

Email Marketer User's Manual

www.nesox.com

Title: User's Manual

Version: 1.94

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Copyright number: 2005SR02878

Date: 7/25/2010

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1 Introduction

1.1 Welcome

Welcome to Nesox Email Marketer Help!

Nesox Email Marketer® is a professional email newsletter software and opt-in email marketing software for targeted mailing list building, email campaigns and bulk mailing. It also provides you with open and click tracking at your own computer.

More than a bulk mailer or mass mailing software, Email Marketer is the perfect desktop solution for all your targeted email marketing needs and it covers every aspect of bulk email marketing. Email Marketer helps you create successful opt-in newsletters and email marketing campaigns. It is easy to build and manage your own opt-in mailing lists for subscribers, create and send email campaigns with personalized messages such as HTML newsletters, e-magazines, account statements, reports, statistics and bills to your customers in just minutes. You can also receive real-time opening and click-through tracking reports that help you measure ROI and refine your business strategy.

At present, Email Marketer is being widely used in domains involved with direct email marketing, online marketing research, email newsletter, customer relationship management, permitted email marketing, direct mailing service, and collaborative working etc. Email Marketer has elicited great enthusiasm and customer appreciation from users all over the world.

Best wishes for fun and success with Email Marketer!

[Getting started, create and launch my first email marketing campaign now!](#)

Homepage: <http://www.nesox.com>

Free support: support@nesox.com

Feature requests: feature@nesox.com

Bug reports: bug@nesox.com

Nesox products are "Spyware", "Adware", and "Stealware" free!

1.2 Overview

What is Email Marketer?

Nesox Email Marketer® is a professional email newsletter software and opt-in email marketing software for targeted mailing list building, email campaigns and bulk mailing. It

also provides you with open and click tracking at your own computer.

More than a bulk mailer or mass mailing software, Email Marketer is the perfect desktop solution for all your targeted email marketing needs and it covers every aspect of bulk email marketing. Email Marketer helps you create successful opt-in newsletters and email marketing campaigns, it is easy to build and manage your own opt-in mailing lists for subscribers, create and send email campaigns with personalized messages such as HTML newsletters, e-magazines, account statements, reports, statistics, bills to your customers in just minutes, and get real-time opening and click-through tracking reports that help you measure ROI and refine your business strategy.

Who needs Email Marketer?

With the increasing use of the Internet, email has become the marketing tool of choice for getting the message out to current and prospective customers and contacts. For most small businesses, permission-based email marketing campaigns are the most cost-effective way to reach new and existing customers. Email Marketer is the email marketing software of choice. Use it to quickly and easily create professional-looking email newsletters; targeting different customer segments with personalized messages. Most importantly, it brings value to your emailing campaigns.

If you've wanted to use email marketing in your organization, or deliver email newsletters to your subscribers or customers, but you didn't want to use complex, confusing software or services that are too technical, Email Marketer is the perfect choice for you.

Why Email Marketer?

Electronic mail (e-mail) has always been an indispensable part of the internet, and probably the most used online web application, as well. It plays a very important role in today's daily business transactions, personal life, and recreational activities.

As such, e-mail service has become the most important service offered by most companies, and is regarded as a major indicator when it comes to judging one's service quality. It is essential to the internet service provider and large corporations to come up with a complete e-mail service system; which will provide a proper solution to meet their scalability, delivers messages in time and reliably, and long lasting; a system that guarantees a smooth operation, and also ready to satisfy potential rapid increase in service demand.

The flagship product of Nesox Solutions, Email Marketer™ is a corporate level mail delivery and tracking system which has proven to satisfy the needs mentioned above. It has already been adopted by every large ISP and major corporations, and is currently supporting millions of users.

Different from some other e-mail systems employed by local intranet or small businesses, Email Marketer™ is specifically designed to provide the critical personalized group sending service for ISP and larger corporate customers, with emphasis on free scalability, excellent

performance, high reliability and practicality. During the years, Email Marketer™ has been upgraded constantly, improvements were made on various functions, and it has become the leading choice for email information service providers in today's market. Email Marketer™ has a proven history of satisfactory performance for telecommunication usage, and with its scalability, it is now possible for ISP and corporations to establish an e-mail service platform to provide point-to-point mail delivery service for millions of users, at a low cost and also have a high service quality. All the features within Email Marketer™ will enable the customer to maintain a lower TCO (Total cost of ownership), improve the service quality, and therefore maximize profit.

At present time, Email Marketer is being widely used in domains such as direct email marketing, online marketing research, email newsletter, customer relationship management, permitted email marketing, direct mailing service, and collaborative working etc. And, it is receiving customer appreciations from all over.

Email Marketer™ is doing its utmost to support ISP and large corporate customers, in further reducing the TCO (Total Cost of Ownership), and setting up the core message service system. With its technical expertise in the internet services, dedication in the research and development of advance network and information technology, and vast experiences from previous projects, Nesox will be able to utilize the Email Marketer™ system to the fullest, and offer customers the best service possible in overall design and proposal implementation, and providing a full technological support.

Nesox Email Marketer is amazingly easy to install, easy to configure and easy to use. Most users can send their first email campaign in few minutes, and sending subsequent campaigns takes mere seconds. Even if you have no technical background whatsoever, Email Marketer makes it simple to create email marketing campaigns for you.

Personalized email marketing made easy with Email Marketer... Nothing compares. With Email Marketer you can easily:

- Create eye-catching, colorful HTML messages with email templates and styles.
- Compose your messages using the built-in WYSIWYG HTML editor.
- Send personalized emails to your customers in minutes.
- Pick targeted recipients based on subscribers' demographic information.
- Track your email marketing campaigns in real time.
- Build your own permission-based mailing lists.
- Remove opt-out email addresses from your lists automatically.
- Import or export contact lists from various data repositories: TXT, CSV, Excel, Access file and enterprise databases such as Microsoft SQL Server, Oracle etc.
- Get opening and click results of your campaign real-time.
- Keep customers coming back to your website and establish strong customer

relationships.

- Proven technology based on years of R&D.
- Your satisfaction is 100% guaranteed, you have a full 30 days to try the software risk-free.

... And [much more!](#)

Email Marketer helps you handle the enormous challenges you face: prepare the target mailing list, merge the personalized content, and distribute the contents in high speed. It makes your life easier and saves much your time for other aspects.

1.3 Features

Email Marketer makes building your business easy with tools that cover every aspect of email marketing via the following exciting features:

1. Integrated environment with wizards

- **Unlimited Email Campaigns Management.** Email Marketer has been designed to be completely adapted to project management. It lets you organize and save your work according to project milestones.
- **Step by Step Instructions.** Provides a clear step by step approach to your projects by using distinct stages. A typical project is started at the design stage where you can create the message contents, scripts and distribution lists. After these tasks are completed, the project is published and in standby for review.
- **Simple, yet Powerful and Efficient.** It is easy switch and manage between the accounts, message, script, list, preview, publish, report of a project.
- **Complex and Compact Interface.**
- **Multi Languages.** Just one click to switch the interface to your own language, even the campaign reports.

2. The appealing layouts for rich message contents

- **WYSIWYG Editing.** Includes a professional HTML editor similar to popular web editors, with WYSIWYG, source and preview modes. If you would rather use your preferred application, Email Marketer is fully compatible with all content creation applications such as DreamWeaver, FrontPage etc.
- **Rich Templates.** When tight deadlines dictate your success and the need for immediate content arises, Email Marketer utilizes your pre-existing templates such as newsletters, email ads, stock quotes, push-email, etc.
- **Message with both HTML and Text.** Email Marketer makes the creation of contents

easy by offering you the possibility to create an alternate text via HTML message.

- **Embedded Media in HTML.** Email Marketer can embed media such as graphics, sound, flash in HTML to send them along with the message, rather than having them reside on a web server somewhere.
- **Visual Personalization.** Similar to Active Server Page (ASP) scripting language, these embedded scripts let you customize your contents without any limit. And, the text and script editors with colorize, indent, bookmarks and debugging features for your scripts.
- **Importing and Exporting.** Save and load your original work or an online web page in clicks.

3. Always use highly-focused and updated mailing lists

- **Integrates with Any Database on the Network.** Connecting to Excel, Access, SQL Server, Sybase, Oracle, MySQL, XML and other ADO and ODBC/OLEDB compliant databases and automatically generating necessary SQL queries.
- **Direct Data Source Connecting.** Avoid unnecessary duplication by connecting directly to the database related to the project. You save time and you work directly on the most accurate and up to date data.
- **Predefining Lists.** Predefining data sources and SQL queries (segments) for quick and easy user access.
- **Built-in List Database with a Capacity of Millions.** Email Marketer lets you alternatively create a project-specific database with your preferred application.
- **Validating Your List.** Email Marketer makes the elaboration of receivers list easy thanks to a full set of tools: removing of duplicates, management of fields containing several email addresses, sending of test message and checking of address validity.
- **Excluding with Black Lists.** All these features are also available for the creation and the management of black lists. It allows you to exclude receivers without modifying the data source.
- **SQL Queries.** Email Marketer supports SQL queries to let you quickly create distribution lists from outside database records (data source) for those who want a more advanced interface to the database. You can also import most database formats found on corporate, office or personal systems.
- **Importing and Exporting.** You can also import or export with most database formats found on corporate, office or personal systems in clicks.

4. Unlimited personalization of your messages

- **Fields Merge.** Insert database fields in the message body or in the subject. You can customize your contents by using an unlimited number of data source fields.
- **Dynamic Contents.** Enable contents according to your conditions: Email Marketer allows you to modify contents before the delivery. Via personalization script, you can easily decide who will receive which contents according to receiver's country, preferred products, purchasing date, etc.
- **Advanced Personalization via Message Scripting.** By using the script interface, Email Marketer allows the generation of emails with a much higher level of customization than only database field merging: management of sendings according to time zones, personalization of attachments for each receiver, etc. The only limit of personalization is your data source precision.
- **VBScript Compatible.** Users familiar with VBScript or Active Server Pages can directly edit the mailing project global script to further customize the mailing project. Samples of global scripts are provided and available to users not familiar with VBScript. Script commands can include any VBScript function.
- **Message Preview.** Program enables you to view each personalized message before they're sent.

5. Control delivery, measure efficiency

- **Selective Format.** Send specific content for each receiver in Text or HTML format.
- **SMTP Free Delivery.** Emails may be delivered directly or relayed to multiple SMTP relay servers for large scale distribution. Built-in email delivery server that frees you from email limits placed by your ISP.
- **Secured Messages.** Via the S/MIME protocol, Email Marketer gives you the opportunity to send secured messages. Emails are digitally signed and their contents encrypted. It guarantees your messages origin, integrity and confidentiality. This tool will open new doors for email use (commercial data, billing, banking information, intern or extern communication of confidential data...).
- **Schedule your mailings.** Allows automatic scheduling of email campaigns for launching on a daily, weekly, or monthly basis etc. Email Marketer Scheduler Service manages this difficult job for you.
- **Speed Adjustment.** Email Marketer can slow or accelerate your email campaign sending speeds in accordance with your mail server maximum speed, or to match your ISP bandwidth or other Internet access limitations. Outbound email campaigns are easily throttled by messages per hour and help keep you compliant with your service provider.
- **Fast, Multi-Threaded Sending.** On a fast PC, Marketer can saturate a T1 line with

outbound email, using up to 512 threads for message generation and delivery. Depending on your database speed, CPU, and complexity of your scripting, Marketer can generate up to 30 personalized messages per second. Many ISPs throttle back the amount of email you may send. If that is too much for your mail server to handle, Marketer lets you specify how many messages to send per unit time for precise flow control. You can scale it back to 100 per hour if necessary.

- **Delivery Testing.** Send test emails to yourself before launching the entire campaign and decides the next.
- **Continuous Retry.** For failure deliveries, Email Marketer attempts to resend them automatically. Retry count could be customized.
- **Delivery Resuming.** Resumes sending from the previous breakpoint it left off and no duplicate mails are sent.

6. Handles subscription and unsubscription real time

- **Subscribe by Email or Web Form.** If you have a website, Email Marketer helps subscription via web form. If not, incoming messages with special topic also does the job. Manage efficiently: add new data or update your database, automate the sending of new emails, manage easily the opt-in and opt-out processes or route emails automatically when receiving web forms.
- **Unsubscribe Link in Message.** Email campaigns can be sent with a working unsubscribe link automatically inserted in the message, making accurate unsubscribe processing a breeze! The software automatically flags recipient addresses which have unsubscribed, no matter what list they are on.
- **Incoming Messages Management.** If you are using an off-line list database, Email Marketer handles and converts opt-in or opt-out requests received via web forms to requests with email to your mailbox.

7. Website Integration with subscriber and tracking service

- **Multi List Subscription.** Email Marketer works with customizable subscriber, our revolutionary web-based subscription management.
- **Customizable Subscription Form.** Your customers can set their own email preferences, select options or indicate interests directly from your website. This data is directly available to Marketer, making targeted communication with your customers a snap.
- **Tracking for Open and Click.** With email tracking service, every e-mail that you send is invisibly tracked. You will be advised when, exactly, your email was opened and which

hyperlink was clicked without alerting the recipient.

- **XML Based.** Both the online subscriber and tracking results are XML based and communicated with Email Marketer.

8. Professional and real-time reports

- **Rich Campaign Reports.** HTML formatted and consists of tables, graphs and charts to represent opening rate, click rate, statistics per receiver or per day, etc. Your organization is able to analyze your receivers' behavior, to measure the campaign efficiency, to evaluate its impact on sales, etc.
- **Rich List Reports.** List reports tell you the scale of your mailing list and groups, subscriber and unsubscriber amount by date with charts.

1.4 Editions

Editions Overview

We provide two editions of Nesox Email Marketer: Personal Edition and Business Edition.

Personal Edition

- Create and manage unlimited mailing list database
- Rich list reports
- Create, design and deliver mailing campaign projects
- Rich campaign project reports

Business Edition

- All features of Personal Edition
- Scheduling message deliveries
- List subscribe or unsubscribe via email or web form
- Possible to manage online list database and accept subscribe/unsubscribe via [listing service](#)
- Possible to track email opens and clicks via [tracking service](#)

You can download the trial version of each edition of Email Marketer and try it for free before purchasing. So, you will get a good feel about how the software works and how you can benefit from it. The Trial Edition may be converted into a full (registered) edition by entering a valid registration key.

Edition Differences

To see which edition of Email Marketer is best suited to your needs please check out all of the features, which goes through the differences in depth.

Function / Edition	Personal Edition	Business Edition
Mailing List		
Build-in List Database with a Capacity of Mega	✓	✓
List Validation, Querying and Grouping	✓	✓
Various List Data Source Linking	✓	✓
Various List Data Repositories Linking	✓	✓
List Attribute Field Customization	✓	✓
List Importing and Exporting with Various Format	✓	✓
Subscribe or Unsubscribe via Email		✓
Subscribe or Unsubscribe via Static Web Forms		✓
Customizing for Subscribe and Unsubscribe Form		✓
List Statistics Reports	✓	✓
Campaign Project		
Project Management	✓	✓
Project Protective Encryption and Compression	✓	✓
Project Statistics Reports	✓	✓
Email Design		
Rich Content Templates	✓	✓
Rich Style Templates	✓	✓

WYSIWYG HTML Editing	✓	✓
Embedded Media in HTML	✓	✓
Importing and Exporting	✓	✓
Personalization	✓	✓
Spelling Check	✓	✓
Email Delivery		
Multi Mail Account Management	✓	✓
SMTP Free Delivery	✓	✓
Concurrent Multi-Thread Delivery	✓	✓
Mixed Delivery	✓	✓
Message Preview before Delivery	✓	✓
Delivery Testing	✓	✓
Delivery Logs and Diagnosing	✓	✓
Delivery Retry for Failures	✓	✓
Scheduling Deliveries		✓
Others		
Multi Language Support and Switch	✓	✓
Automatic Upgrade Checking	✓	✓
Real-time Tracking for Bounce Back Messages		✓
Real-time Tracking for Message Read		*
Real-time Tracking for Message Click		*

* Works by renting or hosting the [Email Tracking Service](#).

