ECN.Communicator 2.0
User Manual

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I. Website and Home Page

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I.1. Website:

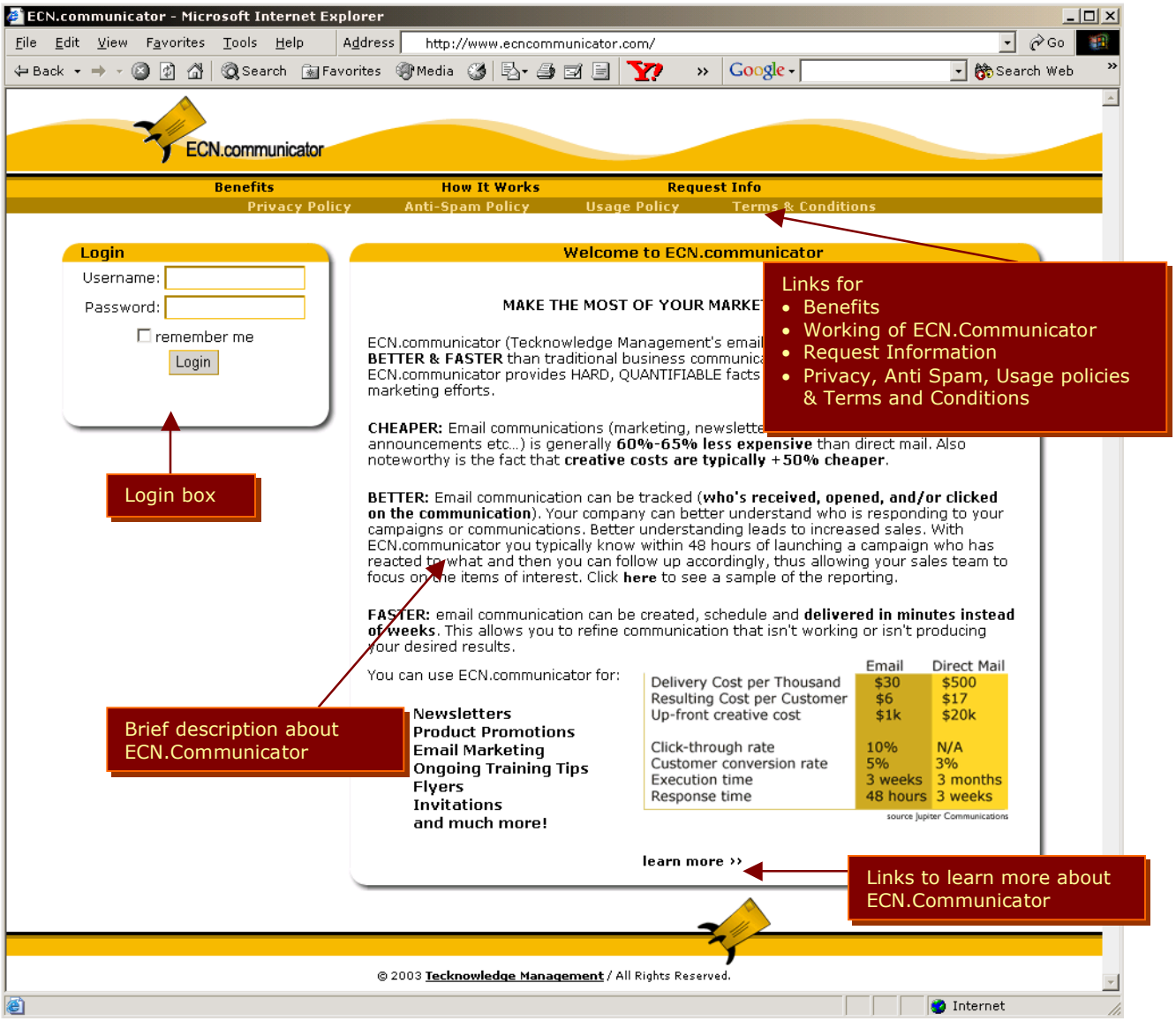
http://www.ecncommunicator.com

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.



II. LOGIN

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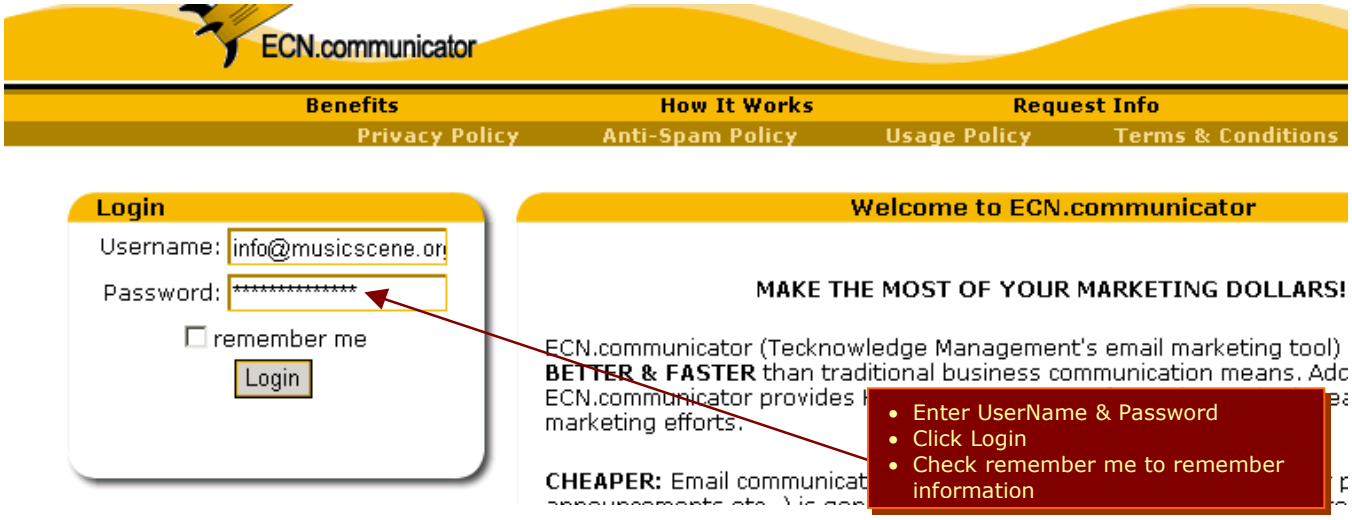
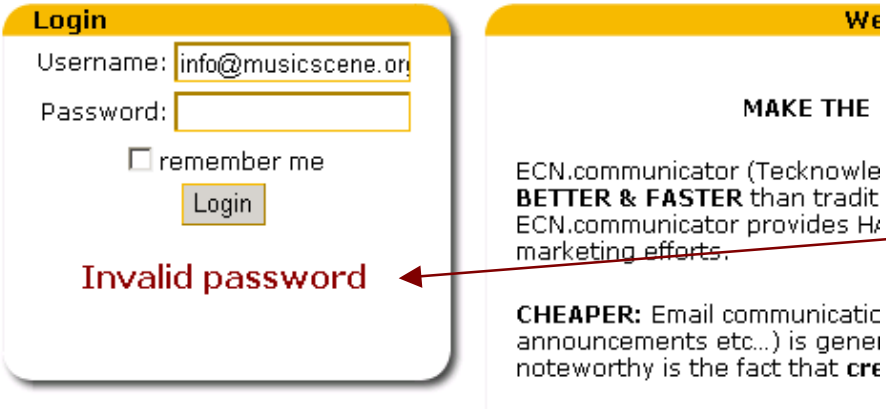
II. 1. Login:

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

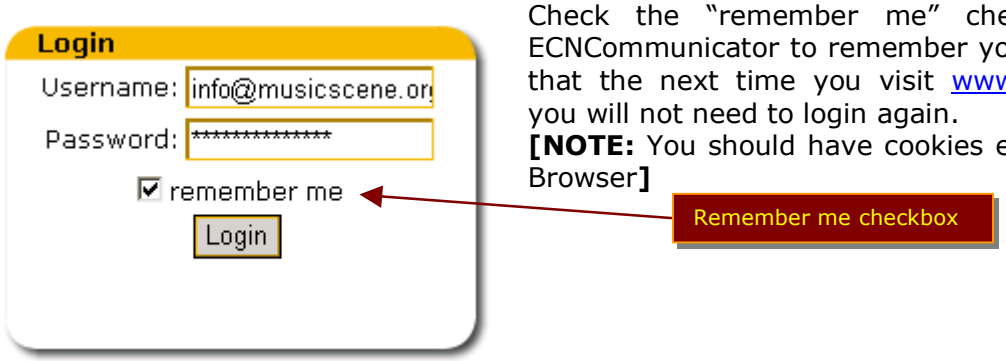


II.2. Invalid Login:



If the Login information is incorrect, the application returns to the Home page with the Error message "*Invalid Password*"

II.3. Remember Me:



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**]**

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III. Welcome to ECN.Communicator

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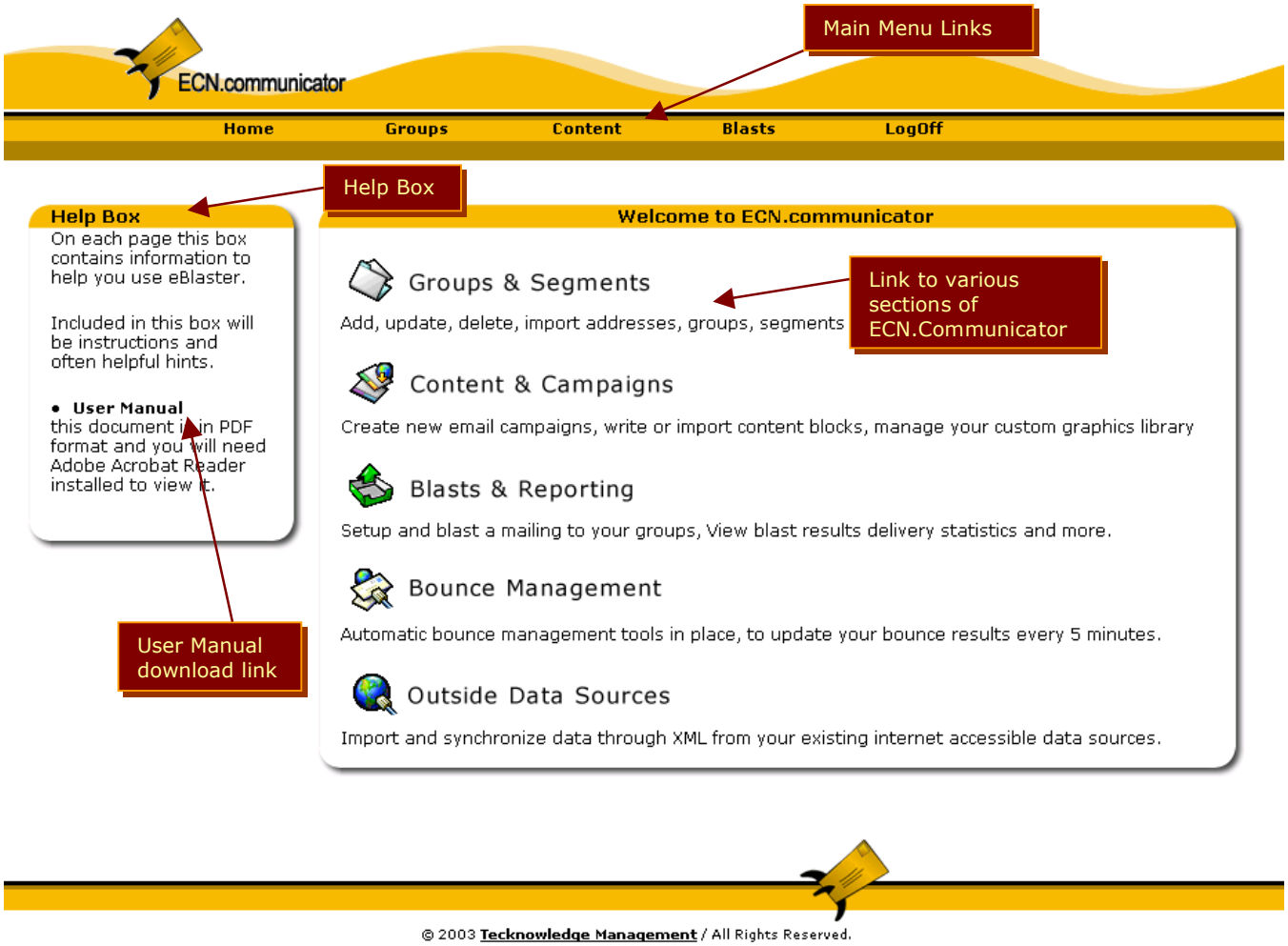
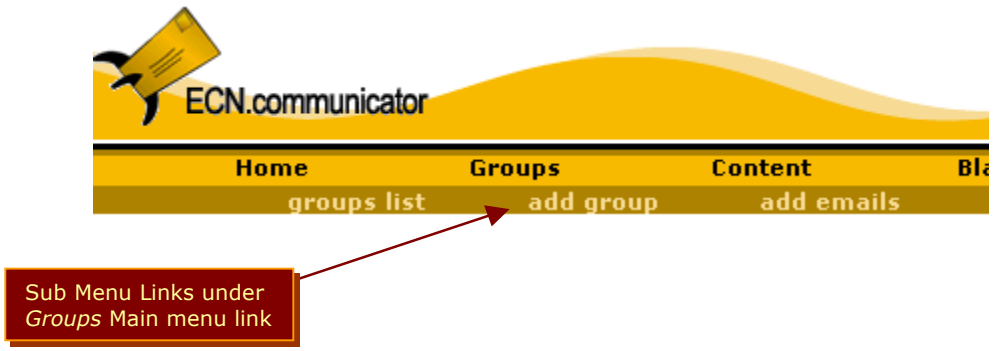
Welcome page

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:

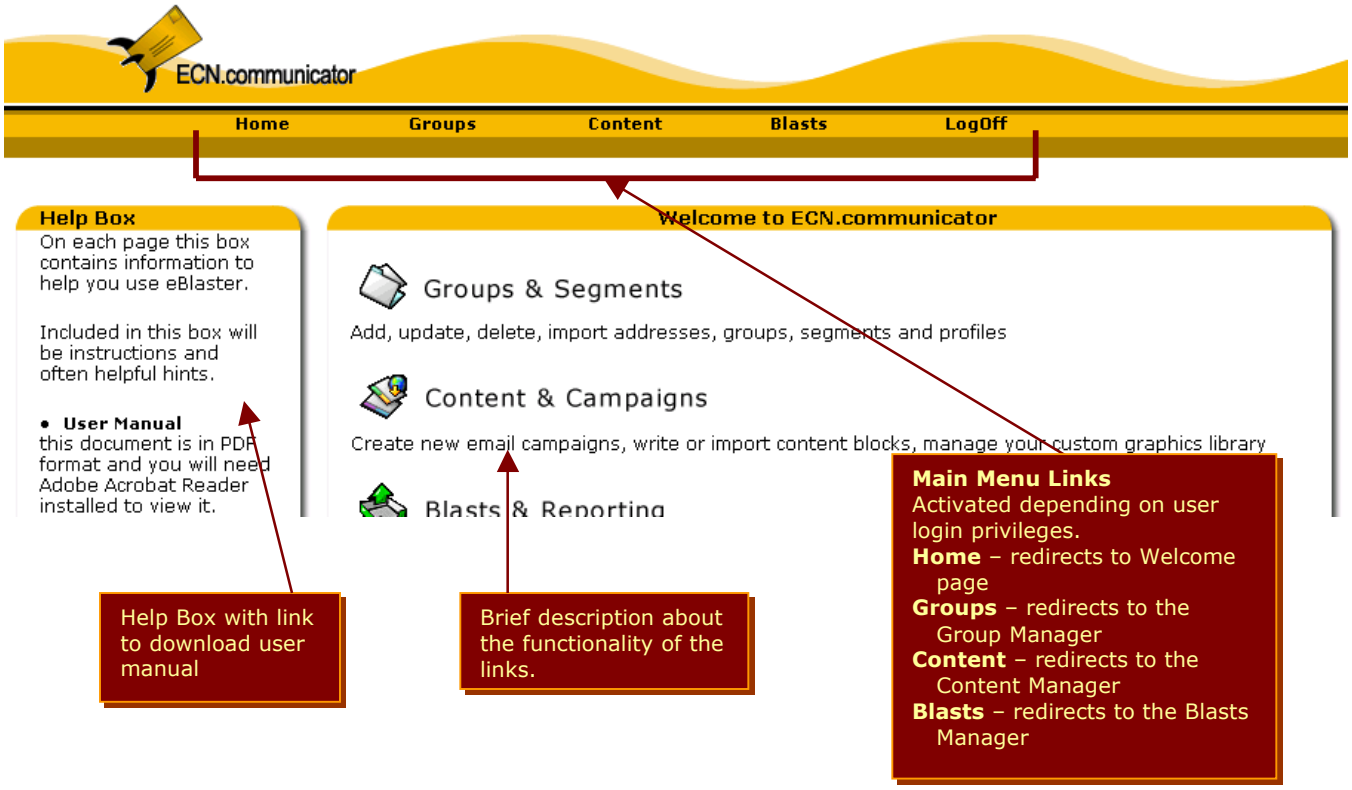
Content link on the Main Menu allows you to create contents and campaigns etc.

