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DREAMmail List Generator Guide

Version 5.0

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Preface

About this Guide

This guide is part of the set of documents that describe DREAMmail. This guide is intended for users responsible for setting up the List Generator feature. List Generator is a customer acquisition tool that helps to increase the size and number of mailing lists by enabling you to create web pages that interact with the DREAMmail database.

List Generator can be a self-service tool or it can be implemented by the Epsilon Solution Services team. This document describes how to use List Generator in self-service mode. To perform the tasks described in this document, you must have administrator privileges, which all DREAMmail customers might not have. If you do not have the appropriate privileges, some of these tasks are handled by your Epsilon representative.

List Generator can capture subscriptions from forms that you set up on your website. You can also use it to collect opt-in information, demographic data, and individual customer preferences. Then, you can use this information to manage mailing lists, help subscribers update their preferences, and filter and customize messages in email campaigns.

This guide assumes that you have knowledge of the terminology and concepts of DREAMmail and that you have intermediate to advanced HTML programming skills, with experience creating forms and the ability to implement client-side scripting (for example, JavaScript). In addition, the implementation of List Generator requires the knowledge of Epsilon's privacy policy (see <http://www.epsilon.com/epsilonstatic/privacy.html>).

How this Guide is Organized

This guide is divided into the following sections:

Section	Description
Overview of List Generator	Provides some background information on List Generator, describes the components that you use to build a preference center, and discusses the process of implementing self-service List Generator.
Configuring List Generator	Explains the settings that must be configured in List Generator and DREAMmail, and the tasks that you perform to set up your profile fields, mailing lists, campaigns, and messages that you use to build a preference center.
Building the Preference Center	Explains how to build the HTML pages of a List Generator using either preference center or mini-forms and HTML templates.

Related Documents

Related documents include:

- *DREAMmail 5.0 User Guide*
- *DREAMmail 5.0 Real-Time Messaging Guide*
- *DREAMmail 5.0 Ad Manager User Guide*
- *DREAMmail 5.0 Programming Guide*
- *DREAMmail 5.0 Advanced Messaging Guide*

Conventions Used in this Guide

The following conventions are used in this guide:

Convention	Use
Boldface font	Menu options, button names, key words
Courier font	Code examples
<i>Italic</i> font	Section and document titles

Overview of List Generator

List Generator is a customer-acquisition tool that helps you manage mailing lists by capturing subscriptions, unsubscriptions, preferences, and personal profile information from subscribers and potential subscribers who enter data into HTML forms that you make available on your website. The HTML pages on your web site that contain these forms are referred to, collectively, as a **preference center**. By using List Generator to create these forms, you enable subscribers and potential subscribers to enter registration or preference data in your website, which subsequently updates data in the DREAMmail database.

A preference center consists of one or more HTML pages, depending on your needs. You can create multiple preference centers. If your business requires it, you can create a separate preference center for each site that you run.

You create a preference center using HTML templates and preference center or mini-forms that you set up in DREAMmail. Then, you associate the templates, the forms, and profile fields in DREAMmail to create the pages where subscribers can update their preferences. **“Relationship Between Templates, Profile Fields, and Forms” on page 11** provides additional information.

This chapter provides an overview of List Generator and provides the following information:

- **About Preference Center and Mini-Forms**
- **Process of Implementing List Generator**

About Preference Center and Mini-Forms

Both preference center and mini-forms provide the means of collecting data from the preference center of your website. The overall process for creating the preference center is the same regardless of whether you use preference center or mini-forms. However, there are some differences in the forms and what you can do with them. The type of form that you choose to implement depends on your business needs:

- **Preference center** forms allows you to create HTML pages with embedded forms that can be password protected. Preference center forms are typically used by marketers because these forms allow more registration-type data to be collected. Epsilon hosts preference centers that are created using preference center forms.
- **Mini-forms** allow you to create HTML pages with embedded forms that **cannot** be password protected. Mini-forms are typically used for newsletter subscriptions which do not need as much profile data — only email address and subscription information — and do not require password protection. You host preference centers that are created using mini-forms.

As a DREAMmail administrator, or a standard user with the appropriate privileges, you can use List Generator to create your own preference center forms or mini-forms.

“Creating Forms in DREAMmail” on page 36 provides additional information.

Note: Maintenance of existing Miniforms / Preference centers: After changing all links and URLs on pages hosted on your web site, you do not need to re-publish your Preference Centers or Miniforms in DREAMmail. The changes made in the backend will be sufficient to insure functionality. However, should you decide to re-publish a form for any reason, for example, because you edited the content, please be aware that the DREAMmail UI will show the old generic DNS setting (<http://lgapp.edc.dartmail.net> or <http://prefctr.ddc.dartmail.net>). These DNS settings must be changed to the new settings (<http://lgapp.eu.epidm.net> and <http://prefctr.na.epidm.net>) respectively in the course of editing. We recommend you thoroughly test any Self-Service List Generator Form if you edit it after the DNS change was complete.

Relationship Between Templates, Profile Fields, and Forms

To build a preference center, after you configure List Generator and DREAMmail, you develop HTML templates, create preference center forms or mini-forms, and upload the templates to DREAMmail so that you can associate them with the forms you created and the profile fields in the database.

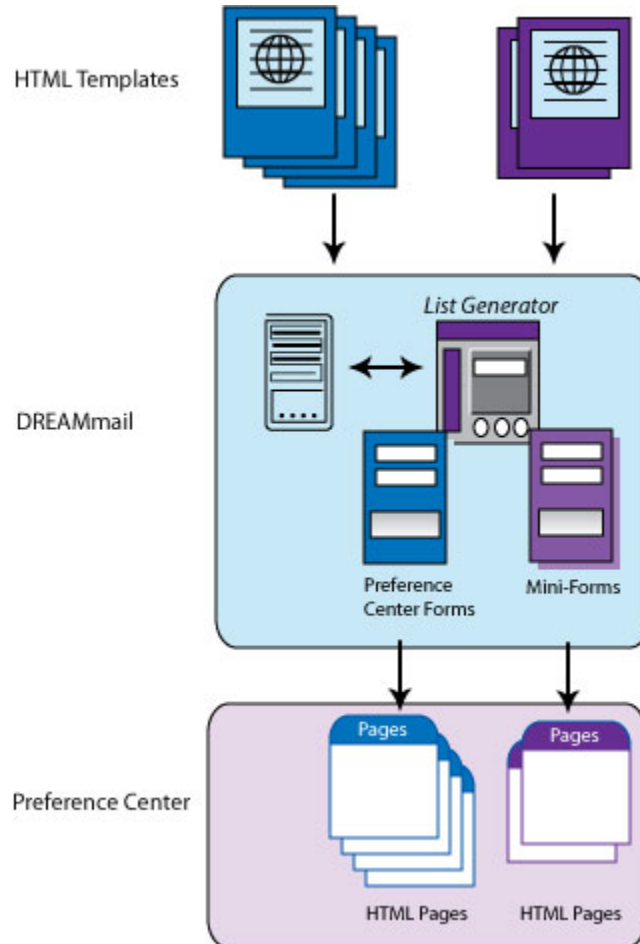


Figure: HTML templates are uploaded to DREAMmail and are associated with preference center forms or mini-forms, which are mapped to profile fields in the database to create a preference center.

Process of Implementing List Generator

This section includes the following topics:

- About the implementation
- Description of the implementation process

About the Implementation

To begin planning the implementation of List Generator, there is some information that you should know before you get started:

- List Generator can be implemented as a self-service tool. However, your Epsilon representative must enable this feature for you.
- You will need a dedicated programming resource to implement this feature. This person will work with your Epsilon representative to configure List Generator and create and maintain the HTML pages on your website.
- The time required to implement List Generator varies depending on your requirements and system setup; plan at least ten days. This does **not** include the time required to develop your HTML pages, which, depending on their complexity, could take two to three weeks.
- List Generator requires configuration of a domain name, or DNS (Domain Name System). The DNS maps your IP address to a more easily remembered name, the domain name. The domain where you implement List Generator must be different from the domain you use for mailing. We recommend that it be a sub-domain of your DREAMmail mailing sub-domain.

There are four aspects to implementing List Generator:

- Setup and configuration of DREAMmail
- Development of the HTML templates
- Creation of preference center forms or mini-forms
- Testing and publishing of the HTML pages that make up the preference center

The individual stages of this process are described below.

Description of the Implementation Process

The table below describes the process of implementing List Generator to create a preference center.

Stage	Description
1	Request that your Epsilon representative enable List Generator for you.
2	Your Epsilon representative sets up your DNS. <ul style="list-style-type: none">▪ The set up of the DNS takes a minimum of four business days and requires an update to the DREAMmail production database. Up to six additional days are used for the rest of set up and testing.▪ If you require a digital certificate, Epsilon purchases it on your behalf. This requires a minimum of ten business days.
3	You configure user privileges and authentication settings for List Generator. "Setting Up and Configuring List Generator" on page 16 provides detailed information.

Stage	Description
4	<p>Determine which user profile fields you want to be available in preference center forms or mini-forms.</p> <ul style="list-style-type: none"> Decide whether you want these fields to be available at the client-level or site-level. <p>To enable visitors to subscribe or unsubscribe at the client level, select the <i>ClientUnsubscribe</i> field. To enable visitors to subscribe or unsubscribe only at the site level, you must select the <i>Unsubscribe</i> field for each site. "Choosing Profile Fields in DREAMmail" on page 19 provides detailed information.</p> <ul style="list-style-type: none"> Create new profile fields as necessary.
5	<p>Create mailing lists and ensure that they can be accessed in List Generator.</p> <p>"Making Mailing Lists Accessible to List Generator" on page 20 provides detailed information.</p>
6	<p>Create campaigns for each site associated with the preference center.</p> <p>"Creating Campaigns for List Generator" on page 21 provides detailed information.</p>
7	<p>Create notification triggered messages to be sent in response to events that you specify in List Generator.</p> <p>"Creating Notification Triggered Messages for List Generator" on page 22 provides detailed information.</p>
8	<p>Develop HTML templates that you will upload to List Generator. These templates are used to create the HTML pages in your preference center.</p> <p>"Developing HTML Templates for List Generator" on page 37 provides detailed information.</p>
9	<p>Set up preference center forms or mini-forms and associate them with your HTML templates.</p> <p>"Creating HTML Pages Using Preference Center Forms" on page 40 or "Creating HTML Pages Using Mini-Forms" on page 69 provide detailed information.</p>
10	<p>Test and publish the forms.</p> <p>"Testing and Publishing Preference Center Forms and Mini-Forms" on page 80 provides detailed information.</p>

Configuring List Generator

Before you can use List Generator, certain settings must be configured in List Generator and DREAMmail. Some of these tasks can only be handled by a Epsilon representative; other tasks are your responsibility. If you do not have DREAMmail administrator privileges, your Epsilon representative works with you to configure List Generator and certain settings in DREAMmail. You still handle the other setup tasks in DREAMmail.

This section contains the following topics:

- [Setting Up and Configuring List Generator](#)
- [Choosing Profile Fields in DREAMmail](#)
- [Making Mailing Lists Accessible to List Generator](#)
- [Creating Campaigns for List Generator](#)
- [Creating Notification Triggered Messages for List Generator](#)
- [Tracking Unsubscribes by Message](#)

Setting Up and Configuring List Generator

There are four main tasks to setting up and configuring List Generator. Two of these tasks are handled by a Epsilon representative: enabling List Generator and configuring the DNS; and two are handled by you: specifying the type of authentication you want to use for the preference center (pages created with mini-forms cannot be password protected) and setting user privileges.

The tasks performed by your Epsilon representative require your input and collaboration. To perform the tasks required, you must have DREAMmail administrator privileges, which all DREAMmail customers might not have. If you do not have the appropriate privileges, your Epsilon representative handles these tasks.

This section provides information on the four tasks to setting up List Generator:

- [Configuring List Generator Settings](#)
- [About the DNS Setting](#)
- [Specifying the Level of Authentication](#)
- [Setting User Privileges](#)

Configuring List Generator Settings

Your Epsilon representative works with you to configure the List Generator settings.

To configure List Generator settings:

Step	Action
1	<p>Your Epsilon representative accesses the List Generator settings in DREAMmail.</p> <p>Click Admin > Client Setup > List Generator Configuration tab.</p>
2	<p>To enable List Generator for you, your Epsilon representative enables the This is a List Generator Client field.</p>
3	<p>You choose one of the three authentication levels for the preference center that you create in List Generator.</p> <p>"Specifying the Level of Authentication" on page 17 provides additional information. If you do not have DREAMmail administrator privileges, your Epsilon representative handles this task.</p> <p>Note: If you make a change to the authentication setting after you create and publish a preference center form, you must re-publish all forms under the client. If you do not re-publish the forms, the preference center stops functioning.</p>
4	<p>Your Epsilon representative enters the domain to be used for List Generator in the DNS Settings field.</p> <p>This must be the DNS that is registered with Epsilon. If it is not registered, you cannot set up a preference center.</p> <p>If the DNS is on a secure site, Epsilon purchases a digital certificate on your behalf.</p> <p>"About the DNS Setting" on page 17 provides additional information.</p>
5	<p>Click Save.</p>

About the DNS Setting

The DNS that you use for List Generator is set up by your Epsilon representative who uses information that you provide. The DNS setting specifies the domain used by List Generator where your preference center resides. This domain must be different from the one that you use for sending messages.

