Kentico enables you to create newsletters, which your contacts can subscribe to on a live site. Newsletters are based on a predefined template, and every email can be edited and sent manually.

> ⚠️ **License limitations for newsletters**
>
> Kentico websites have a maximum limit on the number of created newsletters. The limit depends on the License Edition under which the site is running:
>
> - **Kentico CMS Base**: 5
> - **Kentico CMS Ultimate**: 10
> - **Kentico EMS**: unlimited

Creating a newsletter

To create a newsletter:

1. Open the **Email marketing** application.
2. Click **New email feed**.
3. Select the **Newsletter** option.
4. Fill in the basic properties of the newsletter:

Property	Description
Display name	Name of the newsletter that is displayed in the administration interface.
Code name	Name of the newsletter that is used as an identifier in web part properties, URLs and the API. You can leave the *(automatic)* option to have the system generate an appropriate code name from the display name.
Subscription email template	Select the template that the newsletter uses for subscription confirmation emails.
Unsubscription email template	Select the template that the newsletter uses for unsubscription confirmation emails.
Sender name	Name of the sender used in marketing emails. Authors of individual emails can override the value and set a different sender name.
Sender email address	The email address that the newsletter uses as the sender in emails. Authors of individual emails can override the sender address.

5. Click **Add templates** and select the templates for the newsletter. The selected templates are available in the template selector when composing new emails.
6. Click **Save**.
    - The system creates the newsletter and opens its **Configuration** tab.
7. Configure the advanced settings of the newsletter:

Property / Category	Description
General	

Base URL	Enter the base URL of your website (including the protocol, domain name and virtual directory). The newsletter uses the base URL to convert relative links to absolute URLs inside emails (for unsubscription links, image paths, etc.). Example: *https://www.example.com/*
Unsubscription page URL	The URL of the page where users can unsubscribe from the newsletter. The page must contain the **Email feed unsubscription** web part, which ensures the required functionality. If you leave the property empty, the newsletter uses the value of the **Settings -> On-line marketing -> Email marketing -> Unsubscription page URL** setting.
Send draft emails to	The addresses specified here are preentered by default when sending draft emails for testing purposes. You can enter multiple addresses separated by semicolons. Draft emails are not included in <u>tracking statistics</u> (email opening and link clicking).
Email templates	
Email templates	You can remove and add email templates assigned to the email campaign here.
On-line marketing (For more information, see <u>Tracking marketing emails</u>.)	
Track opened emails	If selected, you can monitor how many marketing emails are actually opened by recipients.
Track clicked links	If selected, you can measure the effectiveness of the marketing email based on its click-through rate.
Log on-line marketing activities	If selected, actions performed in the feed's emails will be logged as an on-line marketing activities.
Double opt-in	
Enable double opt-in	If selected, <u>double opt-in subscription</u> for the newsletter is set up.

8. Click **Save**.

Now that you have created a newsletter, you can <u>write new emails</u> or <u>add recipients</u>.