) and a close square bracket

It is also wise to use some fallback words i.e. words that will be inserted in place of the data when the data is missing. You can indicate the fallback words with the double percent sign %%. Anything before the %% is the attribute placeholder. Everything after the %% is the fallback text. The fallback text is optional.



In the above screenshot, the placeholder would either print the subscribers' first name, and where the name is not known, it will print the word Subscriber. It is important that you test your placeholder before you send your mail, as mistakes are ugly and disconcerting for your subscribers.

### **[FOOTER]**

The message footer

### **[SIGNATURE]**

[SIGNATURE] prints your image signature.

### **[FORWARDURL]**

[FORWARDURL] is replaced with the personalized URL only. To use this, you will need to wrap it in HTML, like this: <a href="[FORWARDURL]">Forward to a Friend</a>

### **[PREFERENCESURL]**

[PREFERENCESURL] allows the recipient to edit their subscribe preferences, for example update their email or the number of lists they belong to. This essentially allows them to maintain your list up to date for you and is an invaluable feature.

**[UNSUBSCRIBEURL]** - is a mandatory placeholder

[UNSUBSCRIBEURL] allows the recipient to totally unsubscribe from all your lists. Peep Mailer, you must include this placeholder somewhere in your body or footer. It is best to use this alongside the [PREFERENCESURL] placeholder if you manage multiple lists, so subscribers can leave just one list rather than all lists if they want.

### **[DOMAIN]**

Prints your domain, e.g. yourdomain.com as listed in your configuration settings.

### **[EMAIL]**

Prints the subscribers email address

### **[FORWARD]**

[FORWARD] is a link where the recipient can go to "forward this message". The default text for this placeholder is this link. For example, if you use the following on your footer *"If you want to forward this message to a friend click [FORWARD]"*

### **[UNSUBSCRIBE]**

Like Forward the link that subscribers can use to unsubscribe. It will also be replaced with "This Link", which means you can use it like this:

*To unsubscribe from our newsletter click [UNSUBSCRIBE]*

### **[PREFERENCES]**

Like Forward and Unsubscribe the link that subscribers can use to update their personal details and preferences. It will also be replaced with "This Link", which means you can use it like this:

*To change your preferences click [PREFERENCES]*

## Chapter six

### DESIGNING AND ASSESSING CAMPAIGNS

#### CAMPAIGNS

##### Templates

The templating system in Pepea Mass Mailer has been designed to create a workflow that keeps things simple for any campaign creator.

The Templating Workflow in Pepea Mass Mailer

There are two elements to the workflow:

1. Creating and uploading a template; this is done very rarely
2. Choosing and using the template; this is done for every campaign

Step one is the more complex and it is often done by a web designer or system administrator. We cover this in the creating a template chapter. There is also a really easy templates chapter to help you if you do not have a designer.

The second part of the workflow is very simple. The person creating the campaign simply selects the template by name from a drop down menu after the campaign message has been written.

The template is then applied during sending, like a wrapper around the text, and the person sending the campaign does not come into contact with the template code at all.

The template is not applied to emails sent to subscribers who request a plain text email.

##### Creating a template

##### *Creating your template*

There are lots of ways to create your template. You could

- Design and write your own
- Pay someone to do this for you
- Modify a generic/Open Source template that you have bought or "recycled"

##### *How to set up your template for use within the Pepea Mass Mailer*

It's advisable to use a single column template. However, if you were to choose a responsive template, your campaign editor shouldn't utilize images with a width larger than a smartphone screen (Max 320 by 480 pixels).

### *Logo: upload or remote link*

When designing or modifying a template, one needs to decide if they will include their logo within the campaigns as an attachment or use a remote image. If you include your logo as an attachment it will always display to the recipient. However, if you were to use a remote link for your logo, it's important to note that the image will only display when the subscriber gives permission on their mail client. You must also include some place holder strings which the system will replace during the sending stage.

### *[CONTENT]*

When it comes to templates, the content place holder string becomes an obligation as this will be replaced with your campaigns content message.

### *Adding a template to Pepee Mass Mailer*

To add a template, on the main menu, go to Campaigns > Manage campaign templates

You will then see a list of templates which have already been added to the system and by default; there will always be one system template.

### *Click Add new Template.*

Name your Template.

It's best to give your template a title since this will be displayed under the list of templates that would be available to system users during a campaign composition stage hence it's important that the name makes sense so as to avoid confusions.

### *Uploading a template file*

To add a template to the system, one can paste the html into the editor, or upload it as a file. The other option would be to **Click** on the browse button, this would prompt you to locate and select the template file that you wish to use from your local PC. Then scroll down to the bottom of your page and click on Save Changes.

Using your template

During campaign composition, use headings and other formatting as normal. You do not need to apply any additional styling such as text color, if those elements are dealt with in your template.

## **Chapter seven**

### **Subscribe page design and configuration**

Subscribe page is the name of the page where your subscribers can join your lists. You can have as many subscribe pages as you want, and you can make them look like your website.

You can also customize your subscribe pages in various ways.

You can edit the **default design**, which will affect all the pages, on your Config > Settings page, and/or you can tweak the design of individual pages using the Header and Footer boxes on the subscribe page editor.

#### Modifications from within the Config > Settings page

Go to Config > Settings from the main menu, and scroll down to the subscription-gui settings area. Here you can edit the html of the pages, and also a few basic settings.

#### Modifications from within the subscribe page editor

The Header and Footer boxes in the General Information section of Config > Subscribe Pages > add/edit a page can be used to edit the HTML of an individual subscribe **page**.