

Logistics

Remember - Shared Audio:

-

What You'll Learn To Do

You will be able to:

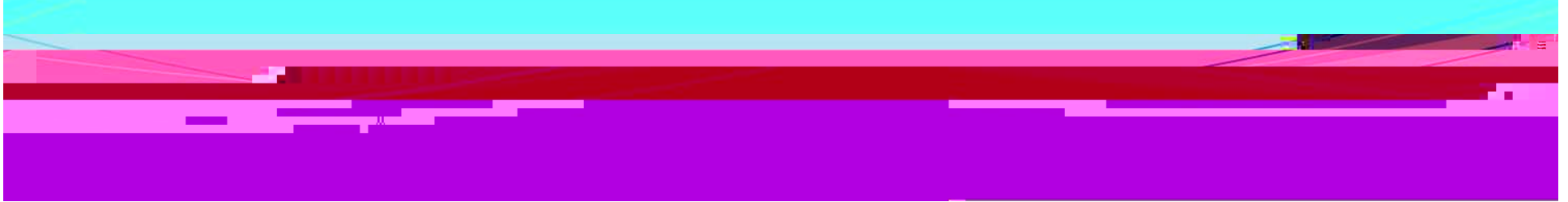
- Track mailings and segment based on the tracking
- Use MailStream optimization for deliverability
- Prevent mailing fatigue
- Use surveys to engage and interact
- Design a Refer-A-Friend form to grow your list organically
- Customize your message with Conditional Content

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'

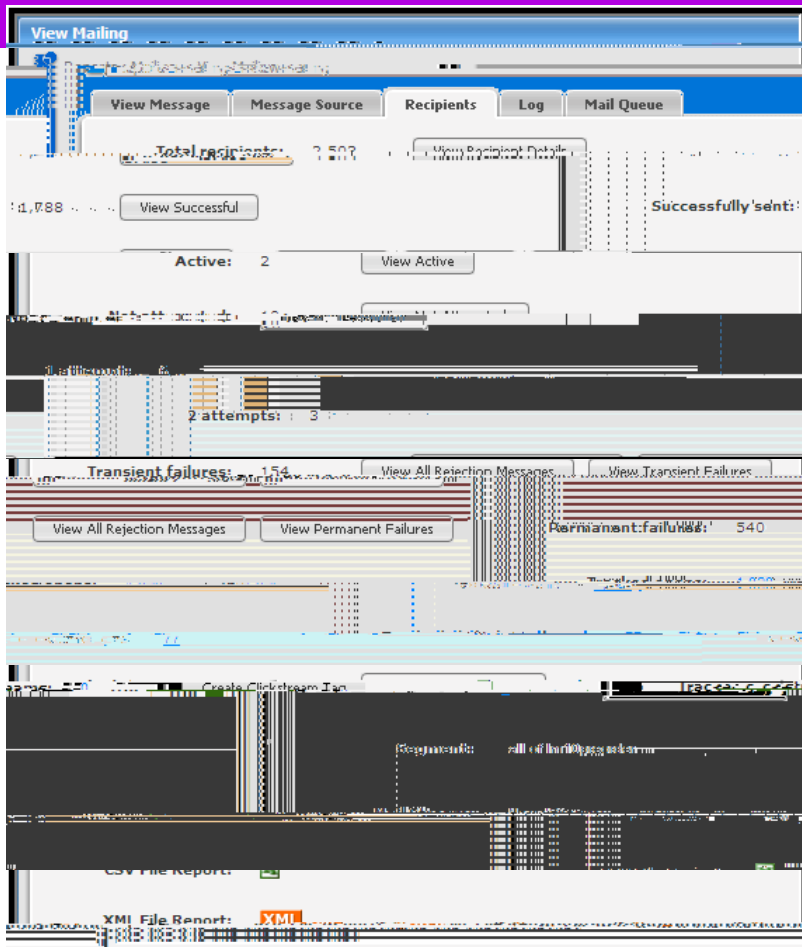
Week	Count	Percentage	Other	Date
- Week 11	63	57	90%	2007-03-26
- Week 10	82	58	71%	2007-03-19
129443 SFT Deals - Week 9			84%	
129442 SFT Deals - Week 8			48%	

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

- **Who received the mailing**
-

Delivery Tracking

IVDR

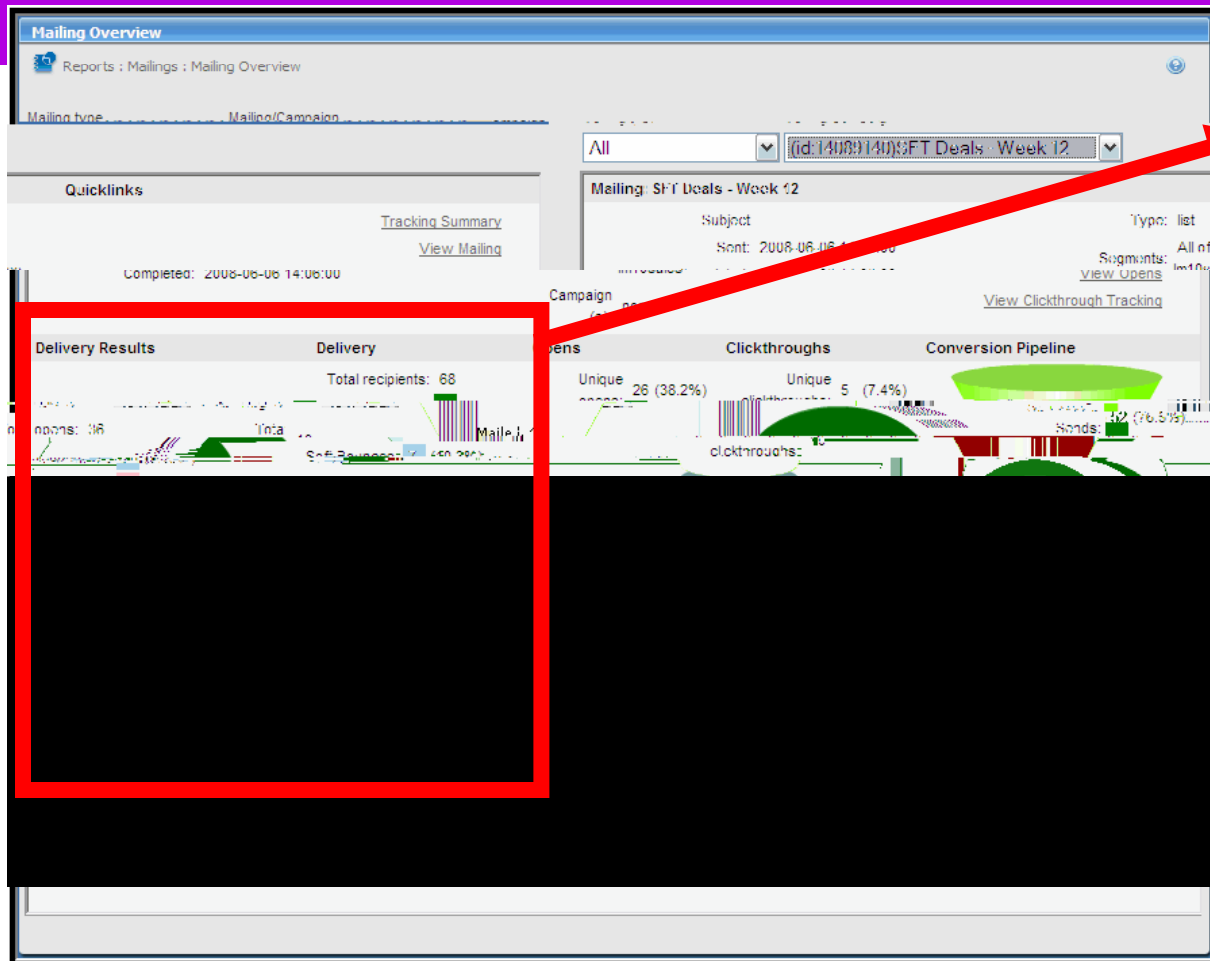


Drill down to see “Recipient:”

- Transient failures
- Permanent failures
- Other tracking info

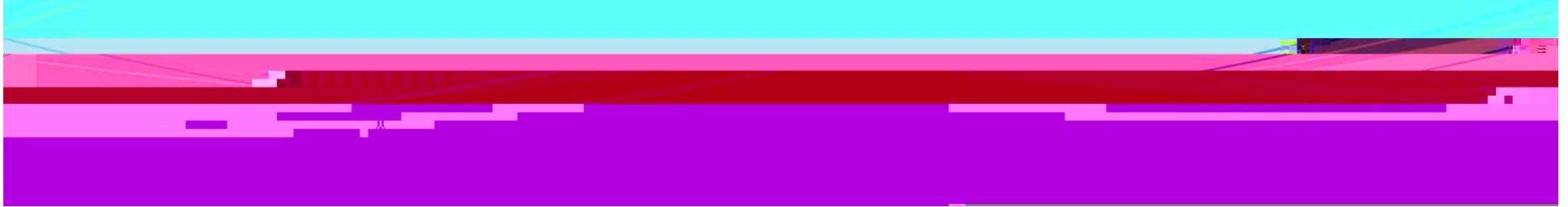
Delivery Tracking

IVPIS



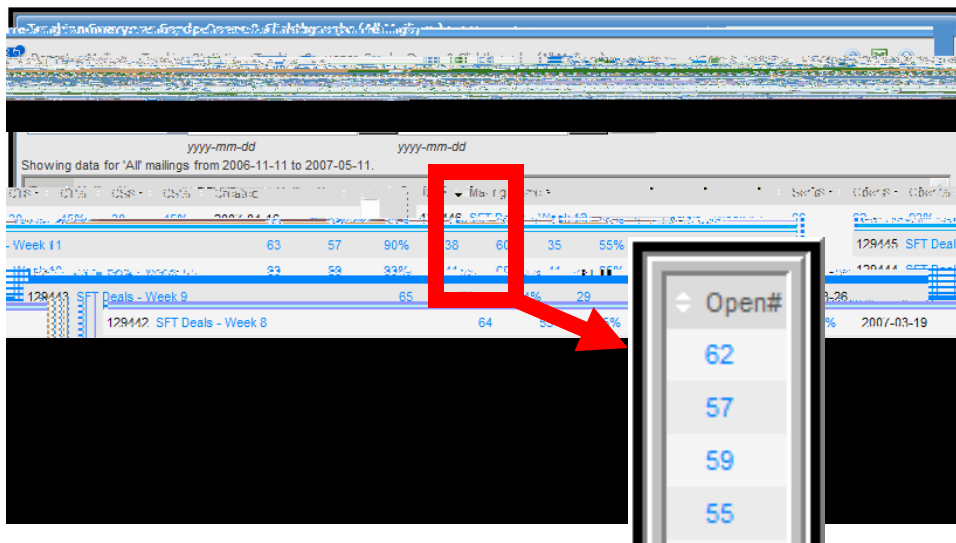
View nine distinct categorizations' of bounces

Held Status



Open Tracking

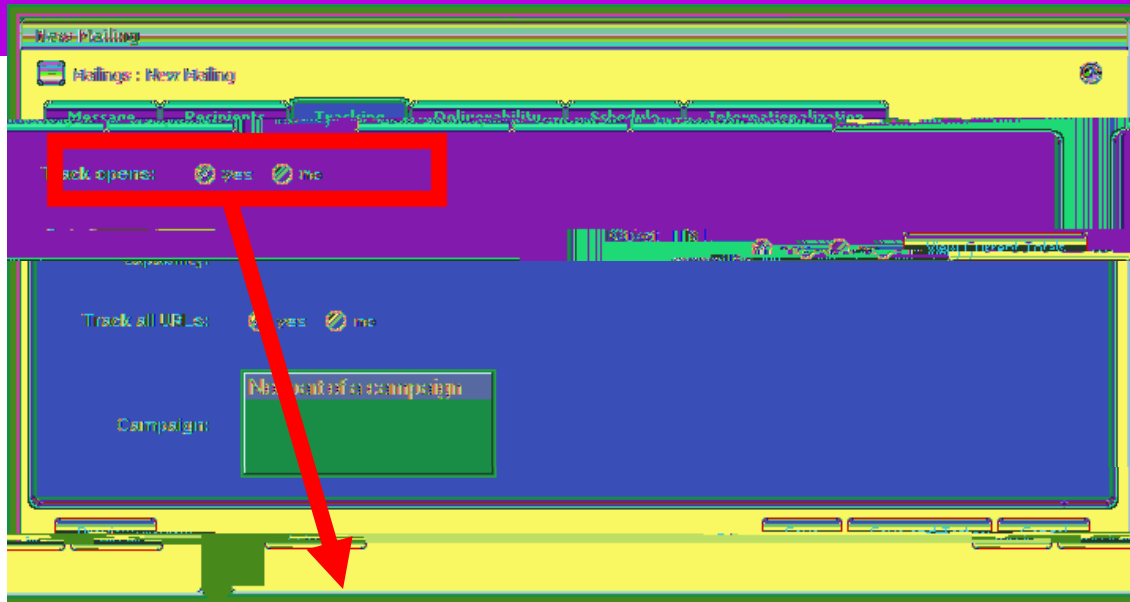
Who opened a particular mailing?



