

ECN.Communicator 2.0

User Manual



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I. Website and Home Page

I.1. Website:

<http://www.ecncommunicator.com>

I.2. Home Page:

When you open the ECN.Communicator 's home page you will have the links to the Benefits, the working of ECN.Communicator, request more information, Privacy Policy, Anti-Spam policy, usage Policy and Terms and Conditions. Click on each link to learn more about the particular topic.

In the main information box you will see a brief description about ECN.Communicator, how and why it is used. It explains about its benefits. Click on the "learn more" link at the bottom of the page to continue with the next page.

The Login box on the left allows you to enter the login name and password to login to ECN.Communicator.

The screenshot shows the ECN.Communicator website in a Microsoft Internet Explorer browser window. The website has a yellow and white color scheme. At the top, there is a navigation bar with links: Benefits, How It Works, Request Info, Privacy Policy, Anti-Spam Policy, Usage Policy, and Terms & Conditions. Below this, there is a 'Login' box on the left with fields for Username and Password, a 'remember me' checkbox, and a 'Login' button. To the right of the login box is a large 'Welcome to ECN.Communicator' section. This section contains a heading 'MAKE THE MOST OF YOUR MARKETING' and a paragraph describing ECN.Communicator as a tool for email marketing. Below this, there are three sections: 'CHEAPER', 'BETTER', and 'FASTER', each with a brief description of its benefits. To the right of these sections is a table comparing Email and Direct Mail costs and performance. At the bottom of the 'Welcome' section is a 'learn more >>' link. The footer of the website includes a copyright notice for 2003 Tecknowledge Management.

Login box

Brief description about ECN.Communicator

Links for

- Benefits
- Working of ECN.Communicator
- Request Information
- Privacy, Anti Spam, Usage policies & Terms and Conditions

Links to learn more about ECN.Communicator

	Email	Direct Mail
Delivery Cost per Thousand	\$30	\$500
Resulting Cost per Customer	\$6	\$17
Up-front creative cost	\$1k	\$20k
Click-through rate	10%	N/A
Customer conversion rate	5%	3%
Execution time	3 weeks	3 months
Response time	48 hours	3 weeks

source Jupiter Communications

II. LOGIN

II. 1. Login:

Login to ECNCommunicator using the *Username* (usually your email address) and the *Password* from the Homepage and click the *Login* button

The screenshot shows the ECNCommunicator login page. The header includes the ECNCommunicator logo and navigation links: Benefits, How It Works, Request Info, Privacy Policy, Anti-Spam Policy, Usage Policy, and Terms & Conditions. The login form on the left has fields for Username (info@musicscene.org) and Password (*****), a 'remember me' checkbox, and a 'Login' button. A red arrow points from the 'Login' button to a red box containing the following instructions:

- Enter UserName & Password
- Click Login
- Check remember me to remember information

The main content area on the right has a yellow header 'Welcome to ECNCommunicator' and a section titled 'MAKE THE MOST OF YOUR MARKETING DOLLARS!'. It describes ECNCommunicator as a tool for email marketing, stating it is 'BETTER & FASTER' than traditional means and 'CHEAPER' than other services.

II.2. Invalid Login:

This screenshot shows the login page with an error. The Username field contains 'info@musicscene.org' and the Password field is empty. A red arrow points from the 'Login' button to the text 'Invalid password' displayed below the form. Another red arrow points from a red box labeled '"Invalid Login" Error message' to the same text. The main content area on the right is partially visible, showing the 'Welcome to ECNCommunicator' header and the 'MAKE THE MOST OF YOUR MARKETING DOLLARS!' section.

II.3. Remember Me:

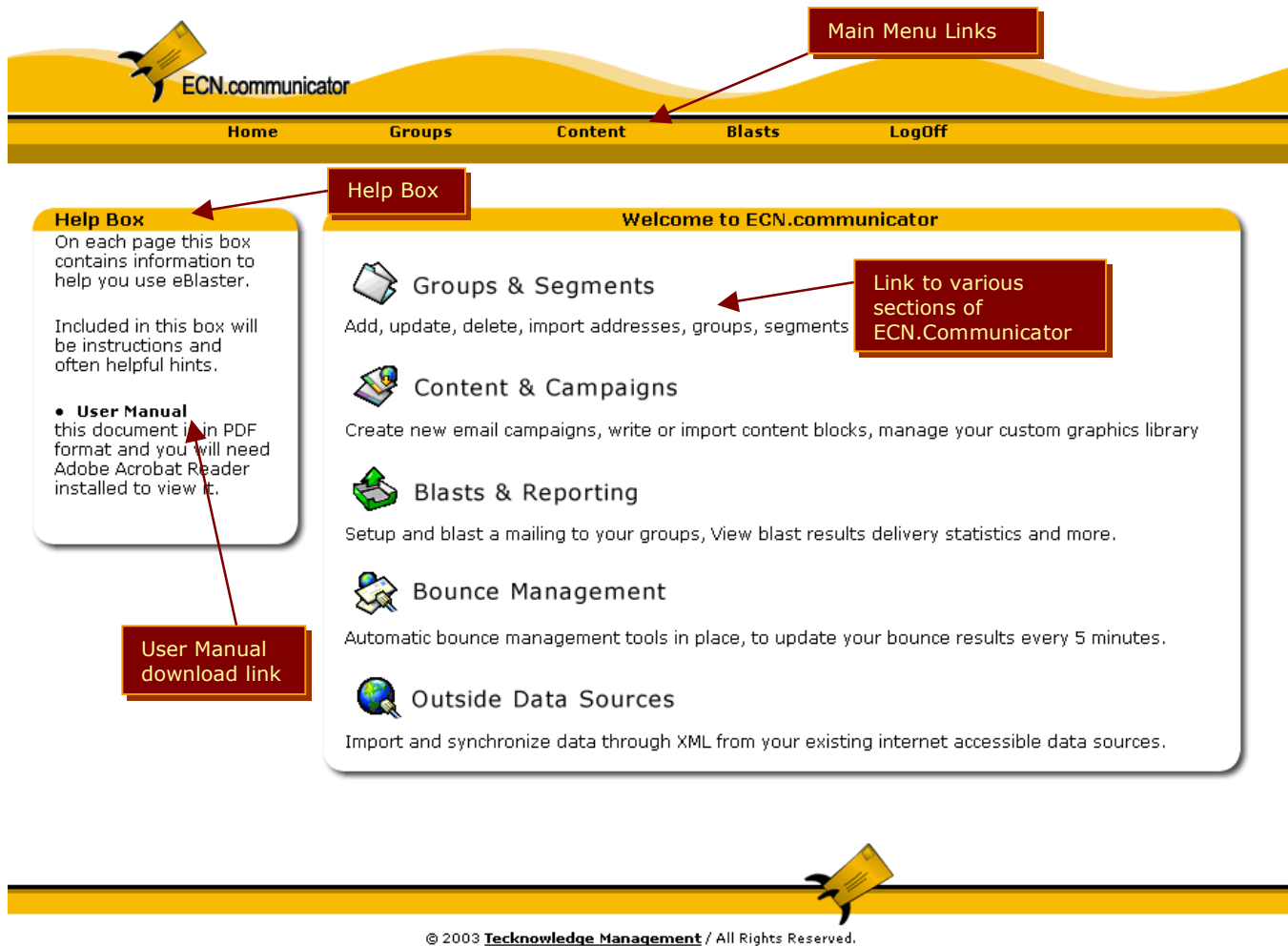
This screenshot shows the login page with the 'remember me' checkbox checked. A red arrow points from the checkbox to a red box labeled 'Remember me checkbox'. The main content area on the right contains the following text:

Check the "remember me" check box if you want ECNCommunicator to remember your login information, so that the next time you visit www.ecncommunicator.com you will not need to login again.
[NOTE: You should have cookies enabled in your Internet Browser]

III. Welcome to ECN.Communicator

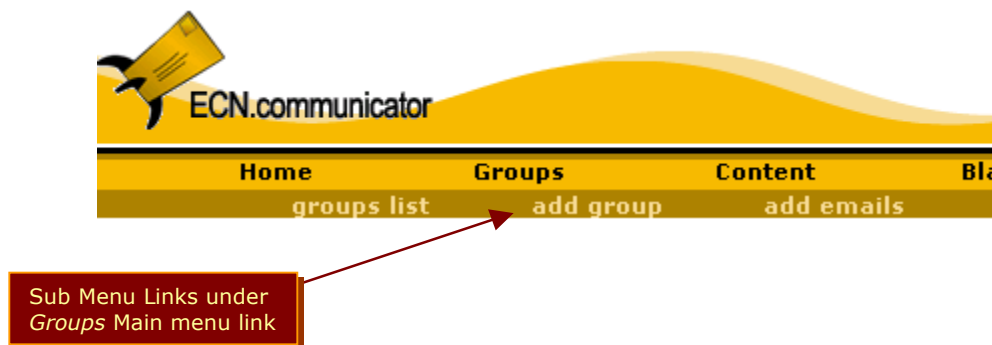
Welcome page

After the system logs you into ECNCommunicator, you will be taken to the Welcome page welcoming you to ECNCommunicator, which explains in brief about the features of ECNCommunicator.



On the left of the page is the Help Box which gives tips about the functionality of the page you are in.

On the Top is the ECNCommunicator Main Menu which has the links to other pages where you manage groups, emails, blasts etc. Each link on the Main Menu are called sections and under will have sub menus under it.



III.1. ECNCommunicator Main Menu:

Main Menu links located on top facilitate to perform actions like *create groups, add emails, create newsletters, setup blasts* etc. The links are activated depending on the security level of the login. For example: the login with Administrator level has, all the links are activated and will have privileges like Read, Edit and delete.

III.1.1. Groups:

Click on Groups Link on the Main Menu to go to the Groups Manager which allows you to create email groups, add emails addresses to the groups, list groups and list number of emails in the group, perform email validation, upload address books as .txt files and .csv (comma separated values) and maintain a Library of uploaded address books for future use.

III.1.2. Content:

Content link on the Main Menu allows you to create contents and campaigns etc.

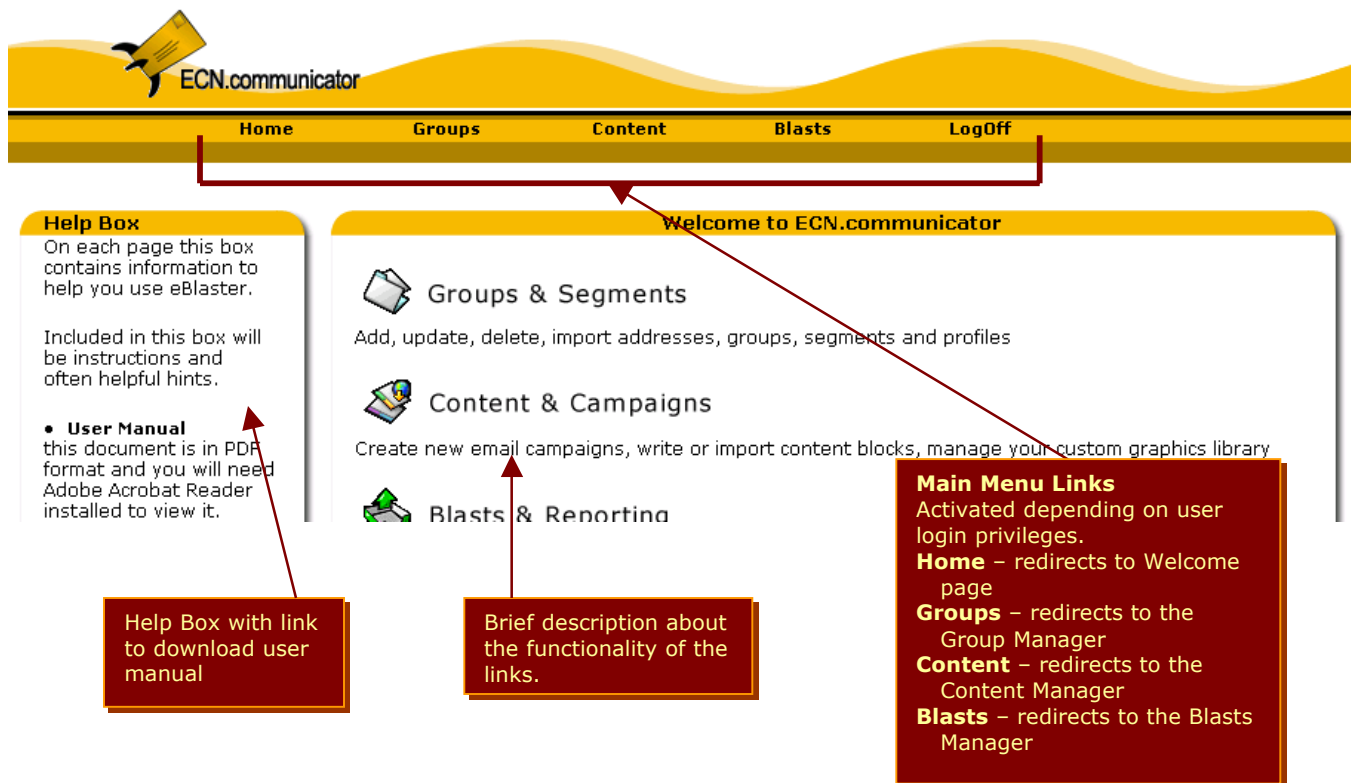
III.1.3. Blasts:

Click on Blasts Link on the Main Menu to setup Blasts etc..

IV.1.4. Logoff:

Click on Logoff Link on the Main Menu to Logoff from this session. You will have to enter your username and password to login again after you logoff.

