

REVOTAS
Email Sending Document

EMAIL SENDING GUIDE

CONTENT

- 1. Introduction**
 - 1.1. Overview of the Email Sending Process**
- 2. Creating Email Content**
 - 2.1. New Email Content**
 - 2.2. Determining Content Status**
- 3. Using the Content Editor**
 - 3.1. HTML**
 - 3.2. Email Builder**
 - 3.3. Content Template**
- 4. Using the Content Editor Email Builder**
 - 4.1. Content**
 - 4.2. Preview**
 - 4.3. Configuration**
- 5. Previewing and Editing Content**
 - 5.1. View Content on Different Devices**
 - 5.2. Scan For Links**
- 6. Campaign Sending Steps**
 - 6.1. Sending Options Settings**
 - 6.2. Campaign Selection Type Standard**
 - 6.3. Campaign Naming**
- 7. Configuring Campaign Details**
 - 7.1. From Name, From Adress, Reply to, Subject.**
 - 7.2. Selecting Email Content**
 - 7.3. Previewing Email Content**
 - 7.4. Selecting Target Group**
- 8. Using a Test List for Campaign Sending and Calculating Recipient Count**
 - 8.1. Testing List**
 - 8.2. Calculate Recipient Statistics**
- 9. Setting Campaign Send Date and Time**
 - 9.1. Start Sending Date: Now and Spesific Date**
 - 9.2. Setting Sending Time with Advanced Options**
- 10. Completing the Campaign**
 - 10.1. Campaigns Details**
 - 10.2. Campaign Setting Verification**
 - 10.3. Confirm & Send & Campaign**
 - 10.4. Confirm & Send & Approve**

1. INTRODUCTION: Content and segmentation must be completed before sending an email. Follow the steps below to send an email:

1.1 Email Sending Process Overview:

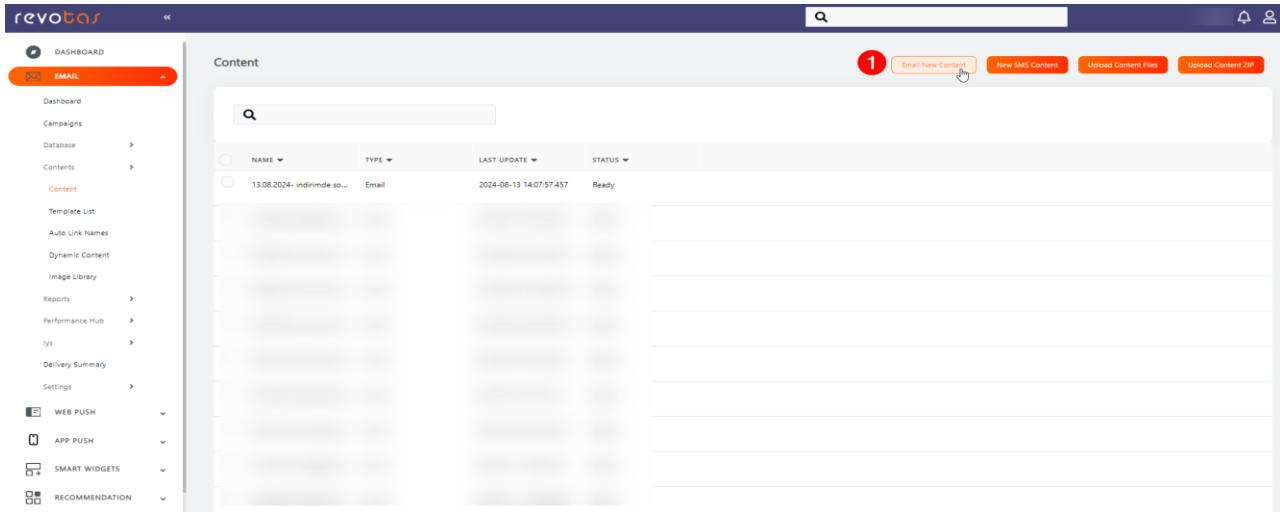
1.1.1. Create Content

1.1.2. Segmentation (If you're unsure, request the segmentation creation document.)

1.1.3. Create Campaign

2. EMAIL CONTENT CREATION

2.1. Email New Content: Click on **Email > Contents > Content** in the tab on the left side. All email contents will be listed. Click the "**Email New Content**" button to create a new email template. Click the "**Email New Content**" button.



2.2. General Information and Content Information fields are used for content status and notifications.

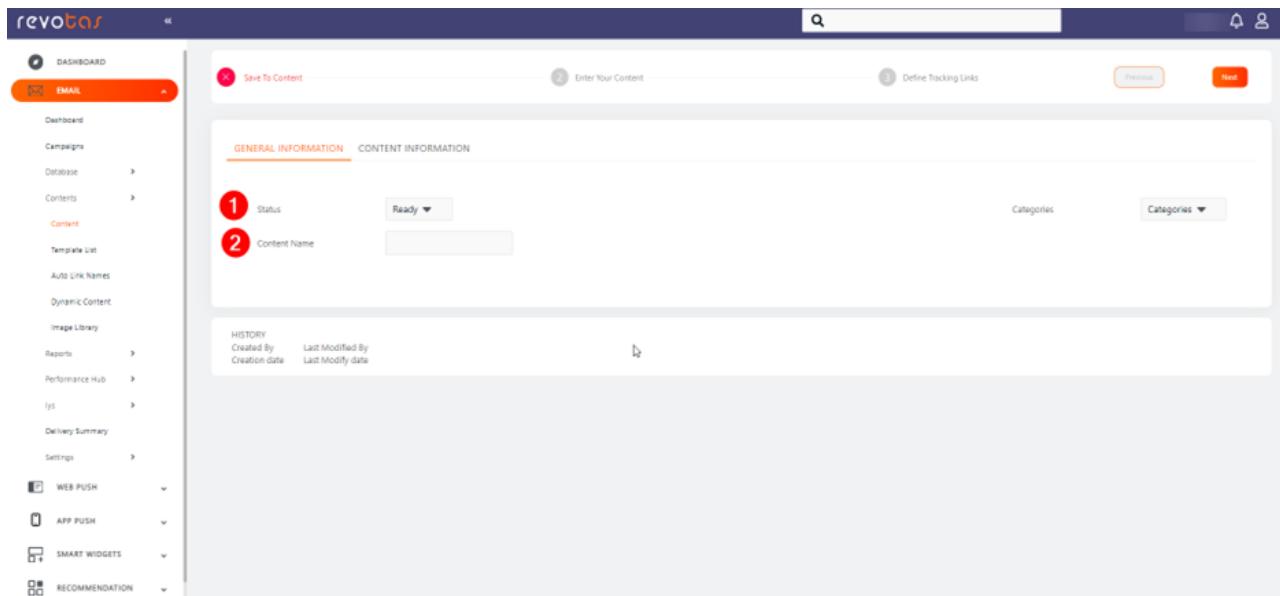
2.2.1. General Information: Contains general settings for the content.

