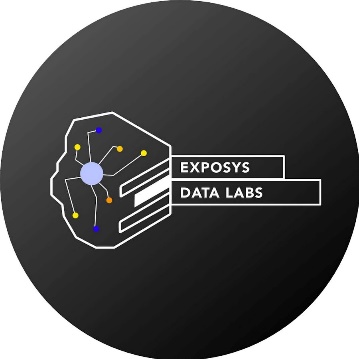
**Exposys Data Labs – Internship**

**Domain – Web Development**



**PROJECT REPORT ON**

**MASS – MAIL DISPATCHER**

**Submitted To:**

Exposys Data Labs

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**Date:**

19th February 2023.

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**ABSTRACT**

A Mass-Mail Dispatcher is a marketing message sent by a brand to multiple recipients at once.

It aims to promote a brand, sell goods, and develop relationships. A Mass-Mail Dispatcher allows its customers to send mass email messages to multiple lists of recipients at a specified time. With this service, you can send a single message to thousands of people on a mailing list.

This Project report consists of basic idea of Mass-Mail Dispatcher sending through personal computer. The system has been working with in this project is the web-based Mass-Mail Dispatcher. The application is designed to send mass mails to all the recipients uploaded through a CSV file. The purpose of this is to provide a tool to control and send emails to a vast number of recipients. The application will list and sort out all the valid and invalid emails detected by the application allowing the users to more readily send emails as per user convenience. The end user should be able to upload CSV file. The application shall list the detected invalid emails found in the CSV File. The user should be given a structured list of the valid emails.



**INTRODUCTION**

A mass email, also known as a bulk email or email blast, is an email campaign sent to a large list of recipients. Generally, mass emails promote a brand or sale, but they can also be used to develop relationships with new customers or prospects.

Mass email campaigns once comprised identical emails sent out to a company’s entire subscriber list. As filters have become more robust, these emails now often end up in spam folders. Marketers have now realized that personalization, automation and tracking make mass emails far more effective. Using these best practices, you can send your message to the right people at the right time and make sure that you’re hitting their inbox.

**Types of Bulk Emails:**

1. Newsletters

2. Promotional emails

3. Acquisition emails

4. Retention emails

**1. Newsletters.**

A newsletter is an excellent way of keeping subscribers in the loop about what’s going on with a business. In most cases, newsletters provide insights, notifications, or guides to customers in a bid to help them better understand a particular service or product.

**2. Promotional emails.**

Bulk emails are effective at promoting sales, attracting customers with offers and deals, and building brand awareness. These emails can also be used to suggest appropriate products to existing and prospective customers.

**3. Acquisition emails.**

These are messages sent to acquire new customers, directed at prospects on a list who have yet to convert. They may be used to share special offers to convince potential customers to make a purchase.

**4. Retention emails.**

These mass emails are generally sent to existing clients to encourage them to keep purchasing from your company. They aim to boost a brand’s customer loyalty.

**There are various existing bulk mail sending websites on use across the internet.**

**1)SendinBlue** is an all-in-one email marketing service that offers [excellent deliverability](https://themeisle.com/blog/sendinblue-review/) and lets you optimize your send time. You can manage all your contacts using your existing [customer relationship management (CRM) tool](https://themeisle.com/blog/wordpress-crm-plugins/) as well as gain access to various resources to help you generate leads

**Some useful features include:**

* Access to a variety of templates
* An easy-to-use drag-and-drop builder
* Customizable opt-in form
* Email marketing automation with workflow templates
* Seamless integration with platforms such as [Magento](https://themeisle.com/blog/woocommerce-vs-magento/) and WordPre.

**2)SendGrid** is an excellent choice for users who need more advanced customization and integration options. It gives you access to scheduling, testing, and contact management tools all in one platform. Additionally, it enables you to set up effective workflows and automate almost everything based on simple triggers.

**Other features include:**

* Access to real-time analytics
* Support for multiple user roles
* Ability to send emails via custom domains and dedicated IP addresses
* Bounce, unsubscribe, and spam reports
* Email template builder
* Customizable [landing pages](https://themeisle.com/blog/landing-page-examples/)
* [A/B testing](https://themeisle.com/blog/best-a-b-testing-tools/) functionality

**3)Elastic Email** is a powerful email marketing platform with an a la carte pricing system that lets you choose exactly which features you want. It enables you to schedule multiple campaigns at once with various settings such as send time and more. It also boasts advanced algorithms to help you identify invalid or duplicate messages.