It's turned on by default

To view report:

Open Tracking (2)



Open Tracking (3)

How does it work?

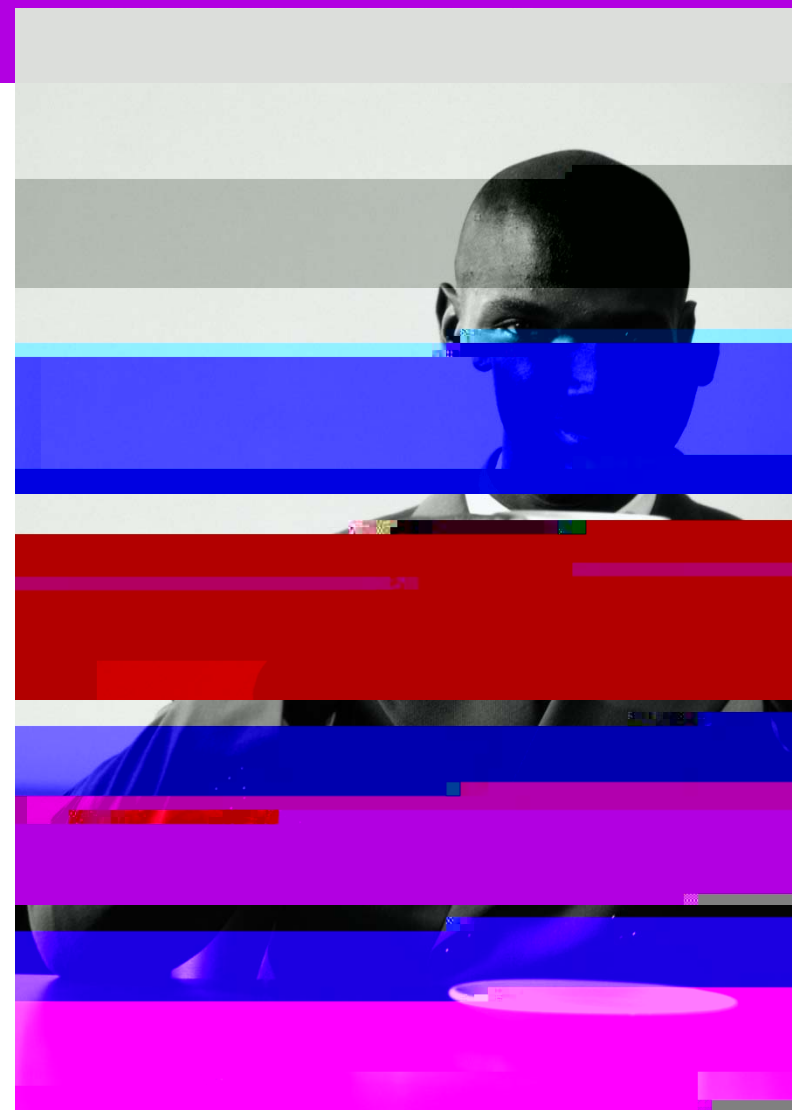
- Inserts tracking tab into mailing:
%%detect_both%%
- ListManager inserts invisible gif



Open Tracking (4)

How they are recorded:

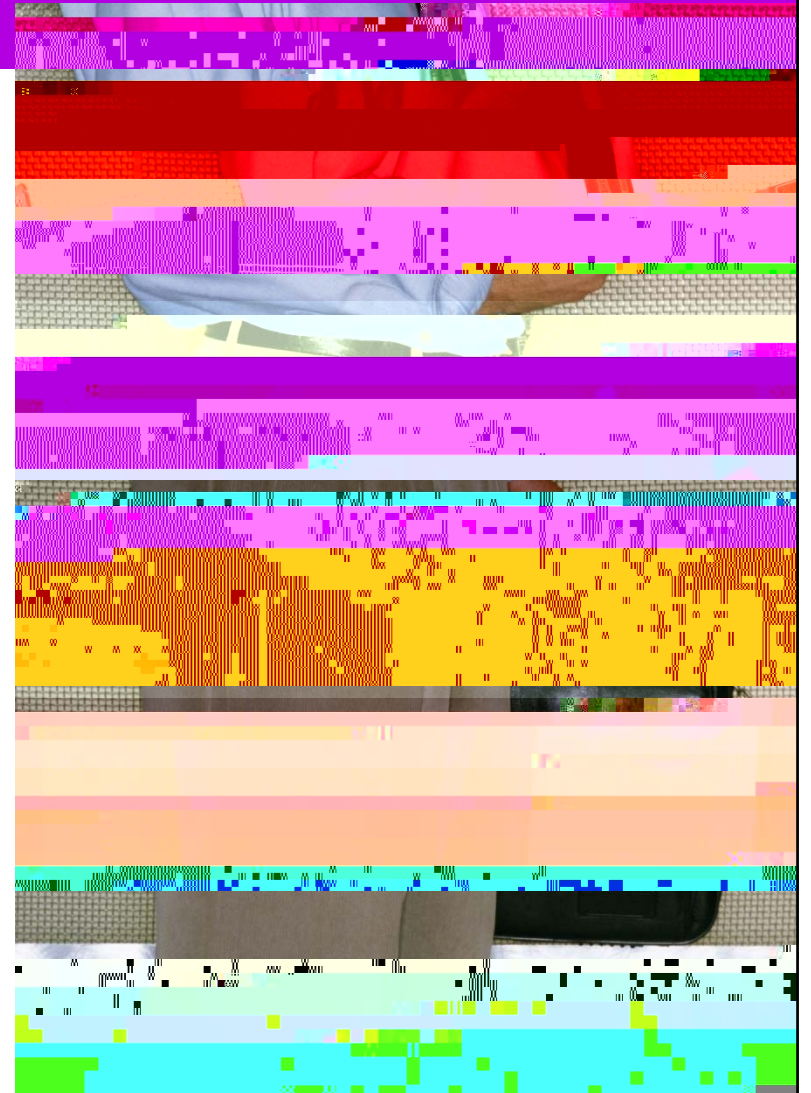
- When recipient opens message with HTML images enabled = open
- When a recipient clicks on a Clickthrough tracking link = open



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

The screenshot shows a software interface with a table titled 'View Opens'. The table has columns for 'Event Time', 'Email Address', and 'Name'. The data rows show specific open events with timestamps and email addresses.

Event Time	Email Address	Name
2008-06-13 13:22:00	you@you.com	
2008-06-13 13:17:00	you@you.com	
2008-06-13 13:17:00	you@vnu.com	

See details on who opened the message and segment out

Open Tracking Report



- Total opens = all opens registered
-

Clickthrough Tracking

IVDIA



Clickthrough Tracking (2)



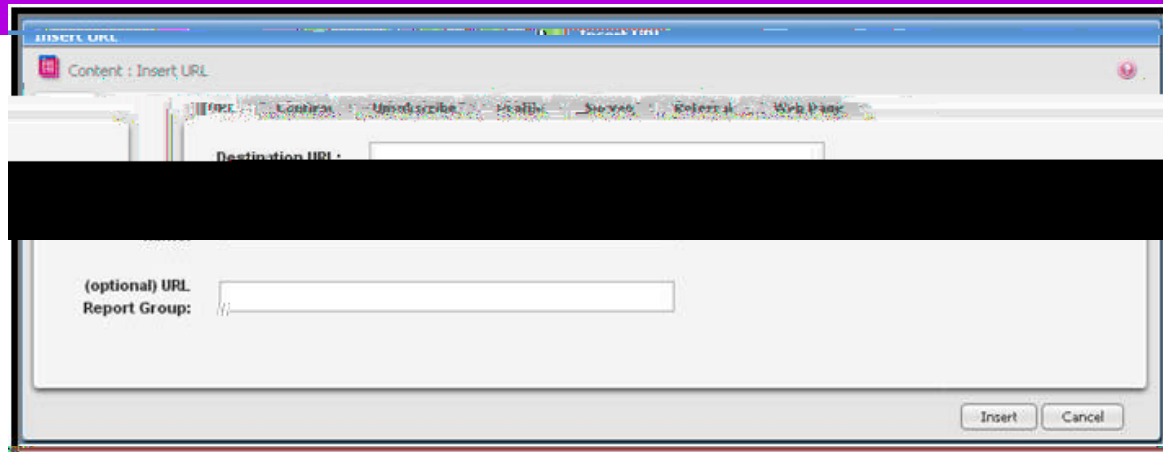
How Clickthrough Tracking works:

Clickthrough Tracking (3)



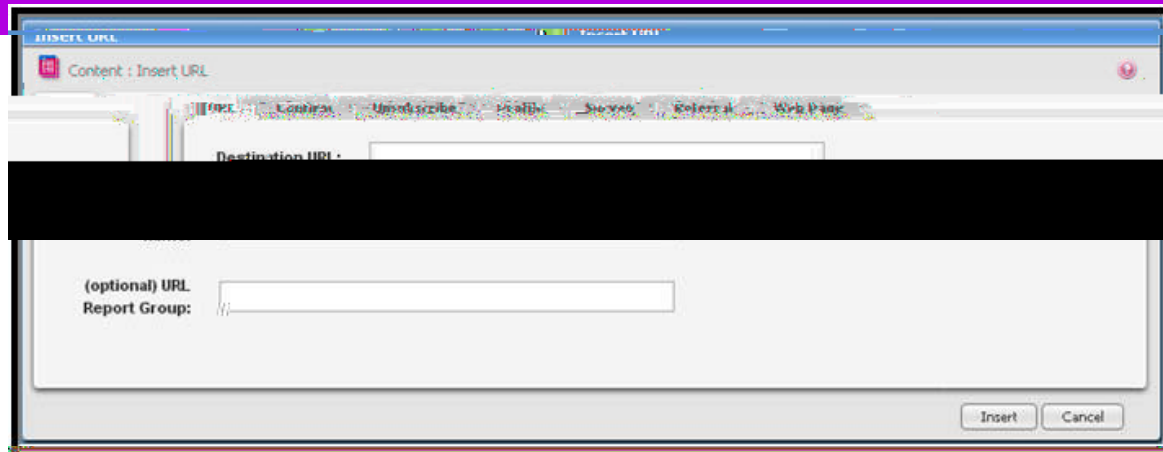
- Mailing enabled in the tracking tab
-

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.

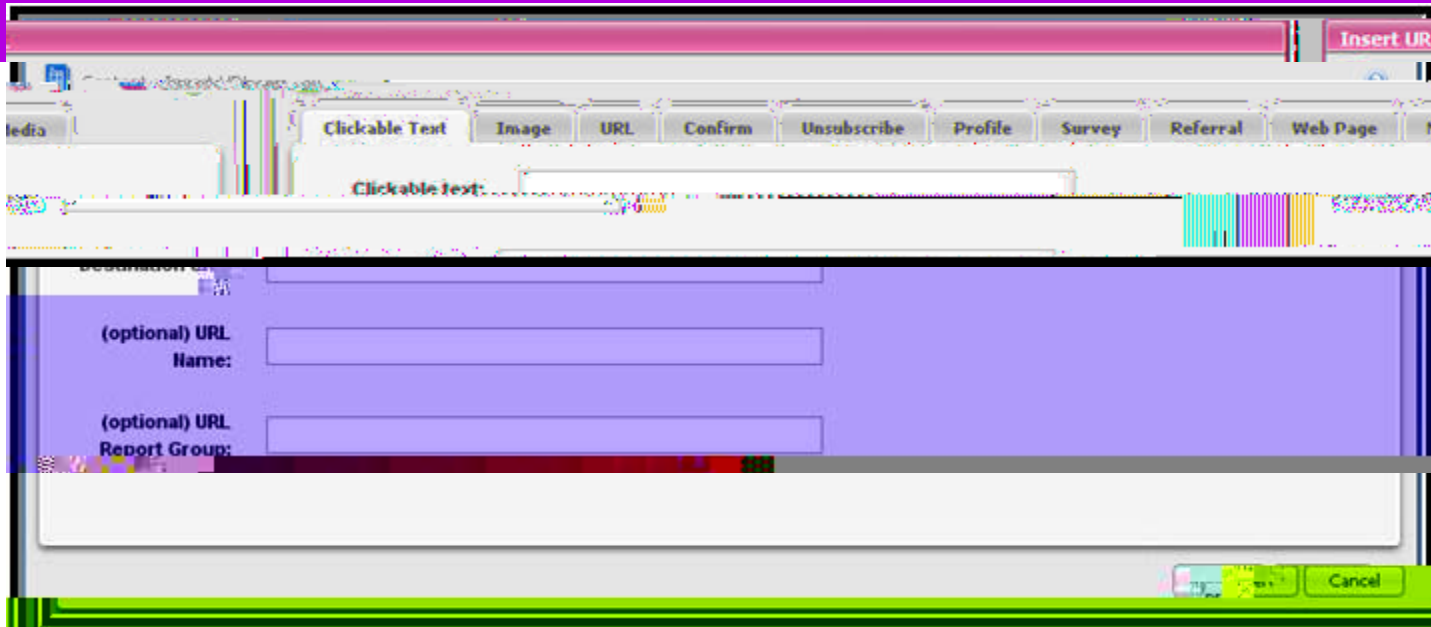
Example:

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

may actually go to:

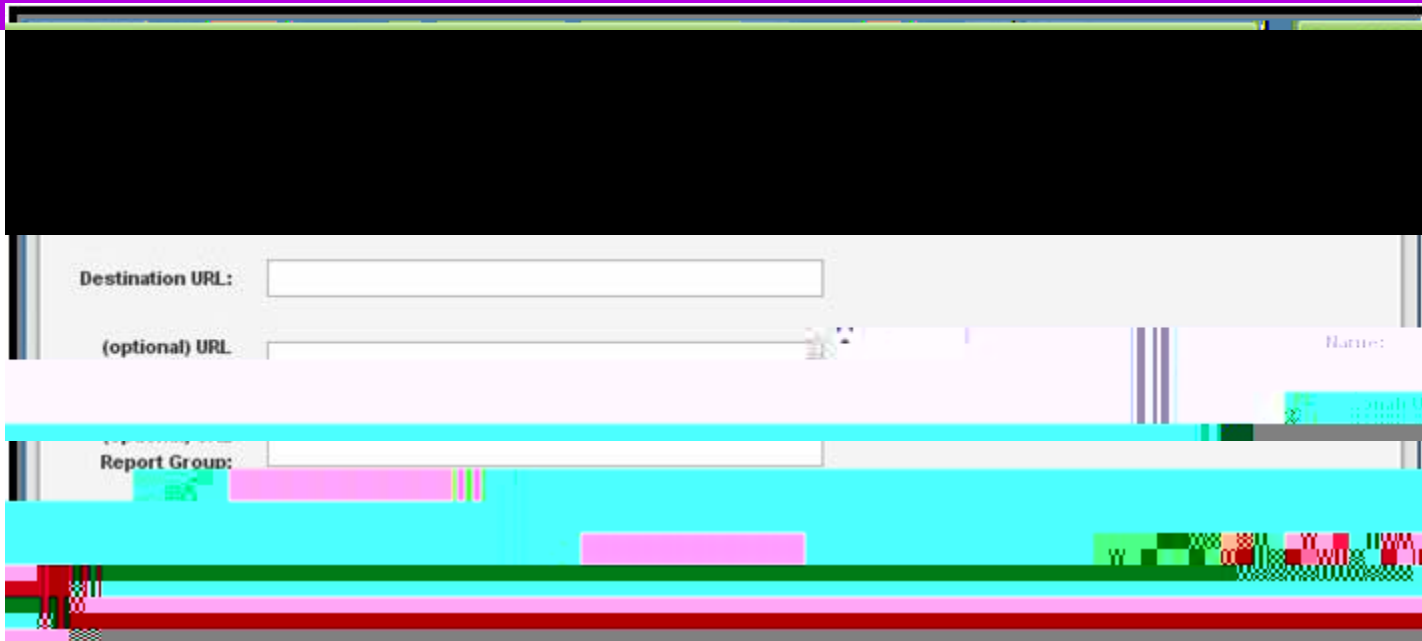
<http://www.lyris.com>

Clickthrough Tracking (6)



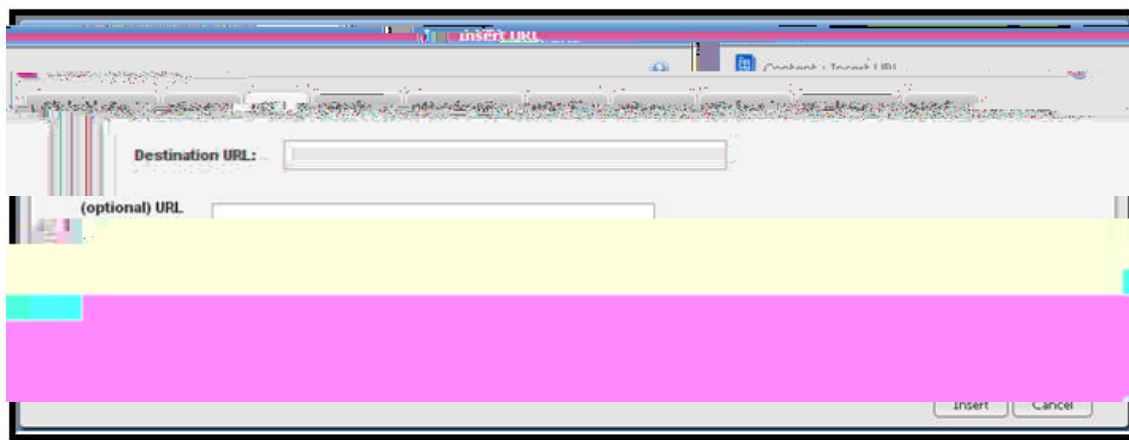
In HTML Messages, make an HTML

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:

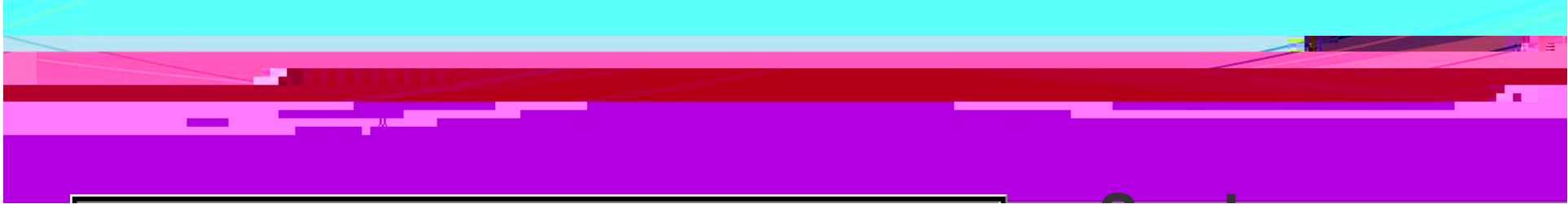
- *URL name*
- *URL report group*

Formatting without a wizard:

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

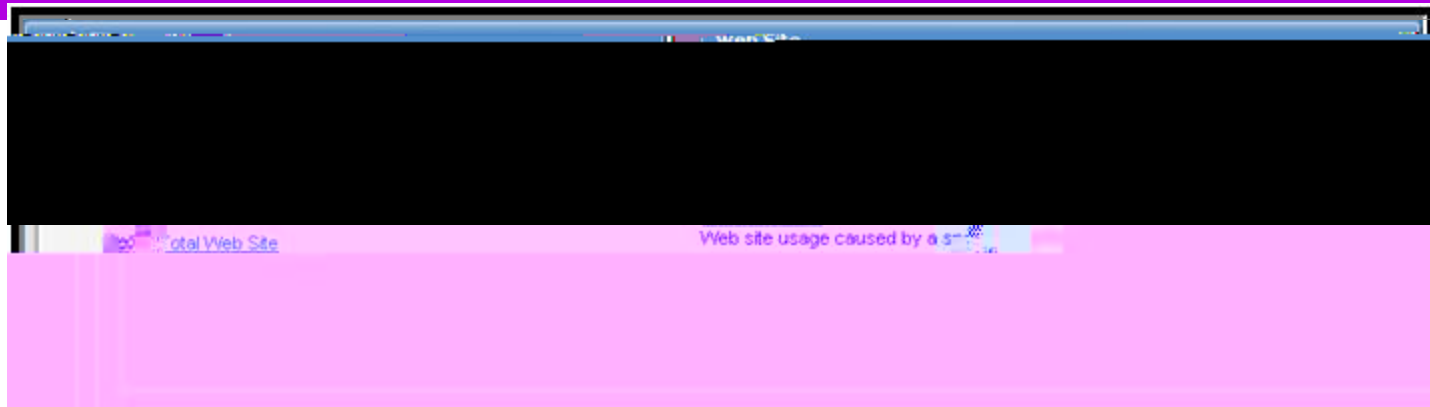


Clickstream Tracking



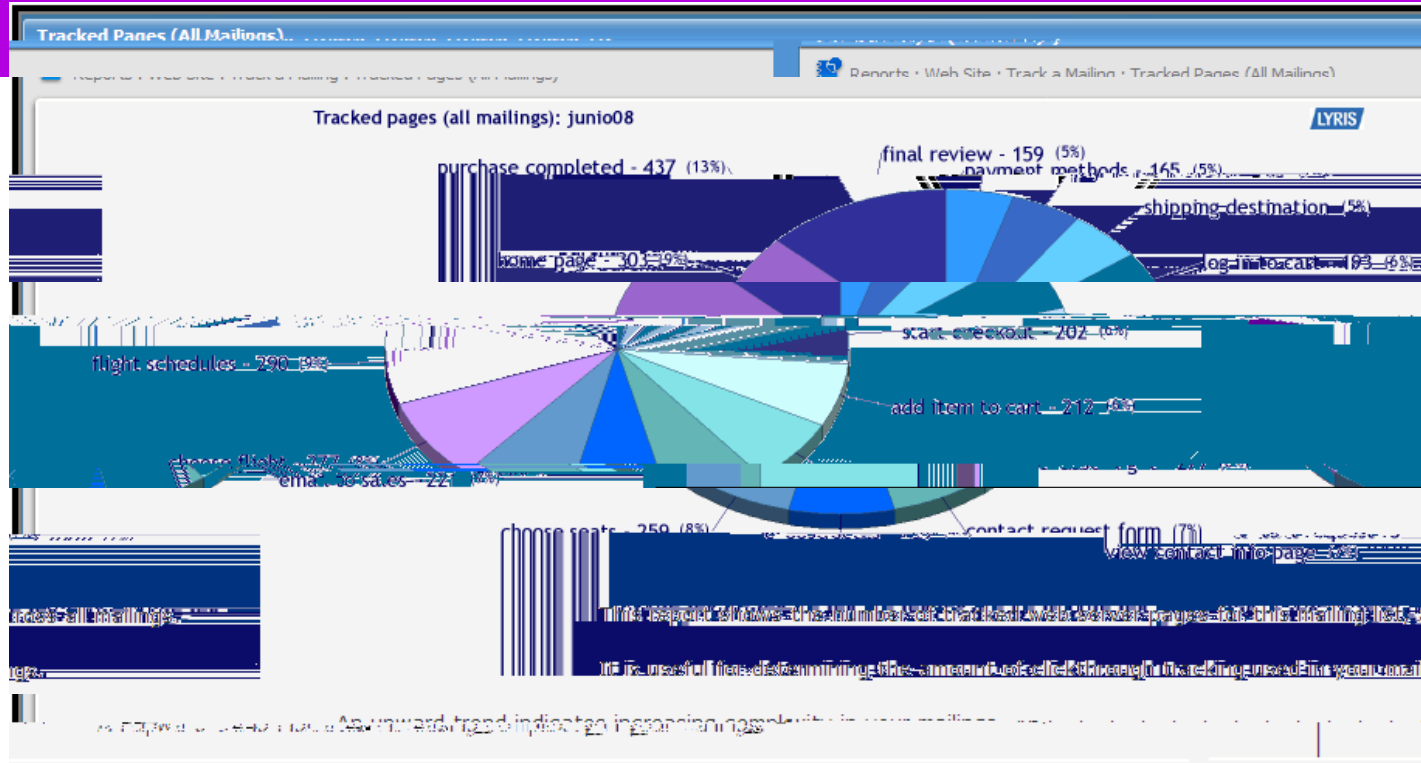
Clickstream Tracking (2)

