Installation and user guide

for Version 1.0.0

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Developed by

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1 Introduction

CJW Newsletter is a certified eZ Publish extension that provides enhanced multi-channel marketing functionality for your eZ Publish website. As always clean programming and a seamless technical and usable integration with eZ Publish is provided. It integrates smoothly with the eZ Publish Enterprise and the eZ Community Project releases.). And in combination with the eZ Publish Enterprise, the CJW Newsletter can be further customized to meet your specific requirements and site structures.

For email handling eZ Components is used. Designed to handle a large number of subscribers and send out thousands of newsletter editions in a short period of time, this extension is suitable for both small and large companies.

This manual is a guide to installing, configuring and using the CJW Newsletter extension. Once you have completed the setup process, the creation of a newsletter edition can be done quickly and easily. You can use it like you use all other parts of eZ Publish: easy.

1.1 Limitations of this manual

This manual is not a complete reference of all the functions of CJW Newsletter. It is also possible that the current version of the system differs slightly from what is described in the handbook.

1.2 More resources

For assistance with eZ Publish, refer to the following resources:

- **eZ Publish documentation:** CJW Newsletter is an extension to eZ Publish. Where appropriate, there are links in this document to the online versions of the eZ Publish documentation, located at http://doc.ez.no/.
- **eZ Publish forums:** The forums on the eZ Systems website are a valuable community-driven resource, where eZ Publish users provide assistance and support to each other. Accessing the forums is free. The forums are located at http://share.ez.no/forums.

- **Support from eZ Partners:** eZ Systems global network of partners provides professional assistance for all eZ products. To find a partner, contact sales@ez.no.
- **Other eZ solutions:** For information about other solutions provided by eZ Systems, refer to http://ez.no/products/solutions.
- **Other CJW Network solutions:** For information about other solutions provided by CJW Network, refer to http://www.cjw-network.com
- **Training and certification:** eZ Systems and eZ Partners offer training courses and certifications for eZ Publish. Contact sales@ez.no or visit http://ez.no/services/training for more information.
- **Sending feedback about CJW Newsletter:** Go to http://issues.ez.no and select CJW Newsletter issues or use the following link: http://issues.ez.no/FilterApply.php?Filter=116
- **CJW Newsletter on eZ Projects section:** http://projects.ez.no/cjw_newsletter Here you will find latest CJW Newsletter packages for download and can ask questions in the projects forums
- **Git:** https://github.com/cjw-network/cjw_newsletter

1.3 Contacting eZ

For non-technical questions regarding eZ Publish or eZ Systems, please contact us:

- http://ez.no/company/contact
- info@ez.no

1.4 Contacting CJW Network

For non-technical questions regarding CJW Newsletter please contact us:

- http://www.cjw-network.com/contact
- info [at] cjw-network [dot] com
- http://www.**c**oolscreen.de, http://www.**j**ac-systeme.de, http://www.**w**ebmanufaktur.ch

1.5 Requirements

The CJW Newsletter extension has the following requirements:

- eZ Publish 4.x
- eZ Components
- PHP 5 and PHP 5 cli version with the ability to send out emails.

When the system requirements are met you can download the CJW Newsletter extension from the eZ projects website at http://projects.ez.no/cjw_newsletter. To install the extension follow the steps listed in the chapter "Installation"

1.6 Sending us a post card

We are eager to know who in the whole eZ world is using our CJW Newsletter extension. If you want to make our CJW Network team happy please send us a post card to the following address:

JAC Systeme GmbH
Frankenwall 10b
D-18439 Stralsund
Germany

Many thank's

2 Installation

This chapter describe how to install the eZ Publish extensnion cjw_newsletter.

2.1 Download and extract the Archive

When all the requirements are met, download the CJW Newsletter extension from the eZ projects website at

`http://projects.ez.no/cjw_newsletter`

Extract the downloaded files to this location:
`.../extension`

2.2 Activate Extension cjw_newsletter

Activate your CJW Newsletter extension at this location:
`settings/override/site.ini.append.php`
or
`extension/site_example/settings/override/site.ini.append.php`

By adding the CJW Newsletter extension:

```
[ExtensionSettings]
...
ActiveAccessExtensions[]=cjw_newsletter
...
```

Note: From eZ Publish 4.4 the CJW Newsletter will be part of the new Extension Load Ordering functionality. In 4.4 you will need to enter the metadata for each extension you wish to install in `extension/my_extension/extension.xml`. Then the extension load ordering will take care of the correct sequential loading of the extensions.

2.3 Generate autoloads

Next update your autoload settings for this extension. From the command line you could use the following command:

```
php bin/php/ezpgenerateautoloads.php -e -v
```

It is also possible to update the autoloads from the Administration Interface. Under the **Setup** tab, click on the **Extensions** link in the menu on the left. In the list displayed check the added extension (cjw_newsletter) and press the **Regenerate autoload arrays for extensions** button.

2.4 Import Database schema.sql

Add tables to the database used by your eZ Publish instance. If you are using MySQL, you can import the tables from the eZ Publish's root directory with the following command:

```
mysql -u <user> -p <database_name> <
extension/cjw_newsletter/sql/mysql/schema.sql
```

Don't forget to replace the placeholders <USER> and <DATABASE_NAME> with the actual user name of your database and the name of the database used by eZ Publish.
If you are using another DBMS, the procedure is very similar. Please refer to the documentation of your DBMS if you are experiencing issues.

2.5 Check / Update siteaccess design settings

For eZ installations < 4.2.0 assign the CJW Newsletter administration design in your administration siteaccess in order to adjust the eZ Publish Administration Interface with the left CJW Newsletter menu. To do this go to

```
settings/siteaccess/<example_admin_en>/site.ini.append.php
```

or

```
extension/<site_example>/settings/<example_admin_en>/site.ini.append.php
```

and make the following changes:

2.5.1 Setting for eZ version < 4.2.0

```
[DesignSettings]
SiteDesign=<cjw-example_admin_en>
AdditionalSiteDesignList[]=newsletter_admin_ez4.0.0
AdditionalSiteDesignList[]=admin
```

2.5.2 Setting for eZ version >= 4.3.0

For eZ versions >= 4.3.0 you do not need a special design settings. Your settings should be look like this:

```
[DesignSettings]
SiteDesign=<cjw-example_admin_en>
AdditionalSiteDesignList[]=admin2
AdditionalSiteDesignList[]=admin
```

2.6 Check menu.ini.append.php for Newsletter admin tab

Check if you have an override menu.ini.append.php in your siteaccess. If so, you should add the new CJW Newsletter tab manually at one of the following locations:
`settings/siteaccess/<cjw-example_admin_en/menu.ini.append.php`
or
`extension/site_example/settings/<example_admin_en>/menu.ini.append.php`

Add the tab as follows:

```
[TopAdminMenu]
Tabs[]=newsletter
```

2.7 Clear cache

Now you should clear the cache. The following command can be used:
`php bin/php/ezcache.php --clear-all`
Or if you prefer, this can be done from the administrator interface. Under the **Setup** tab, click on the **Cache Management** link in the menu on the right. And select the caches to clear.

2.8 Import CJW Newlsetter content classes

Next you should import the CJW Newsletter content classes to be able to create the demo structure.

The package newsletter_classes-1.0.1.ezpkg can be imported to the system, this means you must upload, unpack and place it under an appropriate internal repository within the installation. The following example demonstrates how to import such a site style package:

1. Go to the **Setup** tab in your administrator interface and then click on the **Packages** link in the menu on the left side. Choose the local repository and click the **Import new package button** located under the list of packages (it is marked in red in the next screenshot):

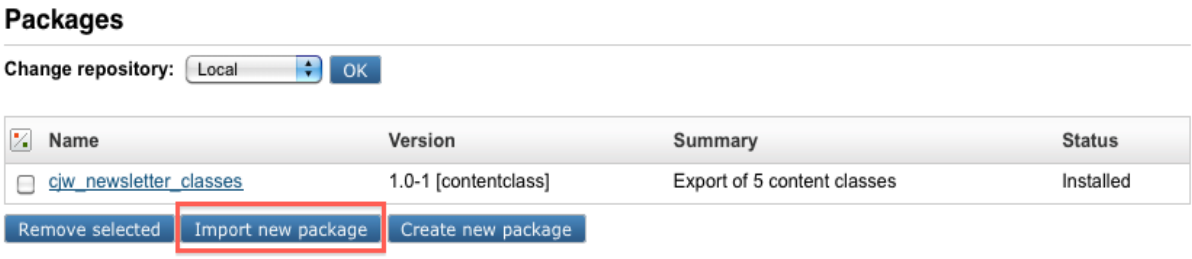


Illustration 1: Back-end: import CJW Newsletter content classes

2. Choose the desired file, in this case cjw_newsletter/packages/newsletter_classes-1.0.1..ezpkg, on your local computer (as shown in the following screenshot) and click the **Import package** button.

   The system will import the package from `cjw_newsletter/packages/newsletter_classes-1.0.1.ezpkg` and show it in the list of packages.

Illustration 2: Back-end: new package upload

2.9 Create CJW Newsletter content structure

2.9.1 Create CJW Newsletter Root folder and assign new Section CJW Newsletter

You must now create a CJW Newsletter root folder (for example: Newsletter Root) which is used for all CJW Newsletter content. Follow the procedure below to create a new root folder as a starting point for your newsletter structures:
Please note that you need to create your Newsletter structure in the following sequence - Create a root folder - create a section - assign the section to the root.

a. Create a folder called "Newsletter Root" under the "Content structure" tab

b. Create a section called "CJW Newsletter" in "Setup" - "Sections" with identifier “cjw_newsletter” and Navigationpart “CJW Newsletter”

c. Assign the new section to the "Newsletter Root" folder.

d. You have now created a folder called "Newsletter Root". This will appear when you click the "Newsletter" tab. From the "Newsletter Root" you create the new Newsletter structure with Newsletter systems, newsletter lists, newsletter editions and newsletter articles.

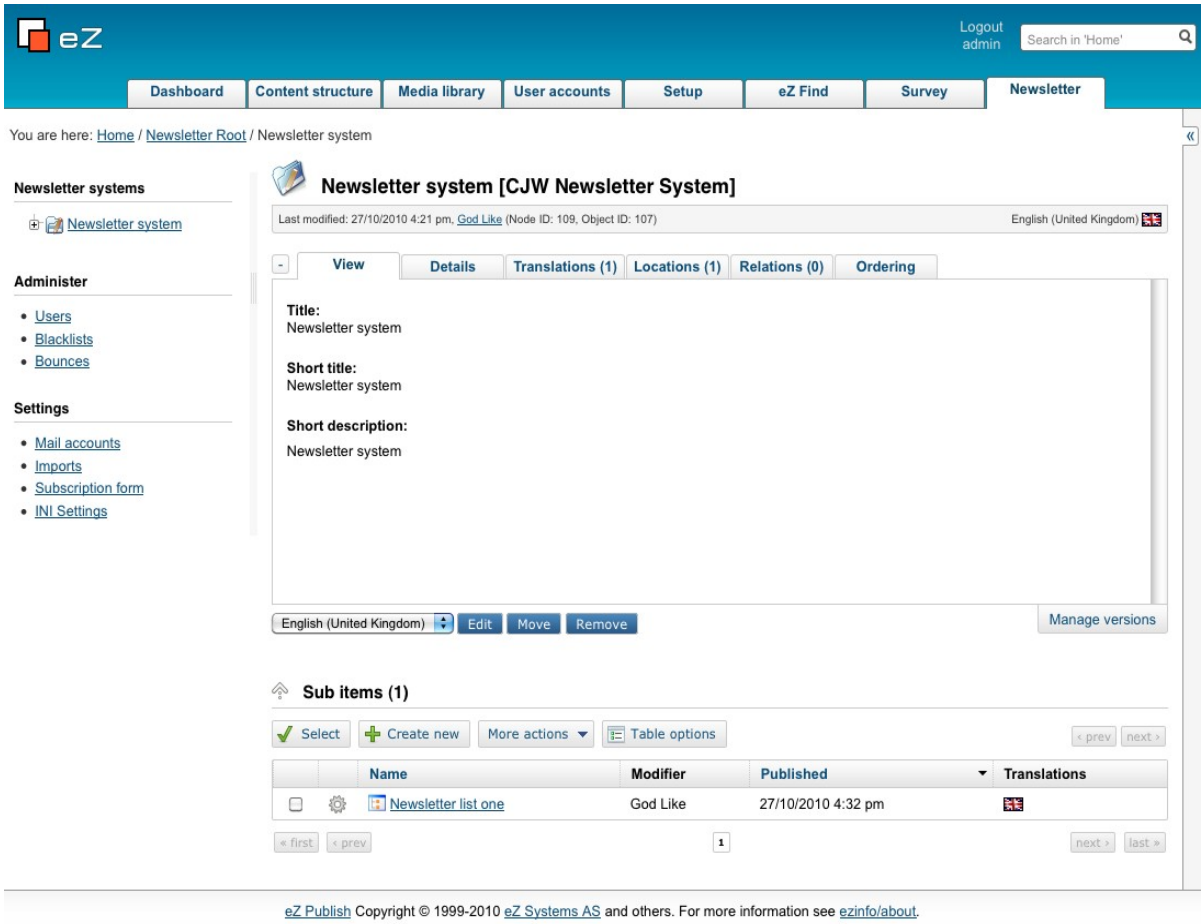


Illustration 3: eZ Publish administration interface: the Newsletter system view

2.9.2 Create CJW Newsletter structure manually

You can now create the CJW Newsletter structure manually like described in the bullet-points below:

