**Enhancements in Transaction Mails (Both Website and LMS Panel)**

1. **OBJECTIVE:**  
   a) Enhance the quality of transactional emails sent from our system.

b) Create a dedicated section for Institution CTA emails, incorporating variables relevant to those emails.

c) Update and modify existing transactional emails on both the website and LMS panel.

1. **CURRENT PROBLEM**: Few Incorrect/ incomplete emails being sent to the users when a lead is filled on different actions.
2. **Need to customized and update following pages mails in LMS:**
3. **In uncategorised mail section:** Following variables are not working for in the uncategorised mail template such as apply, brochure, fee, shortlist, follow and ask question etc. Variables are:

{{home}}, {{home}}, {{faculty}}, {{scholarship}}, {{ranking}}, {{admission\_dates}}, {{admission\_brochure}}, {{gallery\_category1}}, {{gallery\_category2}}, {{gallery\_category3}}, {{hostel}}, {{courses\_fees}}, {{reviews}}, {{placement\_package}}, {{alumini\_distribution}}, {{companies\_visiting}}, {{exam\_news}}, {{college\_news}}, {{university\_news}}, {{result}}, {{review\_snippet}}, {{cutoff\_table1}}, {{cutoff\_table2}}, {{cutoff\_table2}}, {{cutoff\_table3}}, {{child\_college1}}, {{child\_college2}}, {{child\_college3}}

1. **College Mails:**
2. There are few changes in the current CTA’s button name and their action. Below are the recommended updates for college pages:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Current CTA Button Name | College Silo | Current Action | New CTA Button Name (VERIFY) | New Action (VERIFY) | Pages URL |
| **Apply Now Top** (Apply\_Now\_Sidebar) | Info | Apply | Get More Info | Info | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai |
| Apply Now Top (Apply\_Now\_Sidebar) | Course and fee | Apply | Get Course and fee Details | Course&fee | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai |
| Apply Now Top (Apply\_Now\_Sidebar) | Admission | Apply | Download Admission Info | College-admission | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/admission |
| Apply Now Top (Apply\_Now\_Sidebar) | Review | Apply | Download Students Review | College-review | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/reviews |
| Apply Now Top (Apply\_Now\_Sidebar) | Cutoff | Apply | Download Cutoff Details | College-cutoff | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/cutoff |
| Apply Now Top (Apply\_Now\_Sidebar) | Placement | Apply | Get Placement Info | College-placement | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/placement |
| Apply Now Top (Apply\_Now\_Sidebar) | Ranking | Apply | Download College Ranking | College-ranking | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/ranking |
| Apply Now Top (Apply\_Now\_Sidebar) | Gallery | Apply | Download College Gallery | College-gallery | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/gallery |
| Apply Now Top (Apply\_Now\_Sidebar) | Scholarship | Apply | Get Scholarship Details | College-scholarship | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/scholarship |
| Apply Now Top (Apply\_Now\_Sidebar) | faculty | Apply | Download Faculty Details | College-faculty | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/scholarship |
| Apply Now Top (Apply\_Now\_Sidebar) | hostel | Apply | Download Hostel Info | College-hostel | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/news |
| Apply Now Top (Apply\_Now\_Sidebar) | Department | Apply | Get Department Details | College-department | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/department |
| Apply Now Top (Apply\_Now\_Sidebar) | News | Apply | Download Latest News | College-news | https://collegedunia.com/university/25881-iit-madras-indian-institute-of-technology-iitm-chennai/news |

Note:

1. **Exam Mails:**
2. When a user submits a lead from any button on the exam pages, or if a lead is generated from the exam pages, the template in the Automatic Lead Form Mailers - EXAM TAB SECTION should trigger. The system should not send the APPLY email from the uncategorized section.
3. Mail statistics (sent, opened, clicked) must be recorded under the specific tag associated with the relevant template.
4. On exam pages, there are currently two actions for the APPLY NOW button (1. APPLY and 2. INFO). These need to be merged into a single INFO action.
5. There are few changes in the current CTA’s button name and their action. Below are the recommended updates:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Current CTA Name | Silo | Current Action | New CTA Name (VERIFY) | New Action (Verify) | Pages URL |
| **GET MORE INFO Top** (Apply\_Now\_R1) | OVERVIEW | Apply | DOWNLOAD EXAM INFO | Exam-Info | https://collegedunia.com/exams/jee-main |
| GET MORE INFO Top (Apply\_Now\_R1) | Application | Apply | Download Application info | Exam-application | https://collegedunia.com/exams/jee-main/application-process |
| GET MORE INFO Top (Apply\_Now\_R1) | Exam Pattern | Apply | Download Pattern info | Exam-Pattern | https://collegedunia.com/exams/jee-main/exam-pattern |
| GET MORE INFO Top  (Apply\_Now\_R1) | Preparation Tips | Apply | Download preparation Details | Exam-Preparation | https://collegedunia.com/exams/jee-main/preparation-tips |
| GET MORE INFO Top (Apply\_Now\_R1) | Practice Papers | Apply | Download Practice paper Info | Exam-sample papers | https://collegedunia.com/exams/jee-main/question-paper |
| GET MORE INFO Top (Apply\_Now\_R1) | Result | Apply | Download Result Info | Exam-Result | https://collegedunia.com/exams/jee-main/results |
| GET MORE INFO Top (Apply\_Now\_R1) | CUT OFF | Apply | Download Cutoff info | Exam-Cutoff | https://collegedunia.com/exams/jee-main/cutoff |
| GET MORE INFO Top (Apply\_Now\_R1) | Eligibility | Eligibility | Download ELIGIBILITY Details | Eligibility | https://collegedunia.com/exams/jee-main/eligibility |