1.5 System Requirements

Hardware requirements

1. Pentium 133 or above
2. True-Color Displayer (800x600 16bit)
3. 32MB RAM or above
4. Hard disk drive with at least 20 MB free disk space
5. Mouse
6. Internet Connection

Software requirements

1. Windows 98/ME/NT/XP/2000/2003/Vista/7
2. Internet Explorer 5.5 or later

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Palm Desktop is a registered trademark of 3Com Corporation.

All other trademarks are owned by their respective companies.

2 Installing and Uninstalling

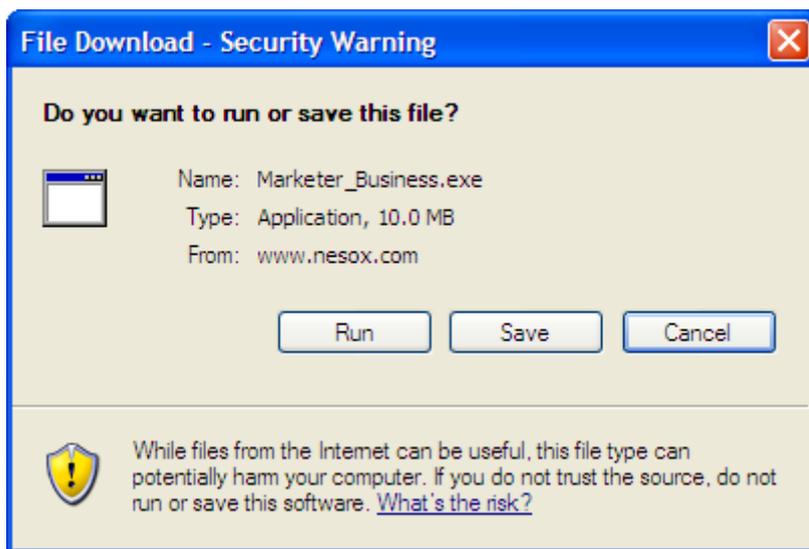
2.1 Installing

If you are installing from the Internet

You may download the Email Marketer software from the following link:

http://www.nesox.com/en/email_marketer_downloads.asp

1. To download Email Marketer installation to your computer, simply click the **Save** button and save the installation file to your computer. Be sure to remember where you saved the file (the desktop might be a good place).



2. Once the file has downloaded completely, open the folder containing the file you downloaded.
3. Double-click the installation file **Marketer_Business.exe** you just downloaded to start installing Email Marketer on your computer.

You may wish to visit our website <http://www.nesox.com> to ensure that you always have the latest version of Email Marketer.

If you are installing from the CD-ROM

1. Insert the CD into your CD-ROM drive.
2. If the installation does not auto-start, double-click **Marketer_Business.exe** from the CD.

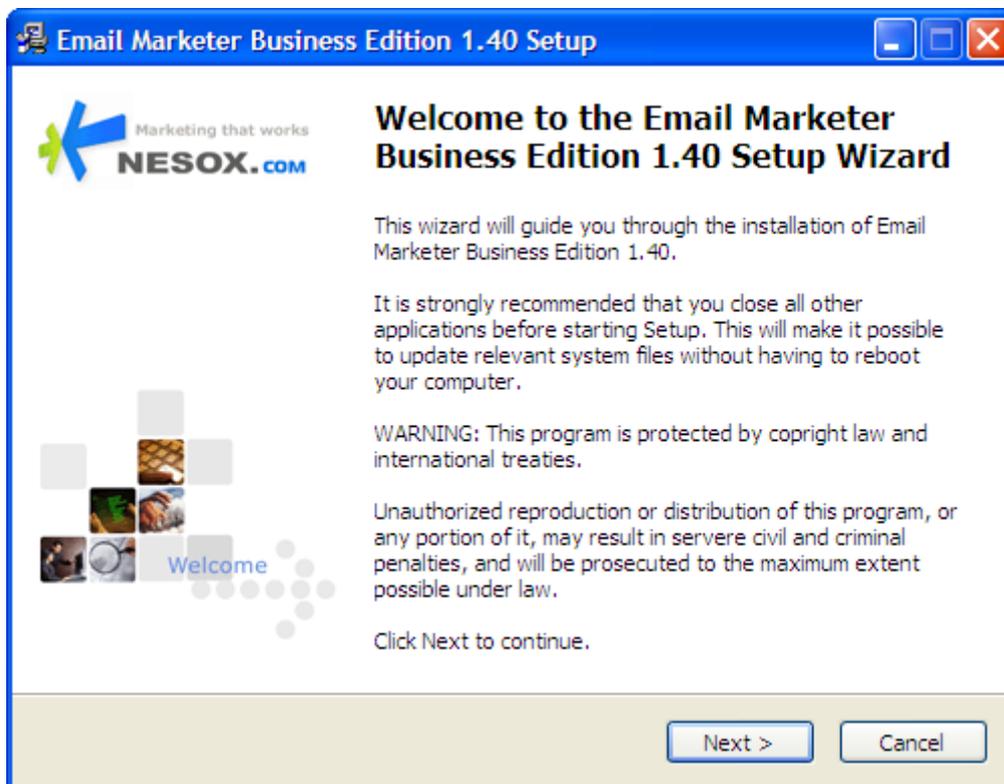
Installation Wizard

Please make sure you are logged on to your computer either using the administrator account or that your account has administrator rights to install software. Follow the easy instructions that will guide you through the rest of the process. You may cancel the installation at any time by clicking **Cancel**. Please note if you are upgrading from the previous version of Email Marketer, you do not have to uninstall your current installation.

1. First you will see the welcome screen. Click the **Next** button.
2. The Wizard will display the End-User Licensing Agreement (EULA). Read the entire agreement and use the scroll bar to move through the text. If you agree with the terms of the EULA click **I Agree**.
3. The Wizard will ask you the folder location where Email Marketer will be installed (By default, the location is C:\Program Files\Email Marketer Business Edition\). If you need

to install Email Marketer to a particular location, click the **Browse** button and select the path of the Email Marketer installation folder and click **OK**. Otherwise, click **Next**. If you are upgrading from the previous version of Email Marketer, please ensure the path is the same as used previously.

4. Choose the program manager group of the start menu. Default is fine. Click **Next**.
5. You will see a message window telling you that your installation is complete. Click **Finish**.
6. Email Marketer is now installed. Click **Start** on the taskbar. On the **Start Menu**, move your mouse pointer to **Programs**. On the **Programs** menu, you will see the Email Marketer Program Group icon. You may click **Email Marketer Administrator** to launch the application now.



During the installation process, you may receive a warning about a running instance of Email Marketer. If this occurs, close the Email Marketer Administrator and Email Marketer Monitor (at the taskbar's tray area) and then continue the installation.

Note: If your operating system is Microsoft Windows 98, to install and use Email Marketer, you should have MDAC (Microsoft Data Access Components) and Microsoft JET 4.0 driver installed on your system. You can also download them from the Email Marketer download center. When using Windows ME/NT/XP/2000/2003/Vista you don't need to install anything. As all required drivers are already installed.

* For Email Marketer Personal Edition, the installation package is *Marketer_Personal.exe*.

* For Email Marketer Business Edition, the installation package is *Marketer_Business.exe*.

2.2 Uninstalling

To uninstall Email Marketer from your computer, you will need to shutdown all Email Marketer program instances and follow one of the following two ways to uninstall Email Marketer:

Go to **Start -> Programs -> Email Marketer Business Edition -> Uninstall Email Marketer Business Edition** and follow the guides

or

Go to **Start -> Settings -> Control Panel**. In the Control Panel window, double click **Add/Remove Programs**. Find and select **Email Marketer Business Edition**, click **Modify / Remove** and follow the guide.

Note: It is strongly recommended that you backup your project files before uninstalling the program.

3 Getting Started

3.1 Getting Started

Launching Email Marketer is straightforward. During the installation process, the installation program created shortcuts to launch Email Marketer directly from your desktop. Once installed you can start Email Marketer by going to **Start -> Programs -> Email Marketer Business Edition -> Email Marketer Administrator**.

It is strongly recommended that you read the [Knowledge Base](#) before your creating the first project.

Going through this very short tutorial will quickly familiarize you with the features of Email Marketer, and get ready to create and launch your own email campaigns. You will also pick up some neat ideas you can use later for planning your own campaigns. Now, we are going to walk you through every step to sending your first test mailing. Message tracking and subscribe or unsubscribe are not included in this section of the user manual, but will be discussed later individually. There are just 8 steps, from setting up, through defining and entering your data, to sending!

Before You Begin - Create Your Mail Accounts

Mail on the internet is delivered through what is called an "SMTP server". Before you start using a mass email program like Email Marketer, you should decide who (or which server) will deliver your e-mail after you send it. We recommend using a dedicated SMTP server. Email Marketer has its own build-in SMTP server, but in some cases where using any internal server on your machine to send directly will not work.

To create an account, click **Mailing Accounts** located on the left pane, click **New** to start an

[account wizard](#) and enter the properties of your account. Please make ensure to verify the settings by clicking **Verify** button before the saving. You will need the same SMTP Server settings and information as needed to set up a Microsoft Outlook or Outlook Express account. If you do not know this information, you may want to go research it with your system administrator or web service provider before getting started. Of course, you may create more accounts according to your needs.

It is important to note that your Internet Service Provider may have restrictions on how much email they will allow you to send through them. What's more, many ISP SMTP servers are badly overloaded. If you own a website, setting up your mailing accounts using your web-hosts SMTP server facilities is almost always your best choice.

If you are a Business Edition user, you may also [specify your tracking service account](#) here.

Start Your First Email Marketer Project

The following 8 steps will guide you to create and launch a simple email campaign using the build-in list database with personalized messages. This getting started manual gives you a brief overview of the Email Marketer features, benefits and some related concepts. The purpose of this section is to get your list up and running as quickly as possible. If these instructions are not clear, you can always learn from other topics in this manual with Email Marketer Projects for more detailed information.

Step 1 –Creating and Managing Mailing Lists

Click **Mailing Lists** on the left pane.

Click the **New Contact** button located on the bottom left side of the screen. Enter your Display Name (this could be your full name), First Name and Email and click **OK**. Repeat **New Contact** additions with as many as your other email addresses as your wish. It's a good idea to use valid email addresses so that you can see what your mail looks like after the testing.

Step 2 –Creating Marketing Campaigns

Click **New Project** on the upper left pane. The program will guide you to the General view of the created project. Please acquaint yourself with the interface of this screen as we will be using it for the remaining steps toward composing your email. Across the top you will find six tabs. You are placed in the General tab by default when opening this screen. Notice the: Message, Scripts, Publishing and Reports tabs.

On the General tab, enter the Title and Description (for example: "My First Project"). Email Marketer also provides a [Project Wizard](#) feature which provides you with step by step guides that will enhance your project creation. You may choose to use this function or choose default and create your own message.

Step 3 – Composing Email Messages

Switch to the Message view by clicking the Message tab located along the top of the screen.

The From field and Reply To field will be selected automatically with your default mailing account. If you have entered multiple accounts you may click on the drop down menu to choose which account you would like to send from.

Enter the Subject (for example: "<%= [FirstName] %>, how are you doing?"). By doing this, the <%= [FirstName] %> command will act as a block of Personalization Script which instructs Email Marketer to insert the First Name of each recipient on your list of contacts in the subject line of each email. This personalized script is then followed by your greeting "How are you doing?".

Now enter some text in the message body. You may enter scripts in the message body as well. You may enter these scripts manually or click **Insert > Contact Attribute Script** and select one of the listed attributes, Email Marketer will generate and insert the script automatically.

If the message is not written in any European languages, you may click on **Advanced, Tracking Settings** button and select your preferred language for the message character encoding.

After composing, we recommend that you click on the menu **Message > Check Spelling** and **Message > Check Script Syntax** to ensure the message contents are correct.

If you are a Business Edition user, you may also specify the tracking server and account by clicking the **Advanced, Tracking Settings** button to enable the tracking of email opens and click-throughs.

Step 4 - Message Personalization (Optional)

Switch to the Scripts view by clicking the Scripts tab along the top of the screen.

Type the following text to the script editor:

```
Message.Html.Text = Message.Html.Text & "<br>Created at " & Now
```

Step 5 – Choosing Recipients

Switch to the Recipients view by clicking the Recipients tab along the top of the screen.

Select "Marketer List Database" to fill the **To Mailing List** field and select "All List Contacts" as the **To List Group** field.

List details of 3 sample contacts also with you entered at the first step will be displayed. Select one of the contacts and click the **Preview Message** button to preview what the personalized message you are about to send will look like in their inbox.

Step 6 - Delivery Performance Adjustment (Optional)

Switch to the Publish view by clicking the Publish tab along the top of the screen.

Click the **Options and Performances** button toward the upper right hand side of the screen. If you are on a cable modem or consumer service provider, you may want to set the number of threads to 1 (default is Automatic) since your provider may restrict the number of mail connections made at once. You may specify the delivery mode to **Direct/Mixed Mailing**

from **Relay Mailing** to enable the built-in SMTP engine.

Click **OK** to close the preference dialog.

Step 7 - Message Delivery

Create a publish task by clicking the **New Task** button located toward the upper center of the screen. This tells Email Marketer you are ready to send the email you have composed to the recipients you choosed.

Click the **Test** button on the bottom and enter your own email address to see what the email will look like in your inbox. You may also enter any of the other addresses in your contacts list. To preview what it will look like in their inbox as well. You can also click **Send This Message** button in the preview window to start a test delivery. If you are satisfied with delivery result and the way the email looks in the preview, you are ready to send the campaign!

Click the **Start** button and you will be prompted to save the project. Click **Yes** to save and watch them go!

When all of the messages are sent, you will be able to see how many successes and how many failed deliveries there were. Note: You should review this information and remove any non-functioning email addresses from the mailing list as they will only slow down your sending in the future needlessly.

Step 8 – Campaign Reports

Switch to the Reports view by clicking the Reports tab along the top of the screen.

Click the **Refresh** button to create reports with live results.

Conclusion

This getting started manual gives you a brief overview of the Email Marketer features, benefits and some related concepts. The purpose of this section is to get your list up and running as quickly as possible. If these instructions are not clear, you can always learn from other topics in this manual with Email Marketer Projects for more detailed information.

Enjoy now!

3.2 Knowledge Base

Project

An Email Marketer project contains all the data of a mailing campaign. It consists of message, script, recipients, delivery settings, publish tasks and reports.

This is the advantage of Email Marketer projects. All project options are saved with the recipient list. In other words, if you have interrupted your e-mail sending for any reason, just save it as a .mpj project, reload, and execute it from the point where you stopped. There is

no need to set its configuration options again - they are already part of the saved project.

A typical project is started at the design stage where you can create the message contents, scripts and distribution lists. After these tasks are completed, the project is published and in standby for review.

Email Marketer project supports password protection. An encrypted project could not be opened without correct password.

The project is stored by file with extension ".mpj". The default project storage folder is **C:\Program Files\Email Marketer Business Edition\Projects** and the sample projects are stored at **C:\Program Files\Email Marketer Business Edition\Samples**.

Relay Mode Mailing

Email Marketer supports both direct mode mailing (SMTP server free) and relay mode mailing (via SMTP server).

Relay mode mailing simply means that you have to specify a SMTP server that your e-mail is going to be "Relayed" through and establish a mailing account similar to the type of account used for Microsoft Outlook and Outlook Express.

