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

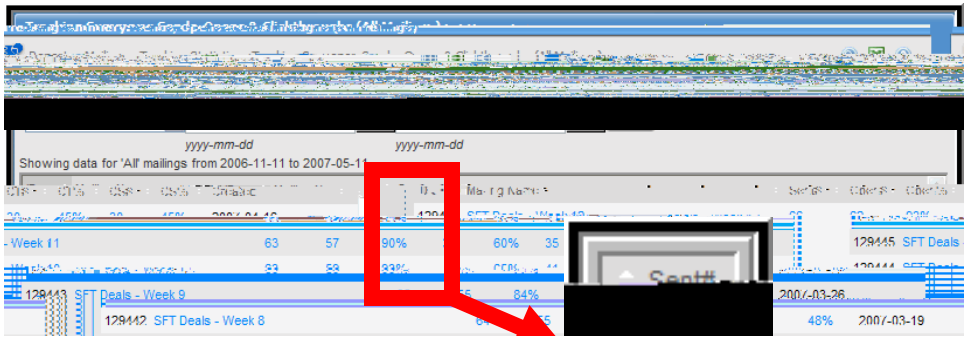
- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Tracking & Segmentation

Four Types of Success Tracking

Delivery Tracking

Who got the message?



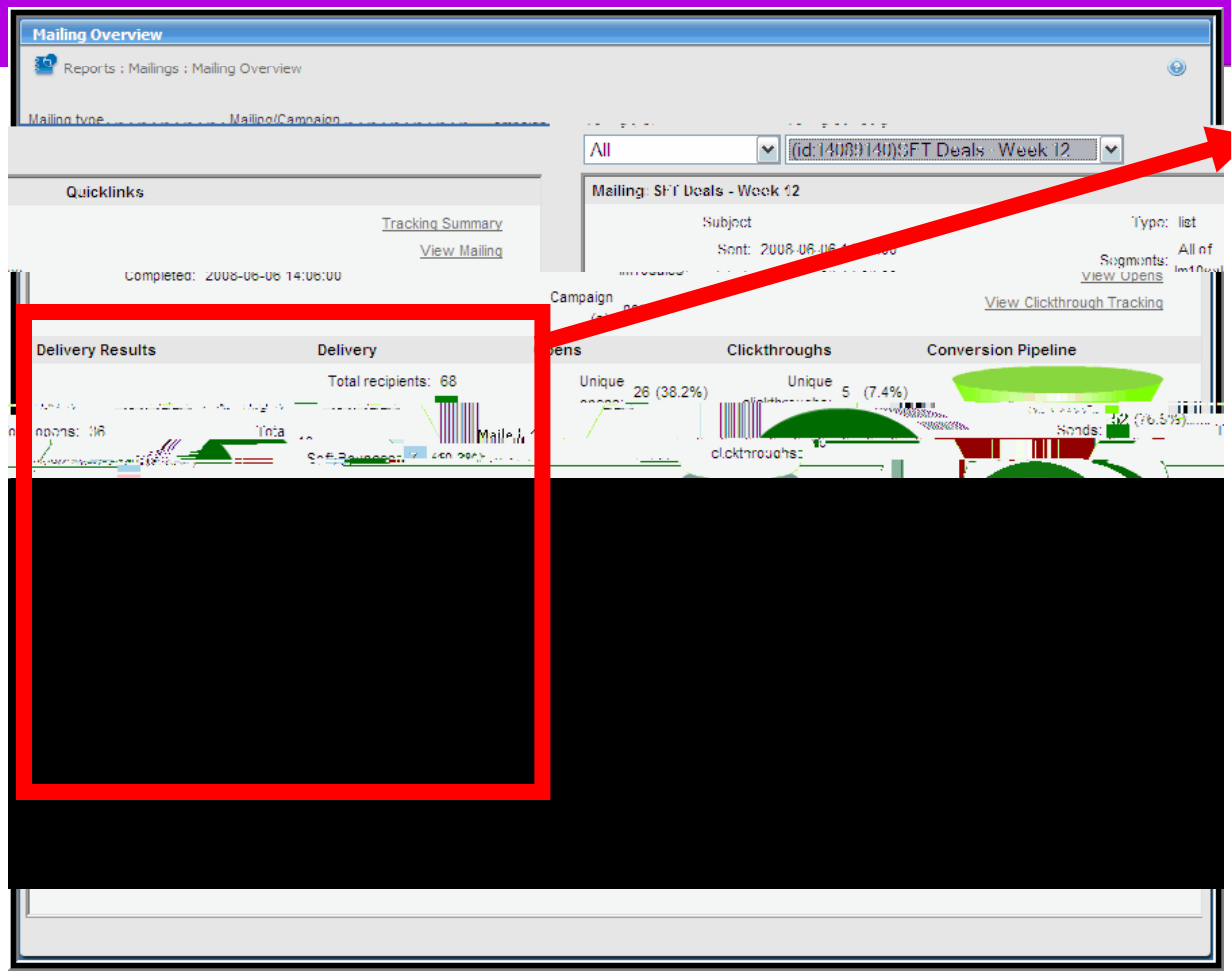
Engagement is done automatically every time the mailing is sent out, you'll know

- **Who received the mailing**
-

Delivery Tracking

- Drill down to see "Recipient:"
  - Transient failures
  - Permanent failures
  - Other tracking info

Delivery Tracking

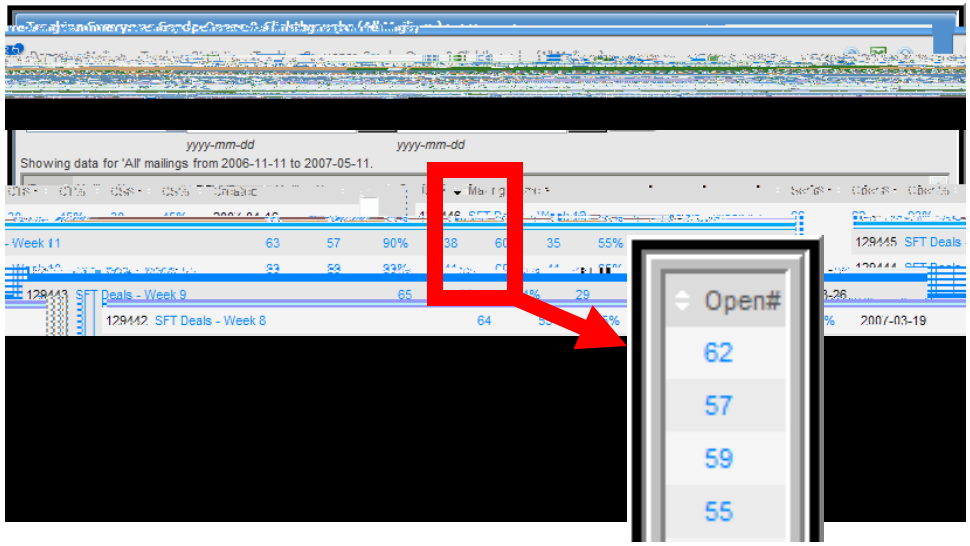


View nine distinct categorizations' of bounces

Held Status

Open Tracking

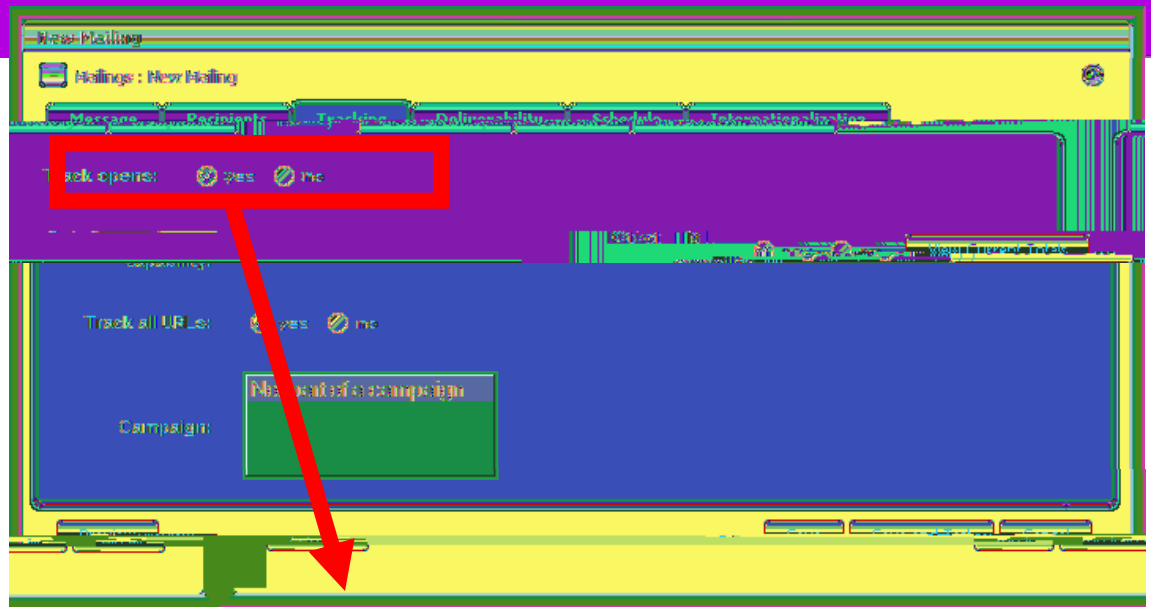
Who opened a particular mailing?



It's turned on by default

To view report:

Open Tracking (2)



Open Tracking (3)

How does it works?

- Inserts tracking tab into mailing:

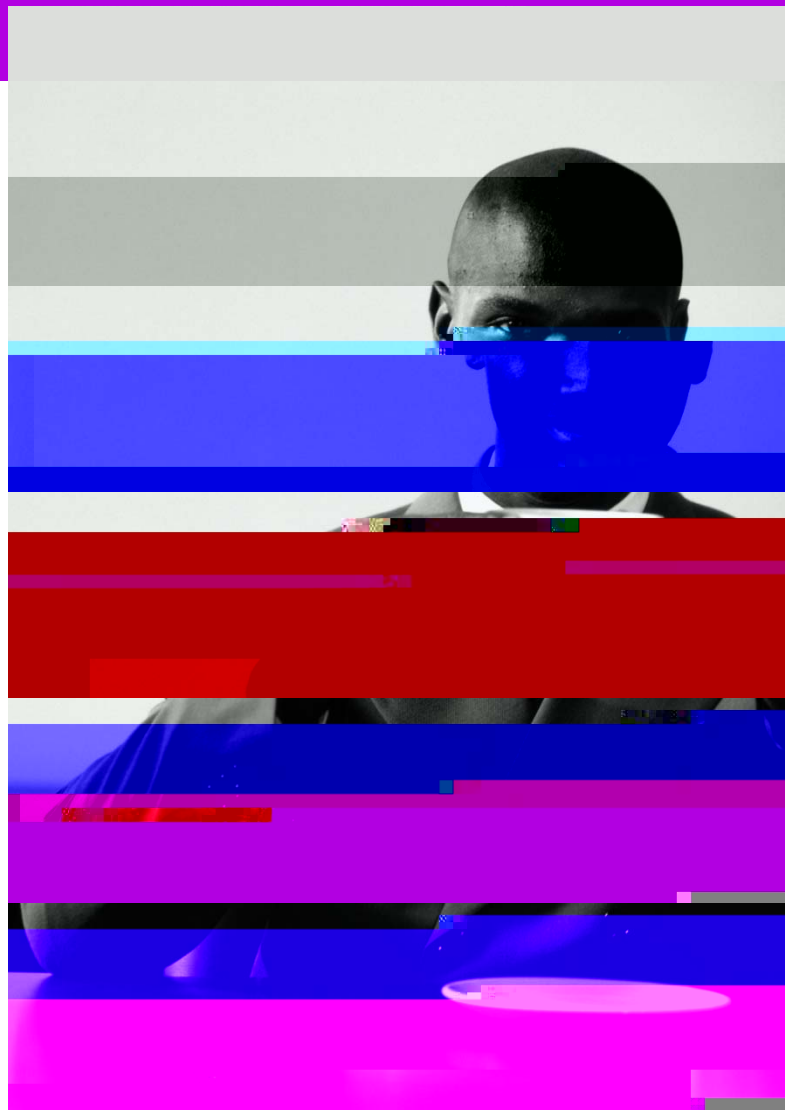
  %%detect_both%%

- ListManager inserts invisible gif

Open Tracking (4)

How they are recorded:

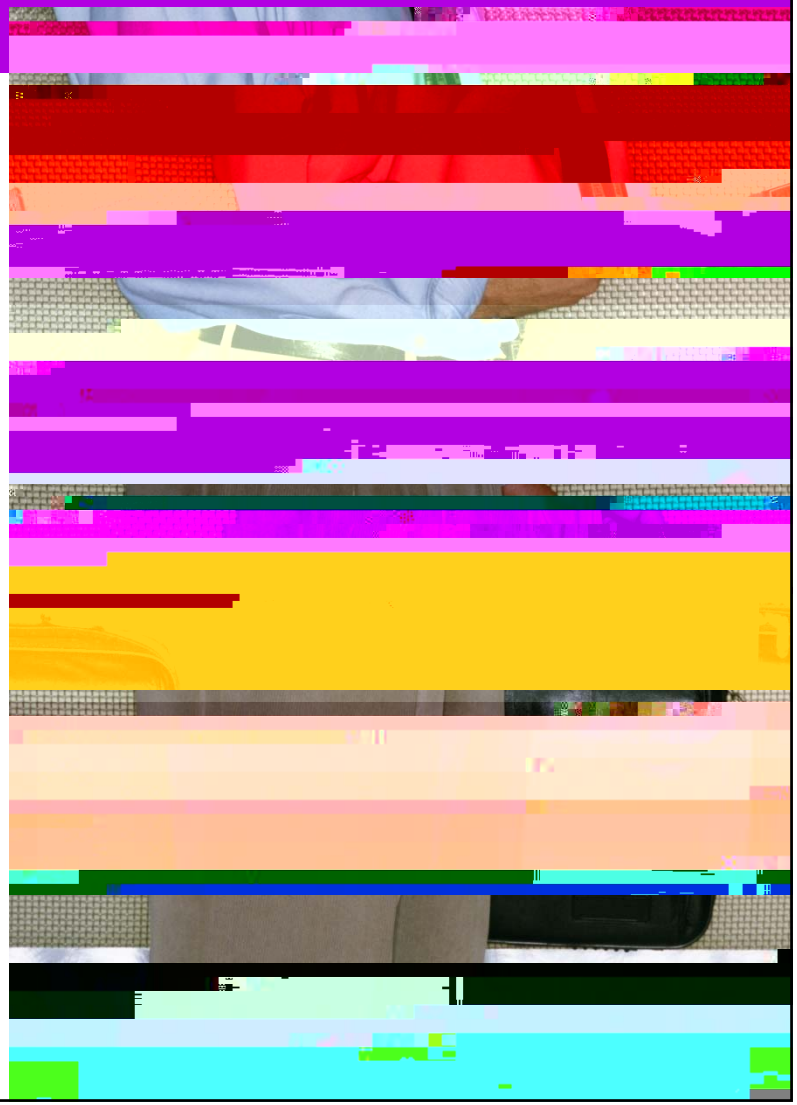
- When recipient opens message with HTML images enabled
  = open
- When a recipient clicks on a Clickthrough tracking link
  = open