[NOTE: ECNCommunicator will log you off automatically if there is no activity for 30 minutes]



III.2. ECNCommunicator Help Box:

Help Box

On each page this box contains information to help you use eBlaster.

Included in this box will be instructions and often helpful hints.

- **User Manual**

this document is in PDF format and you will need Adobe Acrobat Reader installed to view it.

Help Box located on the left of each page provides help about the functionality in that page and explains about the Sub Menu for that section.

Sub Menu:

Sub Menu listed below the Main Menu provides the list of links for the particular section on the Main Menu.

Brief description about the functionality of the Page and Help about the Sub links under Groups Section

Groups Manager

Groups

These are your mailing list groups where individual email addresses have subscribed to receive information on.

Add Group

To add a group just click on the **add Group** link.

Edit Group

To edit a group click on the **Edit** link corresponding to the Group Name. Editing the group allows you to change the name of the group.

For Example: Click on *Groups* section on the *Main Menu* to manage your groups and email address. The Sub Menu links under Groups section are *Groups List*, *add Group*, *add email addresses*, *import data* and *clean emails*.

- *Groups List* allows you to view existing groups
- *Add Group* allows you to add new groups
- *Add email* allows you to add individual email address to the new groups
- *Import data* allows you to import email address from a TXT file or a CSV file
- *Clean emails* allow you to check the validity of the stored emails.

Help displays a description of each Sub Link like the above example.

IV. Groups and List Management

IV. Groups and List Management:

Introduction:

Click on *Groups* link on the Main Menu to manage Groups and email lists. *Groups and List Management* section from the Main Menu allows you to create your Groups to store email address, Import data (email address) from your address books stored as TXT files or CSV (Comma Separated Values), maintain Library of uploaded files so that they can be used in future and one good feature which allows you to check the validity of the emails that you uploaded, delete duplicate emails in the groups.

The Sub Menu Links under Groups section from the Main Menu are:

- **groups List**
 - *view the list of groups created*
- **add group**
 - *add a new group*
- **add email (email address)**
 - *add individual email addresses to a group*
- **Import data (emails from csv files or txt files)**
 - *Import email addresses from a .TXT file or a .CSV file*
- **clean emails**
 - *check validity of email addresses existing in a group.*

Sub Menu links under Groups Section.

- groups List
- add group
- add emails
- import data
- clean emails

Click on Blasts from main menu to manage Blasts



Groups Manager

Groups

These are your mailing list groups where individual email addresses have subscribed to receive information on.

Add Group

To add a group, just click on the **add Group** link.

Email List Groups

Groups

Name	Subscribers			
Newsletter	2960	HTML	Edit	Delete
Test Group	3	HTML	Edit	Delete

Total Records: 2 - Page: 1 of 1

Prev. << <[1]> >> Next

Help box for Groups section explaining about the sub links functionality

IV. 1. Add a Group

Add Group allows you to create a group where email address belonging to one particular group can be stored. The main advantage in creating a group and storing email address is email address can be categorized and stored for easy email marketing for particular events.

For example: A new Group called “*Monthly Music News*” will have all the emails addresses of your subscribers who are interested in receiving Rock Music News letters. So when sending out email Newsletters for rock music lovers just select the group and set it to blast.

To create a Group do the following steps:

- Enter the Name of the group and a value
[**NOTE:** ‘value’ can be any internal value like the name of a excel spreadsheet name which has the emails for this group]
- Click on the Create Button at the bottom of the Form to create a group.

Lists Manager

Add Group
To add a group, just type in the Group name in the 'Name' field and Group Value in the 'Value' field and hit 'create' button. This will add a new group to your list. **Group Value** could be an internal group name of the group that you are trying to upload in to ECNblaster

Create New Group

Group
Name
Value

Total Records: 0 - Page: 1 of 0 Prev. << <[]> >> Next

Enter

- Group Name
- Group Value
- Click the "Create" button

Help box for Groups section explaining about the sub links functionality

IV.2. Group List:

Groups List displays the list of groups already created in your account. The Subscribers column displays the number of emails stored in the group. This page gives you the capability to edit the name of the group and also delete the whole group

[NOTE: If the group is deleted, all emails the group will be deleted]

Page Navigation is provided at the bottom of the list which can be used to navigate through the list.

- Use the **Prev. and <** to browse the previous page lists.
- Use the **Next. and >** to browse the next page lists.
- Use the **<< and >>** to browse the very first and very last page lists.
- **[1]** indicates the page you are viewing.

HTML, Edit, Delete will be explained detail later in this section.

The screenshot shows the 'Email List Groups' interface. On the left is a 'Groups Manager' sidebar with an 'Add Group' link. The main area contains a table of groups with columns for Name, Subscribers, HTML, Edit, and Delete. Below the table is a 'Page Navigation' section with links for Prev., <<, <[1]>, >>, and Next. Red callout boxes provide additional context: one points to the 'Add Group' link, another to the table header, a third to the table rows, a fourth to the page navigation links, and a fifth to the sidebar text.

Groups Manager
Groups
These are your mailing list groups where individual email addresses have subscribed to receive information on.
Add Group
To add a group, just click on the **add Group** link.

Email List Groups

Name	Subscribers	HTML	Edit	Delete
Monthly Music News	2960	HTML	Edit	Delete
Test Group	3	HTML	Edit	Delete

Total Records: 2 - Page: 1 of 1

Prev. << <[1]> >> Next

Callout boxes:

- HTML, Edit & Delete Links for each Group.
- Page Navigation Links
- Help box for Groups List
- List of Group & number of Subscribers in each group
- Page Navigation

IV.2.1. HTML:

ECNCommunicator creates 'Dynamic HTML' code which can be plugged in your Website / News Letter which you send out to your subscribers where the recipient has the option to subscribe to that new letter or unsubscribe to that news letter.

Just Copy (Ctrl + C) and paste (Ctrl + V) the html code while you are creating the newsletter if you need the Auto Subscription option in your Email new letter.

Lists Manager

Group Subscribe
Just copy and paste the code that is in the Text Box in your Newsletter to enable the Subscribe and UnSubscribes from the users who receive your Newsletter.

Help box for Groups

Create New Group

Group Subscribe

HTML

```
<form action=http://www.ecncommunicator.com/v1/engines/subscri
be.aspx><INPUT id=EmailAddress type=text name=e
size=25><br><INPUT id=RadioSub type=radio value=S
name=s checked>Subscribe&nbsp;<INPUT id=RadioUnSub
type=radio value=U name=s>UnSubscribe&nbsp;<br><INPUT
id=RadioHTML type=radio value=html name=f
checked>HTML&nbsp;<INPUT id=RadioText type=radio
value=text name=f>Text&nbsp;<br><input type=hidden
name=g value='newsletter'> <input type=hidden name=c
value=8><INPUT id=Submit type=submit value=Submit
name=Submit></form>
```

Dynamic HTML code generated

"HTML" link that you click corresponding to each Group is a dynamic HTML code that is generated exclusively for that group.

HTML Design view of the Dynamic HTML Code

For example:

Click on the HTML link corresponding to "Monthly Music News" Group to view the dynamic HTML code generated. Copy and Paste the code inside the text area in your Website or your news letter. Visitors to your website get the ability to subscribe / unsubscribe to your newsletters directly for this group.

They just have to enter their email address in the text field and choose to Subscribe / Unsubscribe the newsletters from you and they also get an option to select the type of news letters from you which would be HTML / Text. Finally they hit the Submit button to perform the action.

Dynamic HTML Form

- Email address field
- Subscribe / Unsubscribe Radio button
- HTML / Plain text email preference

IV.2.2. Edit Group Name

Click the "Edit" Group link corresponding to the Group you want to edit. Edit Group page allows you to edit the Group Name.

Just edit the name and Click the Update button to make changes.

Lists Manager
Edit Group
Editing the group allows you to change the name of the group. Change the Group name in the 'Name' field and and hit 'update' button.

Edit Group
Group
Name Monthly Music News
Value newsletter

Page Navigation
Total Records: 3222 - Page: 1 of 65 Prev. << < [1 2 3 4 5 6 7 8 9 10] > >> Next

Email	Format	Subscribe	Edit	Delete
00@hotmail.com	html	S	Edit	Delete
1@mnpage.com	html	S	Edit	Delete
110@hotmail.com	html	S	Edit	Delete
1k@lonnieknight.com	html	S	Edit	Delete
3218rowsaffected	html	S	Edit	Delete
49.01@sidewebbing.com	html	S	Edit	Delete
4thstreetstationmn@excite.com	html	S	Edit	Delete
5guys@tcinternet.net	html	S	Edit	Delete
9weeks@milwaukeeerocks.com	html	S	Edit	Delete
	html	S	Edit	Delete
	html	S	Edit	Delete
	html	S	Edit	Delete

- Email address list in the Group
- Format / type of the Email the subscriber wants to receive newsletters / emails
- Subscribe type
- Add / Edit personal details of email address
- Delete email address permanently

- Edit Group Name
- Click Update button to Edit Group Name

Help box for Groups

This page also lists the email addresses stored in the Group. The list displays if the email address has subscribed for the group and also displays what type of email (HTML / plain text) the subscriber has subscribed for if the subscriber wants the newsletter to be sent. Each record has the option to Edit / Delete.

IV.2.2.1 Format

Format Column displays the format of email which will be received by this email address.

IV.2.2.2 Subscribe

Subscribe column displays the subscribe type of that email address

- ' S ' denotes that the email address is subscribed to this group
- ' U ' denotes that the email address has unsubscribed to this group.

IV.2.2.3 Edit Email

Edit Email gives the capability to add / edit the personal details of the owner of this email address. Click on Edit link to edit the personal information. You will be taken to a different page where you can edit the information.

Enter / update the information that you want to change and click on the Update button at the bottom of the form. The information will be updated in the database.

Edit Address Record

Email

EmailAddress

FormatTypeCode SubscribeTypeCode

Title FirstName LastName

FullName

Occupation Company

Address

City State/Zip

IV.2.2.4 Delete Email

Delete Email deletes the email address from the group permanently. Click on the Delete link corresponding to the email address you want to delete from the group. Just for good measures a confirm dialog box will appear confirming the delete action. Click "OK" to confirm the delete.

Edit Group

Group

Name

Value

Total Records: 3222 - Page: 1 of 65 Prev. << < [1 2 3 4 5 6 7 8 9 10] > >> Next

Email	Format	Subscribe	Edit	Delete
00@hotmail.com	html	S	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
1@mnpage.com				<input type="button" value="Delete"/>
110@hotmail.com				<input type="button" value="Delete"/>
1k@lonnieknight.com				<input type="button" value="Delete"/>
3218rowsaffected				<input type="button" value="Delete"/>
49.01@sidewebbing.com				<input type="button" value="Delete"/>
4thstreetstationmn@excite				<input type="button" value="Delete"/>
5guys@tcinternet.net				<input type="button" value="Delete"/>

Confirmation dialog box confirming the action

Microsoft Internet Explorer

Are you Sure?
Selected Email will be permanently deleted.

IV.2.3. Delete group:

Delete Group link from the Groups List page allows you to delete a group permanently. Just for good measures a confirm dialog box will appear confirming the delete action. To proceed with the delete Click on 'OK' Button to delete the group. Click 'Cancel' to cancel delete.

[**NOTE:** Please note that this action will delete all the email address stored in this group]

The screenshot shows the 'Groups Manager' interface. On the left, a sidebar contains the title 'Groups Manager' and two sections: 'Groups' (describing mailing list groups) and 'Add Group' (instructing to click the 'add Group' link). The main area is titled 'Email List Groups' and contains a table of groups. A red callout box labeled 'Delete group links' points to the 'Delete' links in the table. Below the table, it shows 'Total Records: 2 - Page: 1 of 1' and navigation controls. A second screenshot shows a 'Microsoft Internet Explorer' confirmation dialog box with a question mark icon. A red callout box labeled 'Confirmation dialog box confirming the action' points to the dialog. The dialog text reads: 'Are you Sure? Selected Group and all associated emails will be permanently deleted.' with 'OK' and 'Cancel' buttons.

Groups Manager

Groups
These are your mailing list groups where individual email addresses have subscribed to receive information on.

Add Group
To add a group, just click on the **add Group** link.

Email List Groups

Groups

Name	Subscribers			
Monthly Music News	2960	HTML	Edit	Delete
Test Group	3	HTML	Edit	Delete

Total Records: 2 - Page: 1 of 1 Prev. << <[1]> >> Next

Microsoft Internet Explorer

Are you Sure?
Selected Group and all associated emails will be permanently deleted.

OK Cancel

Confirmation dialog box confirming the action

IV.3. Add Emails:

Now that you have created the Group, you have to populate the group with emails addresses. Add Emails page allows you to load individual email address in to the Group.

This page has the following fields, which have to be entered to perform the Add Emails action.

IV.3.1. Groups

Dropdown list is populated with the existing groups in your account. Choose the group in which you want to add the email addresses.

IV.3.2. Subscribe Type

Dropdown list is populated with Subscribe types Subscribed, Unsubscribed.

IV.3.3. Format Type

Drop down has HTML / Plain Text format types. The email addresses that you are adding would receive emails in the format type that you choose here. Choose the format type.

IV.3.4. Addresses

Text Area is the place where you will type the email addresses that you will add to the group you have selected. Enter email addresses one after the other.