Note: Make sure that you follow this sequence and that every new object is created within the previous structure.

a. At the CJW Newsletter Root (if you need a new newsletter system later start at the root folder again)

b. create your newsletter system (you can create new newsletter systems as the

need may be)

c. then create a newsletter list within that system (this will list all newsletters create in this particular newsletter system)

d. create a newsletter edition within the newsletter list (all editions created in this structure will be listed here)

e. In the newsletter edition you can either:

- create all your articles within the same edition, or
- create separate articles in a new structure below the newsletter edition.

2.10 Check roles for user access

Next you check roles for user access. To do this go to the **User accounts** tab in the Administrator Interface and click on the **Roles and Policies** link in left hand menu (Access control). Set policies according to your own preferences and necessities. The following two screenshots are examples for a user role for an CJW Newsletter anonymous user and for and CJW Newsletter admin/editor.

2.10.1 Example Role CJW Newsletter editor / admin

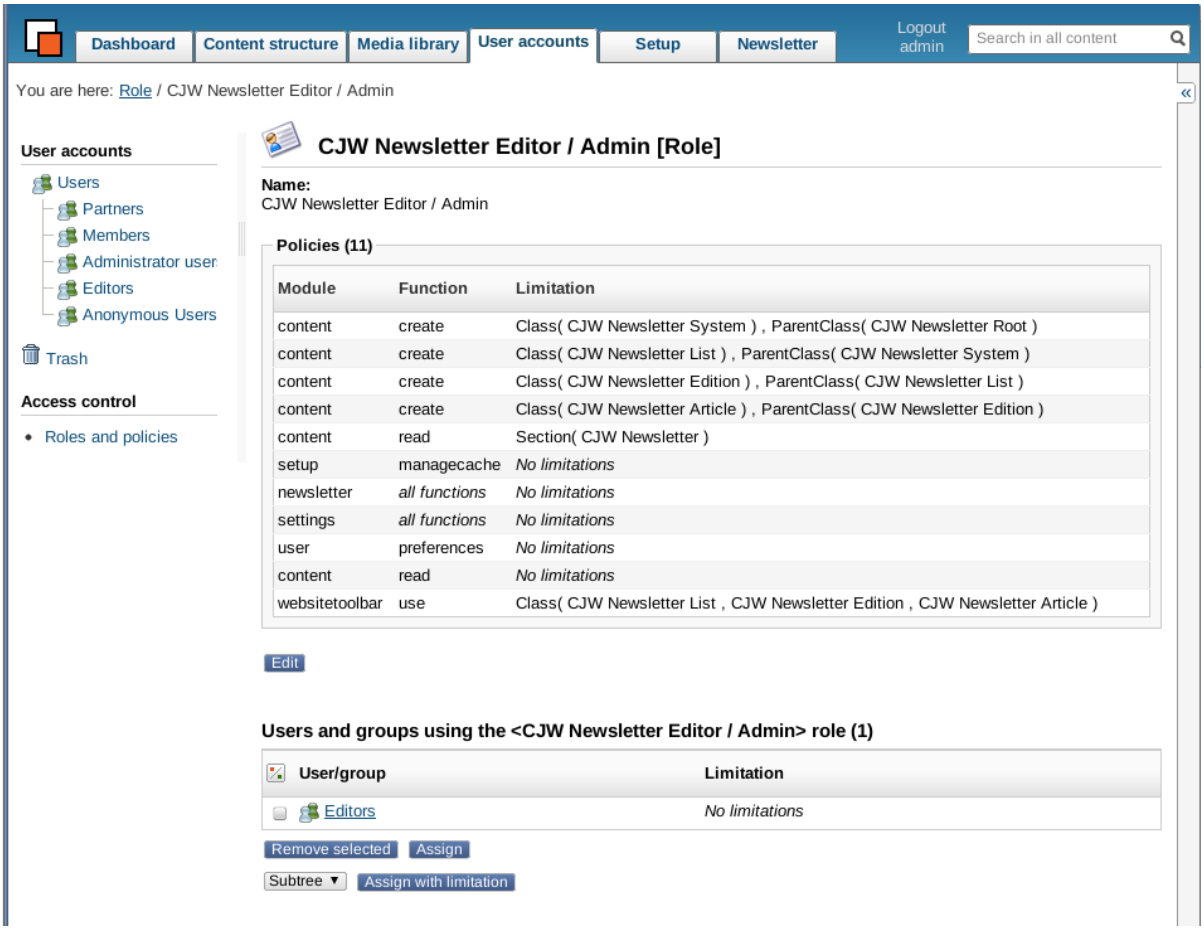


Illustration 4: eZ Publish User Role - CJW Newsletter Editor / Admin

2.10.2 Example Role CJW Newsletter Anonymous

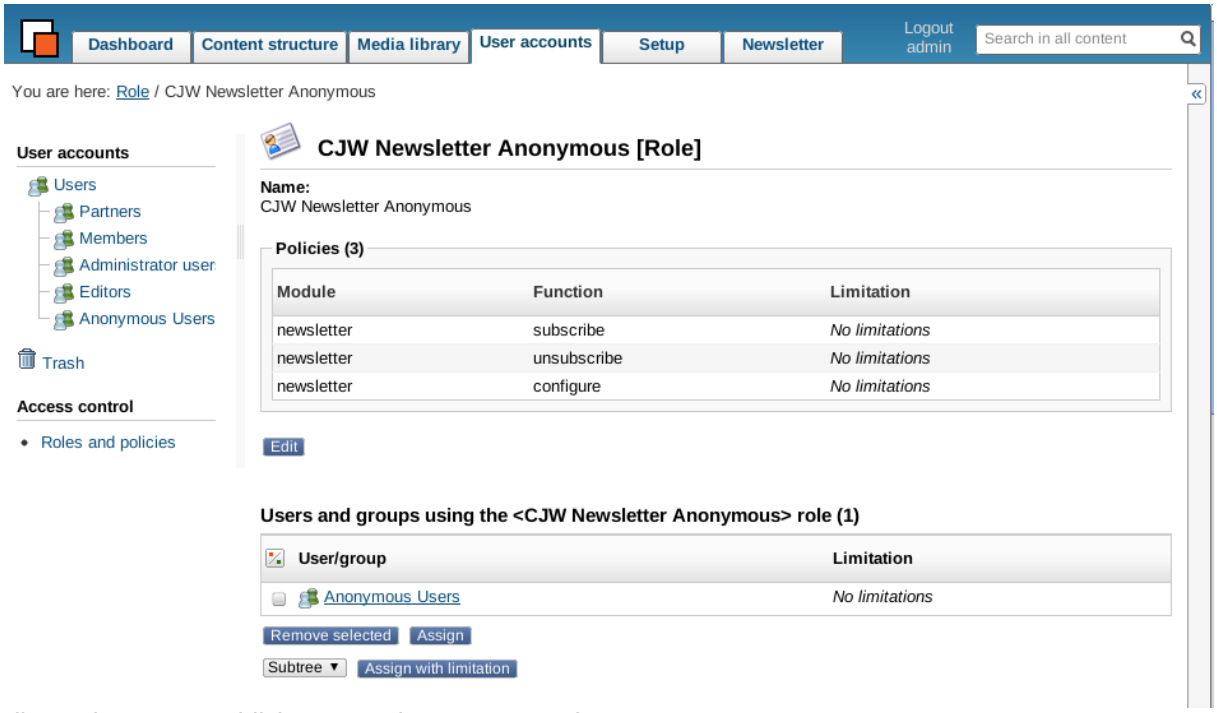


Illustration 5: eZ Publish User Role - CJW Newsletter Anonymous

2.11 Create custom cjw_newsletter.ini.append.php

Next create a cjw_newsletter.ini.append.php file for the CJW Newsletter settings at the following location:
`/settings/override/cjw_newsletter.ini.append.php`
or preferred
`/extension/site_example/settings/override/cjw_newsletter.ini.append.php`
The content could for example look like this:

```
[NewsletterSettings]
PhpCli=php
AvailableSkinArray[]=default

[NewsletterMailSettings]
# smtp, sendmail, file
TransportMethodCronjob=sendmail
# test newsletter
TransportMethodPreview=sendmail
# subscribe, infomail
TransportMethodDirectly=sendmail
# Configuration for SMTP
SmtpTransportServer=
SmtpTransportPort=25
SmtpTransportUser=
SmtpTransportPassword=
EmailSender=newsletter@example.com
EmailSenderName=Example.com Newsletter
EmailSubjectPrefix=[Newsletter Example.com]
```

Keep in mind to adjust these settings according to your needs.

2.11.1 Check SiteURL in siteaccess site.ini.append.php

Check the SiteURL settings in site.ini of the siteaccess which is used for rendering the newsletter. This setting is used to create absolute links to images:
`site.ini.append.php`

```
[SiteSettings]
# URL of site, often used to link to site in emails etc.
SiteURL=example.com
```

2.11.2 Activate extension cjw_newsletter as translation extension

By default the translations files in cjw_newsletter are disabled. To activate them you have to update your siteaccess site.ini.append.php.

```
# this setting you should copy to your siteaccess site.ini
# so you have full control of which ts files are loaded
[RegionalSettings]
TranslationExtensions[]=cjw_newsletter
```

2.12 Customize or create a new newsletter skin

Update the default CJW Newsletter skin or create a new one. By default the CJW Newsletter default skins are located here:

`/extension/cjw_newsletter/design/newsletter_design/templates/newsletter/skin/default/outputformat`

The files are text.tpl and html.tpl.

Lets say you have designed a custom skin called "my_custom_skin".

The related text.tpl and html.tpl files should be located here:

`/extension/cjw_newsletter/design/newsletter_design/templates/newsletter/skin/my_custom_skin/outputformat`

The new skin should then be definded in cjw_newsletter.ini.append.php like this:

```
[NewsletterSettings]
AvailableSkinArray[]=my_custom_skin
```

And don't forget to clear the cache after adding new templates!