Open Tracking (5)

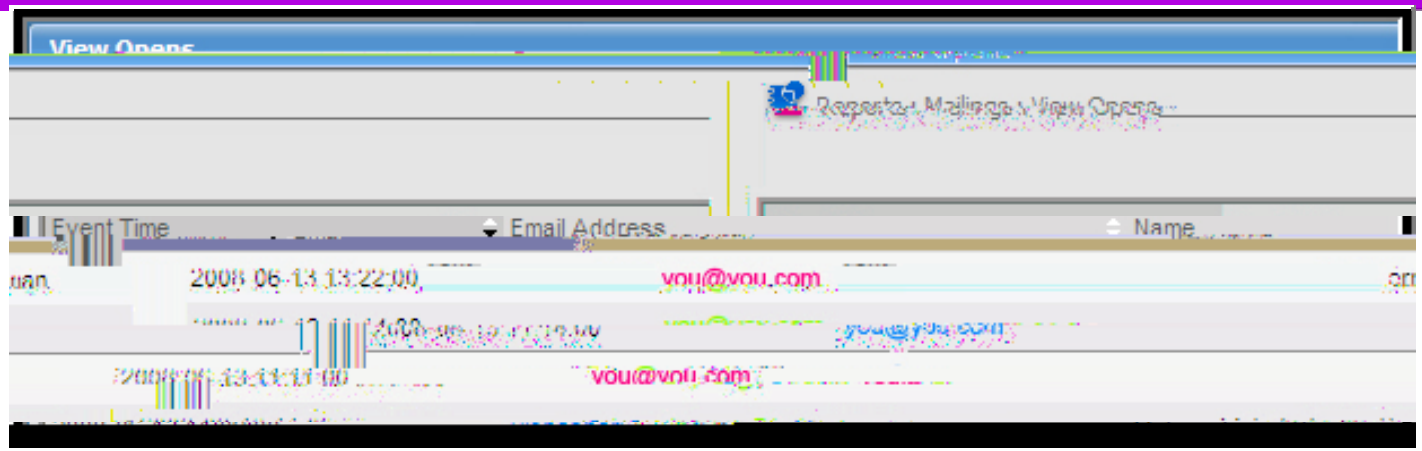
How it's recorded:

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



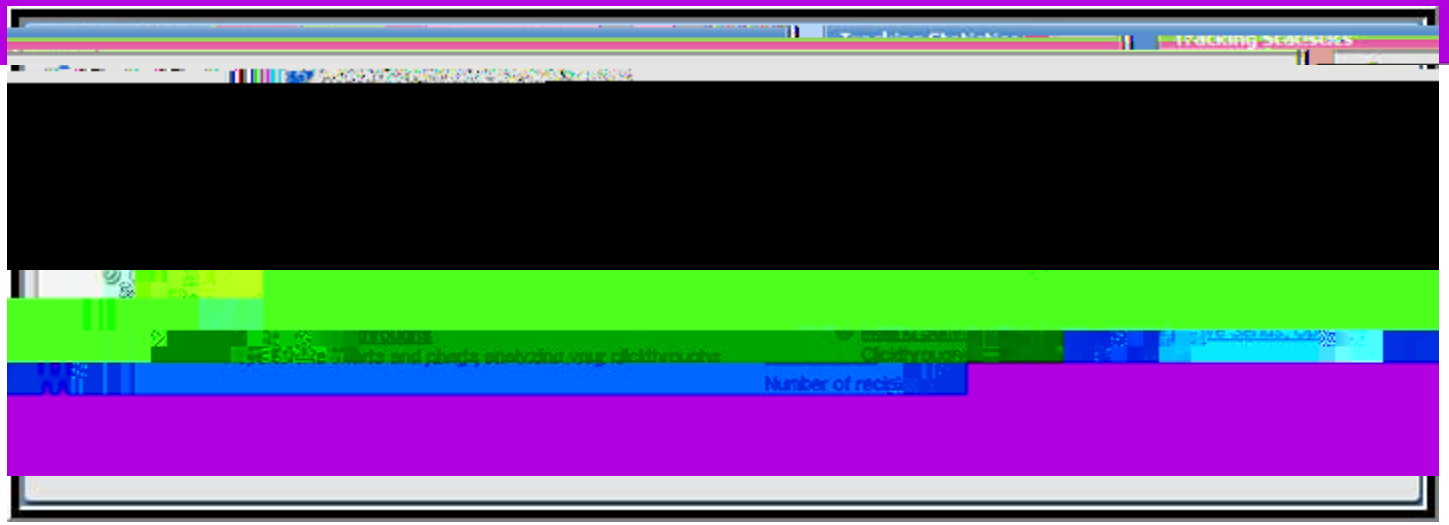
Open Tracking (6)

Open Tracking Report



See details on who opened the message and segment out

Open Tracking Report



- Total opens = all opens registered
-

Clickthrough Tracking

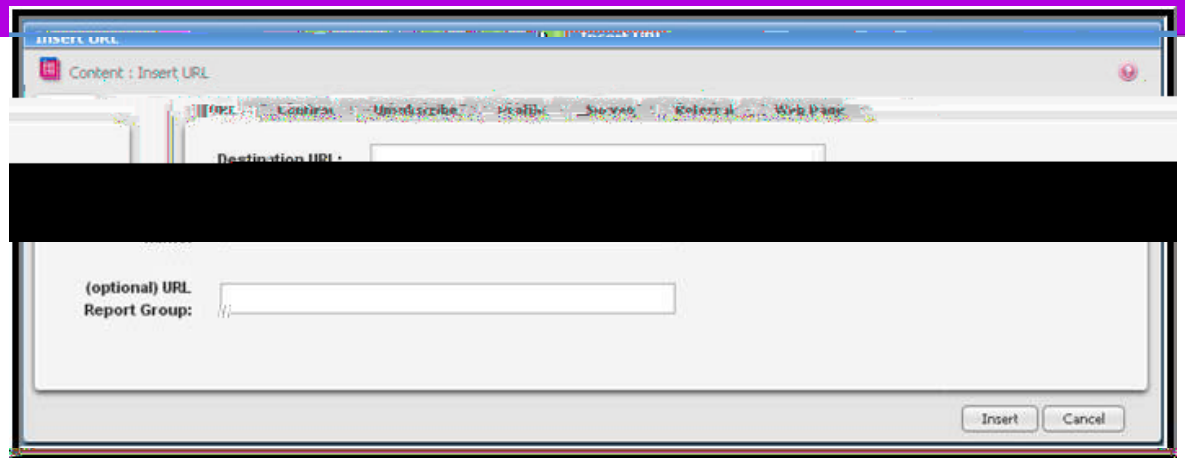
Clickthrough Tracking (2)

How Clickthrough Tracking works:

Clickthrough Tracking (3)

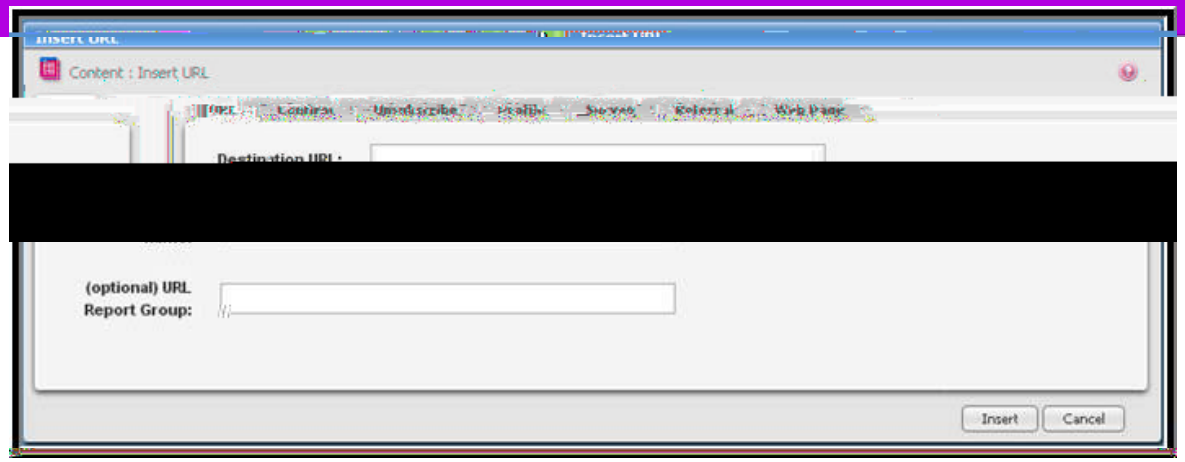
- Mailing enabled in the tracking tab
-

Clickthrough Tracking (4)



Track a single URL from the content area

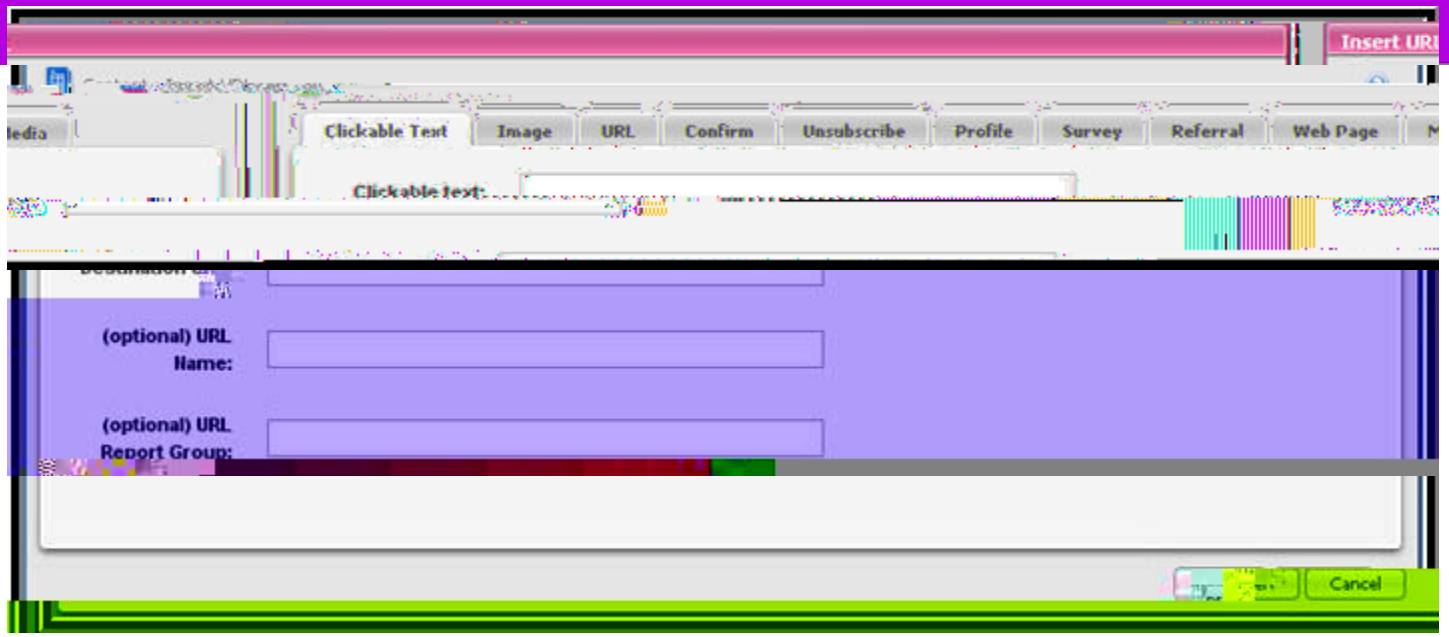
Clickthrough Tracking (5)



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

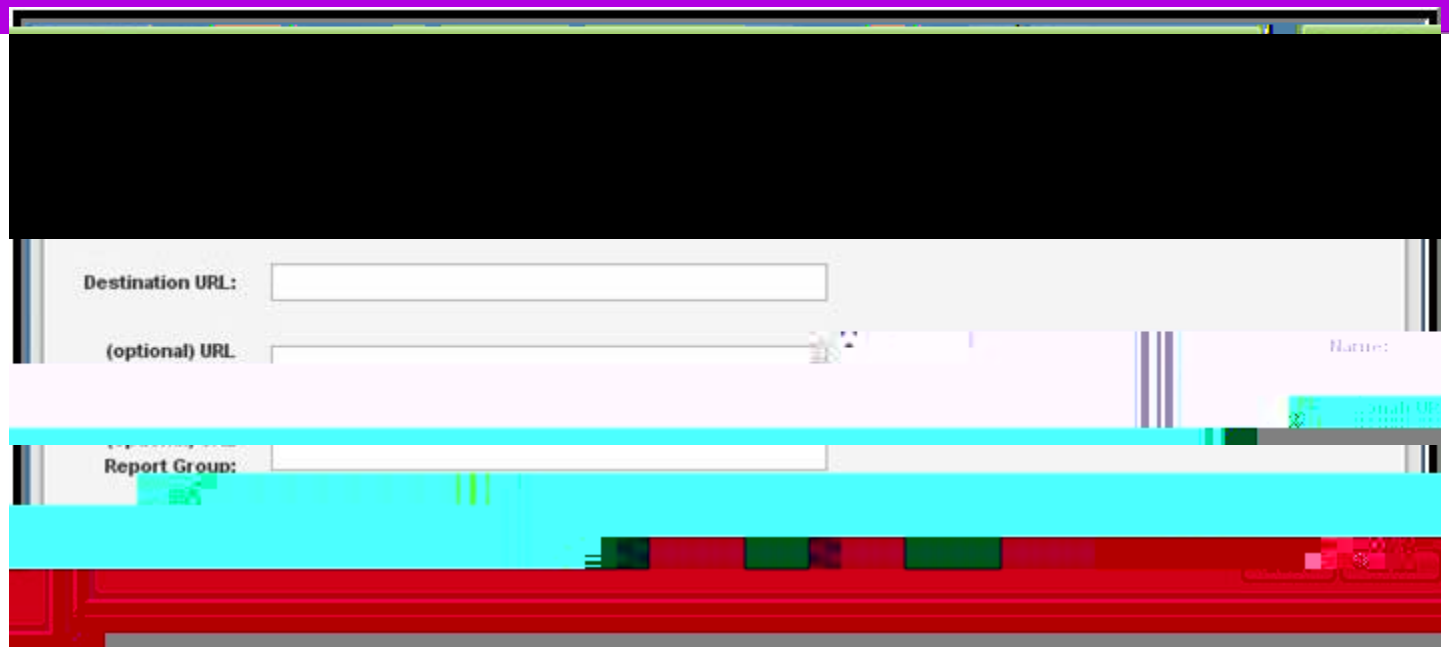
Example:
http://demo.example.com/t/153/18/2/0/
may actually go to:
http://www.lyris.com