Load Addresses

Subscriber Emails

Group Monthly Music News ▾

SubscribeType Subscribed ▾

FormatType HTML ▾

Addresses

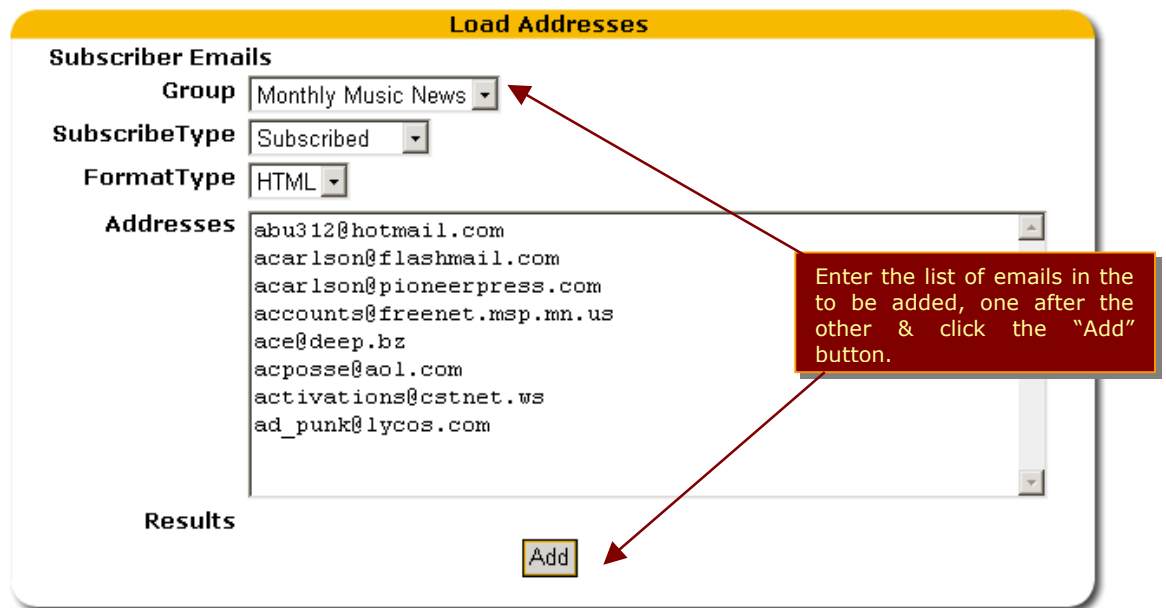
Results

Add

Select the Group, Subscribe type, Format Type & enter the email addresses to add emails to the group.

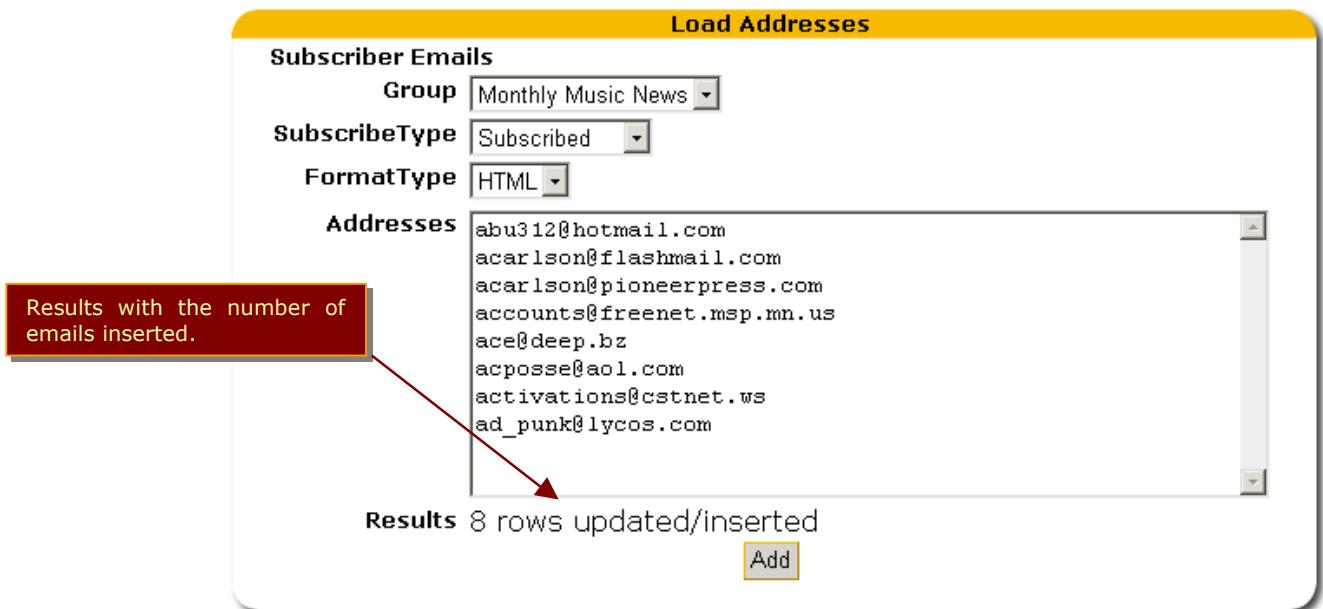
IV.3.5. An example to add group of emails to a group.

STEP 1: Select the values from the dropdown lists and click on the 'Add' button at the bottom of the Form to add the emails to the group that has been selected.



The screenshot shows a web form titled "Load Addresses" with a yellow header. Under the "Subscriber Emails" section, there are three dropdown menus: "Group" (set to "Monthly Music News"), "SubscribeType" (set to "Subscribed"), and "FormatType" (set to "HTML"). Below these is a text area labeled "Addresses" containing a list of email addresses: abu312@hotmail.com, acarlson@flashmail.com, acarlson@pioneerpress.com, accounts@freenet.msp.mn.us, ace@deep.bz, acposse@aol.com, activations@cstnet.ws, and ad_punk@lycos.com. At the bottom right is an "Add" button. A red callout box with the text "Enter the list of emails in the to be added, one after the other & click the 'Add' button." has two arrows pointing to the "Addresses" text area and the "Add" button.

STEP 2: After the emails are added to the selected group, ECNCommunicator gives you the results of the Add Email action with the number of email address actually added to the group.



This screenshot shows the same "Load Addresses" form as in Step 1. The "Addresses" text area still contains the same list of email addresses. Below the text area, the "Results" label now displays "8 rows updated/inserted". A red callout box with the text "Results with the number of emails inserted." has an arrow pointing to the "Results" text.

IV.4. Import data:

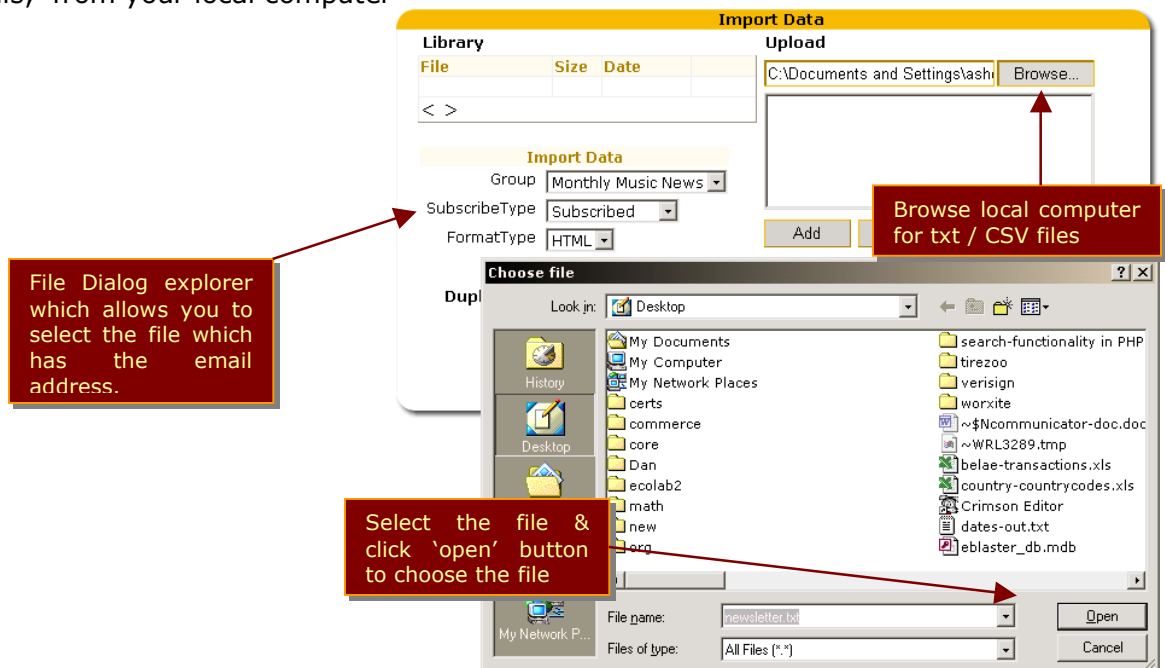
Import data / email address is another way of inserting emails in to a group. If you have a large amount of emails to be exported in to a group or email addresses stored in an address book which are of TEXT file or a .CSV file formats, Import Data option is the best way to export the emails in to a group.

The screenshot shows the 'Import Data' dialog box. It has a yellow header bar with the title 'Import Data'. On the left, there is a 'Library' section with a table showing 'File', 'Size', and 'Date' columns. Below this is an 'Import Data' section with dropdown menus for 'Group' (Monthly Music News), 'SubscribeType' (Subscribed), 'FormatType' (HTML), and 'File' (newsletter.txt). There are radio buttons for 'Duplicates' (Insert and Update) and an 'Import' button. On the right, there is an 'Upload' section with a 'Browse...' button and a large empty box. Below the box are 'Add', 'Remove', and 'Upload' buttons. A red callout box points to the 'Import' button with the text: 'Import Manager page which allows you to upload emails from .txt / .CSV files.'

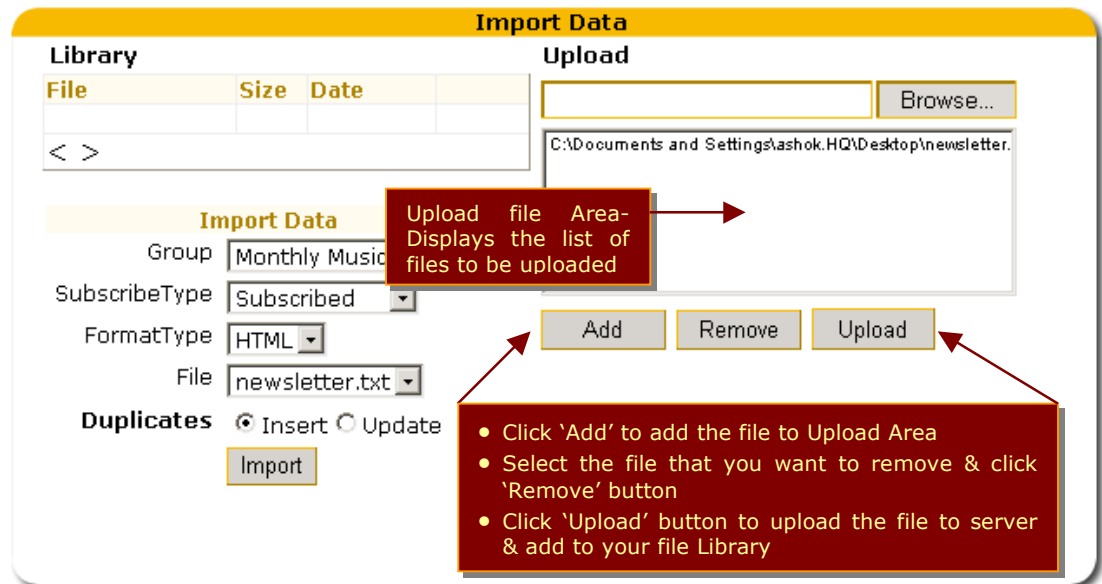
Importing emails from a file such as a TXT file or a CSV file can be done through 3 easy steps.

IV.4.1. Upload File:

- **STEP 1:** Click the Browse button to browse the files (.TXT / .CSV files) which has the list of emails, from your local computer



- **STEP 2:** Select the file that you want to upload and click “open” button in the file Dialog to choose the file.
- **STEP 3:** Click on “Add” button to add the file to the Upload File area.

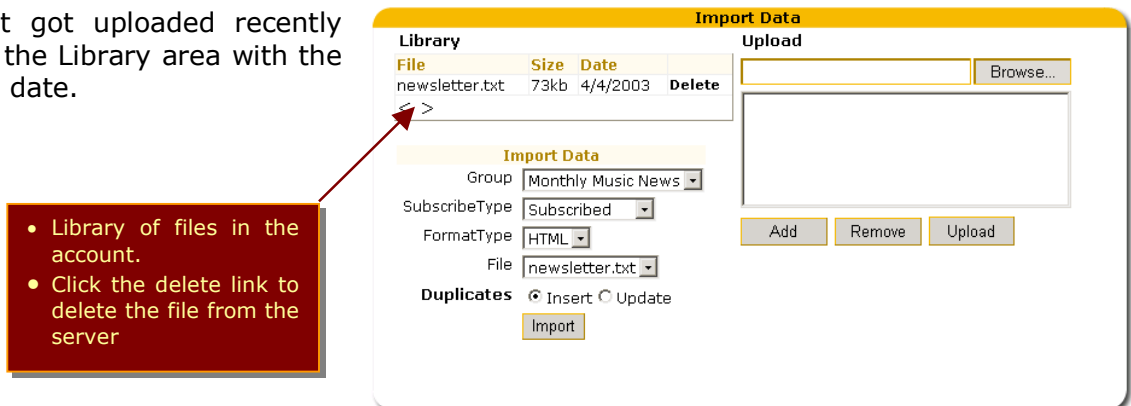


- You can add multiple files containing emails. To add multiple file to the Upload area, repeat STEP1 through STEP3.
- In case you uploaded a wrong file for upload you can remove the file by simply selecting the file from the upload area and click on 'Remove' button
- **STEP 4:** Finally after adding all the files to the Upload Area, Click on the 'Upload' button to upload the file to the ECNCommunicator server.
[Note: Speed of Uploading file depends number of files, size of files and also the bandwidth you are using]

IV.4.2. Library of Files:

The files that you uploaded are stored in a library in your account. The Library of files displays the list of uploaded files in your account. It shows the record of when the file was uploaded and the size of the file that was uploaded. If you don't want the file to be in your library, click on the 'Delete' link corresponding to the file to remove the file from the ECNCommunicator server.

