

**transactional email**  
not so easy today

What do you mean "not so easy?" you just use XML and XSLT, you just create your XML template, using your favorite editor, then you create an XSLT script to merge the data into the XML, then you select the XML, you select it into this field, then you select the XSLT and paste it into that field, then you are good to go. Unless there's a bug in your XSLT or you forgot an element in your XML. Then you just start over.

email in code



template author



well, that was easy



but the company



so here's the hack



# hawk heads hack

Thanks and much respect to all!

# transactional email

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# email is easy

## why else would amazon call it "Simple email service?"

Sender Policy Framework (SPF) provides a means for tracing an email message back to the system from which it was sent.

To be SPF-compliant, an email sender publishes one or more DNS records that establish the sending domain's identity. These DNS records are usually specified as TXT (text); they identify a set of hosts that are authorized to send email. After these DNS records are created and published, ISPs can authenticate a host by comparing its IP address with the set of IP addresses specified in the SPF record.

### Easy DKIM in Amazon SES

Easy DKIM is a feature of Amazon SES that signs every message that you send from a verified email address or domain with a DKIM signature that uses a 1024-bit DKIM key. You can use the Amazon SES console to configure Easy DKIM settings, and to enable or disable automatic DKIM signing for your email messages. You must be able to edit your domain's DNS records to set up Easy DKIM. With the appropriate DNS records in place, you can enable Easy DKIM signing for any verified email address or domain.

### Important

If you set up Easy DKIM for a domain, it will apply to all email addresses in that domain except for email addresses that you individually verified. Individually verified email addresses use separate settings. Once you set up Easy DKIM, your messages will automatically be DKIM-signed regardless of whether you call Amazon SES through the SMTP interface or the API (SendEmail or SendRawEmail). Note that you only need to set up Easy DKIM for the domain you use in your "From" address, not for the domain in a "Return-Path" or "Reply-To" address.

### Processing Bounces and Complaints

High bounce and complaint rates put your account at risk of being shut down, so you need to make sure that you have a process in place to remove recipient addresses that have bounced or complained from your recipient list. For tips on preventing the inclusion of invalid email addresses on your list, see *Obtaining and Maintaining Your Recipient List*. The following guidelines pertain to handling bounces and complaints. For more detailed information, see the *Amazon Simple Email Service Email Sending Best Practices* white paper.

Monitor your bounces and complaints and remove any bounced or complained recipient addresses from your mailing list. You can be notified of bounces and complaints in one of two ways: by email or by Amazon Simple Notification Service (Amazon SNS) notifications. For more information, see *Using Notifications with Amazon SES*.

You can remove bounced and complained addresses from your list manually by physically looking at the notifications and then removing the addresses from your list, but if your recipient list is large, you should probably set up an automated process. For *NET* example code on how you might manage your email list using the information in Amazon SNS notifications, see *Handling Bounces and Complaints* on the Amazon SES blog.

Treat suppression list bounces like any other hard bounce. Although it is possible to remove addresses from the suppression list by using the Amazon SES console, only do that if you are 100% sure that the email address is valid. In most cases, the email address is not valid, and you should remove it from your list.

all it

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# well, that was easy

## But how do I do templates for my email?

## oh. right. templates are not simple, so they're not part of Simple Email Service.

### You know, a template

egifts - give them - get them - good :-)

[View this email in your browser](#)

\*[SENDER\_MESSAGE]\*

Here is what you need to know about your new gift.

You can view your gift by clicking this link: \*[EGIFT\_URL]\*

When you view your gift, you will also see the ways you can use your gift.

You can use some gifts online, some gifts from your phone, and some gifts by printing them and taking them to a store.

There are many other things you can do with your gift, too. Take a look.

If you have questions, you can get help 24-7 by calling 1-800-GIFTCARD (1-800-123-4567).

We are thrilled that you got this gift.

All the best.

--Bigsie and the crew at \*[PARTNER]\*

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ot simple,  
ple Email

## You know, a template

egifts - give them - get them - good :-)

[View this email in your browser](#)

\*|SENDER\_MESSAGE|\*

Here is what you need to know about your new gift.

You can view your gift by clicking this link: \*|EGIFT\_URL|\*

When you view your gift, you will also see the ways you can use your gift.

