**A PROJECT REPORT**

**ON**

**MASS – MAIL DISPATCHER**

**Submitted To:**

Exposys Data Labs

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**ABSTRACT**

A Mass-Mail Dispatcher is a marketing message sent by a brand to multiple recipients at once. It aims to promote a brand, sell goods, and develop relationships. A Mass-Mail Dispatcher allows its customers to send mass email messages to multiple lists of recipients at a specified time. With this service, you can send a single message to thousands of people on a mailing list.

This Project report consists of basic idea of Mass-Mail Dispatcher sending through personal computer. The system has been working with in this project is the web-based Mass-Mail Dispatcher. The application is designed to send mass mails to all the recipients uploaded through a CSV file. The purpose of this is to provide a tool to control and send emails to a vast number of recipients. The application will list and sort out all the valid and invalid emails detected by the application allowing the users to more readily send emails as per user convenience. The end user should be able to upload CSV file. The application shall list the detected invalid emails found in the CSV File. The user should be given a structured list of the valid emails.

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1. **INTRODUCTION**

Mass email (also known as bulk email) is when you send an email to a large number of contacts. It could be an email marketing campaign to generate leads or drive sales, or follow-ups with your clients. A bulk email service helps marketers and online entrepreneurs avoid getting labelled as spam or junk by the subscriber’s email client (for example, Gmail). Refusal of service by an Internet Service Provider or hosting company. Getting flagged by the Federal Trade Commission for breaking the CAN-SPAM Act and possibly paying a fine of a whopping $16,000 for every illegal email.

**1.1Types of Bulk Emails:**

1. Newsletters
2. Promotional emails
3. Acquisition emails
4. Retention emails
5. **Newsletters.**

A newsletter is an excellent way of keeping subscribers in the loop about what’s going on with a business. In most cases, newsletters provide insights, notifications, or guides to customers in a bid to help them better understand a particular service or product.

1. **Promotional emails.**

Bulk emails are effective at promoting sales, attracting customers with offers and deals, and building brand awareness. These emails can also be used to suggest appropriate products to existing and prospective customers.

1. **Acquisition emails.**

These are messages sent to acquire new customers, directed at prospects on a list who have yet to convert. They may be used to share special offers to convince potential customers to make a purchase.

1. **Retention emails.**

These mass emails are generally sent to existing clients to encourage them to keep purchasing from your company. They aim to boost a brand’s customer loyalty.

**2. METHODOLOGY**

**2.1 EXISTING SYSTEM:**

**Mail** is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.

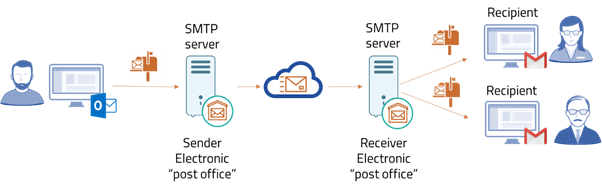
One to one mail are essentially personal emails that are sent from you to your subscribers. One to one email marketing can be a really useful channel for small ecommerce businesses to capitalize on a more personal relationship with customers, by focusing on quality over quantity. But when it comes to sending mails to a large number of contacts then this methodology doesn’t work.

**2.2 PROPOSED SYSTEM:**

A Mass-Mail Dispatcher is a marketing message sent by a brand to multiple recipients at once. It aims to promote a brand, sell goods, and develop relationships. A Mass-Mail Dispatcher allows its customers to send mass email messages to multiple lists of recipients at a specified time. With this service, you can send a single message to thousands of people on a mailing list.

The system has been working with in this project is the web-based Mass-Mail Dispatcher. The application is designed to send mass mails to all the recipients uploaded through a CSV file. The purpose of this is to provide a tool to control and send emails to a vast number of recipients. The application will list and sort out all the valid and invalid emails detected by the application allowing the users to more readily send emails as per user convenience. The end user should be able to upload CSV file. The application shall list the detected invalid emails found in the CSV File. The user should be given a structured list of the valid emails.