Clickthrough Tracking (6)



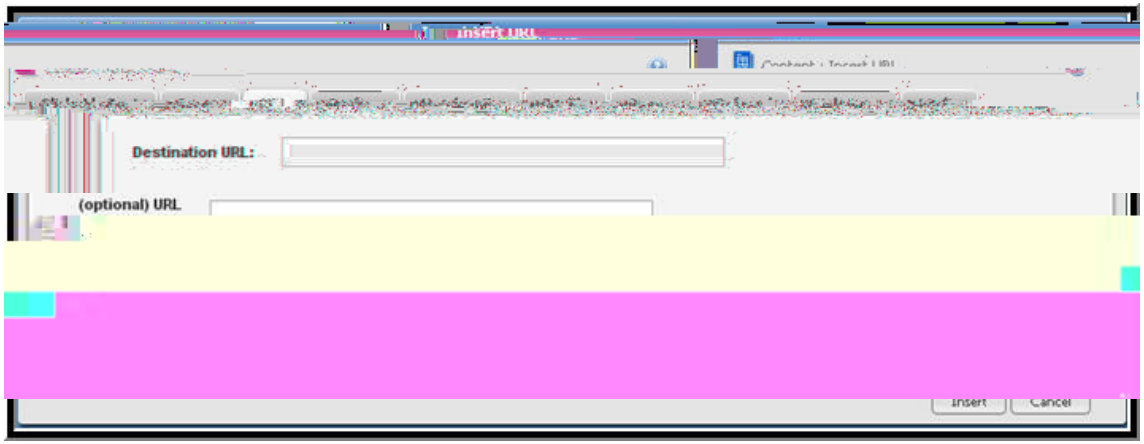
In HTML Messages, make an HTML

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*

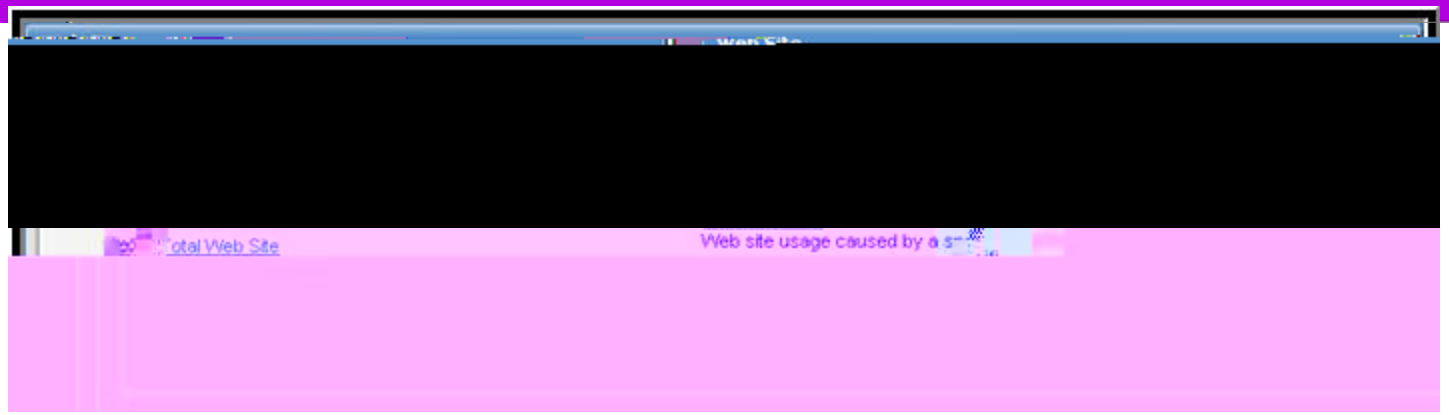
Formatting without a wizard:

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

Clickstream Tracking

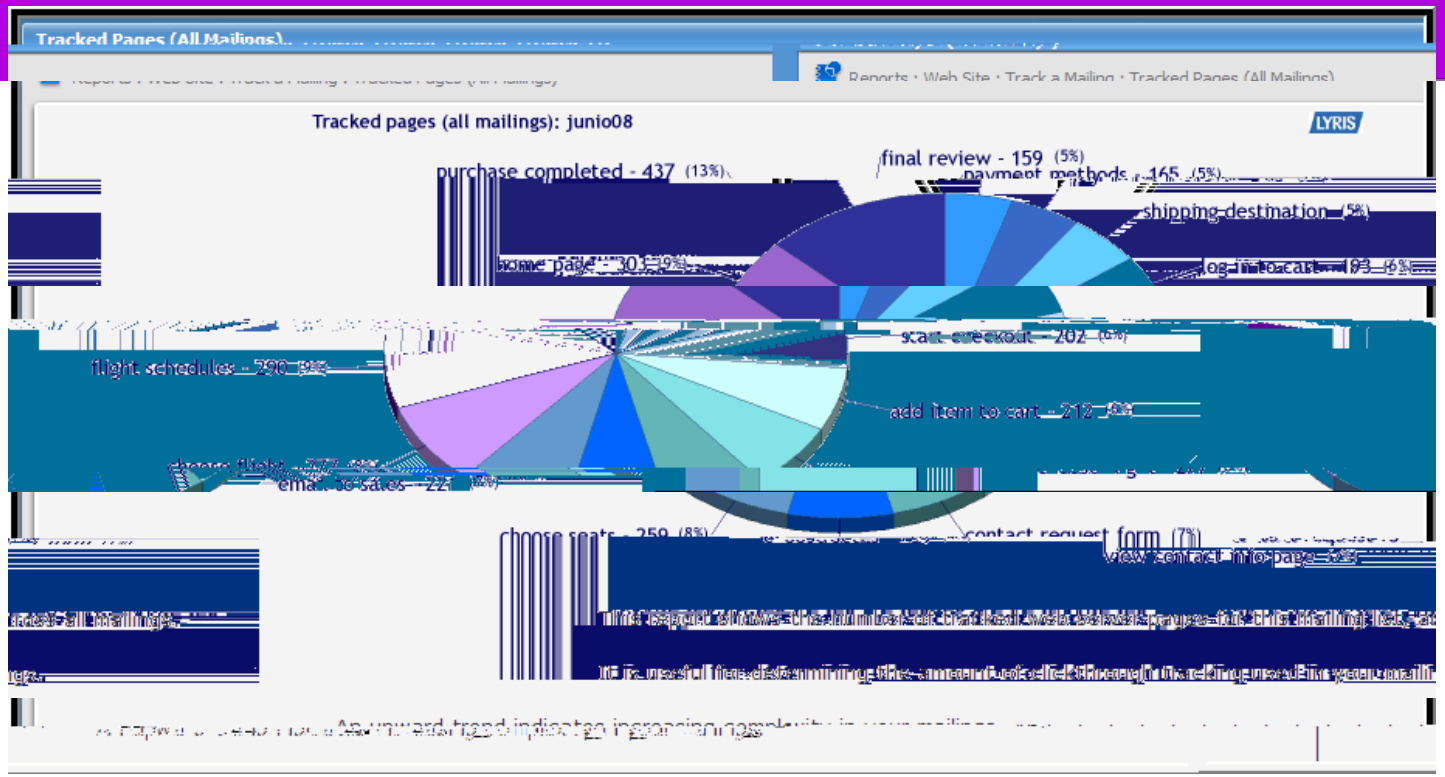
Clickstream Tracking (2)

Clickstream Tracking Report



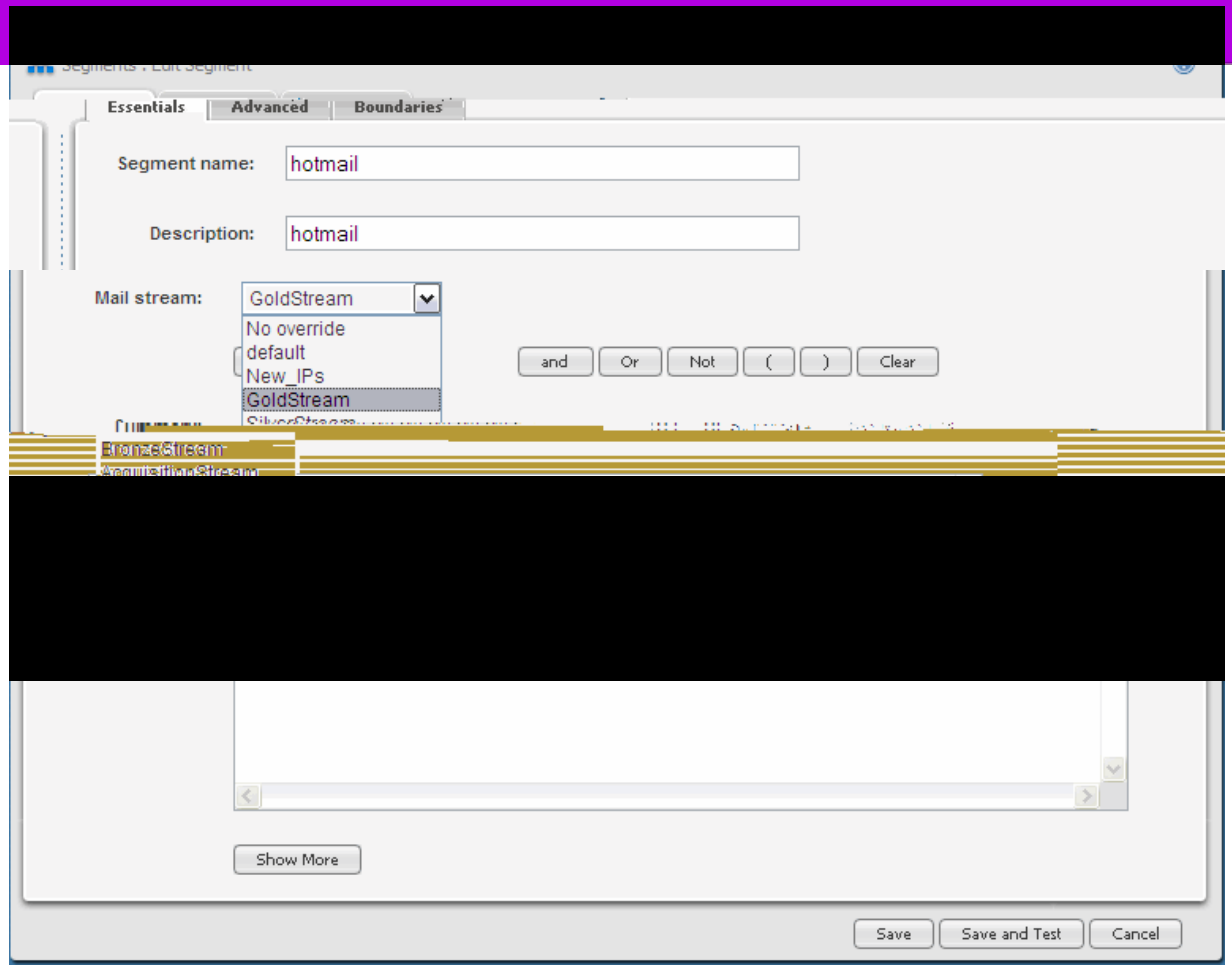
Clickstream reports available in *Reports: Website*

Clickstream Tracking Report



Easily analyze traffic to your website and segment out

Segments



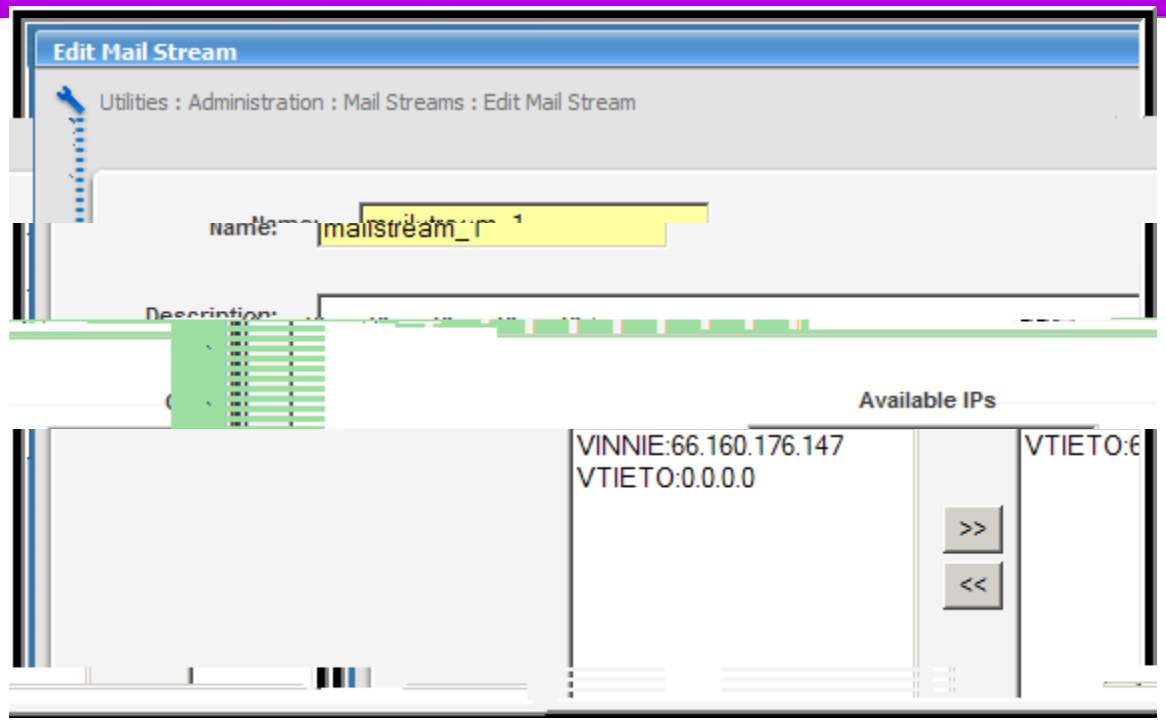
Use segments to follow up with members that did or did not do an action