Clickstream Tracking Report



Clickstream reports available in
Reports: Website

Clickstream Tracking Report



Easily analyze traffic to your website and segment out

Segments

IVPIS

Segments - Edit Segment

Essentials | Advanced | Boundaries

Segment name: hotmail

Description: hotmail

Mail stream: GoldStream

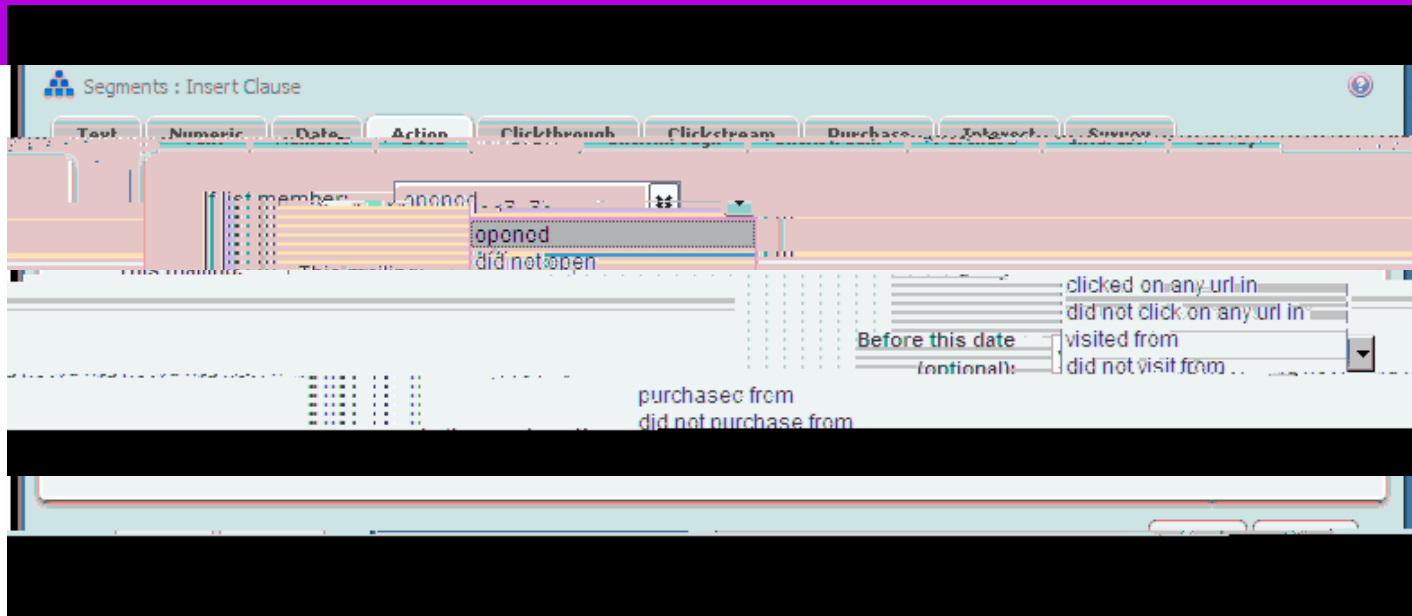
and Or Not () Clear

Show More

Save Save and Test Cancel

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

Segments

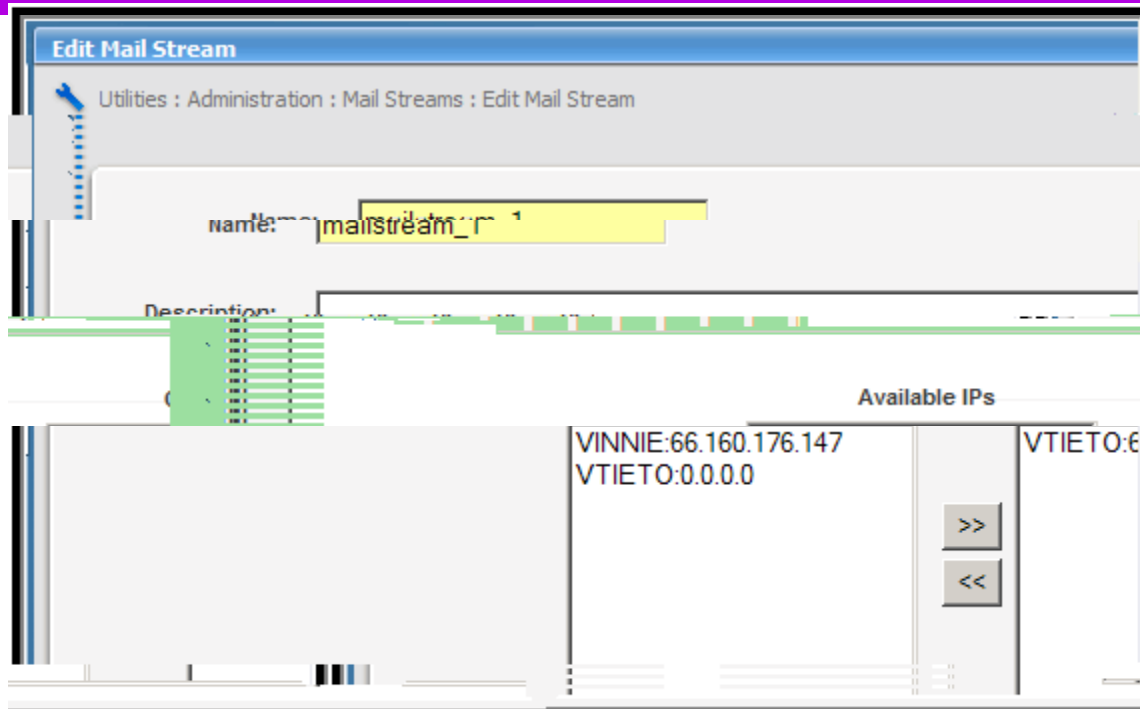


Target members that have or have not:

- **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

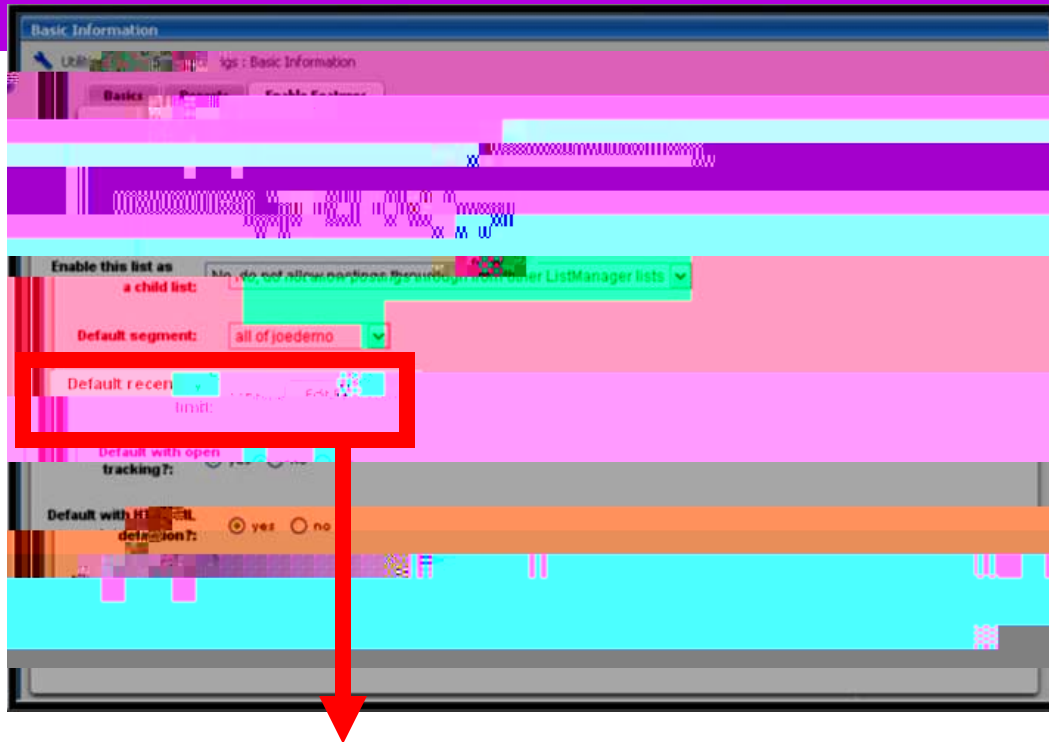
E-mailing to Segments

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

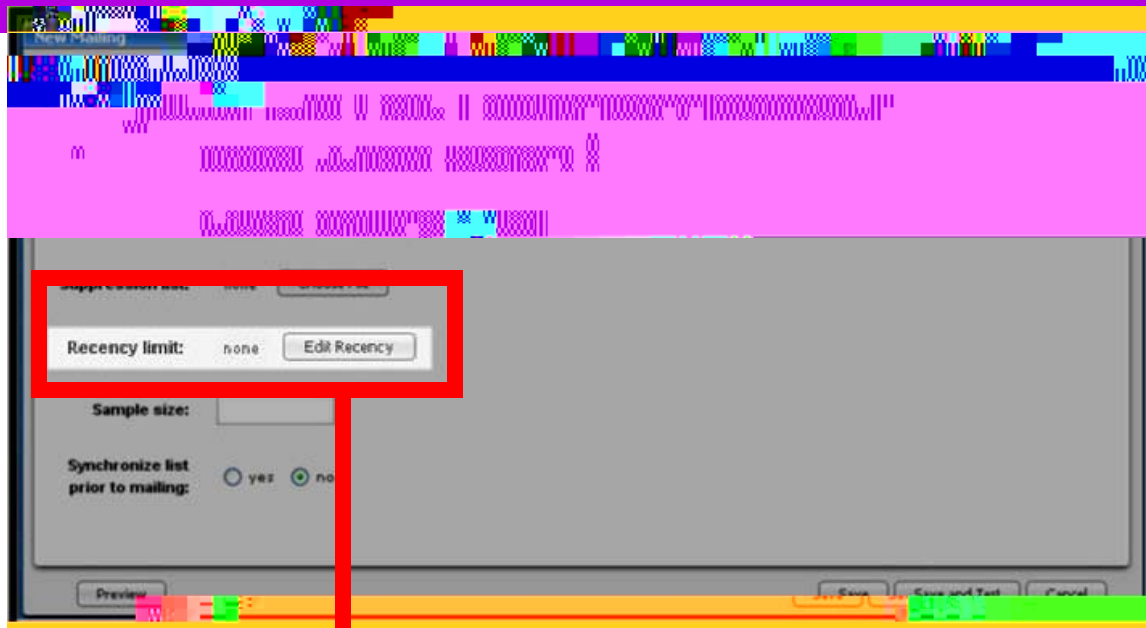
Recency Limits for the List

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 fields and options:

- A label "this number of mailings:" followed by a text input field containing the number "3".
- A label "number of days:" followed by a text input field.
- A section titled "Enable for email-" with two radio buttons: "yes" (checked) and "no".
- A section titled "Enable for web-submitted content?" with two radio buttons: "yes" and "no" (checked).
- A section titled "Enable for triggered mailings?" with two radio buttons: "yes" and "no" (checked).
- At the bottom right, there are "OK" and "Cancel" buttons.