2.2.1.1. Status: It should be "**READY**".

2.2.1.2. Draft: Select this for content that you will continue to edit later.

2.2.1.3. Ready: Select this when all edits are complete and the content is ready to be sent.

2.2.1.4. Content Name: Specify a title for the content. (Do not use Turkish characters in the template name.)



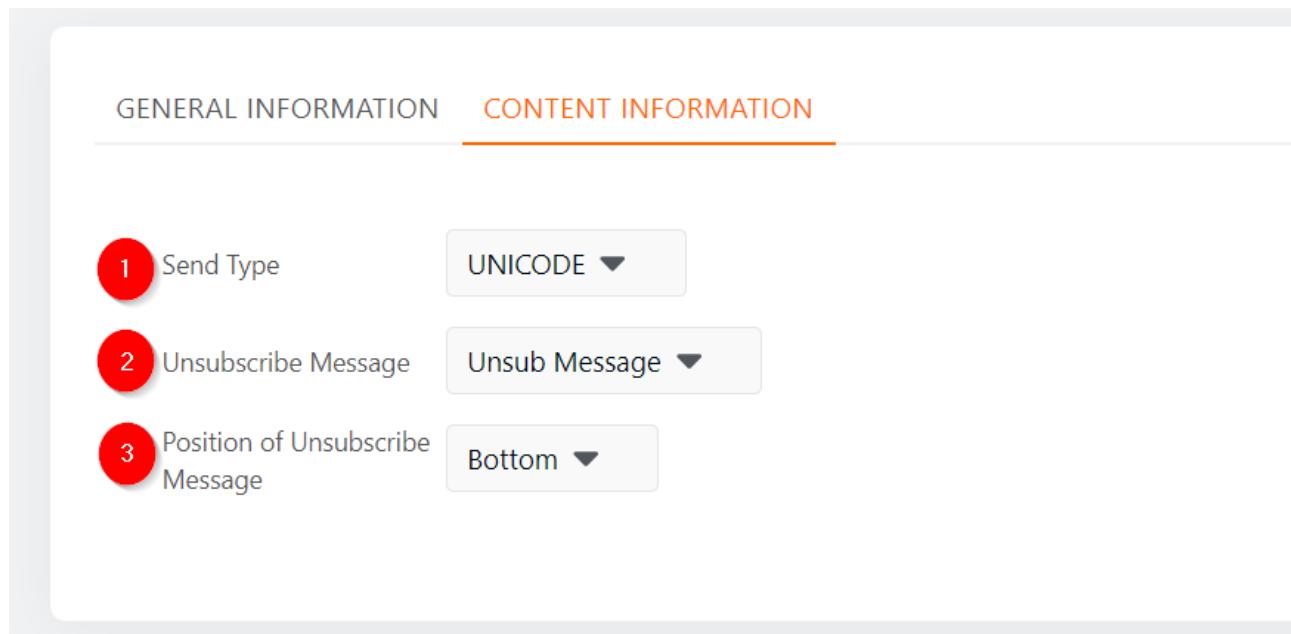
2.2.2. Content Information: This is the area where content notifications are located.

2.2.2.1. Send Type: The "UNICODE" option should be selected. It is compatible with Turkish characters.

2.2.2.2. Unsubscribe Message: "The 'Unsubscribe Form'" is the notification message required for the user to unsubscribe.

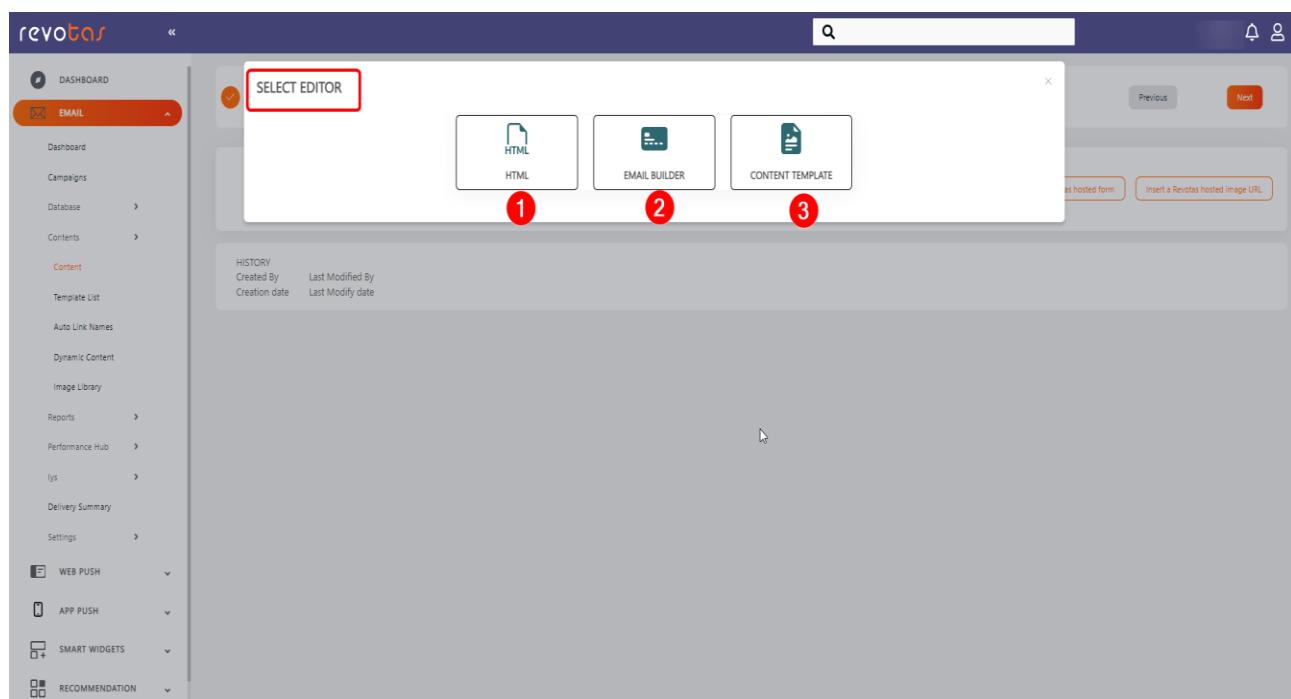
2.2.2.3. Position of Unsubscribe Message: It is the option that determines the location of messages within the content.