**Other features include:**

* Drag-and-drop functionality
* Easy template modification
* A/B email testing of multiple campaign variations
* Contact management tools
* Customizable forms

**4)Amazon SES** (Simple Email Service) is a highly advanced, cloud-based email marketing platform that integrates easily with developer applications. Like Elastic Email, it’s an extremely scalable option that lets you pay as you go. It’s not as user-friendly as the other solutions on this list, but when it comes to deliverability, Amazon SES comes highly recommended.

**Other features include:**

* Advanced email personalization options
* Advanced dashboard with real-time analytics
* Easy tracking of sent and delivered emails
* Sender reputation management
* Email testing

**5)Mailjet** a reliable and user-friendly email service provider. It lets you [create highly engaging emails](https://themeisle.com/blog/how-to-create-an-email-newsletter/) thanks to its drag-and-drop builder. Additionally, you can integrate it with your current server configuration to send emails via SMTP or API. Mailjet comes with a robust analytics tool to help monitor and optimize your campaigns. You’ll also be able to convert your results into handy data to use in your segmentation efforts.

**Some of Mailjet’s other features include:**

* Extensive support documentation
* Email personalization options
* Intuitive layout designs
* Real-time analytics
* Contact management tools

**METHEDOLOGY**

**EXISTING SYSTEM:**

Mail is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.

One to one mail are essentially personal emails that are sent from you to your subscribers. One to one email marketing can be a really useful channel for small ecommerce businesses to capitalize on a more personal relationship with customers, by focusing on quality over quantity. But when it comes to sending mails to a large number of contacts then this methodology doesn’t work.

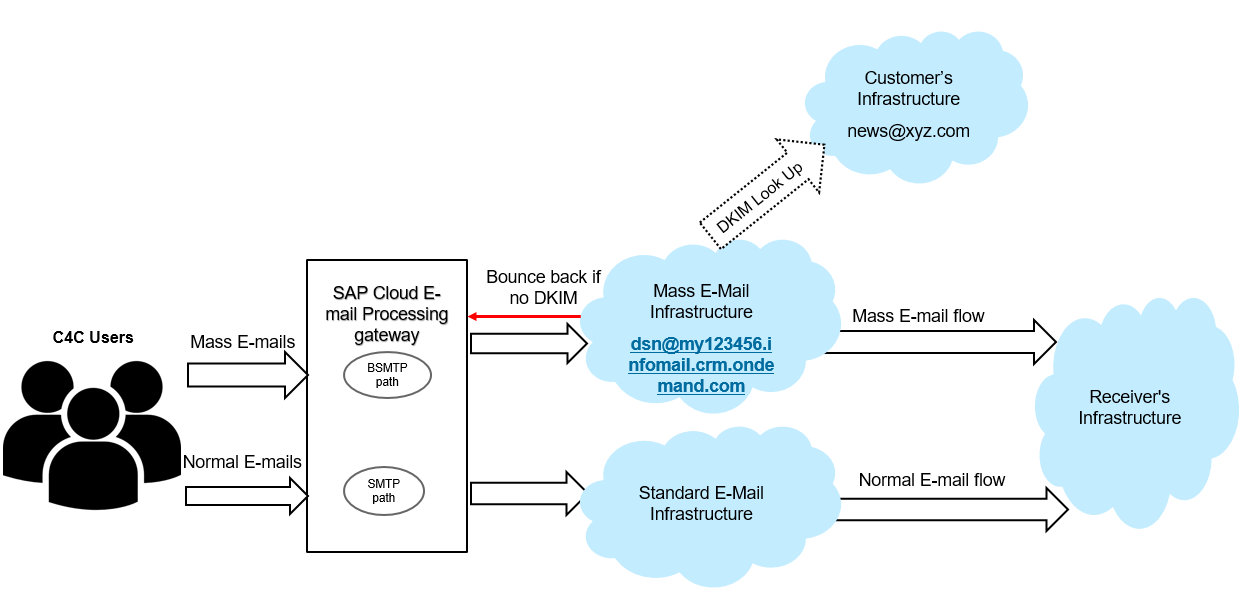
**PROPOSED SYSTEM**

A Mass-Mail Dispatcher is a marketing message sent by a brand to multiple recipients at once. It aims to promote a brand, sell goods, and develop relationships. A Mass-Mail Dispatcher allows its

customers to send mass email messages to multiple lists of recipients at a specified time. With this service, you can send a single message to thousands of people on a mailing list.