The file(s) that got uploaded recently will show up in the Library area with the file size, upload date.



IV.4.3. Import the data:

Import data is the final step in uploading emails from a file to the group. This step is similar to adding individual emails to the group, with the only difference is that you don't enter any individual emails because they are stored as a file on the ECNCommunicator server.

Library

File	Size	Date	
newsletter.txt	73kb	4/4/2003	Delete

< >

Import Data

Group: Monthly Music News

SubscribeType: Subscribed

FormatType: HTML

File: newsletter.txt

Duplicates: ☒ Insert ☐ Update

Import

Upload

Add F

- Select the Group, Subscribe type, Format Type, File, action to do with duplicates add emails to the group.
- Click on the 'Import' button to import the files in to the selected group

• IV.4.3.1. Groups

Dropdown list is populated with the existing groups in your account. Choose the group in which you want to add the email addresses.

• IV.4.3.2. Subscribe Type

Dropdown list is populated with Subscribe types Subscribed, Unsubscribed.

• IV.4.3.3. Format Type

Drop down has HTML / Plain Text format types. The email addresses that you are adding would receive emails in the format type that you choose here. Select the Format type.

• IV.4.3.4. File

Dropdown list has the list of files in the library to choose from. Select the file from which you want to upload the email addresses to the selected group.

• IV.4.3.4. Duplicates

In a file with 1000's of emails you never know if there are any duplicate email addresses. Choose the option between 'Insert' / 'Update' to tell ECNCommunicator what to do with the duplicates.

- If you choose 'Insert' option duplicate email addresses are won't be handled and will be inserted in the group you choose.
- If 'Update' is selected duplicate email addresses will be over written

IV.4.4 Results:

After you have selected the right group, Subscribe Type, Format Type, File to import email address, Duplicates you are ready to import email addresses in to the Group from the file that you have selected. Just click on the 'Import' button at the bottom of the Import Data Form to import the email addresses.

Importing of files depend on the Connection speed / bandwidth you are using to import data.

After the files are imported to the selected Group, the page is updated with the number of email address / rows inserted in the group.

- Select the Group, Subscribe type, Format Type, File, action to do with duplicates add emails to the group.
- Click on the 'Import' button to import the files in to the selected group

Import

Library

File	Size	Date	
newsletter.txt	73kb	4/4/2003	Delete
< >			

Import Data

Group Monthly Music News

SubscribeType Subscribed

FormatType HTML

File newsletter.txt

Duplicates ☒ Insert ☐ Update

Import

2968 rows inserted

IV.5. Clean Emails:

Clean emails functionality in the Groups Manager is a useful feature which cleans up the email address which are stored in your groups. The Upload process does not check for syntax of emails or if the emails are valid. Use this functionality as soon as you upload emails to a group to ensure the validity of the emails that you have stored.

Validating Emails is a simple step process

- **STEP 1:** From the Group Drop down list, choose the Group containing the email address which needs to be validated.

Load Addresses

Validate Emails

Group Monthly Music News

Validation Type Check Syntax

Results Check Syntax
Delete Duplicates
Delete Bad Records

Choose the Group from the group Dropdown list

- **STEP 2:** Choose the Validation type from the Validation Type Dropdown list. There are 3 types of Validations to choose from.
 - **Delete Bad Records**
Checks each email address in the Group and if it doesn't validate against the format of an email address, that email is deleted from the Group.
 - **Check Syntax**
Checks the syntax of the email
 - **Delete Bad Records**
Deletes the bad emails from the group

Load Addresses

Validate Emails

Group Monthly Music News

Validation Type Delete Duplicates

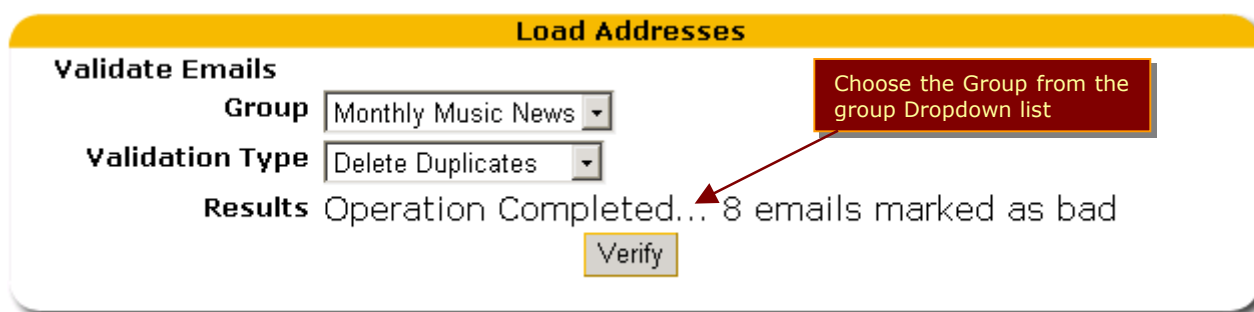
Results Verify

Choose the type of validation to be performed

Choose the Group from the group Dropdown list

- **STEP 3:** Click on the Verify button to trigger the validate engine to validate the emails in the selected Group.
- **Results** are displayed after the validate engine completes its operation.

The following Image shows the results of validation on the group which was to 'Delete Bad Records' and the Validator made a check on all the emails in the group and deleted 7 bad email addresses.



The screenshot shows a window titled "Load Addresses" with a yellow header. Inside, there is a section titled "Validate Emails". Under this section, there are two dropdown menus: "Group" and "Validation Type". The "Group" dropdown is set to "Monthly Music News" and the "Validation Type" dropdown is set to "Delete Duplicates". Below these, the "Results" section displays the text "Operation Completed... 8 emails marked as bad". A red arrow points from a red box containing the text "Choose the Group from the group Dropdown list" to the "Group" dropdown menu. A "Verify" button is located below the results text.

Load Addresses

Validate Emails

Group Monthly Music News ▼

Validation Type Delete Duplicates ▼

Results Operation Completed... 8 emails marked as bad

Verify

Choose the Group from the group Dropdown list

V. Content Management

V. Content Management:

Introduction:

Content link on the Main Menu allows you to manage and create new content, assemble the content in campaigns for emails that you create for newsletters and manage Images to use in your contents. Creating emails using ECNCommunicator's content manager is very simple.

- **What is a Content ?**

Content is the "stuff" that goes in the actual email (or) parts of email message that gets sent in your email newsletter to your subscribers. It could be just plain text content or html content which can have images, URL links to websites.

- **What is a Campaign ?**

Campaign is the place where pieces of Content can be put together to create an email.

The screenshot displays the ECNCommunicator web interface. At the top, a navigation bar includes links for Home, Groups, Content, Blasts, and LogOff. Below this, a secondary bar shows 'content list', 'write content', 'new campaign', and 'manage images'. A red callout box points to the 'Content' link, stating: 'Click on Content from main menu to manage Contents, Campaigns, Images.' Another red callout box points to the 'manage images' link, listing sub-menu links: 'Content List', 'Write Content', 'Assemble Campaign', and 'Manage Images'. On the left, a 'Content Manager' sidebar explains its functions: creating new email, updating contents, assembling contents into campaigns, and managing images. It also lists the 'Content List' as a feature for editing and deleting contents and campaigns. The main area, titled 'Your Content and Campaigns', contains two tables. The 'Content' table lists items like '2003.4 - Footer', '2003.4 - Main Body', '2003.4 - Sidebar', and 'Empty', each with a 'Type' (html), 'Owner' (info@musicscene.org), 'Locked' status (N), and 'Edit Delete' links. Below this is a 'Campaigns' table with one entry: 'MusicScene Network Communiqué - 2003.4', showing '4' slots and 'info@musicscene.org' as the owner, with 'Preview Edit Delete' links. A 'Content Manager Help Box' at the bottom explains the functionality of the links and describes the sections on the page.

Content Manager
Content Manager lets you create new email, Update email contents, assemble the contents to different campaigns that you prefer. You can also manage your images which could be added in your content

Content List
Lists the content and campaigns that you have created. Ability to edit and delete the contents, edit and delete the campaigns are provided

Your Content and Campaigns

Title	Type	Owner	Locked		
2003.4 - Footer	html	info@musicscene.org	N	Edit	Delete
2003.4 - Main Body	html	info@musicscene.org	N	Edit	Delete
2003.4 - Sidebar	html	info@musicscene.org	N	Edit	Delete
Empty	html	info@musicscene.org	N	Edit	Delete

Total Records: 4 - Page: 1 of 1 Prev. << <[1]> >> Next

Name	Slots	Owner			
MusicScene Network Communiqué - 2003.4	4	info@musicscene.org	Preview	Edit	Delete

Prev. << <[1]> >> Next

Content Manager Help Box

- Brief description about the functionality of each link under Content Manager.
- Description on each section in the page example- Content Lists, Campaign Lists

The content manager has a powerful and easy to use *Wysiwyg Editor* through which you can create email content in html format using tables, add images, colors, change fonts and much more. Using the editor URL links can be created in your content *[clicks on the URL links can be tracked using Blast Manager which is explained in the next chapter]*. If you are familiar with HTML code you can use the HTML view of the Wysiwyg editor to look at the code and also check the code to see if the format is right.

An advantage with content manager is you can create the content and lock it so that no one else can edit it without your permission.

Content Manager saves you time by letting you create the content once and use it as many times as you want.

For example: Create a Content called 2003.4-Footer and a Content called 2003.4-MainBody. 2003.4-Footer address, company policy etc, and 2003.4-MainBody content can be banner, content

information etc. These can be used in all of your news letters any number of times so that you don't have to recreate it once again. All you have to do is change the content in the body.

The created Contents can be added to the pre designed Campaigns which are called Templates.

Using Content Manager you can manage Images by uploading new images which you would be using to create emails and also maintain a library of images so that you can browse through the list to for the images in your account.

Content Manager has 4 main sub links which are

- ***content List***
 - Listing of Contents
 - Listing of Campaigns
- ***Write new content***
 - lets you Create new content using Wysiwyg editor.
- ***Assemble new Campaign***
 - Assemble the contents created in to a Campaign.
- ***Manage images***
 - Browse Images
 - Upload Images

V.1. Write new Content

The first step to create an email is to write contents. Contents that you create need not be the actual email itself. You can create pieces of content like header, footer, menus etc., and later you can use the Campaign to assemble the created content to build an email.

To create a new Content, Click on the write content link on the sub menu of the Content main menu. This will bring up a form where you will fill the necessary information to create a new content piece.

Add New Content

Content

Title

Type

Wysiwyg Editor to create content

Source

Owner

Locked ☐

Enter the following information to create a new Content piece

- **Title**
The Title of the content that you are creating **[For example: Header]**
- **Type**
Type of content that you are creating. Choose from the *Type* dropdown list if it is of HTML / Text type.
- **Source**
This is the place where you design the context of the content using *Wysiwyg Editor*. You have the ability to use tables, add images, colors, change fonts and much more. If you don't know what button to click for what action, just *mouse over* the button the editor to pop the *Tool Tip* which tells displays what the functionality of the button. Using the editor URL links can be created in your content. If you are familiar with HTML code you can use the HTML view of the Wysiwyg editor to look at the code and also check the code to see if the format is right.

- **Owner**

Select the owner of this content from the *Owner* Dropdown list. By default your login user name is selected. If you want to choose some other user as the owner of this content you can do so by selecting the User.

- **Locked**

Check this box if you want to lock the design of this content so that no one else has the permission to edit the content. **[NOTE: Administrators have the permission to edit the content even if its locked]**

After Entering all the information click on the *Create* button to create the content.

The screenshot shows the 'Edit Content' form with the following elements and annotations:

- Title Text field:** A text input field containing '2003.4 - Main Body'.
- Type Dropdown list:** A dropdown menu showing 'html'.
- Source Editor:** A rich text editor with a toolbar. The text inside reads: 'We must be crazy... MusicScene is now offering \$150 yearly web hosting for our current fan members...break that down to a mere \$12.50 a month. That is a significant discount from our standard price is \$650 per year. If you were wating for the time being right, well now, the time is right. Contact [Chrishawn](#) for more'. An annotation points to the text 'We must be crazy...' with the label 'Image'.
- Owner Dropdown:** A dropdown menu showing 'info@musicscene.org'.
- Lock checkbox:** An unchecked checkbox labeled 'Locked'.
- Create button:** A button labeled 'Create'.
- Text context:** The body of the email content, which is the text in the Source Editor.
- Tool Tip:** A tooltip that pops up when the mouse is over an Editor button.

V.2. Assemble new Campaigns

This is the place where you assemble the contents that you created in to formatted Campaigns which becomes the email that you send out. Assembling the contents in to a formatted email using our pre-designed templates is simple. Choose from one of the 6 different most commonly used Template styles we have designed for you. Just select the content and allocate it to the slot where you want the content to go and that's it you are set.