**2.3 ARCHITECTURE:**

****

**3. IMPLEMENTATION**

**3.1 SAMPLE CODES:**

**3.1.1 Index.html**

<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta http-equiv="X-UA-Compatible" content="IE=edge">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>Mass-Mail Dispatcher</title>

    <link rel="stylesheet" href="style.css">

    <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.0.0/css/all.min.css">

    <link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/animate.css@3.5.2/animate.min.css">

</head>

<body>

    <nav>

        <ul>

            </li><a href=""><h1>Exposys Data Lab</h1></a></li>

        </ul>

    </nav>

    <div class="bg">

        <div class="container ">

            <div class="select animated fadeInDown delay-4s">

                <h1 id="head">Mass Mail Dispatcher</h1>

                <input type="file" id="upload" accept="text/csv">

            </div>

            <div class="mailInfo">

                <form onsubmit="sendEmail(); reset(); return false;">

                    <h2 id="box-heading">WRITE YOUR MAIL HERE</h2>

                    <p><input type="email" id="from" placeholder="From (Email ID)" required></p>

                    <p><input type="text" id="subject" placeholder="Subject" required></p>

                    <p><textarea id="msg" rows="12" cols="12" placeholder="Body" required></textarea></p>

                    <p><button type="submit" id="submit">Send</button></p>

                </form>

            </div>

        </div>

        <hr>

        <div class="tables">

            <div class="valTab">

                <table id="val">

                    <tr>

                        <td>

                            <h2>Valid Emails : <span id="valCount"></span></h2>

                        </td>

                    </tr>

                </table>

            </div>

            <div class="invalTab">

                <table id="inval">

                    <tr>

                        <td>

                            <h2>Invalid Emails : <span id="invalCount"></span></h2>

                        </td>

                    </tr>

                </table>

            </div>

        </div>

    </div>

    </section>

    <hr>

    <script src="https://smtpjs.com/v3/smtp.js"></script>

    <script src="main.js"></script>

    <script src="https://cdnjs.cloudflare.com/ajax/libs/wow/1.1.2/wow.js"></script>

    <script>var wow = new WOW(

            {

                boxClass: 'wow',

                animateClass: 'animated',

                offset: 0,

                mobile: true,

                live: true,

                callback: function (box) {

                },

                scrollContainer: null,

                resetAnimation: true,

            }

        );

        wow.init();

    </script>

</body>

</html>

**3.1.2 Style.css**

@import url('https://fonts.googleapis.com/css2?family=Lato:wght@700&family=Libre+Baskerville&family=Orbitron:wght@500&family=Ubuntu&display=swap');

\*{

    margin: 0;

    padding: 0;

    box-sizing: border-box;

    font-family: 'Libre Baskerville', serif;

}

body{

    background-position: center;

    background-repeat:no-repeat;

    background-size:cover;

    background: linear-gradient(to top left,#665107 , #891c1c);

}

ul{

    list-style-type: none;

    text-align: left;

    padding:30px;

    background-color: rgba(15, 13, 13, 0.918);

    color: white;

}

li{

    display:inline;

    padding:20px;

    background-color: black;

    color: white;

}

a{

    text-decoration:none;

    color: white;

}

.container{

    display: flex;

    align-items: center;

    justify-content: space-around;

    width: 100%;

    height:100vh;

    flex-wrap: wrap;

}

.select{

    display: flex;

    flex-direction: column;

}

#head{

    font-size:50px;

    text-align: left;

}

#box-heading{

    padding:5px;

    margin:auto;

    text-align: center;

    /\* float: \*/

}

.mailInfo{

    width:500px;

    position: relative;

    height:65%;

    background-color: rgb(204, 211, 214);

    background: linear-gradient(to top left,#ffffffff,#ffffff33);

    backdrop-filter: blur(8px);

    border-radius: 8px;

    box-shadow:2px 2px 5px #2773a5;

    z-index: 2;

}

#from,#subject{

    margin:14px;

    padding:10px;

    width: 470px;

    height:40px;

    border-radius: 4px;

}

#msg{

    margin:14px;

    padding:10px;

    width: 40px;

    width:470px;

    border-radius: 4px;

}

#submit{

    width:10em;

    height:3em;

    margin:0;

    position:absolute;

    top:92%;

    left:50%;

    transform: translate(-50%, -50%);

    /\* transform: translate(-50%, -50%); \*/

    border-radius: 30px;