The system has been working with in this project is the web-based Mass-Mail Dispatcher. The application is designed to send mass mails to all the recipients uploaded through a CSV file. The purpose of this is to provide a tool to control and send emails to a vast number of recipients. The application will list and sort out all the valid and invalid emails detected by the application allowing the users to more readily send emails as per user convenience. The end user should be able to upload CSV file. The application shall list the detected invalid emails found in the CSV File. The user should be given a structured list of the valid emails.

**ARCHITECTURE**



**IMPLEMENTATION**

**SAMPLE CODE**

* **index.html**

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta http-equiv="X-UA-Compatible" content="IE=edge">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Mass-Mail Dispatcher Website by Sejal Kalambhe</title>

<link rel="stylesheet" href="style.css">

<link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.0.0/css/all.min.css">

<link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/animate.css@3.5.2/animate.min.css">

</head>

<body>

<nav>

<ul>

</li> <a href=""><h1><i class="fa-solid fa-lightbulb"></i> Exposys Data Lab</h1></a> </li>

</ul>

</nav>

<div class="bg">

<div class="container">

<div class="select animated fadeInDown delay-10s">

<h1 id="head">Mass Mail Dispatcher</h1>

<input type="file" id="upload" accept="text/csv">

</div>

<div class="mailInfo">

<form onsubmit="sendEmail(); reset(); return false;">

<h2 id="box-heading">WRITE YOUR MAIL HERE</h2>

<p><input type="email" id="from" placeholder="From (Email ID)" required></p>

<p><input type="text" id="subject" placeholder="Subject" required></p>

<p><textarea id="msg" rows="12" cols="12" placeholder="Message" required></textarea></p>

<p><button type="submit" id="submit">Send</button></p>

</form>

</div>

<h1 class="lkj"> Check The Valid/Invalid Email :)</h1>

</div>

<hr>

<div class="tables">

<div class="valTab">

<table id="val">

<tr>

<td>

<h2>Valid Emails : <span id="valCount"></span></h2>

</td>

</tr>

</table>

</div>

<div class="invalTab">

<table id="inval">

<tr>

<td>

<h2>Invalid Emails : <span id="invalCount"></span></h2>

</td>

</tr>

</table>

</div>

</div>

</div>

</section>

<hr>

<script src="https://smtpjs.com/v3/smtp.js"></script>

<script src="main.js"></script>

<script src="https://cdnjs.cloudflare.com/ajax/libs/wow/1.1.2/wow.js"></script>

<script>var wow = new WOW(

{

boxClass: 'wow',

animateClass: 'animated',

offset: 0,

mobile: true,

live: true,

callback: function (box) {

},

scrollContainer: null,

resetAnimation: true,

}

);

wow.init();

</script>

<div class="footer-basic">

<footer>

<p class="copyright">Made with ❤️ By <a href="https://www.linkedin.com/in/sejal-kalambhe-937032212" target="\_blank">Sejal Kalambhe</a></p>

</footer>

</div>

</body>

</html>

* **style.css**

@import url('https://fonts.googleapis.com/css2?family=Oswald&display=swap');

\*{

/\* border: 1px solid red; \*/

margin: 0;

padding: 0;

box-sizing: border-box;

font-family: 'Libre Baskerville', serif;

}

.fa-solid {

color: yellow;

}

.lkj{

color: #012c0e;

}

body{

/\* background-color:moccasin; \*/

/\* background-image: url("images/wallpaper10.jpg"); \*/

background-position: center;

background-repeat:no-repeat;

background-size:cover;

background: linear-gradient(to top left,#edff64,#50fd10);

/\* background: linear-gradient(to top left,#FCCF31 , #F55555); \*/

}

ul{

list-style-type: none;

text-align: left;

padding:30px;

background-color:rgb(3, 3, 16);

color: rgb(255, 255, 255);

font-family:Cambria, Cochin, Georgia, Times, 'Times New Roman', serif

/\* word-spacing: 0.5rem; \*/

}

li{

display:inline;

padding:20px;

background-color: black;

color: rgb(255, 255, 255);

}

/\* li:hover{

color:blueviolet;

cursor:pointer;

background-color: rgb(146, 223, 219);

} \*/

a{

text-decoration:none;

color: white;

}

.container{

display: flex;

align-items: center;

justify-content: space-around;

width: 100%;

height:100vh;

flex-wrap: wrap;