Click the 'NEXT' button after filling in the fields.

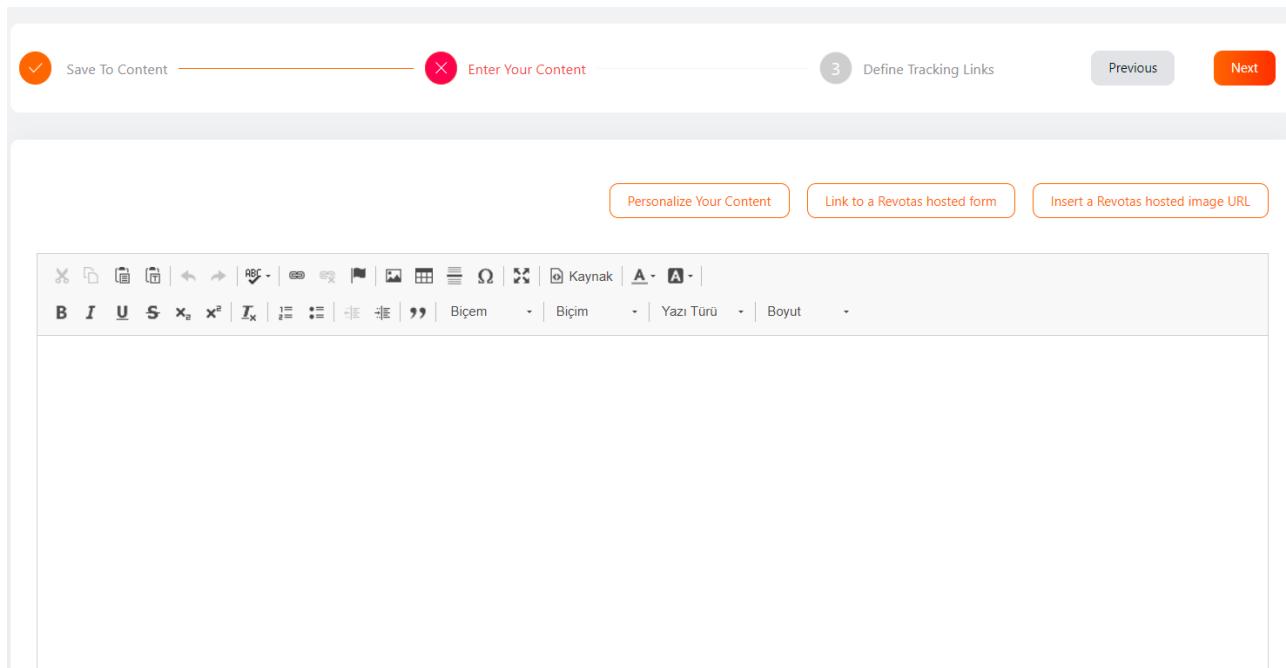


3. CONTENT EDITOR USAGE: After the steps, the "Select Editor" page will open.

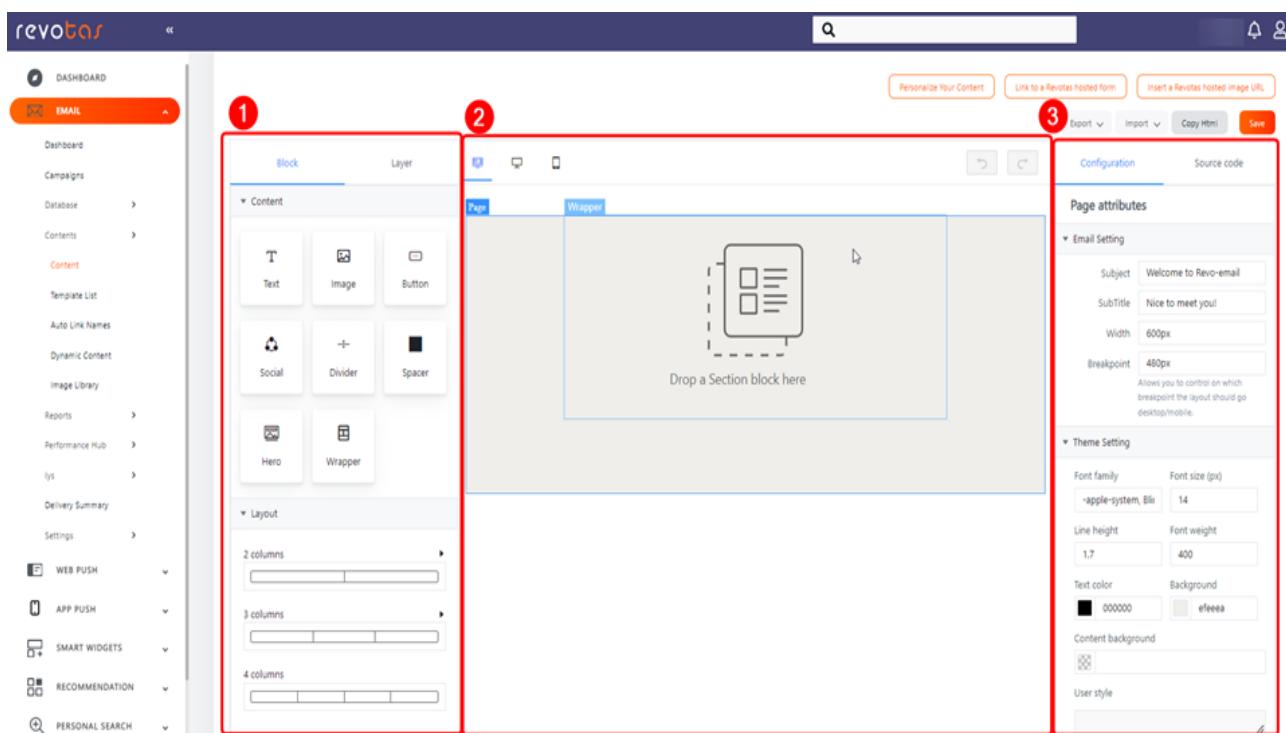
In this area, there are 3 different options for adding content.