2.13 Setting up cronjobs

To test the CJW Newsletter cronjobs for creating and sending out emails you have to

- create at least one Newsleter List,
- subscribe some Newsletter users to this list and approve them,
- create a new Newsletter Edition and send it out

2.13.1 Cronjob cjw_newsletter_mailqueue_create

To create all mails for a CJW Newsletter edition which are ready to be sent out run the following command:

```
php runcronjobs.php -s siteaccess cjw_newsletter_mailqueue_create
```

2.13.2 Cronjob cjw_newsletter_mailqueue_process

To send out all mails which are in the mail queue created by cronjob cjw_newsletter_mailqueue_create, the following command can be used:

```
php runcronjobs.php -s siteaccess cjw_newsletter_mailqueue_process
```

Your CJW Newsletter should now be properly installed and ready for use!

3 Configuration cjw_newsletter.ini

The default CJW Newsletter configuration settings are defined in this file:

`/extension/cjw_newsletter/settings/cjw_newsletter.ini`

It is highly recommended to create an override configuration file, for example here:

`/settings/override/cjw_newsletter.ini.append.php`

or preferred:

`/extension/site_example/settings/override/`
`cjw_newsletter.ini.append.php`

3.1 NewsletterSettings

In the above mentioned override file (cjw_newsletter.ini.append.php) the following settings should be included and configured according to the needs of your site:

```
[NewsletterSettings]

# NodeId of container where the system is looking for newsletter systems

RootFolderNodeId=1

# which is the command to exex php cli scripts

PhpCli=php

# array with all skin names located in design folder

# => design:newsletter/skin/ $skin_name

AvailableSkinArray[]=default
```

3.2 NewsletterMailSettings

It is possible to send your Newsletters with sendmail or SMTP. The file protocol is provided for development reasons only.

Keep in mind that there are three different types of send out mails:

- The subscribe or information mails
- the preview of the CJW Newsletter edition mails
- the CJW Newsletter edition itself.

When you choose SMTP, the SMTP settings in the above mentioned override file (cjw_newsletter.ini.append.php) should be configured as follows:

```
[NewsletterMailSettings]

# smtp, sendmail, file

# newsletter

TransportMethodCronjob=file

# test newsletter

TransportMethodPreview=sendmail

# subscribe, infomail

TransportMethodDirectly=file

# where to store mails send by TransportMethod = file

FileTransportMailDir=var/log/mail

# http://ezcomponents.org/docs/api/latest/introduction_Mail.html#mta-qmail

# HeaderLineEnding

#    auto - try to find correct settings

#           default is LF

#    CRLF - windows - \r\n

#    CR   - mac - \r

#    LF   - UNIX-MACOSX - \n

HeaderLineEnding=auto

# Configuration for SMTP

SmtpTransportServer=

SmtpTransportPort=25

SmtpTransportUser=
```

```
SmtpTransportPassword=

# Connection type in SMTP: <empty>(no encryption)|ssl|sslv2|sslv3|tls

SmtpTransportConnectionType=

# settings for mail send out by subscribe, unsubscribe

EmailSender=newsletter@example.com

EmailSenderName=Example Newsletter Sender

# string the subject of all mails is starting with

EmailSubjectPrefix=[Newsletter example.com]

# enabled | disabled - if enabled all local images will be include to the
mail message

ImageInclude=disabled
```

3.3 NewsletterUserSettings

```
[NewsletterUserSettings]

# if disabled nl_user.name is created with default shema

# saluation first_name last_name

# if enabled the tpl design:newsletter/user/name.tpl will be used

UseTplForNameGeneration=disabled


# define which salutaions are available

# mapping of nl_user.salutation (int) to english string

# this string is used for i18n

# SalutationMappingArray[value_{$saluataionid}]={i18n english string}

# i18n( {i18n english string}, 'cjw_newsletter/user/salutation' )

SalutationMappingArray[value_1]=Mr

SalutationMappingArray[value_2]=Ms
```

3.4 BounceSettings

```
[BounceSettings]

# when we should nl user status to bounced?

BounceThresholdValue=3
```

3.5 DebugSettings

```
[DebugSettings]

# Debug=enabled|disabled get more log output e.g. bounce parser

Debug=disabled
```

4 Using CJW Newsletter front end

4.1 Subscribe to a Newsletter list - newsletter/subscribe

In the subscription page http://ez-example.com/newsletter/subscribe you can select the newsletter you would like a subscription to from the CJW Newsletter List, define the format in which you wish to receive it (HTML or text format) and enter your email. You can enter your first and last name and you salutation too if you wish, but this is not mandatory. There is also the possibility to unsubscribe or change your CJW Newsletter list subscriptions. The following screenshot shows an example subscription page. The unsubscribe link (and where you change your profile) is marked with red boxes at the bottom of the page.

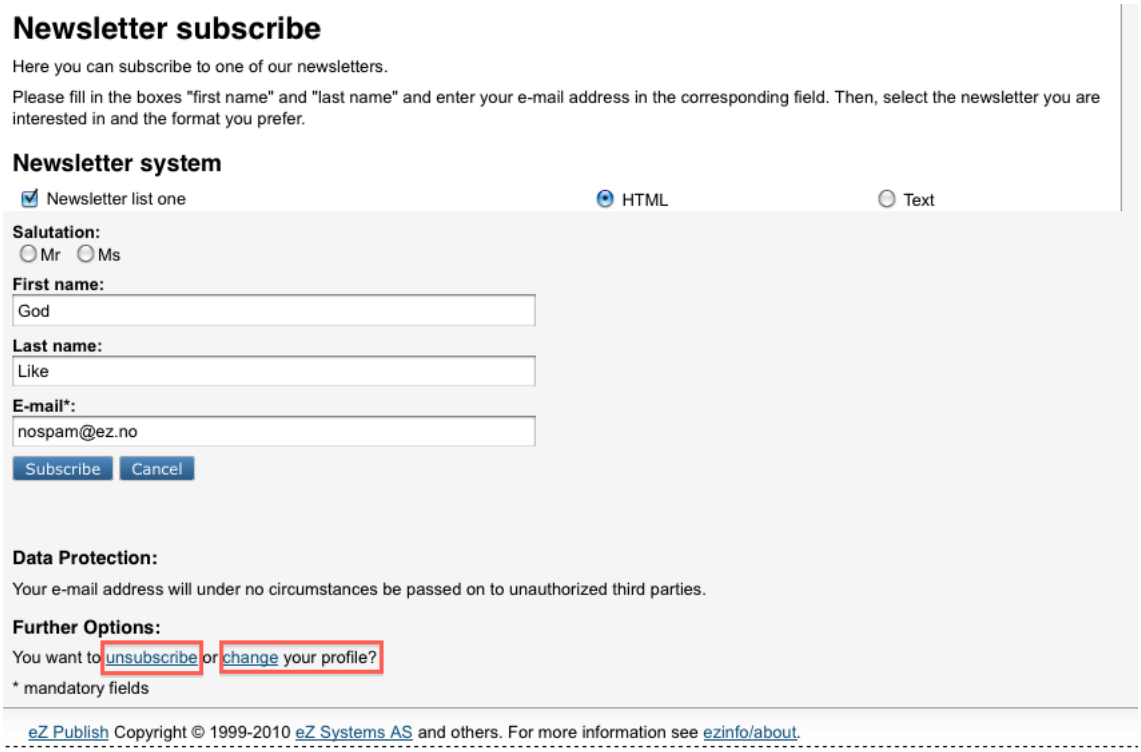


Illustration 6: Frond end: Form newsletter subscribe

The next screenshot shows that the subscription was successful.

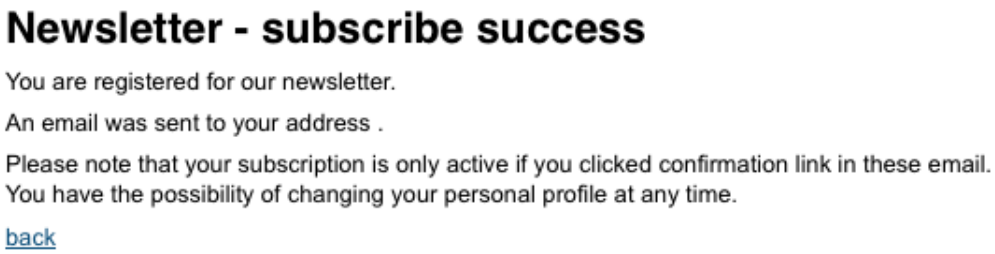


Illustration 7: Newsletter subscription success

After the subscription is successful you should get an email which includes a link to the newsletter/configure view. If the user open the newsletter/configure link the first time he confirm himself and his email. All newsletter subscriptions from this user with status Pending were automatically approve if the newsletter list configured with this option.

4.2 Configure a Newsletter subscription - newsletter/configure

A subscriber can change his personal settings and CJW Newsletter list subscriptions by using a link provided in every mail that is sent out from the CJW Newsletter system. It depends on your Newsletter skin if the link is included to the edition mail. An example link looks like:

`.../ezflow_site/newsletter/configure/4cf476294bf40fdef0e3c6ca1ef4eb50`

The following code can be used in Newsletter skin templates to get the correct Url:

```
{'newsletter/configure/#_hash_configure_#'|ezurl(no)}
```

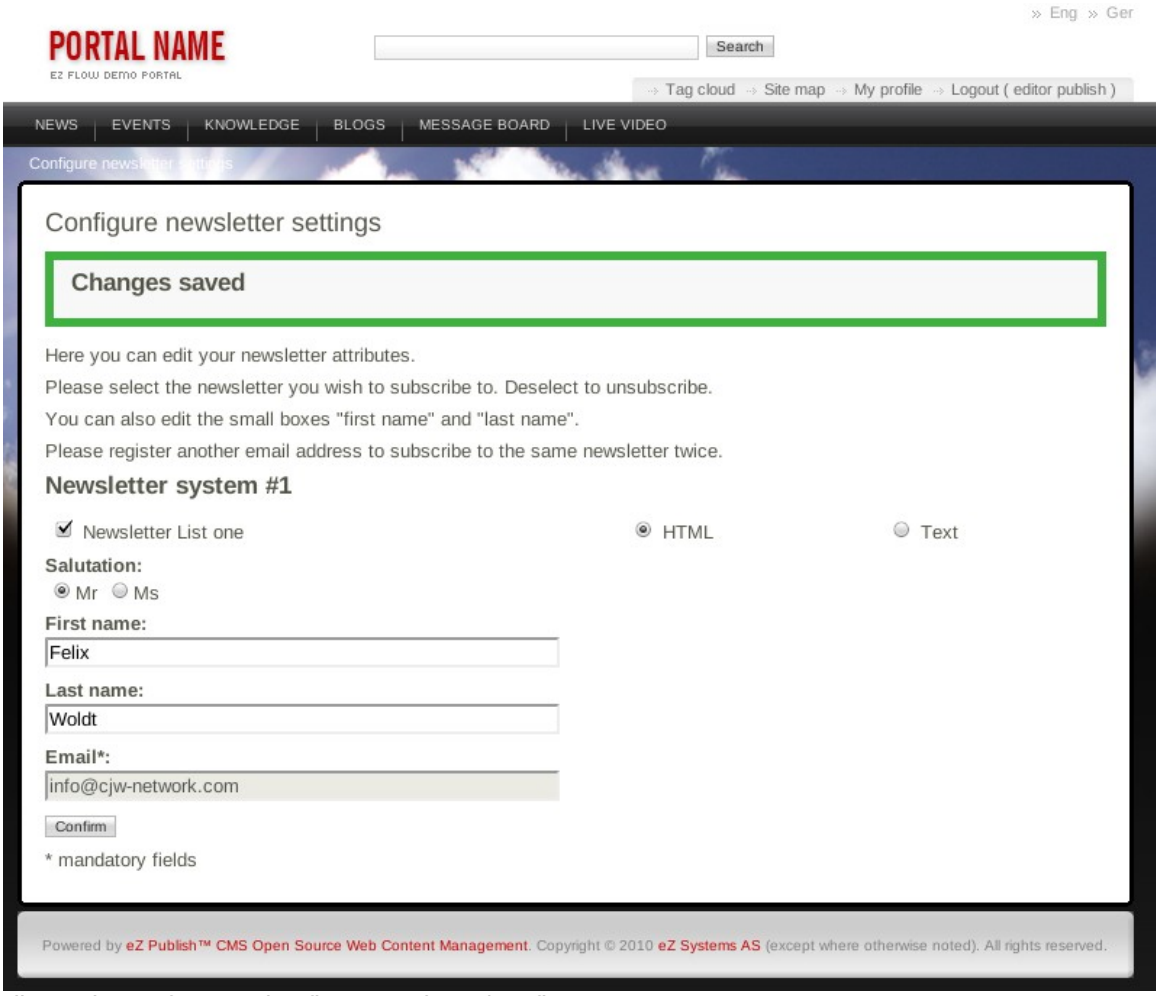


Illustration 8: front end ezflow newsletter/configure

4.3 Unsubscribe directly from Newsletter list

The newsletter Edition mail includes also a link to unsubscribe directly from the newsletter list. An example link looks like:

/ezflow_site/newsletter/unsubscribe/e3ecf11e33415fac8d85f7c5fe2e7c12

The following code can be used in Newsletter skin templates to get the correct unsubscribe Url:

```
{'newsletter/unsubscribe/#_hash_unsubscribe_#'|ezurl(no)}
```

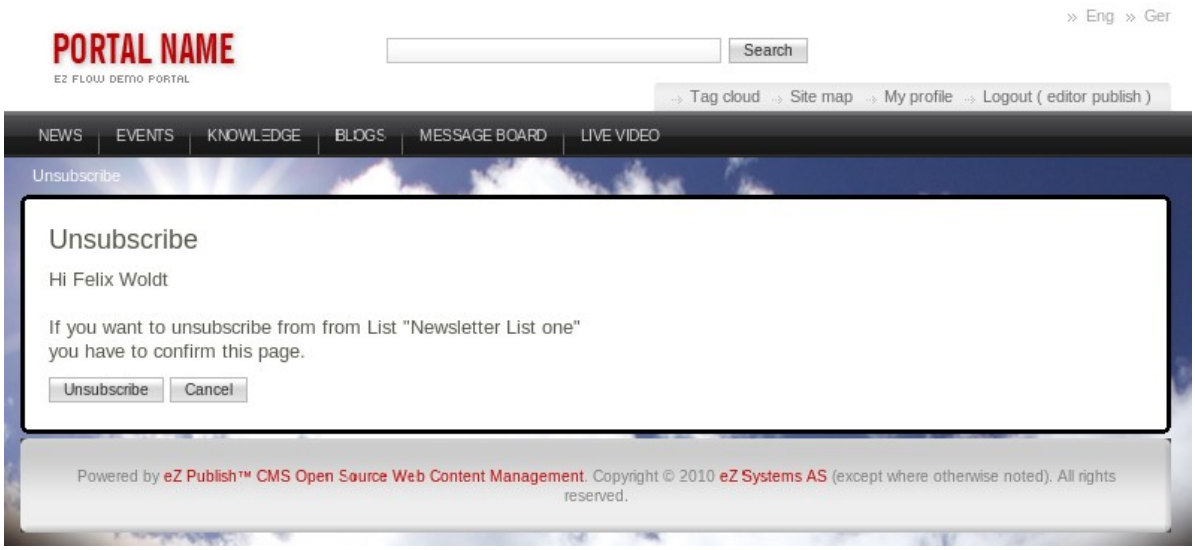


Illustration 9: Front end: newsletter/unsubscribe

From: nospam@ez.no
Subject: **[Newsletter example.com] Way of the World Week 38 2010**
Date: November 9, 2010 10:28:16 AM GMT+01:00
To: NL Test Receiver0 <gaw@ez.no>

= Way of the World Week 38 2010 =
This is the edition of Way of the World for week 38, 2010.

In depth news from around the globe:

- Is the financial crises behind us?
- What is new in Asia?
- Africa in Focus

==
Is the financial crises behind us? ==
The financial crisis of [1] It has resulted in the collapse of large financial institutions, the bailout of banks by national governments, and downturns in stock markets around the world. In many areas, the housing market has also suffered, resulting in numerous foreclosures and prolonged vacancies. It is considered by many economists to be the worst financial crisis since the Great Depression of the 1930s.
Link: "http://en.wikipedia.org/wiki/Financial_crisis_of_2007%E2%80%932010#cite_note-1">[2]

To unsubscribe from this newsletter please visit the following link:
http://172.16.100.2/newsletter/unsubscribe/#_hash_unsubscribe_#

© 2010 www.CJW-Network.com

Illustration 10: a CJW Newsletter edition text mail with unsubscribe link

5 Using CJW Newsletter back-end

5.1 Log-in into eZ Publish administration interface

Log-in into eZ Publish admin.example.com/ with your administration user name and password in the screen below:

Illustration 11: Log in to Administration Interface

5.2 Administration root folder

After log-in you enter the CJW Newsletter Dashboard. If the newsletter system is setup properly and activated on your eZ Publish installation, you will find an additional tab called “Newsletter” and in the left menu the “Newsletter Systems” folder and sub-tree. Please click the “Newsletter” tab.

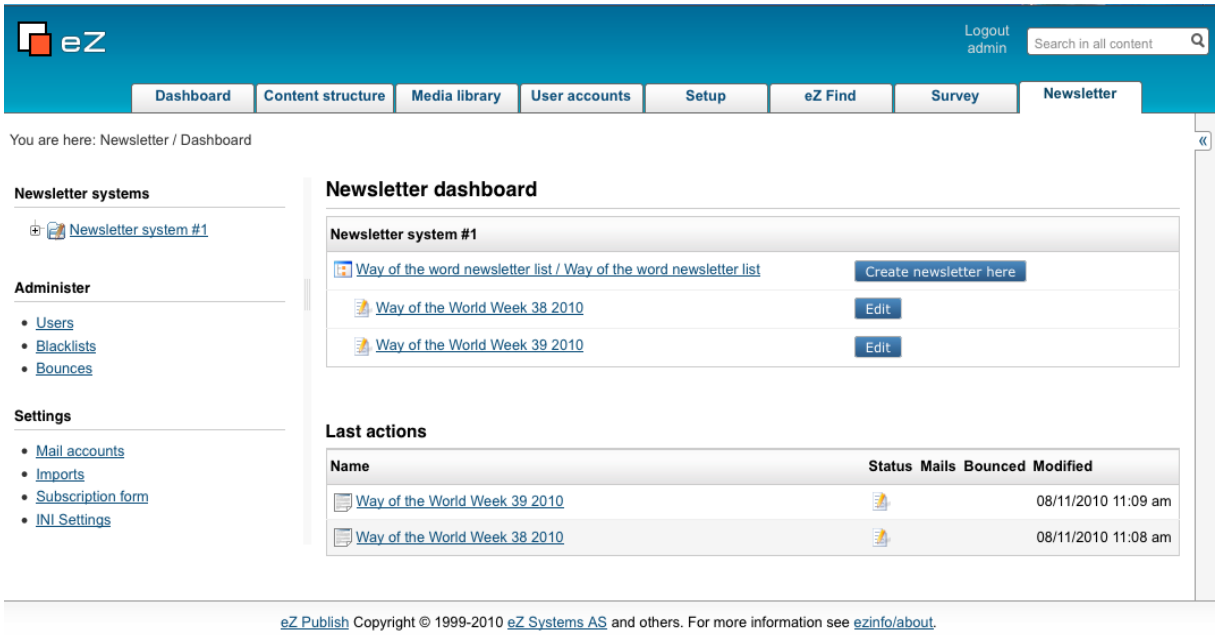


Illustration 12: Back-end: The newsletter dashboard screen

The newsletter dashboard screen is shown above. This is presented when you click the "Newsletter" tab, and it displays the "Newsletter system" folder and sub-tree where you will find all the newsletters you have created. In the "Newsletter dashboard" you will have direct access to your list of newsletters, and you may create a new one or edit the existing newsletters directly from this screen.

In "Last actions" you will find a list of the newsletters or articles you last worked on. You will find the status of this item, whether you have received any mails regarding this item, how many newsletter mailings were bounced, and when was this item last modified (date and time of day).

When you click on the Newsletter folder in the left sub-tree, you will be presented with the "Newsletter root" folder screen as shown below:

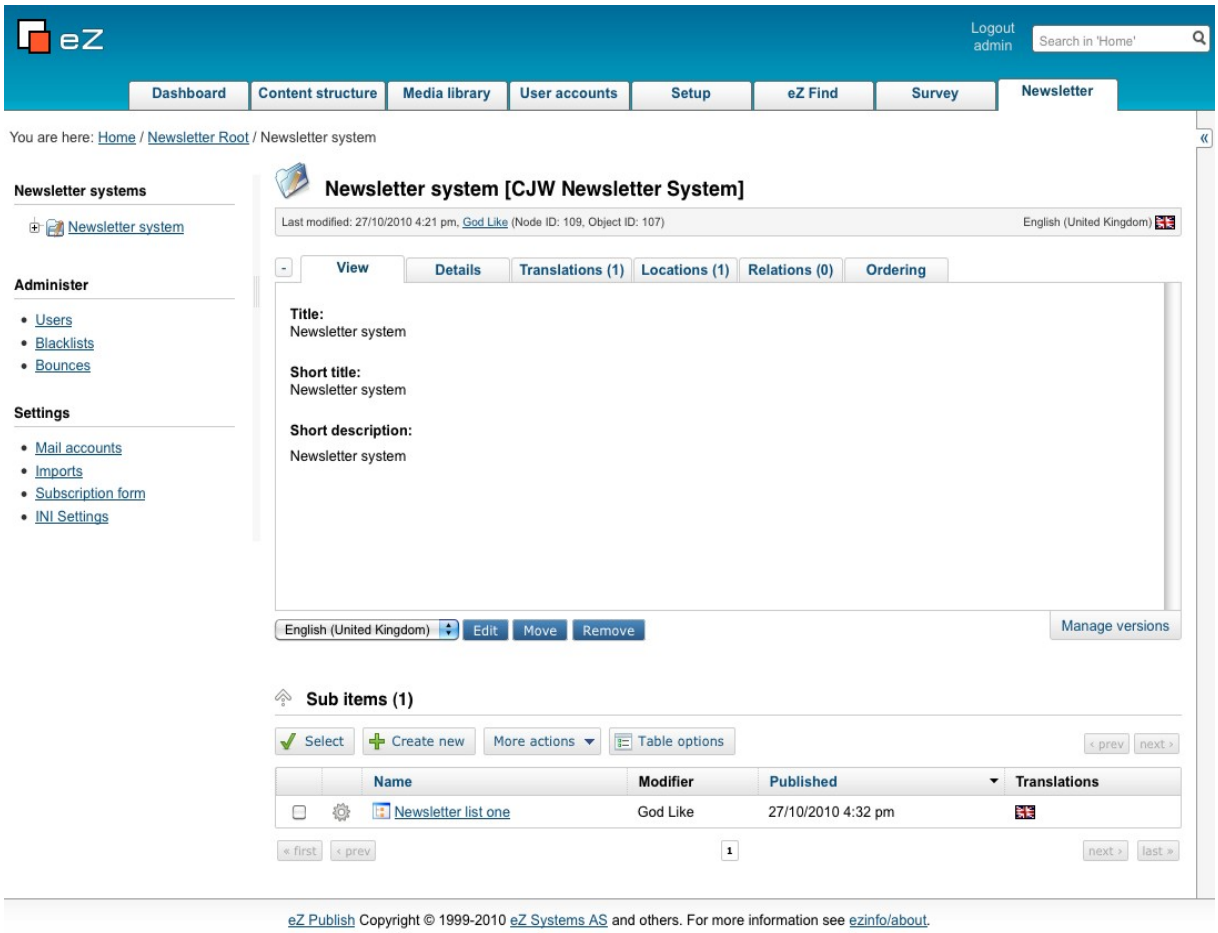


Illustration 13: Back-end: eZ Publish administration interface system folder

5.3 Creating new CJW Newsletter objects/sub items

The sub items behaves like in eZ Publish, follow this link to get information on the eZ Administration interface. Specific to the CJW Newsletter functions is that you can create the following types of newsletter objects (shown in the screen below) by clicking the "Create new" button: CJW Newsletter Article, CJW Newsletter Edition, CJW Newsletter List, CJW Newsletter Root, CJW Newsletter System.