You should uniquely brand all of the domains and sub-domains that you use in DREAMmail. Epsilon recommends that the sub-domain you choose for List Generator be an extension of your existing DREAMmail mailing sub-domain. This ensures that there are no privacy issues relating to third-party URLs. For example, if your mailing domain is `mail.xyz.com`, your preference center could be `subscribe.mail.xyz.com` or `subscribe.xyz.com`.

By default, all forms that you use to create a preference center inherit the default DNS setting. However, when you create preference center forms or mini-forms, you can overwrite the default DNS and use specific DNS settings for each one. To do this, you enter the default DNS setting for List Generator and then when you create preference center forms or mini-forms, you enter the additional sub-domains. [“About List Generator Form Manager” on page 36](#) provides additional information.

If you do not have a registered DNS, you must work with your Epsilon representative to decide how to proceed.

Note: Change in DNS Setting: Please be aware that the DREAMmail user interface will show the old generic DNS setting (`http://lgapp.edc.dartmail.net` or `http://prefctr.ddc.dartmail.net`). These DNS settings must be changed to the new settings (`http://lgapp.eu.epidm.net` and `http://prefctr.na.epidm.net`) respectively in the course of editing. We recommend you thoroughly test any Self-Service List Generator Form if you edit it after the DNS change was complete.

Specifying the Level of Authentication

The authentication level determines how users access a preference center created with preference center forms. In the List Generator Configuration window, for the Password Required field you must choose one of the following three settings:

- **Yes (subscribers must enter a password to change their preferences.)**

If you choose this setting, then you must specify at least one Password Rule. You can set any combination of the three. You can require:

 - A minimum length of characters in a password; between 1 and 128 characters
 - Both upper and lower case characters be included in a password
 - Both alphabetic and numeric characters be included in a password
- **No (Pages are not password protected.)**
- **All subscribers share the same client authentication password, which will be passed to list generator automatically from the client’s website.**

If you choose this option, a generic password is used for authentication. You must enter the password to be used automatically. Users are not prompted for a login or password when they access the preference center.

Important: If you make a change to the authentication setting **after** you create and publish a preference center form, you must re-publish **all** forms under the client. If you do not re-publish, the preference center stops functioning.

Setting User Privileges

DREAMmail users must have explicit permission to access List Generator. You must either create new user logins or update existing logins so that specific users can access the List Generator features. You must have administrator privileges to perform this task.

To set user privileges in DREAMmail:

Step	Action
1	Click Admin > User Manager .
2	<p>Ensure that the List Generator privileges are enabled.</p> <p>The List Generator-related privileges are:</p> <ul style="list-style-type: none">▪ List Generator: Create/Modify/Delete Preference Centers & Mini-Forms▪ Lists: Create/Modify/Delete Lists▪ Lists: Browse Lists, Client and Site User Profiles, and Client Exclusion Rules▪ Mailings: Create/Modify/Delete Trigger Mailings▪ Mailings: Notification Triggers▪ Mailings: Recurring Triggers▪ Mailings: Confirmation Triggers
3	Click Save

Choosing Profile Fields in DREAMmail

To make profile fields available in preference center forms and mini-forms, in DREAMmail you must select the fields that you want to use at the client-level and site-level.

To enable visitors to subscribe or unsubscribe at the client level, select the ClientUnsubscribe profile field. To enable visitors to subscribe or unsubscribe only at the site level, you must select the Unsubscribe profile field for each site. Remember that client-level and site-level profile fields are managed separately. If you are sure that you want one or more fields to be accessible to all sites, choose a profile field at the client-level. If, however, specific fields must be excluded from a site, be sure to choose the profile fields at the site-level.

Choosing Profile Fields at the Client-Level

To choose profile fields at the client-level:

Step	Action
1	Click Admin > Client User Profile . The Client Level Profile Fields window opens.
2	Choose the profile fields that you want to be available when you create preference center forms or mini-forms. Use the check boxes to indicate which profile fields you want to include. You use these fields to collect user registration data on your preference center.
3	Click Save .

Choosing Profile Fields at the Site-Level

To choose profile fields at the site-level:

Step	Action
1	Click Admin > Site User Profile . The Customize Profile Updates window opens.
2	Choose the profile fields that you want to be displayed in your preference center forms and mini-forms. All profile fields that you choose at the client level are automatically applied to all sites. You cannot exclude any client-level profile fields but you can add profile fields at the site level.
3	Click Save .

Making Mailing Lists Accessible to List Generator

List Generator must be able to access and update DREAMmail mailing lists. This means that for each mailing list that you intend to use with List Generator, you must enable the List Generator property. You can enable this property when you create a mailing list for the first time or when you modify the properties of an existing mailing list.

The reason that mailing lists need to be accessible to List Generator is so that when subscribers make changes to their mailing list preferences, List Generator can update the mailing lists in DREAMmail. If you implement subscription and unsubscription features at the mailing list level, then all applicable lists must be accessible to List Generator. If you implement subscription and unsubscription features at the site or client level, you must make **all** mailing lists in use accessible to List Generator.

Guidelines for Making Mailing Lists accessible to List Generator


When you make mailing lists accessible to List Generator, keep in mind these guidelines:

- You should only make standard mailing lists accessible to a List Generator — do not use approval, proof, or proof and approval mailing lists.
- Do not make a global mailing list, (one that is shared with multiple sites) accessible to List Generator because this can cause conflicts in updating unsubscription and profile data.
- Remember as you create new mailing lists to make them accessible to List Generator.

The *Message Management Guide* provides information about creating mailing lists.

Modifying Mailing List Properties

To ensure that mailing lists can be accessed by List Generator, set or update the properties of the mailing list:

Step	Action
1	Click Data > Mailing Lists . The Mailing List window opens.
2	Click the View Actions icon  next to the mailing list you want to modify.
3	Select Properties . The Properties tab appears.
4	Minimize the Mailing List Information window and the Mailing List User Access window. The Mailing List Properties window appears.
5	Click the List Generator Accessible option.
6	Click Save . List Generator can now access the mailing list.
7	Repeat for any other mailing lists on this site and then on all other sites where you want List Generator to be able to update mailing lists.

Creating Campaigns for List Generator

To keep triggered messages organized, Epsilon recommends that you create a separate campaign on each site for the notification triggered messages that are used by a preference center. This allows you to personalize messages for each site and organize your messages in a more intuitive manner.

The steps for creating a campaign are similar to those you follow to create any other campaign except that a List Generator campaign cannot require proof or approval.

Creating campaigns for List Generator

To create a campaign for use in List Generator:

Step	Action
1	Click Campaigns menu item. The Campaigns List window opens.
2	Click New . The Campaign Information window opens.
3	Enter a campaign name in the Campaign Name field. Enter a meaningful name such as PrefCenterNotification.
4	Enter an expiration date in the Expiration Date field. Keep in mind that you want List Generator campaigns to last as long as possible, so that you are not constantly creating a new ones. Set the length of the campaign to at least one year.
5	Set the fields in the Proof and Approval Mailing Lists section so that messages in this campaign do not require approval. Triggered messages cannot be created in campaigns that require approval so you must set: <ul style="list-style-type: none"> ▪ Proof List to None specified ▪ Send messages in campaign for approval to not enabled ▪ Approval List to None Specified ▪ Approver Email Address to blank
6	Go to the Default Email Addresses section and in the From Address list, select the address that is used in all messages associated with this campaign.
7	Ensure that the other default addresses do not have addresses specified. Set the following three fields to None Specified: <ul style="list-style-type: none"> ▪ Reply To ▪ Subscribe Address ▪ Unsubscribe Address
8	Click Save . The campaign is displayed.

Creating Notification Triggered Messages for List Generator

Notification triggered messages are automated messages sent as confirmation to subscribers when they create or update their profile, request a change of email address, change subscription preferences, or regenerate a new password. List Generator uses notification triggered messages to send confirmation of events that subscribers perform on the preference center pages.

After you have created these notification triggered messages in DREAMmail, when you create a Notification page for the preference center, you select the appropriate notification triggered message to be used. [“Creating a Notification Page Using Preference Center Forms” on page 65](#) provides additional information.

In addition to sending a notification triggered message in response to an event, you can also specify a text message to be displayed to the subscriber at the time of the event. [“Creating a Notification Page Using Preference Center Forms” on page 65](#) and [“Creating a Notification Page Using Mini-Forms” on page 76](#) provides additional information.

This section discusses the following topics:

- [About Notification Triggered Messages](#)
- [How Many Notification Triggered Messages Should I Create?](#)
- [Creating Notification Triggered Messages for List Generator](#)
- [Contents of Message Body](#)
- [About Event Variables](#)
- [New Profile Message](#)
- [Profile Updated Message](#)
- [New Password Message](#)
- [Email Change Confirmation Message](#)
- [Unsubscribe/Subscribe Message](#)
- [Encrypting a Subscriber’s Email Address in URLs That You Send](#)

About Notification Triggered Messages

There are two kinds of triggered messages in DREAMmail — notification triggered messages and recurring triggered messages. The triggered messages that you create for List Generator must be **notification** triggered messages. A notification triggered message is an email message that DREAMmail sends to subscribers to confirm that an action has been completed.

All messages in DREAMmail, including notification triggered messages, must be created within a campaign. You cannot create notification triggered messages in a campaign that requires approval. Because of this, Epsilon recommends that you create a separate campaign for List Generator messages, to help you stay organized. [“Creating campaigns for List Generator” on page 21](#) provides additional information.

How Many Notification Triggered Messages Should I Create?

The number of notification triggered messages that you create depends on your implementation of List Generator and the functionality in your preference center. You are not required to create or send any notification triggered messages.

In general, there are five different notification triggered messages that cover the majority of situations where you want to send a notification triggered message associated with List Generator:

- **New profile** — A message to new subscribers who logged in to List Generator for the first time and request to be added to a mailing list
- **Profile updated** — A message to subscribers who update their profiles or change subscriptions
- **New password** — A message to subscribers who request a new password
- **Email change confirmation** — A message to the new email address to confirm that the subscriber has changed his or her email address
- **Unsubscribe/subscribe** — A message to new subscribers who subscribe or existing subscribers who unsubscribe from a mailing list

Creating Notification Triggered Messages for List Generator


To create notification triggered messages for List Generator:

Step	Action
1	Accessing the Messages Window.
2	Entering Message Information.
3	Composing a Triggered Message.
4	Configuring Message Settings.

Accessing the Messages Window

Use the Messages window to perform message management tasks. Basic message management tasks include creating, editing, deleting, and archiving messages. From the Messages window, you can specify the type of message you want to create and apply a template to the message.

To display the Messages window:

Step	Action
1	Click the Campaigns menu item. The Campaigns Lists window opens displaying a list of active campaigns.
2	Click the View Actions icon  located next to the name of the campaign you want to open. The View Actions menu appears.
3	Click Open . The Campaigns Information window opens.

Step	Action
4	Minimize the Campaigns Information window. The Messages window displays.

Entering Message Information

Composing a triggered message is similar to composing a standard message. You specify a subject line, body (in one or more formats), and any personalization that you want to use.

To enter message information:

Step	Action
1	Accessing the Messages Window. You cannot create triggered messages in a campaign that has been configured to require approval.
2	Select Notification Triggered Message from the New list. Note: If you are composing a triggered message for RTM or List Generator, you must specify Notification Triggered Message as the type.
3	Click New . The Message Information window displays.
4	Type a name for the message in the Name field.
5	Select an item from the Type drop-down list if you want to assign a type to the message. This feature enables Epsilon to report on your triggered messages on the basis of the type you specify. Others is the default value

Composing a Triggered Message

Use the Message Composer window to compose a triggered message.

To compose a message:

Step	Action
1	Select the sender's address from the From Address drop-down list. <ul style="list-style-type: none"> Select a From Address only if you want to override the default From Address specified for the campaign. If the From Address that you want to use is not displayed in the drop-down list, you can create it in the Addresses module accessed by clicking Data > Addresses.
2	Type a Display Name if you want to modify the way that the from address is displayed in the message.
3	Type a subject line for the message in the Message Subject field. Include any references to dynamic personalization that you want to use. Note: If you use dynamic personalization in the subject field of the message, do not enter text after a reference to a profile field, or content segment. If you do, DREAMmail cannot send your message. (You can enter text only before the profile field or content segment.)
4	Click the tab that corresponds to the format in which you want to compose the message and position your cursor in the canvas area. For HTML-based messages, click the HTML tab.