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

Recency Limits for the Mailing

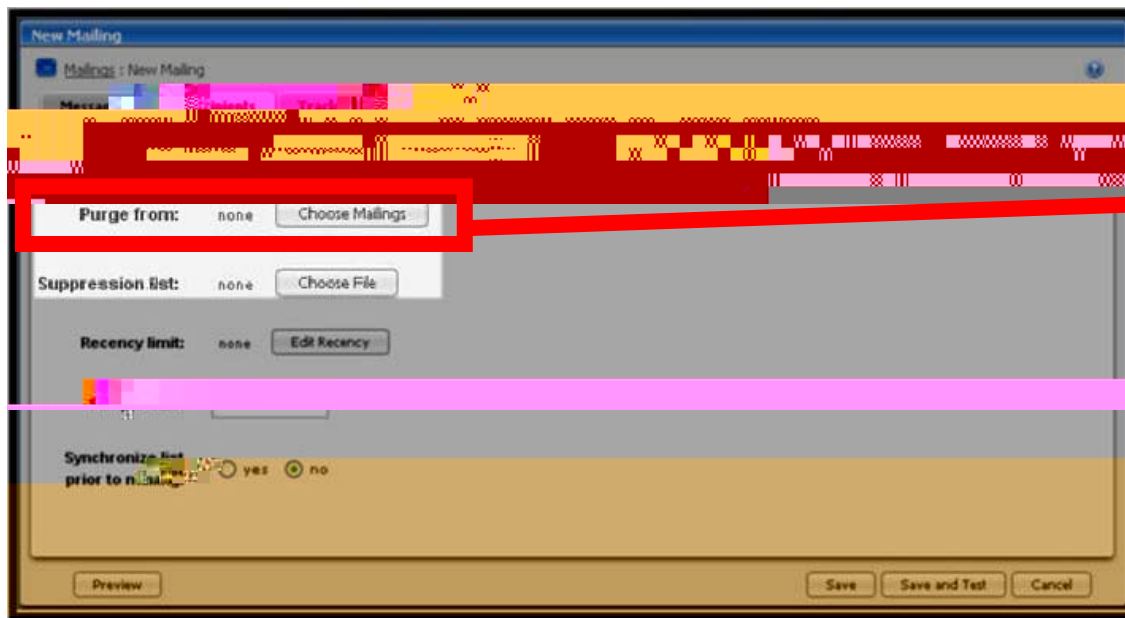


**Override list
recency limits
when creating
a mailing**

Set Recency for mailing:
Mailing: New Mailing: Recipient

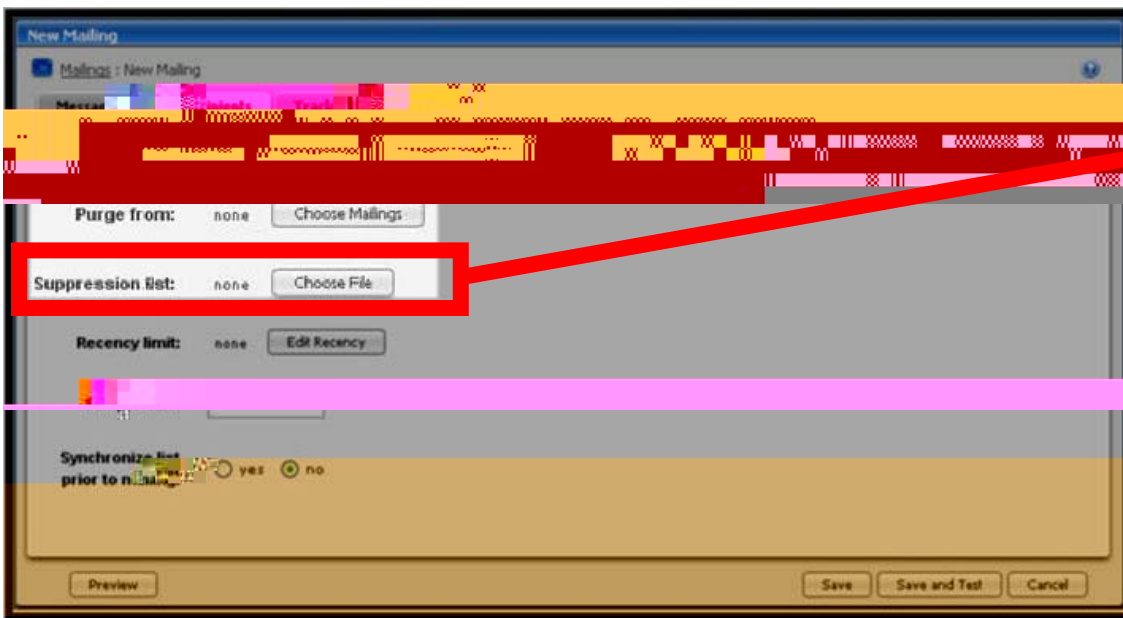
Purge From

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

IVDIA

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

Survey

IVDIA

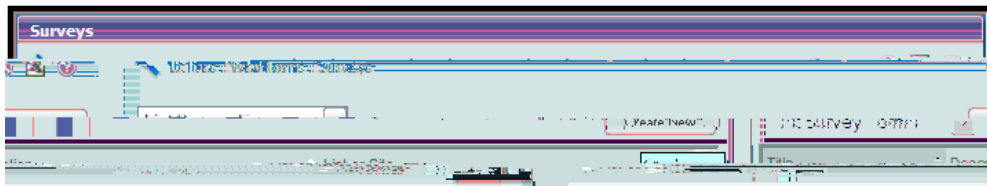
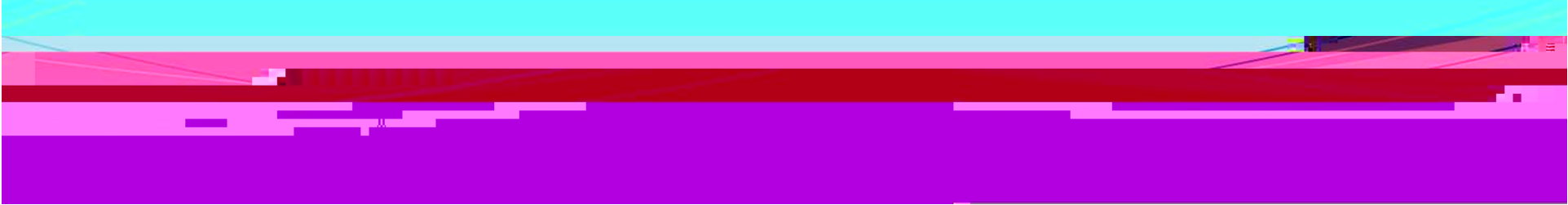
Enter to WIN the SF Travel Weekend Getaway!

Survey Creation

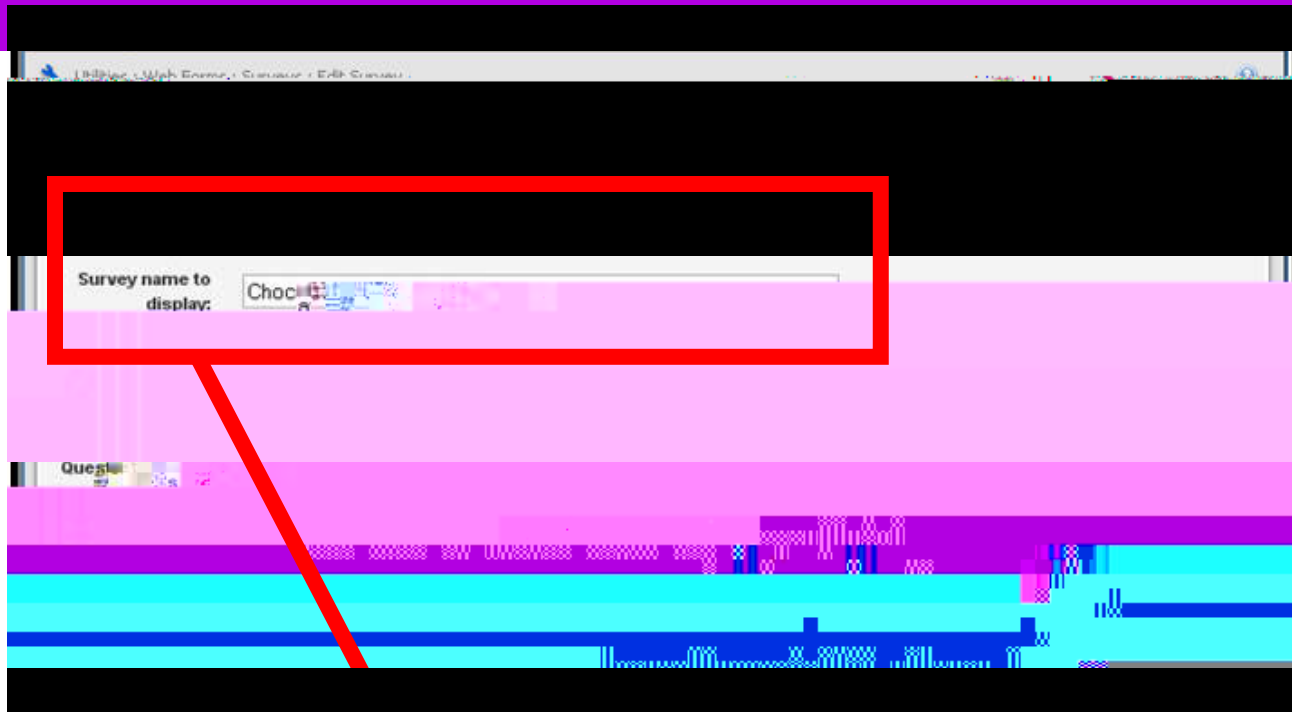
Six Easy Steps:

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)



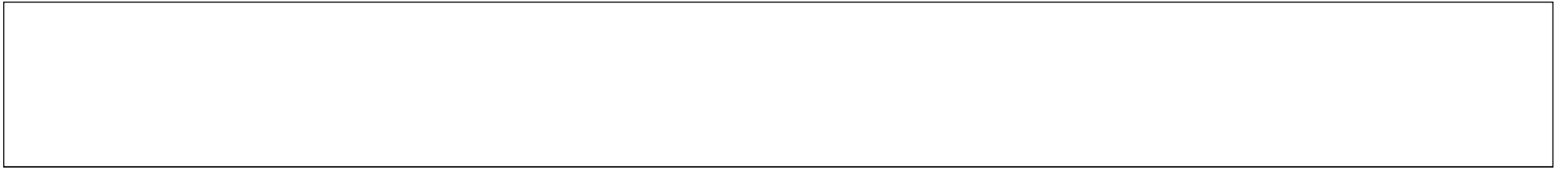
Survey (Step 2)



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

Survey (Step 3)





Survey (Step 5)



Edit Survey

Utilities : Web Forms : Surveys : Edit Survey

Internal survey: Content Feedback

name: _____

Survey name to display: Mikhu

Questions

Preview | Edit Source | Save | Cancel

Edit Survey

Utilities : Web Forms : Surveys : Edit Survey

survey

are your travel plans?

Survey (Step 6)

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

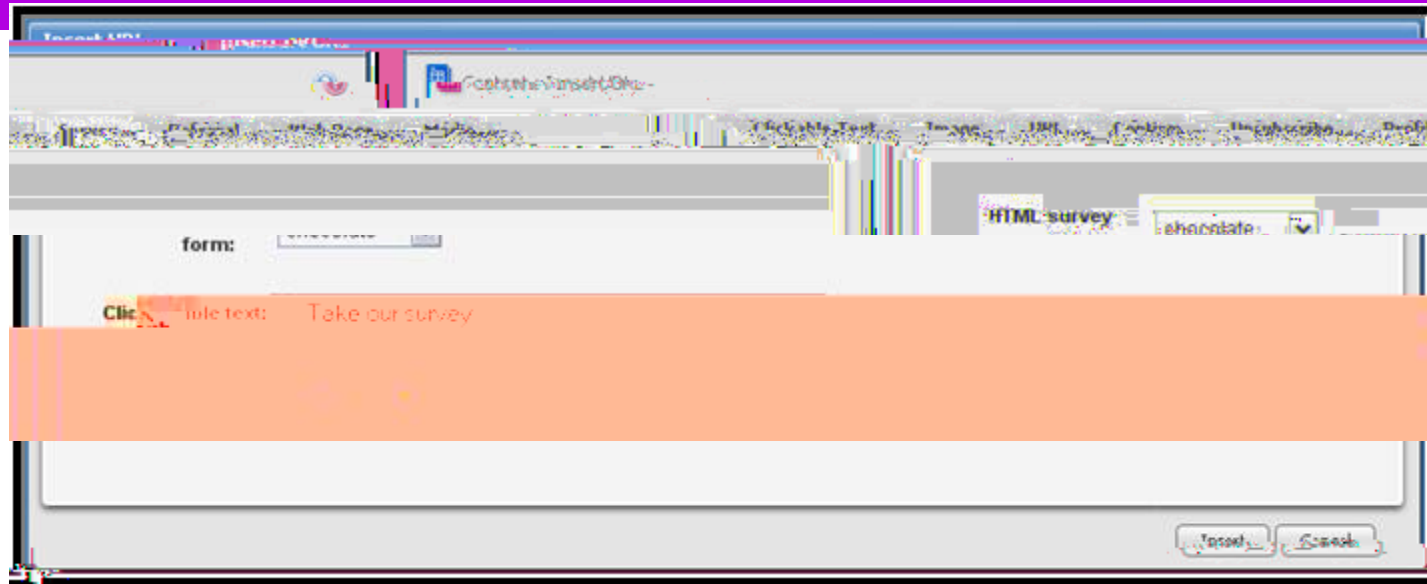
- Basic (Fundamentals, Hosting)
- Advanced
- Enterprise
- Discussion Forums
- Administrators

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

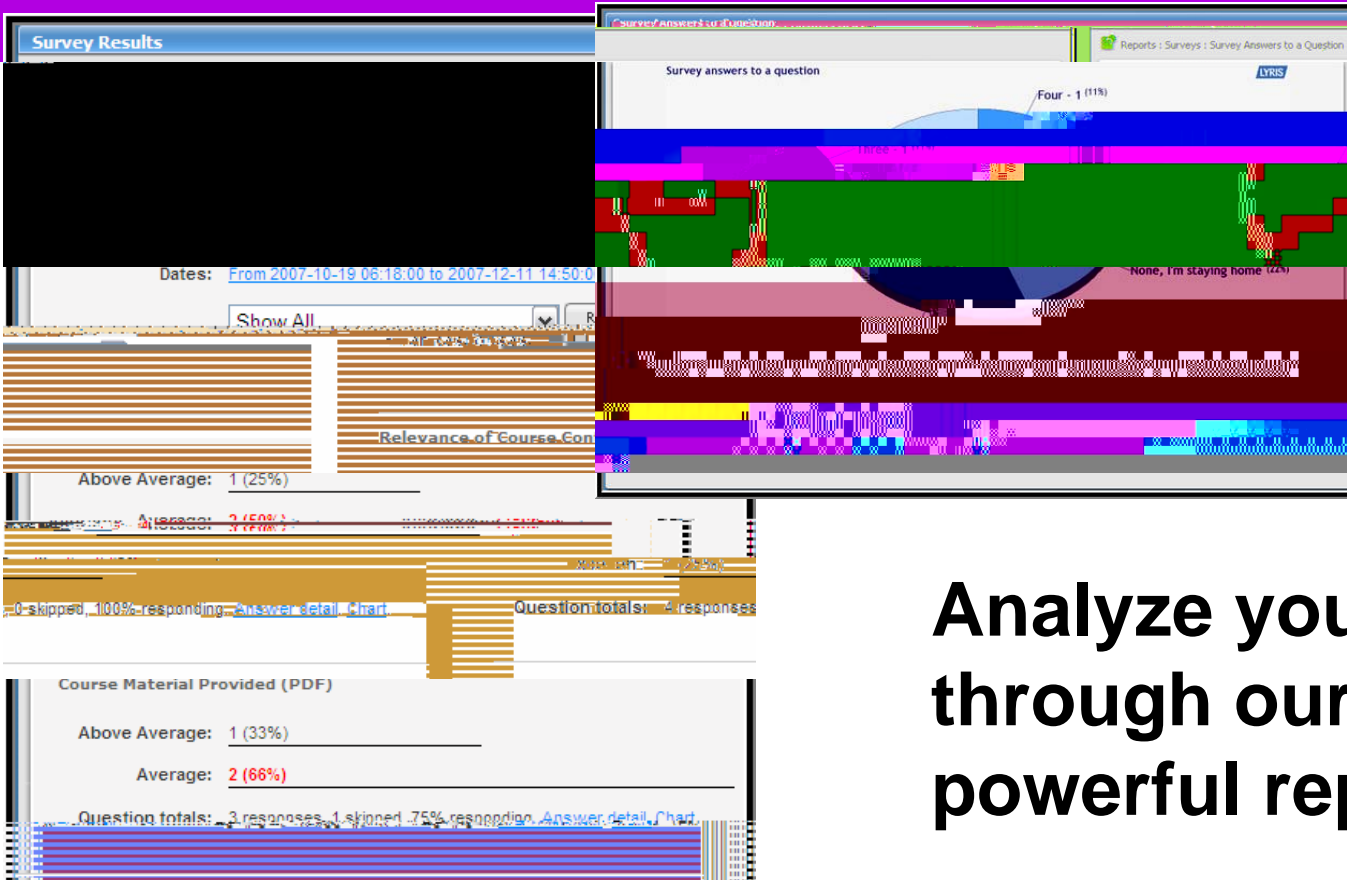
Survey (Step 6)