Illustration 14: Back-end: eZ Publish administration create new content class dropdown box

5.4 CJW Newsletter Dashboard

The next illustration shows the CJW Newsletter dashboard including an expanded left menu and the CJW Newsletter overview page:

- There is one CJW Newsletter system installed.
- This CJW Newsletter system has one CJW Newsletter list (Way of the World newsletter list).
- This CJW Newsletter list has two CJW Newsletter editions (Way of the World Week 38 and 39 2010).
- The Subscriptions counter in the left menu is 0/2, indicating that 2 users have

subscribed to the CJW Newsletters (Way of the World Week 38 and 39 2010).

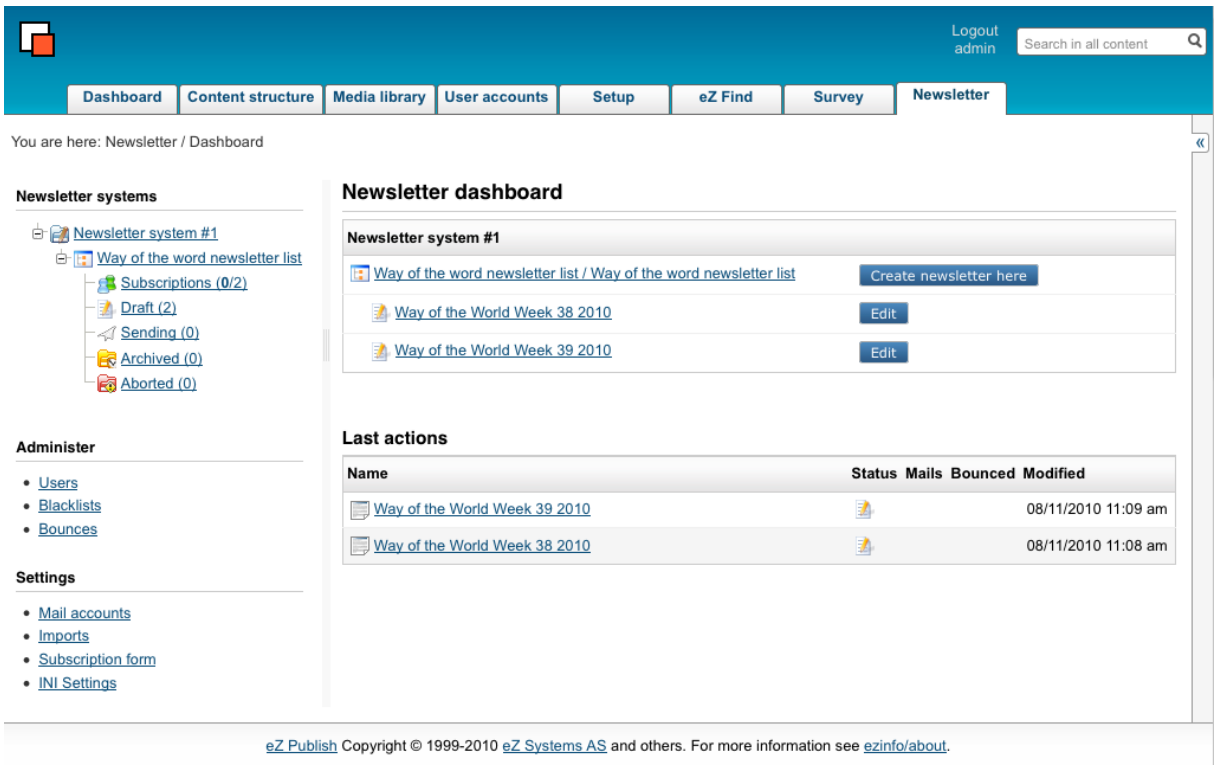


Illustration 15: eZ Publish administration interface CJW Newsletter dashboard

You can have multiple CJW Newsletter systems, CJW Newsletter lists and CJW Newsletter editions. The next screenshot shows the left menu detail view: Under the "Newsletter list one you can see the live cycle of a CJW Newsletter edition and the subscribed user folder with user count (3/4). You can see that two newsletters have the status "Draft" (status draft). You can work on this draft, extend it, control it with previews and test Newsletter editions. After the testing you can mail the Newsletter edition.

After you send out the Newsletter edition, you'll find the example Newsletter edition in the folder “Sending (1)” (status send), after a successful send out, it is in the “Archive” folder (status archive). As an additional help, you can abort a send out manually and then you find the Newsletter edition in the “Abort” folder (status abort).

Illustration 16: eZ Publish administration: left menu detail view

5.5 CJW Newsletter System

You have now selected the Newsletter system in the left menu. The concept is that you can run multiple CJW Newsletter systems in one eZ Publish installation. You can consider the CJW Newsletter system as an independent system. The idea behind was a concept for a multinational company with dependent and independent sub-companies. So they are free to use one bigger system for the dependent sub-parts with smaller system for the independent ones.

5.6 CJW Newsletter List

Select the "Newsletter List". You will be presented with the following screenshot:

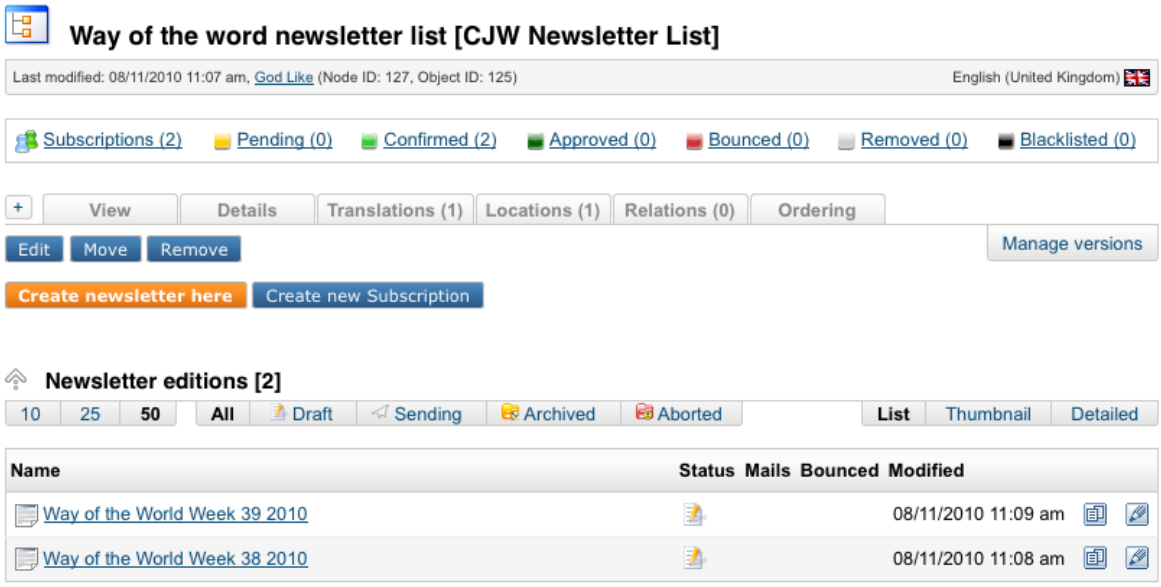


Illustration 17: eZ Publish administration: CJW Newsletter List

In the following screenshot you see the CJW Newsletter list with subscription statistics and with a list of 2 Newsletter editions "Way of the World for Week 38 and 39 in 2010.

Note that it is from this screen that you create a new newsletter.

Please go to the edit screen in the next screenshot to edit the settings:

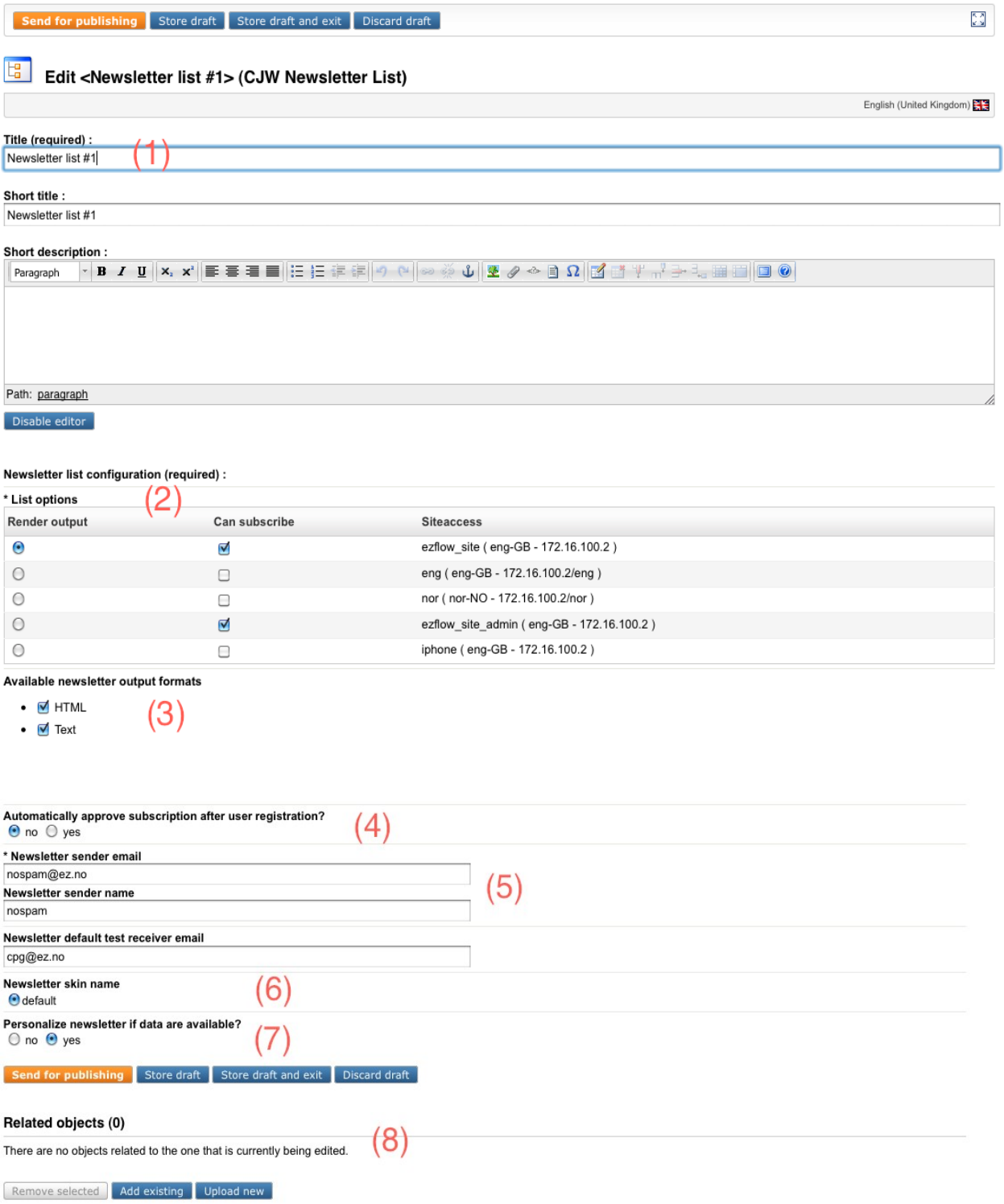


Illustration 18: eZ Publish administration: The CJW Newsletter List edit view

The numbers in the screenshot correspondent to the following descriptions:

[1] The title is visible on the CJW Newsletter subscription page.