Step	Action
5	Type the content for the body of the message.
6	Click Insert to enter a reference variable or a Share to Social button to personalize the subject or the body of the message. Note: The maximum allowable number of client profile fields for notification triggered messages is 512. If the number of profile fields for the client exceeds 512, the notification triggered message will time out and will not be deployed, if desired.
7	Click URL Tracking to edit URLs to be tracked in the message and to provide labels for your URLs. The URL labels are used in DREAMmail reports.
8	Click Create . A confirmation message appears.
9	Configure the message settings.
10	Click the Preview icon to view how your message will actually be in the text or HTML formats.
11	Arm the triggered message.

Configuring Message Settings

Use the Settings window to configure options for your message.

To configure message settings:

Step	Action
1	Specify one of the following three options to determine when DREAMmail sets a cookie on the subscriber's computer: <ul style="list-style-type: none"> ▪ Set on Click — When the subscriber clicks on a tracked URL in the message, DREAMmail sets a cookie. This is the default setting for messages in text and HTML formats. ▪ Set on Open — When the subscriber opens an HTML-format message, DREAMmail sets a cookie. ▪ Set cookie on both Open and Click — When the subscriber opens an HTML-format message or clicks on a tracked URL in the message, DREAMmail sets a cookie.
2	Verify attachments. If you had selected to attach a file to the message in the Message Composer window, the name of the attachment is displayed here.
3	Verify tracked URLs. If you had selected to track URLs to the message in the Message Composer window, the name of the URL is displayed here.
4	Specify the character set. Sites can be configured to support multiple languages. If your site supports multiple languages, you can choose a character set with which to compose the message. (You cannot use more than one character set in an individual message.) To override the default language setting for a site when you compose a message, specify a different character set for the message.

Step	Action
5	<p>Select a Reply To Address, Subscription Address, and Unsubscription Address if you want to override the default addresses specified for the campaign.</p> <p>Note: Select the Track unsubscribes from replies or Track unsubscribes from Unsubscription address to track unsubscribes from this message in your Delivery and Response report.</p>
6	Type the name that you want displayed as the Reply-to address in the Display Name text field.

Contents of Message Body

Besides text, a notification triggered message can contain references and event variables.

- **References** link to content segments, profile fields, or offer tables and can be included in messages to personalize the content sent to the subscriber. For more information about references to dynamic content, see the Message Management Guide.
- **Event variables** act as placeholders for content from a profile field that is passed as part of the triggering event; for example, an email address sent to a subscriber as confirmation after he or she updated an email address.

About Event Variables

An event variable enables you to take data from a profile field and include it in a message. The syntax of an event variable is: #EventVar:<profile field>#, where profile field is the name of any profile field in DREAMmail. For example, #EventVar:SUBSCRIBE_LIST# can be used in a message sent as confirmation to a subscriber showing the mailing list to which he or she just subscribed.

When you configure the form used to create the Profile page, you can indicate which fields can be used as event variables in notification triggered messages. [“Setting up the Form for the Profile Page Using Preference Center Forms” on page 60](#) and [“Setting up the Form for a Profile Page Using Mini-Forms” on page 74](#) provide detailed information.

Event variables in Notification Triggered Messages

There are different event variables that are applicable to each of the five different List Generator notification triggered messages.

For example, the **new profile confirmation** and the **subscription/unsubscription** messages should not include event variables.

When you include event variables in your notification triggered messages, remember that they are case-sensitive.

The list that follows shows the event variables that can be used in each notification triggered message. The details of the event variables are provided in the discussions of each message.

- **new profile message:** no event variables can be used.
- **profile updated message:**
 - (for client level) `FieldName`
 - (for site level) `SiteName_FieldName`

SUBSCRIBE_LIST
 SUBSCRIBE_LIST_HTML
 UNSUBSCRIBE_LIST
 UNSUBSCRIBE_LIST_HTML
 LGPASSWORD
 EMAILADDR
 EncryptedEMAILADDR

- **new password message:**
 ASPURL
 LGPASSWORD
- **email change confirmation message:** EMAILCHANGEURL
- **unsubscribe/subscribe message:** no event variables can be used

New Profile Message

You send a new profile message when a subscriber logs in to the preference center for the first time and is added to a mailing list. You cannot use event variables in this kind of notification triggered message.

Example of a new profile message

New profile messages contain only text. You cannot use profile fields or event variables in a new profile message.

Dear Subscriber,

Thank you for subscribing to our newsletters. You have been added to the mailing lists that you selected and will soon start to receive the requested subscriptions.

Profile Updated Message

You send a profile updated message when a subscriber updates his or her profile, or changes his or her subscriptions. You can insert the profile fields that you flagged as event variables into the message body on the Profile Page Fields Mapping page. [“Setting up the Form for the Profile Page Using Preference Center Forms” on page 60](#) and [“Setting up the Form for a Profile Page Using Mini-Forms” on page 74](#) for additional information. You can also include the event variables listed below.

Event Variable	Description
Client-level: #EventVar:FieldName#	Inserts the specified profile field into the message text.
Site-level: #EventVar:SiteName_FieldName#	Inserts the specified profile field into the message text.

Event Variable	Description
#EventVar:LGPASSWORD#	Inserts the new password, in plain text, into the message text. Note: For security reasons this should only be used in the new password message that is sent when subscribers reset their passwords.
#EventVar:EMAILADDR#	Inserts the subscriber's email address into the message text.
#EventVar:SUBSCRIBE_LIST#	For text-based messages, this event variable inserts the names of the lists that the subscriber has subscribed to into the message text.
#EventVar:SUBSCRIBE_LIST_HTML#	For HTML-based messages, this event variable inserts the names of the lists that the subscriber has subscribed to into the message text.
#EventVar:UNSUBSCRIBE_LIST#	For text -based messages, this event variable inserts the names of the lists from which the subscriber has unsubscribed into the message text.
#EventVar:UNSUBSCRIBE_LIST_HTML#	For HTML-based messages, this event variable inserts the names of the lists from which the subscriber has unsubscribed into the message text.

Note: The mailing list names that are inserted into messages by event variables are the more clear and meaningful names that you specify in the Display Name in Notification Email column when you map profile fields for the Profile page. [“Setting up the Form for the Profile Page Using Preference Center Forms” on page 60](#) or [“Setting up the Form for a Profile Page Using Mini-Forms” on page 74](#) provide additional information..

Example of a profile updated message

The following example of a profile updated message uses a profile field to insert the name of the subscriber and the event variable #EventVar:SUBSCRIBE_LIST# to display the name of the mailing to which the subscriber subscribed.

Dear #FirstName#,

The changes to your account have been made and you will now begin receiving #EventVar:SUBSCRIBE_LIST# as you have requested.

New Password Message

You send a new password message when a subscriber requests a new password. You can use profile fields in the message body and the event variables listed below.

Event Variable	Description
#EventVar:LGPASSWORD#	Inserts the new password into the message text. Note: This event variable is mandatory. If you do not include it, the user does not receive the new password as requested.
#EventVar:ASPURL#	Inserts the URL of the preference center.

Example of a new password message

The following example of a new password message uses a profile field to insert the name of the subscriber and the event variable #EventVar:LGPASSWORD# to print the subscriber's password.

Dear #FirstName#

Your new password is #EventVar:LGPASSWORD#. Go to #EventVar:ASPURL# to update your profile.

Email Change Confirmation Message

You send an email change confirmation message to the new email address to confirm that the subscriber has changed his or her email address. The subscriber is required to confirm the change by clicking on a URL within 96 hours (four days) of receipt of this confirmation message.

In the confirmation message, include a warning that explains that the email address change takes effect only after the subscriber clicks the address change URL and that the confirmation must be completed within four days. The only event variable allowed in this kind of message is #EventVar:EMAILCHANGEURL#. You cannot use profile fields in this message.

Event Variable	Description
#EventVar:EMAILCHANGEURL#	Inserts the address change URL that the subscriber must click to confirm that he or she wants to change an email address.

Example of an email address change confirmation message

The following example of an email address change confirmation message provides a link that the subscriber clicks to confirm the change of email address.

Dear Subscriber,

We have received your request to change your email address. To confirm your request, please click #EventVar:EMAILCHANGEURL# and follow the instructions online. Until you confirm your request, all mail will be sent to your previous email address. If you do not confirm this request within four days, your address change will not take effect.

Unsubscribe/Subscribe Message

An unsubscribe/subscribe message is sent when a new subscriber subscribes or an existing subscriber unsubscribes from a mailing list from the login page. You cannot use event variables in this kind of notification triggered message.

Encrypting a Subscriber's Email Address in URLs That You Send

When a subscriber clicks a URL in a notification message that was triggered by an action, a new URL is sent back to the subscriber. When the subscriber clicks the link:

- If the preference center is not password-protected or a generic password is used, the subscriber automatically logs in to the preference center
- If unique passwords are implemented in the preference center, the subscriber does not automatically log in

If you want subscribers to be able to automatically log in to a preference center, the subscriber's email address must be encrypted in the URL that you send; otherwise, the email address is displayed in the address field of the browser. From a privacy perspective, this is unacceptable. This only occurs for notification triggered messages specific to List Generator.

To prevent the subscriber's email address from being displayed, you must use the `#EncryptedEMAILADDR#` event variable when you create the URL for the preference center. In addition, you must also use the `DMEmailAddr` and `DMEmailAddrEncrypted` variables in the URL.

The syntax for encrypting an email address is:

```
DMEmailAddr=#EventVar:EncryptedEMAILADDR#&DMEmailAddrEncrypted=true
```

where:

- `DMEmailAddr` is the variable used to specify an email address or event variable
- `#EventVar:EncryptedEMAILADDR#` is the event variable used to specify an encrypted email address
- `&DMEmailAddrEncrypted=true` or `&DMEmailAddrEncrypted=false` indicates whether the address is encrypted.

Examples of encrypted and unencrypted email addresses in a URL

The following examples show URLs with encrypted and unencrypted passwords. The encryption presented in these examples applies only to messages triggered by List Generator and does not apply to any other type of message sent by DREAMmail.

- **Encrypted**

```
http://MyWebServer/  
MyListGenCenter?DMEmailAddr=#EventVar:EncryptedEMAILADDR#  
&DMEmailAddrEncrypted=true
```

- **Unencrypted**

```
http://MyWebServer/  
MyListGenCenter?DMEmailAddr=#EventVar:EmailAddr#&DMEmailAddrEncrypted=false
```

or

```
http://MyWebServer/  
MyListGenCenter?DMEmailAddr=#EventVar:EmailAddr#
```

Tracking Unsubscribes by Message

DREAMmail lets you track unsubscribes by message by including a message ID in the unsubscribe link in an email message. To enable tracking through your preference center, you must modify the preference center forms or mini-forms that you use to create the Login and Profile pages of your preference center, republish your preference center forms or mini-forms, and then activate this feature in DREAMmail each time you create a message.

Note: A Login page is used only in preference centers that have been created by using preference center forms; a preference center created by using a mini-form does not include a Login page.

Prerequisites

If you implement the tracking of unsubscribes by message, you must code your HTML pages using a server-side language (such as ASP.NET) regardless of whether you use preference center forms or mini-forms. Static HTML pages cannot capture the message ID contained in the unsubscribe link and pass that information to DREAMmail.

Modifying Login and Profile Pages in Preference Center Forms and Mini-Forms

To track unsubscribes by message, DREAMmail must be able to associate the unsubscribed email address to a specific message. To do this, you use the DMAILVAR_UNSUB variable as an attribute in an INPUT element in the Login and Profile pages of your preference center forms or mini-forms.

Syntax

This is the syntax of the DMAILVAR_UNSUB variable:

```
<INPUT name="DMAILVAR_UNSUB" type="hidden" value="<%=DmvarUnsub%>">
```

“Creating a Login Page Using Preference Center Forms” on page 43, **“Creating a Profile Page Using Preference Center Forms” on page 58**, and **“Creating a Profile Page Using Mini-Forms” on page 71** for additional information on using this variable. After you make any modifications to preference center or mini-forms, you must republish them; **“Testing and Publishing Preference Center Forms and Mini-Forms” on page 80** provides additional information.

Activating the Tracking of Unsubscribes by Message

After you configure your preference center forms or mini-forms, you can activate the track unsubscribes by message feature **each time** you create a message. To enable DREAMmail to track unsubscribes by message through your preference center, set the message properties in the Message module when you create a message.

To do this:

Step	Action
1	Access the Message window. “Accessing the Messages Window” on page 23 provides detailed information.
2	Click New to create a new message.