Use “Insert URL” in the message content area

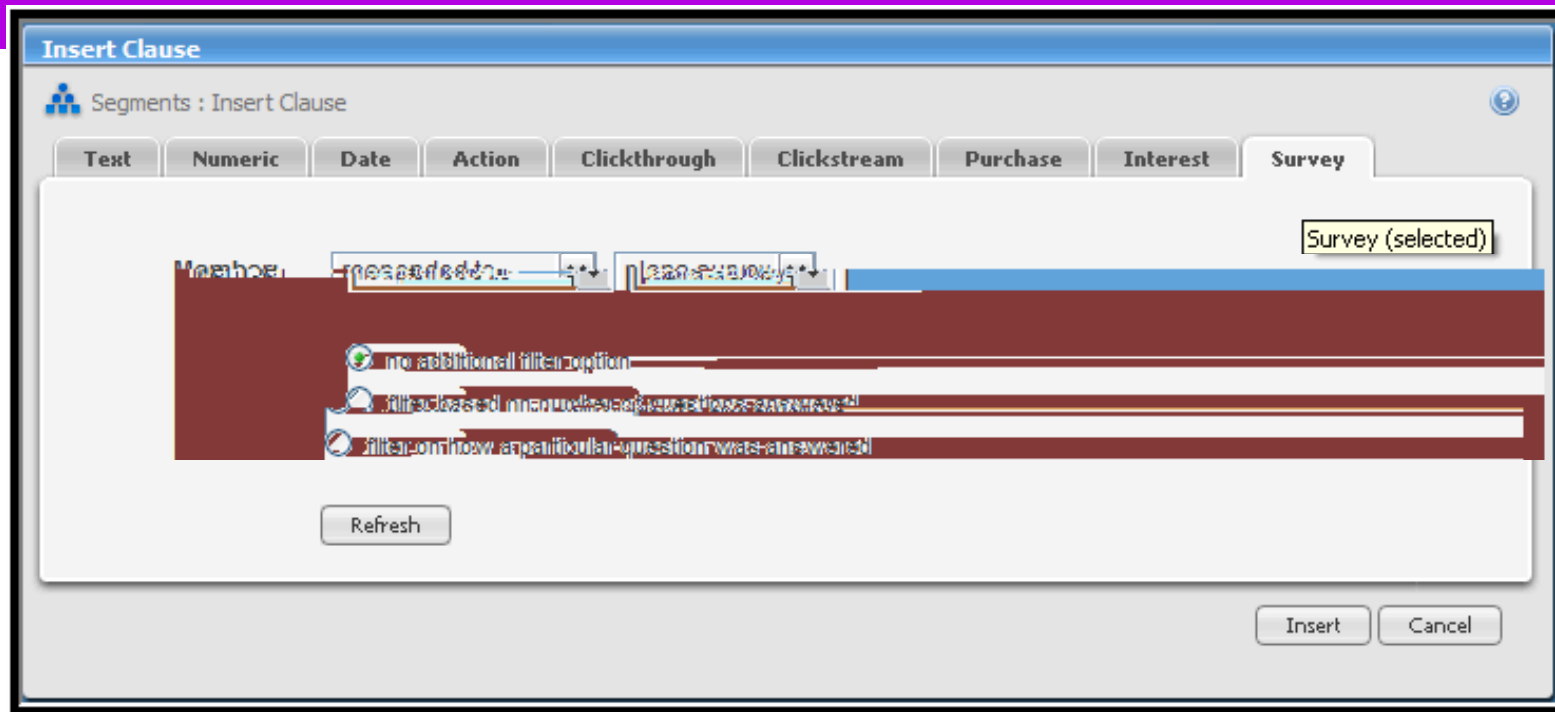
- Specify the survey to be linked
- Specify what the link text should read

Survey Reports



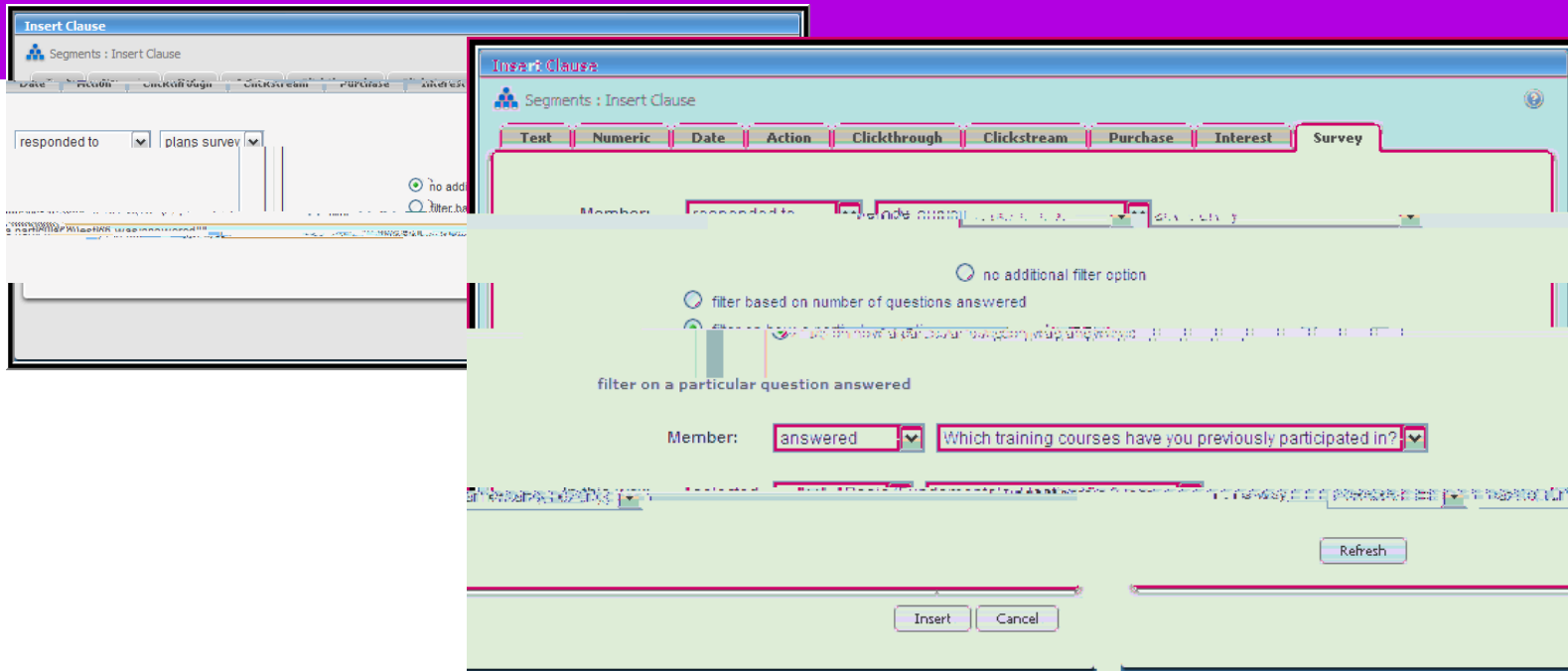
Analyze your results through our powerful reporting

Survey Segments



Based on survey results target a specific audience through segmentation

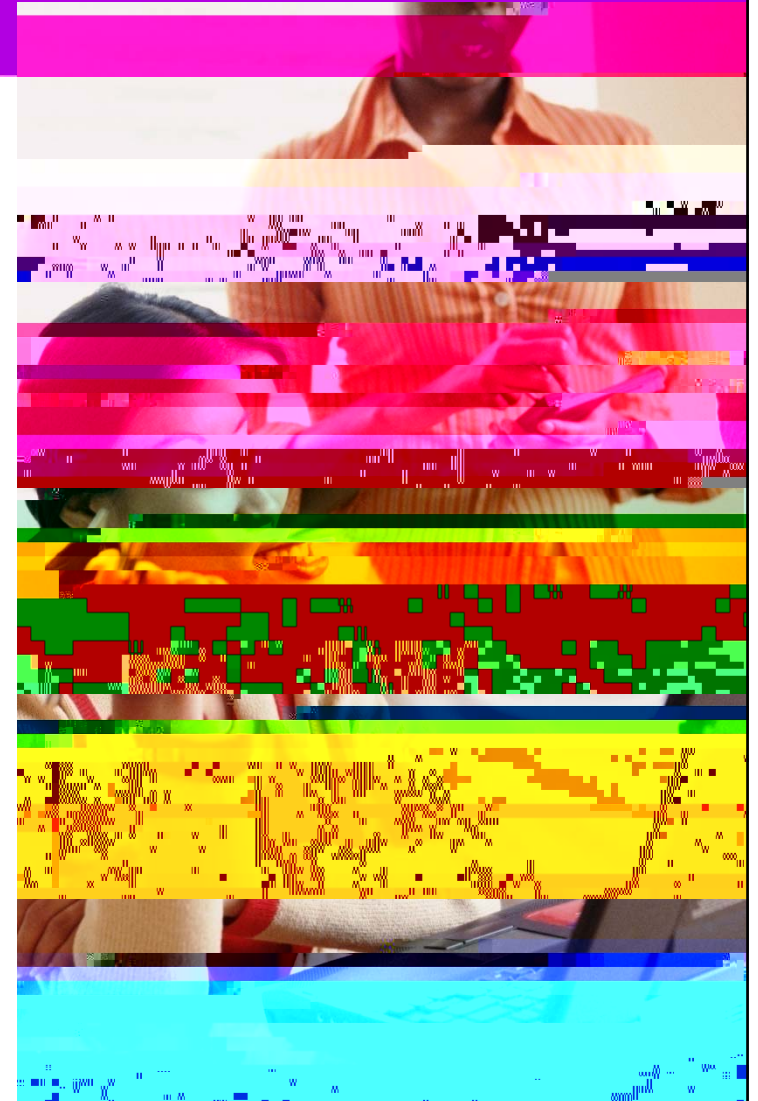
Survey Segments



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



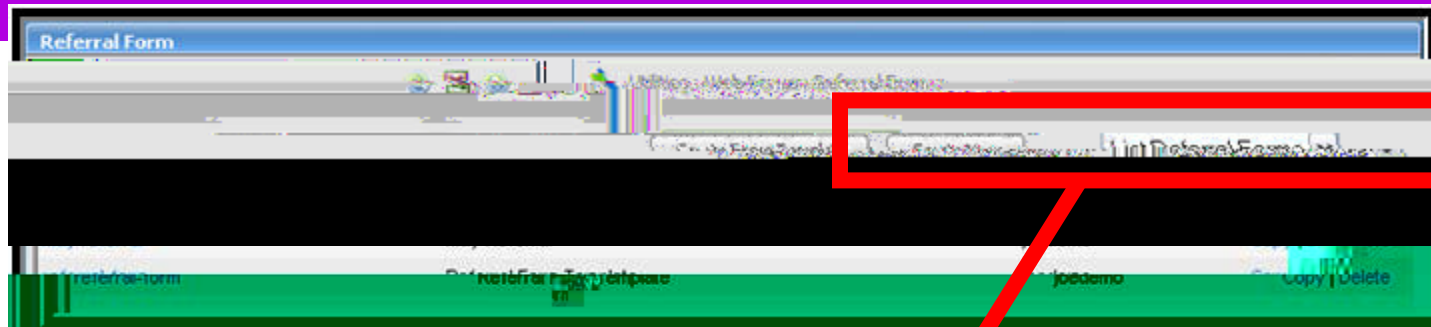
Refer-A-Friend

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



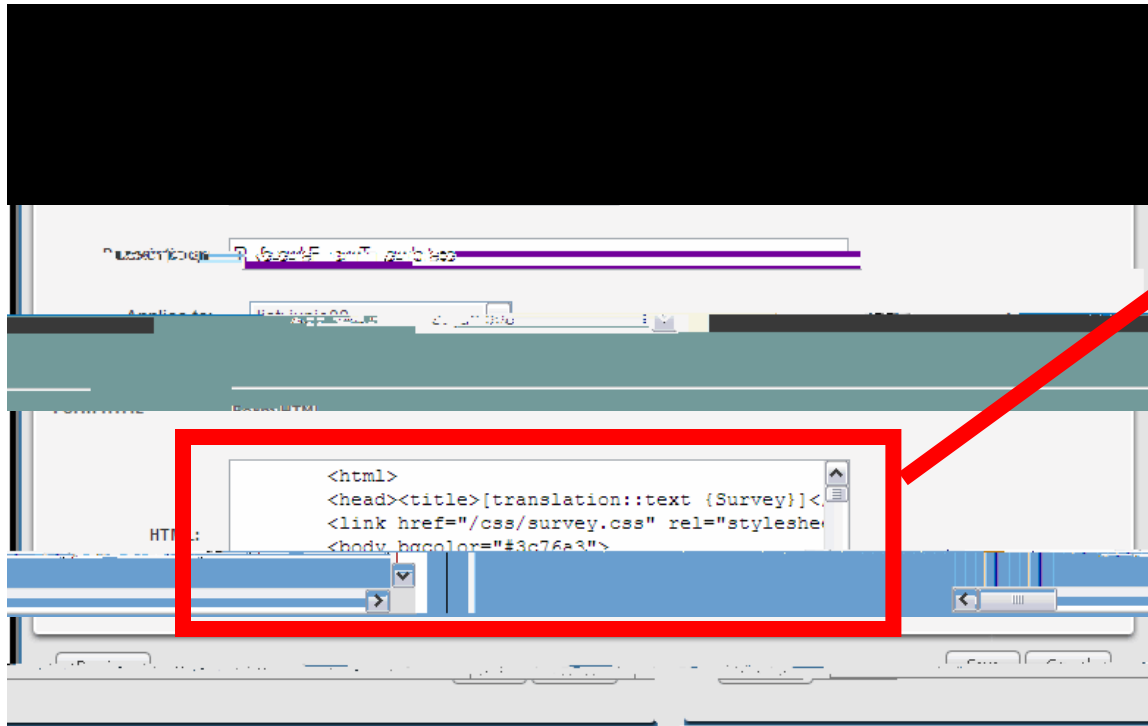
Refer-a-Friend (1)