Segments

Target members that have or have not:

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

MailStreams



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

MailStream Theory

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

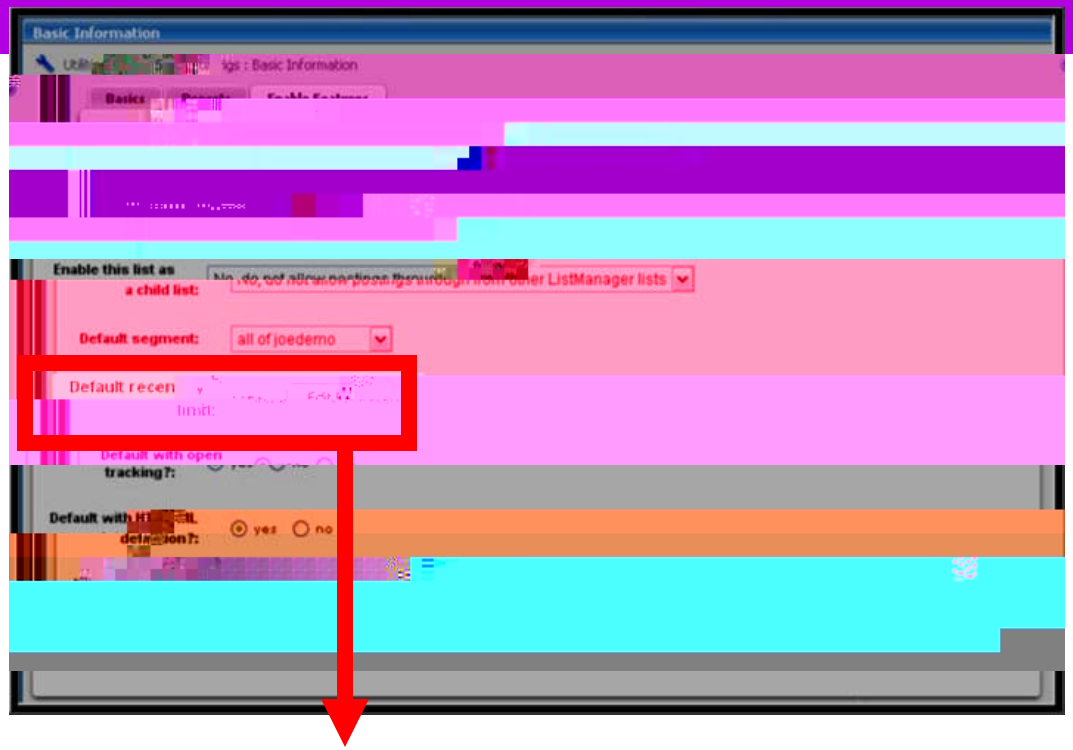
MailStreams Mailings 2

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

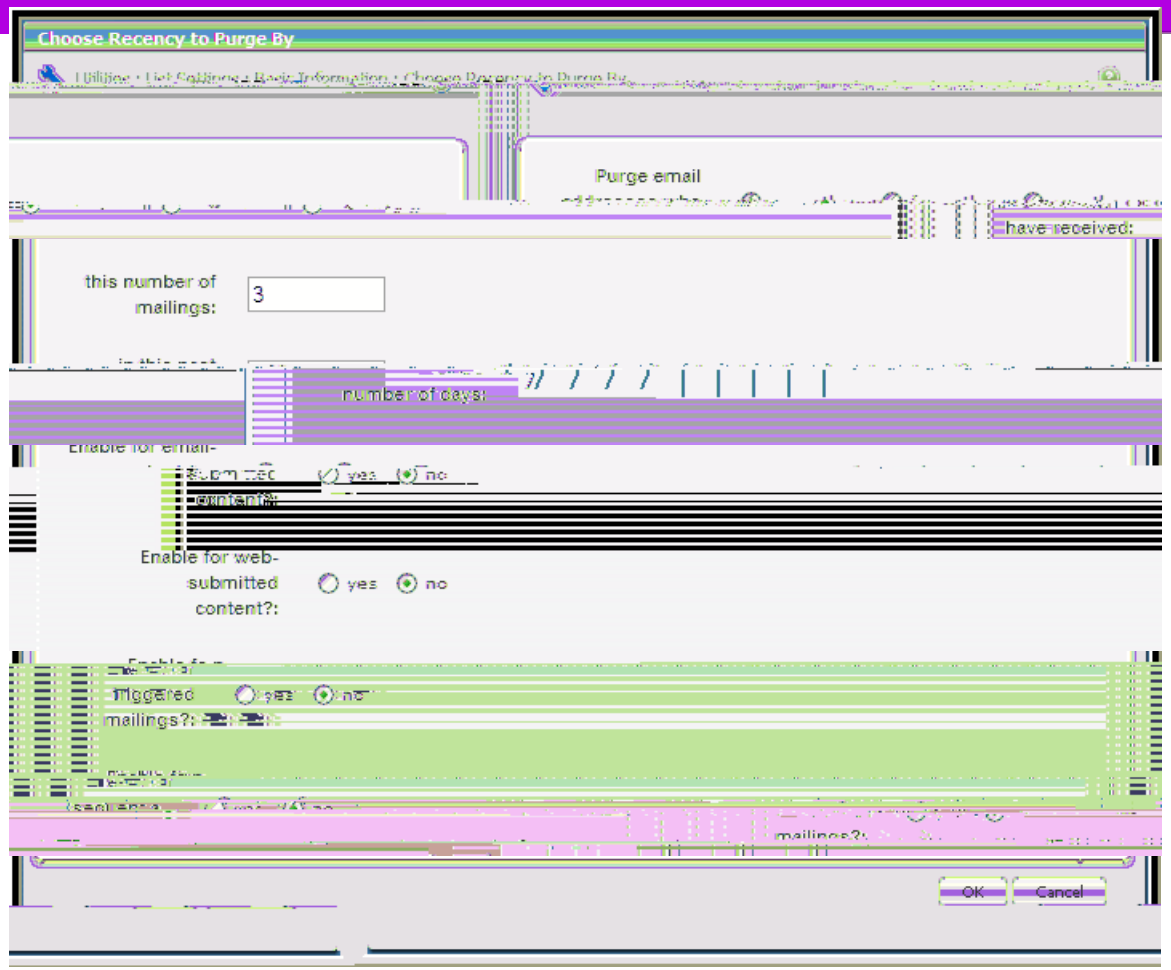


- Use *Default Recency Limit* to avoid sending too much mail
- Set default for:
  1. List level
  2. Individual mailings

Set Recency limits for list:

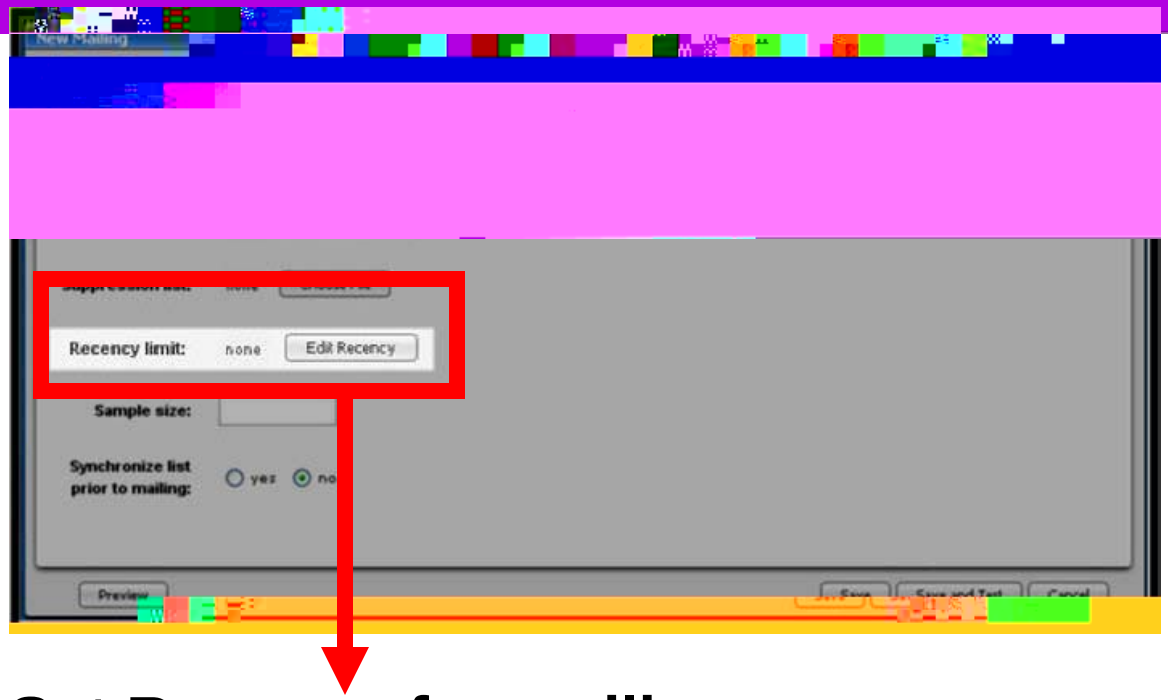
Utilities: List Settings: Basic Information: Enable Features

Recency Limits for the List



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

Recency Limits for the Mailing

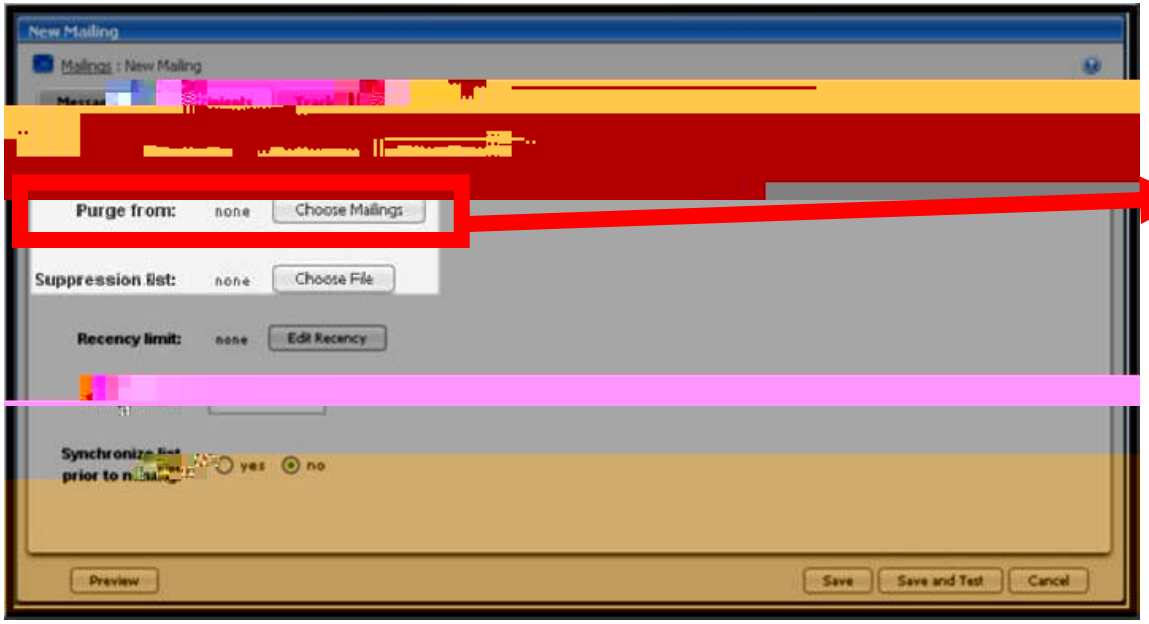


Override list recency limits when creating a mailing

Set Recency for mailing:

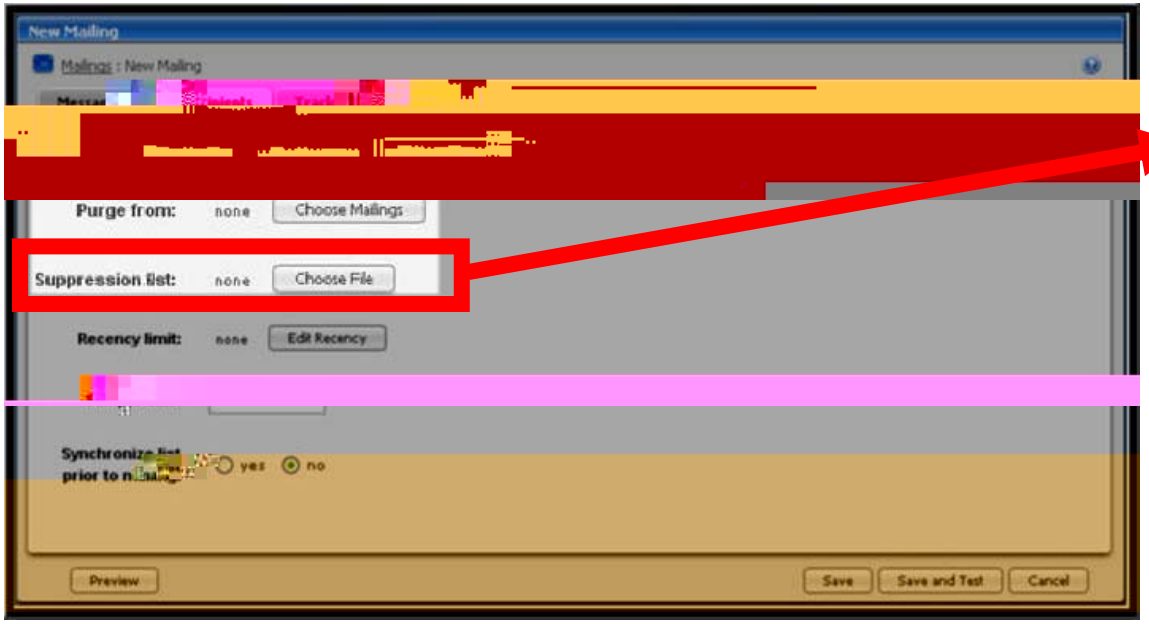
Mailing: New Mailing: Recipient

Purge From



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

Suppression List



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

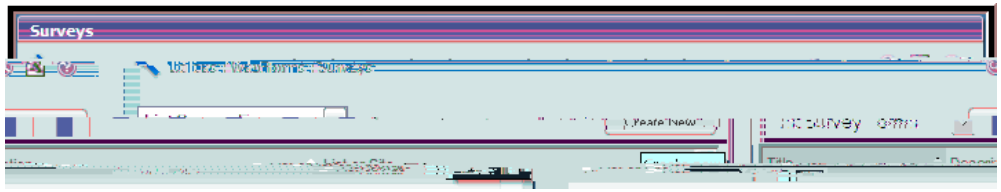
Survey

Survey Creation

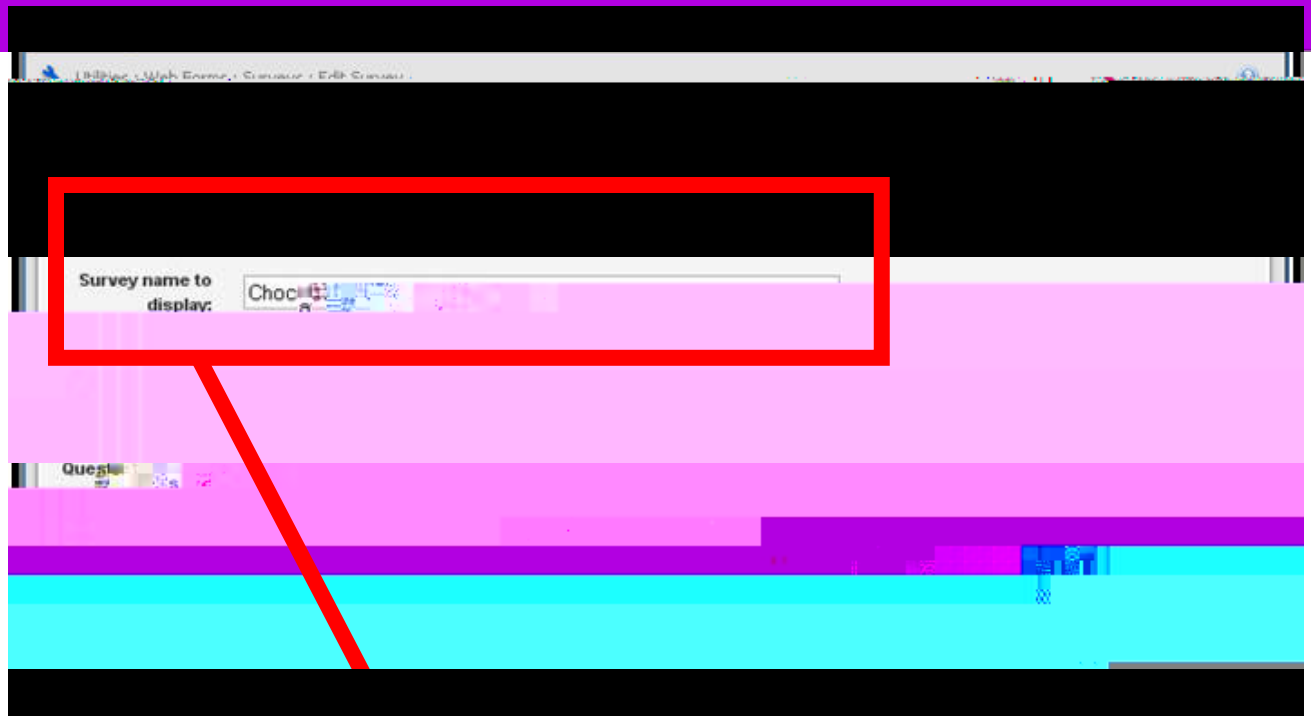
Six Easy Steps:

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)

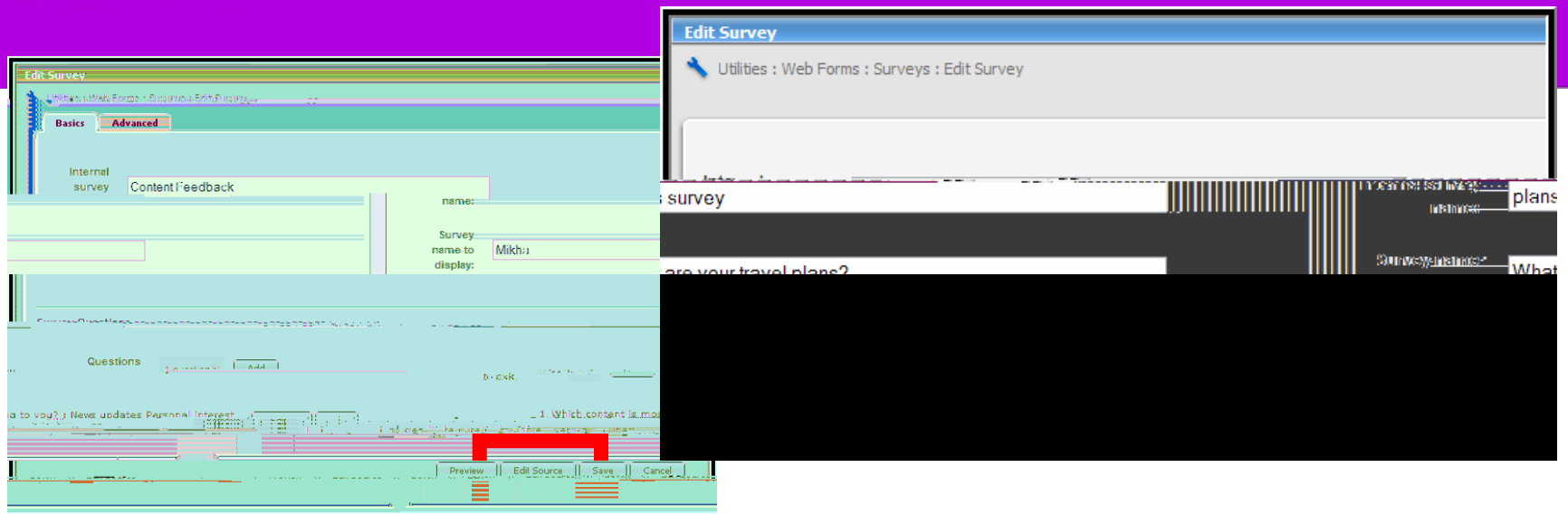


Give the Survey an internal 2 36 .0e5 81ame

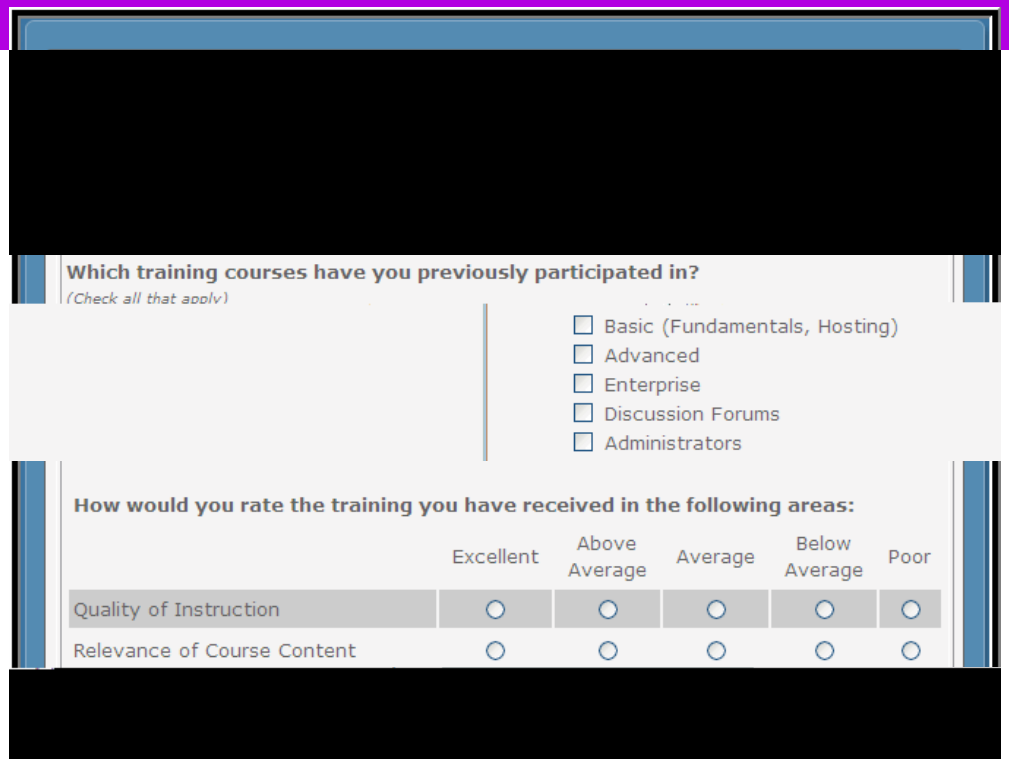
Survey (Step 3)

[redacted]

Survey (Step 5)

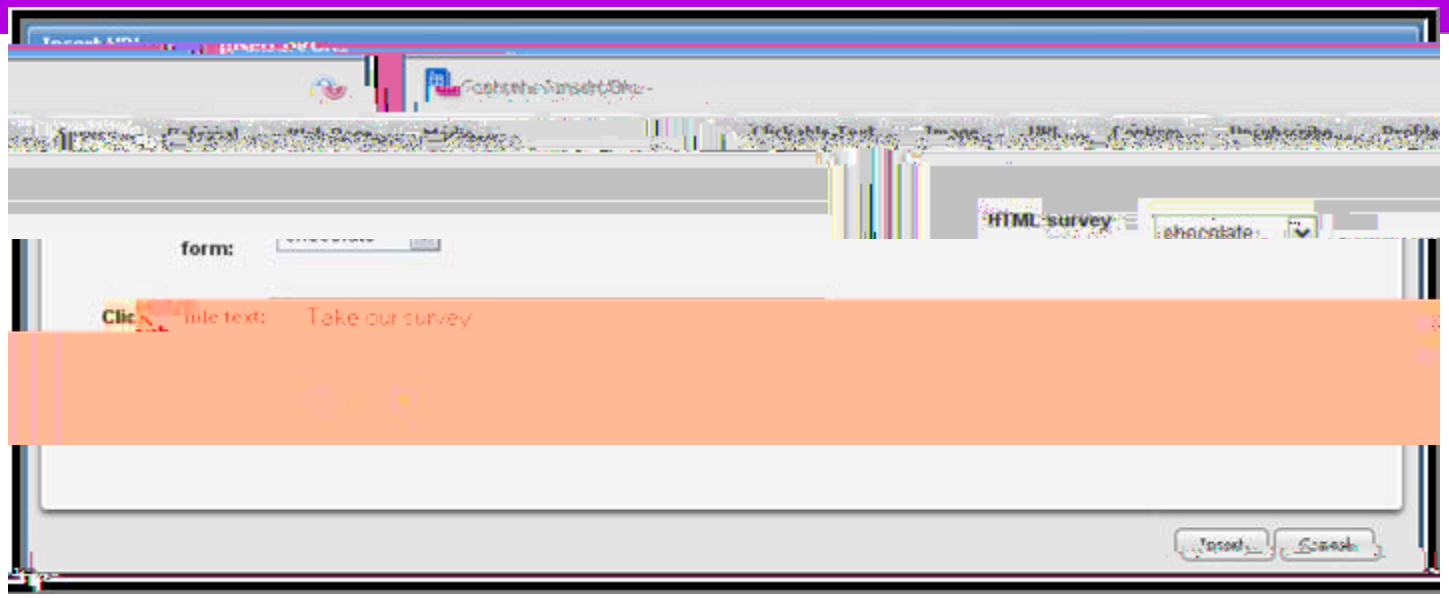


Survey (Step 6)



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

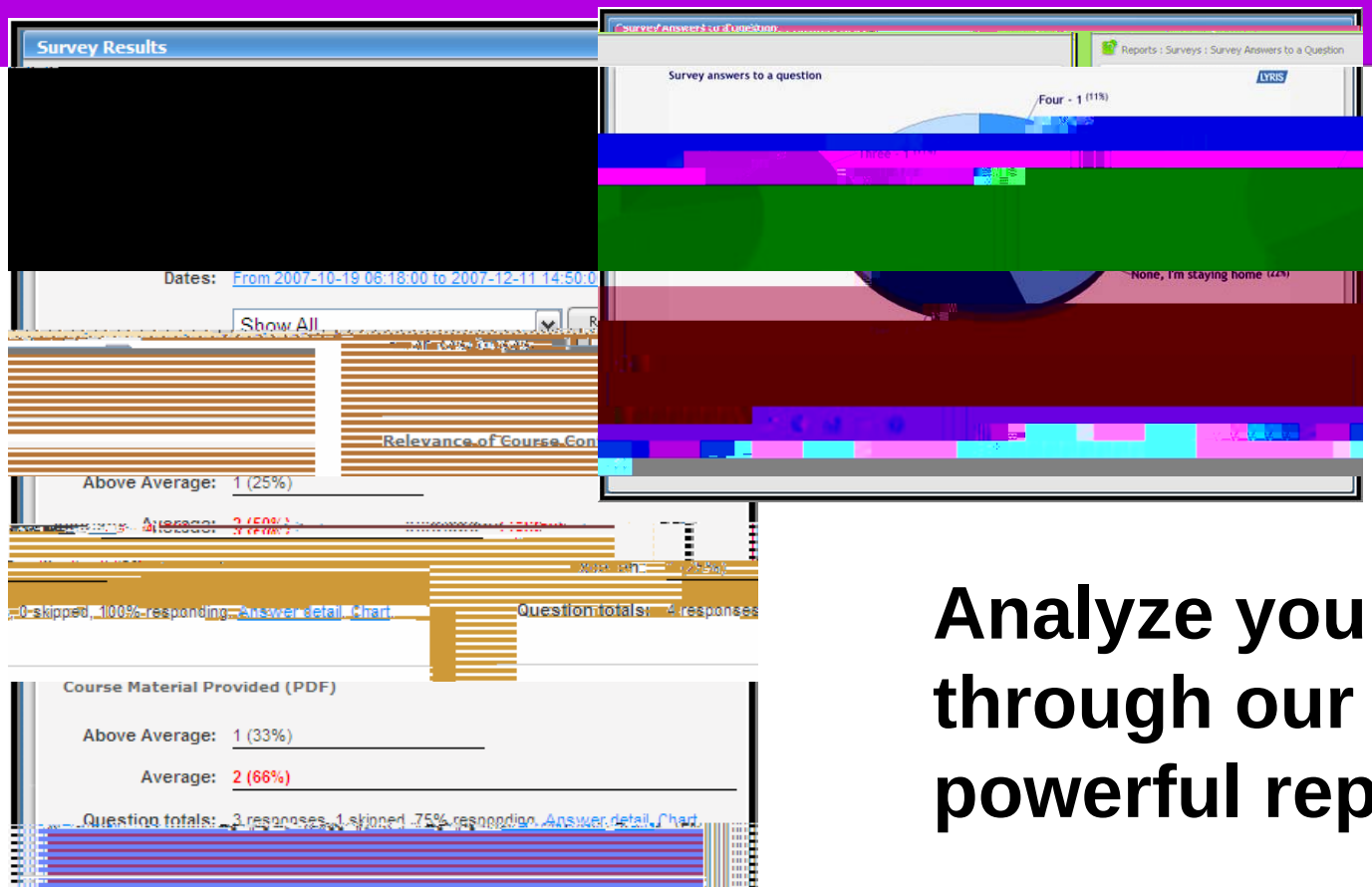
Survey (Step 6)