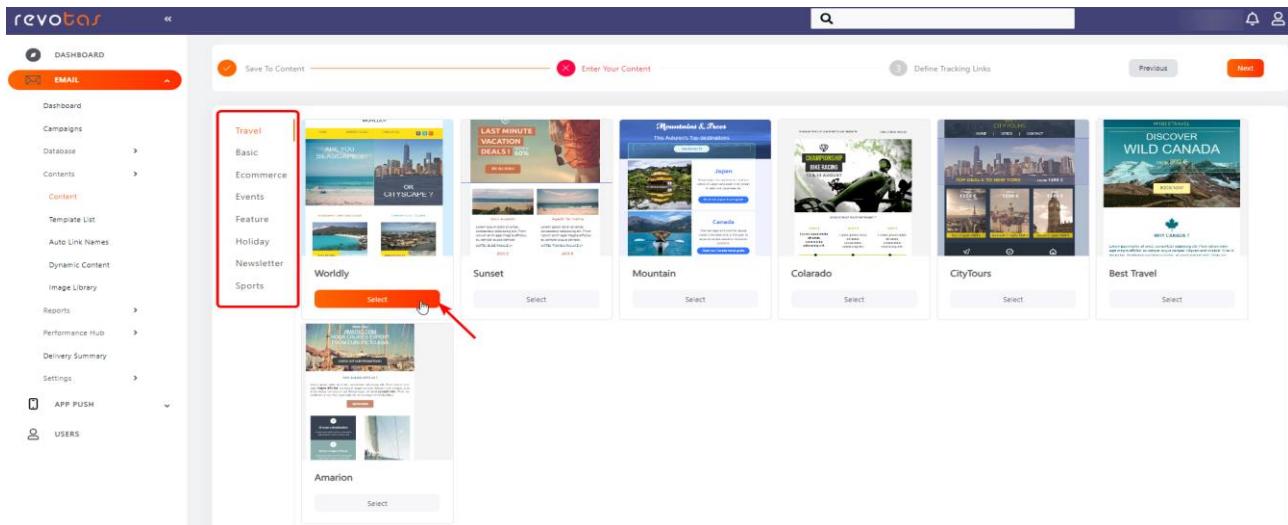
3.1. HTML: This area is the editor section where coding is done according to your coding knowledge level. It is also identical to Microsoft Word content. You can perform the same operations here as you would when creating any Word document.



3.2. Email Builder: Coding knowledge is not required. This is an advanced editor area where you can easily create visuals and content. It operates entirely with a drag-and-drop method.



3.3 Content Template: Provides users with a variety of ready-made templates that can be selected, edited, and used.

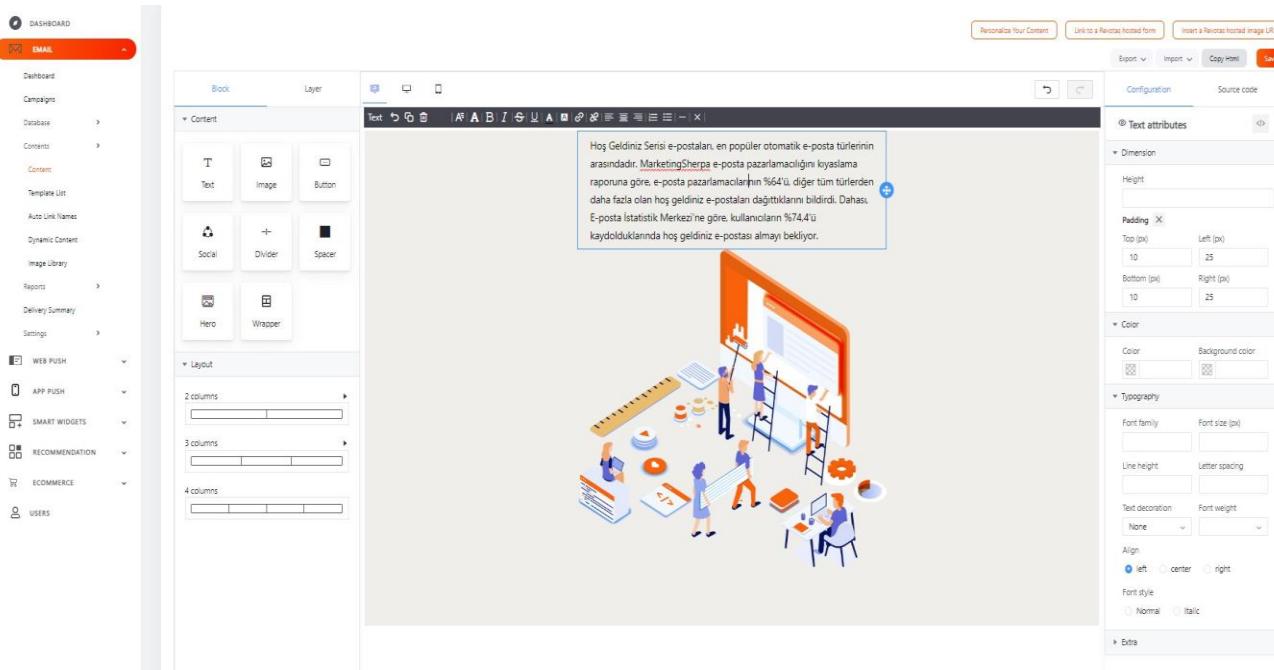


4. CONTENT EDITOR EMAIL BUILDER USAGE: The "E-mail Builder" consists of 3 areas.

4.1. Content: This is the area where you create and add to your content. For example, you can drag and drop text and buttons under an image. Image, text, and button areas are selected from the "Content" section.

4.2. Preview: This is the area where you can preview and make edits to the created content. It is important to ensure that the image size is appropriate for the content. To find out the suitable size, you can right-click on the sample image on the opened template page and use the "Features" option from the menu.

4.3. Configuration: This area follows you edit the selected field. Such as when you choose an image area from the 'Content' section, it will show options where you can specify the file path to add the image and provide a link for the image.