Step	Action
3	<p>Click the Track unsubscribes from List Gen / Pref Ctr option in the Settings section.</p> <p>The List Gen / Pref Ctr URL text box displays.</p>
4	<p>Type the unsubscribe URL in the List Gen / Pref Ctr URL text box.</p> <p>For example:</p> <p>http://www.yourcompany.com/unsubscribe.asp</p> <p>where</p> <ul style="list-style-type: none">▪ www.yourcompany.com is the domain that your Epsilon representative set up for your use in List Generator▪ unsubscribe.asp is the page in your preference center that processes unsubscribe requests <p>DREAMmail appends the message ID to any instance of this URL it finds in your message in the Text, AOL, HTML text area of the Message Composer.</p>
5	Finish creating your message.
6	Click Save .

Building the Preference Center

Once you have configured List Generator and set up your profile fields, mailing lists, campaigns, and messages, you can develop your HTML templates and create either preference center forms or mini-forms to build a preference center.

This chapter discusses the following topics:

- [Creating Forms in DREAMmail](#)
- [Developing HTML Templates for List Generator](#)
- [Creating HTML Pages Using Preference Center Forms](#)
- [Creating a Login Page Using Preference Center Forms](#)
- [Creating a Profile Page Using Preference Center Forms](#)
- [Creating a Password Change Page Using Preference Center Forms](#)
- [Creating a Notification Page Using Preference Center Forms](#)
- [Creating HTML Pages Using Mini-Forms](#)
- [Creating a Profile Page Using Mini-Forms](#)
- [Creating a Notification Page Using Mini-Forms](#)
- [Testing and Publishing Preference Center Forms and Mini-Forms](#)

Creating Forms in DREAMmail

This section discusses the following topics:

- [Deciding to Use Preference Center Forms or Mini-Forms](#)
- [About List Generator Form Manager](#)

Deciding to Use Preference Center Forms or Mini-Forms

A preference center can be created with either preference center forms or mini-forms but not a combination of the two. If you create multiple preference centers, you can create some based on preference center forms and others based on mini-forms. In deciding which type of form to use, keep these facts in mind:

- **Preference center forms** are used to create HTML pages where subscribers can submit, view, and update profile data (preferences, subscriptions, unsubscriptions, and so on). These forms are sometimes referred to as pre-populated, meaning that any existing profile data can be re-displayed to the subscriber. preference center forms are typically used by marketers. Epsilon hosts preference centers that you create using preference center forms.
- **Mini-forms** are used to create HTML pages that are not password protected, where subscribers can submit and re-submit profile data, but where they cannot view existing information. Subscribers can submit and re-submit profile data (preferences, subscriptions, unsubscriptions, and so on), but they cannot view existing information. Mini-forms are typically used for newsletter subscriptions. You host preference centers that you create using mini-forms

About List Generator Form Manager

The List Generator Form Manager is the starting point for creating and editing preference center forms and mini-forms. From the DREAMmail menu, click **Admin > Client Setup > List Generator Form Manager** tab. The List Generator Form Manager appears, as illustrated below:

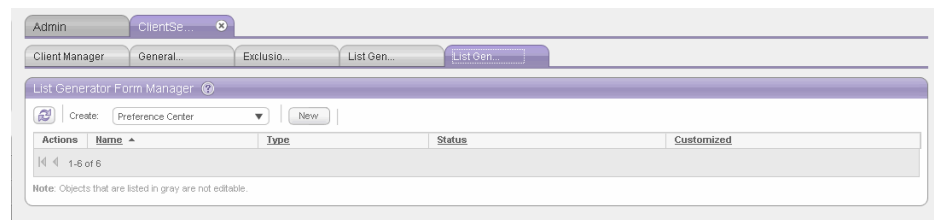


Figure: List Generator Form Manager

Preference center forms or mini-forms that are displayed in gray text have been customized by Epsilon and cannot be edited by you. Contact your Epsilon representative to make changes to a customized preference center form or mini-form.

Developing HTML Templates for List Generator

The HTML pages with embedded HTML forms that you create are referred to as **HTML templates** in DREAMmail. You can think of them as templates that, when associated with preference center forms or mini-forms, create the HTML pages of the preference center. Once you develop these HTML files, you upload them to List Generator to create a preference center.

This section discusses the following topics:

- [Pages and HTML Templates](#)
- [Automatic Mapping of Profile Fields and Mailing Lists](#)
- [Rules and Guidelines for Creating HTML Templates](#)
- [HTML Elements and Attributes in Template](#)
- [About HTML Templates.](#)
- [Guide for Tracking Unsub through SSLG Mini-Forms](#)

Pages and HTML Templates

You use HTML templates to create up to four types of HTML pages, depending on your business requirements and the forms that you use. You can program these templates in HTML with or without Client-side scripts.

Preference center forms include the:

- Login page
- Profile page
- System-generated password page

This is for password-protected preference centers only. When you set up List Generator, you decide whether you want to authenticate subscribers who access the preference center. [“Specifying the Level of Authentication” on page 17](#) provides additional information.

- Notification page

Mini-forms include the:

- Profile page
- Notification page.

Automatic Mapping of Profile Fields and Mailing Lists

When you create an HTML template to use in a preference center, you must adhere to specific rules and use the HTML FORM element and specific attributes so that the embedded forms can be processed by List Generator. These rules enable List Generator to map the data captured in the HTML page to fields in the DREAMmail database.

When you upload an HTML template into DREAMmail from either the preference center form or mini-form page, List Generator automatically maps the template's fields and mailing lists to identically named profile fields and mailing list names in the DREAMmail database. You can override these mappings by selecting a different value from the drop-down menu associated with each field or mailing list. If you do not want to include a specific field in a page, leave `-Please Select-` as the value.

Rules and Guidelines for Creating HTML Templates

When you create your HTML templates:

- Assign unique names to all attributes used with forms.
- Ensure that the value of the FORM element in your HTML templates is set to the correct name for each type of HTML template. See the description of the individual HTML templates for the exact name.
- If no character set is specified in the `<Meta>` tag, US-ASCII is used. DREAMmail does not support UTF-8.
- Do not insert images in an HTML template; instead, create links to images.
- Client-side scripting is allowed. However, if the `<Script>` tag includes the `runat='server'` attribute, the script does not execute. You must validate any client-side script used in a page.
- Server-side scripting is not allowed.
- In the embedded forms on the HTML templates, use field names that match the names of profile fields in DREAMmail. This enables automatic mapping between the fields in the template and fields in DREAMmail when you upload the HTML template.

Similarly, match mailing list names in the embedded forms with mailing list names used in DREAMmail. List names in the forms must be preceded by *SiteName_* (where *SiteName* is the site in which the list was created).

Note: If the profile field and mailing list names in your HTML templates do not match the same fields and mailing list names in DREAMmail, you can set or override mappings after you upload the HTML templates.

HTML Elements and Attributes in Template

You can include the standard set of HTML elements in your HTML templates, but not all of them are processed specifically by List Generator. List Generator only processes the following FORM element and attributes in the embedded forms in your HTML templates:

- `<FORM>`
- `<INPUT type=text>`
- `<INPUT type=password>`
- `<INPUT type=hidden>`
- `<INPUT type=radio>`
- `<INPUT type=checkbox>`
- `<INPUT type=button>`
- `<INPUT type=submit>`
- `<SELECT>`
- `<OPTION>`
- `<TEXTAREA>`

About HTML Templates

- In DREAMmail you cannot have two profile fields with the same name. Similarly, in your HTML templates the names of attributes must be unique.
- When you include scripting in your HTML templates, make sure to include error messages and ensure that they are self-explanatory. When error messages are ambiguous, they add to the time required for debugging.
- Do not create more HTML templates than is required for your business needs and implementation.

Guide for Tracking Unsub through SSLG Mini-Forms

When tracking unsub from mini-form, the html form generated by SSLG has to be transformed by the client, into some kind of server side technology, such as ASP, to capture the unsub cipher and post the cipher and profile data to our mini-form. Otherwise, the cipher appended to the link is lost, and unsubs will not be tracked.

Creating HTML Pages Using Preference Center Forms

Preference center forms enable you to create embedded forms in your HTML pages that subscribers can use to access and update personal profile data and preferences. There is a preference center form for each of the four different HTML pages that make up a preference center:

- Login page
- Profile page
- Password change page
- Notification page

Before you begin to upload your templates and set up your preference center forms, you first must configure the preference center as described here.

Process of Building a Preference Center Using Preference Center Forms

The table below describes the process of building a preference center using preference center forms.

Stage	Description
1	Create an HTML template for each page that you plan to use in your preference center. "Developing HTML Templates for List Generator" on page 37 and the description of the HTML templates for the specific HTML pages, starting at "Creating a Login Page Using Preference Center Forms" on page 43.
2	Click Admin > Client Setup > List Generator Form Manager tab.
3	Select Preference Center from the Create drop-down list.
4	Click New . This is the preference center that you are building. To edit, duplicate, test, or publish an existing preference center, click the View Actions icon next to the name of an existing preference center.
5	Configure the settings for the preference center. "Configuring a Preference Center Using Preference Center Forms" on page 41 provides detailed information. When you modify an existing preference center, some fields cannot be edited.
6	Set up the preference center forms for the HTML pages that you want to use in your preference center. For each preference center form, you must upload an HTML template. See the section that describes each HTML page, starting at "Creating a Login Page Using Preference Center Forms" on page 43.
7	If necessary, override any profile field names specified in the preference center forms that were incorrectly mapped when you uploaded the HTML template. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides detailed information.
8	Save the preference center.

Stage	Description
9	Test and publish the forms of the preference center. "Testing and Publishing Preference Center Forms and Mini-Forms" on page 80 provides detailed information.

Configuring a Preference Center Using Preference Center Forms

Configure the settings for a preference center that you are building using preference center forms in the **Preference Center Type** section of the Create Preference Center window.

Figure: Create Preference Center window

To configure a preference center:

Step	Action
1	<p>Enter a name for the preference center in the Preference Center Name field.</p> <p>The name cannot include spaces or punctuation.</p> <p>Once you save this form, you cannot change the name.</p>
2	<p>Specify how you want to create the Login page in the Preference Center Type section. Valid options include:</p> <ul style="list-style-type: none"> • Preference Center with one Login/Sign-Up page creates two HTML forms on a single page. • Preference Center with different pages for Login and Sign-Up creates two HTML forms on separate pages. • Preference Center with one Login/Sign-Up page creates a single HTML form on a single page. <p>"Creating a Login Page Using Preference Center Forms" on page 43 provides detailed information.</p> <p>Once you have selected and saved a layout, you cannot change it.</p>
3	<p>Edit the DNS Settings field if you do not want to use the default DNS setting that is displayed.</p> <p>You can use multiple DNS settings in List Generator by entering unique domains for each preference center form or mini-form.</p> <p>All DNS settings must be registered with Epsilon.</p> <p>"About the DNS Setting" on page 17 provides additional information.</p>

Step	Action
4	<p>Enter the name of a folder in which the files that comprise the preference center will be located.</p> <p>The folder is a directory in List Generator in which the preference center forms are stored.</p> <p>The name of the folder must be unique in the domain in which it is created. You cannot use the same folder name for other preference center forms or mini-forms in the same domain.</p>
5	<p>Enter the name of a file that contains the preference center.</p> <p>The file and the name of the folder where it resides are part of the URL of the preference center. For example, in the URL: <code>http://company.net/sales_pc_subs/newssubcenter.aspx</code>, the folder name is <code>sales_pc_subs</code> and the file name is <code>newssubcenter</code>. (The suffix <code>.aspx</code> is appended by List Generator to the file name.)</p>
6	<p>Click the Bypass the login page when accessing the form from an email link option if you want the subscriber to skip the login procedure when he or she clicks a URL in a message to access a preference center.</p>
7	<p>Click Save and Next to continue to the Login page.</p> <p>"Creating a Login Page Using Preference Center Forms" on page 43 provides detailed information.</p>

Creating a Login Page Using Preference Center Forms

You can create one of three types of layouts for the Login page of a preference center:

- **Preference Center with one Login/Sign-Up page** — A single page that contains an HTML login form for existing subscribers and an HTML sign-up form for new subscribers. [“Two Forms on a Single Login Page” on page 43](#) provides additional information.
- **Preference Center with different pages for Login and Sign-Up** — Two login pages: one page with an HTML login form for existing subscribers and another page with an HTML sign-up form for new subscribers. [“Two Forms on Two Separate Login Pages” on page 48](#) provides additional information.
- **Preference Center with one Login/Sign-Up page** — One page with one HTML form that can be used by existing subscribers to log in and by new subscribers to create a login for the preference center. [“Single Form on a Single Login Page” on page 53](#) provides additional information.

Two Forms on a Single Login Page

If you select the **Preference Center with one Login/Sign-Up page** option when you configure the settings for a preference center, you create a Login page that consists of a single HTML page that contains two HTML forms: one for an existing user and one for a new user. You create an HTML template and include attributes as placeholders for the fields on the Login page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.