[2] In the “List Option” part you can

- make the CJW Newsletter list visible (can subscribe) on subscribtion pages of siteaccesses. As an example: If you have a German and an English CJW Newsletter list, it might be useful that English speaking people can only subscribe the English list on the English eng-GB siteaccess.
- choose the siteaccess for rendering the output. Please keep in mind, that all links and languages are connected to this setting.
- choose the administration siteaccesses for the subscribe page in administration.

[3] The CJW Newsletter has a create once and publish multiple approach. Here you can choose the render options, which the subscriber can choose, too. The HTML is a multipart version and text is plain text. You can add with only little programming and templating additional output formats like SMS, MMS, PDF, fax, mailing, RSS, Twitter, jabber and so on.

[4] Subscriber can be approved with confirmation mail (yes) or directly (no). "No" means that the administrator must manually approve the subscription. "Yes" means that the subscription is confirmed and approved automatically.

[5] Email settings for the CJW Newsletter.

[6] You can choose here different skins. The skins are defined in the "CJW_newsletter.ini":

```
[NewsletterSettings]

AvailableSkinArray[]

AvailableSkinArray[]=default

AvailableSkinArray[]=ez4you_extended AvailableSkinArray[]
=ez4you_simple
```

[7] You have the possibility to personalize your CJW Newsletter. If this option is enabled you can use the following placeholders in the Newsletter edition content or directly in the skin templates. These placeholder will be replaced by the cjw_newsletter_mailqeue_process cronjob. For the example User Mr Felix Woldt these placeholder will generate the following output:

- [[name]] – generates the string “Mr Felix Woldt”
- [[salutation_name]] - Mr

- [[first_name]] - Felix
- [[last_name]] - Woldt

[8] Here all objects related to this newsletter list will be listed

5.7 CJW Newsletter Subscription List

Select the "Subcriptions" folder in the left menu structure. One CJW Newsletter system can have multiple CJW Newsletter lists in different languages. Subscribers can subscribe to their desired lists in the front end or you can add some by clicking the CJW Newsletter registration form or add multiple subscribers with a csv import. For the csv-import please click on the “Import CSV” button and go to the next chapter in this documentation.

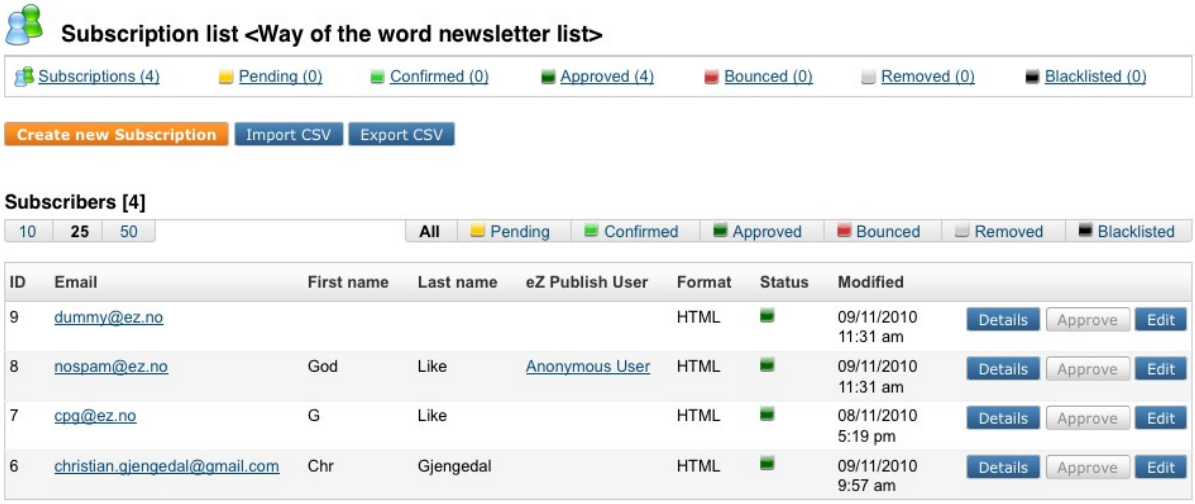


Illustration 19: eZ Publish administration interface: the CJW Newsletter subscription list

5.8 Approving a subscription manually

If you set "No" to "Automatically approve subscription after user registration?" in the "Newsletter list" edit screen, you will have to approve the subscription manually. Please do the following:

[1] Select "Subscriptions in the left menu tree. You are presented with the following screen:

Illustration 20: eZ Publish administration interface: the CJW Newsletter subscription list

[2] Press the "Approve" button on the user you wish to approve.

[3] You will get a confirmation that the "Subscription was successfully approved" and be presented with the user details of the subscriber as shown below:

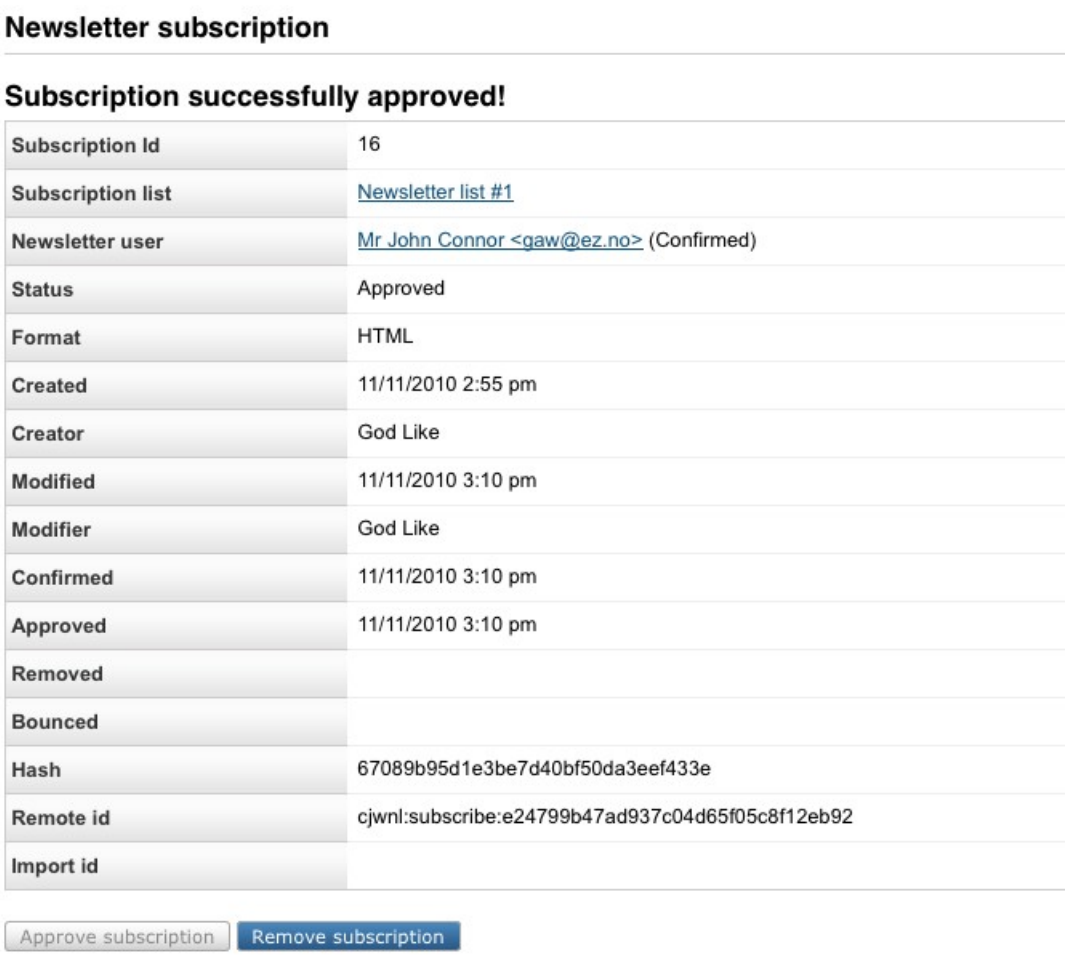


Illustration 21: eZ Publish administration interface: CJW Newsletter approve subscription success screen

5.9 CJW Newsletter CSV Import

Known issue: Please note that there are import limitations:

- If you need to do your csv import over a network connection, please limit the number of users to 1000. The workaround is to do batches of less than 1000 users.
- If you do your csv import on your local host then limit your import to 6000. The workaround is to do batches of less than 6000 users.

The following formatting rules apply to the csv fil:e The salutation number for women is 2 and for men is 1, here is an example CSV file:

```
"email";"Firstname";"Lastname";"Salutation"

"man@example.com";"Oliver";"Williams";"1"

"woman@example.com";"Elinora";"Williams";"2"
```

In the screenshot below you can see the fields for the CSV import and by following the numbers you will follow the correct procedure for the import:

[1] Choose your CSV file, [2] with or without label, choose the output format [3] for the subscribers, the CSV field delimiter [4] and click upload. If you made a mistake, you can change and update your settings. After the successful upload you see the path of the file on the server and the control list of subscribers. If you find the list ok, click [5] “Import all”.

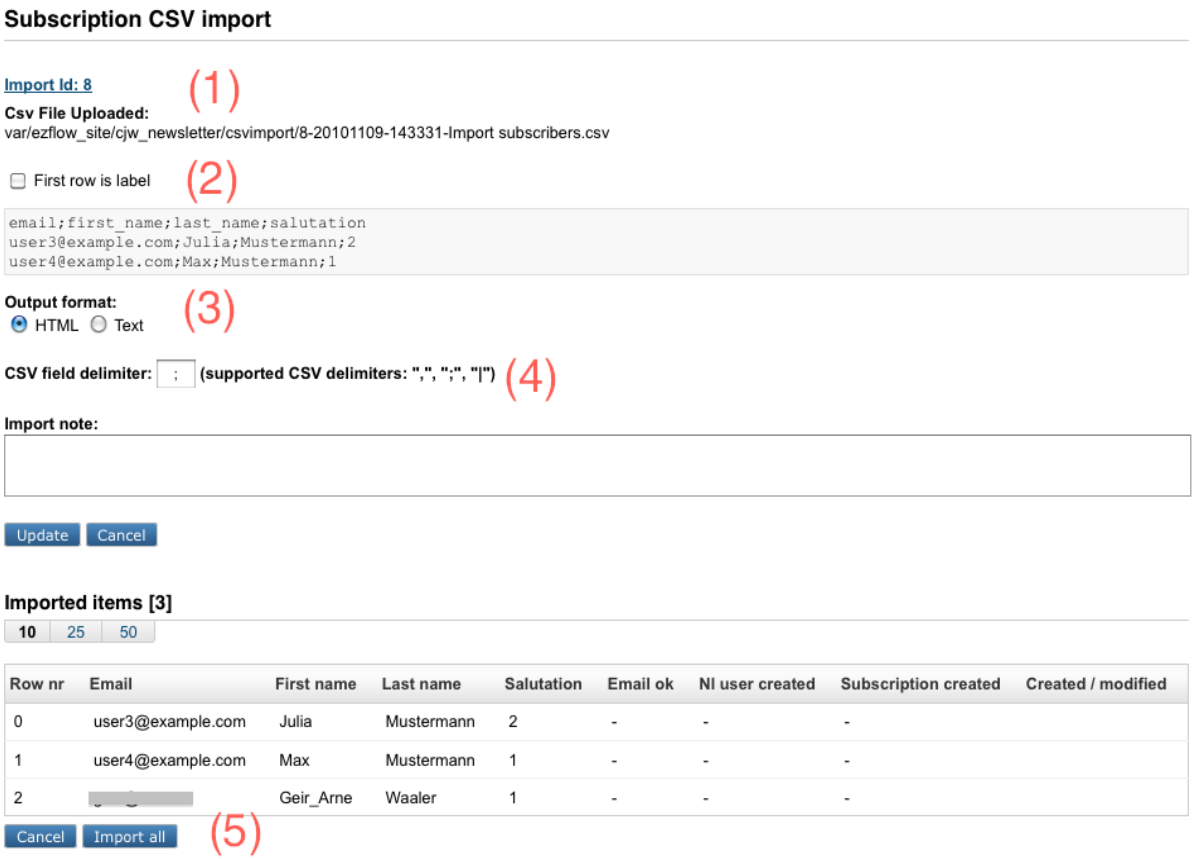


Illustration 22: eZ Publish administration interface: the CSV import

The import was successful. Let's have a look, what happened:

[1] 3 addresses with salutation, one woman and two men

[2] All 3 email addresses were OK.