NOTES:

* 1. The changes mentioned above apply only to the specified buttons; all other buttons will remain the same.
  2. Only APPLY NOW TOP (Apply\_Now\_R1) on the exam overview page should be renamed to DOWNLOAD EXAM INFO, while the remaining buttons of Apply retain the name APPLY NOW.
  3. **Sample Paper Button (VERIFY):** The action should be updated to EXAM-Papers. This change applies to all pages where the button appears, and the Practice Paper section mail should be sent accordingly.
  4. **Eligibility Mail Creation:** Create a new Eligibility Tab in the LMS Transactional Panel-> Automatic Lead Form Mailers-> Exam section with all variables available in the Exam Info tab and a new variable for ELIGIBILITY with the name of {{EXAM\_ELIGIBILITY}}. If the Eligibility Silo is available for the exam, extract the first or second paragraph from the Silo in the form of variable value. If not, pull details from the Overview Silo and get the Eligibility H2 details for the variable is possible.
  5. Also, there is a button of CHECK ELIGIBILITY in the middle of the all over exam pages. Need to the shot the same eligibility mail those user who filled a lead from this button. NO CHANGE IN CTA ACTION.



1. **Courses Mails:**
   1. **For courses pages: Need to shot the course tab mail to those user who filled the Leads from the course pages.**
   2. **Need to change the following pages CTA’s name as mention in the table:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Current CTA Name | Silo | Current Action | New CTA Name (VERIFY) | News Action (VERIFY) | Pages URL |
| **GET More Info** (Get\_More\_Info\_R1) | OVERVIEW | Apply | DOWNLOAD EXAM INFO | Course-info | https://collegedunia.com/courses/post-graduate-diploma-in-management-pgdm |
| GET More Info (Get\_More\_Info\_R1) | JOB | Apply | Download Job info | Course- Job | https://collegedunia.com/courses/post-graduate-diploma-in-management-pgdm/career-options-and-jobs |
| GET More Info (Get\_More\_Info\_R1) | SYLLABUS | Apply | Download Syllabus info | Course- syllabus | https://collegedunia.com/courses/post-graduate-diploma-in-management-pgdm/syllabus |
| GET More Info (Get\_More\_Info\_R1) | ADMISSION | Apply | Download Admission Details | Course- Admission | https://collegedunia.com/courses/post-graduate-diploma-in-management-pgdm/pgdm-admission-2025 |
| GET More Info (Get\_More\_Info\_R1) | ONLINE | Apply | Download Online Program Info | Course- Online | https://collegedunia.com/courses/post-graduate-diploma-in-management-pgdm/online-courses |
| GET More Info (Get\_More\_Info\_R1) | DISTANCE | Apply | Download Distance education Info | Course- Distance | https://collegedunia.com/courses/post-graduate-diploma-in-management-pgdm/distance-education |
| GET More Info  (Get\_More\_Info\_R1) | ABROAD | Apply | Download Abroad info | Course- Abroad | https://collegedunia.com/courses/bachelor-of-medicine-bachelor-of-surgery-mbbs/abroad-studies |
| GET More Info (Get\_More\_Info\_R1) | CUTOFF | Apply | Download Cutoff info | Course- Cutoff |  |

**Note:**

1. **On Course pages, there are currently two actions for the GET MORE INFO and APPLY NOW button (1. APPLY and 2. INFO). These need to be merged into a single Course-INFO action.**
2. **Institution mails:**
   1. Needed a separate section for the institute mail with the Header name INSTITUTION. And sub tab with name of INFO, BROCHURE, FEES to sending the mails corresponding CTA’s available.
   2. Following variable required for each template:
3. FEES: {{NAME}}, {{INSTITUTE\_NAME}}, {{INSTITUTE\_CITY}}, {{INSTITUTE\_URL}}, {{COURSE\_TYPE}}, {{COURSE\_NAME}}, {{BROCHURE\_DATA}}, {{COURSE\_FEES}}, {{FACULTIES }}, {{REVIEW\_SNIPPET}}, {{RANKING\_SNIPPET}},

NOTE: When user fill the lead from the **Check Detailed Fees button** than need to **hit that particular COURSE TYPE id** which user filled in the lead form as to fetch the exact course fee data in the mail.

1. Brochure: {{NAME}}, {{INSTITUTE\_NAME}}, {{INSTITUTE\_CITY}}, {{INSTITUTE\_URL}}, {{COURSE\_TYPE}}, {{COURSE\_NAME}}, {{BROCHURE\_DATA}}, {{COURSE\_FEES}}, {{FACULTIES }}, {{REVIEW\_SNIPPET}}, {{RANKING\_SNIPPET}}

NOTE: If brochure not available in any institute than overview page or that particular page from where the lead filled should be goes as auto brochure.

1. INFO: {{NAME}}, {{INSTITUTE\_NAME}}, INSTITUTE\_CITY}}, {{INSTITUTE\_URL}}, {{COURSE\_TYPE}}, {{COURSE\_NAME}}, {{BROCHURE\_DATA}}, {{COURSE\_FEES}}, {{FACULTIES }}, {{REVIEW\_SNIPPET}}, {{RANKING\_SNIPPET}},