Figure: Single Login page with one form for existing users and one for new users to register

Creating the HTML Template for a Login Page with Two Forms on One Page

In the HTML template of a Login page that has the layout of **two forms on a single login page**, you create one form for existing subscribers and one form for new subscribers. Make sure that the HTML that you write is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Login page.

Existing subscribers form

The following FORM element and attributes can be used in the HTML code of the form for **existing subscribers**.

```
<FORM name="ExistingMemberForm">
```

This element is required and is used to log in existing subscribers.

```
<INPUT name="EmailAddress" type="text">
```

This attribute is required and passes the email address of the subscriber.

```
<INPUT name="Password" type="password">
```

This attribute is required for a password-protected preference center, but it is optional if the preference center is not password-protected. [“Specifying the Level of Authentication” on page 17](#) provides additional information.

```
<INPUT name="ForgotPassword" type="hidden" type="checkbox" type="radio">
```

This attribute is optional. This sets a flag that indicates that a subscriber forgot his or her password. Accepted values are:

- 1 – subscriber forgot password
- 0 – subscriber did not forget

```
<INPUT name="SubUnsub" type="hidden" type="checkbox" type="radio">
```

This attribute is optional. This sets a flag that indicates that the subscriber is to be unsubscribed from a client-level, site-level, or list-level mailing list, or is to be subscribed to a mailing list that could be used as an exclusion list in mailings. Accepted values are:

- 1 – subscriber is to be unsubscribed
- 0 – subscriber is subscribed

```
<INPUT name="DMAILVAR_UNSUB" type="hidden" value="<%=DmvarUnsub%>">
```

This attribute is optional. This captures the message ID included in the unsubscribe link in a message. The message ID is passed to the preference center and to DREAMmail for reporting. Use ASP .NET or other scripting language to capture and pass the unsubscription information. [“Tracking Unsubscribes by Message” on page 32](#) provides additional information.

New subscribers form

The following FORM element and attributes can be used in the HTML code of the form for **new subscribers**.

```
<FORM name="NewMemberForm">
```

This element is required and is used to register new subscribers.

```
<INPUT name="NewMemberEmailAddress" type="text">
```

This attribute is required and passes the email address of the new subscriber.

```
<INPUT name="NewMemberPassword" type="password">
```

This attribute is required for a password-protected preference center, but it is optional if the preference center is not password-protected. [“Specifying the Level of Authentication” on page 17](#) provides additional information.

```
<INPUT name="NewMemberConfirmPassword" type="password">
```

This attribute is optional.

HTML Template Login Page Example

This example shows the elements and attributes specific to List Generator, highlighted in blue, that you include in the HTML template of a Login page with two forms on one page.

```
<HTML>
```

```
...
```

```
<font size = "+5">MY COMPANY.COM</font>
```

```
<TABLE width="600" border="0" cellspacing="0" cellpadding="0">
```

```
<tr>Register here for the <b>Update Report</b> brought to you by MY COMPANY.  
If you have come to rely on email as a core-marketing tool, you may find  
this e-newsletter helpful and informative.
```

```
<br><br>
```

```
We have dedicated a section to discuss developments in the mobile marketing  
arena. We hope you find the <b>Update Report</b> helpful.</font>
```

```
</tr>
```

```
<FORM name="LoginForm" action="" method="post">
```

```
<INPUT type="hidden" name="ForgotPassword" value=0>
```

```
<INPUT type="hidden" name="SubUnsub" value=0>
```

```
<INPUT type="hidden" name="NewMember" value=0>
```

```
<INPUT type="hidden" name="DMAILVAR_UNSUB" value="<%=DmvarUnsub%>">
```

```
<P class=content>
```

```
<TABLE cellpadding=5 cellspacing=5>
```

```
<tr>
```

```
<td colspan=2> <STRONG> Existing members login here:</STRONG></td></tr>
```

```
<tr><td><STRONG>Email:</STRONG></td>
```

```
<td><INPUT type="text" name="EMAILADDRESS" value=""> </td></tr>
```


Setting up the Login Form for Two Forms on One Page

In the preference center form for the Login page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database.

Figure: Login page layout: two forms on a single page

To create this layout:

Step	Action
1	In the List Generator Form Manager Login Page window, enter or browse for the name of the template for this page in the HTML Template File Name field.
2	Click Upload . List Generator automatically maps attributes in the HTML template to profile fields in DREAMmail that have the same name. You can validate that these fields are correctly mapped; see Step 4.
3	In the Login Page - Existing User Form section, confirm that ExistingMemberForm is displayed in the Form field. If not, use the drop-down list to select it.
4	If necessary, override the profile field names specified in any of the fields in this form if they were incorrectly mapped when you uploaded the HTML template. (<i>Email Address</i> or <i>Unsubscribe/Subscribe</i> are shown above.) "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides detailed information.
5	Specify the level at which the unsubscribe or subscribe action is applied. <ul style="list-style-type: none"> You specify the unsubscribe action to take place at any level by choosing between Client Unsubscription, Site Unsubscription, or Mailing List Unsubscription. <p>Note: To conform to CAN-SPAM requirements, you must provide an unsubscribe link (at client, site, or mailing list level) on the Login page.</p> <ul style="list-style-type: none"> If you choose an unsubscribe action to take place at the site or mailing list level, you must specify a site or list using the drop-down list. You can specify the Mailing List Subscription action as an alternate way of unsubscribing. Instead of directly unsubscribing a subscriber from a list, this action adds the subscriber to a mailing list. You can then use the list to exclude subscribers from messages that target subscribers from the mailing lists that are created in List Generator.

Step	Action
6	In the Login Page - New User Form section, confirm that NewMemberForm is displayed in the <i>Form</i> field. If not, use the drop-down list to select it.
7	If necessary, override the profile field names specified in any of the fields in this form if they were incorrectly mapped when you uploaded the HTML template. (<i>Email Address</i> is shown above.) "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides detailed information.
8	Click Save and Next to continue to the Profile page. "Creating a Profile Page Using Preference Center Forms" on page 58 provides detailed information.

Two Forms on Two Separate Login Pages

If you select the **Preference Center with different pages for Login and Sign-Up** option when you configure the settings for a preference center, you create a Login page that consists of two HTML forms, each on a separate HTML page. One page contains an HTML login form for existing subscribers, the other page contains an HTML sign-up form for new subscribers. You create an HTML template and include attributes as placeholders for the fields on the Login page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.



Figure: Two Login pages, one for existing users and one for new users to register

Creating the HTML Template for a Login Page with Two Forms on Two Separate Pages

In the HTML code of a Login page that has the layout of **two forms on two separate login pages**, you create an HTML form for existing subscribers and an HTML form for new subscribers. Make sure that the HTML that you write is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Login page.

Existing Subscribers Form

The following FORM element and attributes can be used in the HTML code of the form for **existing subscribers**.

```
<FORM name=LoginForm>
```

This element is required and is used to login existing subscribers.

```
<INPUT name=EmailAddress type=text>
```

This attribute is required and passes the email address of the subscriber.

```
<INPUT name=Password type=password>
```

This attribute is required for a password-protected preference center, but it is optional if the preference center is not password-protected. [“Specifying the Level of Authentication” on page 17](#) provides additional information.

```
<INPUT name=ForgotPassword type=hidden type=checkbox type=radio>
```

This attribute is optional. This sets a flag that indicates that a subscriber forgot his or her password. Accepted values are:

- 1 – subscriber forgot password
- 0 – subscriber did not forget

```
<INPUT name=NewMember type=hidden type=checkbox type=radio>
```

This attribute is optional. This is a hidden attribute that redirects the new subscriber to the sign-up page. Accepted values are:

- 1 – subscriber is new
- 0 – subscriber is not new

```
<INPUT name=SubUnsub type=hidden type=checkbox type=radio>
```

This attribute is optional. This sets a flag that indicates that the subscriber is to be unsubscribed from a client-level, site-level, or list-level mailing list, or is to be subscribed to a mailing list that could be used as an exclusion list in mailings. Accepted values are:

- 1 – subscriber is to be unsubscribed
- 0 – subscriber is subscribed

```
<INPUT name="DMAILVAR_UNSUB" type="hidden" value="<%=DmvarUnsub%>">
```

This attribute is optional. This captures the message ID included in the unsubscribe link in a message. The message ID is passed to the preference center and to DREAMmail for reporting. Use ASP .NET or other scripting language to capture and pass the unsubscribe information. [“Tracking Unsubscribes by Message” on page 32](#) provides additional information.

New subscribers Form

The following FORM element and attributes can be used in the HTML code of the form for **new subscribers**.

```
<FORM name=LoginForm>
```

This element is required and is used to login new subscribers.

```
<INPUT name=EmailAddress type=text>
```

This attribute is required and passes the email address of the subscriber.

```
<INPUT name=Password type=password>
```

This attributed is required for a password-protected preference center, but it is optional if the preference center is not password-protected [“Specifying the Level of Authentication” on page 17](#)) for additional information.

```
<INPUT name=ConfirmPassword>
```

This attribute is optional.

```
<INPUT name=ExistingMember type=hidden type=checkbox type=radio>
```

This attribute is optional. This is a hidden element that redirects an existing subscriber to the sign-up page. Accepted values are:

- 1 – subscriber is an existing subscriber
- 0 – subscriber is new

Example of the HTML Template of a Login Page

This example shows the elements and attributes specific to List Generator, highlighted in blue, that you include in the template of a Login page with two HTML forms on two separate pages.

- For the first page

```
<HTML>
```

```
...
```

```
<font size = "+5">MY COMPANY.COM</font>
```

```
Register here for the <b>Update Report</b> brought to you by MY COMPANY.  
If you have come to rely on email as a core-marketing tool, you may find  
this e-newsletter helpful and informative.
```

```
<br><br>
```

```
We have dedicated a section to discuss developments in the mobile  
marketing arena.We hope you find the <b>Update Report</b> helpful.</  
font>
```

```
...
```

```
<FORM name="LoginForm" action="" method="post">
```

```
<INPUT type=hidden name=ForgotPassword value=0>
```

```
<INPUT type=hidden name=SubUnsub value=0>
```

```
<INPUT type=hidden name=NewMember value=0>
```

```
<INPUT type="hidden" name="DMAILVAR_UNSUB" value="<%=DmvarUnsub% ">
```

```
<P class=content>
```

```
<TABLE cellpadding=5 cellspacing=5>
```

```
<tr><td colspan=2> <STRONG>Existing members login here:</STRONG></td>
```

```
</tr>
```

- For the second page

DREAMmail 5.0 List Configurator Guide

Setting up the Login Form for Two Forms on Two Pages

In the preference center form for the Login page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database.

The screenshot shows two configuration windows. The top window is titled "Login Page - Existing User". It has a text field for "HTML Template File Name" containing "LoginPage_ExistingUser.html" and a "Browse..." button. Below this is an orange "Upload" button. The main section contains several dropdown menus: "Form" (set to "LoginForm"), "Email Address Field" (set to "EMAILADDRESS"), "Password Field" (set to "Password"), "Forgot Password Link" (set to "ForgotPassword"), "New Member Link" (set to "NewMember"), and "Unsubscribe/Subscribe Field" (set to "SubUnsub"). Below these is a group box with four radio buttons: "Client Unsubscription" (selected), "Site Unsubscription", "Mailing List Unsubscription", and "Mailing List Subscription". Each radio button has a corresponding dropdown menu. The bottom window is titled "Login Page - New User". It has a text field for "HTML Template File Name" containing "LoginPage_NewUser.html" and a "Browse..." button. Below this is an orange "Upload" button.

Figure: Login layout: two forms on separate pages

To create this layout:

Step	Action
1	In the List Generator Form Manager Login Page - Existing User window, enter or browse for the name of the template for this page in the HTML Template File Name field.
2	Click Upload . List Generator automatically maps fields in the template to profile fields in DREAMmail that have the same name. You can validate that these fields are correctly mapped; see Step 4.
3	In the Login Page - Existing User Form section, confirm that <code>LoginForm</code> is displayed in the <i>Form</i> field. If not, use the drop-down menu to select it.
4	If necessary, override the profile field names specified in any of the fields in this form that were incorrectly mapped when you uploaded the HTML template. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.