    }

button {

    background:#206a5d;

    color: #e6dede;

    border: 2px solid #0f0909;

    font-size: 17px;

    letter-spacing: 2px;

    padding: 10px 40px;

    text-transform: uppercase;

    cursor: pointer;

    display: inline-block;

    margin: 15px 30px;

    -webkit-transition: all 0.4s;

   -moz-transition: all 0.4s;

   transition: all 0.4s;

   box-shadow : 0 1px 1px #130b0b;

  }

  button:hover, button:focus {

    background-color: rgb(27, 177, 144);

    color: #b93d2d;

  }

.select input{

    background-color: rgb(255,255,255);

    border :none;

    margin : 6vh auto;

    border-radius: 50px;

    box-shadow:5px 5px 10px black;

    font-weight: 600;

    font-size: 1rem;

    outline:none;

    width:350px;

}

.select input::file-selector-button{

    background: #206a5d;

    color:white;

    padding:20px;

    border:none;

    border-radius: 50px;

    box-shadow : 0 1px 1px #6b4559;

    outline:none;

}

.select input::file-selector-button:hover{

    background-color: #438a5e;

    cursor: pointer;

}

.tables{

    width: 1000px;

    margin: 0 auto;

}

table{

    text-align: left;

    /\* border: 1px solid black; \*/

    float:left;

    width: 500px;

}

hr {

    width: 70%;

    margin-left: auto;

    margin-right: auto;

  }

.footer-basic .copyright {

    margin-top:15px;

    width:100%;

    height:30px;

    text-align:center;

    font-size:18px;

    background-color: rgba(15, 13, 13, 0.918);;

    color:#aaa;

    margin-bottom:0;

  }

**3.1.3 main.js**

//---------validating emails--------------

let upload = document.getElementById('upload');

upload.addEventListener('change', () => {

    let fr = new FileReader();

    fr.readAsText(upload.files[0]);

    fr.onload = function () {

        let Arr = fr.result.split(/\r?\n|\n/).map(e => {

            return e.split(',');

        });

        Window.valNo = 0;

        let invalNo = 0;

        Window.valMail = [];

        Arr.forEach(e => {

            let em = String(e);

            let m = e.map(e => {

                return `<td>${e}</td>`; // td = table data

            })

            let creEle = document.createElement("tr"); //tr = table row

            creEle.innerHTML = m;

            if (em != "") {

                if (em.charAt(em.length - 4) == '.') {

                    document.querySelector("table#val").appendChild(creEle);

                    Window.valMail.push(em);

                    Window.valNo = Window.valNo + 1;

                    return false;

                }

                else if (em.charAt(em.length - 3) == '.') {

                    document.querySelector("table#val").appendChild(creEle);

                    Window.valMail.push(em);

                    Window.valNo = Window.valNo + 1;

                    return false;

                }

                else {

                    document.querySelector("table#inval").appendChild(creEle);

                    invalNo = invalNo + 1;

                    // console.log(creEle);

                    return false;

                }

            }

        });

        document.querySelector('#valCount').innerHTML = Window.valNo;

        document.querySelector('#invalCount').innnerHTML = invalNo;

    };

});

//-----------sending emails---------------

function sendEmail() {

    Email.send({

        Host: "smtp.elasticemail.com",

        Username: "gopitankala87@gmail.com",

        Password: "B5206F9DCB5B3D9E7516F3DA8724B2ECCB47",

        To: "gopitankala87@gmail.com",

        From: "gopitankala87@gmail.com",

        Subject: document.querySelector('#subject').value,

        Body: document.getElementById('msg').value

    }).then(

        message => alert(Window.valNo + " mails has been sent successfully, press " + message + " to continue.")

    );

    console.log(document.getElementById('msg').value);

    console.log(document.getElementById('msg').innerHTML);

    console.log(document.getElementById('msg').innerText);

}

**4. CONCLUSION**

Mass-Mail marketing is one of the leading techniques that most of the organizations and digital marketers use to compete with today's highly competitive business world. Mass email software helps you deliver your personalized messages to a filtered audience. Moreover, it effectively reduces both your time and efforts. Most importantly, it allows you to track your campaigns in terms and engagement and sales.

By using the method of mass-mail dispatcher we get a lot of benefits. Benefits like cheaper cost, reach a large number of customers, reach the right i.e., valid customers, generating high quality leads, effectiveness of mails, real-time mails.