Direct Mode Mailing

In direct mode mailing, Email Marketer's build-in SMTP server tries to deliver the email directly to the recipient's mail server. The SMTP server of your ISP is not required. The sending can multitask up to 256 tasks. Depending on your bandwidth you can send emails much faster than sending over your ISP's mail server. All you have to do is specify a valid DNS server.

Once you send an email by Direct Mode, Email Marketer mail engine queries the DNS server for the Mail Exchange Record of the address that you are sending to, and connects directly to the remote server. Once it is connected it simply "Drops off" the e-mail. Sending bulk email with Direct Mode is surely faster and more efficiently than sending with the Relay Mode.

You should better configure your DNS setting in the **Tools > Preferences** dialog if you prefer to direct mode mailing. A DNS needs be a valid IP address like '123.12.11.111'.

Generally, Email Marketer detects and imports the default DNS settings of your network. You can also specify the DNS server manually. The following are different options for obtaining your DNS settings to type them in manually.

a) For Windows 95/98/ME users. Click Start->Run. Enter 'WinIpcfg', and press Enter/Return key. You can see the present TCP/IP info from where you can find DNS server address.

b) For Windows NT/2000/2003/XP/Vista users. Click Start->Run. Enter 'cmd' and press Enter/Return key. This brings you into the command line mode. Enter 'ipconfig' and press Enter/Return key. You can see the present TCP/IP info from where you can find DNS server

address.

Note:

- For Direct Mode mailing, keep in mind that some mail servers refuse to accept messages from person computers, whose IP-Address comes from a dial-up connection or whose IP-Address is not a known mailhost (has no DNS-MX-Record). In this case, try Relay or Mixed mode mailing instead to avoid delivery failures.

Mixed Mode Mailing

In mixed mode mailing, Email Marketer tries to deliver message via both build-in SMTP server and you own SMTP server to ensure the messages are as quickly and successfully as possible.

Terminology

Message

Email content, including subject, HTML message, plain text message, attachments, priority etc.

Recipients

The message targets, who receive the messages.

Recipient

One of the recipients.

List / Contact List

A database that contains records and fields (attributes) that store personal information about each contact. Normally for newsletter subscribers, club members, website users, product customer etc.

Contact

One of the contacts in a mailing list.

Group / List Group

A Group is a subset of Email Marketer mailing list. The grouping function allows you to classify specific members of your list based on information you have about them. For example, it could help you to send a special message to only those list members who live in Canada.

Publish

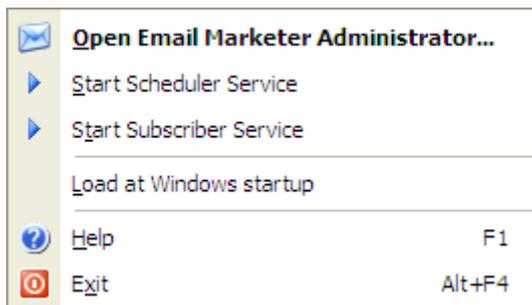
Sending personalized messages to the recipients.

Task

An mailing campaign of defined message and recipients.

3.3 Service Monitor

Email Marketer Service Monitor helps control the scheduler service and the subscriber service. Since you must leave the scheduler and the subscriber running all the time in order for it to work, this option has been designed to keep the Service window out of the way of the way while you complete your other work.



To start Email Marketer Monitor, please click **Start -> Programs -> Email Marketer Business Edition -> Email Marketer Monitor**.

To close Email Marketer Monitor, right-click on the monitor icon and select **Exit**.

By default, Service Monitor launches automatically when Windows starts up.

4 Mail Accounts

4.1 Mail Account Management

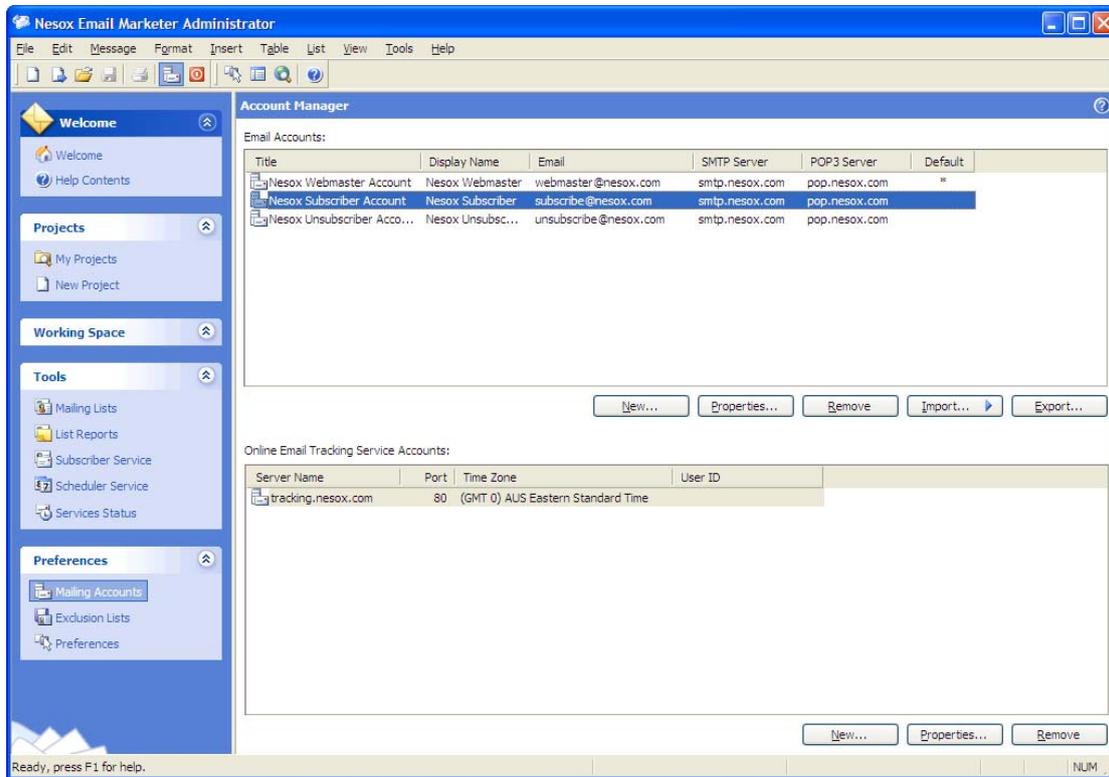
Mail on the internet is delivered through what is called an "SMTP server". Before you start using a mass email program like Email Marketer, you should decide who (or which server) will deliver your e-mail after you send it. We recommend using a dedicated SMTP server. Email Marketer has its own build-in SMTP server, but there are some cases where using any internal server on your machine to send directly will not work. If you do not know your "SMTP Server settings," which are the same settings you would need to set up your "Accounts..." under Outlook or Outlook Express, then you may want to go research that information from your system administrator or web service provider before you get started.

Please also note that your Internet Service Provider may have restrictions on how much email they wish to send for you. What's more, many ISP SMTP servers are badly overloaded. However, most web hosting providers, the people that host your website, also provide SMTP server facilities. Using your web host's SMTP server is almost always your best choice.

A mail account is necessary for sending mails both in Relay Mode mailing or Direct Mode mailing.

Email Marketer supports unlimited mail accounts and it imports your accounts from your operating system at the first launch.

To create or change your mail accounts, click **Mailing Accounts** on the lower left hand side of the screen.



New

Creates a new mail account.

Properties

Views or changes the settings of selected mail account. You may also double click an account item to do this as well.

Remove

Removes the selected mail account. Note, projects may not work if the account is referenced.

Import

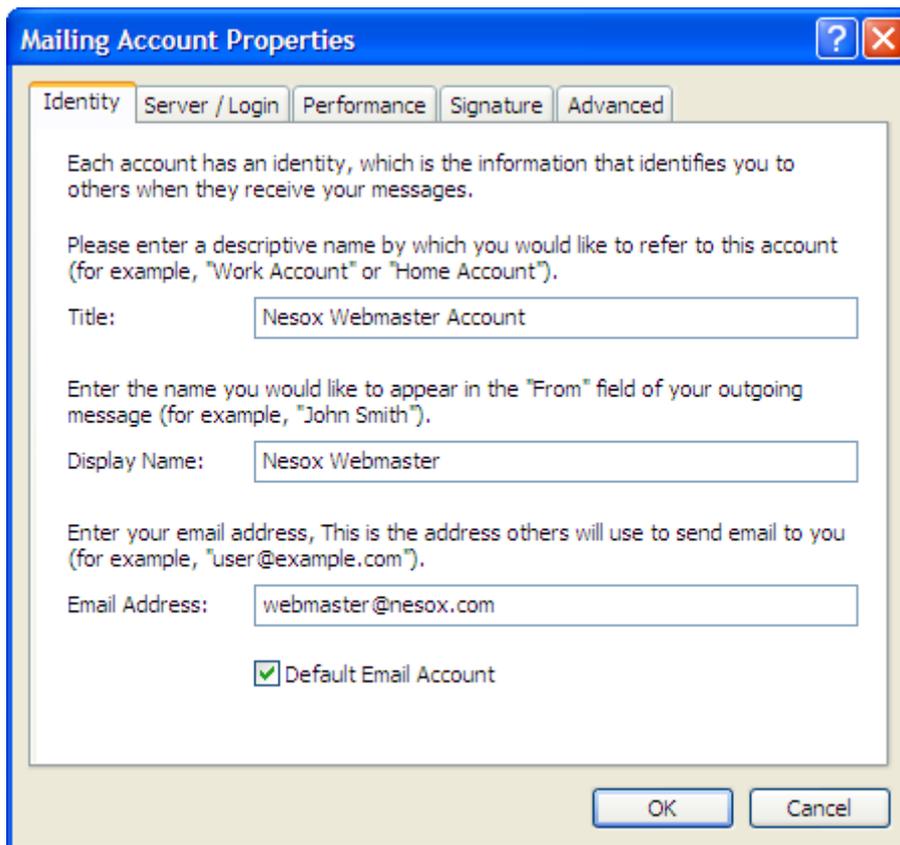
Imports mail accounts from Outlook or Outlook Express.

Export

Exports mail accounts to Internet Account files.

Creating an Account

To create an account, click the **New** button in the account list window:



The screenshot shows a dialog box titled "Mailing Account Properties" with a blue header bar containing a question mark icon and a close button. Below the header are five tabs: "Identity" (selected), "Server / Login", "Performance", "Signature", and "Advanced". The "Identity" tab contains the following text and form fields:

Each account has an identity, which is the information that identifies you to others when they receive your messages.

Please enter a descriptive name by which you would like to refer to this account (for example, "Work Account" or "Home Account").

Title:

Enter the name you would like to appear in the "From" field of your outgoing message (for example, "John Smith").

Display Name:

Enter your email address, This is the address others will use to send email to you (for example, "user@example.com").

Email Address:

Default Email Account

At the bottom right of the dialog are "OK" and "Cancel" buttons.

Title

This chooses the display name for the account. Recipients will not see this name so feel free to use whatever name suits you.

Display Name

This chooses the name for the email account. This name appears in the "From" field of the email and will be seen by recipients.

Email Address

The email address for the account which appears in the "From" field as well.

Default Email Account

Lets you choose which mail account will serve as your default mail account.

The screenshot shows a dialog box titled "Mailing Account Properties" with a blue title bar and standard window controls. It has five tabs: "Identity", "Server / Login" (which is selected), "Performance", "Signature", and "Advanced". The "Server / Login" tab contains the following fields and options:

- Instruction: "Enter the name of your dedicated outgoing SMTP server (for example, 'smtp.example.net'). SMTP server information is required when you send messages via Relay and Mixed Mode Mailing."
- SMTP Host:
- SMTP Port: Requires SSL Transfer
- User name:
- Password:
- Instruction: "Enter the name of your incoming POP3 server (for example, 'mail.example.net')." (Note: The screenshot shows 'pop.nesox.com' in the field)
- POP3 Host:
- POP3 Port: Requires SSL Transfer
- User name:
- Password:
- Buttons: "Verify", "OK", and "Cancel".

SMTP Host

SMTP server host for mail sending. Domain name or IP are both accepted.

SMTP Port

SMTP server port for mail sending. The default is 25.

POP3 Host

POP3 server host for mail receiving. Domain name or IP are both accepted.

POP3 Port

POP3 server port for mail receiving. The default is 110.

Requires SSL Transfer

Some SMTP or POP3 servers such as gmail.com support secured data transferring. Check if this is necessary.

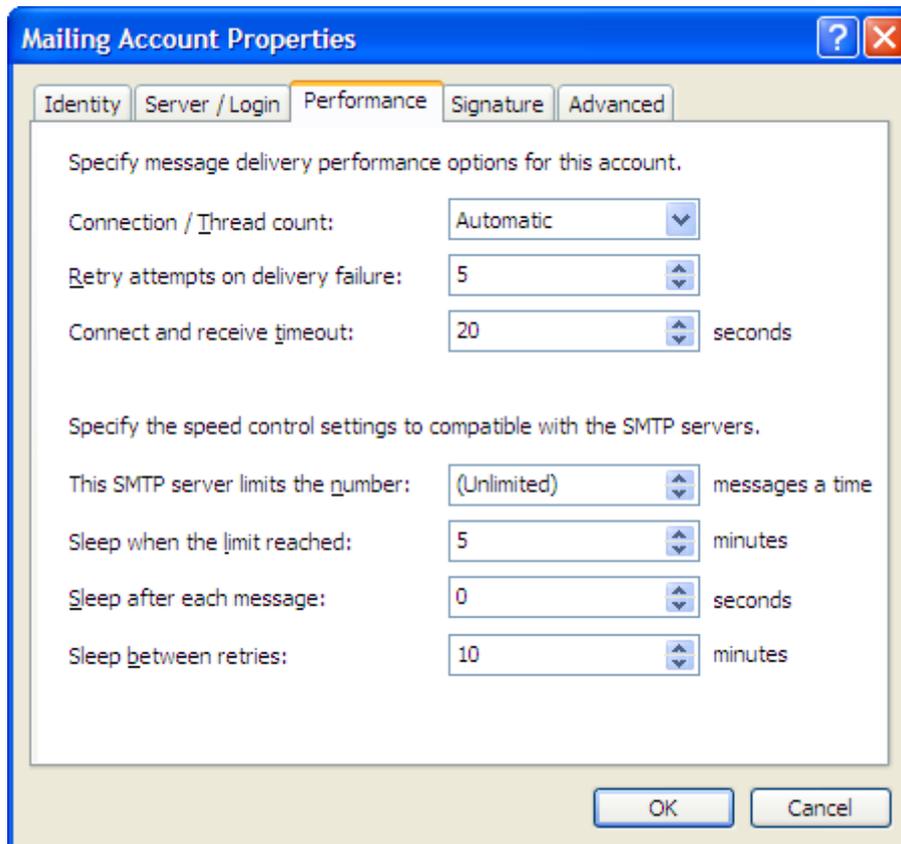
User name / Password

If your server requires authentication, enter the information you normally use for logging into your email account.

Verify

This validates the account settings you wish to send from. It's strongly recommended that

you verify the account before you click **OK**. You must be online in order to do this.



Connection / Thread count

Adjusts thread count for delivery, the default is Automatic.

Retry attempts on delivery failure

Retry count for resending each failed message delivery. The default is 5.

Connect and receive timeout

The maximum delay time to wait for the server reply after a request. If you have low bandwidth, 30 seconds timeout or more is required.

This SMTP server limits the number

The maximum number of mailings your ISP restricts.