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 **]**



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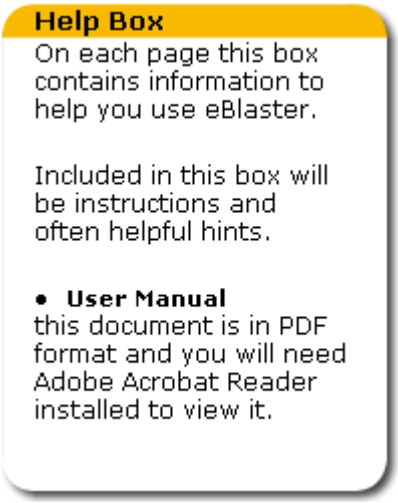
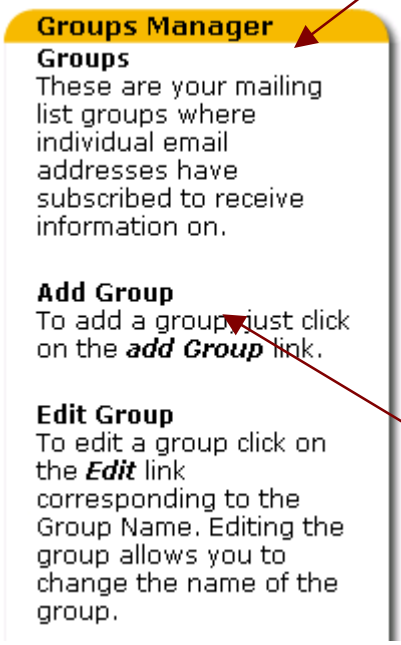
III.2. ECNCommunicator Help Box:



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



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.

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IV. Groups and List Management

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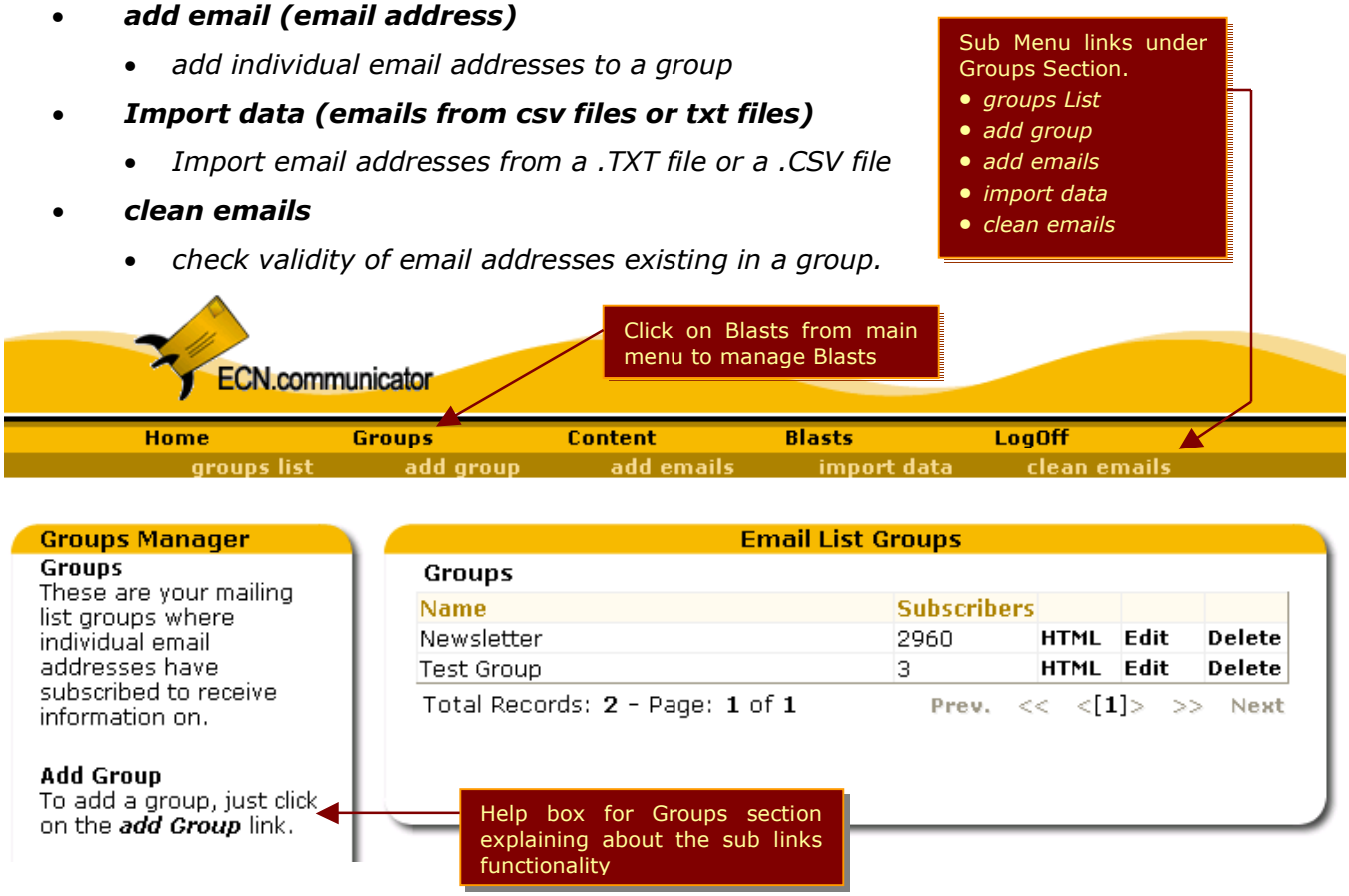
IV. Groups and List Management:

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.*



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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.

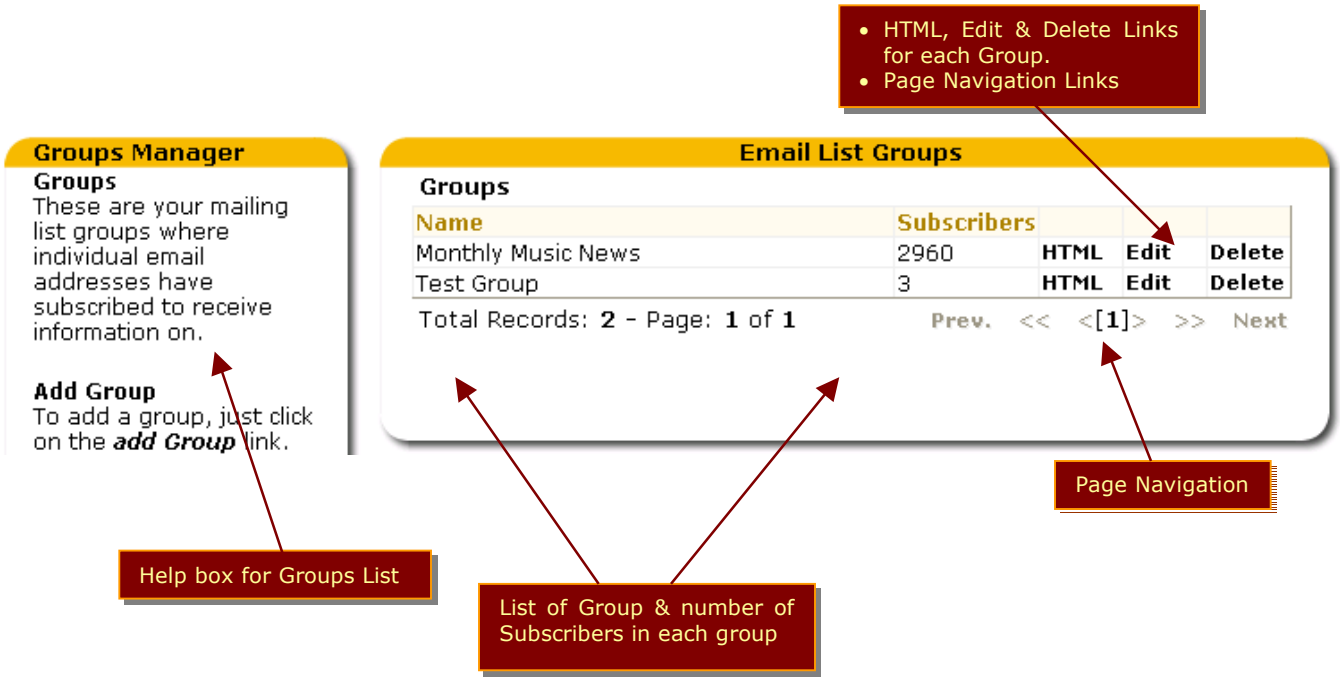
IV.2. Group List:

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.



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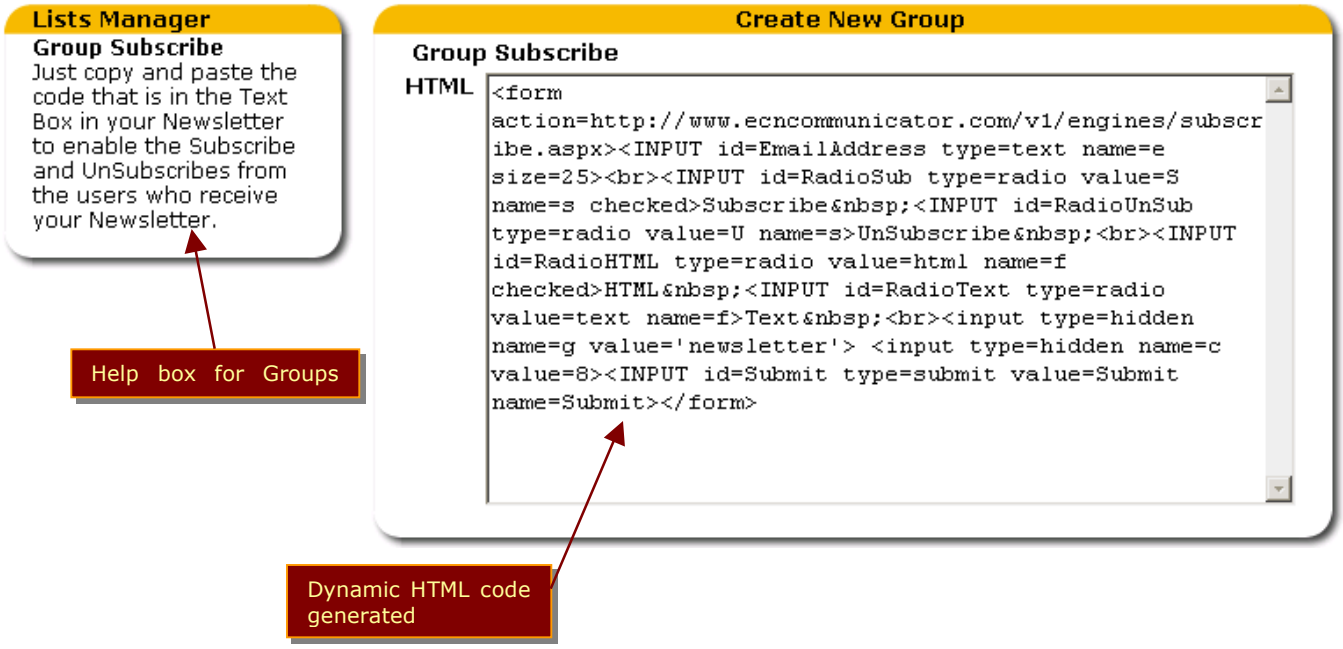
IV.2.1. HTML:

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.

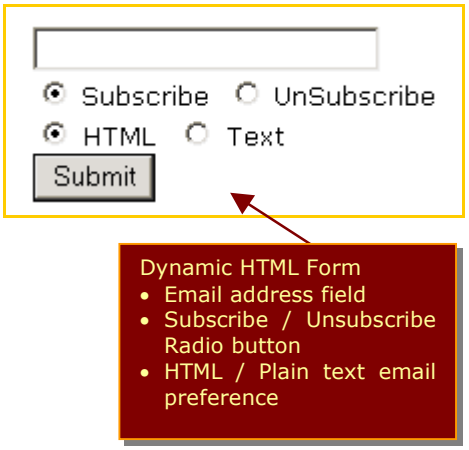
Just Copy (Ctrl + C) and paste (Ctrl + V) the html code while you are creating the newsletter if you need the Auto Subscription option in your Email new letter.



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

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.

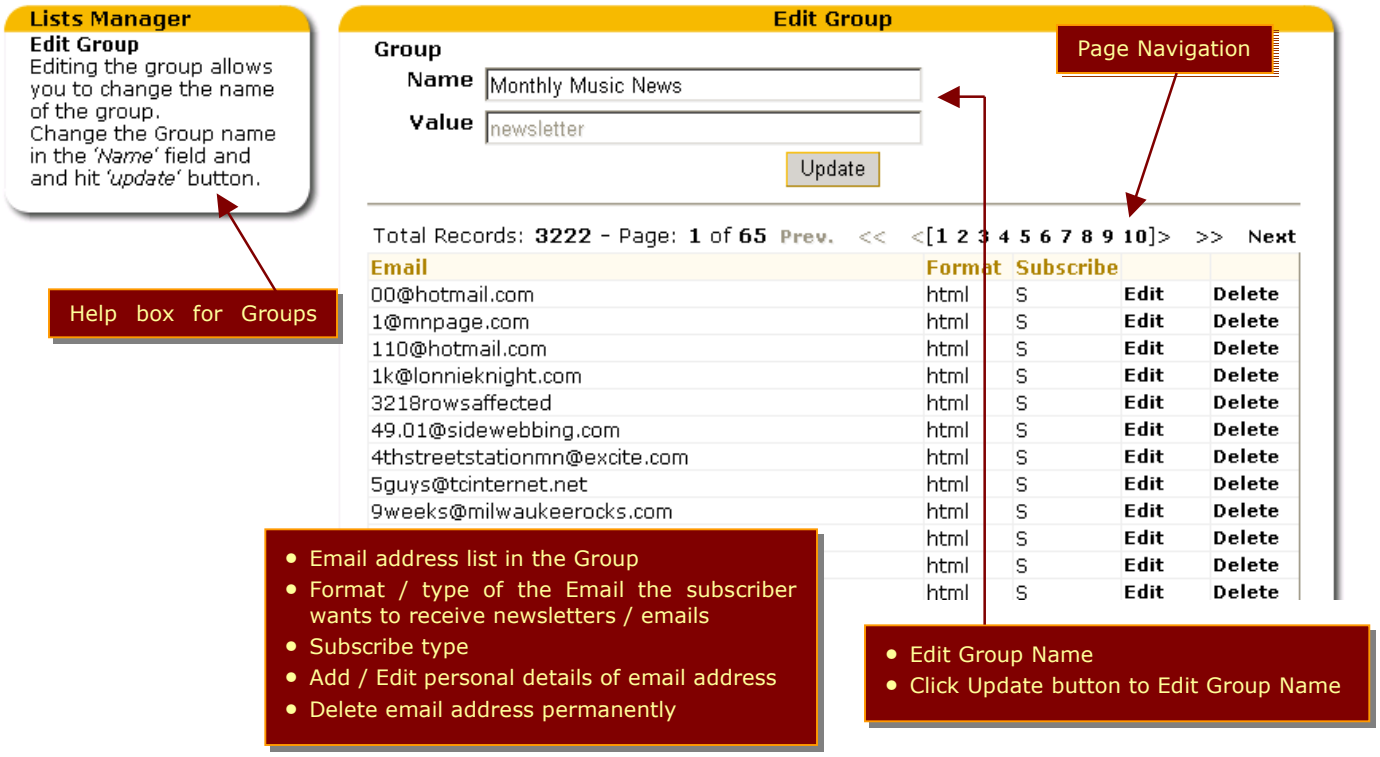
HTML Design view of the Dynamic HTML Code



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.



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.