The screenshot shows the 'Edit Campaign' interface. At the top, there's a yellow header with the text 'Edit Campaign'. Below it, on the left, is a section titled 'Campaign Template' with a red callout box stating '6 styles of Templates to assemble content'. There are six template styles, each with numbered slots (1-6) and a 'Select' button. The fourth template has a detailed diagram showing the layout: 'Top Banner', 'Left Sidebar', and 'Bottom Footer'. Below the templates is a 'Name' field containing 'MusicScene Network Communiqué - 2003.4'. To the right of the name field is a red callout box stating 'Select button to select the Template'. Below the name field is a 'Border' section with radio buttons for 'Yes', 'No' (selected), and 'Custom'. A red callout box points to the 'No' button with the text 'Option to have a Border for the campaign'. Below the border section is an 'Assignments' section with four slots. Each slot has a dropdown menu and the word 'advanced' to its right. Slot 1 is 'Empty', Slot 2 is '2003.4 - Sidebar', Slot 3 is '2003.4 - Main Body', and Slot 4 is '2003.4 - Footer'. A red callout box points to the dropdown menus with the text 'Slot dropdown lists where you select the content which should be assembled in that slot'. At the bottom right of the assignments section is a 'Create' button.

V.2.1.Steps to create a Campaign

- **Step 1:** Select the Template that you like from the 6 pre-designed Templates. The numbers inside the Templates represent the slots where you can assemble the content. Select the Template by clicking on the select button.
- **Step 2:** Enter the name of the Campaign that you are going to create. Since a completed Campaign becomes your email that goes out, this name is the of the email.
- **Step 3:** Borders – If you need a border for your campaign choose the "YES". If not choose "NO". By default the Border size is 1 pixel, and color is black. If you are aware of HTML and want to choose a different border style, choose the custom and you can edit the border design.

If you choose Custom you will be able to edit and over write the custom settings set by ECNCommunicator.

Border ☐ Yes ☐ No ☒ Custom

- **Step 4:** Depending on the Template you select the Slots are displayed. Suppose you select a template with 4 slots, 4 slot dropdown boxes are displayed. Choose the appropriate content to assemble in to the slots.
- **Step 5:** Click on the Create button at the bottom of the form to finish assembling and to create the Campaign

V.3. Content List

Content list Lists the contents and Campaigns that you have created. Click on Content list on the Content Manager Sub menu to list the contents.

Content Lists has 2 sections.

- ***Listing of Contents***
- ***Listing of Campaigns***

Contents Listing

Your Content and Campaigns

Content

Title	Type	Owner	Locked		
2003.4 - Footer	html	info@musicscene.org	N	Edit	Delete
2003.4 - Main Body	html	info@musicscene.org	N	Edit	Delete
2003.4 - Sidebar	html	info@musicscene.org	N	Edit	Delete
Empty	html	info@musicscene.org	N	Edit	Delete

Total Records: 4 - Page: 1 of 1

Prev. << <[1]> >> Next

Campaigns

Name	Slots	Owner			
MusicScene Network Communiqué - 2003.4	4	info@musicscene.org	Preview	Edit	Delete

Total Records: 1 - Page: 1 of 1

Prev. << <[1]> >> Next

Campaigns Listing

V.3.1. Listing of Contents

The first section in Content List is the list of Contents that you have created. Content List lists the Title of the Content, Type of Content (HTML / Plain Text), Owner of the content, Locked and Links to Edit and delete the Content.

Page Navigation is provided at the bottom of the list to browse through the groups page by page.

- Use the **Prev. and <** to browse the previous page lists.
- Use the **Next. and >** to browse the next page lists.
- Use the **<< and >>** to browse the very first and very last page lists.
- **[1]** indicates the page you are viewing.

The screenshot shows a table titled 'Content' with columns: Title, Type, Owner, Locked, and Edit Delete. The table contains four rows of content. Below the table is a summary line 'Total Records: 4 - Page: 1 of 1' and a navigation bar with 'Prev.', '<<', '[1]', '>>', and 'Next'. Annotations include a red box pointing to the 'Edit Delete' links with the text 'Edit / Delete Links to edit / delete contents', a red box pointing to the navigation bar with the text 'Page Navigation', and a red box pointing to the table columns with the text 'Content Listing' and a bulleted list of column descriptions.

Title	Type	Owner	Locked	Edit Delete
2003.4 - Footer	html	info@musicscene.org	N	Edit Delete
2003.4 - Main Body	html	info@musicscene.org	N	Edit Delete
2003.4 - Sidebar	html	info@musicscene.org	N	Edit Delete
Empty	html	info@musicscene.org	N	Edit Delete

Total Records: 4 - Page: 1 of 1

Prev. << [1] >> Next

Content Listing

- Title of Content
- Type of Content (HTML / Text)
- Owner of Content
- Locked, if the content is locked

Edit / Delete Links to edit / delete contents

Page Navigation

- **Content Title**
Lists the Content title of the content that you created.
- **Content Type**
Lists the type of Content created.
 - HTML – the content was created as a HTML type
 - Text – the content was created as a plain Text type.
- **Content Owner**
Lists the Owner of the content who owns it.
- **Locked**
Locked Column displays if the content is locked for editing. If you see a 'N' it means that the content is not locked by the owner. If it is a 'Y', it means that the content is locked by the owner who created it. It cannot be changed by any one else unless he has administrative privileges.
- **Edit Link**
This link enables you to edit the content that you have created.
[NOTE: If you are viewing a content that is locked you will not have the ability to edit it]
- **Delete Link**
This link enables you to delete the content which is not needed.

V.3.1.1. Edit Content

Edit Content allows you to edit the content, make changes to it. Just click on the Edit link on the Content List corresponding to the content you want to edit. You will be redirected to the edit page. This screen is more like the create content screen with the only difference is that the fields would have been populated with the existing data of the Content.

[NOTE: if you are not the owner of the content you are trying to edit and if it is locked by another user, you will only be able to view the Content]

Edit Content

Content

Title 2003.4 - Main Body

Type html

Source

We must be crazy...

MusicScene is now offering \$150 yearly web hosting for our current fan members... break that down to a mere \$12.50 a month. That is a significant discount from our standard price is \$650 per year. If you were waiting for the time being right, well now, the time is right. Contact [Chrishawn](#) for more details.

Owner info@musicscene.org

Locked ☐

Update

Update the fields with new values

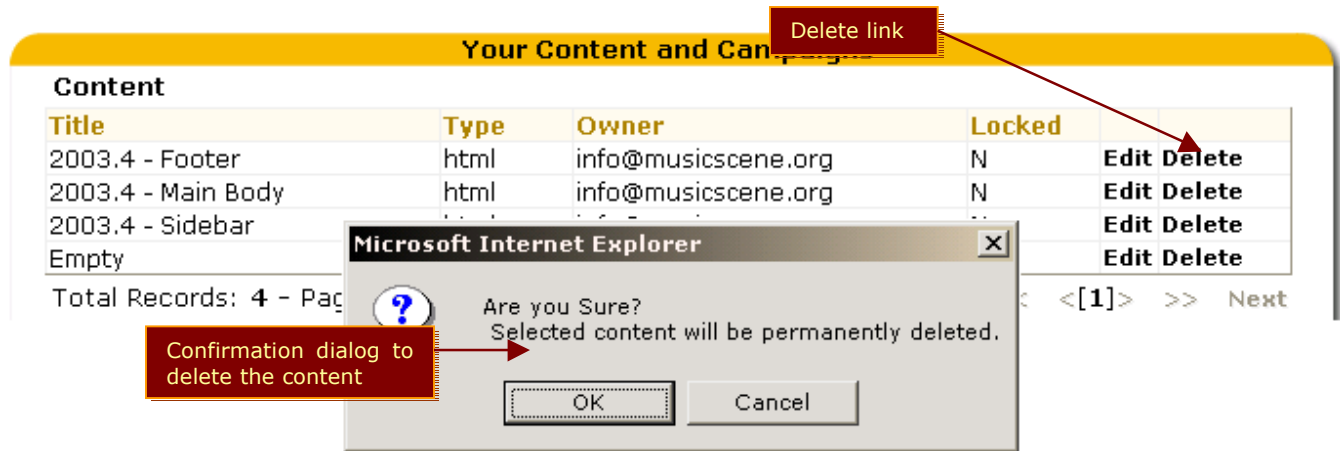
- Title of Content
- Type of Content (HTML / Text)
- Owner of Content
- Locked, if the content is locked

Update Button

Edit the fields that you want to change like the Title, Type and the content, Owner and Locked fields. Click on the Update Button at the bottom of the Form to commit the changes.

V.3.1.2. Delete Content

Delete Content allows you delete the unwanted contents from your contents list. When you click on the Delete Link to delete the content, a confirmation dialog window pops up asking the confirmation from you to delete the content. Hit 'OK' to continue deleting. If you want to cancel the delete or if you have hit the delete link by mistake, hit the 'Cancel' button to cancel the delete action.



V.3.2. Listing of Campaigns

The second section in the Contents list under Contents section is the Campaigns List. This section displays the list of Campaigns created in this account by different users.

Campaign list displays the Name of the Campaign, number of slots in the Campaign, owner of the Campaign and links to preview, Edit and delete the Campaigns.

Page Navigation is provided at the bottom of the list to browse through the groups page by page.

- Use the **Prev. and <** to browse the previous page lists.
- Use the **Next. and >** to browse the next page lists.
- Use the **<< and >>** to browse the very first and very last page lists.
- **[1]** indicates the page you are viewing.

The screenshot shows a table titled "Campaigns" with the following data:

Name	Slots	Owner			
MusicScene Network Communiqué - 2003.4	4	info@musicscene.org	Preview	Edit	Delete

Below the table, it says "Total Records: 1 - Page: 1 of 1".

Annotations with arrows point to specific parts of the interface:

- A red box labeled "Campaign Listing" points to the first three columns (Name, Slots, Owner). It contains a bulleted list: "• Name of Campaign", "• Number of slots used", and "• Owner of Campaign".
- A red box labeled "Page Navigation" points to the navigation links at the bottom right: "Prev.", "<<", "<[1]>", ">>", and "Next".
- A red box labeled "Preview / Edit / Delete Links to preview /edit / delete" points to the action links in the first row of the table.

- **Campaign Name**
Lists the Name of the Campaign that was created.
- **Slots**
Lists the number of slots used in creating this Campaign.
- **Campaign Owner**
Lists the Owner of the Campaign who owns it.
- **Preview Link**
This link is used to preview the Campaign that was created. This link pops a new window which shows a preview of the Campaign. What you see in the preview is what you will be sending out.
- **Edit Link**
This link enables you to edit the Campaign that is created.
- **Delete Link**
This link enables you to delete the Campaign which is not needed.


V.3.2.1 Preview Campaign

Preview Campaign allows you to view the email that is ready to go out. The link pops up a new Browser window which will display the email along with the ECNCommunicator footer appended to it. The content that you are seeing is the content that goes in the email to all your subscribers who receive your email. So this way you can exactly know how the email will look so that you get the option to change the content before sending the email out.

preview - Microsoft Internet Explorer

File Edit View Favorites Tools Help Address <http://www.ecncommunicator.com/v1/main> Go

Back Forward Stop Home Search » Y! » Google »



MusicScene.org
MusicSceneNetwork.com
Supporting Your Local
Scene Since the Internet
began

Get yourself a free
musicscene [account](#)! Sign
up today and get yourself
a little piece of heaven that
you can access from any
cyber junkie hangout the
globe...

We must be crazy...

MusicScene is now offering \$150 yearly web hosting for our current fan members... break that down to a mere \$12.50 a month. That is a significant discount from our standard price is \$650 per year. If you were waiting for the time being right, well now, the time is right. Contact [Chrishawn](#) for more details.

There are two differences from our 'normal' [Gold Member](#) package and this offer... No media clip(s) hosting. No dns (domain) hosting (although [sitelutions.com](#) will do it for free)


MusicScene is a labour of love. We are not a professional ISP, but we feel with our technical experience and music know-how we do a pretty good job for our site and those sites we host on here. We want provide a cheap and easy alternative for those in the local music biz to keep their websites up.

MusicScene Business Network

We're looking for more business owners, managers, employees that would like to bring their company into the MusicScene Business Network. All paid members of the MusicScene Network carries a card to show their support. This is a great opportunity for your business to show it's support by giving

Remember... Support Your Local Scene! *** Chrishawn, Conal, Dan, Kat & Scott

TO UNSUBSCRIBE: If you wish not to be included in future mailings, please [unsubscribe](#) to unsubscribe to future mailings and newsletters. [Click here](#) for Teknowledge Management's eBlaster privacy policy and terms and conditions.



Preview of the Campaign which will be viewed by the subscriber NOTE: The ECN.Communicator footer of at the bottom of the campaign

V.3.2.2. Edit Campaign

Edit Campaign allows you to edit the Campaign, make changes to it. Just click on the Edit link on the Campaign List corresponding to the Campaign you want to edit. You will be redirected to the edit page. This screen is more like the 'assemble new Campaign' screen with the only difference is that the fields would have been populated and the template would have been selected with the existing data of the Campaign.