[3] No users were created, three users were already in the database, so no need for creation.

[4] 3 subscriptions were updated, as the users were already subscribed.

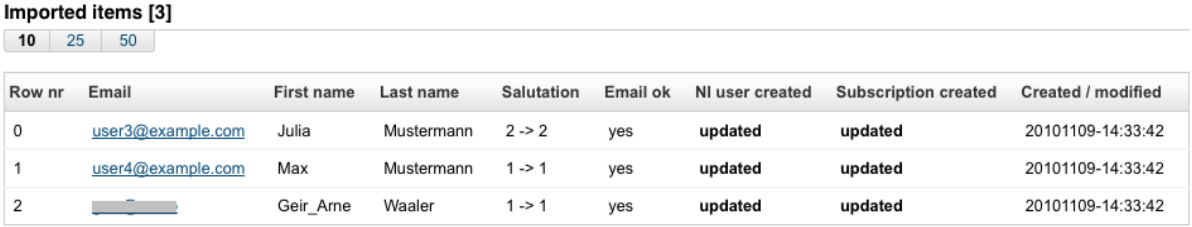


Illustration 23: eZ Publish administration interface: the CJW Newsletter CSV import

5.10 CJW Newsletter Edition

Select the CJW Newsletter Edition. Be aware that at this point you can do 2 different things, depending on the configuration and the CJW Newsletter list settings:

- Create a simple CJW Newsletter with only an XML field
- Extended with XML field and children with eZ content objects out of existing classes or eZ content objects out of the CJW Newsletter edition sub item classes.

[1] This sign indicates the status of the CJW Newsletter edition (Way of the World Week 39 2010).

[2] This is the view of your CJW Newsletter edition (Way of the World Week 39 2010). Press "Edit" to update the content. For the simple one, that's all. For the extended, you have to add sub items (children).

[3] You can control your CJW Newsletter edition (Way of the World Week 39 2010) with test send outs, and when it finds your approval you can also also send it out from this screen.

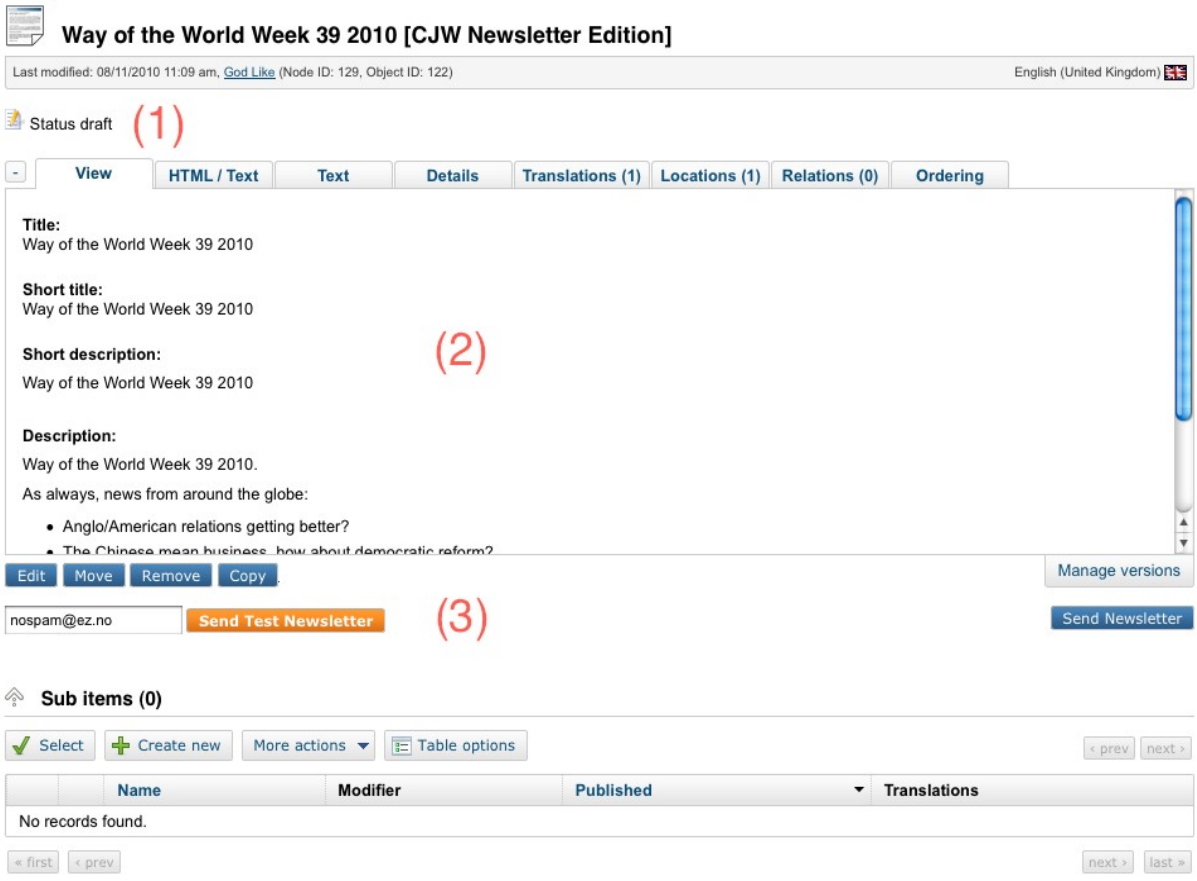


Illustration 24: eZ Publish administration interface: the CJW Newsletter Edition full view

When you press the "Send Newsletter" button you will get this dialogue box asking for confirmation that it is ok to send it out:

Illustration 25: eZ Publish administration interface: the CJW Newsletter Edition Send Newsletter Button

Press "Send newsletter" again and with the next cronjob round, the send out starts. The screenshot below shows that the send out is in process and you can see all the statistics and processing info for the send out of your newsletter so far. If you followed the extended way of creating your newsletter edition, the sub items list will list all the children you have created, your articles, images or other objects.

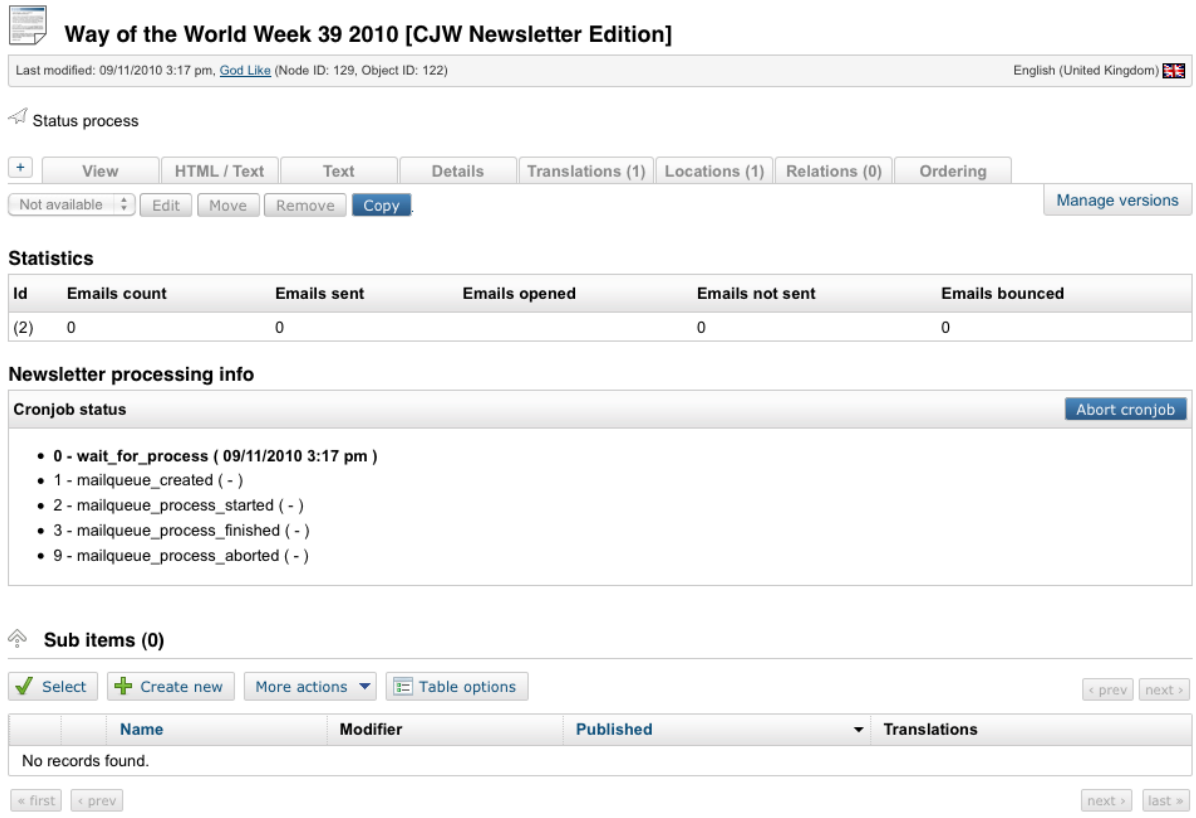


Illustration 26: eZ Publish administration interface: the CJW Newsletter edition

Below you find the "Edit" screen for the newsletter edition. Here you edit the article/newsletter edition.

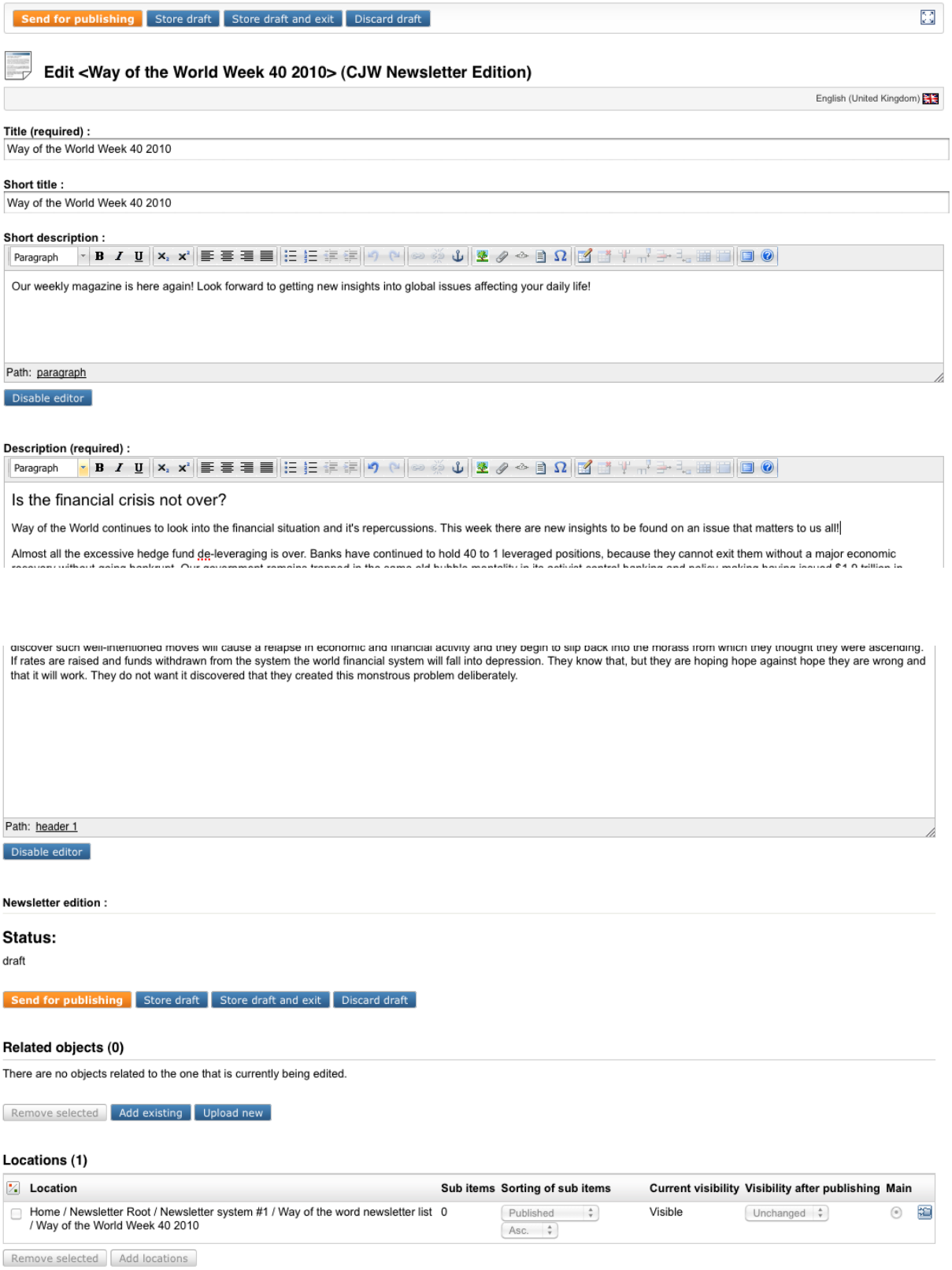


Illustration 27: eZ Publish administration interface: the CJW Newsletter edition edit mode