Sleep when the limit reached

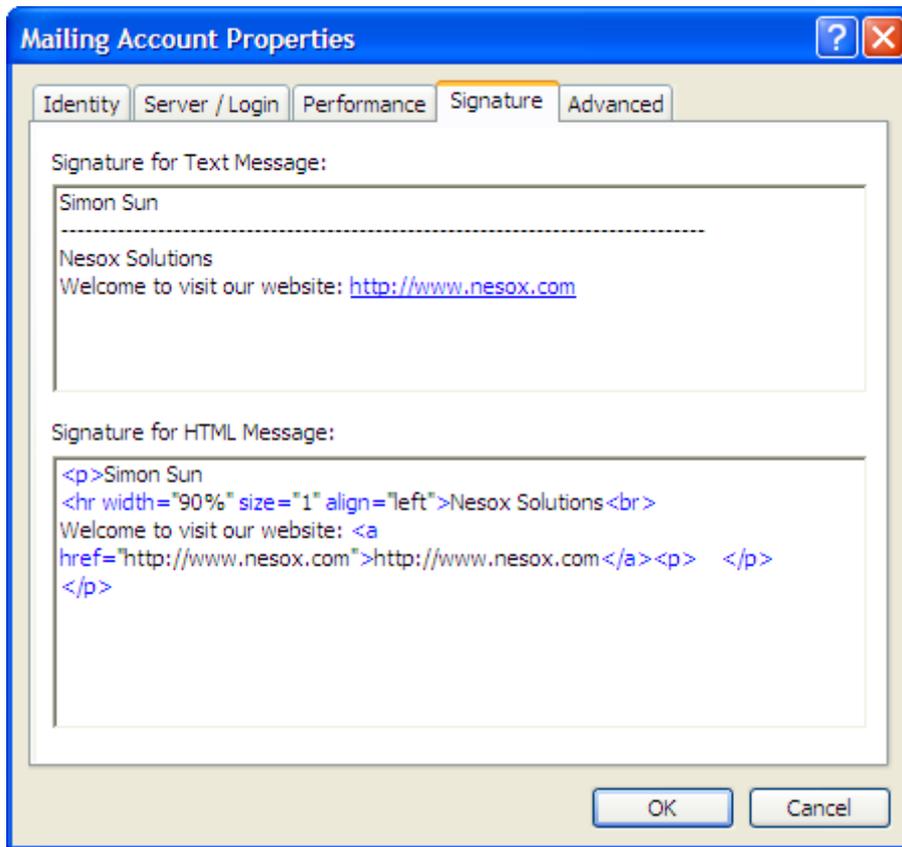
Sleep to fit the limits of your SMTP server.

Sleep after each message

Sleep between messages to control the load balance of mail servers, the default is 5 seconds.

Sleep between retries

Sleep between retries to control the load balance of mail servers, the default is 10 minutes.

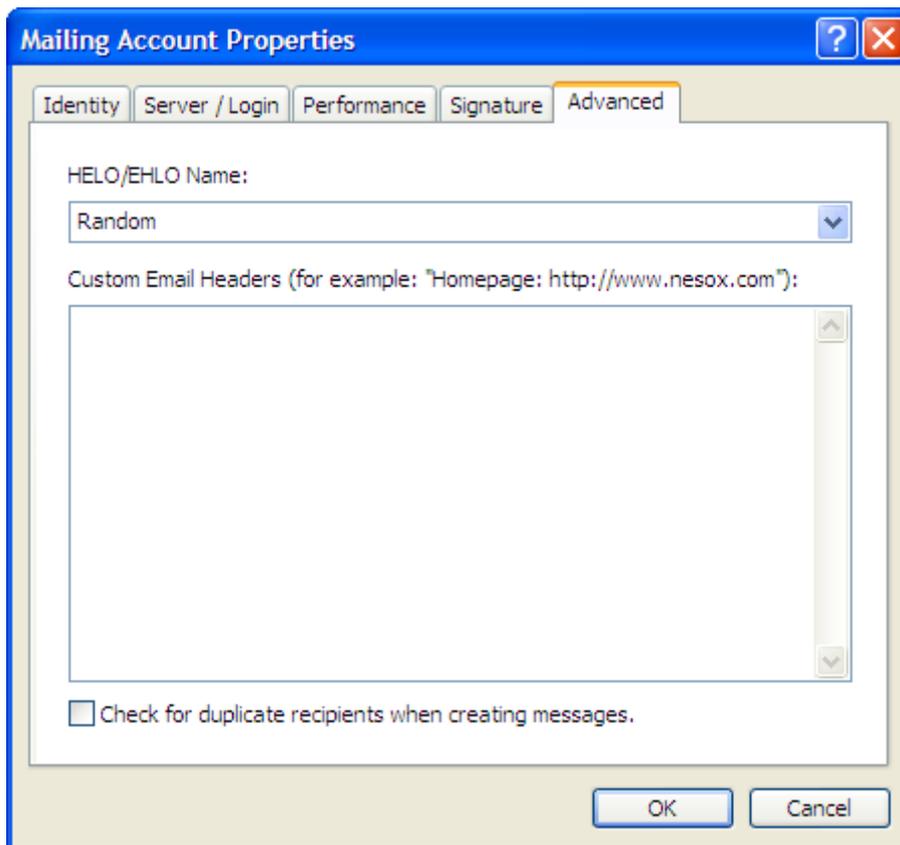


Signature for Text Message

Plain text signature for text based messages.

Signature for HTML Message

Rich signature for HTML based messages.



HELO/EHLO Name

The computer or domain name to talk with your or your clients' SMTP servers.

Custom Email Headers

Your own email header lines. For information about email headers, please Reference <http://www.stopspam.org/email/headers.html>.

Removing an Account

To remove an account, select the account and click the **Remove** button.

Note: projects may not work if the associated mailing account was removed.

5 List Management

5.1 Using List Manager

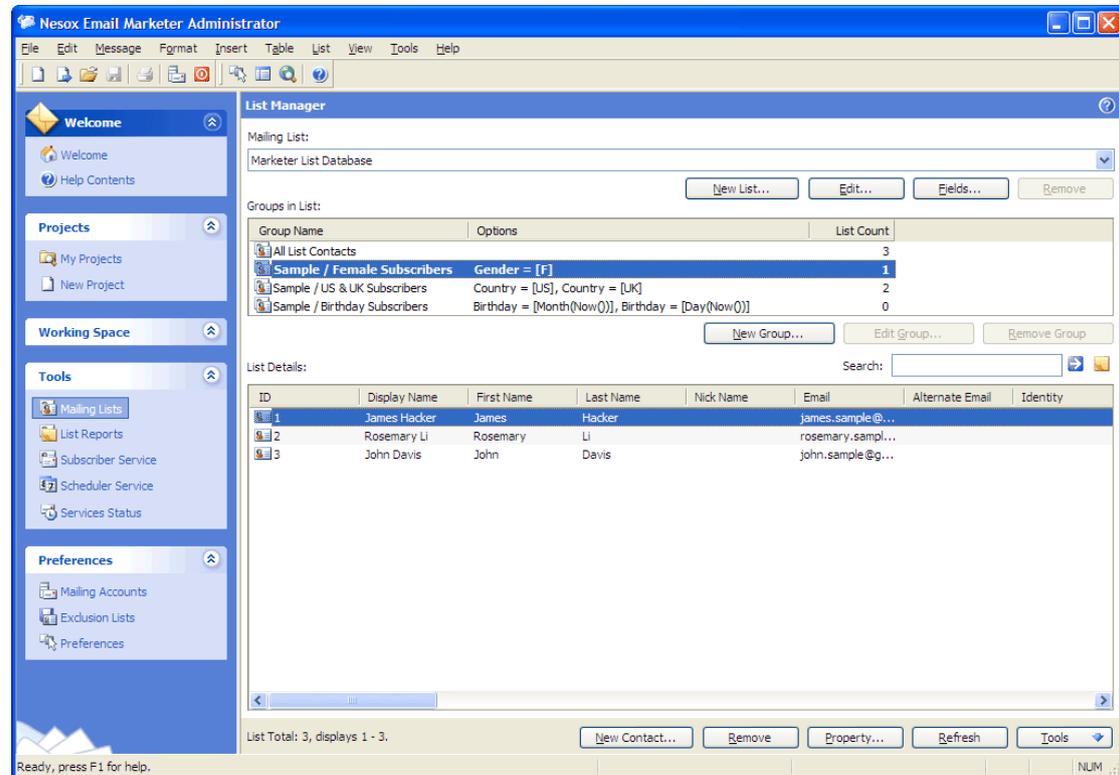
The List Manager helps you build your own permission-based contact lists with just a few clicks. You can add contacts manually or automatically to group your list.

The List Import/Export wizard helps you import or export your list data from Microsoft Address books, Microsoft Outlook contacts, Microsoft Excel files or Formatted Text / CSV files,

dBase 5 files.

By default, Email Marketer has a built-in mailing list with the name "Marketer List Database".

To start the List Manager, click **Mailing Lists** located on the left hand pane.



Creating and Editing Mailing Lists

New List

Opens the wizard which you will use to create a new mailing list. Using this button you will connect your marketing list in one of the acceptable file formats and ODBC/OLEDB compatible databases. For details, please reference [Using The List Wizard](#).

Edit

Changes the selected list properties.

Fields

Adds, removes or modifies attribute fields of the selected list.

Remove

Removes the selected list.

Creating and Editing List Groups

New Group

Opens the wizard which will guide you through the process of creating a new group. For details, please reference [Creating a Group](#).

Edit Group

Allows you to make changes to the group settings of the selected group.

Remove Group

Removes the selected group.

Managing Contacts

New Contact

Creates a new contact in the active list.

Remove

Removes the selected contacts.

Property

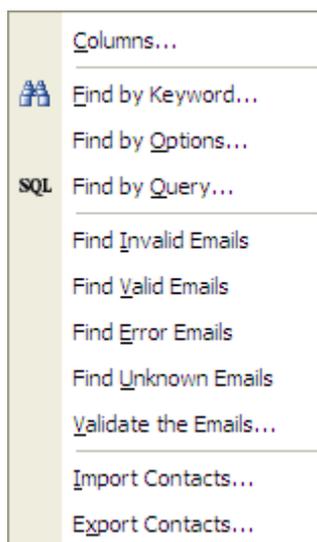
Allows you to changes the contact profile attributes such as name, email, address etc.

Refresh

Reloads the contacts from the list source.

Tools

This command contains the following utilities to manage the mailing list.



Columns

Customizes the list attributes displayed in the view.

Find by Keyword

Finds contacts by specified keyword.

Find by Options

Finds contacts if the attributes match specified options.

Find by Query

Finds contacts by query builder.

Find Invalid/Valid/Unknown Emails

Finds contacts by the validation results of the email addresses.

Validate the Emails

Validates all email addresses in the list and logs the "Invalid", "Valid", or "Unknown" status of each one.

Import Contacts

Imports contacts from Outlook, Excel, Access or other formats to the list.

Export Contacts

Exports the contacts of the list to Text, CSV, Address Book files or other file formats.

With Email Marketer Business Edition, it is possible to handle subscribers and unsubscribers of a mailing list real-time by using the [Subscriber Service](#).

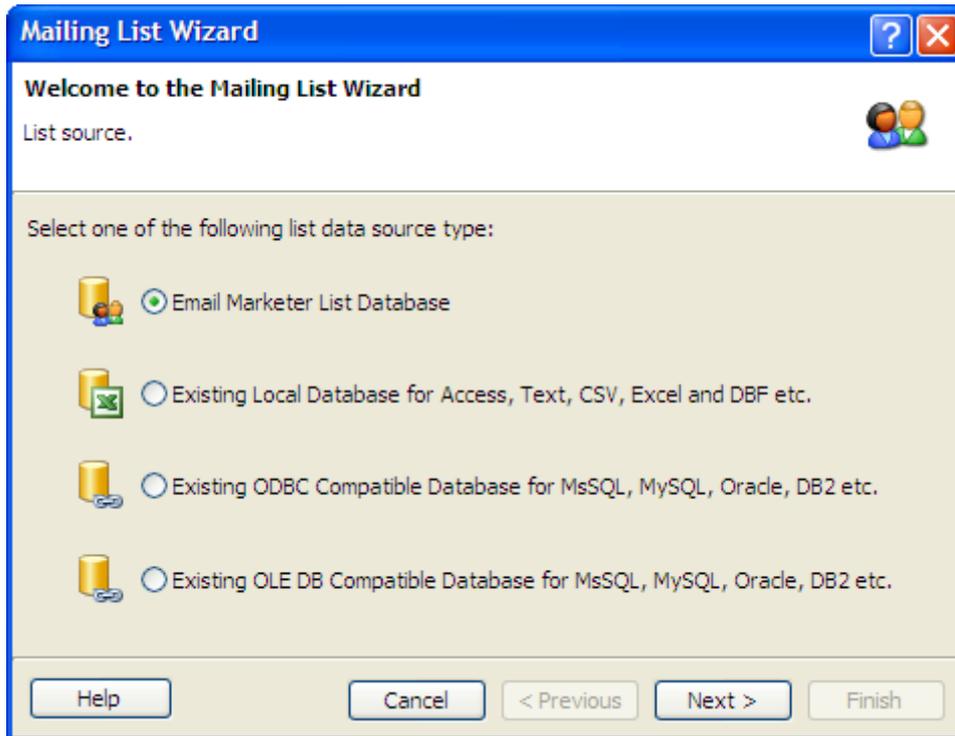
5.2 Using the List Wizard

The List Wizard helps you to connecting to contacts from your existing list databases or files directly without importing. For example: CSV files, Excel files, Access database, SQL Server, MySQL, Oracle and more ODBC / OLE DB compatible databases.

To start the List Wizard, click **Mailing Lists** on the left hand pane and click **New List** or **Edit** button.

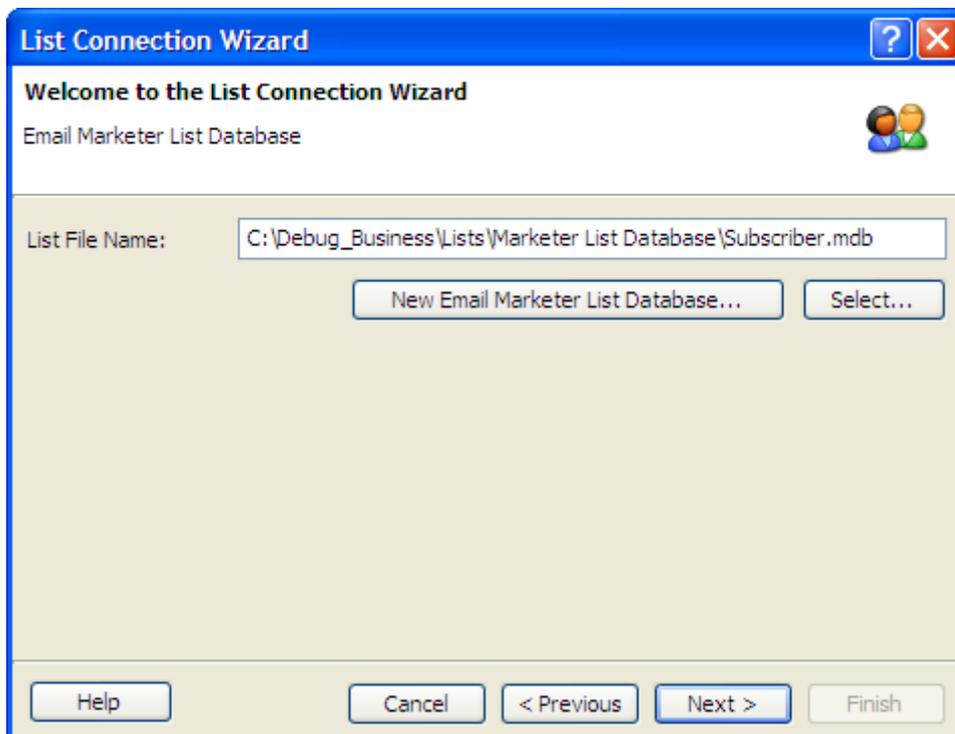
Step 1 List Data Source

At the first step of the wizard you must select the type of file or database you will be using to create your list. The second step of building your list will be determined by which file format you choose to work with.