Edit Layout

Campaign Template

1 1 1 1 1 1

2 2 3 2 3 2 3 4 5 6

Select Select Select Select Select Select

Top Banner
Left Sidebar
and Bottom
Footer

Name MusicScene Network Communiqué - 2003.4

Border ☐ Yes ☒ No ☐ Custom

Assignments

Slot 1 Empty advanced

Slot 2 2003.4 - Sidebar advanced

Slot 3 2003.4 - Main Body advanced

Slot 4 2003.4 - Footer advanced

Update

Selected Template

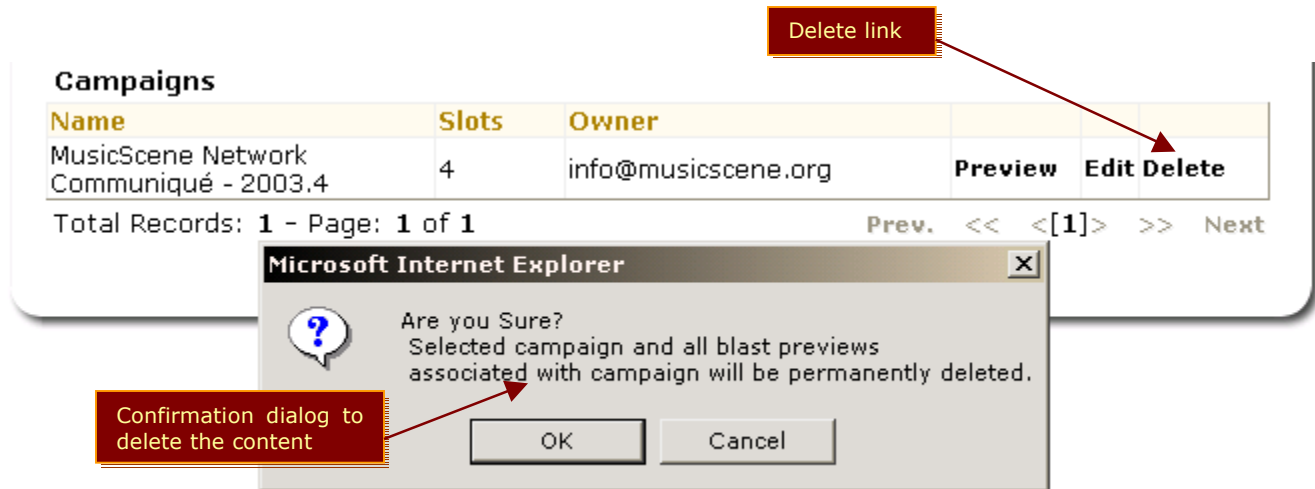
Selected slots

Update Button

Change the name to the new name of the Campaign, select the content that you want to change from the slot dropdown list and click on the Update button to make changes.

V.3.2.3. Delete Campaign

Delete Campaign allows you delete the unwanted Campaigns from your Campaigns list. When you click on the Delete Link to delete the Campaign, a confirmation dialog window pops up asking the confirmation from you to delete the Campaign. Hit 'OK' to continue deleting. If you want to cancel the delete or if you have hit the delete link by mistake, hit the 'Cancel' button to cancel the delete action.



V.4. Mange Images

Introduction

ECNCommunicator lets you add images in your content while creating them. Its easier to load the images in the email, if you have the images with ECNCommunicator server so that the emails can be created and loaded faster and easily managed.

Image Manager lets you upload images to your account and maintain a library of images. Image manager gives you 5 MB (Mega Byte) of space to store your images and let's you upload files which are under 60 KB (Kilo Byte) size. The reason why the size of the file is restricted is smaller the file size, faster the image in the email loads. Click on the manage images link on the Sub menu link of the Content section to get to the Image Manager

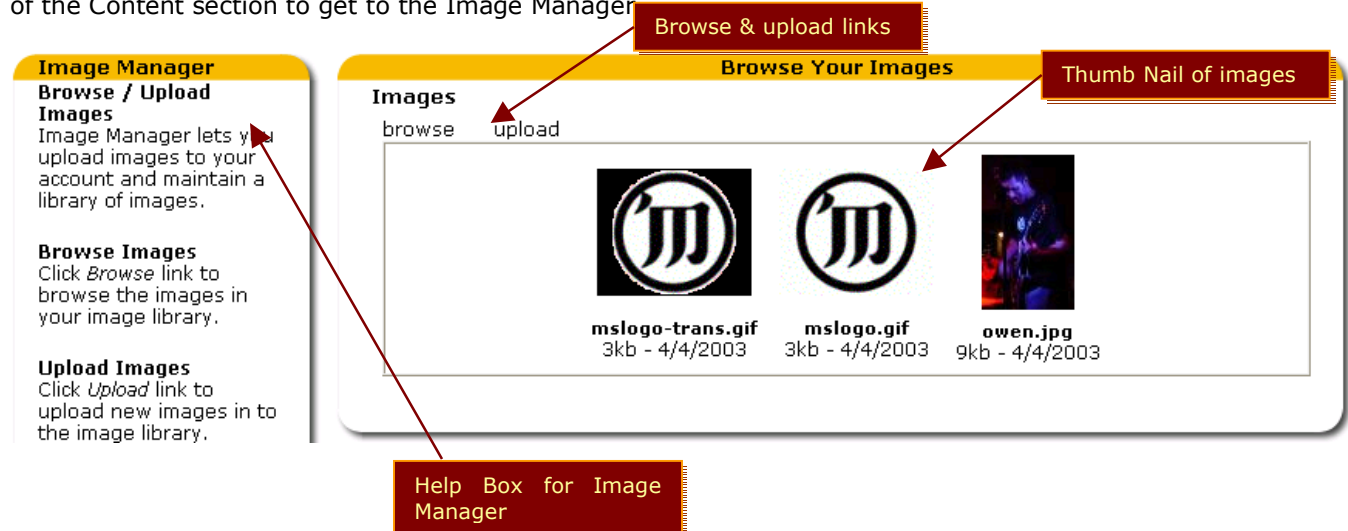
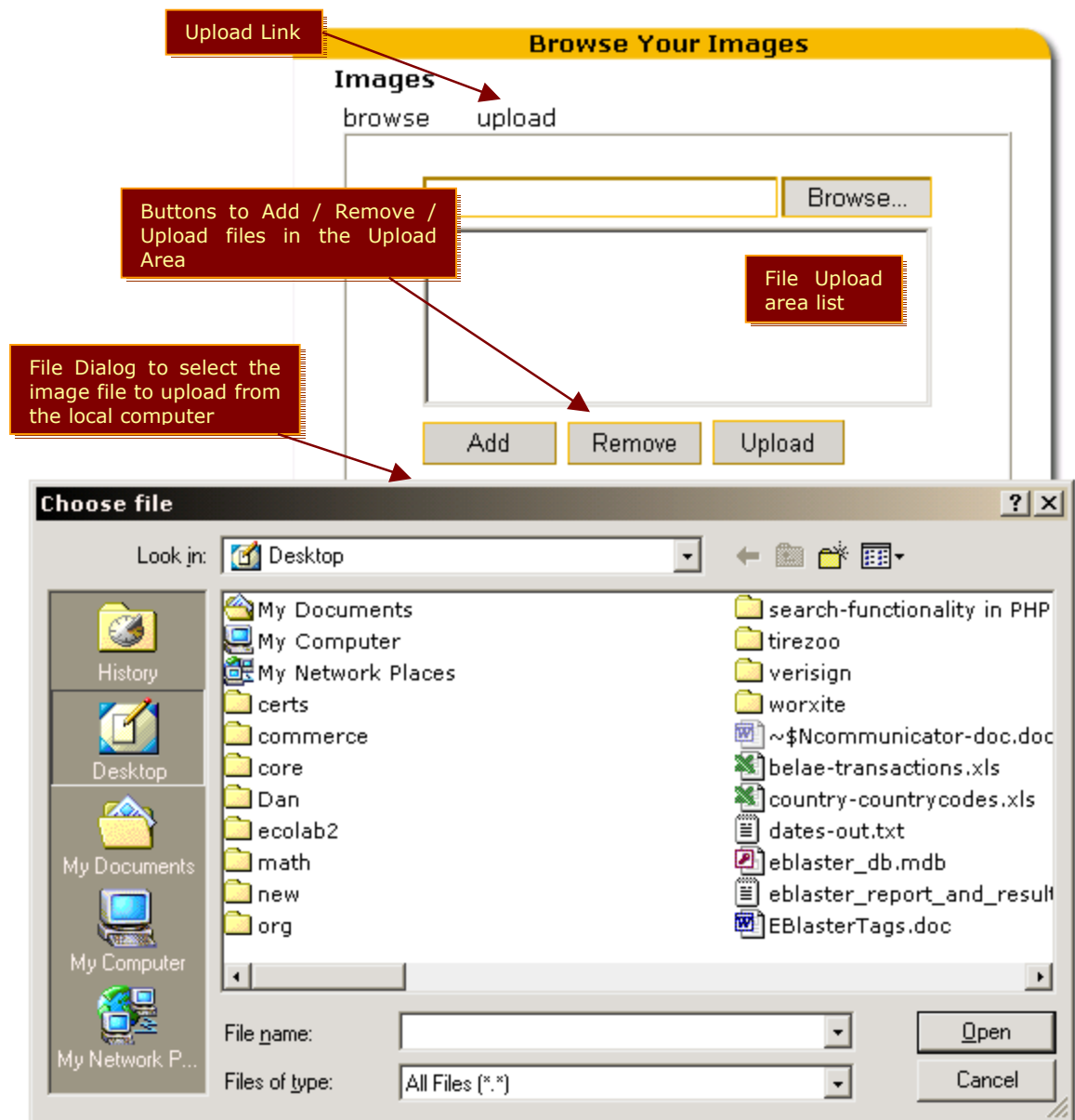


Image manager lets you Upload and Browse the images in your Image library.

V.4.1. Upload Images

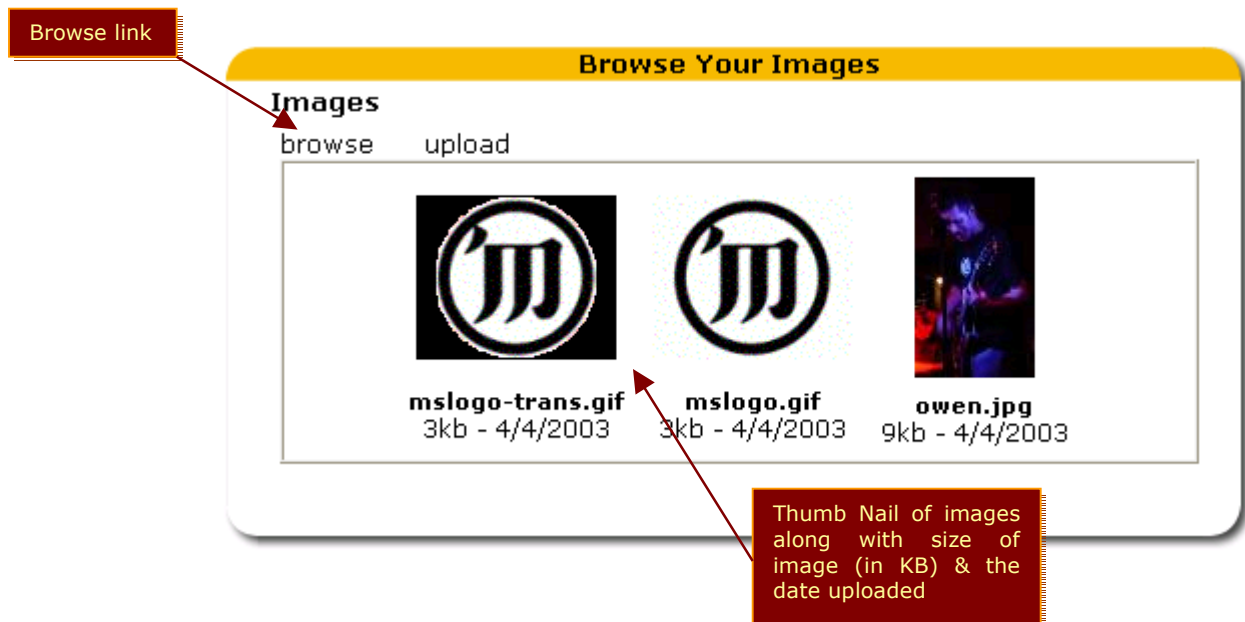
Using the *Upload* link in the Image Manager, you can upload new images in to the image library.



- **Step 1:** Click on *Browse* button to browse the images in your local computer. This opens up a Choose File dialog window, where you can browse your local computer for the image files. Select the file and click the Open button in the Choose file dialog window
- **Step 2:** Add the images that you have selected using the *Add* button. This adds the file to the File Upload area.
- **Step 3:** If you want to Upload more repeat steps 1 and 2. If you want to remove the files from the File upload area, select the file that you want to remove and click the remove button.
- **Step 4:** Finally, Click on *Upload* button to upload the images to your Image Library.

V.4.2. Browse Images

Click the browse link in the Image manager to browse the images that you have in your image library. You will see a list of thumbnail images in your image library.



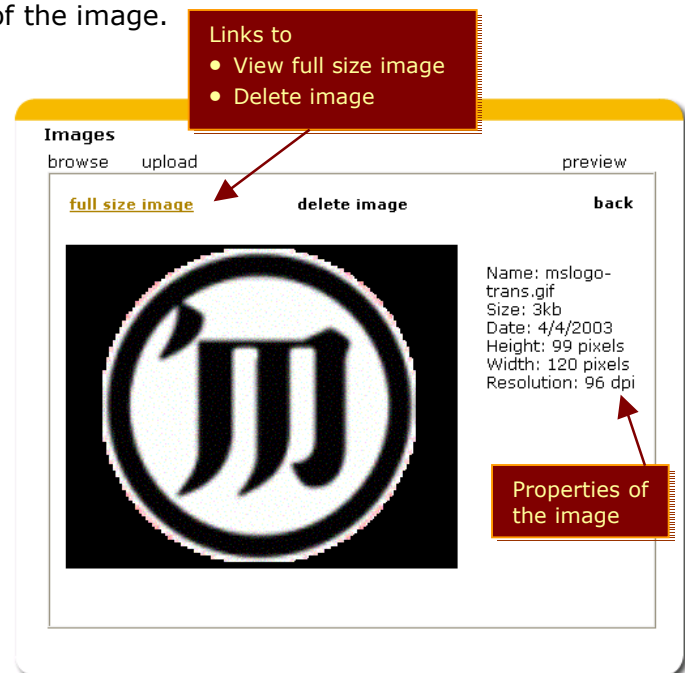
The list of images displayed will have the size of the image in KB (Kilo Bytes) and the date the file was uploaded.