Step	Action
5	<p>Specify the level at which the unsubscribe or subscribe action is applied.</p> <ul style="list-style-type: none"> You specify the unsubscribe action to take place at any level by choosing between Client Unsubscription, Site Unsubscription, or Mailing List Unsubscription. <p>Note: To conform to CAN-SPAM requirements, you must provide an unsubscribe link (at client, site, or mailing list level) on the Login page.</p> <ul style="list-style-type: none"> If you choose an unsubscribe action to take place at the site or mailing list level, you must specify a site or list using the drop-down list. You can specify the Mailing List Subscription action as an alternate way of unsubscribing. Instead of directly unsubscribing a subscriber from a list, this action adds the subscriber to a mailing list. You can then use the list to exclude subscribers from messages that target subscribers from the mailing lists that created in List Generator.
6	In the Login Page - New User Form section, confirm that <code>LoginForm</code> is displayed in the <code>Form</code> field.
7	<p>If necessary, override the profile field names specified in any of the fields in this form that were incorrectly mapped when you uploaded the HTML template.</p> <p>"Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.</p>
8	<p>Click Save and Next to continue to the Profile page.</p> <p>"Creating a Profile Page Using Preference Center Forms" on page 58 provides additional information.</p>

Single Form on a Single Login Page

If you select the **Preference Center with one Login/Sign-Up page** option when you configure the settings for a preference center, you create a Login page that consists of a single page with only one HTML form for existing subscribers who are logging in and for new subscribers who want to sign up. You create an HTML template and include attributes as placeholders for the fields on this Login page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.



Figure: Login page with one form for both existing users to log in and new users to register

Creating an HTML Template for a Login Page with One Form on One Page

In the HTML code of a Login page that has the layout of **one HTML form on one login page**, you create an HTML form for both **new and existing subscribers**. Make sure that the HTML that you write is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Login page.

The following FORM element and attributes can be used in the HTML code of the form.

```
<FORM name="LoginForm">
```

This element is required and is used to log in both new and existing subscribers.

```
<INPUT name="EmailAddress" type="text">
```

This attribute is required and passes the email address of the subscriber.

```
<INPUT name="Password" type="password">
```

This attribute is required for a password-protected preference center, but it is optional if the preference center is not password-protected [“Specifying the Level of Authentication” on page 17](#) provides additional information.

```
<INPUT name="ForgotPassword" type="hidden" type="checkbox" type="radio">
```

This attribute is optional. This sets a flag that indicates that a subscriber forgot his or her password. Accepted values are:

- 1 – subscriber forgot password
- 0 – subscriber did not forget

```
<INPUT name="NewMember" type="hidden" type="checkbox" type="radio">
```

This attribute is optional. This is a hidden attribute that redirects the new subscriber to the sign-up page. Accepted values are:

- 1 – subscriber is new
- 0 – subscriber is not new

```
<INPUT name="ConfirmPassword" type="password">
```

This attribute is optional.

```
<INPUT name="SubUnsub" type="hidden" type="checkbox" type="radio">
```

This attribute is optional. This sets a flag that indicates the subscriber is to be unsubscribed from a client-level, site-level, or list-level mailing list, or is to be subscribed to a mailing list that could be used as an exclusion list in mailings. Accepted values are:

- 1 – subscriber is to be unsubscribed
- 0 – subscriber is subscribed

```
<INPUT name="DMAILVAR_UNSUB" type="hidden" value="<%=DmvarUnsub%>">
```

This attribute is optional. This captures the message ID included in the unsubscribe link in a message. The message ID is passed to the preference center and to DREAMmail for reporting. Use ASP .NET or other scripting language to capture and pass the unsubscribe information. [“Tracking Unsubscribes by Message” on page 32](#) provides additional information.

Example of the HTML Template of a Login Page

This example shows the element and attributes specific to List Generator, highlighted in blue, that you include in the HTML template of a Login page with one HTML form on one page.

```
<HTML>
...
<font size = "+5">MY COMPANY.COM</font>
Register here for the <b>Update Report</b> brought to you by MY COMPANY. If
you have come to rely on email as a core-marketing tool, you may find this
e-newsletter helpful and informative.

<br><br>
We have dedicated a section to discuss developments in the mobile marketing
arena.We hope you find the <b>Update Report</b> helpful.</font>

<FORM name="LoginForm" action="" method="post">
<INPUT type=hidden name=ForgotPassword value=0>
<INPUT type=hidden name=SubUnsub value=0>
<INPUT type=hidden name=NewMember value=0>
<INPUT type="hidden" name="DMAILVAR_UNSUB" value="<%=DmvarUnsub%>">
<P class=content>
<TABLE cellpadding=5 cellspacing=5>
<tr><td colspan=2><STRONG>Register or login here:</STRONG></td></tr>
<tr><td> <STRONG>Email:</STRONG></td>
<td><INPUT type="text" name="EMAILADDRESS" value=""></td></tr>
<tr>
<td><STRONG>Enter or Create Password:</STRONG></td>
<td><INPUT type="text" name="PASS" value=""></td></tr>
<tr><td colspan=2><INPUT type=button value=Login
onclick="submitLogin(document.forms[0])">nbsp;
<INPUT type=button value=Unsubscribe
onclick="submitUnsubForm(document.forms[0])"></td></tr>
</TABLE>
</FORM>
</HTML>
```

Setting up the Login Page Form for One Form on One Page

In the preference center form for the Login page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database.

Login Page

HTML Template File Name:

Fields Selection

Form: ExistingMemberForm

Email Address Field: EmailAddress

Password Field: Password

Forgot Password Link: ForgotPassword

New User Element: NewUser

Confirm Password Field: ConfirmPassword

Unsubscribe/Subscribe Field: SubUnsub

☒ Client Unsubscription

☐ Site Unsubscription Fall_River_Sports

☐ Mailing List Unsubscription Fall_River_Sports:FallRiverSports_Promos

☐ Mailing List Subscription Fall_River_Sports:FallRiverSports_Promos

Figure: Login page layout: single form on a single page

To create this layout:

Step	Action
1	In the List Generator Form Manager Login Page window, enter or browse for the name of the template for this page in the HTML Template File Name field.
2	Click Upload . List Generator automatically maps fields in the template to profile fields in DREAMmail that have the same name. You can validate that these fields are correctly mapped; see Step 4.
3	In the Fields Selection section, confirm that <code>LoginForm</code> is displayed in the <code>Form</code> field. If not, use the drop-down list to select it.
4	If necessary, override the profile field names specified in any of the fields in this form that were incorrectly mapped when you uploaded the HTML template. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides detailed information.

Step	Action
5	<p>Specify the level at which the unsubscribe or subscribe action is applied.</p> <ul style="list-style-type: none"> You specify the unsubscribe action to take place at any level by choosing between Client Unsubscription, Site Unsubscription, or Mailing List Unsubscription. <p>Note: To conform to CAN-SPAM requirements, you must provide an unsubscribe link (at client, site, or mailing list level) on the Login page.</p> <ul style="list-style-type: none"> If you choose an unsubscribe action to take place at the site or mailing list level, you must specify a site or list using the drop-down list. You can specify the Mailing List Subscription action as an alternate way of unsubscribing. Instead of directly unsubscribing a subscriber from a list, this action adds the subscriber to a mailing list. You can then use the list to exclude subscribers from messages that target subscribers from the mailing lists that created in List Generator.
6	<p>Click Save and Next to continue to the Profile page.</p> <p>“Creating a Profile Page Using Preference Center Forms” on page 58 provides additional information.</p>

Creating a Profile Page Using Preference Center Forms

The Profile page allows users to enter and submit personal preference data that DREAMmail updates in the DREAMmail database. You can only create one Profile page per preference center.

The screenshot shows a web browser window titled "Update Your Preferences - Microsoft Internet Explorer Provided By Microsoft". The browser's address bar shows "MY COMPANY.com". The page content includes a welcome message: "Welcome to the MY COMPANY Profile and Subscription Center! Update your preferences here." To the right, there is a form with the following fields: "Email address*" (marked as a required field), "Title:" (a dropdown menu with "Mr." selected), "First Name:", "Last Name:", "Company Name*", "ECRM Info", and a checkbox labeled "Receive updates". A "Submit" button is positioned to the right of the form fields.

Figure: Example of a Profile page

You create an HTML template and include attributes as placeholders for the fields on the Profile page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.

Creating an HTML Template for the Profile Page

In the HTML code of a Profile page you create one HTML form and can include three types of functions: profile changes for new and existing subscribers, password changes for existing subscribers, and mailing list names so that subscribers can choose to subscribe or unsubscribe. Make sure that the HTML that you write is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Profile page.

Profile Changes by New and Existing Subscribers Form

The following FORM element and attributes can be used in the HTML template of the Profile page. You map the variable names you use here to the fields in the **Profile Page - Profile Fields Selection** section of the preference center form.

```
<FORM name="ProfileForm">
```

This element is required and is used for both new and existing subscribers.

```
<INPUT name="EmailAddress" type="text">
```

This attribute is optional and passes the email address of the subscriber.

Note: If you want to add any other profile fields, use the same name as the profile fields in DREAMmail database to take advantage of automatic mapping. For site-level profile fields, use the following format: `sitename_profilefieldname`.

Existing Subscribers Who Change Passwords

The following attributes can be used in the HTML template of the Profile page. You map the variable names you use here to the fields in the **Profile Page - Password Change Fields Selection** section of the preference center form.

```
<INPUT name="ExistingPassword" type="text">
```

This attribute is optional.

```
<INPUT name="NewPassword" type="hidden" type="c???">
```

This attribute is optional. If a subscriber enters a password of zero characters, the password is not updated.

Names of Existing Mailing Lists

The following attribute can be used in the HTML template of the Profile page to specify mailing list names. You map the variable names you use here to the fields in the **Profile Page - Mailing Lists Selection** section of the preference center form.

```
<INPUT name="sitename_listname">
```

This attribute is optional. Accepted values are:

- 1 - indicates subscription
- any other value indicates unsubscription.

HTML Template Profile Page Example

This example shows the elements and attributes specific to List Generator, highlighted in blue, that you include in the HTML template of a Profile page.

```
<HTML>
...
<FORM name=ProfileForm action="" method=post>
<TABLE>
<TR><TD>Email address*:</TD>
<TD><INPUT name=emailAddress></TD>
<TR><TD>Title:<BR><SELECT style="WIDTH: 140px" name=title>
<OPTION selected>Mr.</OPTION> <OPTION>Ms.</OPTION> <OPTION>Mrs.</OPTION></
SELECT> </TD></TR>
<TR><TD>First Name:</TD>
<TD><INPUT name=firstName></TD></TR>
<TR><TD>Last Name:</TD>
<TD><INPUT id=lastName tabIndex=4 name=lastName></TD></TR>
<TR><TD>Company Name*:</TD>
<TD><INPUT id=company tabIndex=5 name=company></TD></TR>
<TR><TD>ECRM Info</TD>
<TD><INPUT id=ECRM_info tabIndex=6 name=ECRM_info></TD></TR>
</TABLE>
* Required field</FONT>
<INPUT type=checkbox value=1 name=bobs_mailinglist>Click here to receive
updates
</FORM>
<INPUT type=submit value=Submit name=Submit></TD></TR></
```

```
</BODY>
</HTML>
```

Setting up the Form for the Profile Page Using Preference Center Forms

In the preference center form for the Profile page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database. The Profile Page Fields Mapping window also allows you to indicate which fields can be used as event variables in notification triggered messages.

Figure: Profile page

To create the Profile page:

Step	Action
1	In the List Generator Form Manager Profile Page Fields Mapping window, enter or browse for the name of the template for this page in the HTML Template File Name field.
2	Click Upload . List Generator automatically maps fields in the template to profile fields and mailing lists in DREAMmail that have the same name. You can validate that these fields are correctly mapped; see Step 4.
3	In the Profile Page - Profile Fields Selection section, confirm that <code>ProfileForm</code> is displayed in the Form field. If not, use the drop-down list to select it.

Step	Action
4	<p>If necessary, override the profile field names specified in any of the fields in this form that were incorrectly mapped when you uploaded the HTML template.</p> <p>"Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.</p>
5	<p>Choose any event variables that you want to use in notification triggered messages in List Generator.</p> <p>Select the Event Var check boxes next to each field that you want to use as an event variable.</p>
6	<p>In the Profile Page - Password Change Fields Selection section, validate or override the profile field names specified in any of the fields that were incorrectly mapped when you uploaded the HTML template.</p> <p>"Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.</p> <p>Note: The Password Change Fields Selection section is displayed only for password-protected preference centers.</p> <p>To implement a notification triggered message when a user creates a new password, select the Event Var check box for New Password.</p>
7	<p>In the Mailing Lists Selection section, validate that the correct HTML Form List Name is mapped to each mailing list.</p> <p>If necessary, override the profile field names of any incorrect mappings; for more information, see "Automatic Mapping of Profile Fields and Mailing Lists" on page 37</p>
8	<p>In the Mailing Lists Selection section, enter a clear and meaningful name in the Display Name in Notification Email column.</p> <p>This is the list name that is displayed in notification triggered messages in place of the list name used internally in DREAMmail.</p>
9	<p>Click Save and Next to continue to the System-generated Password Change page.</p> <p>"Creating a Password Change Page Using Preference Center Forms" on page 62 provides additional information.</p>

Creating a Password Change Page Using Preference Center Forms

List Generator displays the **System-generated Password Change** page when an existing subscriber uses a system-generated password to access a preference center. A subscriber requests a system-generated password by clicking a “lost your password” link.