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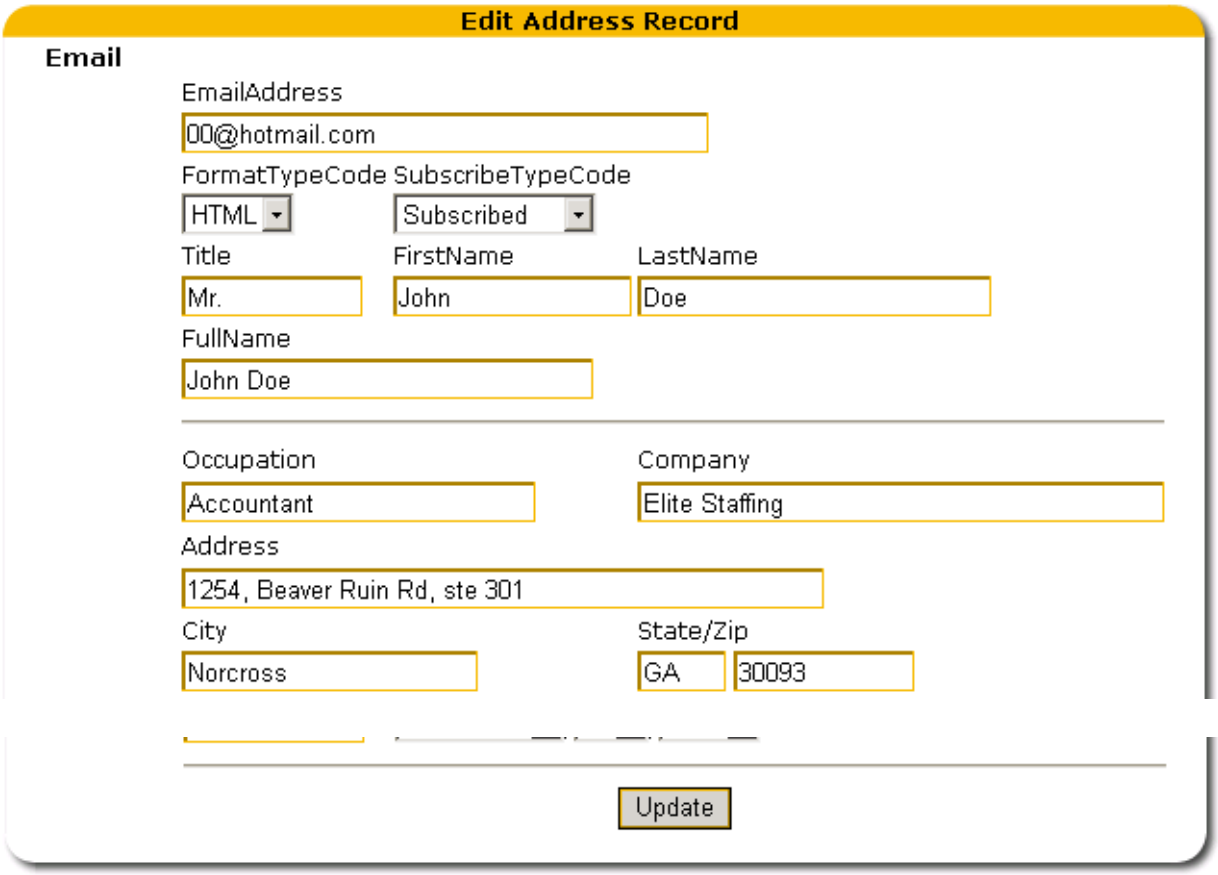
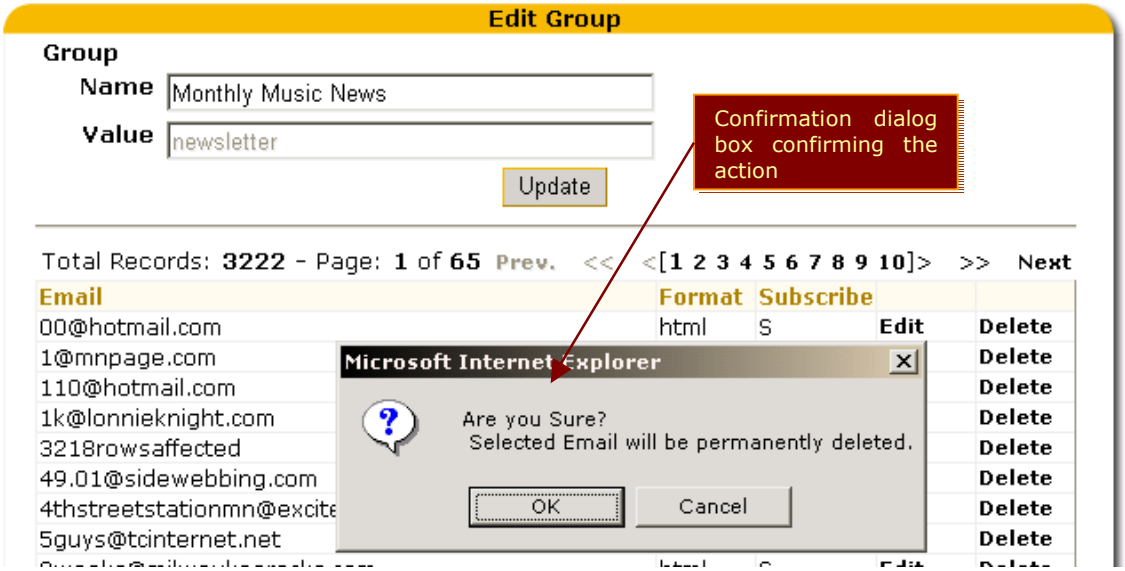


IV.2.2.4 Delete Email

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.



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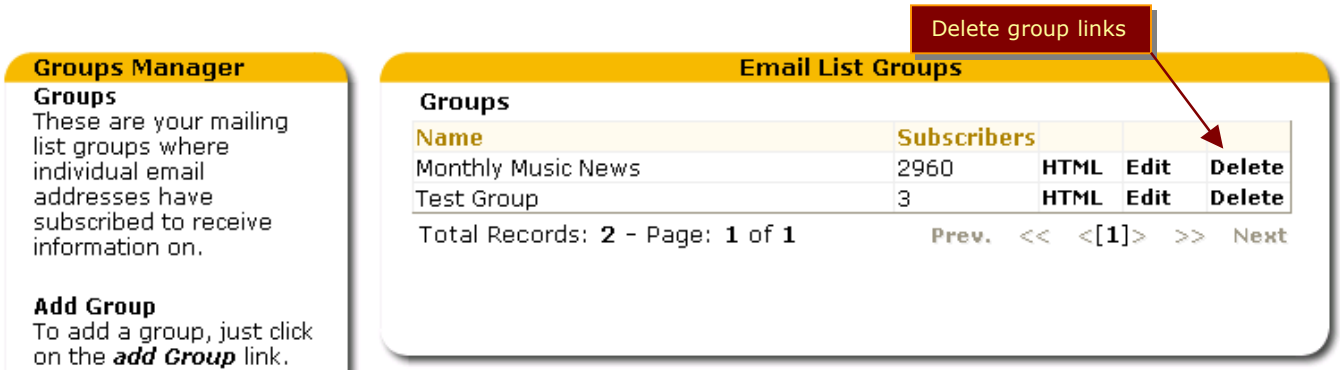
IV.2.3. Delete group:

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**]**



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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

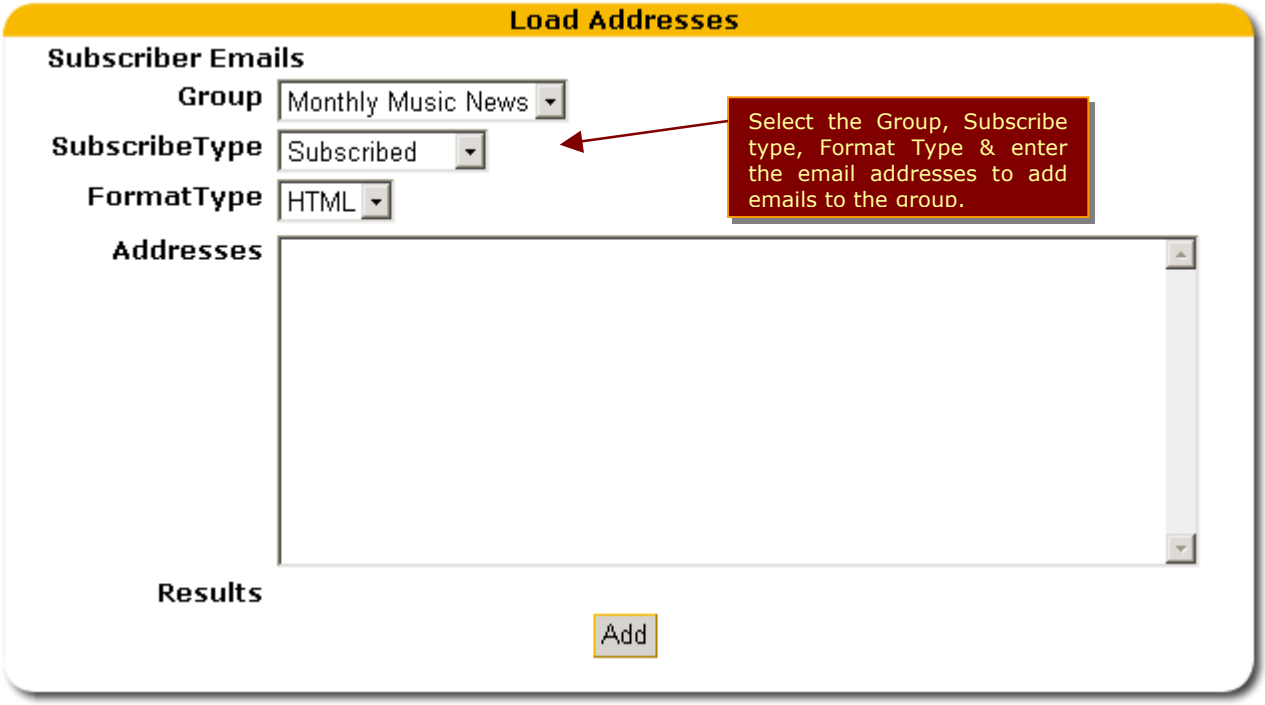
Dropdown list is populated with Subscribe types Subscribed, Unsubscribed.

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.



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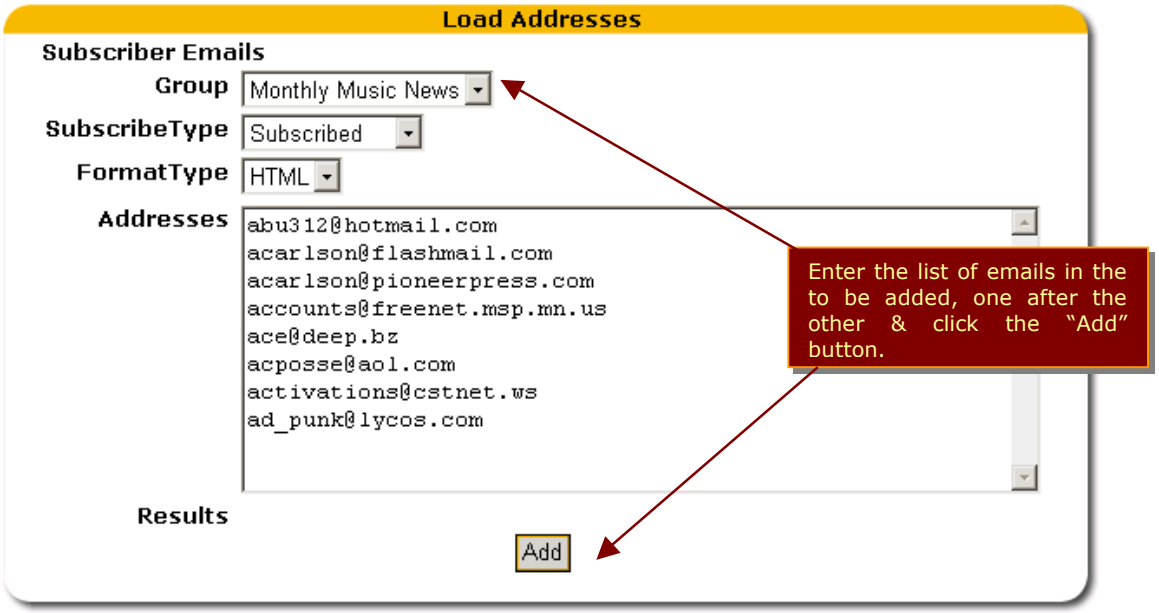
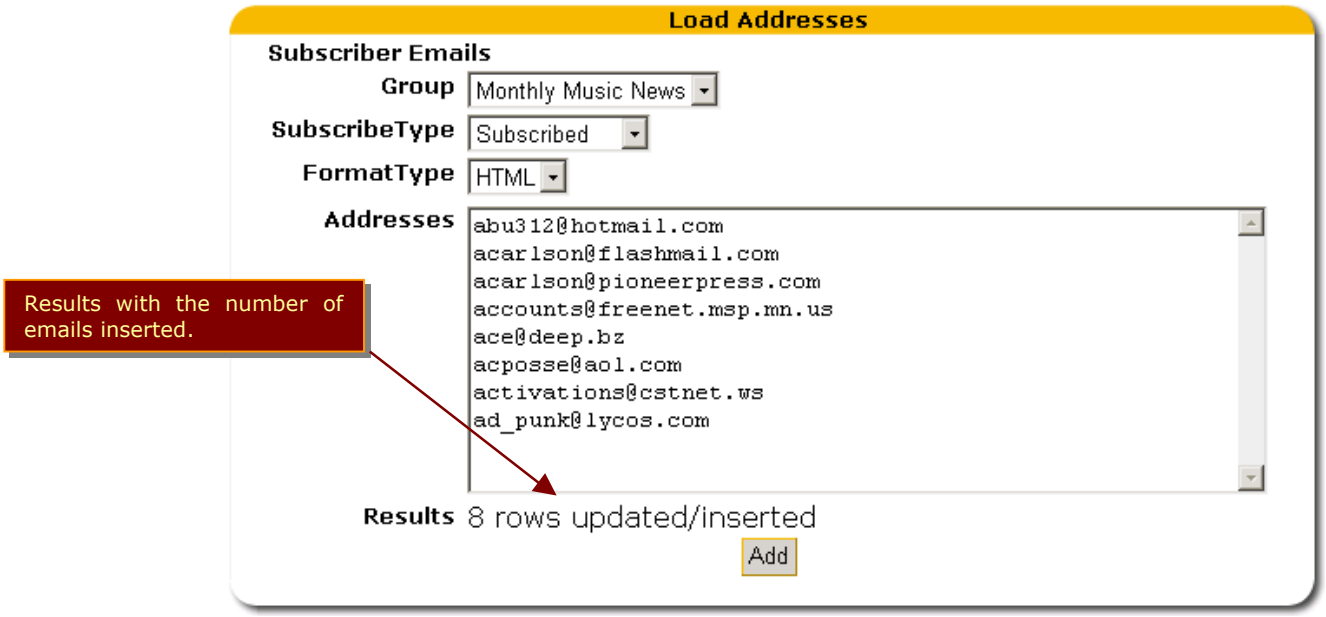
IV.3.5. An example to add group of emails to a group.

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.



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.



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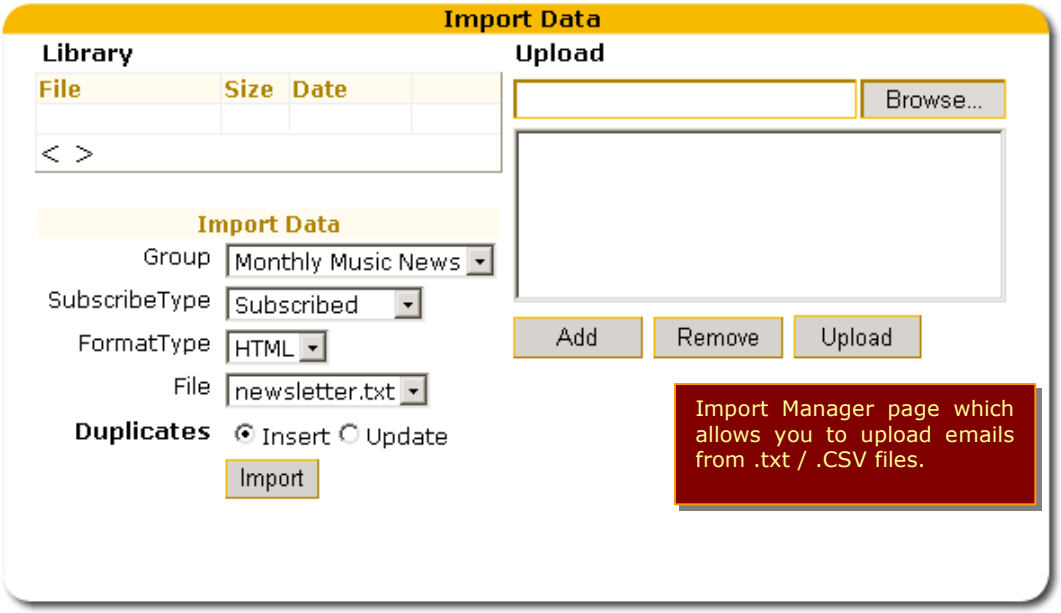
IV.4. Import data:

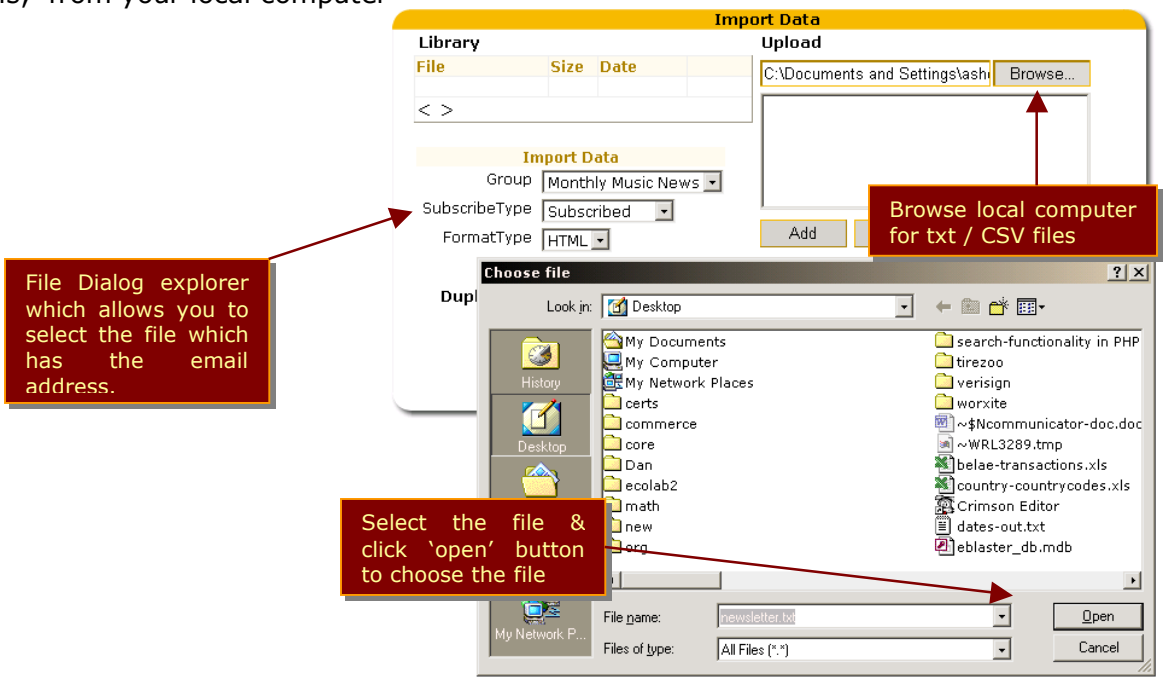
Import data / email address is another way of inserting emails in to a group. If you have a large amount of emails to be exported in to a group or email addresses stored in an address book which are of TEXT file or a .CSV file formats, Import Data option is the best way to export the emails in to a group.