V.4.3. Image Properties:

Click on the image name (mslogo-trans.gif) which is a link to the properties page for this image. The Properties page displays the image along with its properties like Name, size, date the file was uploaded, Height and width and the Resolution of the image.

Image Properties has the following Links:

- Full size image - which displays the original size of the image in a different browser window.
- delete image link - deletes the image from the image library
- back link - takes you back to the image library which is the listing of images.



VI. Blast Management

VI. Blast Management:

Introduction:

Blasts link on the Main Menu allows you to manage and schedule Blasts of emails that has been created. *Blasts* Management section from the Main Menu allows you to schedule the created emails or news letters for blasts. Scheduling an email for blast using Blast Manager is very simple. Blast Manager allows you to make changes and modifications until the email is sent out from ECNCommunicator server.

Blast Manager gives you a report of how many users clicked on a link in your email, how many subscribed or unsubscribed for the email that you sent out.

Blast Manager has 3 main sub links which are

- **blast List**
 - *Scheduled emails* which are scheduled for Blasts along with the time it is supposed to blast
 - Blasted emails with the time the blast was complete and
 - Active Blast emails that are currently being sent out and gives you a status on how many emails have been sent out at that time.
- **setup Blast**
 - *lets you Schedule email blast on created emails.*
- **summary Reports**
 - *reports of latest clicks on URL, latest email address bounces, latest email address subscriptions..*

Each of the Sub Links will be explained detail in the following topics.

Click on Blasts from main menu to manage Blasts

Sub Menu links under Blasts Section.

- *blast List*
- *setup blast*
- *summary reports*

Blast Manager

Blast List
Lists the emails scheduled for future blasts and emails that are sent past.

Setup Blast
Allows you to schedule the created emails for blasts.

Summary Reports
Individual statistics of number of clickthroughs

Emails and Reports

Scheduled Emails

Email Title	Scheduled Time	Format		
Total Records: 0 - Page: 1 of 0				
Prev. << <[]> >> Next				

Sent Emails

Email Title	Sent Time	Format	View	Reports
MusicScene Network Communiqué - 2003.4	4/11/2003 3:52:31 PM	html	View	Reports
Test Newsletter	4/4/2003 5:25:36 PM	html	View	Reports
Total Records: 2 - Page: 1 of 1				
Prev. << <[1]> >> Next				

Help Box

- Brief description about the functionality of each link under Blast Manager.
- Description on each section in the page example- Active Email, Scheduled Emails, etc.,

VI.1. Setup Blast

To get the ECNCommunicator to blast the emails that you have created is to setup Blasts from the Blast Manager. Blasts can be scheduled in the Blasts Manager from the Blasts section of the Main Menu.

The screenshot shows the 'Blast Manager' interface. At the top, there is a navigation bar with three links: 'blast list', 'setup blast', and 'summary reports'. The 'setup blast' link is highlighted with a red arrow pointing to it from a red box containing the text 'Link to setup blast from Blast Manager'. Below the navigation bar, there are two main panels. The left panel is titled 'Blast Manager' and contains a section 'Blast setup' with instructions: 'Schedule the emails to blast. Select the campaign from the Campaign Dropdown list. Select the group you want the emails to be sent from the Groups Dropdown list. Enter the From email address, From Name and the Subject of the email. If you want the Blast to be scheduled now, hit the BlastNow! button. If you want the blast to be scheduled for a later date, set the date and time from Send Time dropdown lists and click on Create Schedule button.' The right panel is titled 'Assemble New Blast' and contains a form with the following fields: 'Campaign' (dropdown menu with 'MusicScene Network Communiqué - 2003.4' selected), 'Groups' (dropdown menu with 'Monthly Music News' selected), 'From Email' (text input field), 'From Name' (text input field), 'Subject' (text input field), 'BlastNow!' (button), and 'Send Time' (dropdown menus for month, day, year, hour, and minute, with 'April', '21', '2003', '15', and '14' selected respectively). A red arrow points from the 'Blast setup' instructions to the 'BlastNow!' button. Below the 'Send Time' fields, there is a red box containing a 'Help Box' with two bullet points: 'Brief description about the Blast setup.' and 'Description about the fields that needs to be filled out to set up Blast.'

Setup Blasts link redirects the browser to the Assemble New Blast page where you can schedule the email you created for a Blast. To setup a Blast for an email ECNCommunicator needs the following information to fulfill the request.

- **Campaign**

The Campaign that you have created for this email which has the content of the email. Just select the Campaign from the *Campaign* Dropdown box.

The screenshot shows the 'Assemble New Blast' page. On the left, there is a red box containing a list of 'Form Fields to schedule a Blast':

- Campaign of the email created.
- Email address Group list to which the email will sent to
- From Email address
- From Name
- Subject of Email
- Send Time to schedule the blast at a later time
- Blast now Button to blast immediately
- Create Schedule button to schedule the blast

Red arrows point from this list to the corresponding fields in the form. The form itself is titled 'Assemble New Blast' and contains the following fields: 'Campaign' (dropdown menu with 'MusicScene Network Communiqué - 2003.4' selected), 'Groups' (dropdown menu with 'Monthly Music News' selected), 'From Email' (text input field with 'info@musicscene.org'), 'From Name' (text input field with 'MUSIC SCENE'), 'Subject' (text input field with 'Music Scene April Newsletter'), 'BlastNow!' (button), and 'Send Time' (dropdown menus for month, day, year, hour, and minute, with 'April', '21', '2003', '15', and '14' selected respectively). A red arrow points from the 'Blast' label above the form to the 'BlastNow!' button. Another red arrow points from the 'Create Schedule' button at the bottom of the form to the 'Create Schedule' button.

- **Groups**

The email address Group List to which the blast has to send the emails to. Select the Group from the *Groups* Dropdown list which lists all the groups that you have in your Group manager.

- **From Email**

Enter the From Email address value you want to have for this email. This is the From email value of the email that the recipient sees when he receives this email after the blast.

- **From Name**

Enter the From Name to display from who the email came from.

- **Subject**

This field takes the Subject of the Email that you created. This will be the subject of the email that the recipient sees in the email subject line after he receives this email.

The last step in scheduling the Blast is to set the time of Blast. ECNCommunicator gives you 2 options for Blasting:

- First option is to click on **Blast Now** button which triggers ECNCommunicator to start the blast process immediately for the email.
- Second option is to click the **Create Schedule** button program ECNCommunicator to schedule the blast for a later date. Just select the Month / day / year and the time to setup the schedule and click on Create Schedule button.

VI.2. Blast List:

Click on *blast List* on the Blasts Manager section on the main menu to view the emails scheduled, emails already sent out and for active email blasts if any. Help box on the Left of the page describes what the sections are what are their functionality.

Blast list has 3 main sections which are

- **Scheduled Emails**
- **Sent Emails**
- **Active Emails**

[NOTE: If ECNCommunicator is not working on any current blasts when you are viewing the blast list, you might not see the not viewing]

Blast Manager

Blast List
Lists the emails scheduled for future blasts and emails that are sent past.

Setup Blast
Allows you to schedule the created emails for blasts.

Summary Reports
Individual statistics of number of clickthroughs on your email.

Active Emails
Lists the active blasts in progress.

Scheduled Emails
This section lists the emails Created and *scheduled* for a Blast

Home **Groups** **Content** **Blasts** **Users** **Customers** **Channels** **LogOff**
blast list setup blast summary reports

Emails and Reports

Active Emails

Email Title	Scheduled Time
test	4/4/2003 2:54:37 PM

Total Records: 1 - Page: 1 of 1

Scheduled Emails

Email Title	Scheduled Time	Format	Edit	Delete
test	4/2/2003 11:11:00 AM	html		

Prev. << <[1]> >> Next

Sent Emails

Email Title	Sent Time	Format	View	Reports
one to one test **FullName**	4/2/2003 10:46:43 AM	html	View	Reports
big 2	3/31/2003 9:25:31 AM	html	View	Reports
big url 03/31	3/31/2003 9:06:06 AM	html	View	Reports
test for big url	3/28/2003 4:11:25 PM	html	View	Reports
bounce test	3/27/2003 3:36:51 PM	html	View	Reports

Total Records: 5 - Page: 1 of 1

Prev. << <[1]> >> Next

Sections under Blast List:

- Active Emails
- Scheduled Emails
- Sent Emails

VI.2.1. Scheduled Emails:

Scheduled Emails section lists all the emails that are scheduled for Blasts. This section has the time the blast is scheduled, the option to make changes to the Schedule time until it is blasted and the Delete link which deletes the schedule for this email to blast at that time.

Emails and Reports				
Active Emails				
Email Title	Scheduled Time	Format	Status	Cancel
	4/4/2003 2:54:37 PM	html		
Scheduled Emails				
Email Title	Scheduled Time	Format	Edit	Delete
test	4/2/2003 11:11:00 AM	html		
Total Records: 1 - Page: 1 of 1				
Prev. << <[1]> >> Next				

- Display Scheduled Time
- Format of the email
- Link to edit the scheduled email
- Link to delete the email

- **VI.2.1.1. Email Title**
Lists the Email title of the scheduled email for the blast.
- **VI.2.1.2. Scheduled Time**
Scheduled Time is the time the blast is supposed to occur.
- **VI.2.1.3. Format**
Format of the email that was created. If it displays HTML then the email that is scheduled for Blast is of HTML format type email.
- **VI.2.1.4. Edit**
Edit allows you to make changes to the email that is scheduled for Blast. Click on the *Edit* Link corresponding to the email that you want to edit. Changes like change Campaign, select a different group, change From email address for the email, change the name of the person who's sending the email or the Subject of the email.

blast list		setup blast	summary rep
Edit Blast			
Blast			
Layout link test			
Groups Shawn Only			
From Email slee@teckman.com			
From Name			
Subject test			
BlastNow!			
Send Time April / 02 / 2003 - 11 : 11			
Update Schedule			

- Change Campaign from Campaign Dropdown
- Change the Group that you are sending out
- Make changes to the From Email, From Name & the subject of the email that you are sending
- Modify the schedule time of blast
- Update schedule button to commit the modification changes.

for a later date and d Time s and click edule

Edit will open the Edit email page where you can:

- Change the time to schedule the blast at a later time by selecting the date and time from the *Send Time* dropdown lists.
- Change the Campaign of the email by selecting any of the Campaigns that you have created already. Click on the Campaign you want to change from the *Campaign* dropdown list.
- Select a different group from the existing groups in the groups manager, by selecting a group from *Groups* dropdown list
- Change the From Email address, From Name and also the Subject of the Email that you are sending.

After the changes are complete, Click the Update Schedule Button at the bottom of the Form to commit the changes.

- **VI.2.1.5. Delete**

If you decide not to send this blast and would want to destroy the email that you have scheduled for the blast, click on the *Delete* link to delete the email that is scheduled for blast.

The screenshot shows a web interface for managing scheduled emails. At the top, there is a header bar with a date/time stamp '4/2/2003 2:04:31 PM' and buttons for 'Status' and 'Cancel'. Below this is a table titled 'Scheduled Emails'. The table has four columns: 'Email Title', 'Scheduled Time', 'Format', and a set of action links. The first row contains the data: 'test', '4/2/2003 11:11:00 AM', 'html', and links for 'Edit' and 'Delete'. Below the table, it says 'Total Records: 1 - Page: 1 of 1'. At the bottom right, there is a pagination control with 'Prev.', '<<', '<[1]>', '>>', and 'Next'. Two red callout boxes, each labeled 'Link to delete the email', point to the 'Delete' link in the table and the '<[1]>' pagination link respectively.

Email Title	Scheduled Time	Format	
test	4/2/2003 11:11:00 AM	html	Edit Delete

Total Records: 1 - Page: 1 of 1

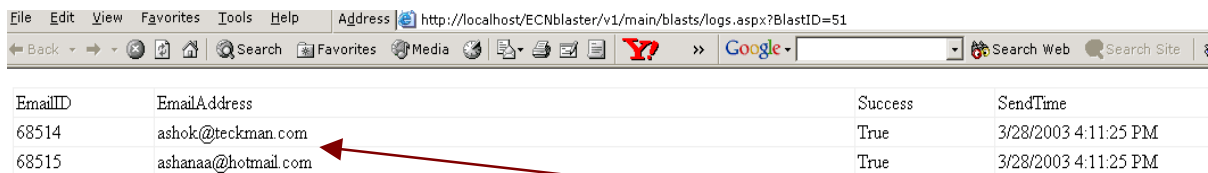
Prev. << <[1]> >> Next

Page navigation is provided at the end of the list which will be activated if the number of scheduled email list exceeds the default list that can be displayed in the page.

- Use the **Prev. and <** to browse the previous page lists.
- Use the **Next. and >** to browse the next page lists.
- Use the **<< and >>** to browse the very first and very last page lists.
- **[1]** indicates the page you are viewing.

Reports redirects to the Reports page where the Email information like *Email Subject, Email From, Send Time, Finish Time, number of email addresses the email got delivered, Clicks on the email and the Bounces.*

- **VI.2.2.5.1 Email Subject** is the subject of the email that was sent out. This is the text the email receiver will see as the subject of the email when he receives it.
- **VI.2.2.5.2 Email From** is the name of the Person or company who is sending the email
- **VI.2.2.5.3 Group To** is the group to which this campaign was sent to
- **VI.2.2.5.4 Send Time** is the time the blast started sending out the emails to the email addresses in the group specified.
- **VI.2.2.5.5 Finish Time** is the time the blast completed sending out the last email in the group.
- **VI.2.2.5.6 Successful** is the report of number of email addresses who received / not received the emails in that blast. 2932 / 3222 means that 2932 emails has successfully received the email out of 3222 total emails in the group which was assigned to receive the emails. To see which are the email addresses who received the emails, Click on [*view log*] link to view the list of email addresses who received / have not received this email
 - **View Log** opens a new browser window which lists all the email addresses in the group and a success result. Success result as "True" means that the email was successfully delivered to this email address. This report displays the time the email was delivered to this email address.