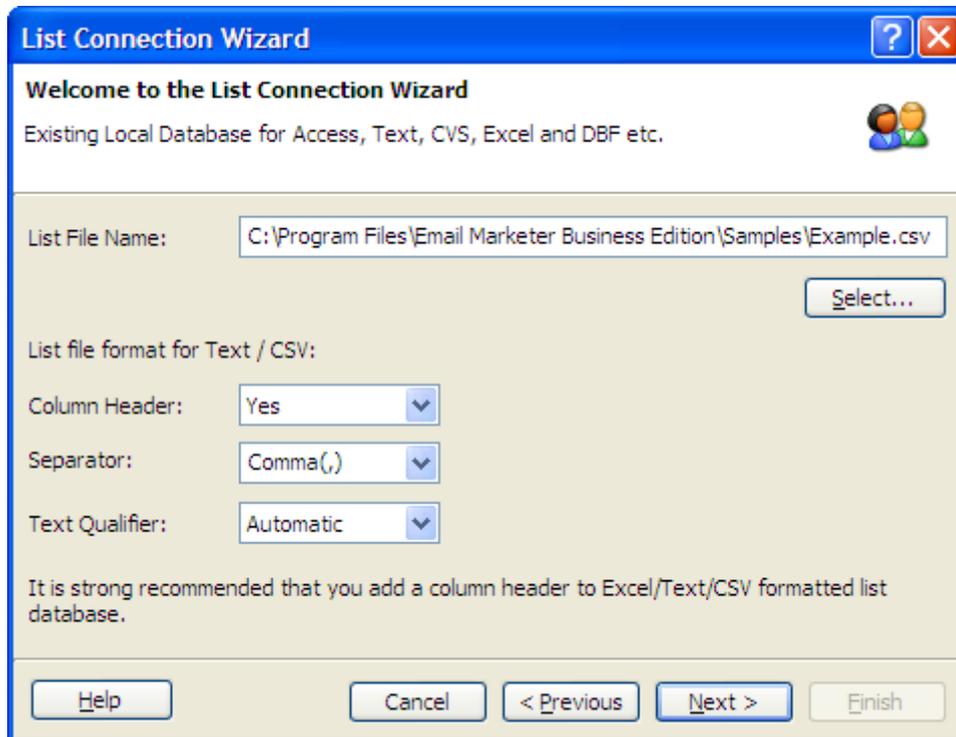
Step 2 For Using an Email Marketer List Database

If you are using an Email Marketer List Database, you select or create Email Marketer built-in formatted list database.



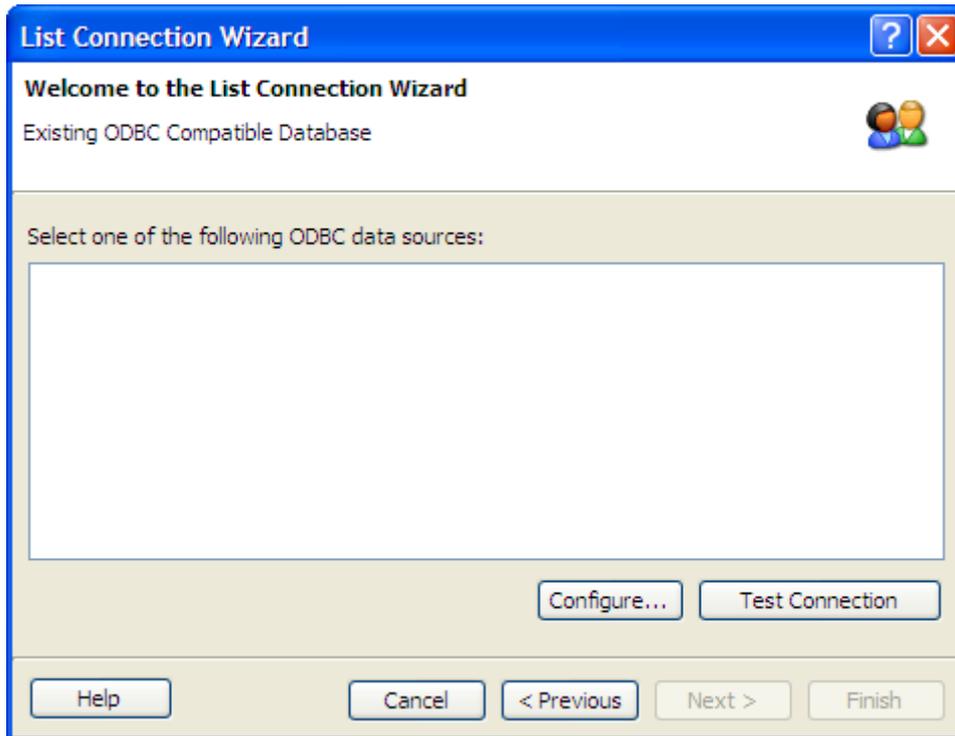
Step 2 For Using a Local Database File

For using local files, you may add or remove list data files for the list and define the file formats.



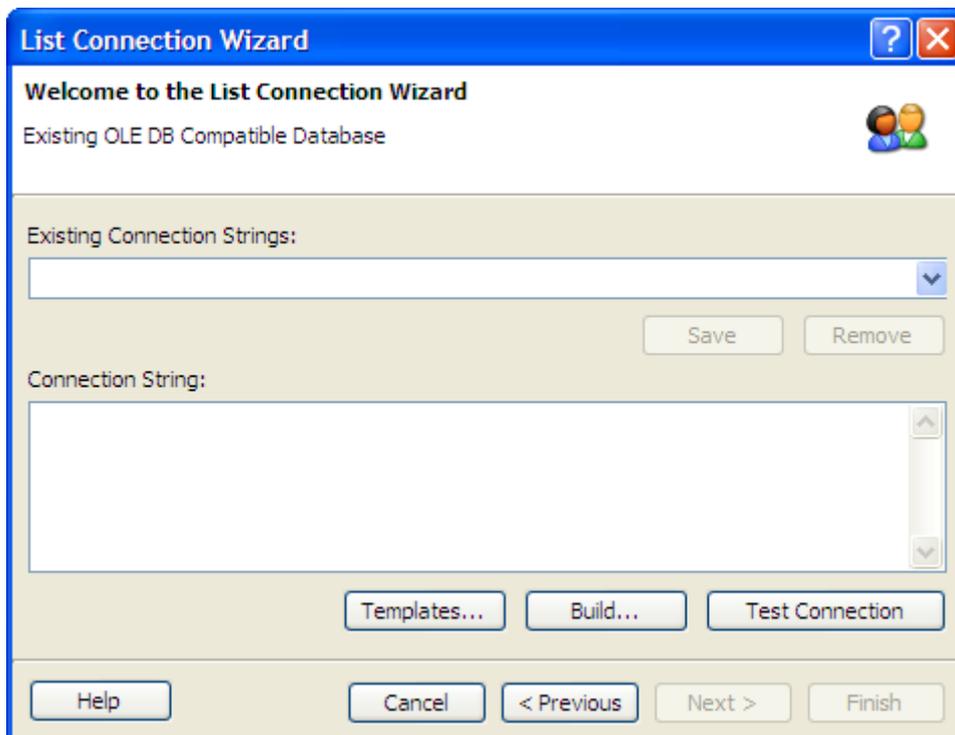
Step 2 For Using ODBC Compatible Database

For database link of ODBC, select or configure the ODBC connections and specify the user id and password to connect to list database.



Step 2 For Using OLE DB Compatible Database

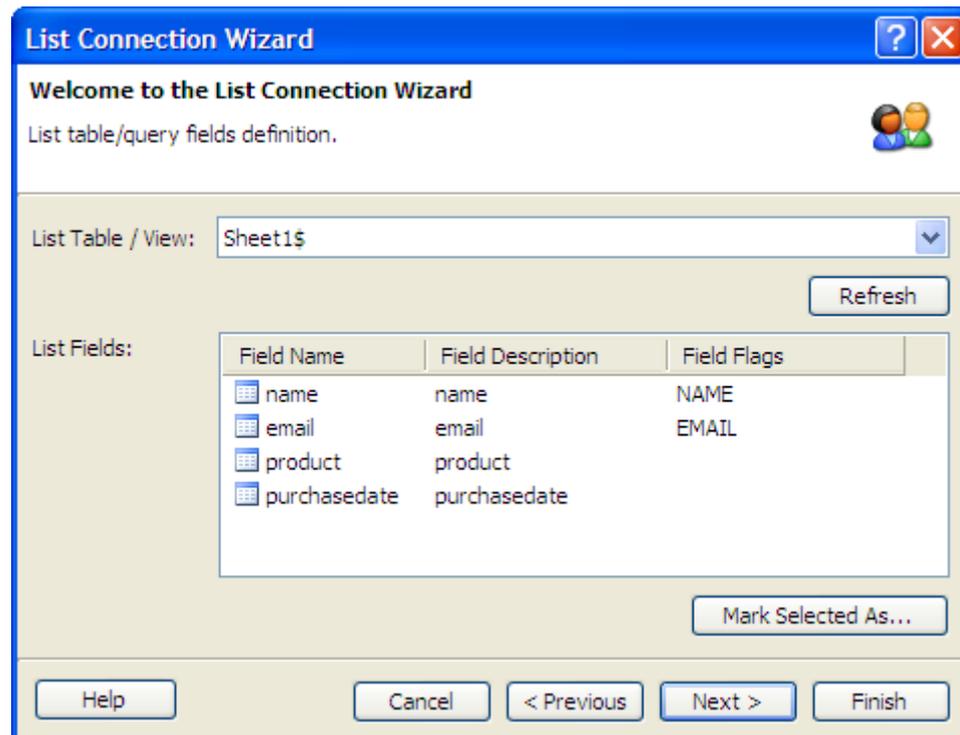
For database link of OLE DB, select the data source including connection string, user id, password etc. Email Marketer provides the most usual connection string templates. Afterwards you can perform a database connection test.



Step 3 List Tables and Fields

For Local files and database link of ODBC and OLE DB list sources, an additional step is required. At this step, you make the settings for the list table, list email address field and list name field. You can also customize the query for the list table.

Custom queries are for advanced users who are familiar with using **Structured Query Language** for finding specific addresses in their database.



After finishing the wizard, a new list connection will be created and all list contacts in the list table will be loaded. To create a subset of the mailing list, please reference [Creating Groups](#).

5.3 Adding contacts

You may add contacts manually or import contacts from other lists.

To manually add a contact, click the **New Contact** button in the List Manager:

Contact Property - james.sample@hotmail.com

Attributes Groups History Clicks

Contact Information
Make sure the contact's information is correct. Targeted Email Marketing is based on up-to-date list information.

General Information

Full Name: James Hacker

First Name: James

Last Name: Hacker

Nick Name:

Email: james.sample@hotmail.com

Alternate Email:

Home Information

Identity:

Gender: Male

Birth Date: Tuesday, April 24, 2007

Marriage: (select)

Previous Next Save Cancel

Click **Save** to save changes and close the dialog.

Note: In order to record a new contact you must fill in the email field. Other fields are optional.

To import contacts, see [Importing Contacts](#).

5.4 Editing Contacts

To edit the attributes of a contact:

- Double click the contact row, or
- Click the **Property** button located along the bottom of the screen.

5.5 Removing Contacts

To remove contacts, select the contact row and click Remove. You may select more than one contact to remove at a time by pressing **Ctrl + Click** and then clicking the **Remove** button.

You may also remove all contacts of a group, by selecting the group and then clicking the **Remove Group** button.

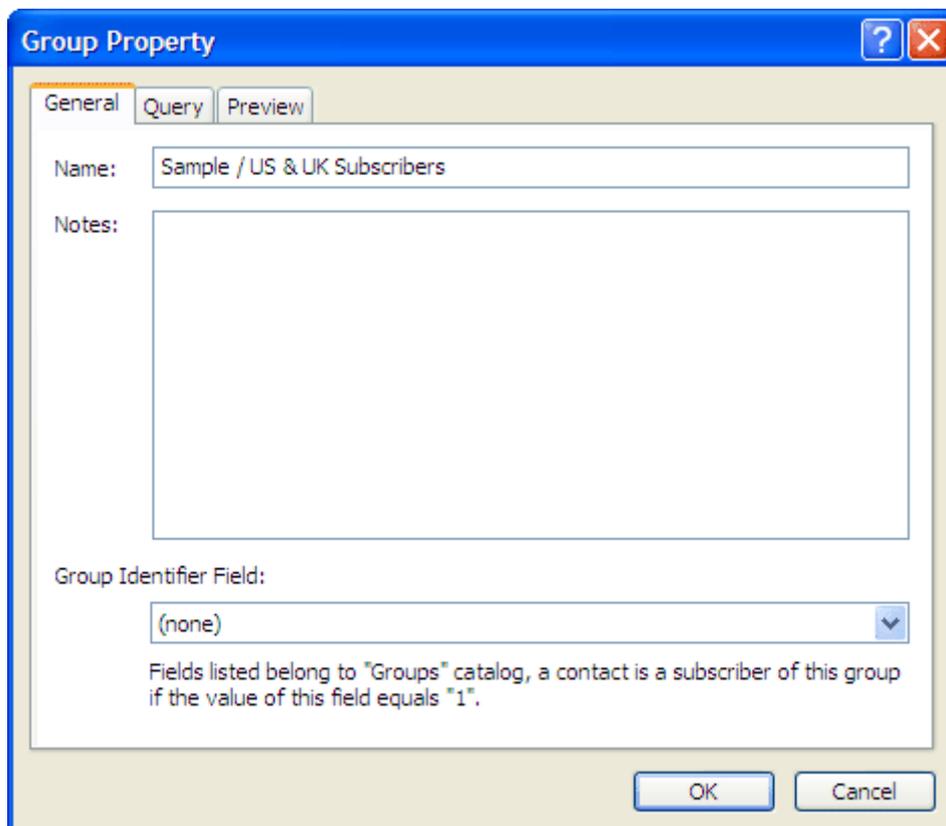
5.6 Creating a Group

Groups are subsets of your list. Using the grouping feature allows you to target specific members of your list based on information you have about them. For example, you may send a special message to only those list members who:

- live in Canada
- have made a major purchase in the last year
- have an email address at a particular domain (e.g., aol.com or hotmail.com)

Email Marketer allows you to segment your list and send to one or more groups who meet the criteria you define. Instead of sending to your entire list, you can use groups to filter exactly who should get a message based on whatever criteria you choose.

To create a list group, click the **New Group** button in the List Manager:



Group Property

General Query Preview

Name: Sample / US & UK Subscribers

Notes:

Group Identifier Field: (none)

Fields listed belong to "Groups" catalog, a contact is a subscriber of this group if the value of this field equals "1".

OK Cancel

Name

The name for the group.

Notes

Notes for the group.

Group Identifier Field

The flag field for the group. This field is will be marked with "1" when a contact subscribes to the group, marked with "0" when a contact un-subscribes to the group.

The Group Identifier Field is optional. If it is specified, the group is a static group. Otherwise, it is a dynamic group.

The screenshot shows the 'Group Property' dialog box with the 'Query' tab selected. The 'Query' field is empty. Below it are 'Save' and 'Remove' buttons. The 'Expressions' section contains a table with two rows: 'Country = United States' and 'Country = United Kingdom'. Below the table are dropdowns for 'ID' (set to 'ID'), 'Expression' (set to 'equal'), and an empty value dropdown, with 'Add' and 'Remove' buttons. The 'SQL' field contains the text: 'SELECT * FROM \$TABLE WHERE Country = 'US' Or Country = 'UK''. Below it is a 'Test Query' button. At the bottom are 'OK' and 'Cancel' buttons.