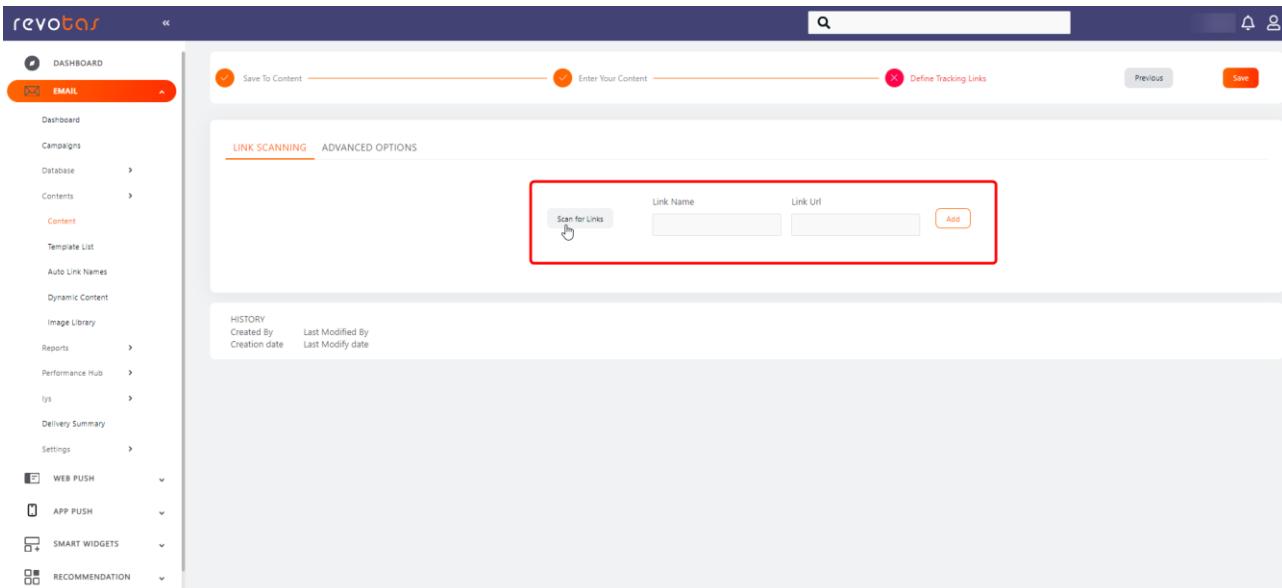
5. Previewing and Editing Content: The content preview is displayed from the "Preview" area.

5.1. View Content on Different Devices: The mobile view of the content is displayed using the buttons located at the top left.

Complete your additions and click the 'Save' button to save. Then, click the "Next" button at the top for the next stage.

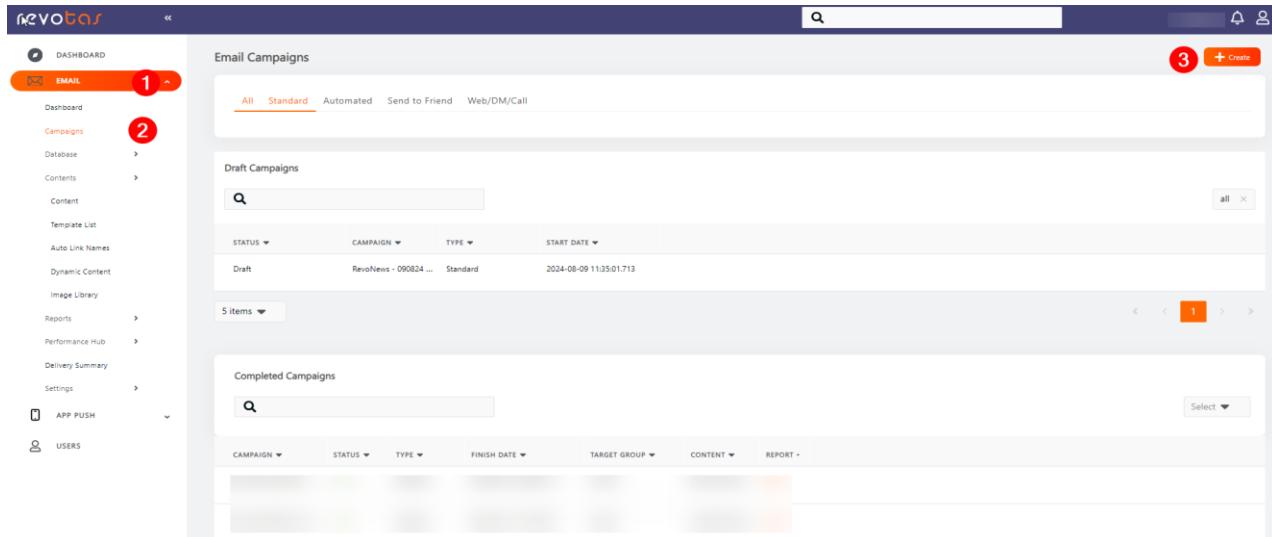


5.2. Scan for Links: The "Scan For Links" button is used for link tracking. In the opened page, names are assigned to the links. Then, save by clicking the "Save" button located at the top left.