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



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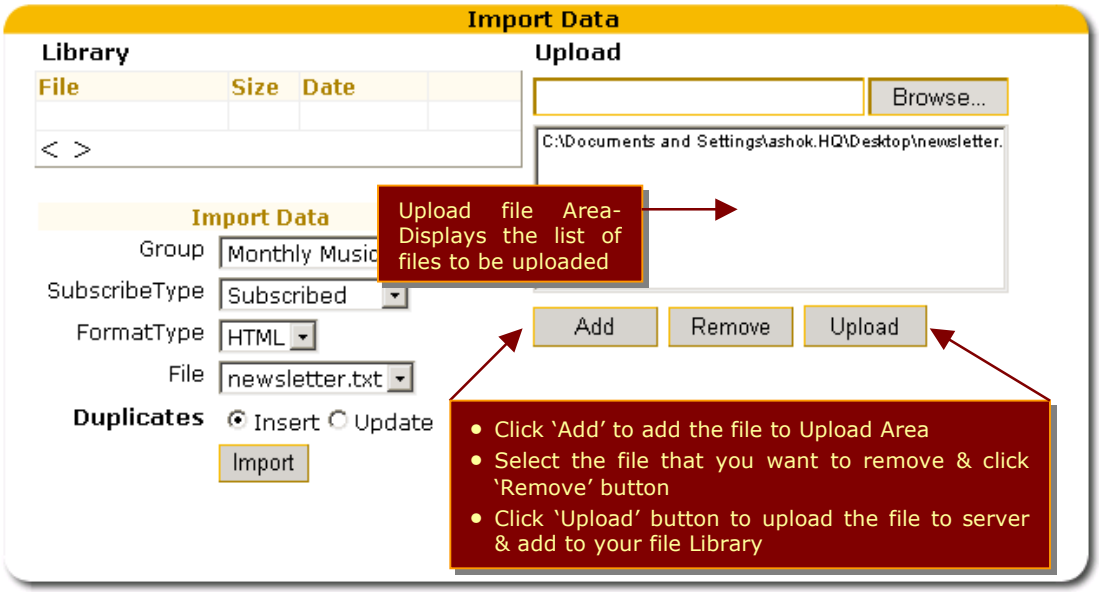
- **STEP 2:** Select the file that you want to upload and click "open" button in the file Dialog to choose the file.

- **STEP 3:** Click on "Add" button to add the file to the Upload File area.



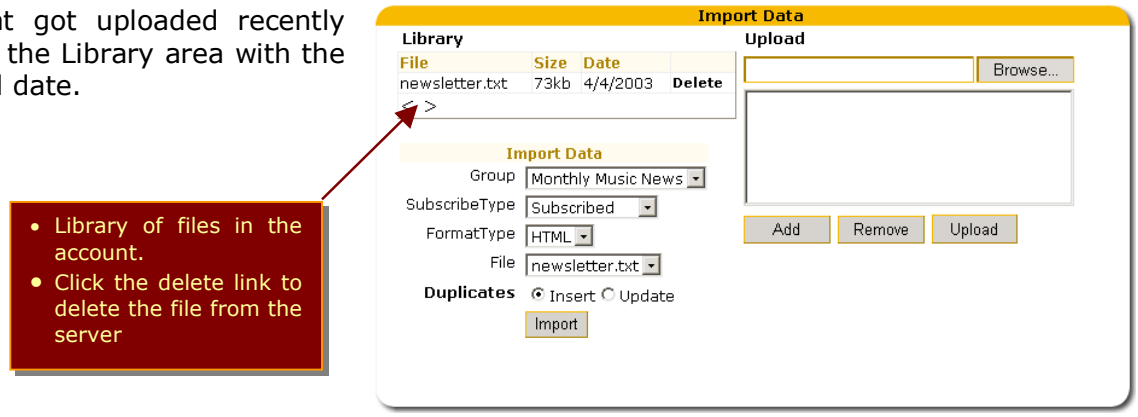
- You can add multiple files containing emails. To add multiple file to the Upload area, repeat STEP1 through STEP3.
- In case you uploaded a wrong file for upload you can remove the file by simply selecting the file from the upload area and click on 'Remove' button

- **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.



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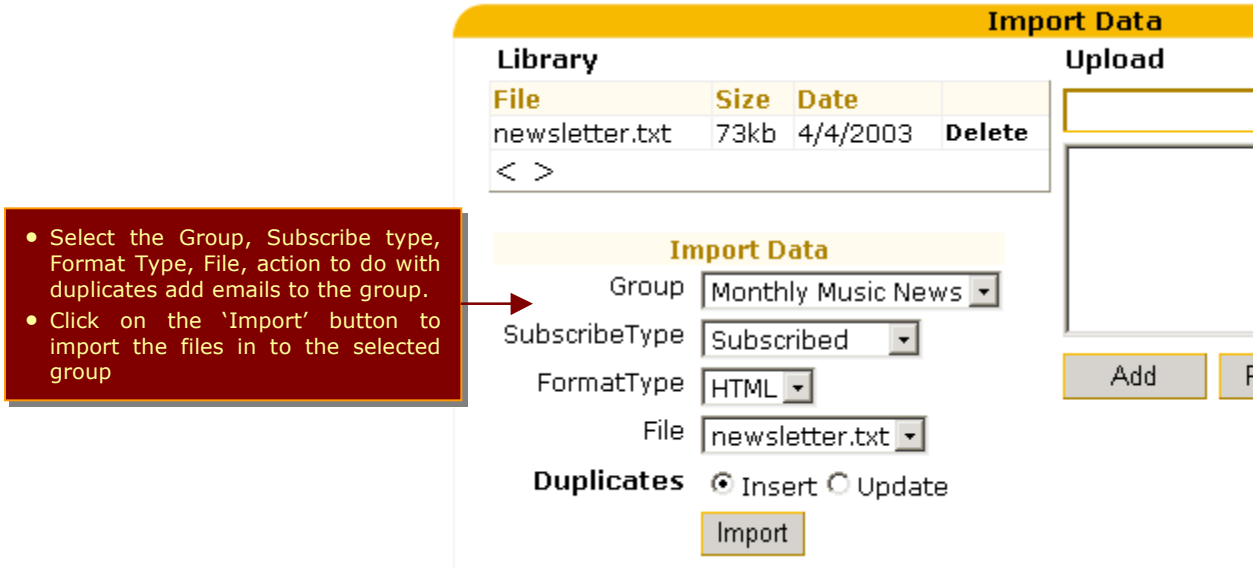
IV.4.3. Import the data:

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.



- **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.

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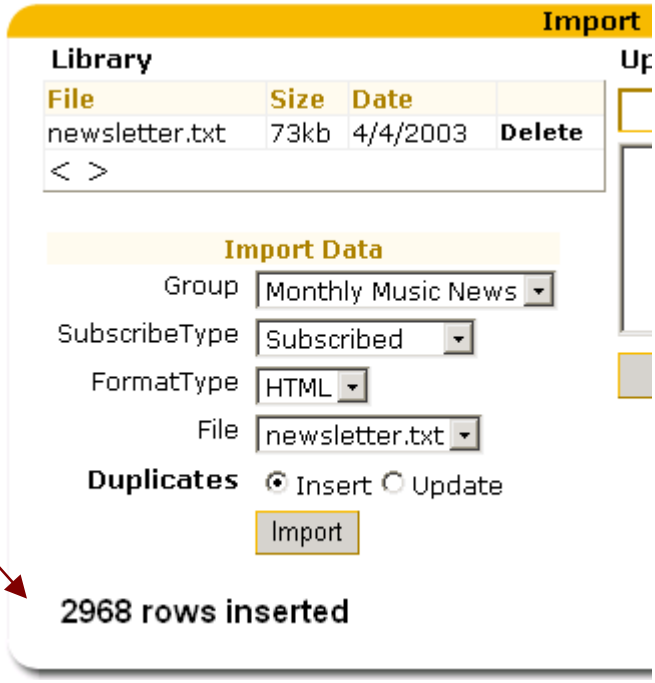
After the files are imported to the selected Group, the page is updated with the number of email address / rows inserted in the group.

- 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



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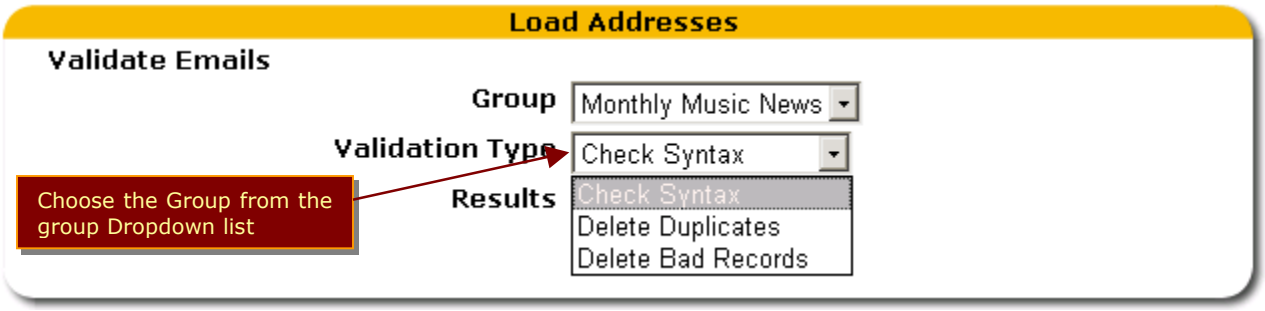
IV.5. Clean Emails:

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.

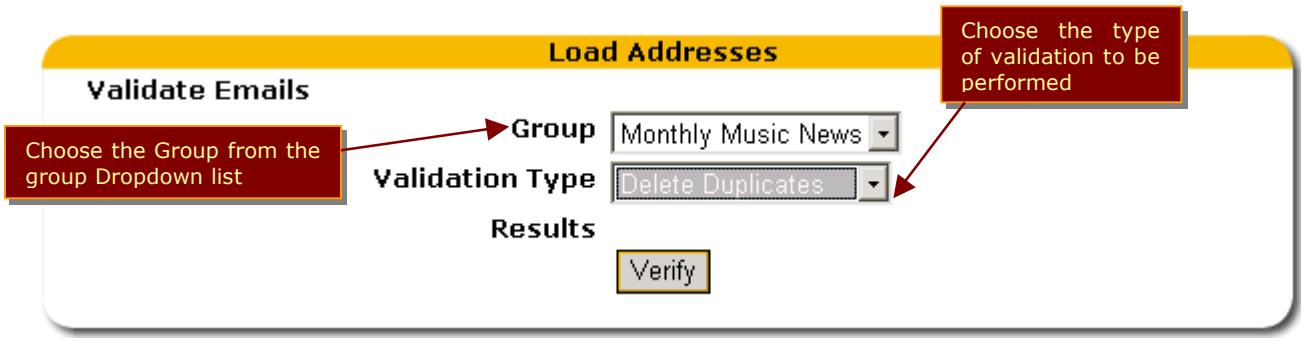
Validating Emails is a simple step process

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



- **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



- **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.

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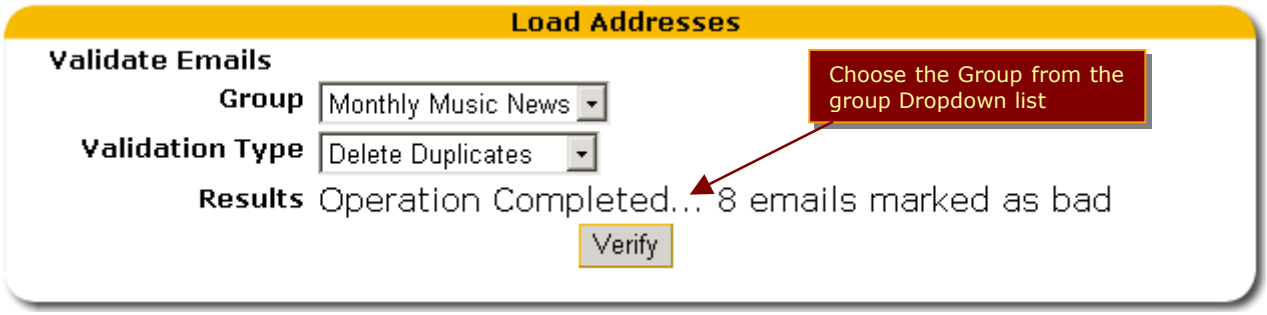
The following Image shows the results of validation on the group which was to 'Delete Bad Records' and the Validator made a check on all the emails in the group and deleted 7 bad email addresses.



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V. Content Management

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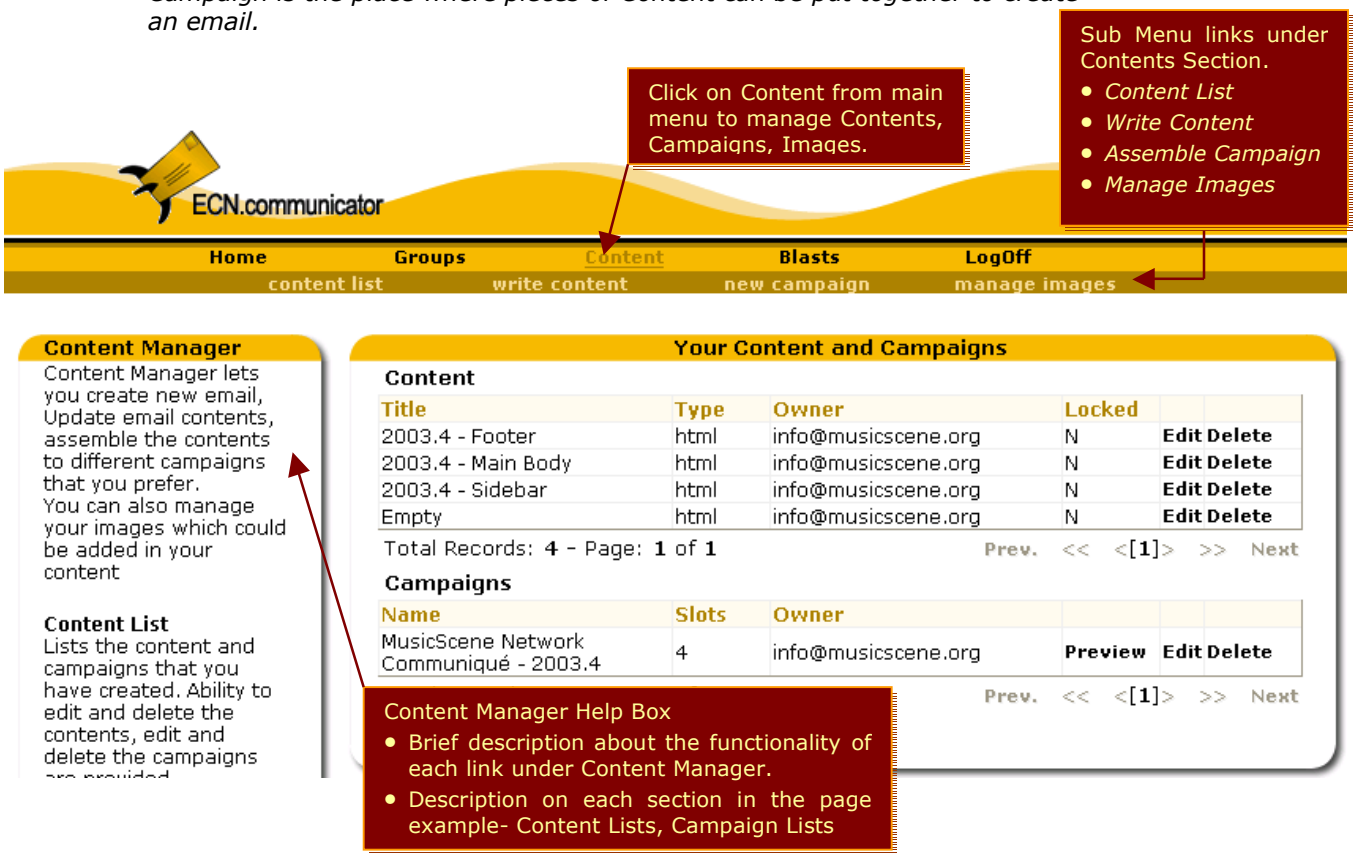
V. Content Management:

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 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-Footeraddress, company policy etc, and 2003.4-MainBody content can be banner, content*

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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

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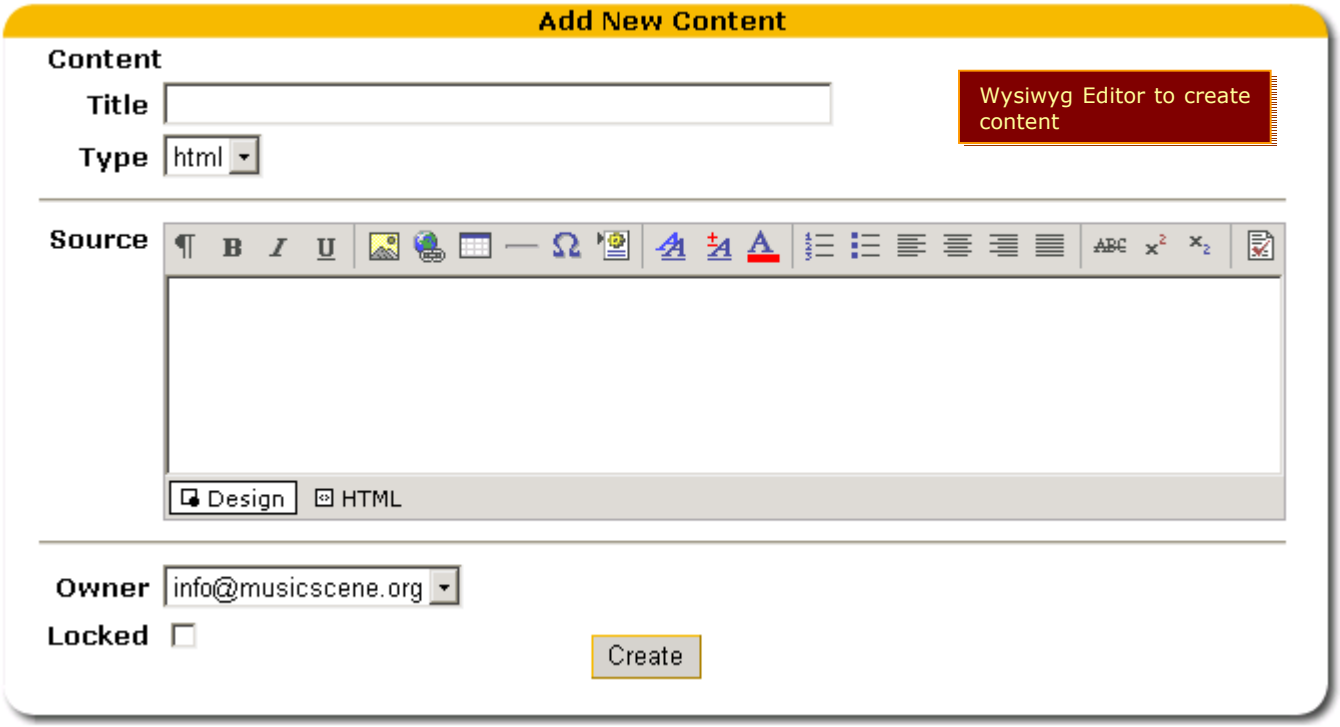
V.1. Write new Content

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.



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.

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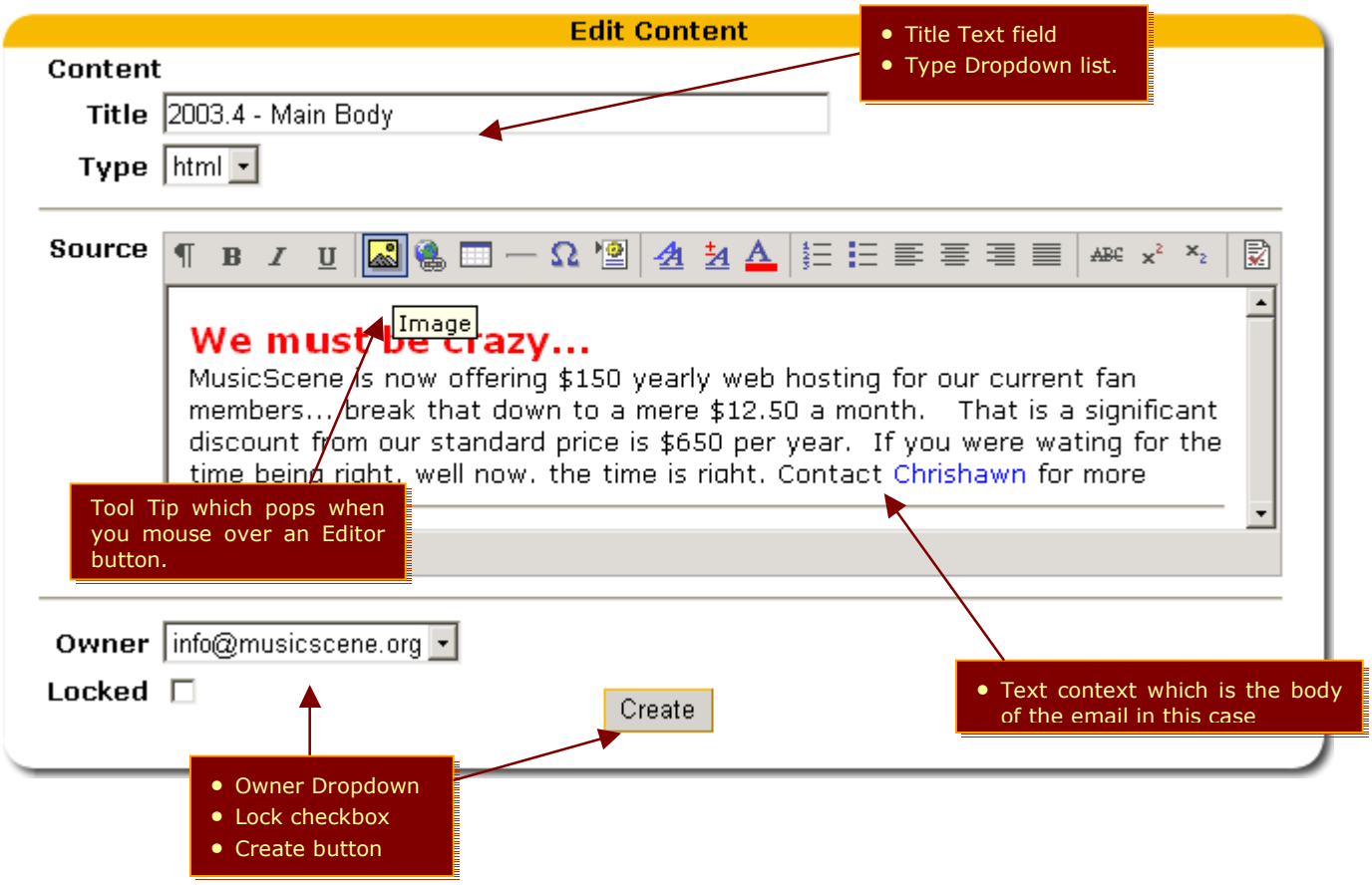
- **Owner**
  Select the owner of this content from the *Owner* Dropdown list. By default your login user name is selected. If you want to choose some other user as the owner of this content you can do so by selecting the User.

- **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.



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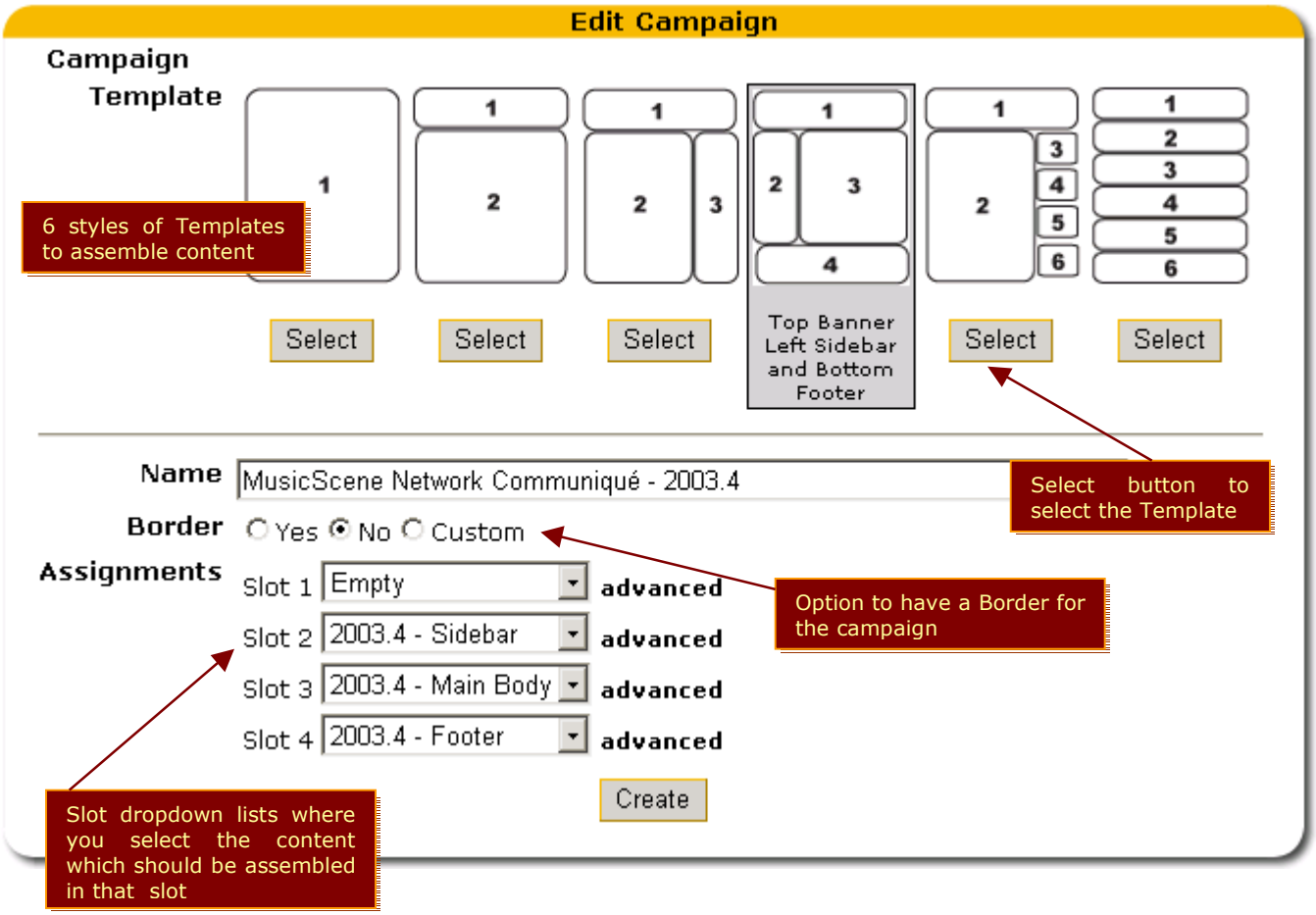
V.2. Assemble new Campaigns

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.



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.

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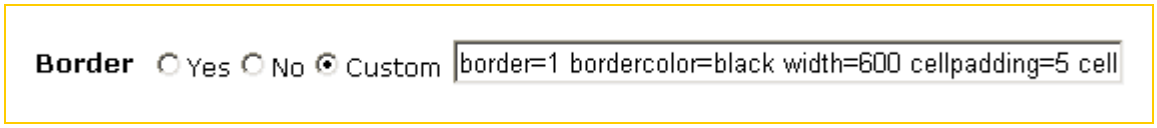
If you choose Custom you will be able to edit and over write the custom settings set by ECNCommunicator.



- **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

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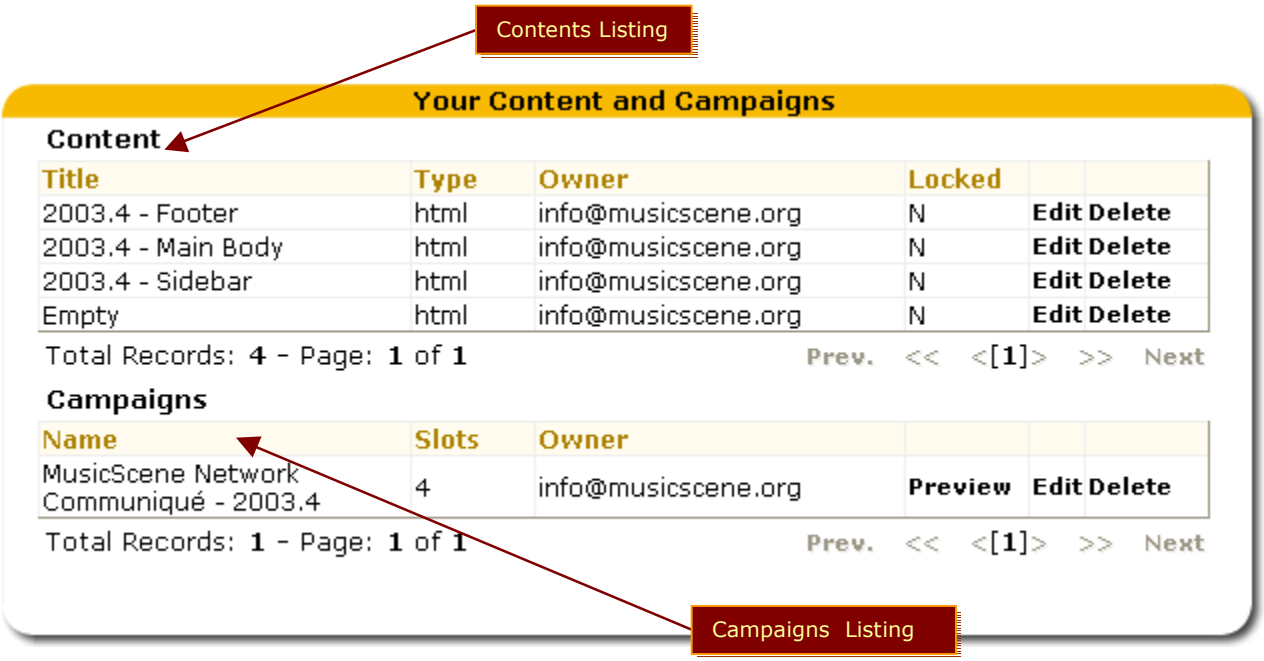
V.3. Content List

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***



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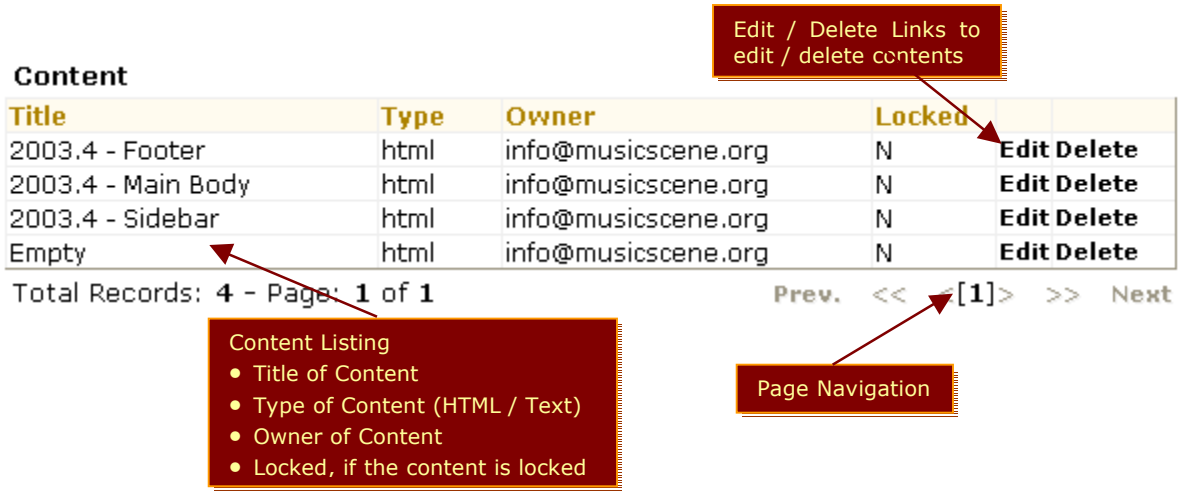
V.3.1. Listing of Contents

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.



- **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 a 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.