**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

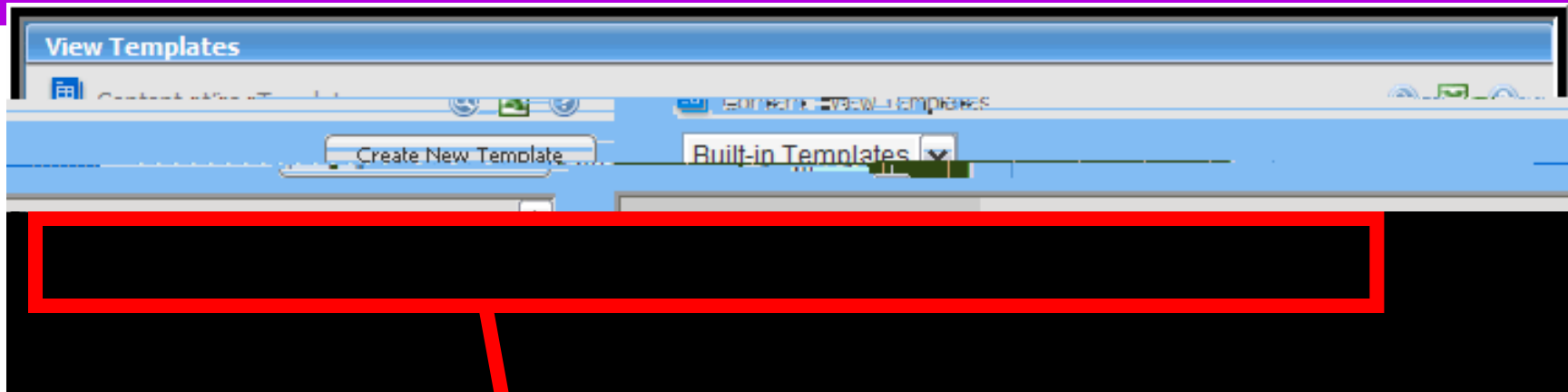
Friend #3

Message subject:

Send me a copy of this message

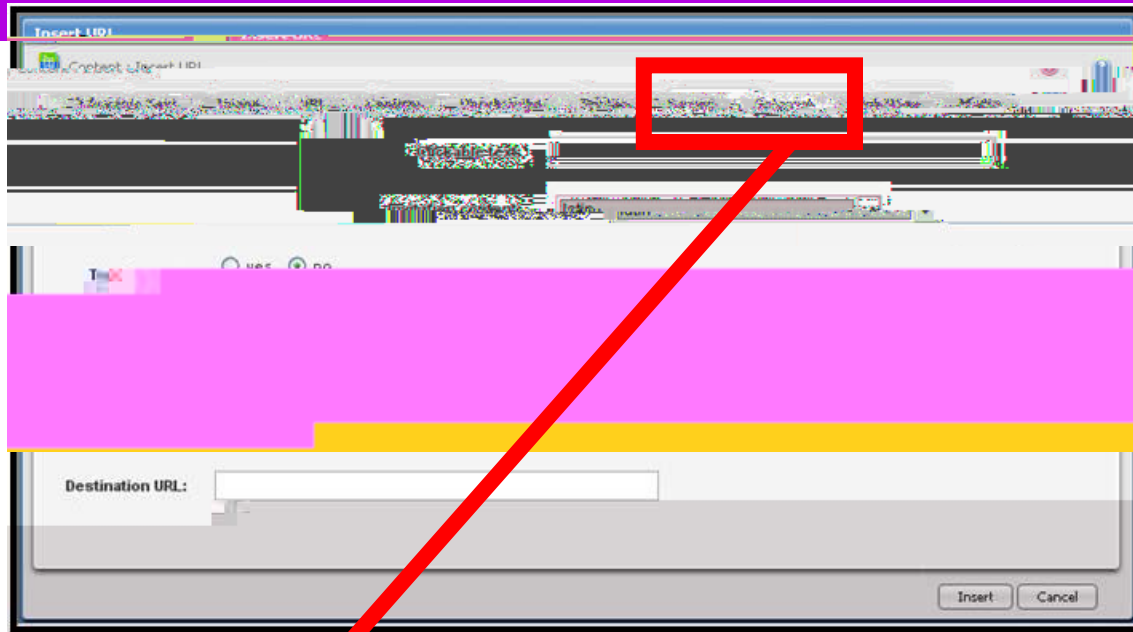
Once the form is designed, create the invitation...

Refer-a-Friend (4)



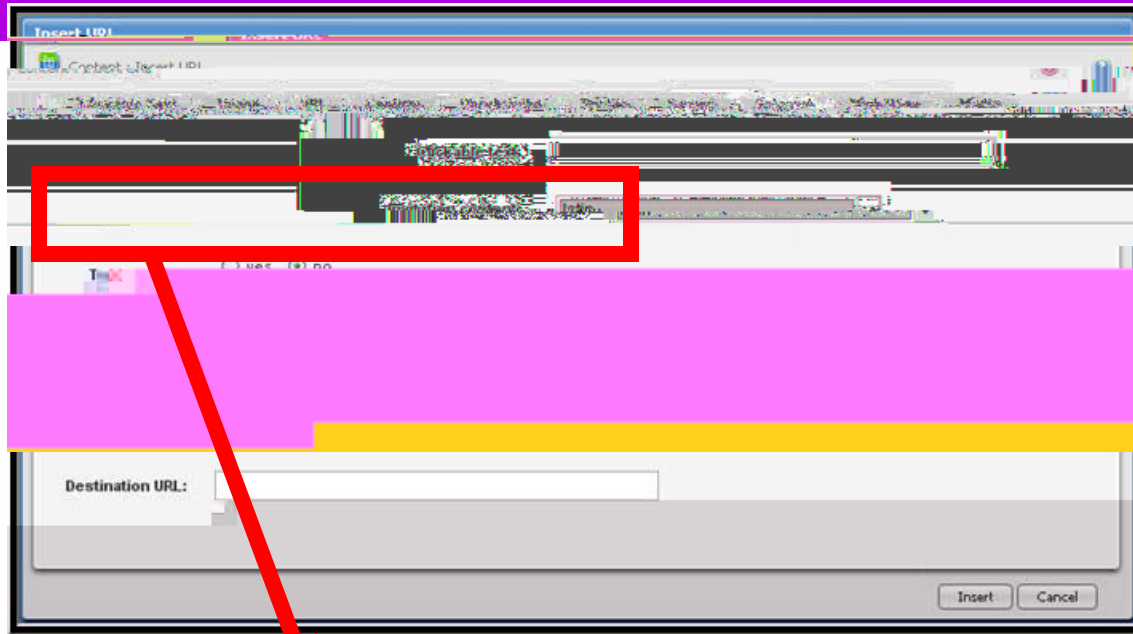
Customize the “Invitation Template” that will be sent from the referral form

Refer-a-Friend (5)



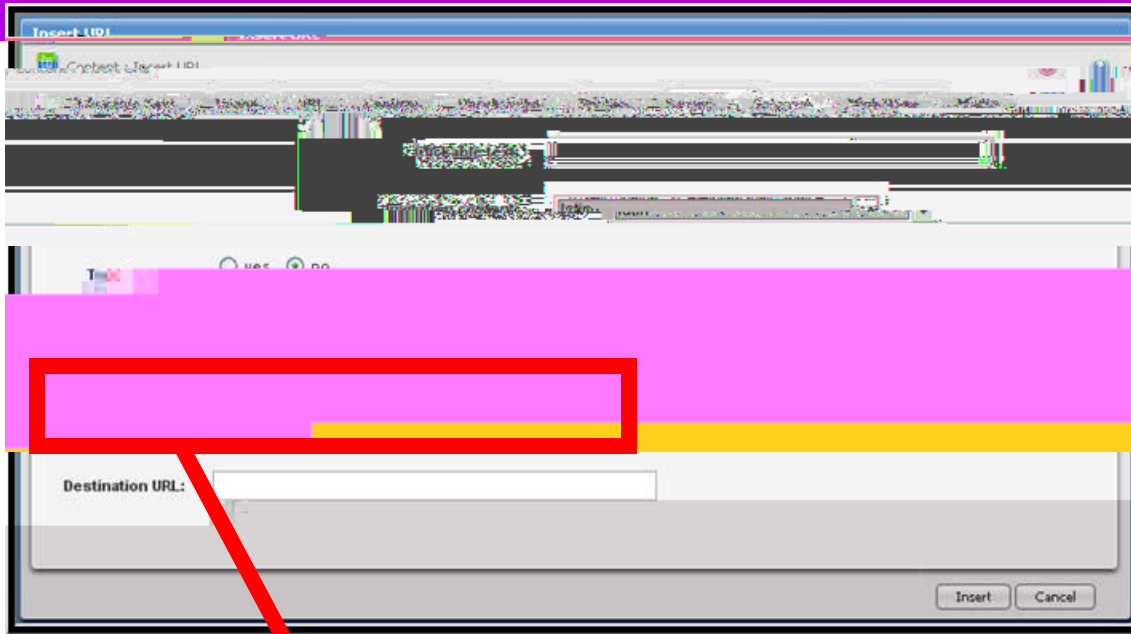
In the content area, insert the URL to the Referral Form

Refer-a-Friend (6)



Indicate which invitation should be sent out

Refer-a-Friend (7)



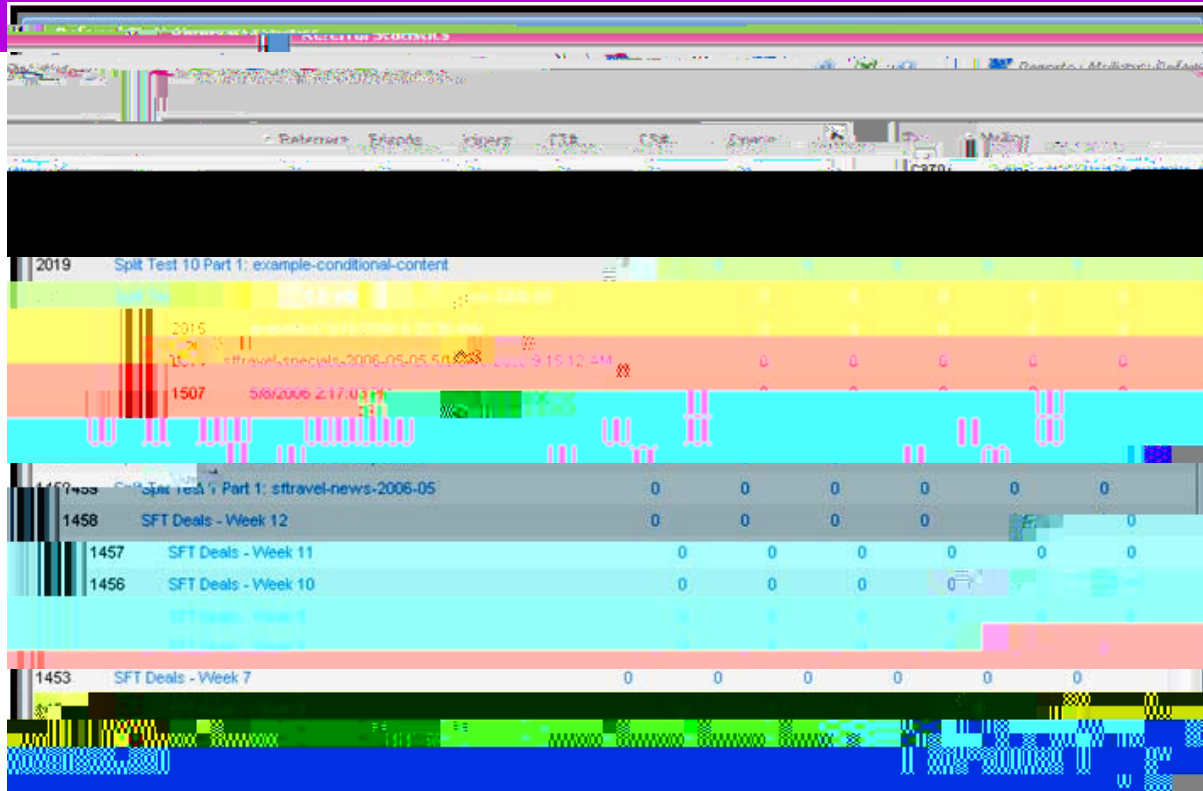
Indicate which form members should fill out upon clicking on the link