Use “Insert URL” in the message content area

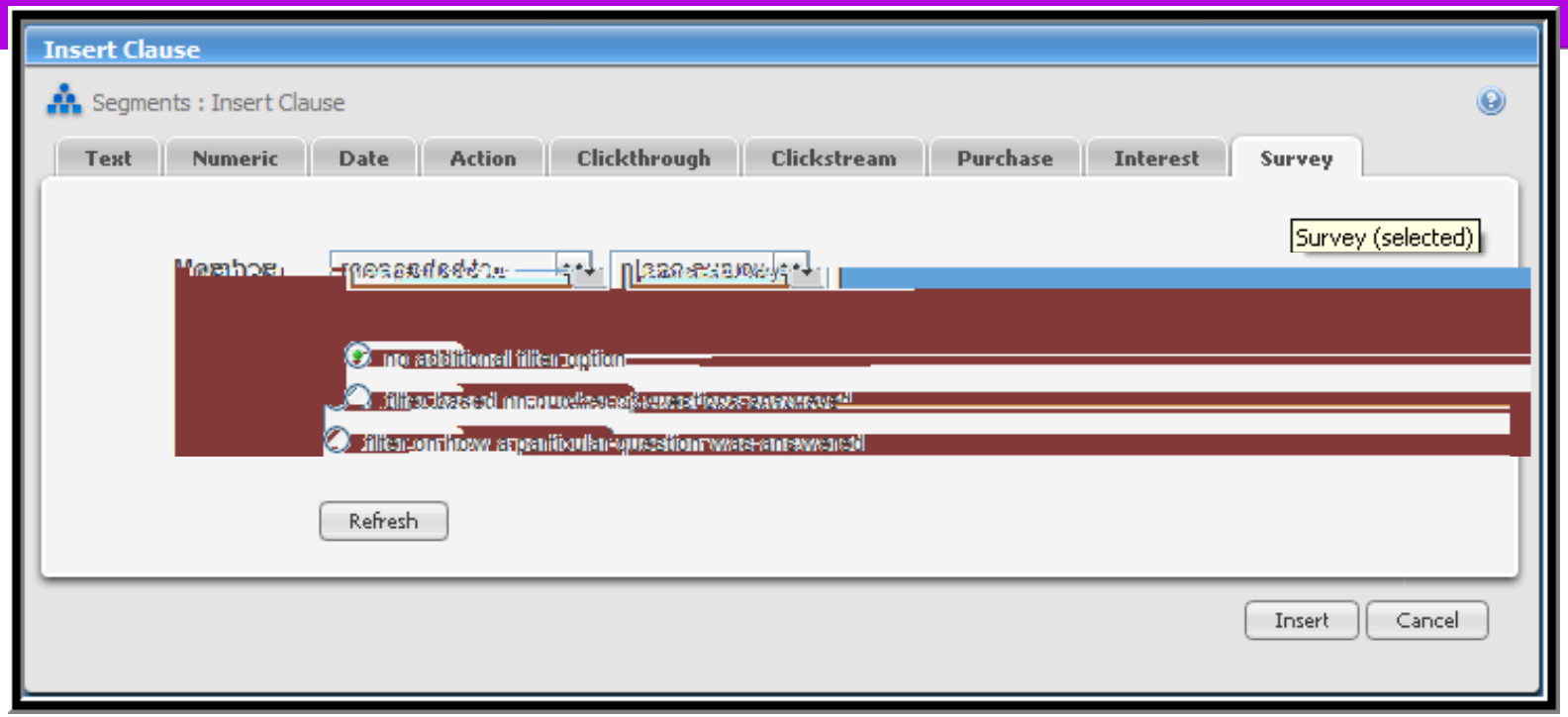
- **Specify the survey to be linked**
- **Specify what the link text should read**

Survey Reports



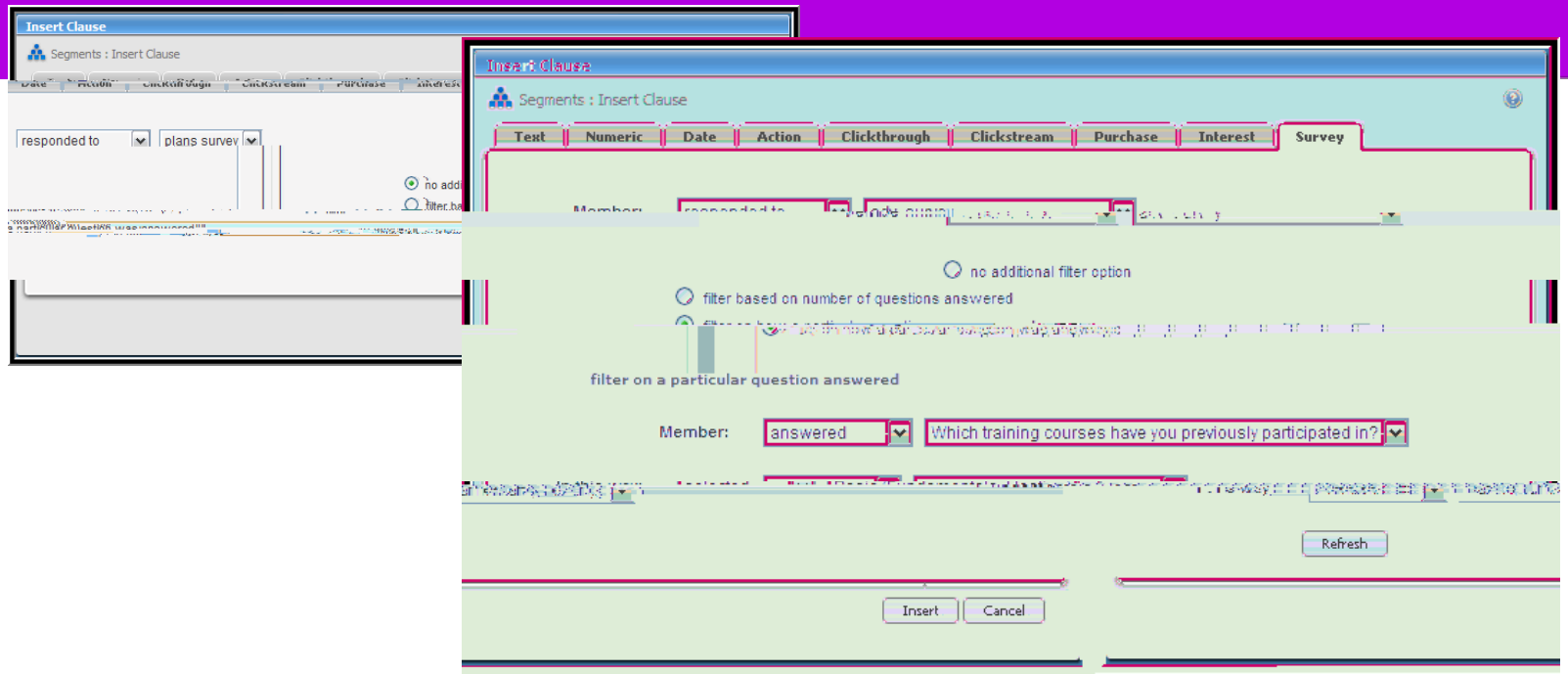
Analyze your results through our powerful reporting

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

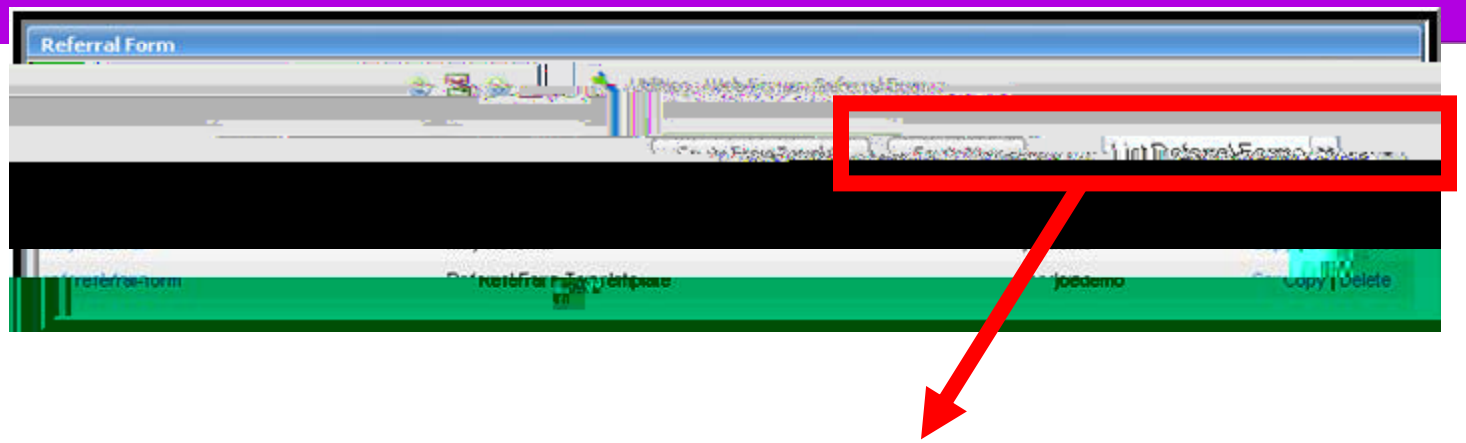
- Encourages current list members to invite their friends to join
- List grows “organically”
  - Friends know if their friends would be interested in joining
- Many fail-safes prevent people from being added maliciously

Refer-A-Friend

How It Works:

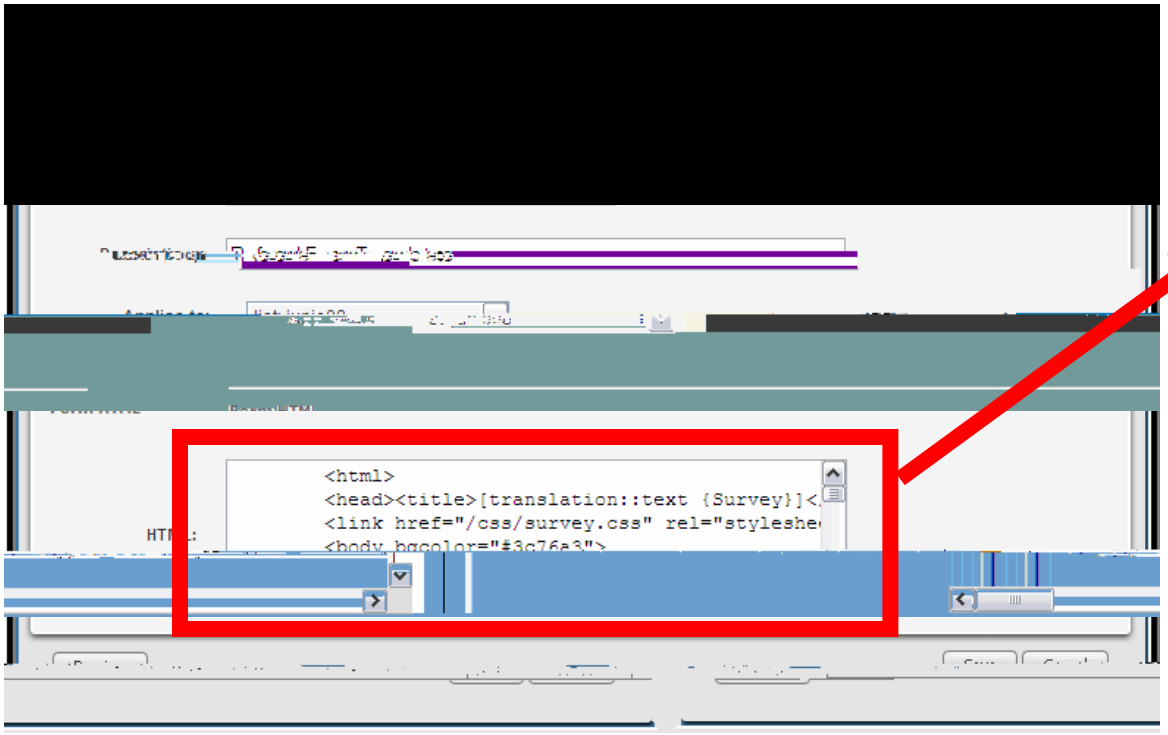
1. You send out mailing with a referral link where can member invite a friend to join the list.
2. List member clicks on link and enters friends email address using the refer form.
   enters friends email address

Refer-a-Friend (1)