Field	Expression	Value
Country	=	United States
Country	=	United Kingdom

```
SELECT * FROM $TABLE WHERE Country = 'US' Or
Country = 'UK'
```

Expressions

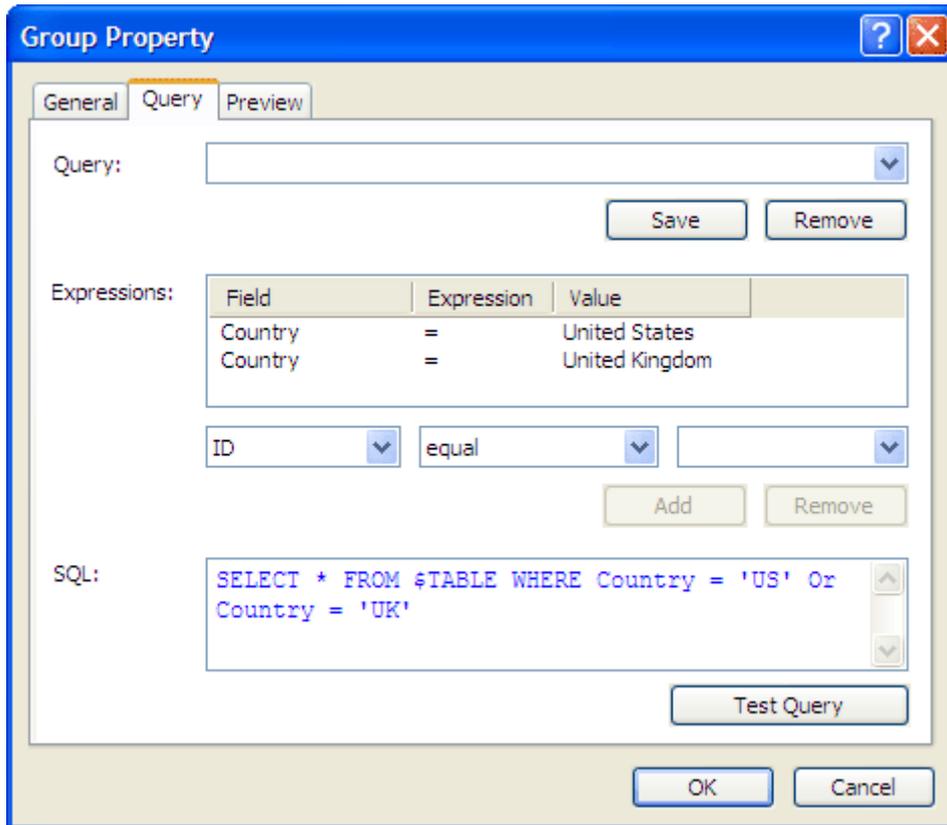
The query rules for the group.

SQL

The query string for the group. Please ensure you do not modify the preserved identifier "\$TABLE".

5.7 Editing a Group

To edit a group, click the **Edit Group** button and modify the group settings:



5.8 Removing a Group

To remove a group, select it and click the **Remove Group** button.

Note: The default group "All List Contacts" cannot be removed. Also keep in mind that if you remove a static group, all contacts in the group will be also removed.

5.9 Adding Contacts to Groups

To add contacts to an existing static group:

- Select the group and click **New Contact** or **Tools -> Import Contacts**.

To add contacts to an existing static group:

- Select one or more list contacts in the List view, right click on them and select **Groups** in the context menu.
- You may select multiple contacts by **Ctrl + Click** and **Shift + Click**.

To remove contacts from an existing static group:

- Select list contacts in the List view, right click on them and click **Remove**.
- You may select multiple contacts by **Ctrl + Click** and **Shift + Click**.

To modify contacts in a dynamic group, you must change the query via List Query Builder. To

do this, select the group, click **Edit Group** and click **Query**.

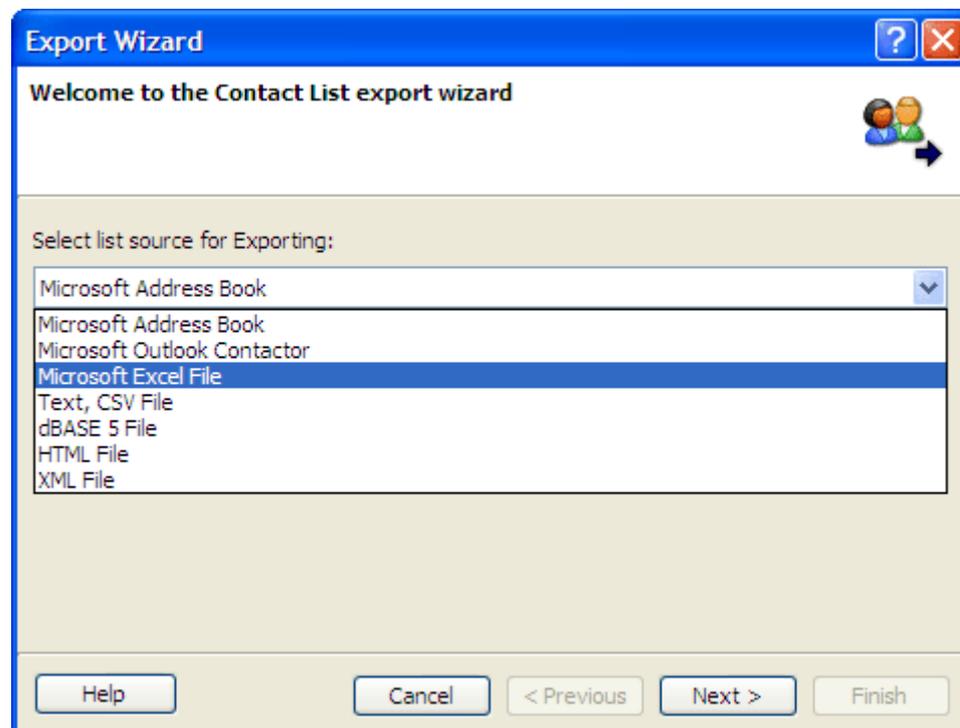
5.10 Exporting Contacts

Email Marketer allows you to export contacts as well to the following destinations:

- Microsoft Address Book
- Microsoft Outlook Contact
- Microsoft Excel
- Text / CSV File
- dBase 5 / DBF file
- HTML file
- XML file

To Export Contacts

1. Switch to the List Manager by clicking **Mailing Lists** on the left hand side of the screen.
2. Click **Export** from the **List** menu or click the **Tools->Export Contacts** button in the List Manager.
3. Follow the guides.



5.11 Importing Contacts

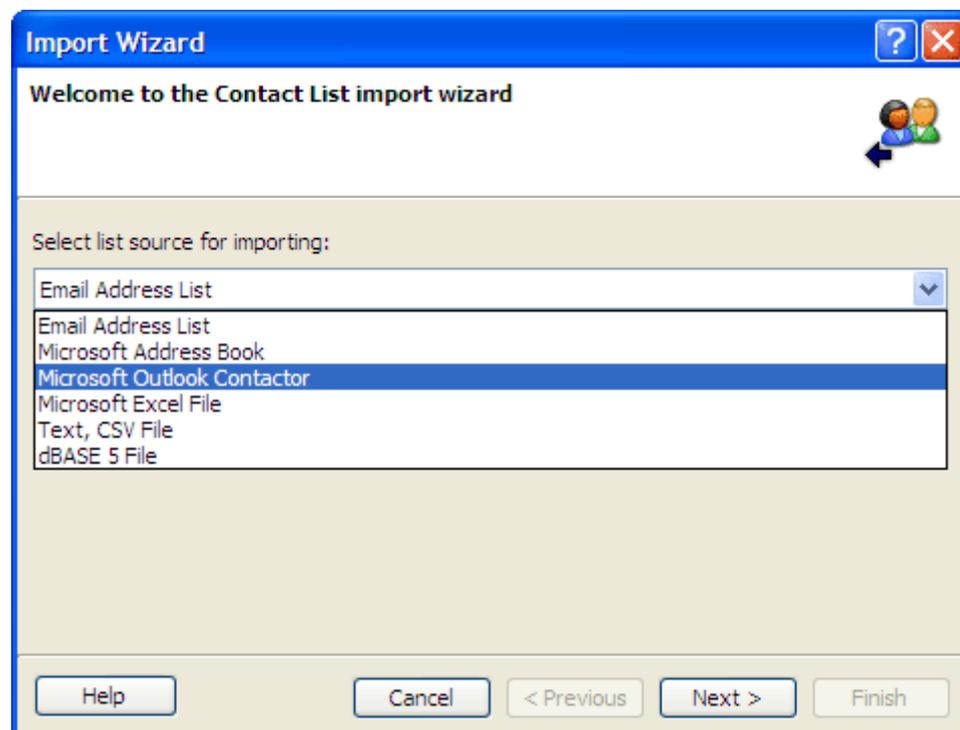
Email Marketer allows you to import contacts step by step from:

- Email Address List
- Microsoft Address Book
- Microsoft Outlook Contacts
- Microsoft Excel
- Text / CSV File
- dBase 5 / DBF file

If you are using another form of document or program to store your contacts, try exporting it to a CSV file first. Then import the CSV file to Email Marketer.

To Import Contacts

1. Switch to the List Manager by clicking Mailing Lists on the left hand side of the screen.
2. Click **Import** from the **List** menu or click the **Tools->Import Contacts** button at the List Manager.
3. Follows the guides.



Cancel

Cancels the wizard.

Previous

Rolls back to the last step of the wizard.

Next

Continues to the next step of the wizard.

Finish

Finishes the wizard and closes the dialog.

CSV Format

A CSV (Comma Separated Variables) file is a formatted text file with a header row to specify the field names. For example:

```
name,email,product,purchasedate
```

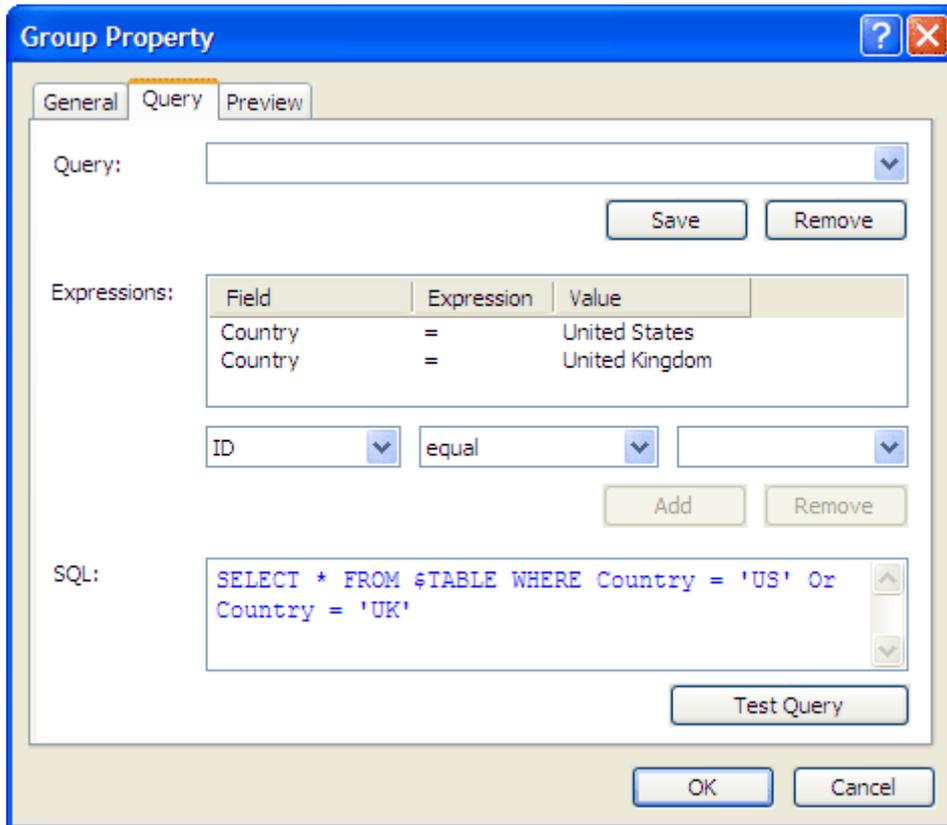
```
John Doe,jdoe@somewhere.com,Email Marketer Personal Edition,05/02/04
```

```
William Doe,wdoe@somewhere.com,Email Marketer Business Edition,01/06/04
```

Most popular applications, including Microsoft Outlook, Microsoft Excel, Microsoft Access, and Database systems, support CSV format exporting.

5.12 Searching contacts

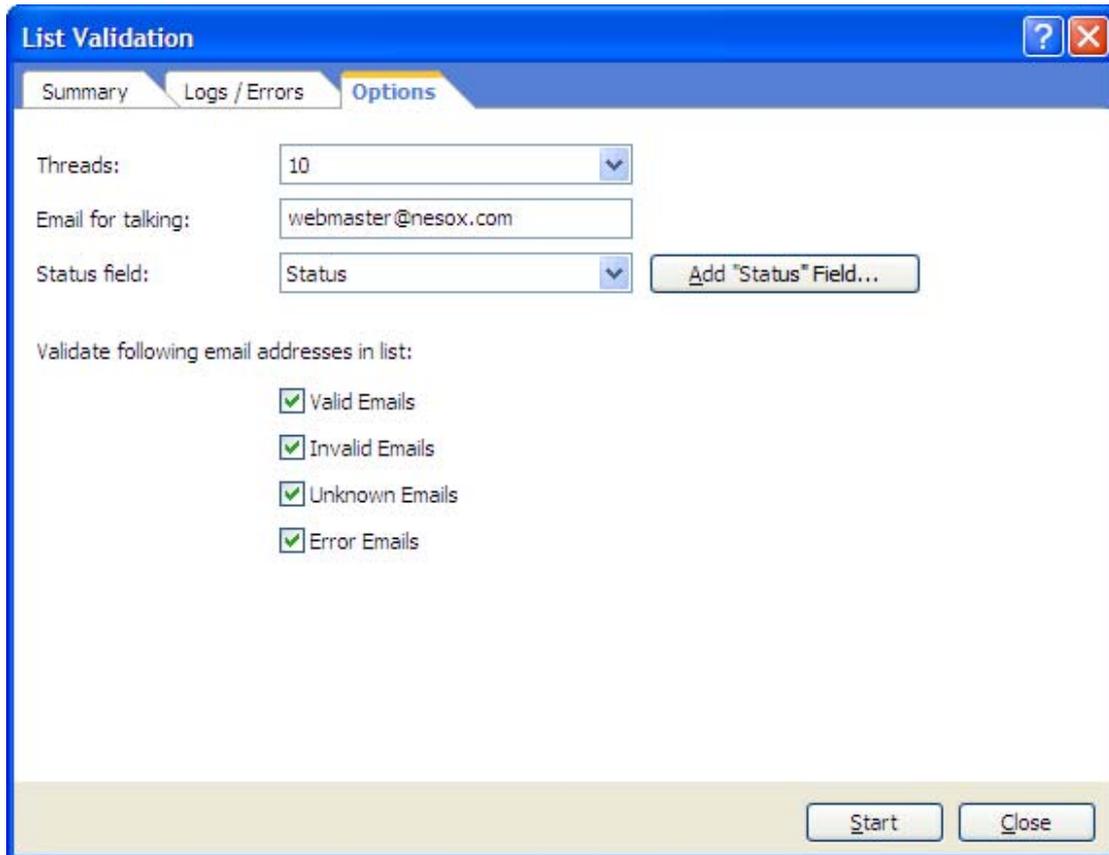
To search contacts, click the **Tools** button and select **Find by Query** at the List Manager, Email Marketer will guide you through the searching by the **Query Builder**.



5.13 Validating Contacts

Email Marketer allows you to validate the email addresses of your contacts to check the email visibility.

To validate contacts, open the List Manager and click the **Tools** button and select **Validate the Emails**.