}

.select{

display: flex;

flex-direction: column;

}

#head{

font-size:50px;

text-align: left;

}

/\* .mailInfo{

width:600px;

margin:0 auto;

position:relative;

top:40%;

transform:translateY(-70%);

padding: 20px 40px;

background: linear-gradient(to top left,#ffffffff,#ffffff33);

backdrop-filter: blur(8px);

border-radius: 8px;

box-shadow:2px 2px 5px #2773a5;

} \*/

#box-heading{

padding:5px;

margin:auto;

text-align: center;

}

.mailInfo{

background: linear-gradient(to top left,#ffffffff,#ffffff33);

backdrop-filter: blur(8px);

border-radius: 8px;

box-shadow:2px 2px 5px #2773a5;

z-index: 2;

}

#from,#subject{

margin:14px;

padding:10px;

width: 470px;

height:40px;

border-radius: 4px;

}

#msg{

margin:14px;

padding:10px;

width: 40px;

width:470px;

border-radius: 4px;

}

#submit{

width:10em;

height:3em;

margin:0;

position:absolute;

top:92%;

left:50%;

transform: translate(-50%, -50%);

/\* transform: translate(-50%, -50%); \*/

border-radius: 30px;

}

button {

background: #00332a;

color: #e6dede;

border: 2px solid #0f0909;

font-size: 17px;

letter-spacing: 2px;

padding: 10px 40px;

text-transform: uppercase;

cursor: pointer;

display: inline-block;

margin: 15px 30px;

-webkit-transition: all 0.4s;

-moz-transition: all 0.4s;

transition: all 0.4s;

box-shadow : 0 1px 1px #130b0b;

}

button:hover, button:focus {

background-color: rgb(27, 177, 144);

color: #b93d2d;

}

.select input{

background-color: rgb(255,255,255);

border :none;

margin : 6vh auto;

border-radius: 50px;

box-shadow:5px 5px 10px black;

font-weight: 600;

font-size: 1rem;

outline:none;

width:350px;

}

.select input::file-selector-button{

background: #00332a;

color:white;

padding:20px;

border:none;

border-radius: 50px;

box-shadow : 0 1px 1px #6b4559;

outline:none;

}

.select input::file-selector-button:hover{

background-color: rgb(27, 177, 144);

cursor: pointer;

}

.tables{

width: 1000px;

margin: 0 auto;

}

table{

text-align: left;

float:left;

width: 500px;

}

hr {

width: 70%;

margin-left: auto;

margin-right: auto;

}

.footer-basic .copyright {

margin-top:15px;

width:100%;

height:30px;

text-align:center;

font-size:18px;

background-color: rgba(15, 13, 13, 0.918);;

color:#aaa;

margin-bottom:0;

}

* **main.js**

let upload = document.getElementById('upload');

upload.addEventListener('change', () => {

let fr = new FileReader();

fr.readAsText(upload.files[0]);

fr.onload = function () {

let Arr = fr.result.split(/\r?\n|\n/).map(e => {

return e.split(',');

});

Window.valNo = 0;

let invalNo = 0;

Window.valMail = [];

Arr.forEach(e => {

let em = String(e);

let m = e.map(e => {

return `<td>${e}</td>`; // td = table data

})

let creEle = document.createElement("tr"); //tr = table row

creEle.innerHTML = m;

if (em != "") { // so that blank row will not be printed as well as counted

if (em.charAt(em.length - 4) == '.') {

document.querySelector("table#val").appendChild(creEle);

Window.valMail.push(em);

Window.valNo = Window.valNo + 1;

return false;

}

else if (em.charAt(em.length - 3) == '.') {

document.querySelector("table#val").appendChild(creEle);

Window.valMail.push(em);

Window.valNo = Window.valNo + 1;

return false;

}

else {

document.querySelector("table#inval").appendChild(creEle);

invalNo = invalNo + 1;

// console.log(creEle);

return false;

}

}

});

document.querySelector('#valCount').innerHTML = Window.valNo;

document.querySelector('#invalCount').innnerHTML = invalNo;

};

});

//-----------sending emails---------------

function sendEmail() {

Email.send({

Host: "smtp.elasticemail.com",

Username: "sejal.kalambhe@cumminscollege.edu.in",

Password: "A9M8H0L9TT",

To: "kalambhesejal@gmail.com",

From: "sejal.kalambhe@cumminscollege.edu.in",

Subject: document.querySelector('#subject').value,

Body: document.getElementById('msg').value

}).then(

message => alert(Window.valNo + " mails has been sent successfully, press " + message + " to continue.")