You can use some gifts online, some gifts from your phone, and some gifts by printing them and taking them to a store.

There are many other things you can do with your gift, too. Take a look.

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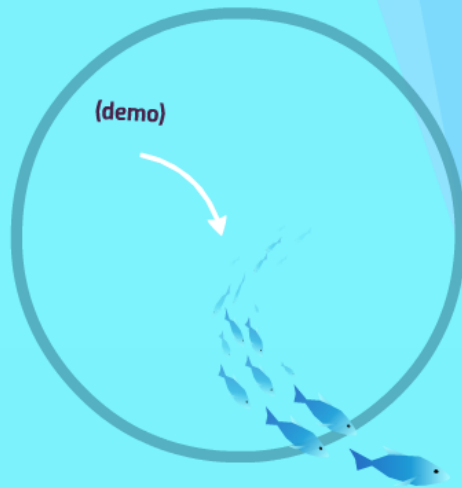
--Bigsie and the crew at \*|PARTNER|\*

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# so here's the hack



we have a web application that (ahem) takes orders for eGifts and it sends a transactional email to the recipient using a template that was created with a wysiwyg editor and is delivered by an email delivery service that handles bounces and complaints.

the email service has features we have not explored, including:

- tracking opens
- google analytics
- social integrations and "like" tracking
- track visitors from transactional email to websites
- and much more

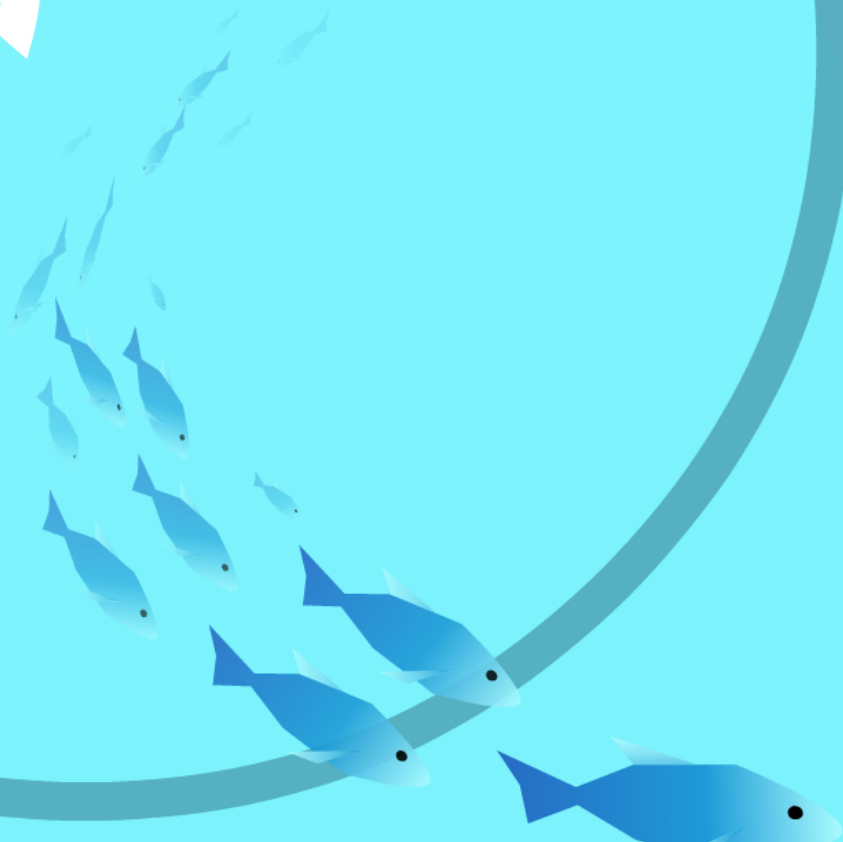


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**(demo)**



# template editor



<https://us10.admin.mailchimp.com/templates/messages.JSON.html#method=send-template>  
<https://github.com/musicbeat/chimpathon>

<https://us10.admin.mailchimp.com/templates/>

[https://mandrillapp.com/api/docs/  
messages.JSON.html#method=send-template](https://mandrillapp.com/api/docs/messages.JSON.html#method=send-template)

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