Threads

Threads for the validation connections to the recipients' mail server.

Email for talking

The email address for talking with the recipients' mail server.

Status field

The TEXT or CHAR field to log the validation results.

Add "Status" Field

Creates a new field to the mailing list database for results logging.

Start

Starts the validation.

5.14 Customizing the List View

To customize the view of your contact lists, you may:

- Sort by clicking the attribute header.
- Right click the header and click **Columns** at the context menu. Here you can add or remove attributes / columns in the view.

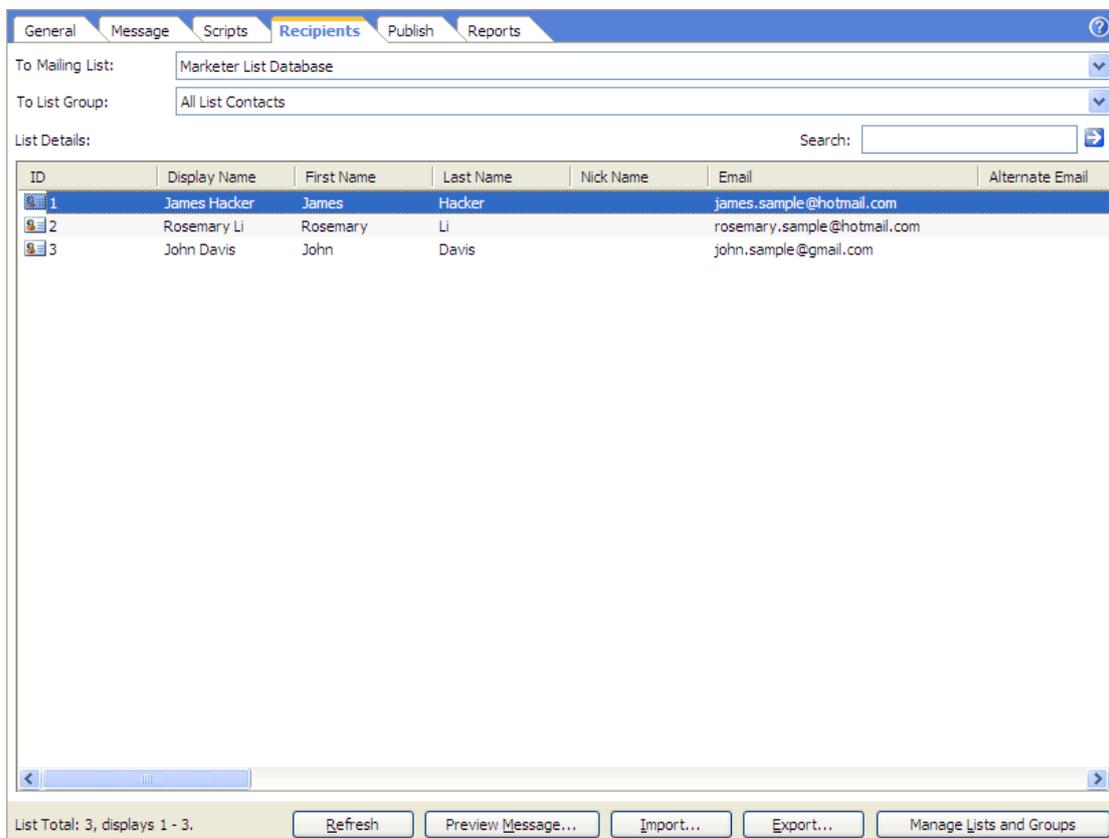
To avoid prolonged loading time of a large list, you may also customize the amount of the list that will be viewed by clicking the  button on the List Manager.



5.15 Selecting Recipients

Before you select the recipients, please ensure the mailing list is set properly in the List Manager.

To select recipients for the working project. Click **Recipients** on the project view header and select the appropriate data sources for the **To Mailing List** and **To List Group** fields.



Refresh

Reload the receipts from the list source.

Preview Message

Previews or sends the personalized message for the selected receipt. You may also do this by double clicking on the Recipients row.

Import

Imports contacts from Outlook, Excel, Access or other formats to the list.

Export

Exports the contacts of the list to Text, CSV, Address Book files or other file formats.

Manage Lists and Groups

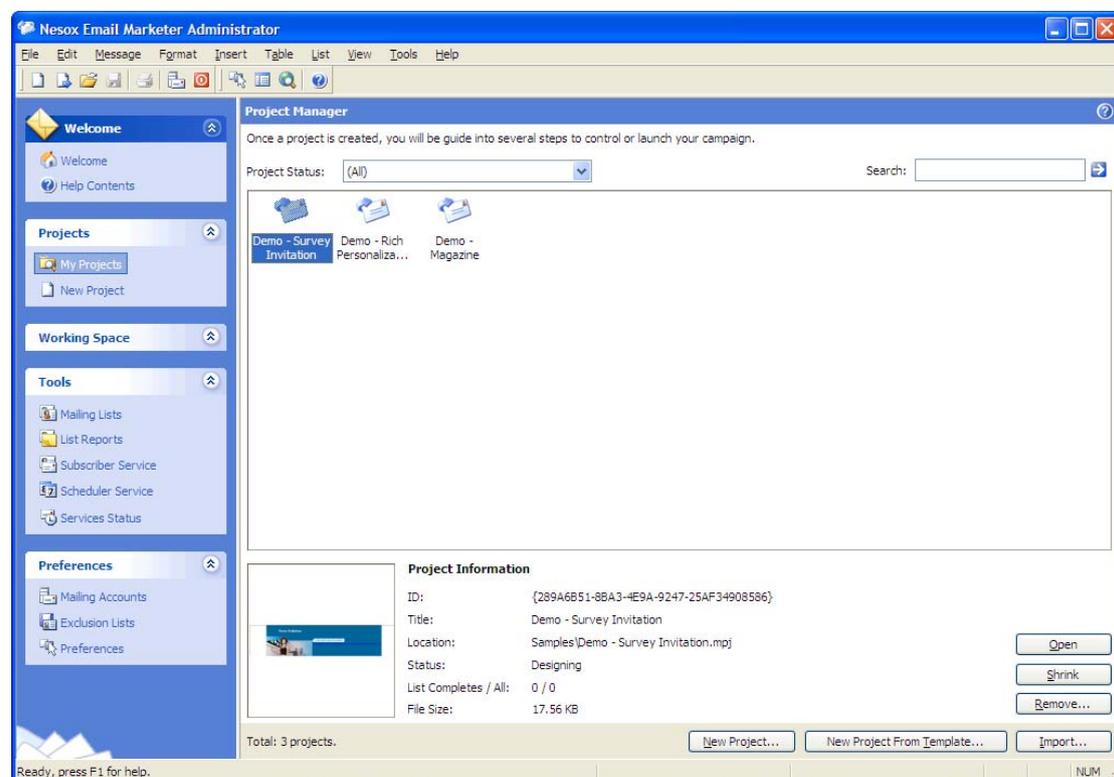
Switches to the [List Manager](#) of the selected mailing list.

6 Project Management

6.1 Using Project Manager

The Project Manager helps you manage existing projects.

To start the Project Manager, click **My Projects** on the left hand pane.



Open

Opens the selected project.

Shrink

Shrinks and optimizes the file size of the selected project.

Remove

Removes the selected project.

New Project

Creates a new project. You will be prompted to pick a built-in template for your message. You may also click the **Project Wizard** button on the dialog to create the new project in wizard mode.

New Project From Template

Creates a new project. You will be prompted to pick an HTML page as your message content. Email Marketer is bundled with hundreds of email templates, they are default located in C:\Program Files\Email Marketer Business Edition\Templates folder.

Import

Imports an existing project file to the manager.

6.2 Creating Projects

Create a Blank Project

Open the program and click **New Project** from the Project Manager view. Select Default and the program will guide you directly to the General view of a new project. Alternatively, you may click **File > New** (Ctrl+N) menu.

Create a Project from Templates

Open the program and click the **File** menu. Then, select **New from Template**. You will be prompted to pick an HTML page as your message content. Email Marketer is bundled with hundreds of email templates, they are default located at C:\Program Files\Email Marketer Business Edition\Templates folder.

Create a Project by Wizard

Email Marketer also provides [Project Wizard](#) feature for you to enhance and expedite the project creation procedure with step by step guides. To start the project wizard, select **File > Project Wizard** menu.

The screenshot shows the 'General' tab of the Nesox Email Marketer interface. It features a blue header with tabs for 'General', 'Message', 'Scripts', 'Recipients', 'Publish', and 'Reports'. Below the header, there are several input fields: 'Title' with the value 'Sample Project', 'Description' with a large empty text area, 'Unique Id' with a GUID '{AE4F63EA-CA6F-4EEB-8DF0-70173E492682}' and a 'Re-create' button, and 'Compression' with a dropdown menu set to 'None'. A light green bar is visible at the bottom of the form area.

Title

The title for the project.

Description

The description for the project.

Unique Id

The unique project identifier.

Re-create

Recreate the project unique id.

Compression

The compression level of the project file, options are None, Fastest, Default and Maximum. Compressing a project will cause slower loading and saving while shrinking the project file size.

6.3 Using Project Wizard

The Project Wizard helps you to enhance the project creation procedure. To start a project wizard, select **File > Project Wizard** menu.

The wizard window is resizable.

Cancel

Cancels the wizard.

Previous

Rolls back to the last step of the wizard.

Next

Continues to the next step of the wizard.

Finish

Finishes the wizard and close the dialog.

Step 1

At the first wizard step, general information is required.

The screenshot shows a Windows-style dialog box titled "Project Wizard - register for more templates and styles". The dialog has a blue header bar with a question mark icon and a close button. The main area is titled "Welcome to the Project Wizard" and contains the text "General information for the project." Below this, there are three input fields: "Project Title:" with a text box containing "Sample Project", "Project Type:" with a dropdown menu showing "Common Project", and "Description:" with a large empty text area. At the bottom, there are four buttons: "Cancel", "< Previous", "Next >", and "Finish".

Project Title

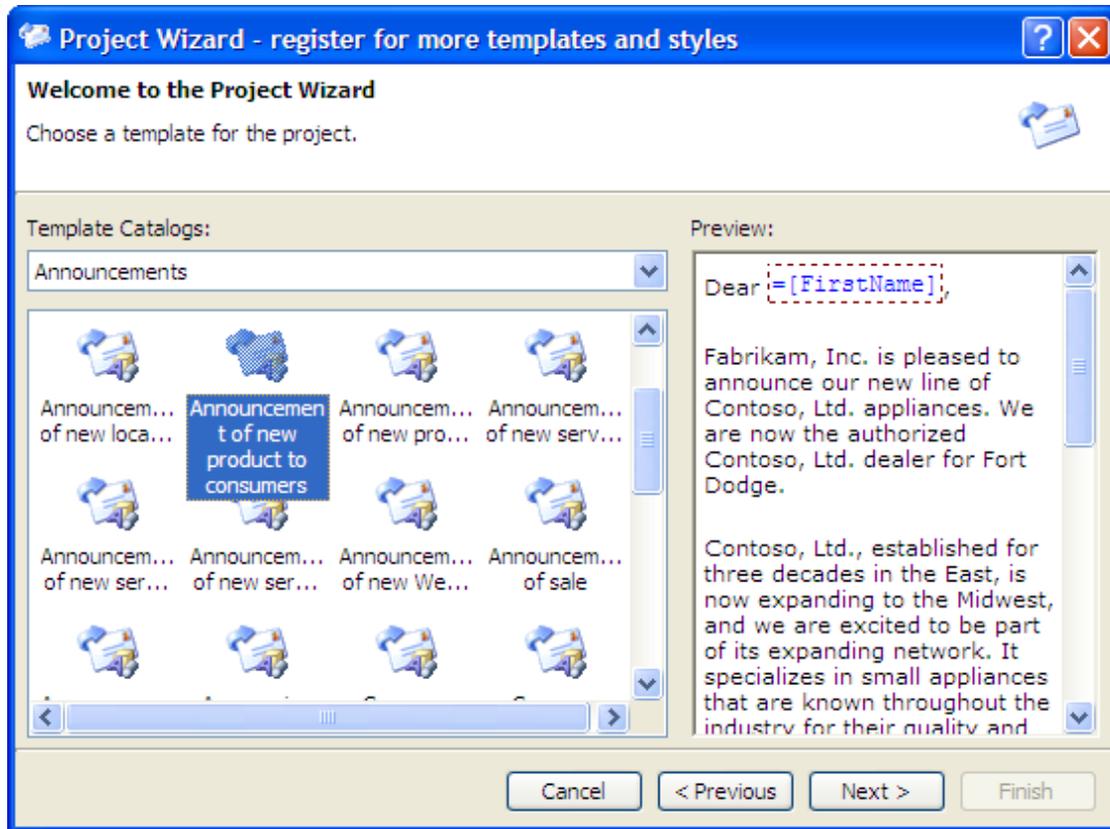
Title for the campaign. You could specify the title to be the same as the message subject.

Description

Optional memo for the project, used in reports.

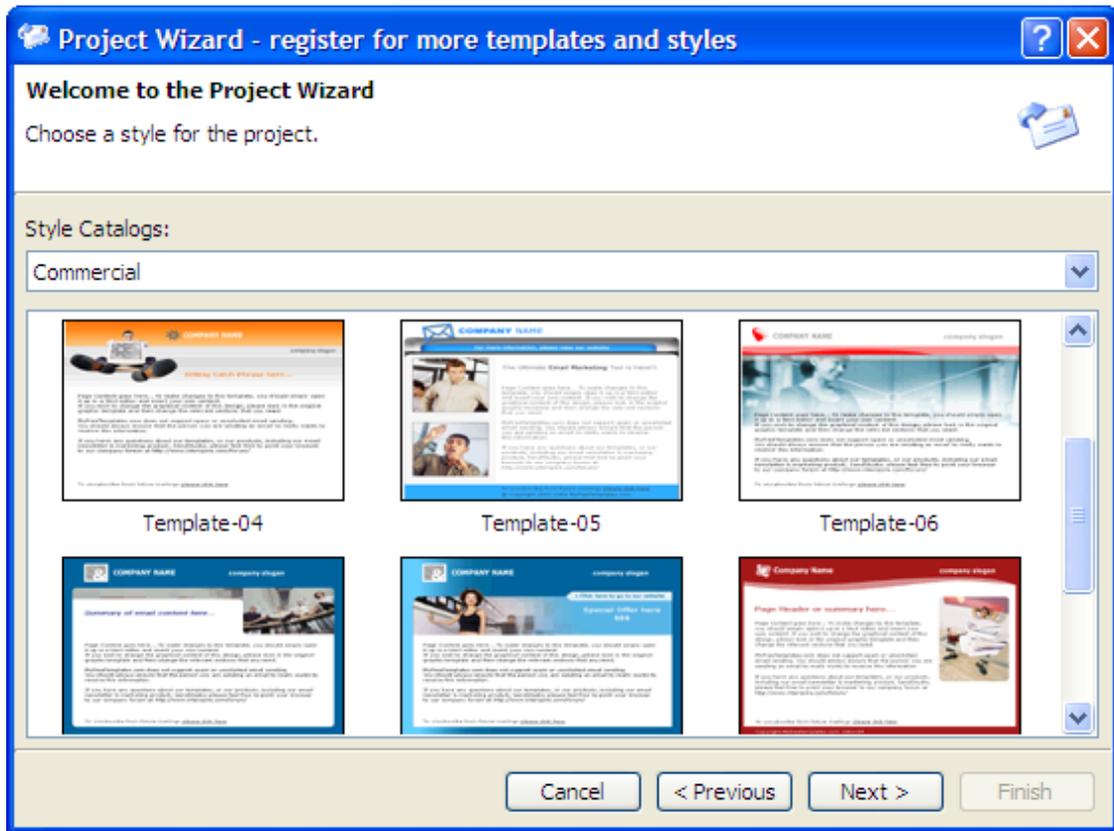
Step 2

At the second wizard step, you may choose a content template for the project.