For editing the CJW Newsletter Edition or Sub items, you have the full possibilities of eZ Publish, like XML-field with WYSIWYG Online Editor.

5.11 Send out control and cronjob abort

During the test send outs of your newsletters you will get a report on how the process went in the "Newsletter processing info":

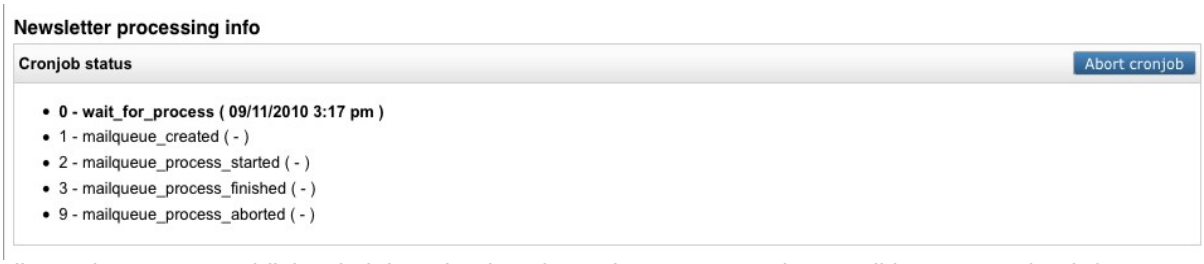


Illustration 28: eZ Publish administration interface: the CJW Newsletter edition processing info

The "Newsletter processing info" gives you the possibility to check that status of what you have sent out. Here you can see all the steps of the CJW Newsletter edition send out and you have the possibility to stop the send out in case of a big mistake. This will reduce the amount of wrong send outs CJW Newsletter editions.

5.12 Newsletter User List

In this list you will see all subscriber status informations like confirmation, count of bounces or whether the subscriber is an eZ user as well.

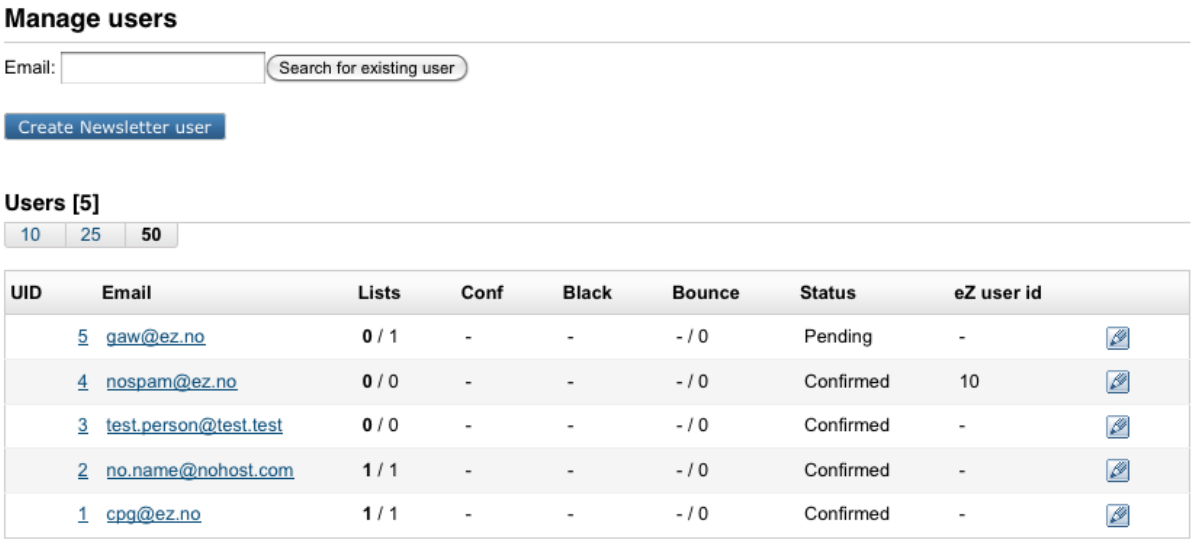


Illustration 29: eZ Publish administration interface: the CJW Newsletter manage users screen

Note that this user list is unique to CJW Newsletter. If you need to manage eZ Publish users, please go to the "User accounts" tab in eZ Publish. If a user occurs in both lists the items will

be automatically connected via email matching.

5.12.1 Deleting a user

You can delete a user/subscriber from the CJW Newsletter system in 2 ways:

- either by going to the "Subscriptions" folder in the left menu tree, or
- go to the "User" folder in the left tree menu.

In both cases you are presented with the "User list" screen shown above. Click the email address and you are presented with the user details. Press the "Remove button" to the bottom of the screen. A dialogue screen appears where you need to confirm that this is the user you wish to remove by pressing the "Remove" button again. You will now be taken to the Manage users screen.

5.12.2 Mailbox Item for Bounce Management

There is a CJW Newsletter X-Header Hash for better matching of bounced messages. First you click on collect all mails, and the emails will be collected from the email account with POP3 or IMAP. The settings of these accounts can be configured in “Mailbox list”.

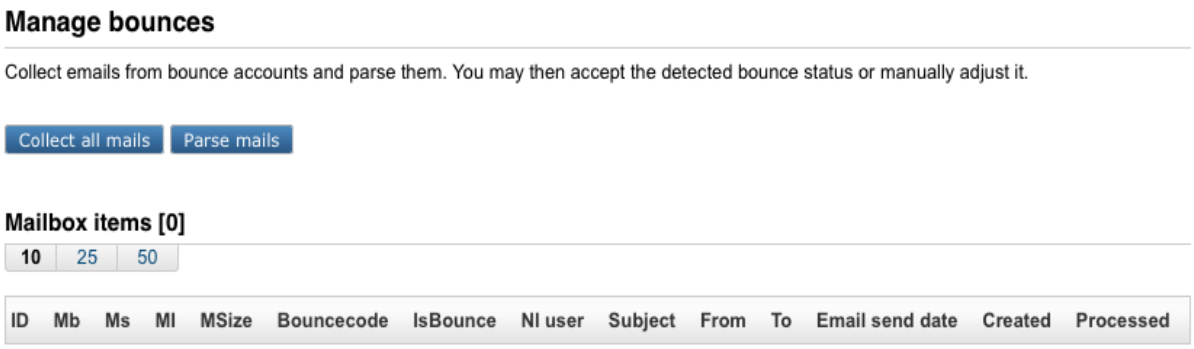


Illustration 30: eZ Publish administration interface: the CJW Newsletter manage bounces screen

5.12.3 Blacklist

It is important to have the possibility to assure that an email is not used any more. Even with a new subscription request. The blacklist takes care of these cases.

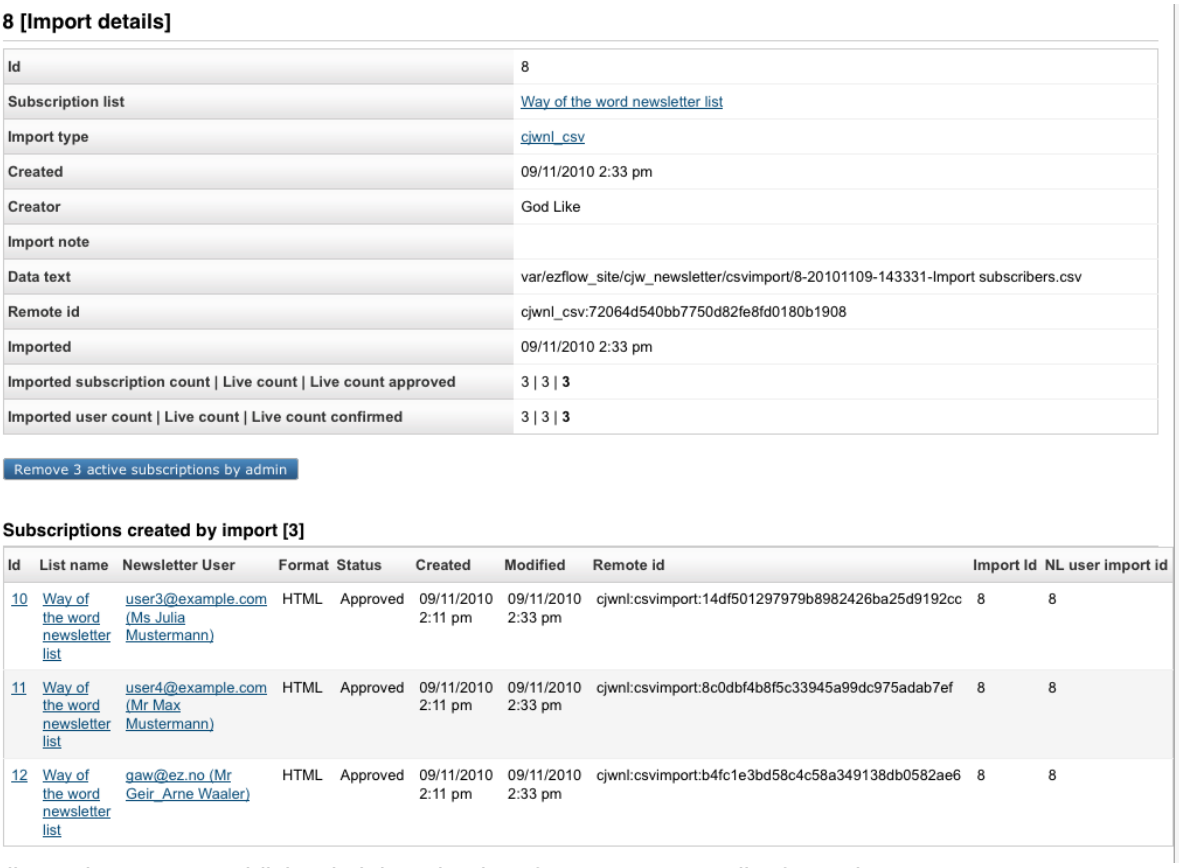
Illustration 31: eZ Publish administration interface: the CJW Newsletter manage blacklist screen

5.12.4 Import Lists

With this function you can import lists of emails addresses that you either have bought, already have in your CRM, your shop or your accounting system. These email addresses can be imported into the CJW Newsletter system easily. Existing eZ users will be automatically connected via email matching.

5.12.5 Import Detail Information

Each import stores detailed information for later use and control.



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