Emailer

****

**Revision History**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Revision No.** | **Description** | **Author** | **Date** | **Approved by** |
| 1 | Created the document | Utkarsh Joshi | August 29, 2008 |  |
| 2 | Updated the Document – making the product generic | Utkarsh Joshi | September 4, 2008 |  |
|  |  |  |  |  |

# Contents

[Contents 3](#_Toc207771625)

[Introduction 4](#_Toc207771626)

[High Level Requirements overview 4](#_Toc207771627)

[Use Cases 5](#_Toc207771629)

# Introduction

This PRD will capture the emailer tool requirements. This tool is required to send mass emails to a group of registered users as part of email campaigns.

# High Level Requirements overview

Emailer Usage

Registered Users

Emailer Requirement

Registered Users (Subset)

A subset of registered users who meet the client requirements

Emailer Tool

Will send out emails to the list of users, along with a personalized, customizable message

User Action

Users read or click on the content in the email and are exposed to promotions, information, lead forms.

Requirement fulfillment

The current emailer being used is provided by Campaign Monitor. (<http://campaignmonitor.com/>)

The reasons to move to an in house emailer are:

* Having an internal emailer tool to send out emails will be more cost effective than an external vendor.
* It should allow us to build in more functionality than being offered by the existing vendor.
* A large number of these emails are being marked as spam by the users and the external vendor is unable to reduce this number. The in house tool should be able to work around this issue.

# Use Cases

The user in all the cases will be the user of the tool. A registered user will be the recipient of the emailer.

A campaign here is defined by a specific set of actions that the user will take leading towards a specific objective.

1. The user should be able to create new campaigns. A new campaign should have:
   1. A unique name.
   2. An email ID from which the email will go to the registered users.
   3. The subject of the email ID which will go to the registered users.
2. The user should be able to view prior campaigns along with their details. The reports required are mentioned in Point 8.
3. The user should be able to import a list of registered users into the tool. This list will consist of specific information for each registered user.
   1. The tool should be able to read a csv file.
   2. The information in the csv file will consist of the following information at a minimum:
      1. Name of the Registered user
      2. Email ID of the registered user
      3. Mobile number of the registered user
      4. State of residence of the registered user
      5. City of residence of the registered user
   3. The tool should be able to read and recognize files with more or other information as well. (More than the 5 columns mentioned above)
   4. The information could also consist of the name of the client(s) to which the lead is being sent.
   5. The tool should check the email ID’s to ensure that all of them are in the correct format. This will remove the possibility of failure in the sending process – due to an incorrect email id.
4. The user should be able to customize the content of the email being sent.
   1. The user should be able to customize the headings for each column of data in the csv file.
   2. The user should be able to add html content to the email.
   3. The user should be able to include attachments in the email.
   4. The user should be able to include an unsubscribe link in the email.
   5. The user should be able to add a reply to email id in the email.
   6. The user should be able to add text to the email if required.
5. Before sending out the emails to the list of registered users, the user should be able to preview the email being sent.
6. The user should be able to send it to a test address to determine if the mail is being delivered properly and in the correct format.
7. The user should be able to determine the delivery schedule of the email campaign. The user should be able to determine:
   1. The date of sending the emails.
   2. The time of sending the emails.
8. The user should be able to view and import reports on the campaigns being sent. This should also be enabled for previous campaigns as well. The user should be able to view and import the following:
   1. Campaign details – Name, subject, date on which campaign sent
   2. List details – The list of registered users (csv files) that were used for each campaign. This will enable reusability.
   3. Campaign performance details
      1. Number of emails sent.
      2. Number of emails opened and by which users.
      3. Number of emails unopened and by which users.
      4. Number of emails that bounced and for which users.
      5. Number of people who replied and details of those users.
      6. Number of people who unsubscribed and details of those users.