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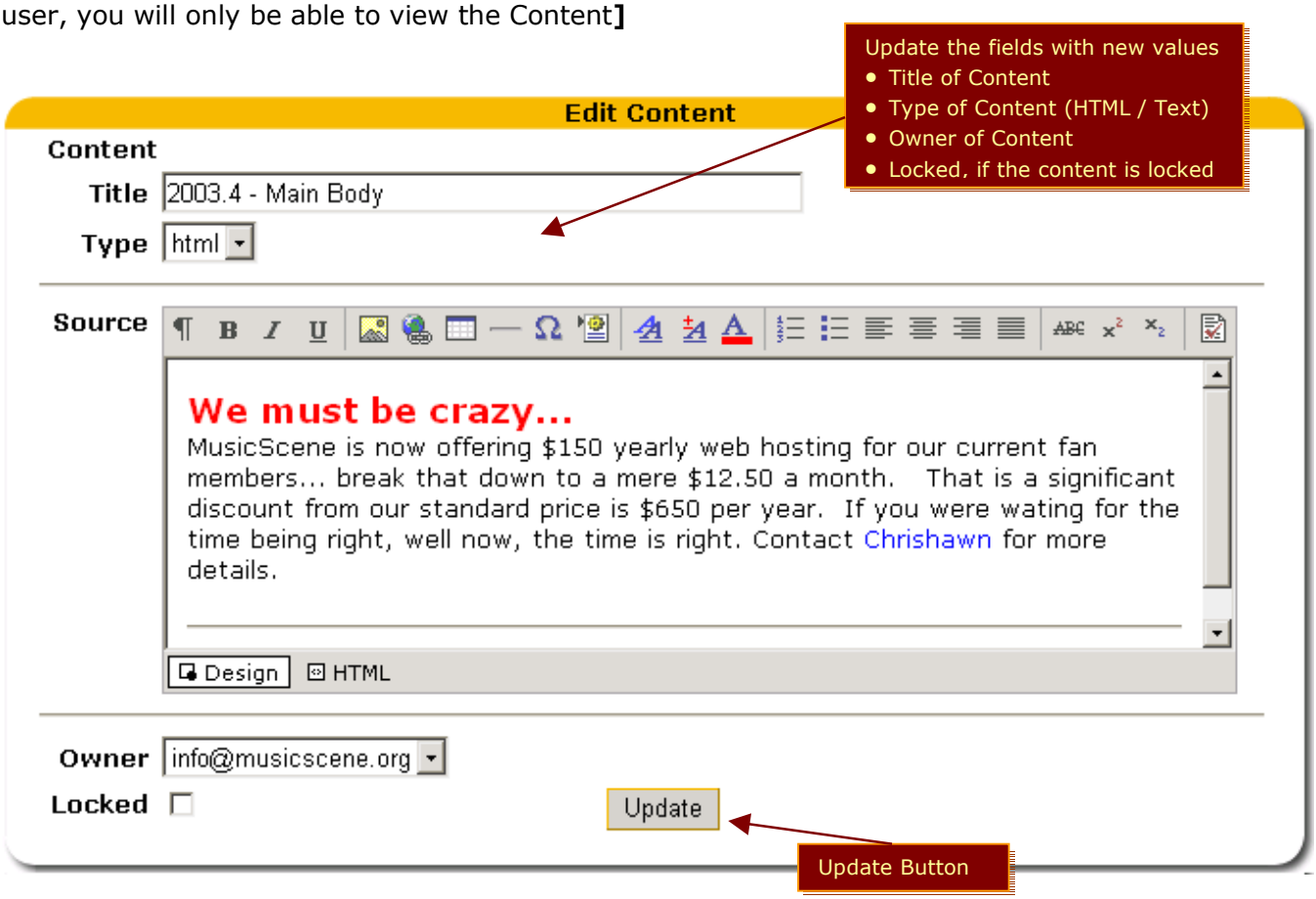
V.3.1.1. Edit Content

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 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.

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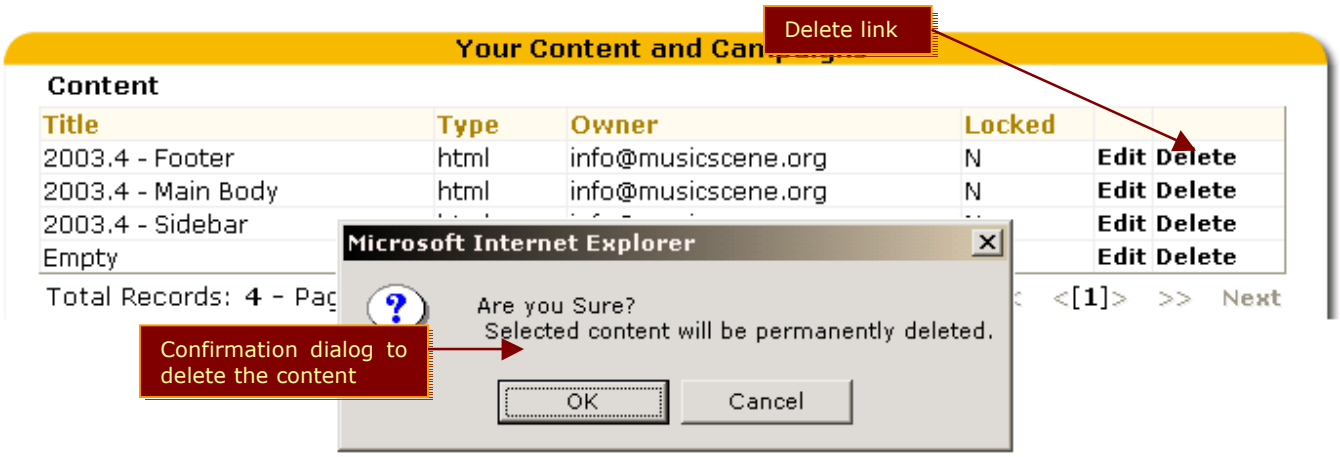
V.3.1.2. Delete Content

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.



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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.

- **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.

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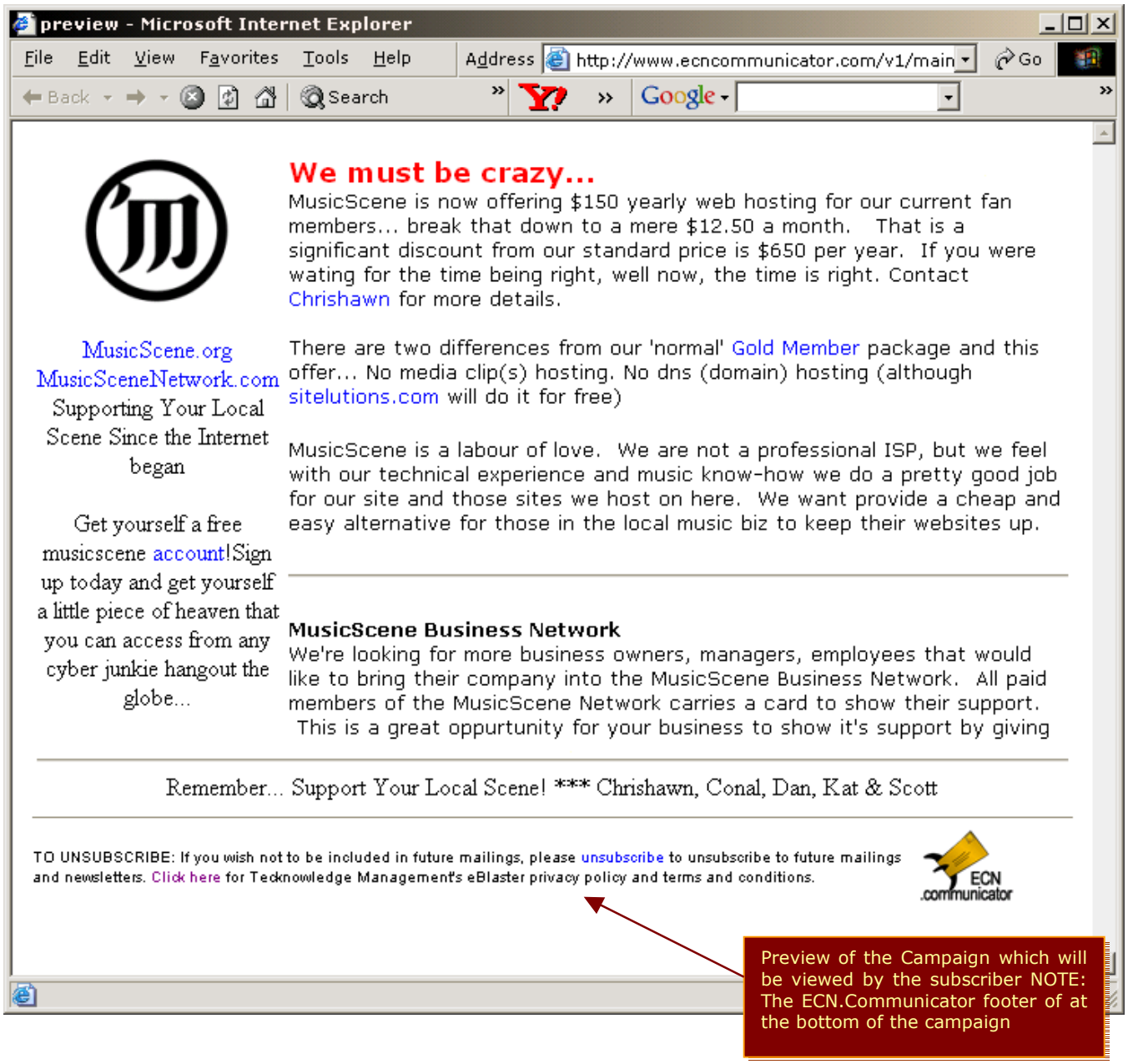
V.3.2.1 Preview Campaign

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.



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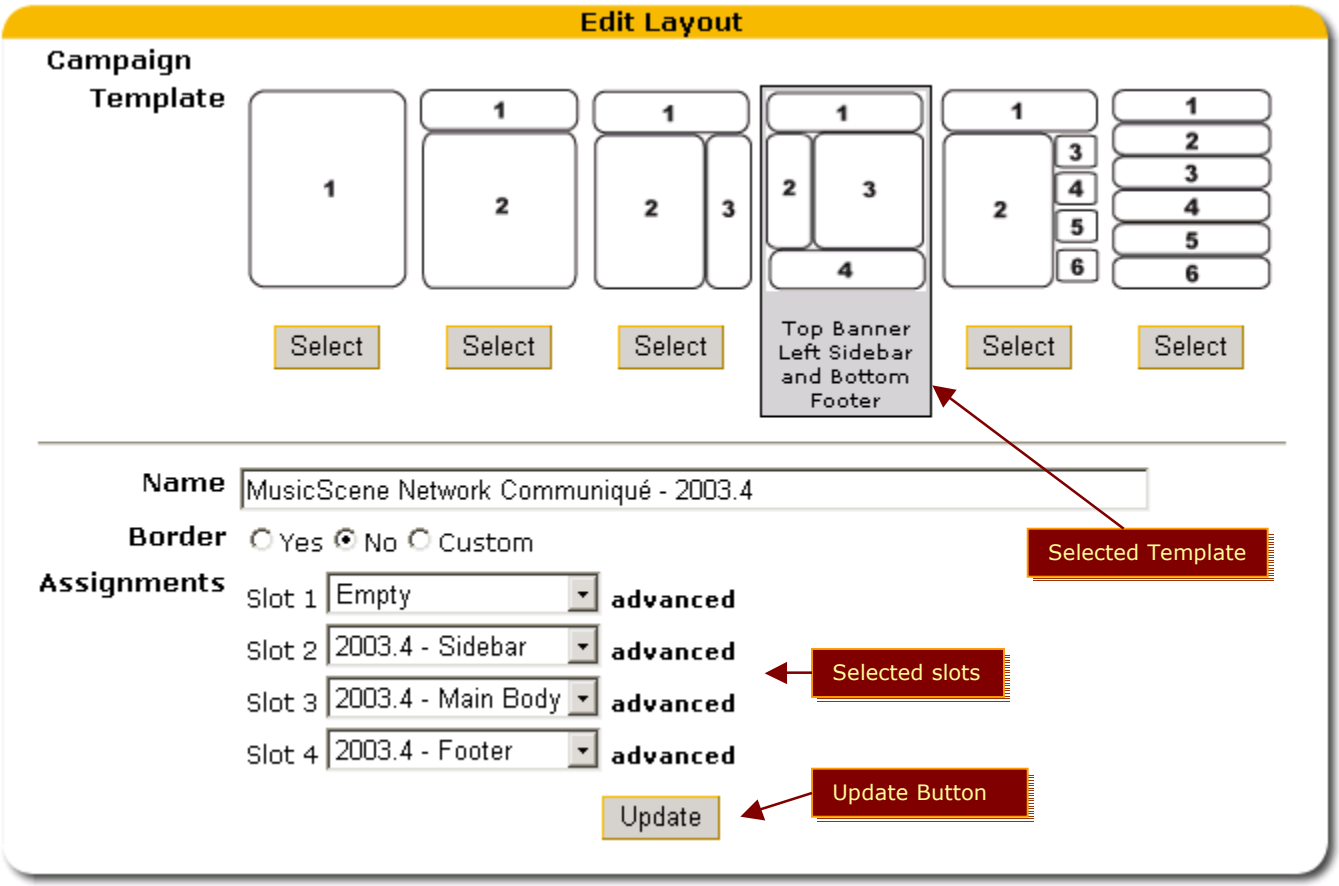
V.3.2.2. Edit Campaign

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.



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.

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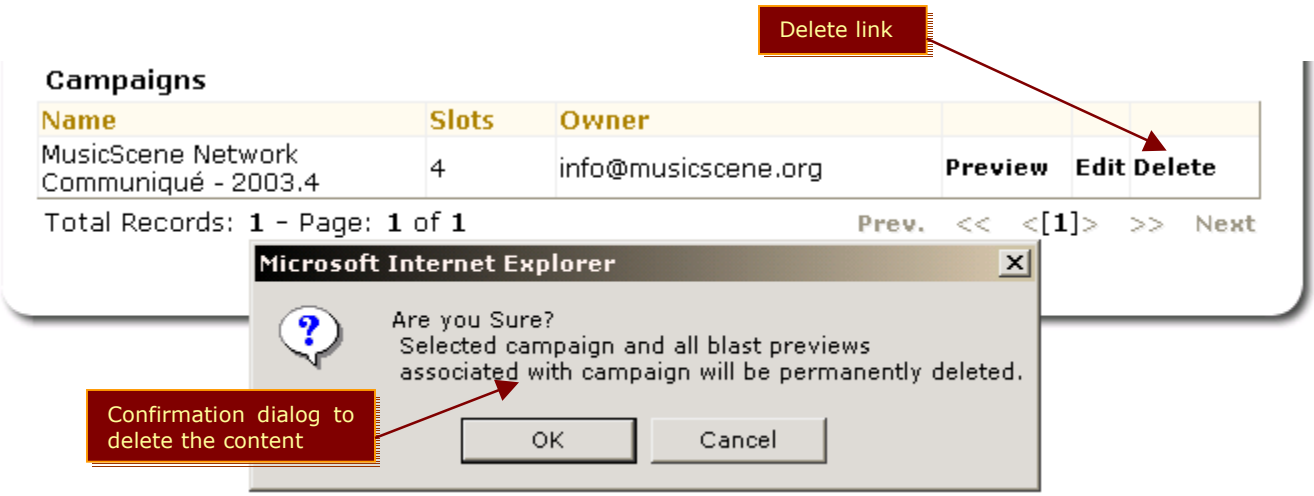
V.3.2.3. Delete Campaign

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.



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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

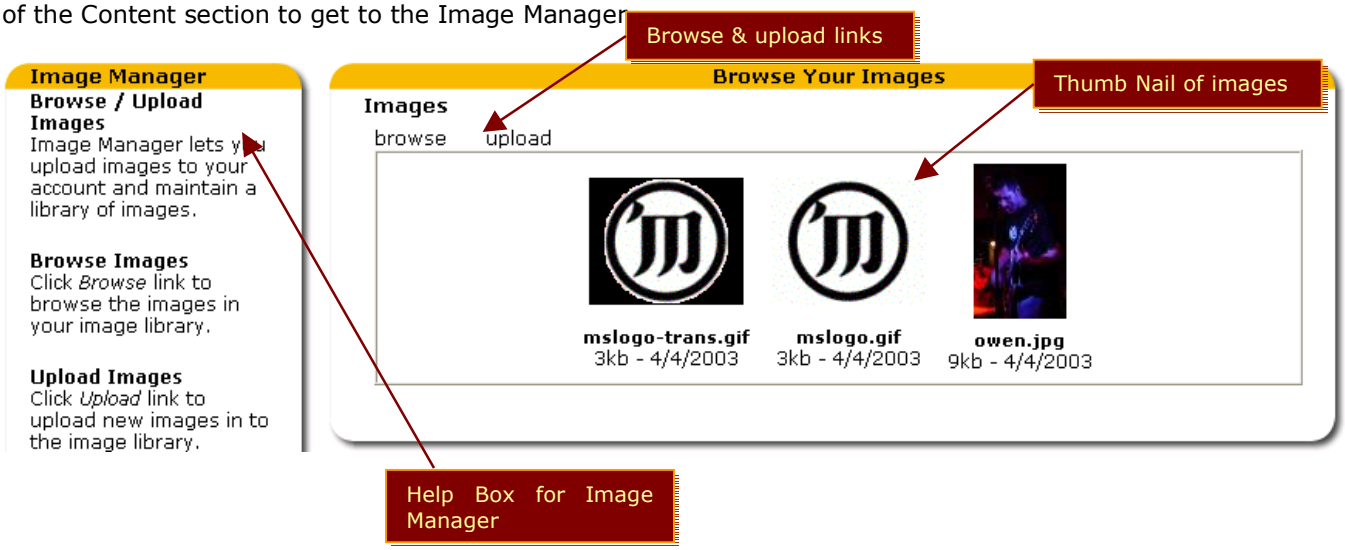

Image manager lets you Upload and Browse the images in your Image library.