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

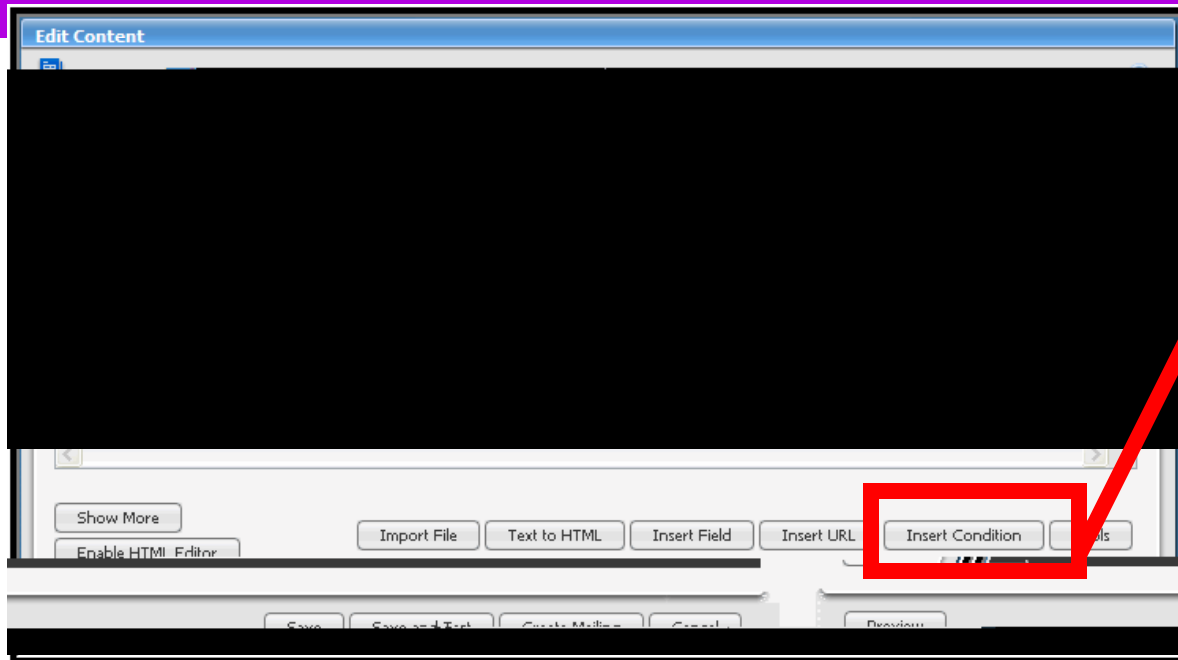
What is *Conditional Content*?

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

Example:

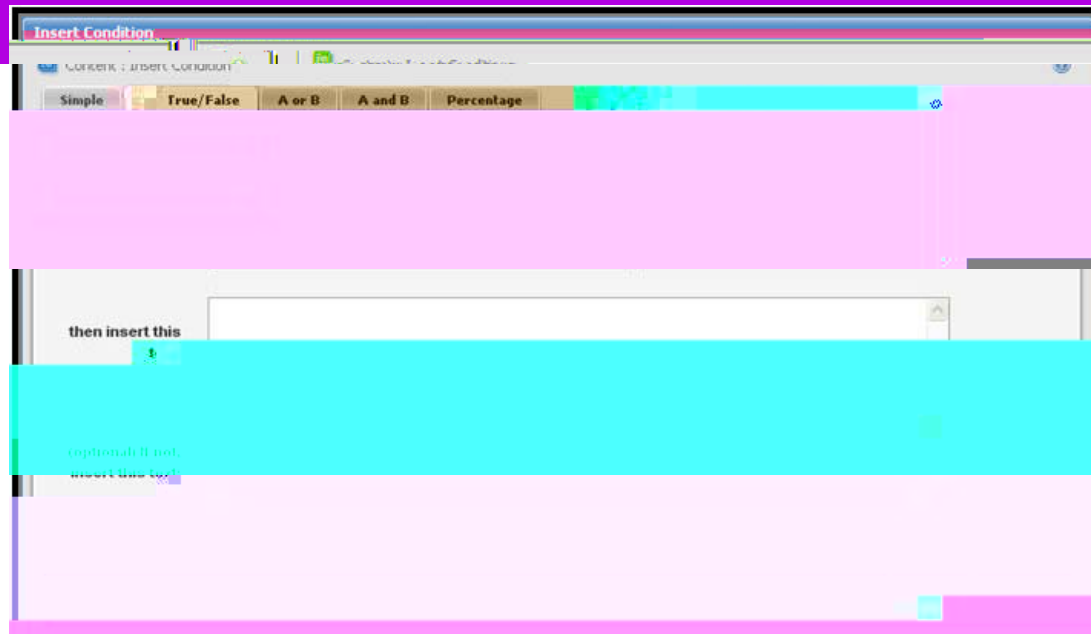
- Members living in San Francisco receive information about flight specials from San Francisco, AND...
- Members living elsewhere get information about specials relevant to them—or nothing, if you prefer

Insert Condition



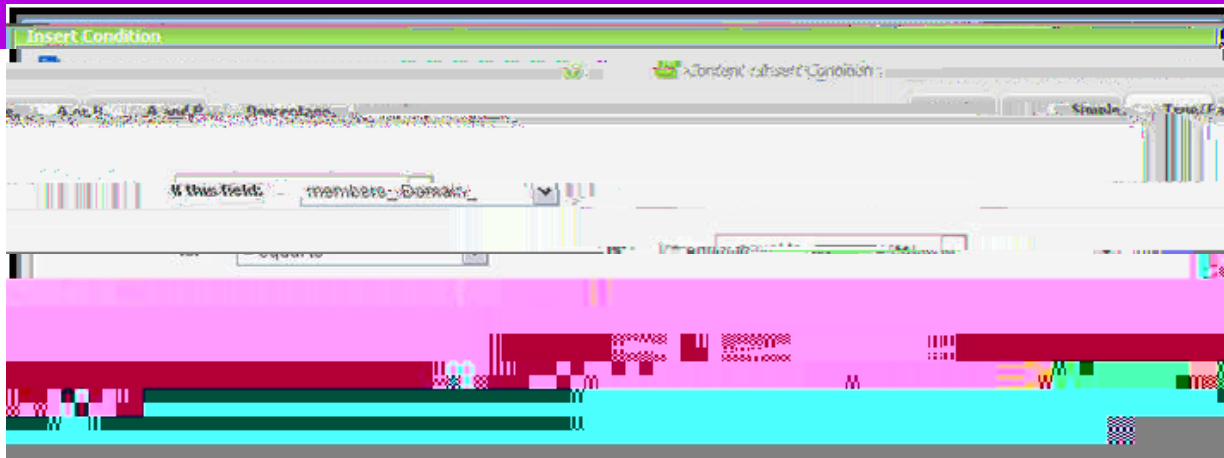
- Select *Insert Condition*
- Conditional content is based on recipient's field

True/False Condition



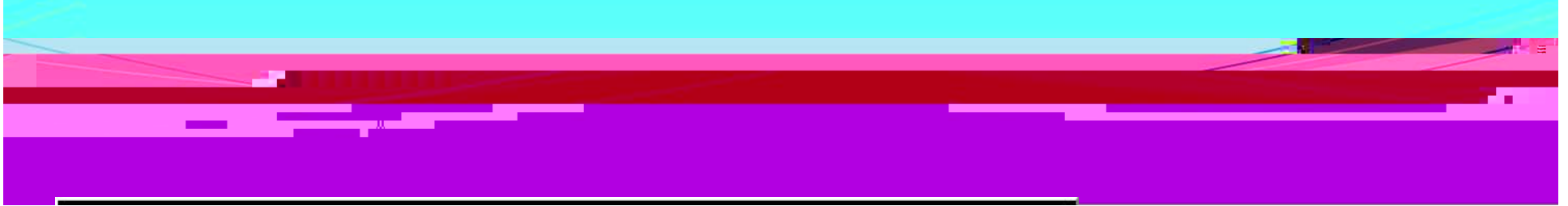
Follow the logic for Simple Condition, but specify alternate text if the condition is not met

A or B Condition



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

A and B Condition



Percentage Condition

IVDIA

Display this text:

this often: 50%

Unique Name: P107998192

Apply to: percentage of mailings percentage of recipients

Use
Percentage
to rotate
ads in your
content

Percentage Condition (2)

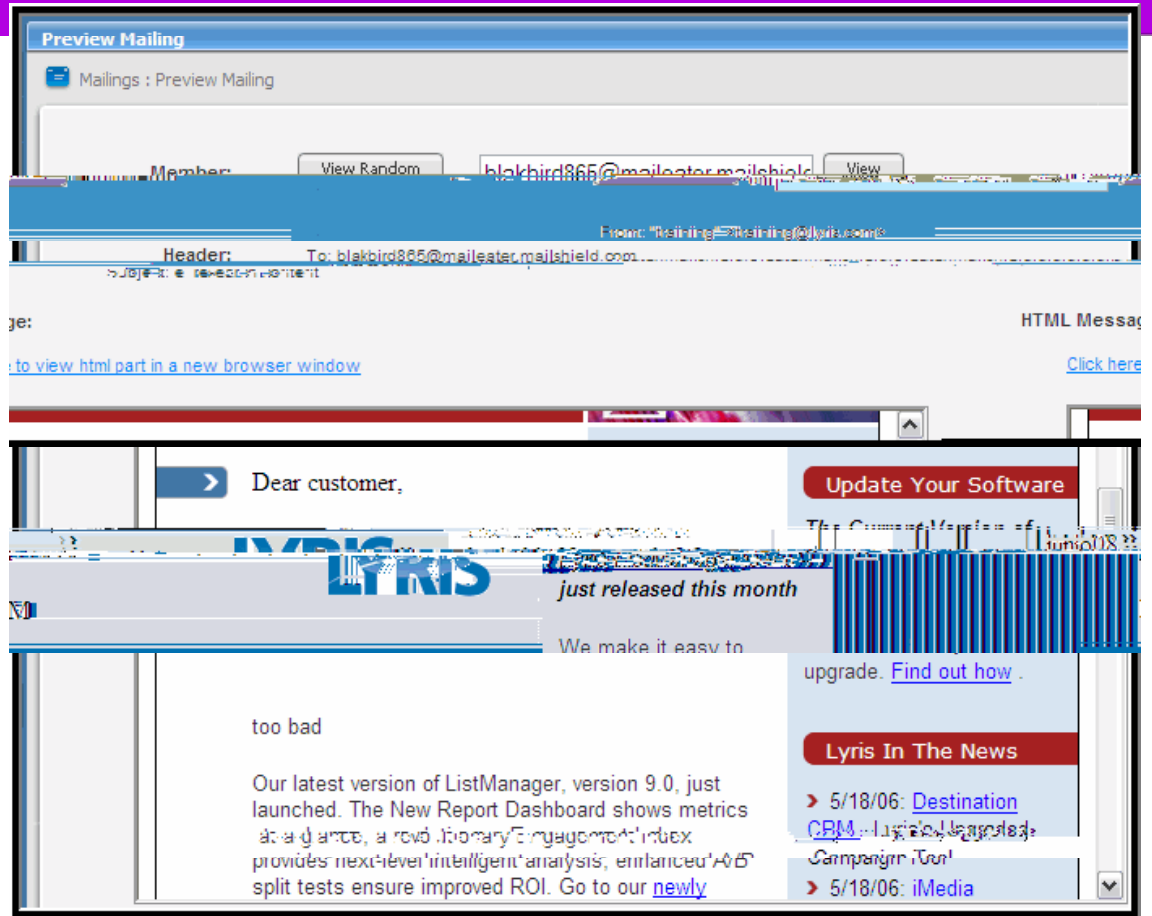


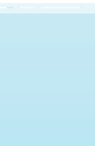
- **Rotate the text between mailings—**
 - 25% of mailings receive one text, 75% another
- **Everyone gets the same content each time**
- **Best for templates**

- **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