You create an HTML template and include attributes as placeholders for the fields on the Password Change page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.

Note: This page is displayed only if the preference center is password-protected. [“Specifying the Level of Authentication” on page 17](#) provides additional information.

Update Your Password - Microsoft Internet Explorer Provided By Microsoft

File Edit View Favorites Tools Help

MY COMPANY.com

Welcome to your personal MYCOMPANY.com center.
Update your password here.

All fields are required.

First Name:

Last Name:

Email Address:

Existing Password:

New Password:

Confirm Password:

Submit

Done Local intranet

Figure: Example of a Password Change page

Creating an HTML Template for the Password Change Page

In the HTML code of a Password Change page you create one form for use by both new and existing subscribers. Make sure that the HTML that you write is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Password Change page.

The following FORM element and attributes can be used in the HTML template of the Password Change page. You map the variable names you use here to the fields in the System-Generated Password Change Page Selection section of the preference center form.

```
<FORM name="ChangePasswordForm" type=password>
```

This element is required and used for both new and existing subscribers.

```
<INPUT name="ExistingPassword" type=password>
```

This attribute is optional.

```
<INPUT name="NewPassword" type=password>
```

This attribute is required.

This attribute is optional.

Setting up the Form for the Password Change Page

In the preference center form for the Password Change page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database.

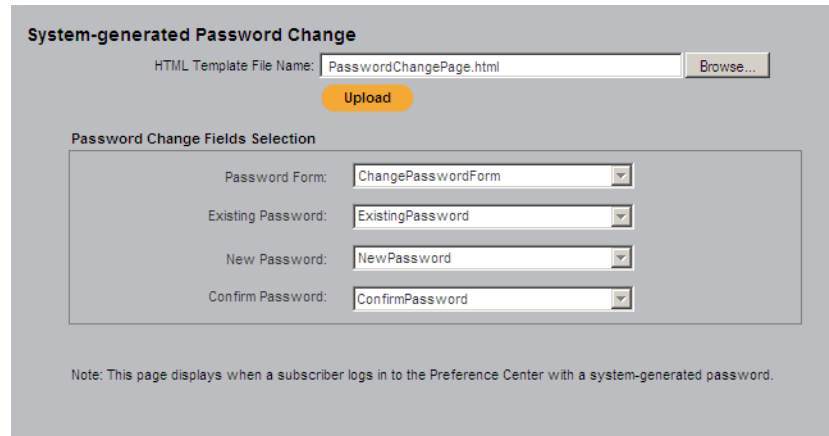


Figure: Setting up a System-generated Password Change page

To create the Password Change page:

Step	Action
1	In the List Generator Form Manager System-generated Password Change window, enter or browse for the name of the template for this page in the HTML Template File Name field.
2	Click Upload . List Generator automatically maps fields in the template to profile fields and mailing lists in DREAMmail that have the same name. You can validate that these fields are correctly mapped; see Step 4.
3	In the System-generated Password Change Page - Password Change Fields Selection section, confirm that <code>ChangePasswordForm</code> is displayed in the Form field. If not, use the drop-down list to select it.
4	If necessary, override the profile field names specified in any of the fields that were incorrectly mapped when you uploaded the HTML template. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.
5	Click Save and Next to continue to the Notification page. "Creating a Notification Page Using Preference Center Forms" on page 65 provides additional information.

Creating a Notification Page Using Preference Center Forms

In the **Notification Page** window you enter the text — a notification message — that is displayed to the subscriber when events occur in the preference center (for example, when a subscriber successfully updates a profile). In addition to displaying these messages, you can also create individual notification triggered messages to be sent by DREAMmail in response to the same events.

You create an HTML template and include attributes as placeholders for the fields on the Notification page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.

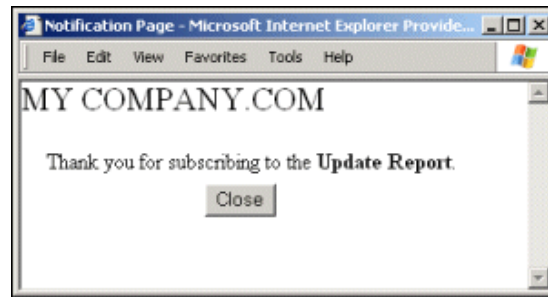


Figure: Example of a Notification page

Creating an HTML Template for a Notification page

When you write the HTML code of a Notification page, make sure that the HTML is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Notification page.

The following FORM element and attribute can be used in the HTML template of the Notification page. You map the variable names you use here to the fields in the **Notification Page Selection** section

```
<FORM name="NotificationForm">
```

This element is mandatory and used for both new and existing subscribers.

```
##DMLGB_NOTIFICATION_INSERT_POINT##
```

This is a mandatory content reference. This attribute is specific to List Generator and is used to insert notification text in a message, which is the text that you specify in each of the tabs in the **Notification Text** section of the **Notification Page** window. This text displayed in the preference center is in addition to the notification triggered messages sent to subscribers.

HTML Template Notification Page Example

This example shows the elements and attributes specific to List Generator, highlighted in blue, that you include in the template of a Notification page.

```
<HTML>
<title>Notification Page</title>
<BODY topmargin="0" leftmargin="0" marginheight="0" marginwidth="0">
<font size=5>MY COMPANY.COM
<FORM action="" method="POST" name="NotificationForm" onsubmit="return
true;">
<TABLE>
```


Notification Triggered Email Messages

[New Profile](#)
[Profile Updated](#)
[New Password](#)
[Email Change Confirmation](#)
[Unsubscribe/Subscribe](#)

Site Name:

Campaign Name:

Message Name:

The message is sent to new members who have just created an account in your List Generator form.
 This message could be disabled if you wish to only send the "Profile Updated" notification triggered
 email message, that will deploy after the new member has completed the creation of their profile.

☒ Send 'Profile Updated' notification only

Figure: Notification Triggered Email Messages section of the Notification page

To create the Notification page:

Step	Action
1	<p>In the List Generator Form Manager, enter or browse for the name of the template for this page in the HTML Template File Name field.</p> <p>When you create an HTML template for this page, follow the specific guidelines for the template. "Creating an HTML Template for a Notification Page" on page 76 provides additional information.</p>
2	<p>Click Upload.</p> <p>List Generator automatically maps fields in the template to profile fields in DREAMmail that have the same name.</p>
3	<p>In the Notification Text section, confirm that <code>NotificationForm</code> is displayed in the Form field. If not, use the drop-down list to select it.</p>
4	<p>In the Notification Text section, replace the default notification messages with your own text or keep the default text.</p> <p>If you include HTML code in the notification text, the content must be correctly tagged with both opening and closing HTML tags.</p>
5	<p>Select a tab that corresponds to the type of notification triggered message in the Notification Triggered Email Messages section.</p> <p>The message that you choose for each type of notification triggered message sent to the subscriber is in addition to the notification text displayed in the preference center pages.</p>
6	<p>Select the message to be triggered.</p> <p>First select the appropriate tab, then use the Site Name, Campaign Name, and Message Name drop-down lists to find a message that you already created. "Creating Notification Triggered Messages for List Generator" on page 22 provides additional information.</p>
7	<p>Repeat these steps starting at Step 5 for all message types that you are using.</p>

Step	Action
8	<p>Decide whether to prevent subscribers from receiving two profile updated messages when they create a profile on the Login page and subsequently enter information on the Profile page.</p> <ul style="list-style-type: none">▪ If you do not enable the Send 'Profile Updated' notification only field, when a subscriber enters an email address on the Login page, a new profile message is triggered even if the subscriber has not entered any other profile or subscription information. When the subscriber continues to the next step of profile creation and enters information on the Profile page, a profile updated message is triggered.▪ If you enable this field, new subscribers receive only the profile updated triggered message and not the new profile triggered message. <p>"How Many Notification Triggered Messages Should I Create?" on page 23 provides additional information.</p>
9	<p>Click Finish to save changes and return to the List Generator Form Manager.</p> <p>The next step in the process of building a preference center is "Testing and Publishing Preference Center Forms and Mini-Forms" on page 80.</p>

Creating HTML Pages Using Mini-Forms

Mini-forms enable you to create embedded forms in your HTML pages where subscribers can create personal profile data and preferences, as well as subscribe and unsubscribe to a newsletter (the mailing list level), all mailing lists on that site (site level), or all of your newsletters (client level). Subscribers do not need passwords to access a preference center created with mini-form.

There are two mini-forms, one for each of the two different HTML pages that make up a preference center:

- Profile Updated page
- Notification page

Unlike a preference center built from preference center forms, which are always hosted by Epsilon, you host your own mini-form pages. To host a preference center built with mini-forms, you publish the HTML pages that you create on your website. Note that if you include the URL in one of the pages of a preference center that is built with mini-forms in a DREAMmail message, you can track click-throughs on the link.

Before you begin to upload your templates and set up your mini-forms, you first must configure the preference center as described here.

Building a Preference Center Using Mini-Forms

The table below describes the process of building a preference center using mini-forms.

Stage	Description
1	Create an HTML template for each HTML page that you plan to use in your preference center. "Developing HTML Templates for List Generator" on page 37 and the description of the HTML templates for the specific HTML pages, starting at "Creating a Profile Page Using Mini-Forms" on page 71 .
2	Click Admin > Client Setup > List Generator Form Manager tab.
3	Select Mini-Form from the New drop-down list.
4	Click New . The Create Mini-Form widow appears.
5	Configure the settings for the mini-form. "Configuring a Preference Center Using Mini-Forms" on page 70 provides detailed information.
6	Set up the preference center forms for the HTML pages that you want to use in your preference center. For each preference center form, you must upload an HTML template. See the section that describes each HTML page, starting at "Creating a Profile Page Using Mini-Forms" on page 71 .
7	If necessary, override the profile field names specified in any of the fields that were incorrectly mapped when you uploaded the HTML template. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.
8	Save the mini-form.

Stage	Description
9	Test and publish the mini-form. "Testing and Publishing Preference Center Forms and Mini-Forms" on page 80 provides additional information.

Configuring a Preference Center Using Mini-Forms

Use the **Create Mini-Form** window to configure the settings of a preference center that you build using mini-forms.

Edit Mini-Form

Mini-Form Name:

DNS Settings: (*)

Folder Name:

File Name:

(*) This DNS must be registered by internal Epsilon Interactive staff

☐ This form can only be edited by internal Epsilon Interactive staff

Figure: Create Mini-Form dialog box

To configure the settings for a preference center that you build using mini-forms:

Step	Action
1	In the List Generator Form Manager , select Mini-Form .
2	Click New .
3	Enter a name in the Mini-Form Name field. The name cannot contain spaces or punctuation. Once you save this form, you cannot change the name.
4	Edit the DNS Settings field if you do not want to use the default DNS setting that is displayed. You can use multiple DNS settings in List Generator by entering unique domains for each preference center form or mini-form. All DNS settings must be registered with Epsilon. "About the DNS Setting" on page 17 provides additional information.
5	Enter the name of a folder in which the files that comprise the preference center will be located. The folder is a directory in List Generator in which the mini-forms are stored. The name of the folder must be unique in the domain in which it is created. You cannot use the same folder name for other preference center forms or mini-forms in the same domain.

Step	Action
6	<p>Enter the name of a file that contains the preference center.</p> <p>The name of the file and its parent folder are included in the URL of the mini-form (for example, <code>http://company.net/sales_mf_subs/mini-form.htm</code>).</p> <p>The name of the file and the name of the folder where it resides are included in the URL of the preference center. For example, in the URL: <code>http://company.net/legal_mf_subs/mini-form.htm</code>, the folder name is <code>legal_mf_subs</code> and <code>mini-form</code> is the file name. (The suffix <code>.htm</code> is appended by List Generator to the file name.)</p>
7	Click Next .

Creating a Profile Page Using Mini-Forms

The Profile page allows users to enter and submit personal preference data that DREAMmail updates in the DREAMmail database. You can only create one Profile page per preference center.

Update Your Preferences - Microsoft Internet Explorer Provided By Microsoft

File Edit View Favorites Tools Help Links

MY COMPANY.com

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☐ Technology Quarterly -- The technology industry's most important research journal available.

☐ MyCompany Tech -- A weekly email newsletter, specific to your discipline.

To stop receiving these newsletters, remove the checkmarks from the boxes above by clicking.

Submit

Done Local intranet

Figure: Example of a Profile page created with mini-forms

You create an HTML template and include attributes as placeholders for the fields on the Profile page. Then, when you set up the preference center form for this page, you map the attributes to profile fields in the DREAMmail database.

Creating an HTML Template for the Profile Page

In the HTML code of a Profile page, you create one form and can include two types of functions: profile changes for new and existing subscribers and mailing list names so that subscribers can choose to subscribe or unsubscribe. Make sure that the HTML that you write is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Profile page.