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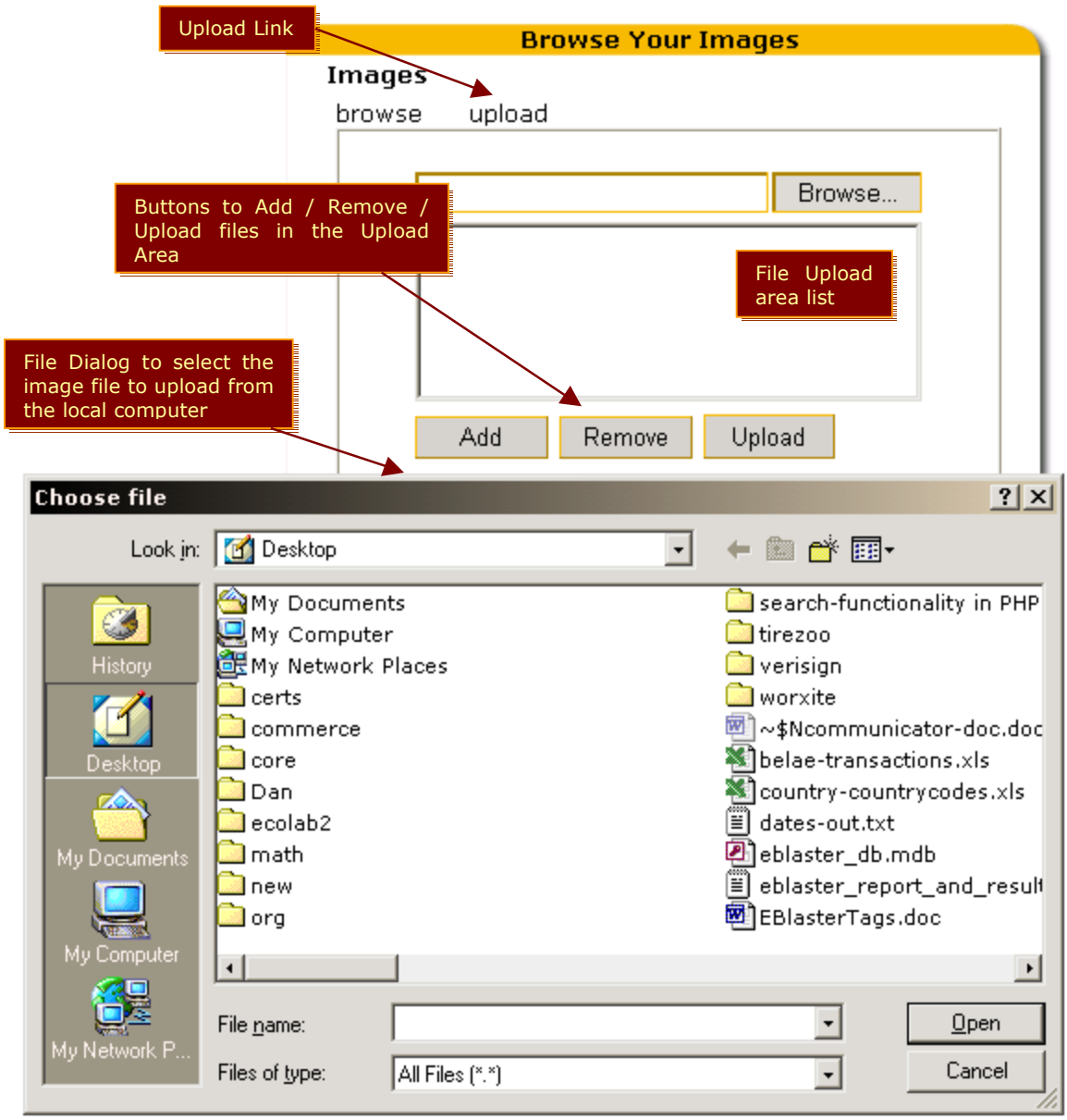
V.4.1. Upload Images

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.

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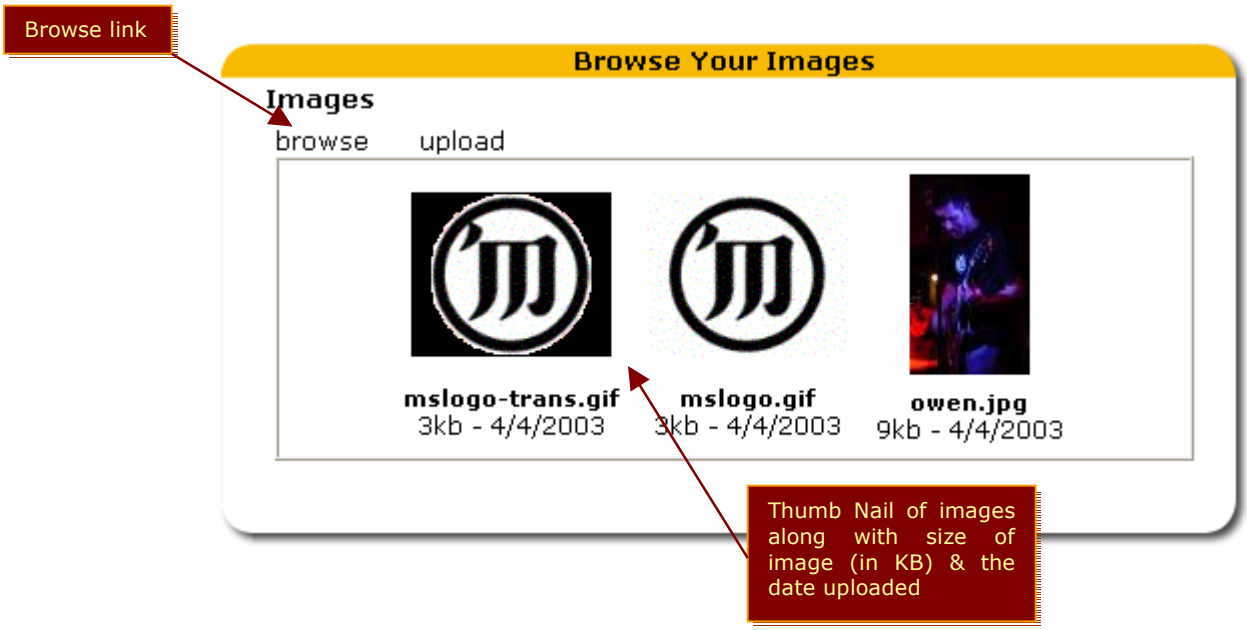
V.4.2. Browse Images

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.



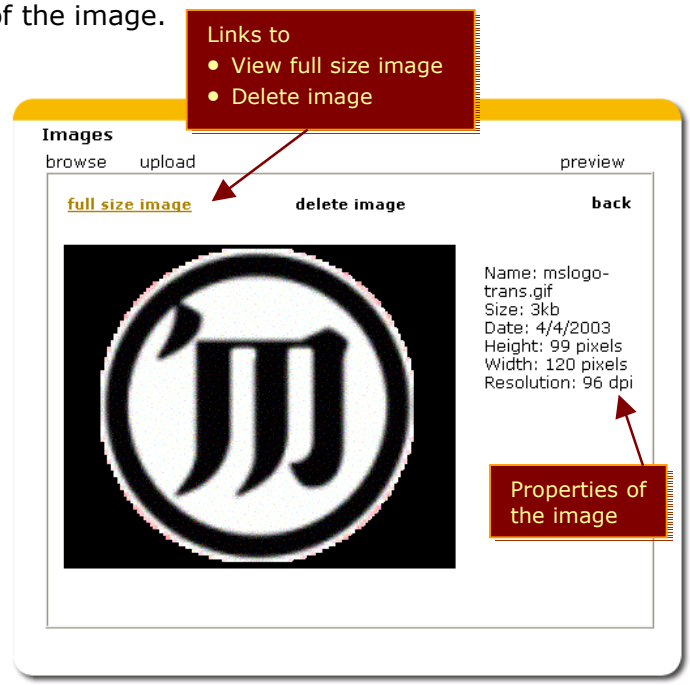
The list of images displayed will have the size of the image in KB (Kilo Bytes) and the date the file was uploaded.

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.



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VI. Blast Management

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VI. Blast Management:

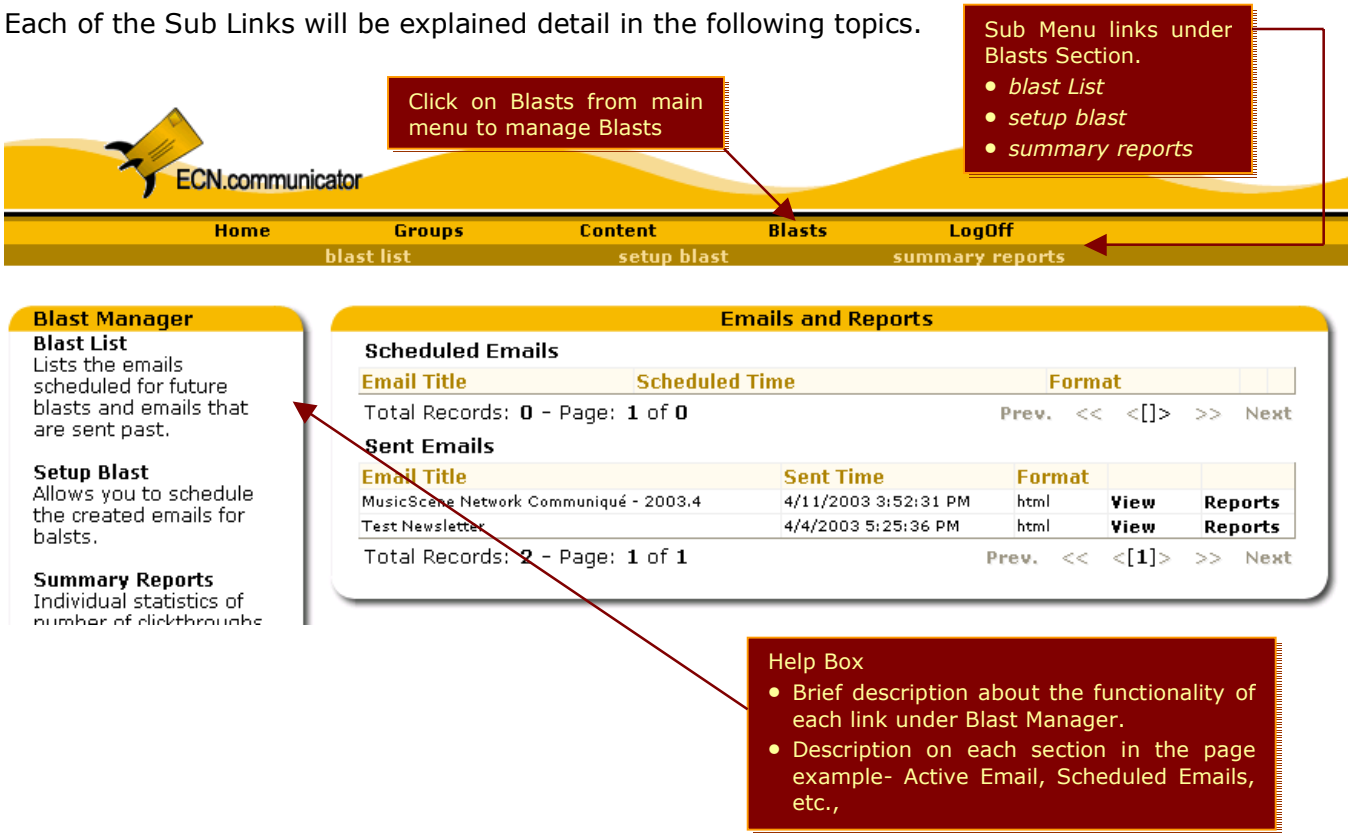
Introduction:

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.



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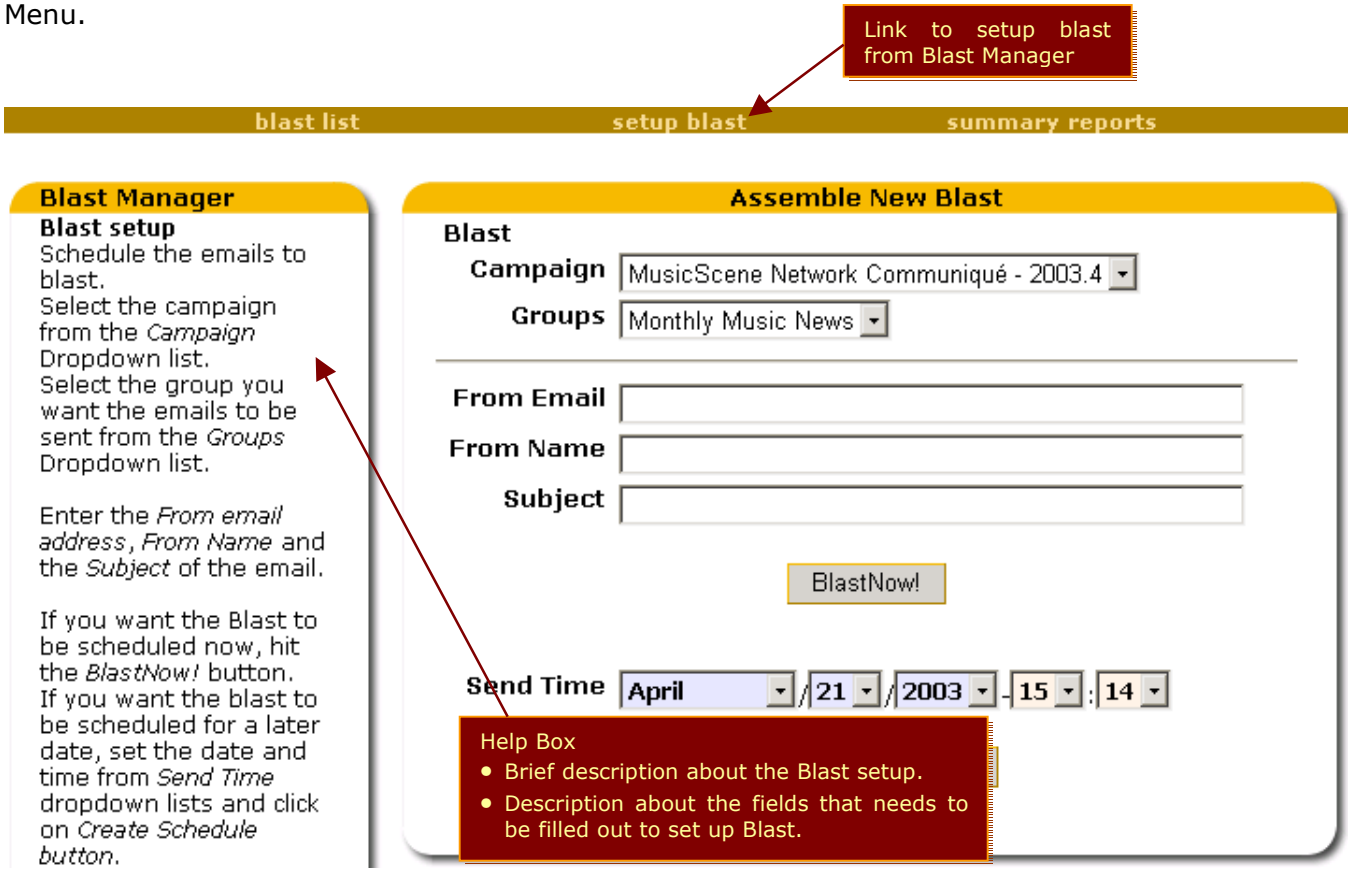
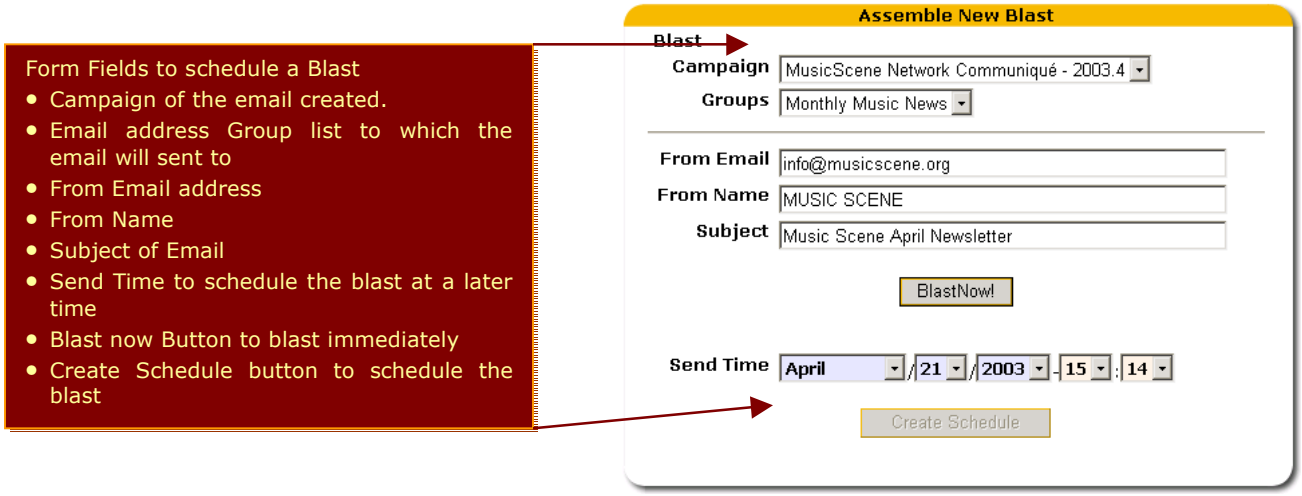
VI.1. Setup Blast

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.