6.CAMPAIGN SENDING STEPS: Email> Campaigns> Create

6.1. Sending Options Settings : Create a campaign using the "Create" button.

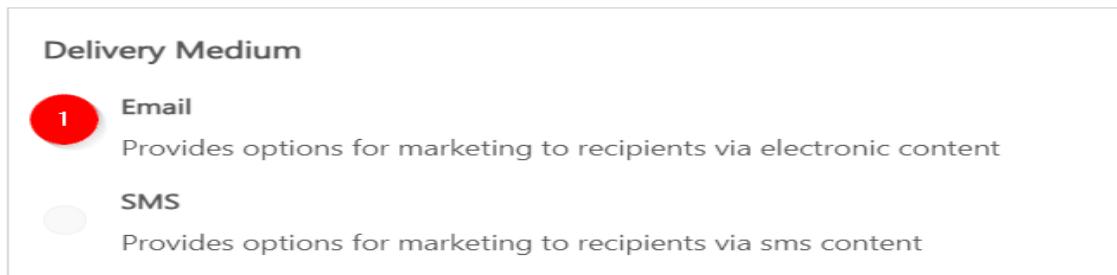


The screenshot shows the revotas platform interface. The left sidebar has a 'EMAIL' tab selected (Step 1). Under 'EMAIL', there are links for 'Dashboard', 'Campaigns' (Step 2), 'Database', 'Contents', 'Template List', 'Auto Link Names', 'Dynamic Content', 'Image Library', 'Reports', 'Performance Hub', 'Delivery Summary', and 'Settings'. The main content area shows 'Email Campaigns' with tabs for 'All', 'Standard', 'Automated', 'Send to Friend', and 'Web/DM/Call'. Below this is a 'Draft Campaigns' section with a search bar and a table showing one draft campaign: 'RevoNews - 090824 ... Standard' (Status: Draft, Start Date: 2024-08-09 11:35:01.713). At the bottom is a 'Completed Campaigns' section with a search bar and a table header: 'CAMPAIN', 'STATUS', 'TYPE', 'FINISH DATE', 'TARGET GROUP', 'CONTENT', 'REPORT'. A red circle with the number '3' is on the '+ Create' button in the top right.

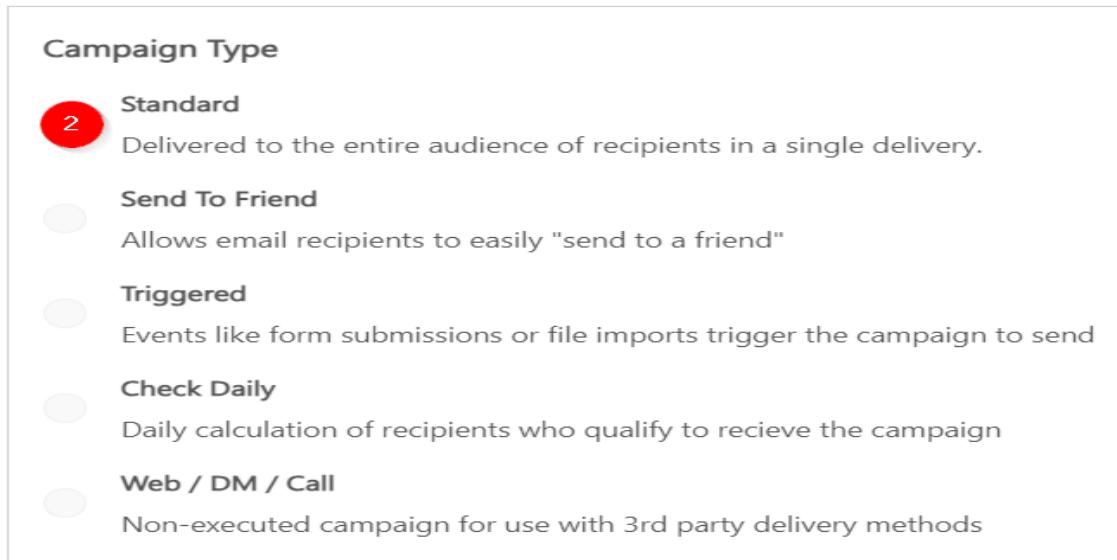
6.2. Campaign Selection Type: The campaign type selection page opens after the steps.

6.2.1. Email Sending Scenario: Select email from the "Delivery Medium" field.

6.2.2. Campaign Type: Select "Standard" and save by clicking the "Save" button.



The screenshot shows the 'Delivery Medium' selection screen. It has two options: 'Email' (Step 1) and 'SMS'. The 'Email' option is selected and described as 'Provides options for marketing to recipients via electronic content'. The 'SMS' option is unselected and described as 'Provides options for marketing to recipients via sms content'.



The screenshot shows the 'Campaign Type' selection screen. It has five options: 'Standard' (Step 2), 'Send To Friend', 'Triggered', 'Check Daily', and 'Web / DM / Call'. The 'Standard' option is selected and described as 'Delivered to the entire audience of recipients in a single delivery'. The other options are described as follows: 'Send To Friend' allows email recipients to easily "send to a friend"; 'Triggered' events like form submissions or file imports trigger the campaign to send; 'Check Daily' performs daily calculations of recipients who qualify to receive the campaign; and 'Web / DM / Call' is a non-executed campaign for use with 3rd party delivery methods.

Cancel

Save

3

6.3.Campaign Naming: The campaign name is entered in the "Campaign Name" field.

The screenshot shows the revotas interface for creating a new campaign. On the left, there's a navigation sidebar with sections like Dashboard, EMAIL (which is selected), Campaigns, Database, Contents, and Settings. The main area is titled 'General Information' and shows a large input field for 'Campaign Name' which is currently empty. Below it is a 'Categories' dropdown set to 'Select'. At the bottom of this section, there are four columns: 'Created by', 'Last Modified by', 'Creation date', and 'Last Modify date'. Above the main form, there are tabs for 'General Information', 'Define', 'Testing', and 'Launch', with 'General Information' being the active tab. To the right of the tabs are search and filter icons. At the top right are 'Previous' and 'Next' buttons, with a red circle labeled '2' over the 'Next' button.

7.CONFIGURING CAMPAIGN DETAILS: Create Campaign

7.1. From Name: Enter the brand name.

From Adress: Specify the sender's email address.

Reply to: Indicate the address where replies will be sent when subscribers click the reply button.

Subject: The text that will appear in the campaign subject line.

7.2. Content: Select the created email content on the "Email > Content" page.

7.3. Preview: Preview the selected email content.

7.4. Target Group: Select the target group created on the "Email > Database > Segmentation" page.

This screenshot shows the 'Define' step of the campaign configuration process. It includes tabs for 'Campaign Setting', 'Advanced Setting', and 'Restriction Setting', with 'Campaign Setting' being active. The 'From Name' field contains 'Revotas' with a 'Personalize' button (1). The 'From Address' field contains 'bulten@e.revotas.com' with a 'Personalize' button (2). The 'Reply to' field contains 'info@revotas.com' with a 'Personalize' button (3). The 'Subject' field contains 'Revotas Aylık Bültén' with a 'Personalize' button (4). Under the 'Content' section, there's a dropdown for 'RevoNews' and buttons for 'Preview' and 'Score' (5). In the 'Target Group' section, there's a dropdown for 'Revotas Full Database' and a 'Preview' button (6). At the bottom right is a 'Next' button with a red circle labeled '7'.