Profile Fields

The following FORM element and attributes can be used in the HTML template of the Profile page. You map the variable names you use here to the fields in the Profile Fields Selection section.

```
<FORM name="ProfileForm">
```

This element is required and is used for both new and existing subscribers.

```
<INPUT name="EmailAddress" type="text">
```

This attribute is required and passes the email address of the subscriber.

Note: If you want to add any other profile fields, use the same name as the profile fields in DREAMmail database to take advantage of automatic mapping. For site-level profile fields, use the following format: `sitename_profilefieldname`.

Names of Existing Mailing Lists

The following attribute can be used in the HTML template of the Profile page to specify mailing list names. You map the variable names you use here to the fields in the Mailing Lists Selection section.

```
<INPUT name="sitename_listname">
```

This attribute is optional and `sitename` and `listname` must be the same as entered in DREAMmail.

Accepted values are:

- 1 - indicates subscription
- -1 - indicates unsubscription
- any other value indicates no change for the mailing list

Unsubscribe Message ID

Use the following attribute in the HTML template of the Profile page to capture the message ID included in the unsubscribe link in a message and pass it to the preference center and to DREAMmail for reporting.

```
<INPUT name="DMAILVAR_UNSUB" type="hidden" value="<%=DmvarUnsub%>">
```

This attribute is optional. Use ASP .NET or other scripting language to capture and pass the unsubscribe information. [“Tracking Unsubscribes by Message” on page 32](#) provides additional information.

HTMLT Template Profile Page Example

This example shows the elements and attributes specific to List Generator, highlighted in blue, that you include in the template of a Profile page.

```
<HTML>
...
<DIV id=logoParent><FONT size=5 face=Times>MY COMPANY.com</FONT></DIV>
<FORM name=ProfileForm onsubmit="return ValidateInput(this) " method=post>
<INPUT type="hidden" name="DMAILVAR_UNSUB" value="%=DmvarUnsub%">
<TABLE>
  <TR>
    <TD colspan=2>Stay on top of what's happening ... Sign up today for the
    <B>Technology Online Update</B> email newsletters. These subscriptions
    can open the door to the latest information on the tools and techniques
    that can help advance your research.<BR><BR></TD></TR>
  <TR>
    <TD align=left>First Name:</TD><TD align=left><INPUT maxLength=30
    name=Firstname></TD></TR>
  <TR>
    <TD align=left>&nbsp;</TD><TD align=left>&nbsp;</TD></TR>
  <TR>
    <TD align=left>Last Name:</TD><TD align=left><INPUT name=Lastname
    maxLength=30></TD></TR>
  <TR>
    <TD align=left>&nbsp;</TD><TD align=left>&nbsp;</TD></TR>
  <TR>
    <TD align=left>Email Address:</TD><TD align=left><INPUT
    name=EmailAddress maxLength=128></TD></TR>
  <TR>
    <TD align=left>Zip or Postal Code:</TD><TD align=left><INPUT name=Zip
    maxLength=30></TD></TR>
</TABLE>
<TABLE>
  <TR>
    <TD valign=top align=left><INPUT name=ClientUnsubscribe type=checkbox
    value=1>&nbsp;</TD><TD><font size=-1>Online Update -- THE monthly
    magazine of new products, technology and services for the scientific
    market.</TD></TR>
  <TR>
    <TD valign=top align=left><INPUT name=ClientUnsubscribe type=checkbox
    value=1>&nbsp;</TD><TD>Technology Quarterly -- The technology
    industry's most important research journal available.</TD></TR>
  <TR>
    <TD valign=top align=left><INPUT name=ClientUnsubscribe type=checkbox
    value=1>&nbsp;</TD>
  </TR>
  <TD>MyCompany Tech -- A weekly email newsletter, specific to your
  discipline.</TD></TR>
  <TR>
    <TD colspan=2><font size=-2>To stop receiving these newsletters, remove
    the checkmarks from the boxes above by clicking.</font></TD></TR>
  <TR>
    <TD colspan=2>&nbsp;</TD></TR>
  <TR>
    <TD align=middle colspan=2><INPUT type=submit value=Submit
    name=Submit></TD></TR>
</TABLE></FORM></HTML>
```

Setting up the Form for a Profile Page Using Mini-Forms

In the mini-form for the Profile page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database. The Profile Page Fields Mapping window also allows you to indicate which fields can be used as event variables in notification triggered messages.

Figure: Profile page

To create the Profile page using mini-forms:

Step	Action
1	In the List Generator Form Manager , enter or browse for the name of a template in the HTML Template File Name field.
2	Click Upload . List Generator automatically maps fields in the template to profile fields and mailing lists in DREAMmail that have the same name. You can validate that these fields are correctly mapped; see Step 4.
3	In the Profile Page - Profile Fields Selection section, confirm that ProfileForm is displayed in the Form field. If not, use the drop-down menu to select it.
4	If necessary, override the profile field names specified in any of the fields that were incorrectly mapped when you uploaded the HTML template. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.
5	Choose any event variables that you want to use in notification triggered messages in List Generator. Select the Event Var check boxes next to each field that you want to use as an event variable.

Step	Action
6	<p>In the Profile Page - Mailing Lists Selection section, validate that the correct HTML Form List Name is mapped to each mailing list.</p> <p>If necessary, override the profile field names of any incorrect mappings; for more information. "Automatic Mapping of Profile Fields and Mailing Lists" on page 37 provides additional information.</p>
7	<p>In the Mailing Lists Selection section, enter a clear and meaningful name in the Display Name in Notification Email column.</p> <p>This is the list name that is displayed in notification triggered messages in place of the list name used internally in DREAMmail.</p>
8	<p>Click Save and Next to continue and create the Notification page.</p>

Creating a Notification Page Using Mini-Forms

In the Notification Page window you enter the text that is displayed to the subscriber when events occur in a preference center (for example, when a subscriber successfully updates a profile). In addition to displaying these messages, you can also create individual notification triggered messages to be sent by DREAMmail in response to the same events.

You create an HTML template and include attributes as placeholders for the fields on the Notification page. Then, when you set up the mini-form for this page, you map the attributes to profile fields in the DREAMmail database.

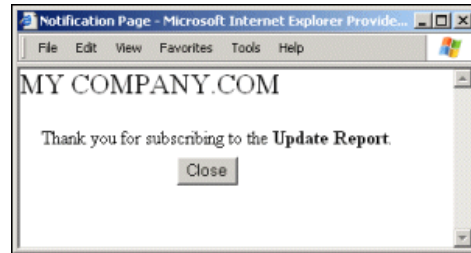


Figure: Example of a Notification page created with mini-forms

Creating an HTML Template for a Notification Page

When you write the HTML code of a Notification page, make sure that the HTML is valid and that you save it with a meaningful name so that you can find it when you upload it to create the Notification page.

The following FORM element and attribute can be used in the HTML template of the Notification page. You map the variable names you use here to the fields in the Notification Page Selection section

```
<FORM name="NotificationForm">
```

This element is mandatory and used for new and existing subscribers.

```
##DMLGB_NOTIFICATION_INSERT_POINT##
```

This is a mandatory content reference. This attribute is specific to List Generator and is used to insert notification text in a message, which is the text that you specify in each of the tabs in the Notification Text section of the *Notification Page* window. This text displayed in the preference center is in addition to the notification triggered messages sent to subscribers.

HTML Template Notification Page Example

This example shows the elements and attributes specific to List Generator, highlighted in blue, that you include in the template of a Notification page.

```
<HTML>  
  
<title>Notification Page</title>  
  
<BODY topmargin="0" leftmargin="0" marginheight="0" marginwidth="0">  
  
<font size=5>MY COMPANY.COM  
  
<FORM action="" method="POST" name="NotificationForm" onsubmit="return true;">  
  
    <TABLE>  
        <TR>  
            <TD>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&~</TD>  
            <TD><div>##DMLGB_NOTIFICATION_INSERT_POINT##</div></TD>  
        </TR>  
        <TR>  
            <TD align=center colspan=2 ><INPUT type='Submit' name='Submit'  
                value='Close'></TD>  
        </TR>  
    </TABLE>  
</FORM></BODY></HTML>
```

Setting up the Form for a Notification Page Using Mini-Forms

In the mini-form for the Notification page, you verify that the attributes in the HTML template were accurately mapped to fields in the DREAMmail database.

Notification Page

Mini-Form Notification Page

☒ Use Template

HTML Template File Name:

Success Notification:

Failure Notification:

☐ Use Redirection URLs

Success URL:

Failure URL:

Figure: Notification text section of the Mini-Form Notification page

Notification Triggered Email Messages

New Profile | **Profile Updated**

Site Name:

Campaign Name:

Message Name:

The message is sent to new members who have just created an account in your List Generator form. This message could be disabled if you wish to only send the "Profile Updated" notification triggered email message, that will deploy after the new member has completed the creation of their profile.

☒ Send 'Profile Updated' notification only

Figure: Notification Triggered Email Messages section of the Notification Page window

To create the Notification page using mini-forms:

Step	Action
1	<p>Select either the Use Template or Use Redirection URLs option.</p> <ul style="list-style-type: none"> Use Template enables you to enter the text of messages that are displayed to subscribers to indicate the success or failure of events in the preference center. Use Redirection URLs enables you to create links to HTML pages where subscribers are redirected in response to actions taken in the preference center. You create two HTML pages: one that indicates the successful completion of the event and one that indicates failure.
2	<p>If you select the Use Template option, select the template and update the text.</p> <p>Enter or browse for the name of a template in the HTML Template File Name field and click Upload.</p> <p>In the Use Template section, replace the default notification messages with your own text or keep the default text.</p>
3	<p>If you select the Use Redirection URLs option, enter both of the URLs of the pages that contain success and failure messages.</p>
4	<p>In the Notification Triggered Email Messages section, select the message to be triggered in response to new profiles and profile updates.</p> <p>First select the appropriate tab, then use the Site Name, Campaign Name, and Message Name drop-down lists to find a message that you previously created. "Creating Notification Triggered Messages for List Generator" on page 22 provides additional information.</p>
5	<p>Decide whether to prevent subscribers from receiving two profile updated messages when they create a profile and subsequently update their profile data on the Profile page.</p> <ul style="list-style-type: none"> If you do not enable this field, when a subscriber enters an email address in the Profile page, a new profile message is triggered even if the subscriber has not entered any other profile or subscription information. When the subscriber enters additional information in the Profile page, a profile updated message is also triggered. If you enable this field, new subscribers receive only the profile updated triggered message and not the new profile triggered message. <p>"How Many Notification Triggered Messages Should I Create?" on page 23 provides additional information.</p>

Step	Action
6	<p>Click Finish to save changes and return to the List Generator Form Manager.</p> <p>The next step in the process of building a preference center is "Testing and Publishing Preference Center Forms and Mini-Forms" on page 80.</p>

Testing and Publishing Preference Center Forms and Mini-Forms

Before publishing the forms for a preference center, be sure test the HTML pages to make sure they function as you intended. For example, enter profile information in to the preference center and verify that the information is added to the intended mailing list.

When you publish your preference center forms, List Generator provides you with a URL of the preference center, which is hosted by Epsilon. When you publish your mini-forms, List Generator generates the name of the file of the preference center, which you download and host on your website.

If your business requires it, you can host a preference center in secure pages; contact your Epsilon representative.

This section discusses the following topics:

- [Testing a Preference Center](#)
- [Publishing Preference Center Forms or Mini-forms](#)

Testing a Preference Center

To test a preference center:

Step	Description
1	Click Admin > Client Setup > List Generator Form Manager <i>tab</i> .
2	Click the View Actions icon located next to the preference center or mini-form that you want to test.
3	Click Test . If you are testing a preference center created with: <ul style="list-style-type: none">▪ Mini-forms, List Generator displays the name of the preference center file that you can download and test.▪ Preference center forms, List Generator displays a URL to a test version of the preference center that you have created (for example, <code>http://company.net/Test/sales_pc_subs/ListGencenter.aspx</code>).
4	Ensure that the pages look and function as you expected before you publish the preference center. Once you publish a form, it cannot be deleted or renamed.

Publishing Preference Center Forms or Mini-forms

When you edit a mini-form or preference center form that was previously published, you must re-publish the mini-forms or preference center forms in order for subscribers and potential subscribers to view the updates. If you do not re-publish, your updates are saved in DREAMmail, but they do not appear in the “live” preference center.

To publish a preference center form or mini-form:

Step	Description
1	Click Admin > Client Setup > List Generator Form Manager tab.
2	Click the View Actions icon located next to the preference center form or mini-form that you want to publish
3	<p>Click Publish.</p> <ul style="list-style-type: none">▪ If you are publishing mini-forms, List Generator displays the name of the List Generator file that you download and incorporate into your website.▪ If you are publishing preference center forms, List Generator displays a link to the final version of the preference center, which is hosted by Epsilon (for example, http://company.net/sales_pc_subs/newssubcenter.aspx).