EmailID	EmailAddress	Success	SendTime
68514	ashok@teckman.com	True	3/28/2003 4:11:25 PM
68515	ashanaa@hotmail.com	True	3/28/2003 4:11:25 PM

List of email address who received the email along with the Success result & time the email was received by the email address

- **VI.2.2.5.1 Statistics:**
 - **Opens** display the number of people opened this campaign.
 - Unique refers to the unique opens of that email
 - Total refers to the total number of opens no matter how many times it was opened
 - Percentage is the percentage of opens.

Click on the number of opens under total to see who opened the emails. This will open list all the email addresses who clicked on the email that was blasted.

	Unique	Total	Percentage
Opens	795	1088	25 %

Emails and Reports

Opens

Open Time	E-Mail	Info
4/21/2003 1:59:48 PM	info@atomicflea.com	209.98.225.83 Mozilla/4.0 (compatible; MSIE ; Mac_PPC)
4/21/2003 1:17:36 PM	wampuscat13@hotmail.com	63.224.2.41 Mozilla/4.0 (compatible; MSIE 5.01; Windows NT 5.0)
4/20/2003 9:53:55 PM	pam@scc.net	209.32.154.157 Mozilla/4.0 (compatible; MSIE 5.5; Windows 95; YComp 5.0.2.4)
4/20/2003 9:20:36 PM	colin.rusch@walkerart.org	67.4.201.94 CFNetwork/0.9
Total Records: 1088 - Page: 1 of 109 Prev. << <[1 2 3 4 5 6 7 8 9 10]> >> Next		

- **Clicks** display the number of clicks the user clicked on the URL's in your email. Just click on the "Click Through number" under total to view the report of who clicked on which URL and at what time the user clicked.

	Unique	Total	Percentage
Clicks	63	86	2 %

- Unique refers to the unique opens of that email
- Total refers to the total number of opens no matter how many times it was opened
- Percentage is the percentage of opens.

Clicks are categorized in to 3 sections:

- **Top Click Throughs** which display links in your campaign which are clicked most.
- **Top Visitors** which display the email address who are the recent visitors for this campaign.
- **Click Throughs by time** which display the email addresses who clicked on links along with the time.

[NOTE: *what is a click through* is explained in detail at the end of this section]

Top Click-Throughs

Click Count	Link
40	emusician.com/ar/emusic_tax_tips_musicians
10	www.theuptownbar.com/
8	www.musicscene.org/
7	www.musicscene.org/portals/pak/feeddetail.asp?feedcode=scottsl
7	www.musicscene.org/portals/pak/pagedetail.asp?pagecode=signup
7	www.musicscenenetwork.com/
4	www.musicscene.org/portals/pak/modsupp/support/?supportcode=ms
3	www.sitelutions.com/

Top Visitors

Click Count	EEmail
6	chrishawn@musicscene.org
4	nointy@earthlink.net
3	valb@mnnurses.org
3	BRAUNENTERTAINMENT@COX.NET
2	asherem@wwt.net

Click-Throughs by Time

Click Time	EEmail	Link
4/21/2003 1:17:54 PM	wampuscat13@hotmail.com	www.musicscenenetwork.com/
4/21/2003 10:39:40 AM	info@chrisobrienmusic.com	www.theuptownbar.com/
4/21/2003 10:28:53 AM	dsexton@mn.rr.com	www.musicscene.org/portalpak/pagedetail.
4/18/2003 1:56:42 PM	murdocklance@hotmail.com	www.musicscene.org/portalpak/feeddetail.
4/18/2003 1:56:22 PM	murdocklance@hotmail.com	www.theuptownbar.com/
4/17/2003 12:54:54 AM	georgecore99@hotmail.com	www.musicscene.org/

- **Bounces** displays the number email addresses bounced back not receiving the email that was sent. Just click on the "Click Through number" to view a report of which email addresses did not receive the email. Each email address listed as a bounced email has a *Bounce Type* which would be a Soft Bounce or a Hard Bounce. Click on the number of bounces under total to list the email addresses which bounced.

	Unique	Total	Percentage
Bounces	290	310	9 %

- Unique refers to the unique opens of that email
- Total refers to the total number of opens no matter how many times it was opened
- Percentage is the percentage of opens.
- **Soft Bounce** is a type of bounce which would occur if the recipient email address mail box exists but it might be full or out of space. So there is not room for a new email.
- **Hard Bounce** would happen in a situation where the email address is not valid or does not exist.

Unsubscribe Bounces and Resend Soft Bounces button

Emails and Reports		
Bounces		
Unsubscribe Bounces		Resend Soft Bounces
Bounce Time	EEmail	BounceType
4/17/2003 12:10:01 PM	dadiscmon@aol.com	soft
4/17/2003 12:10:01 PM	Slipwayne728@aol.com	soft
4/17/2003 12:10:00 PM	michelle.vig@health.state.mn.us	soft
4/17/2003 12:05:04 PM	jayj@slowcore.com	soft
4/17/2003 12:05:04 PM	eric@straightedgeonline.org	soft
4/17/2003 12:05:03 PM	gcardinal@gregcardinal.com	soft
4/17/2003 12:05:03 PM	kellim@webquest2000.com	soft

- **Unsubscribe Bounces** enables you to unsubscribe all the hard bounced email addresses.
- **Resend Soft Bounces** enables you to blast the same campaign to the soft bounced emails. This way you don't have to setup a blast again.
- **Unsubscribes** display the number email addresses that were unsubscribed from the group. Click on the number of unsubscribes under total to list the email addresses who were unsubscribed.

	Unique	Total	Percentage
Unsubscribes	261	262	8 %

Emails and Reports		
Subscription Changes		
Time	EEmail	Change
4/17/2003 12:07:15 PM	jhowe@lindquist.com	U
4/17/2003 12:03:15 PM	sah@savageinfo.com	U
4/17/2003 12:03:15 PM	sandwich@visi.com	U
4/17/2003 12:03:15 PM	scotttyg@brutusmusic.com	U
4/17/2003 12:03:15 PM	sdigre@exhibitormagazine.com	U
4/17/2003 12:03:15 PM	seagoat1971@yhoo.com	U
4/17/2003 12:03:15 PM	sfemand@mnict.net	U
4/17/2003 12:03:15 PM	sfreeman@isd.net	U
4/17/2003 12:03:15 PM	sheilsbrager@prodigy.net	U
4/17/2003 12:03:15 PM	Skwier@cyberradio2000.com	U
Total Records: 262 - Page: 1 of 27		
Prev. << <[1 2 3 4 5 6 7 8 9 10] > >> Next		

- **Resend Soft Bounces** display the number email addresses that were scheduled for resend. Click on the number under total to list the email addresses who were resent.

	Unique	Total	Percentage
Resend Soft Bounces	26	26	1 %

Emails and Reports	
Resend Soft Bounces	
EEmail	Change
aeireon@mac.com	resend
boys@decembersarchitects.com	resend
cad@acda.com	resend

- **What is a Click through ?**

Click through is a click by an email recipient who clicked on a link that you created in the email you sent in the blast

Assuming you are creating a newsletter to send to your Rock music Lovers. You created a link in the newsletter email which would connect to your website so that the person who clicked on the link can order a CD online. Now if that person who clicked on the link which connects to your website to buy the CD, is called a Click Through.

ECNCommunicator records this click along with the email recipients email address, time and the URL which was clicked. These click through are useful to know how many people have clicked on the links in the emails that you sent out.

VI.2.3. Active Emails:

Active Emails section of the Blast Manager is only displayed only when you are on the blast Manager if the ECNCommunicator is sending out emails currently.

Emails and Reports

Active Emails

Email Title	Scheduled Time	Format	Status	Cancel
	4/4/2003 2:54:37 PM	html		

Scheduled Emails

Email Title	Scheduled Time	Format	Edit	Delete
test	4/2/2003 11:11:00 AM	html		

Total Records: 1 - Page: 1 of 1

Prev. << <[1]> >> Next

List of email address & the URL links listing who clicked, on which URL of the email sent & also at what time

- **Email Title**
Lists the Email title of the email that ECNCommunicator is sending out.
- **VI.2.1.1. Scheduled Time**
Scheduled Time is the time the blast that is active.
- **VI.2.1.2. Format**
Format of the email that was created. If it displays HTML then the email that is scheduled for Blast is of HTML format type email.
- **Status**
If you want to view the Status of the email that the E
- **Cancel**
If you want to cancel the current blast from the Active Emails list click on the *cancel* link corresponding to the email that you want to cancel.

VI.3. Summary Reports

Summary Reports of the recent Blasts can be viewed from the "**Summary reports**" section of the Blast Manager. Summary Reports gives you a summary report of all the blasts blasted from your account. The Help box on the left explain about what the sections in the Summary Reports are.



Summary Reports lists a report of recent the Blasts. To view a detail report of a particular Blast click on the name of the blast under the Blast Column to view the detailed report of that blast (or) go to blast list section of the blast manager, click on Reports corresponding to the email you want to view the detailed report. [Refer to **V.2.2.4. Reports**]

There are 3 main Sections in the Summary Reports page which are

- **Latest Clicks**
- **Latest Bounces**
- **Latest Subscription Clicks**

Each section will be explained detail later in this chapter.

VI.3.1 Latest Clicks

Latest Clicks section of the Summary Reports, lists a report of the 15 recent Click through on links in all of the recent blasts.

Latest Clicks

A red arrow points from a red text box to the 'Blast' column of the table. The text box contains the text: 'Click on blast name to view detailed report of blast.'

Time	Blast	EEmail	Link
4/21/2003 1:17:54 PM	MusicScene Network Communiqué - 2003.4	wampuscat13@hotmail.com	http://www.musicscenenetwork.com/
4/21/2003 10:39:40 AM	MusicScene Network Communiqué - 2003.4	info@chrisobrienmusic.com	http://www.theuptownbar.com/
4/21/2003 10:28:53 AM	MusicScene Network Communiqué - 2003.4	dsexton@mn.rr.com	http://www.musicscene.org/portals/pagedetail.asp?pagecode=signup
4/18/2003 1:56:42 PM	MusicScene Network Communiqué - 2003.4	murdocklance@hotmail.com	http://www.musicscene.org/portals/feeddetail.asp?feedcode=scottslis
4/18/2003 1:56:22 PM	MusicScene Network Communiqué - 2003.4	murdocklance@hotmail.com	http://www.theupt

A red text box contains the text: 'Report of Latest Clicks in the Summary Reports section of Blast Manager, listing the time, email name, email address & the URL which was clicked on'.

Latest Clicks display the following information in the click reports.

- **Time**
Time the Link was clicked.
- **Blast**
Name of the email that was blasted, which had the URL link
- **Email**
Email address of the person who clicked on the URL link
- **Link**
The URL Link which the user clicked on.

VI.3.2 Latest Bounces

Latest Bounces section of the Summary Reports, lists a report of the 10 recent email address bounces in all the blasts sent recently.

Latest Bounces

Time	Blast	Email	BounceType
4/17/2003 12:10:01 PM	MusicScene Network Communiqué - 2003.4	dadiscmon@aol.com	soft
4/17/2003 12:10:01 PM	MusicScene Network Communiqué - 2003.4	Slipwayne728@aol.com	soft
4/17/2003 12:10:00 PM	MusicScene Network Communiqué - 2003.4	michelle.vig@health.state.mn.us	soft
4/17/2003 12:05:04 PM	MusicScene Network Communiqué - 2003.4	jayj@showcore.com	soft

Latest Clicks display the following information in the bounce reports.

- **Time**
Time the email address bounced.
- **Blast**
Name of the email that was not delivered to the email address bounced back.
- **Email**
Email address which bounced back.
- **Bounce Type**
Reports if the email bounced was a hard bounce or a soft bounce.
 - **Soft Bounce** is a type of bounce which would occur if the recipient email address mail box exists but it might be full or out of space. So there is not room for a new email.
 - **Hard Bounce** would happen in a situation where the email address is not valid or does not exist.

Report of Latest Bounces in the Summary Reports section of Blast Manager, listing the time, email name, email address bounced & the bounce type.

VI.3.3 Latest Subscription Changes

Latest Subscription changes section of the Summary Reports, lists a report of the 15 recent email address who subscribed or unsubscribed to the email blasts you sent out recently.

Latest Subscription Changes

Time	Blast	EEmail	SubscribeType
4/17/2003 12:07:15 PM	MusicScene Network Communiqué - 2003.4	jhowe@lindquist.com	U
4/17/2003 12:03:15 PM	MusicScene Network Communiqué - 2003.4	american_gypsy	
4/17/2003 12:03:15 PM	MusicScene Network Communiqué - 2003.4	butt@yahoo.com	
4/17/2003 12:03:15 PM	MusicScene Network Communiqué - 2003.4	web01@dex.com	U
4/17/2003 12:03:15 PM	MusicScene Network Communiqué - 2003.4	sales@kscr-kbmo.com	U

Report of Latest Subscriptions
for the emails that were sent
recently

Latest Subscription changes display the following information in the subscription reports.

- **Time**
Time the email address subscribed / unsubscribed to a list.
- **Blast**
Name of the email for which the email address had subscribed / unsubscribed.
- **Email**
Email address who subscribed / unsubscribed.
- **Subscribe Type**
Reports if the type of subscription
 - 'S' under the Subscribe type means that the email address has subscribed
 - 'U' under the Subscribe type means that the email address has Unsubscribed