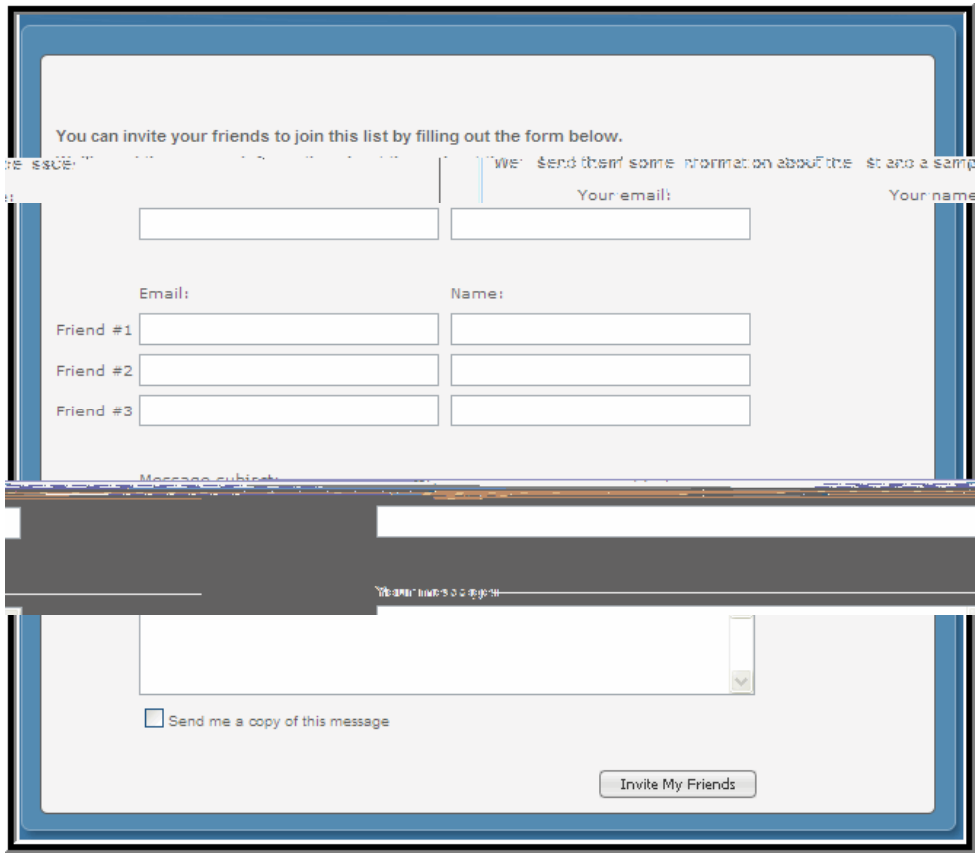
When creating the form, choose “Create From Template” to generate the form

Refer-a-Friend (2)



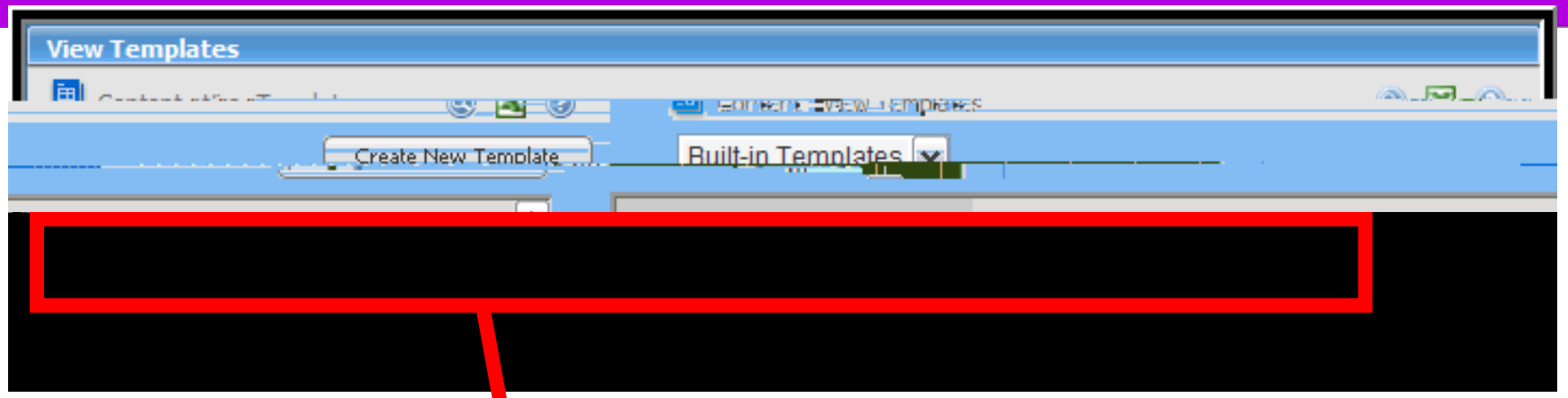
The HTML will give you full control over the design

Refer-a-Friend (3)



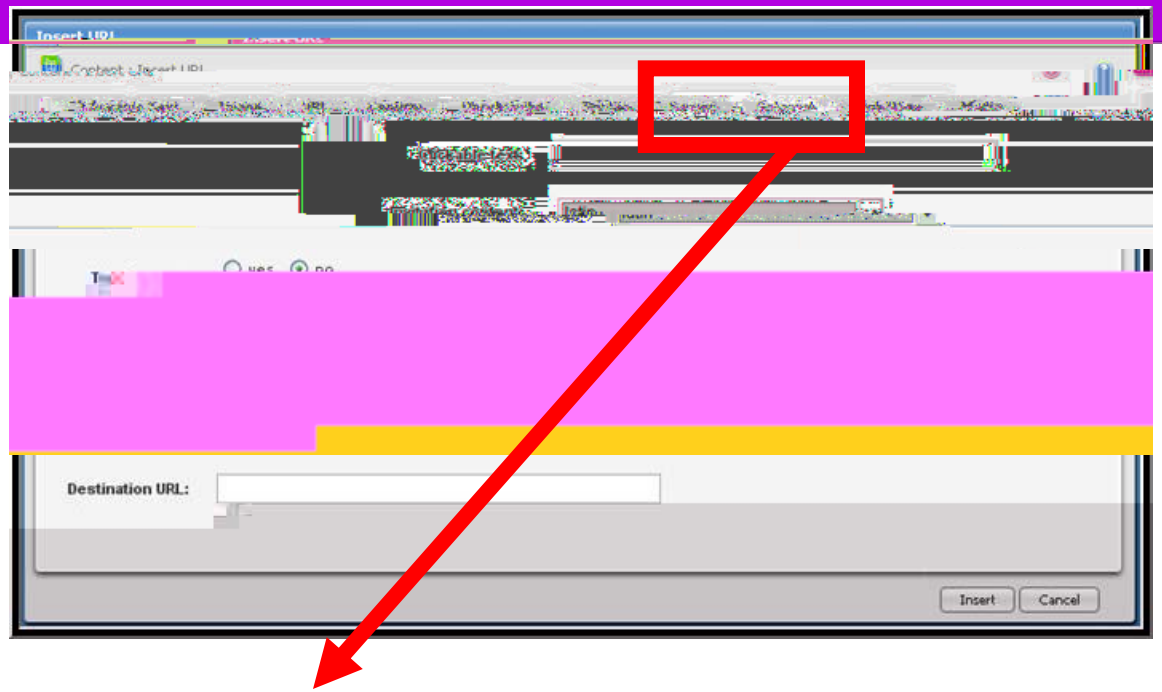
Once the form is designed, create the invitation…

Refer-a-Friend (4)



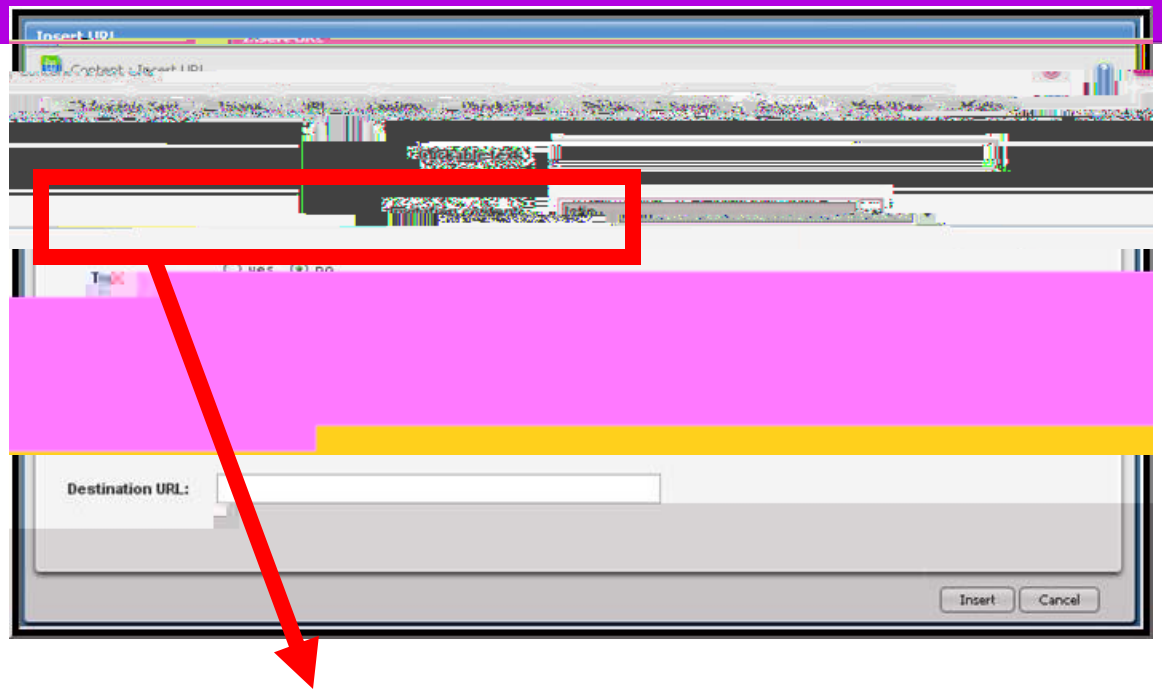
Customize the “Invitation Template” that will be sent from the referral form

Refer-a-Friend (5)



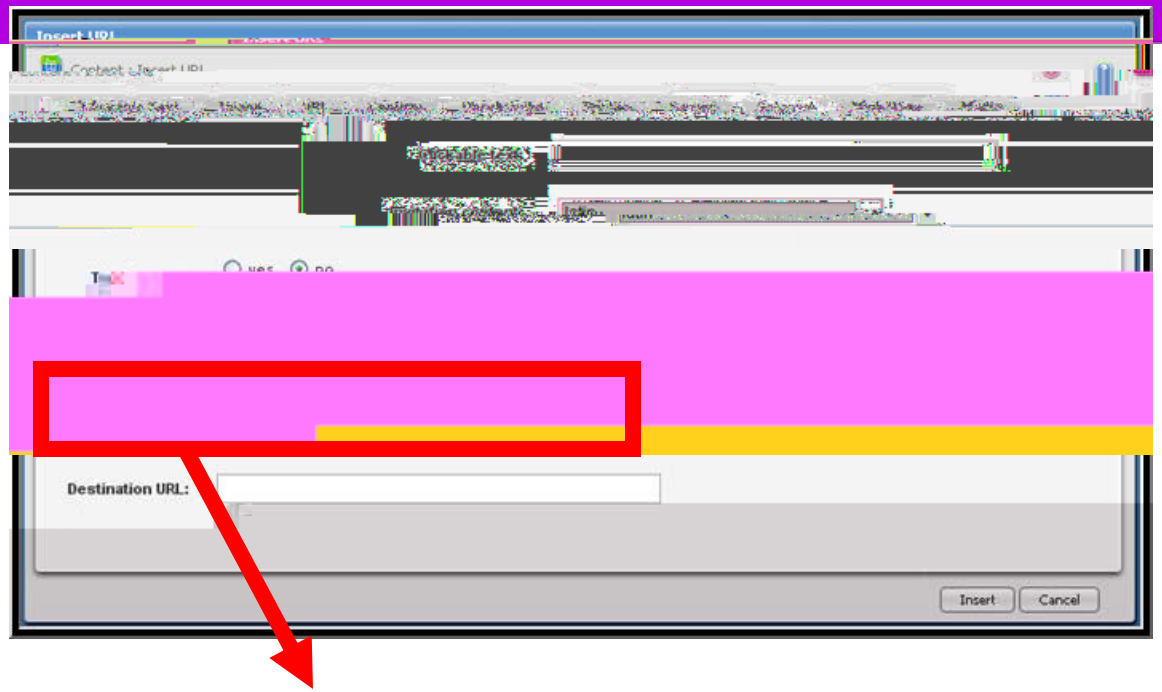
In the content area, insert the URL to the Referral Form

Refer-a-Friend (6)



Indicate which invitation should be sent out

Refer-a-Friend (7)