8. USING A TEST LIST FOR CAMPAIGN SENDING AND CALCULATING RECIPIENT COUNT

8.1. Testing List: "Email > Database > Testing List" page allows you to send to the created test list.

8.2. Calculate Recipient Statistics: Calculate the number of recipients for the campaign in this step.

The screenshot shows a horizontal progress bar with four steps: General Information (checkmark), Define (checkmark), Testing (highlighted with a red circle), and Launch (cross). Below the bar, there's a 'Testing List' section with a 'Select' dropdown and a 'Send A Test' button (highlighted with a red circle labeled '1'). Underneath, there are 'Calculate Recipient Statistics' and 'Calculate Statics' buttons (highlighted with a red circle labeled '2').

9. SETTING CAMPAIGN SEND DATE AND TIME: Campaigns can be sent immediately or scheduled for a future date.

9.1. Start Sending Date: Send Start Date

Now: Used for direct sending.

Send Out > Now

The screenshot shows a horizontal progress bar with four steps: General Information (checkmark), Define (checkmark), Testing (checkmark), and Launch (cross). Below the bar, there are tabs for 'Send Out' (highlighted with a red box), 'Advanced Options', and 'Logs'. Under 'Send Start Date', the 'Now' option is selected (highlighted with a red box labeled '1'). A 'Start Campaign' button is visible below.

Advanced Options> Now

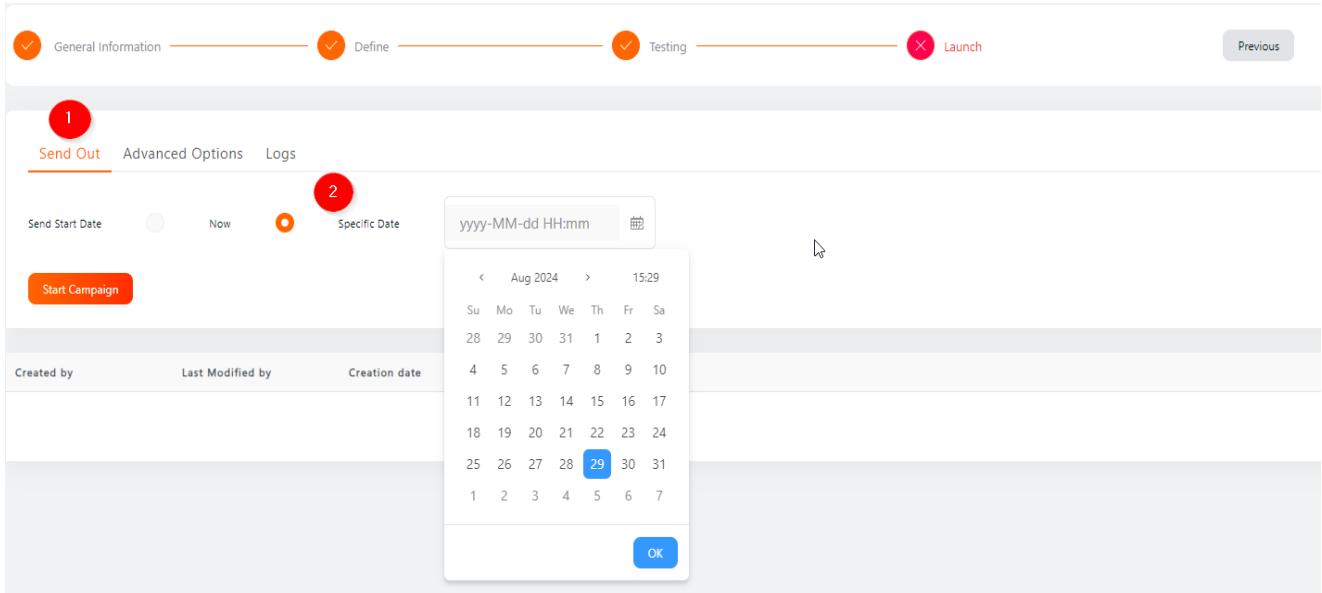
The screenshot shows a horizontal progress bar with four steps: General Information (checkmark), Define (checkmark), Testing (checkmark), and Launch (cross). Below the bar, there are tabs for 'Send Out', 'Advanced Options' (highlighted with a red box), and 'Logs'. Under 'Queue Start Date', the 'Now' option is selected (highlighted with a red box labeled '1'). Other settings include 'When Sending:' (any time), 'Stop Sending' (When All Messages Are Sent), and 'Maximum Sent Out Per Hour' (0).

Your campaign will begin immediate sending after making the above settings.

9.2. Scheduled Campaign Sending: Send Start Date

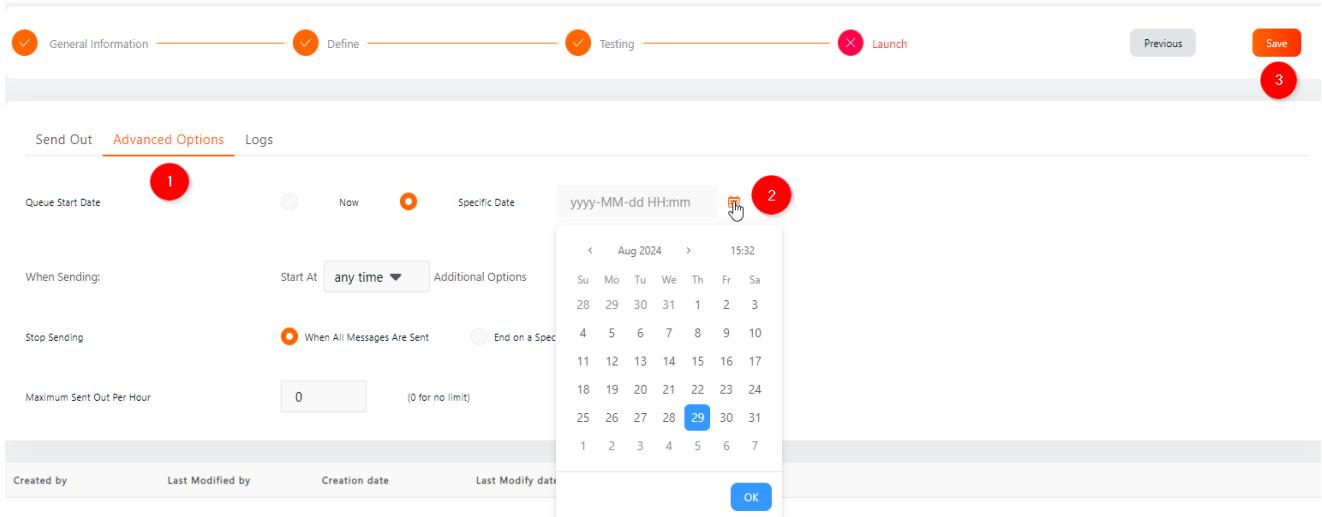
Spesific Date: Schedule the sending by selecting a date.