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.



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- **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.

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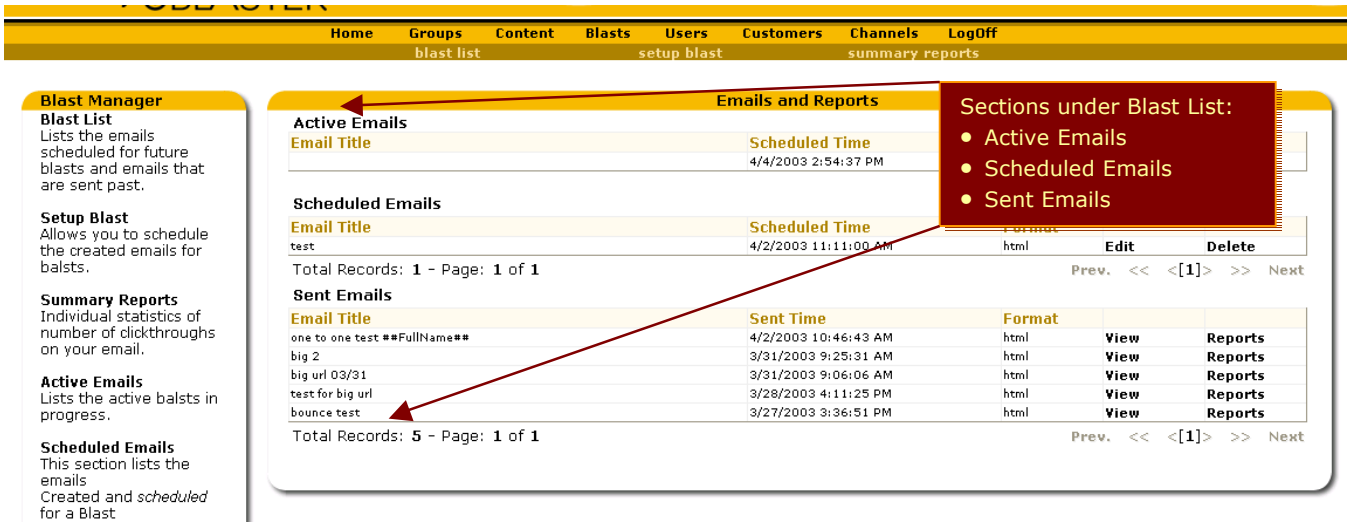
VI.2. Blast List:

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 **]**



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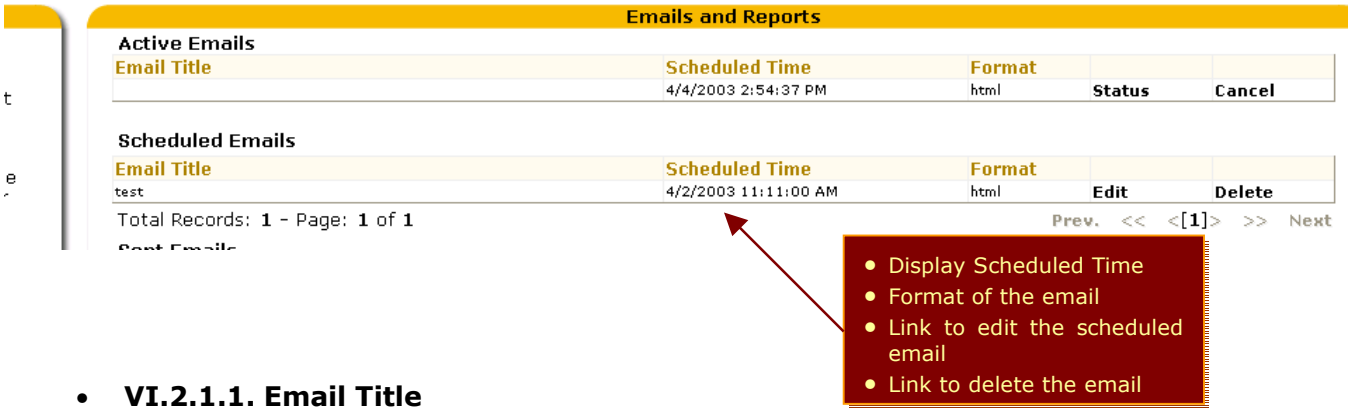
VI.2.1. Scheduled Emails:

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.

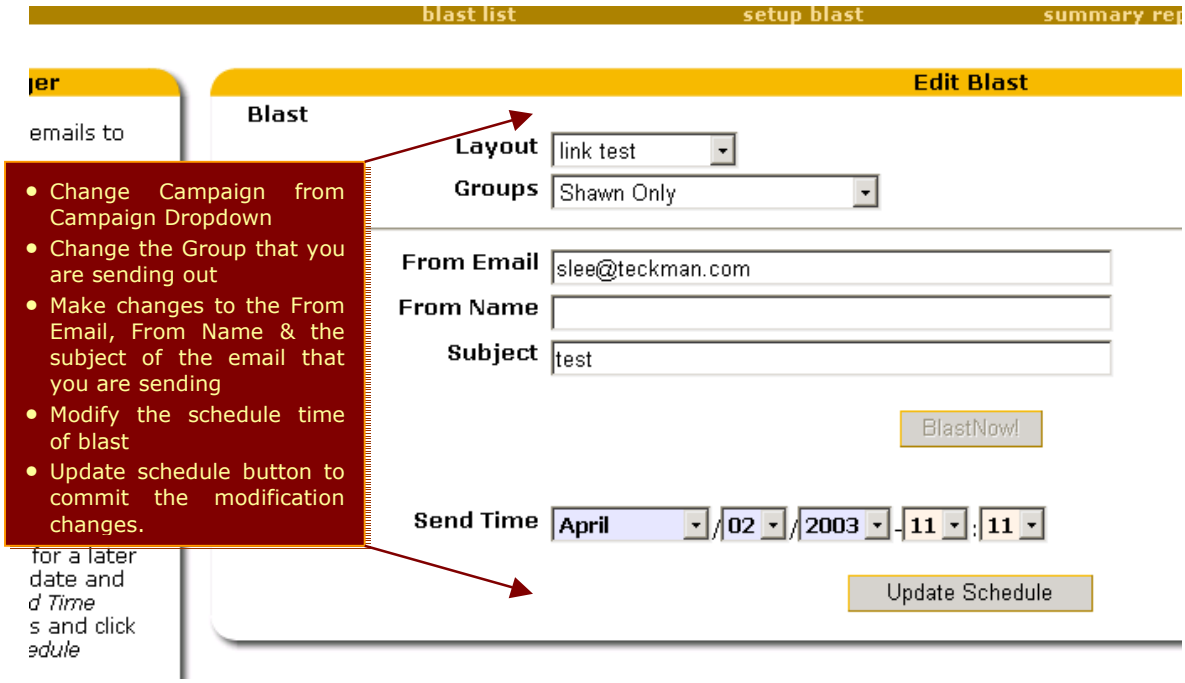


- **VI.2.1.1. Email Title**
  Lists the Email title of the scheduled email for the blast.

- **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.



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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.

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.

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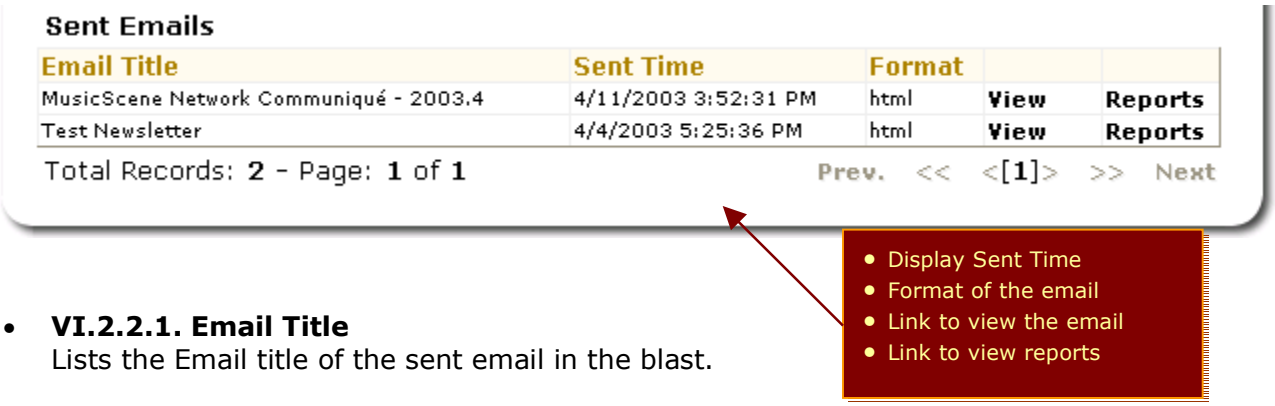
VI.2.2. Sent Emails:

Sent Emails section of the Blast Lists all the emails that have been sent out or blasted. Sent Emails list display the date and time the email was blasted, Format of the email that was sent and links to view the Email that was sent and the Reports of the email which gives you a report of click through, subscribes, unsubscribe, bounces etc.,



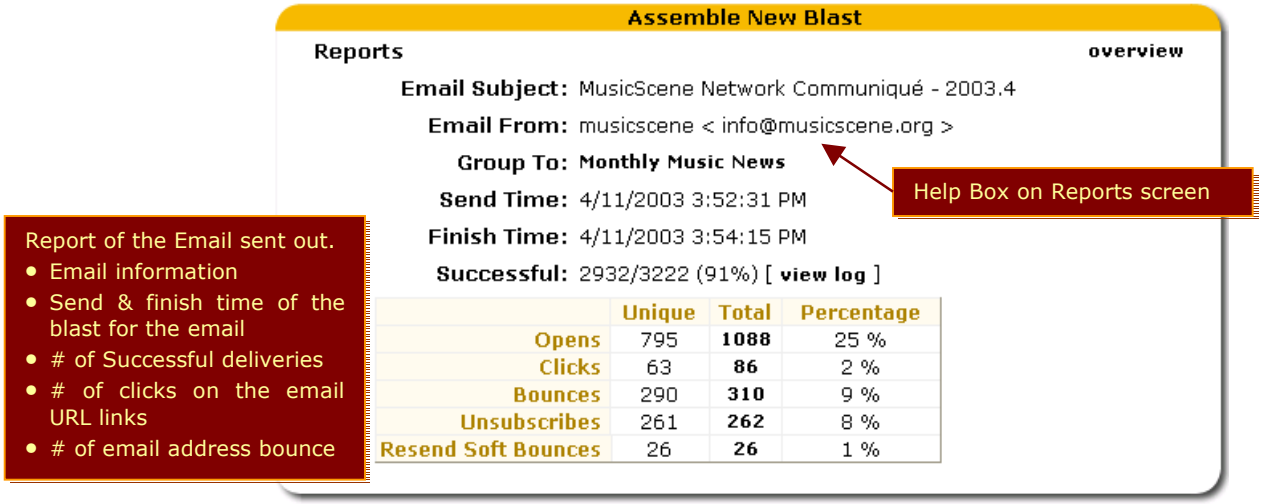
- **VI.2.2.1. Email Title**
  Lists the Email title of the sent email in the blast.

- **VI.2.2.2. Sent Time**
  Sent Time is the time the blast happened.

- **VI.2.2.3. Format**
  Format of the email that was sent. If it displays HTML then the email that is scheduled for Blast is of HTML format type

- **VI.2.2.4. View**
  To view the email that was sent out in the balst, click on the *View* link corresponding to that email record. This link opens up a new window which displays the email that was sent out in that blast.

- **VI.2.2.5. Reports**
  To View the reports for the email blast, Click on the *Reports* link corresponding to the email for which you want the reports.



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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.

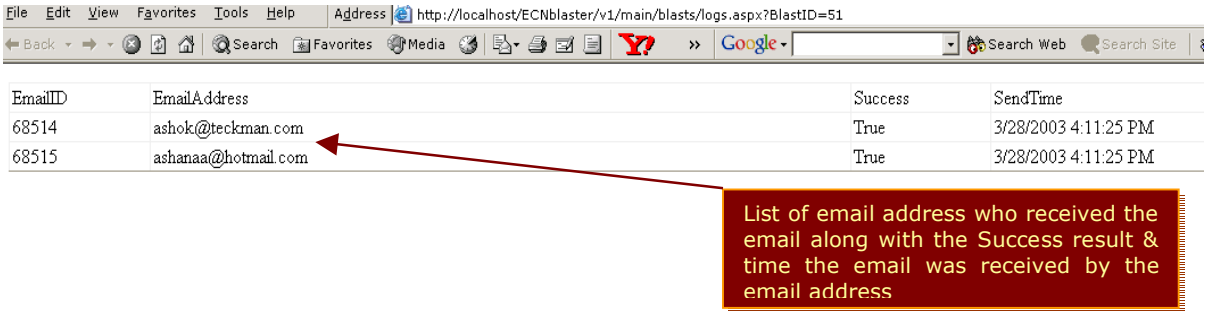
- **VI.2.2.5.2 Email From** is the name of the Person or company who is sending the email

- **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.



- **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 %

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Emails and Reports

Opens

Open Time	EMail	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/portalpak/feeddetail.asp?feedcode=scottsl**
7	**www.musicscene.org/portalpak/pagedetail.asp?pagecode=signup**
7	**www.musicscenenetwork.com/**
4	**www.musicscene.org/portalpak_modsupp/support/?supportcode=ms**
3	**www.sitelutions.com/**

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Top Visitors

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

Click-Throughs by Time

Click Time	EMail	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 Resent Soft Bounces button

Emails and Reports

Bounces

Unsubscribe Bounces | Resend Soft Bounces

Bounce Time	EMail	BounceType
4/17/2003 12:10:01 PM	dadiscmon@aol.com	soft
4/17/2003 12:10:01 PM	Slipvayne728@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@showcore.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

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

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- **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	EMail	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	scottyg@brutusmusic.com	U
4/17/2003 12:03:15 PM	sdigre@exhibitormagazine.com	U
4/17/2003 12:03:15 PM	seagoat1971@yhaoo.com	U
4/17/2003 12:03:15 PM	sfernand@mnic.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

EMail	Change
aeireon@mac.com	resend
boys@decembersarchitects.com	resend
cad@acda.com	resend

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- ***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.

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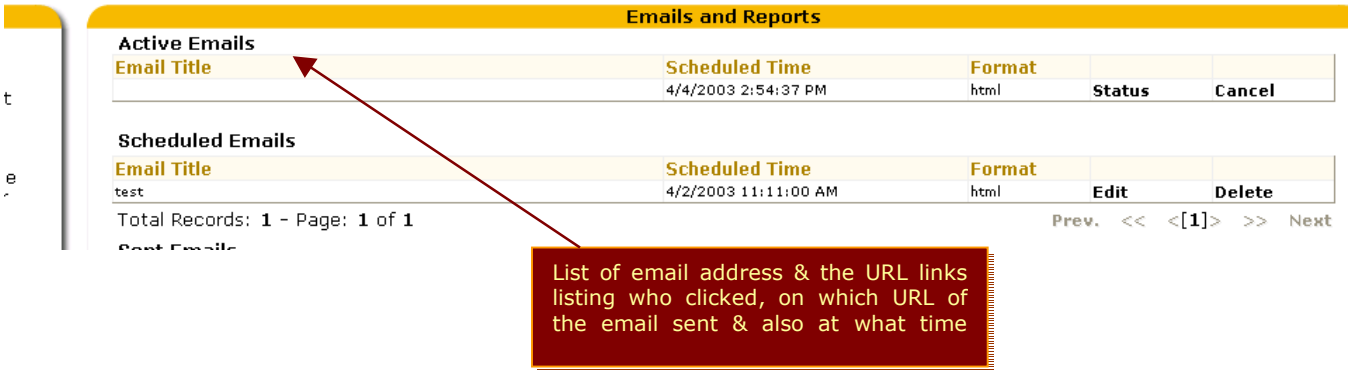
VI.2.3. Active Emails:

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.



- **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.

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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 blats 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 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.

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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	Slipvayne728@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

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

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.

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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	EMail	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

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