);

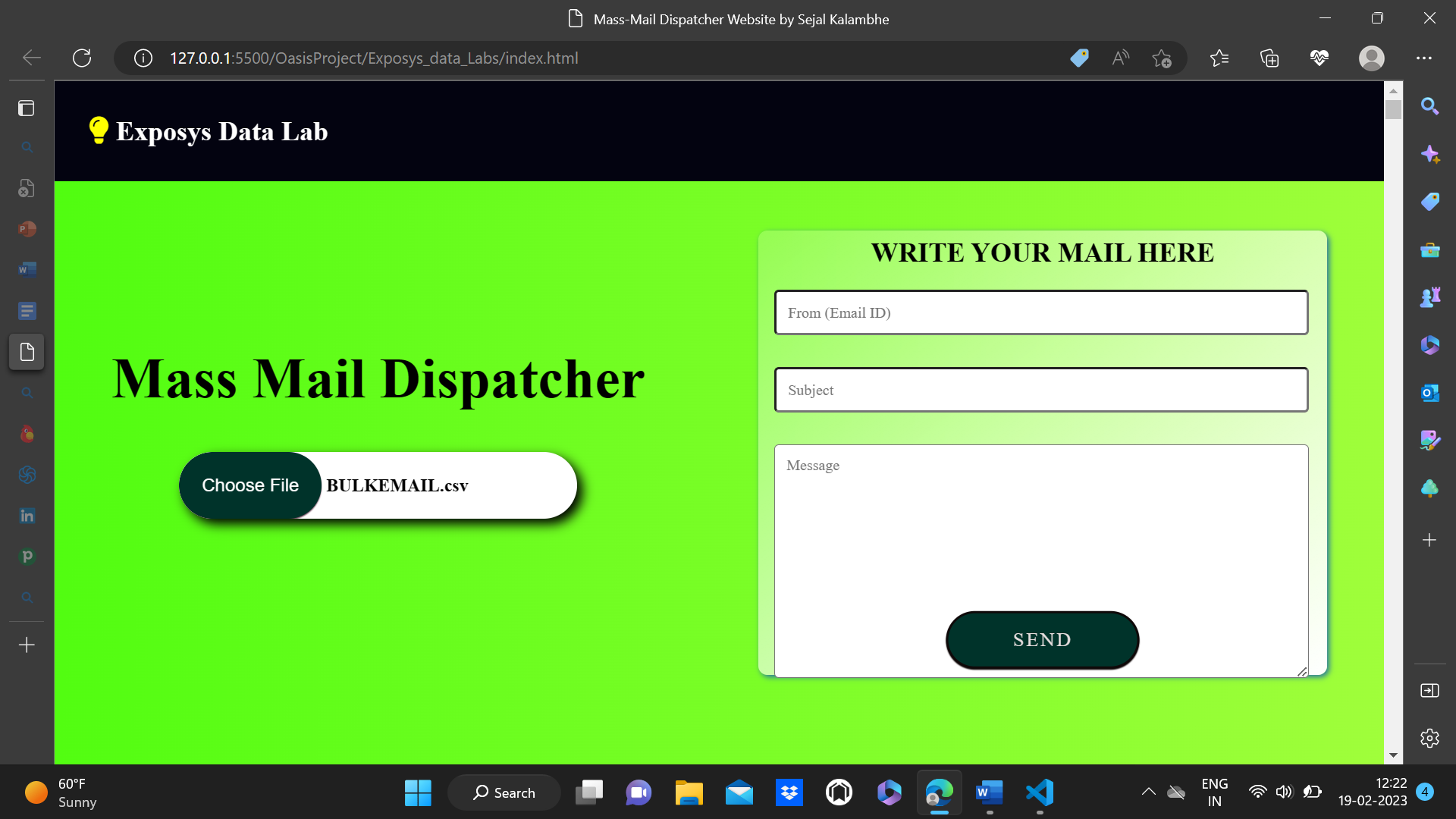
console.log(document.getElementById('msg').value);