Select the campaign send date from the 'Specific Date' field under the "Send Out" tab.



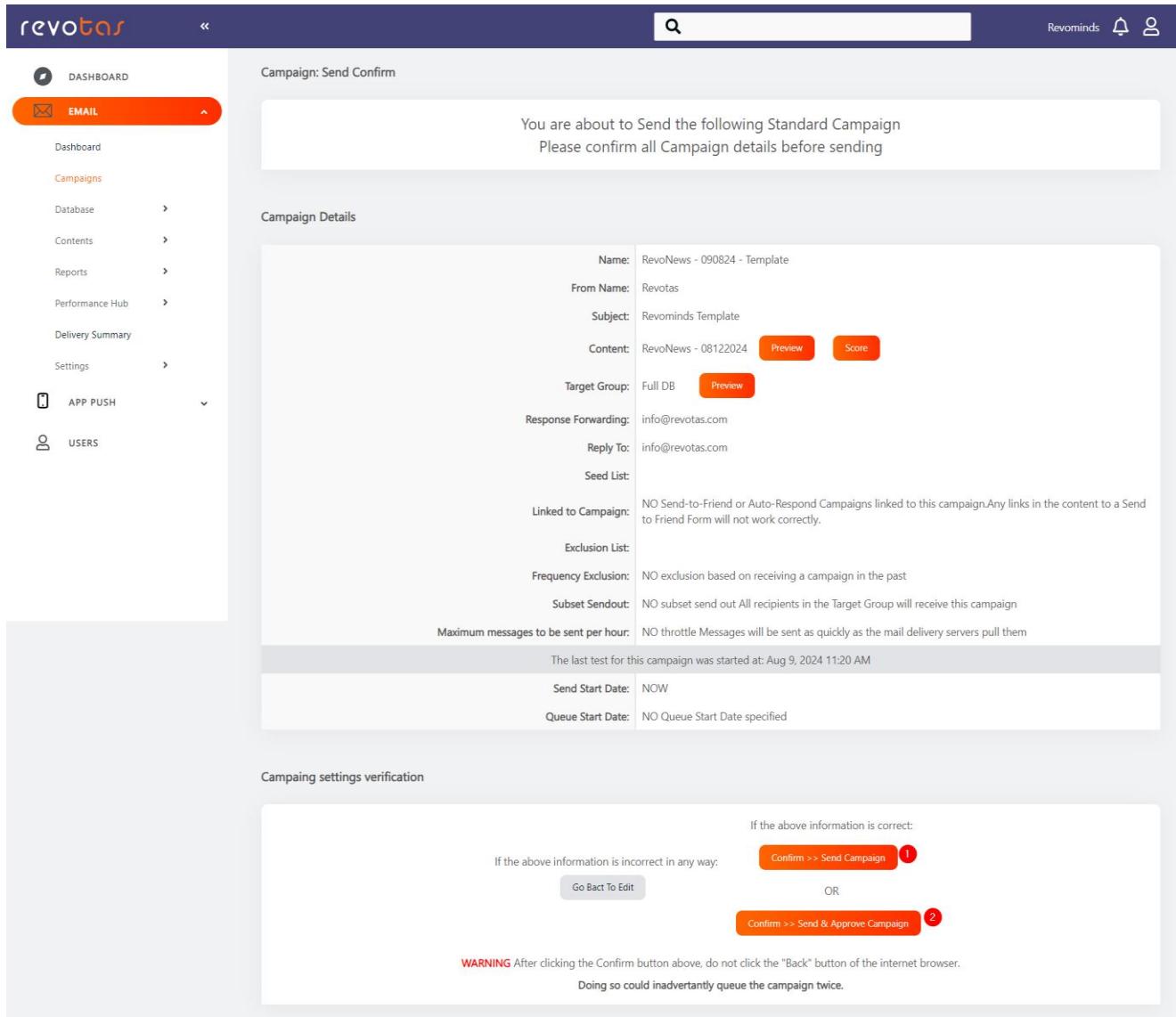
Select the "Queue Start Date" from the "Advanced Options" tab to match the campaign send date in the second step.

Additionally, if this content is not to be sent immediately, you can simply save your work by clicking the 'Save' button. You can revise the saved content later.



10. COMPLETING THE CAMPAIGN:

- 10.1. Campaign Details:** Preview is performed to check the fields before launching the campaign.
- 10.2. Campaign Settings Verification:** These are the campaign setup and editing settings.
- 10.3. Confirm & Send & Campaign:** The campaign setup is completed, and then it needs to be approved to be launched.
- 10.4. Confirm & Send & Approve:** Complete the campaign setup and proceed with direct sending.



Campaign: Send Confirm

You are about to Send the following Standard Campaign
Please confirm all Campaign details before sending

Campaign Details

Name:	RevoNews - 090824 - Template
From Name:	Revotas
Subject:	Revominds Template
Content:	RevoNews - 08122024
Target Group:	Full DB
Response Forwarding:	info@revotas.com
Reply To:	info@revotas.com
Seed List:	
Linked to Campaign:	NO Send-to-Friend or Auto-Respond Campaigns linked to this campaign. Any links in the content to a Send to Friend Form will not work correctly.
Exclusion List:	NO exclusion based on receiving a campaign in the past
Frequency Exclusion:	NO subset send out All recipients in the Target Group will receive this campaign
Subset Sendout:	NO throttle Messages will be sent as quickly as the mail delivery servers pull them
Maximum messages to be sent per hour:	

The last test for this campaign was started at: Aug 9, 2024 11:20 AM

Send Start Date:	NOW
Queue Start Date:	NO Queue Start Date specified

Campaing settings verification

If the above information is correct:

If the above information is incorrect in any way:

Confirm >> Send Campaign 1

OR

Confirm >> Send & Approve Campaign 2

WARNING After clicking the Confirm button above, do not click the "Back" button of the internet browser.
Doing so could inadvertently queue the campaign twice.