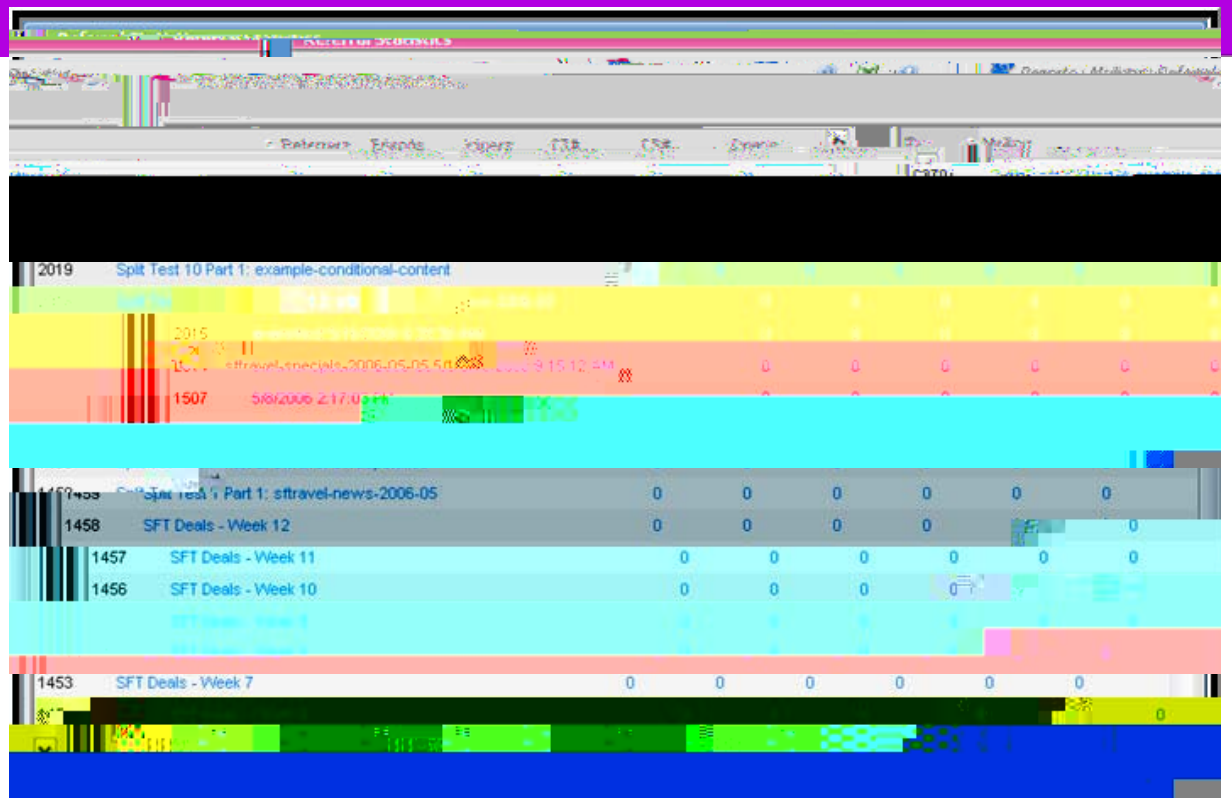


Indicate which form members should fill out upon clicking on the link

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

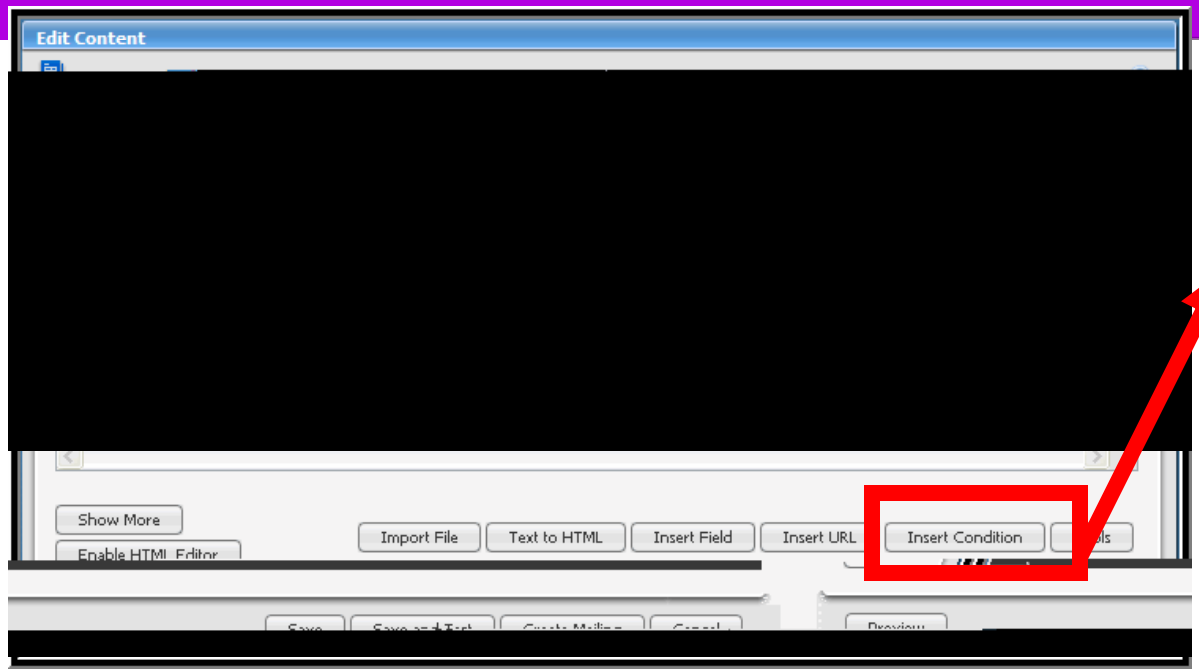
What is *Conditional Content*?

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

Example:

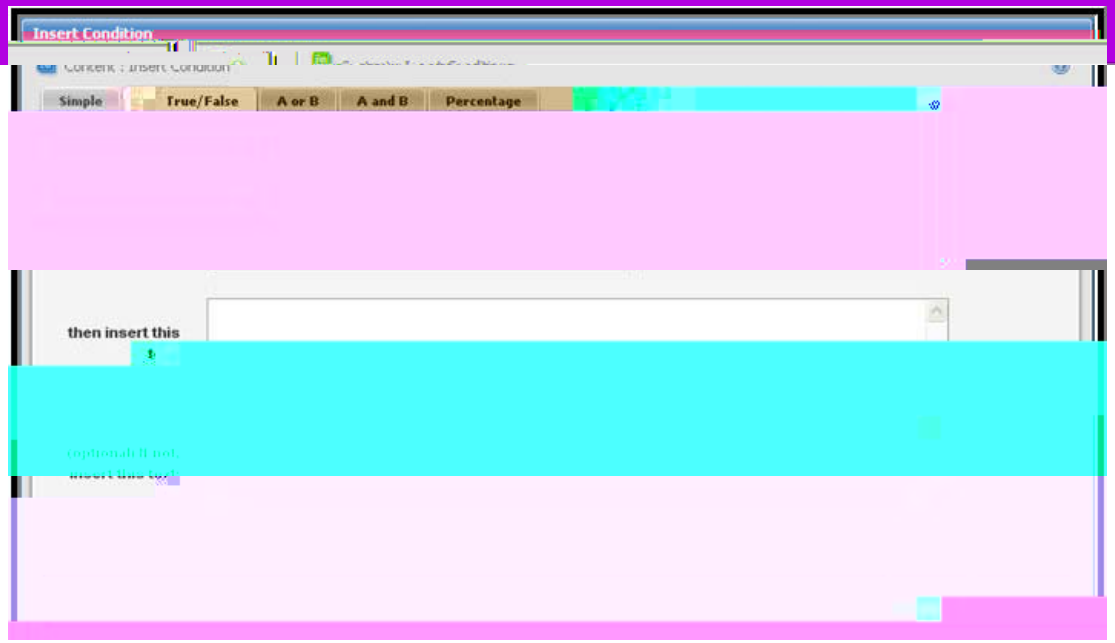
- Members living in San Francisco receive information about flight specials from San Francisco, AND...
- Members living elsewhere get information about specials relevant to them—or nothing, if you prefer

Insert Condition



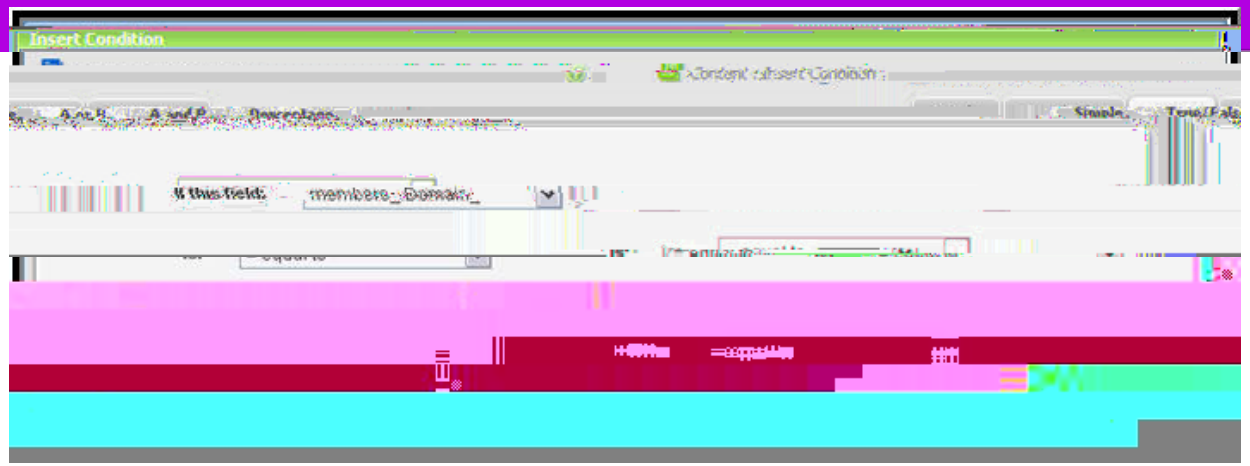
- Select ***Insert Condition***
- Conditional content is based on recipient's field

True/False Condition



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

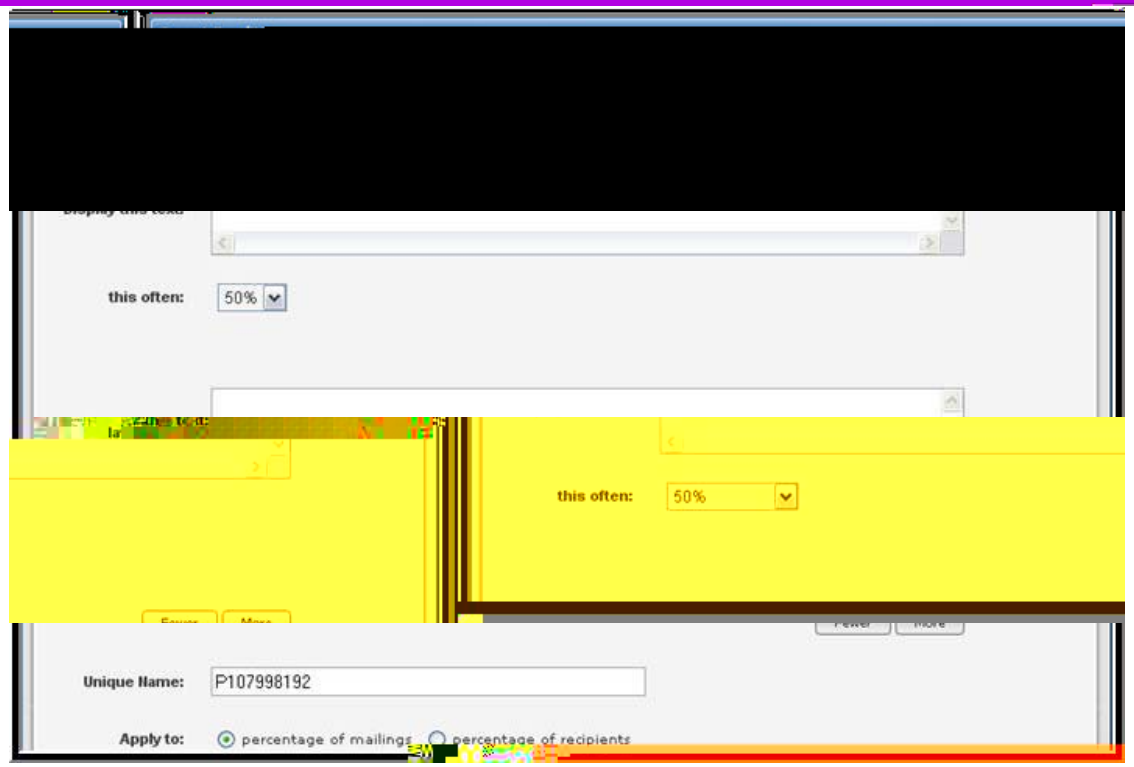
A or B Condition



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

A and B Condition

Percentage Condition



Use *Percentage* to rotate ads in your content

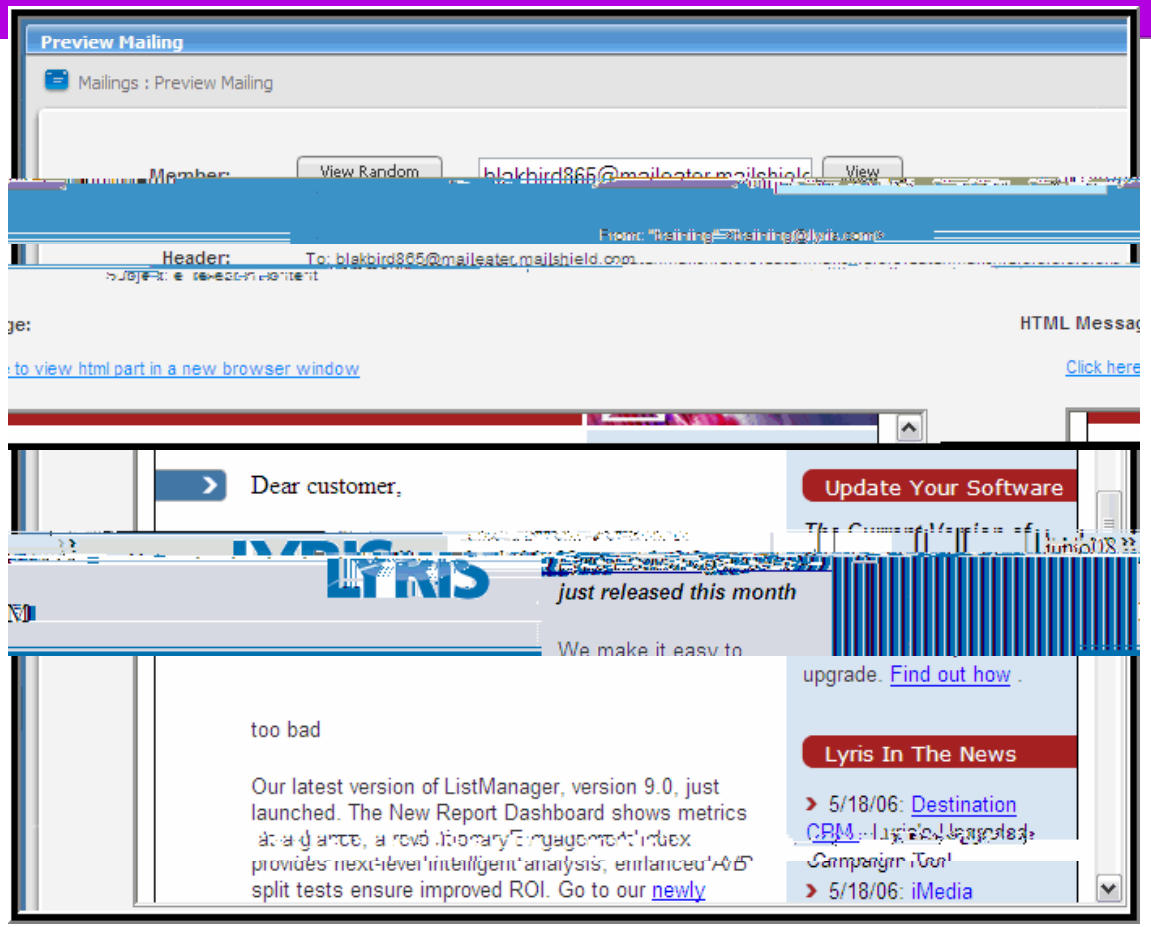
Percentage Condition (2)

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

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