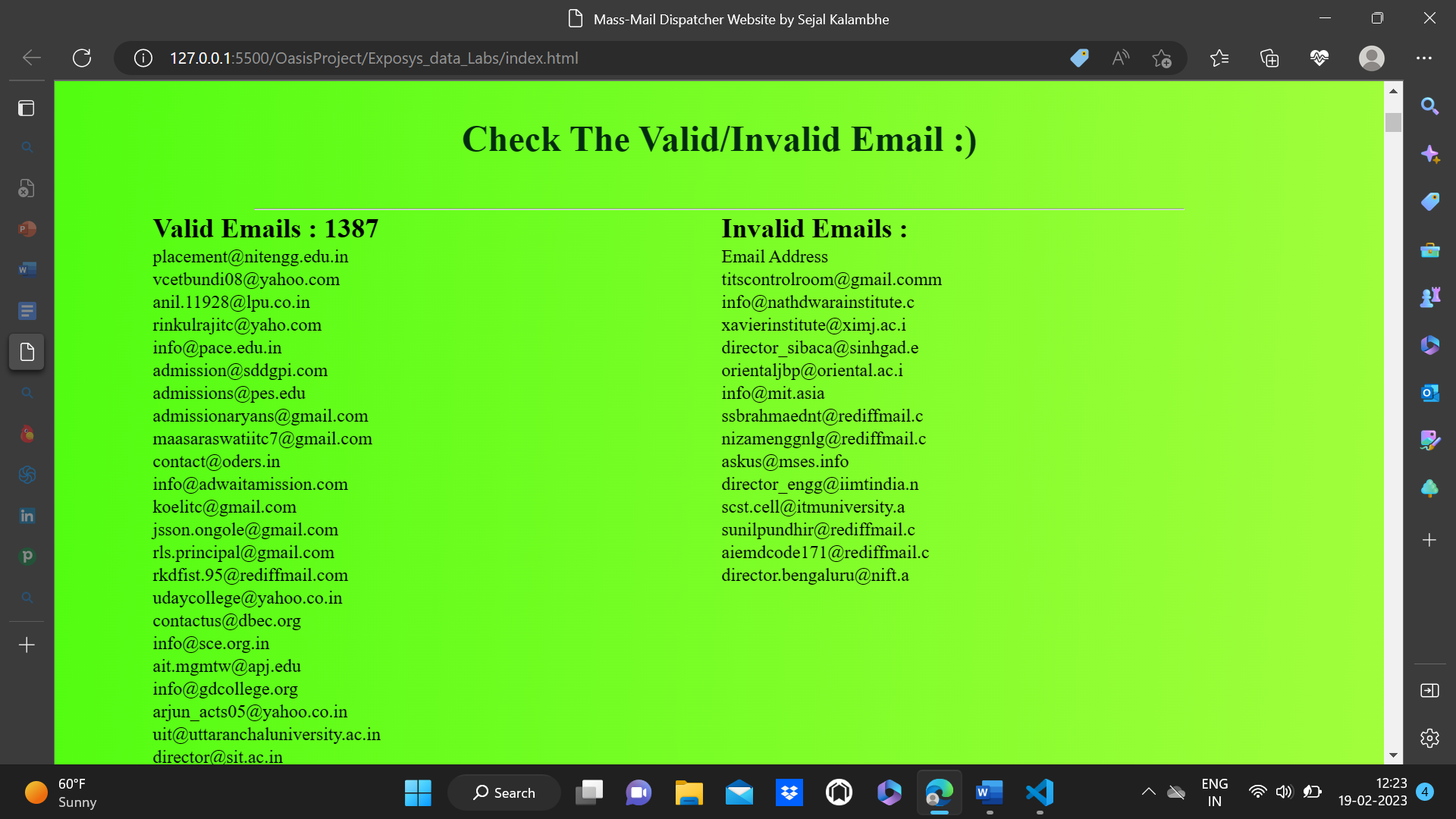
console.log(document.getElementById('msg').innerHTML);

console.log(document.getElementById('msg').innerText);

}

**RESULT AND OUTPUT**





**CONCLUSION**

Mass-Mail marketing is one of the leading techniques that most of the organizations and digital marketers use to compete with today's highly competitive business world. Mass email software helps you deliver your personalized messages to a filtered audience. Moreover, it effectively reduces both your time and efforts. Most importantly, it allows you to track your campaigns in terms and engagement and sales.

By using the method of mass-mail dispatcher we get a lot of benefits. Benefits like cheaper cost, reach a large number of customers, reach the right i.e., valid customers, generating high quality leads, effectiveness of mails, real-time mails.

Thus we have successfully built the Mass Mail Dispatcher website which allows the users to upload a CSV file containing all the recipient emails, view the valid and invalid emails, and send a common mail to them at once.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*