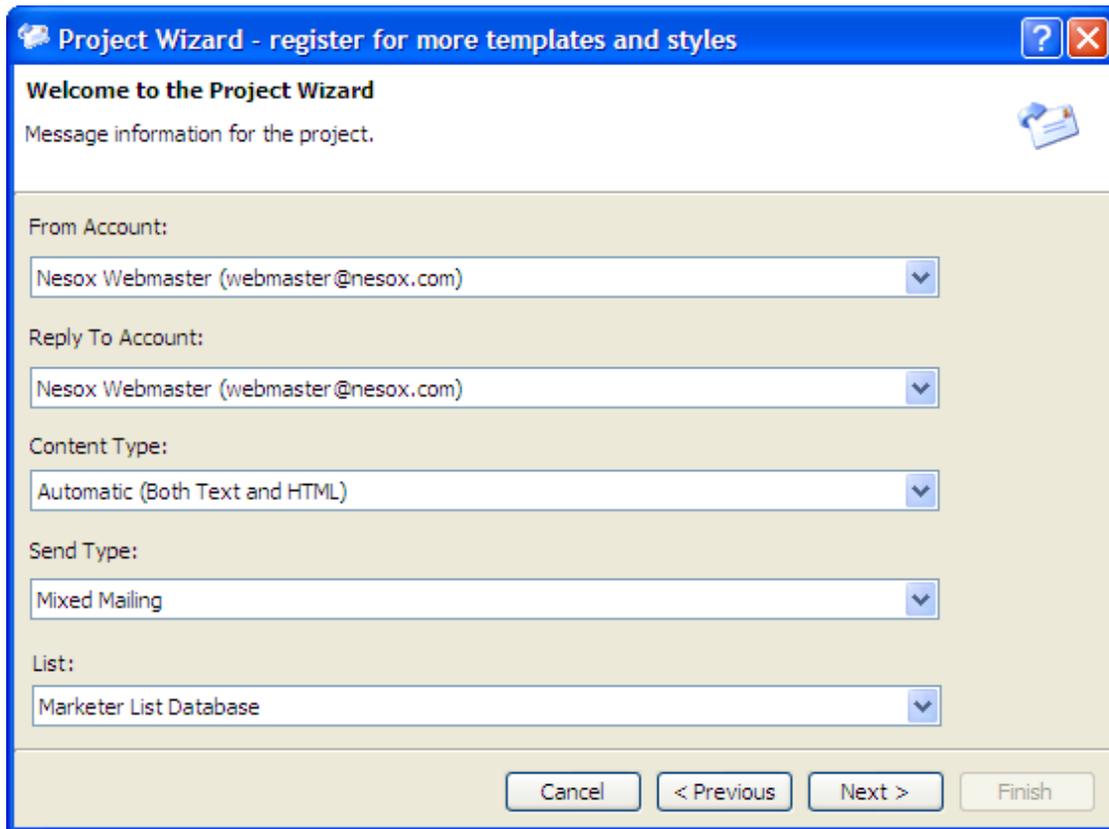
Step 3

At the third wizard step, you may choose a style template for the project.



Step 4

At the fourth wizard step, you can define the publish settings.



The screenshot shows a window titled "Project Wizard - register for more templates and styles". The window has a blue header bar with a question mark icon and a close button. Below the header, the text "Welcome to the Project Wizard" is displayed, followed by "Message information for the project." and a small envelope icon. The main area contains five dropdown menus, each with a label and a value:

- From Account:** Nesox Webmaster (webmaster@nesox.com)
- Reply To Account:** Nesox Webmaster (webmaster@nesox.com)
- Content Type:** Automatic (Both Text and HTML)
- Send Type:** Mixed Mailing
- List:** Marketer List Database

At the bottom of the window, there are four buttons: "Cancel", "< Previous", "Next >", and "Finish".

From Account

The mail account for sending messages.

Reply To Account

The mail account for receive incoming email replied by your recipients. Generally, it is same as the From Account.

Content Type

Indicates the format of your email. It could be Plain text, HTML or both.

Delivery Mode

The way you send your messages. To learn more about delivery mode, please reference [Direct Mailing](#), [Relay Mailing](#) and [Mixed Mailing](#).

Mailing List

The mailing list of recipients.

Step 5

The Wizard finishes and you will be guide to the project views.

7 Composing Messages

7.1 Using Message Editor

The built-in Message Editor supports all e-mail standards, and thus, you can use it to compose Text or HTML type messages, attach an unlimited number of files, and enjoy many other features.

When you want to add special emphasis or structure to message text such as bold text, color, or bulleted lists, you can use Hypertext Markup Language (HTML), the standard for formatting text for the Internet. HTML messages are different from text messages since they can contain formatted text, tables, pictures, and dynamic elements like animations, flashes, etc. HTML messages are basically web pages. Therefore, everything that can be done on web pages can be done in HTML messages as well.

The HTML editor is simply "What You See is What You Get". Basically, you set up the page and see how it looks with different elements such as text, images, forms, tables, etc. The editor will then automatically make the HTML coding for you. This can be nice, however, keep in mind that much of the HTML code is usually unnecessary for the actual functioning and can't be modified. Serious web developers or designers, would do better not using the HTML editor because many like to have a very specific say in how their HTML code ends up. However, applying HTML editing improves an author's control of format and appearance, and can also help authors work effectively without knowing HTML. By using HTML editing, users can simply click buttons to alter paragraph formats, font sizes, typefaces, font weights, colors, and so on.

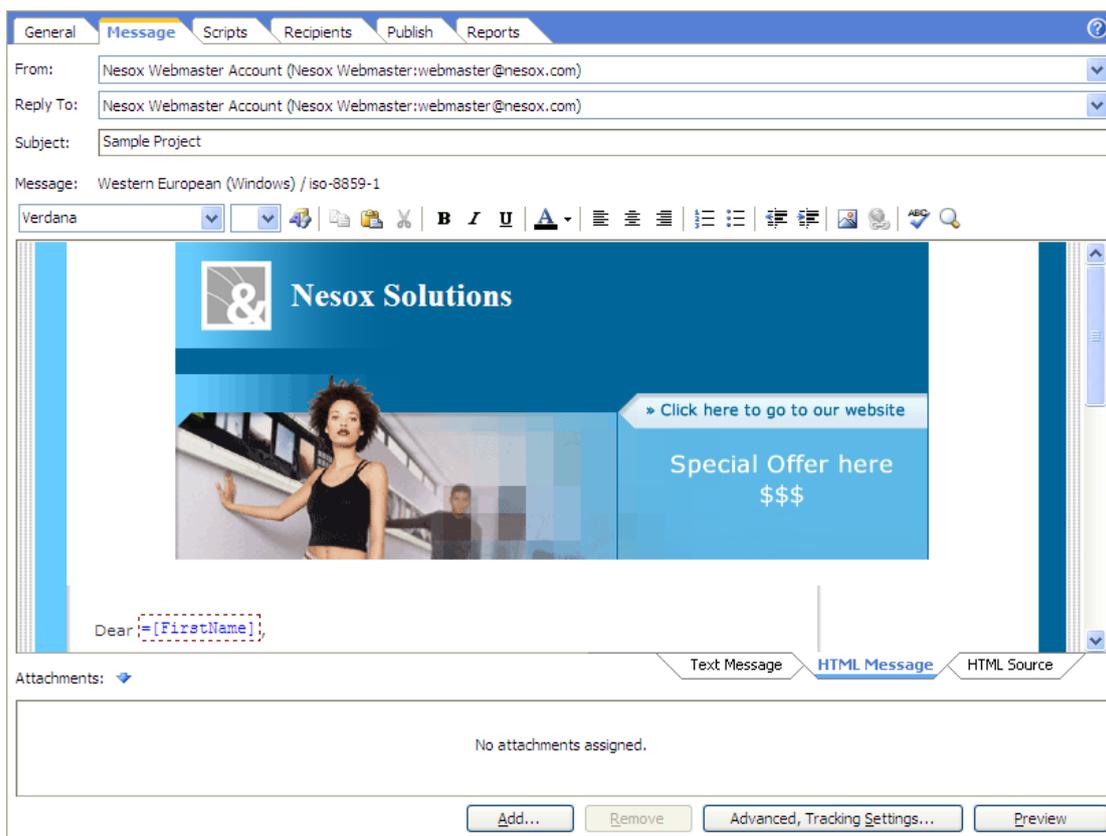
HTML Editing provides the following functionality to the user:

- Importing from a local or online web page.
- Importing from an .eml file.
- Standard editing functionality such as caret positioning, keyboard navigation, drag and drop, and content selection.
- Copy, cut, delete, and paste operations.
- Unlimited undo and redo.
- The ability to toggle selected text between bold, italic, and/or underlined.
- The ability to alter typeface, font size, fore color, and background color.
- The ability to remove formatting.
- The ability to increase or decrease indentation.
- The ability to justify text (left, center, right).

- The ability to create ordered and unordered lists.
- The ability to create a hyperlink or bookmark.
- The ability to insert inline personalization scripts.
- The ability to insert a horizontal line.
- The ability to insert an image.
- The ability to insert a flash.
- The ability to insert a table.
- The ability to insert a variety of intrinsic controls. These include buttons, text boxes, radio buttons, check boxes, submit controls, and drop-down and list boxes.

Users can exploit the HTML editing as a means to generate proper and consistent HTML and XML code. The HTML editor generates standard HTML, allowing third-party applications to quickly adapt the latest Microsoft browser features.

To compose your message by Message Editor, click Message in the project explorer window.



From

Selects the From account for the message. If no account is listed, you may need to [create an account](#).

Reply To

Selects the Reply To account for the message. If no account is listed, you may need to [create an account](#).

To

Selects the email field of the recipients list.

Subject

The subject for the message.

Messages

The WYSIWYG message editor view, you may click **Text Message**, **HTML Message** or **HTML Source** to switch between the editor views.

Text Message

Switches to plain text editor for plain text message.

HTML Message

Switches to WYSIWYG rich message editor for HTML message.

HTML Source

For advanced users, switches to view or edit the source code of HTML message.

Preview

Opens the message preview and delivery test window.

Attachments

The attachments view as icons.

Add

Adds an attachment file to the message.

Remove

Removes the selected attachment from the message.

Advanced, Tracking Settings

Specifies the message format (HTML format, Plain text format or both), priority, encoding. You can also enable campaign tracking feature by this command.

Note

When you use formatted HTML and the recipient's e-mail or news program cannot read HTML, the message appears as plain text with an HTML file attached. Most e-mail programs that support Multipurpose Internet Mail Extensions (MIME) can read HTML formatting.

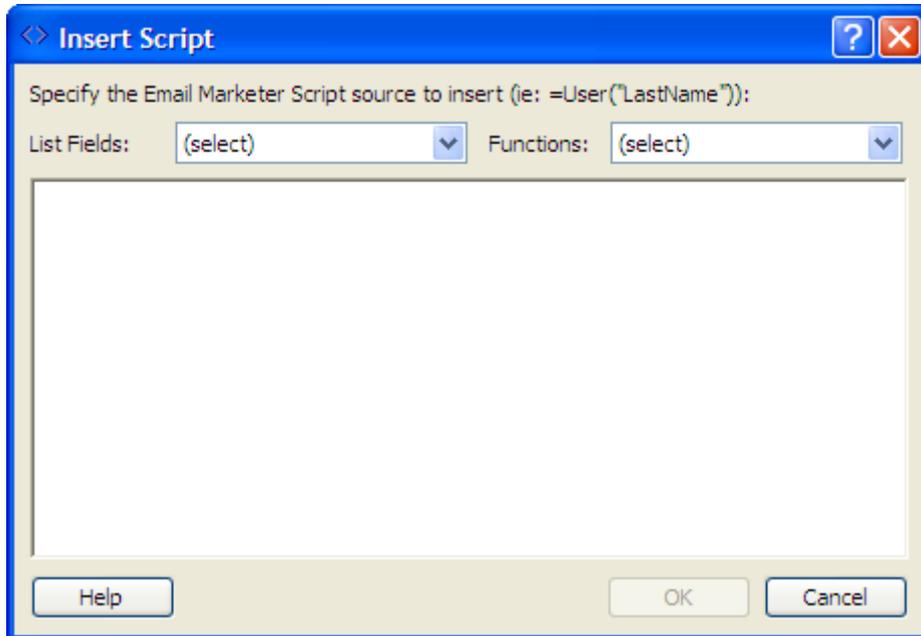
7.2 Inserting Scripts

To insert inline [personalization scripts](#) blocks into the message subject or message body:

1. Click the place in the message or subject where you want the script to execute or merge.
2. Click the **Insert** menu and select **Personalization Script**.

3. Enter scripts and click **OK**.

To check to syntax of the scripts you inserted, press **F9** or click the **Message** menu and select **Check Script Syntax**.



(The window could be resized)

If you do not know much about the script programming, Email Marketer could help you create simple scripts with the following easy way:

To insert script for outputting a field of the contact row

1. Click the place in the message or subject where you want to insert.
2. On the **Insert** menu or the context menu, select **Contact Attribute Script**.
3. Pick a field option (for example: "FirstName").

To insert script for predefined variable

1. Click the place in the message or subject where you want to insert.
2. On the **Insert** menu or the context menu, select **Variable Script**.
3. Pick a variable option (for example: "MY_HOMEPAGE"). To customize the variable, please reference [Variable Settings](#).

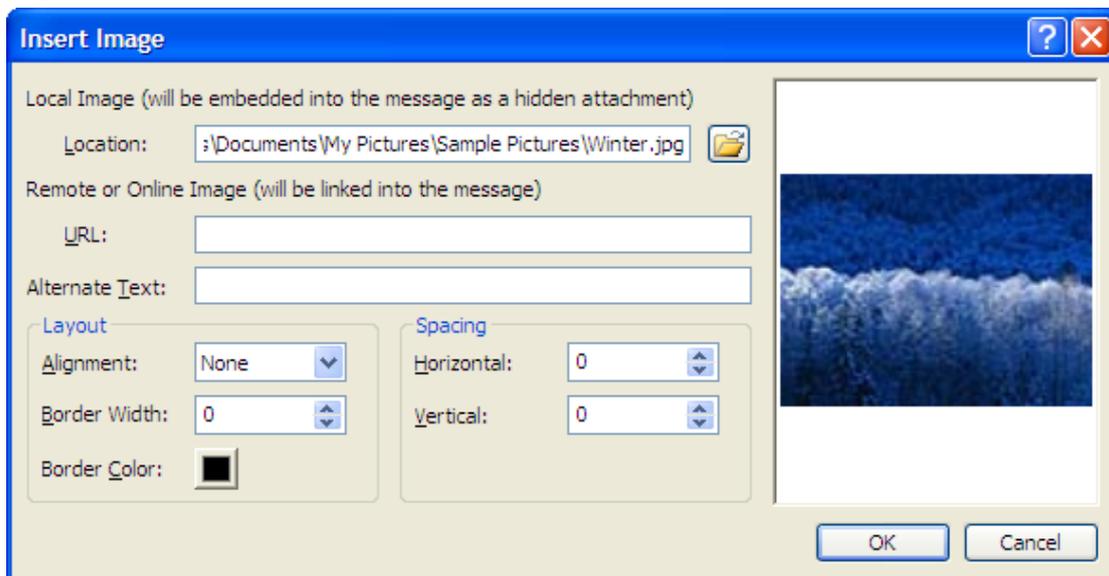
7.3 Inserting Pictures

To insert a picture to the HTML message:

1. Click the place in the message where you want the image to appear.
2. Click the **Insert** menu and select **Image**, click the **Browse** button and pick a picture file.
3. Change layout or spacing settings if needed.

To modify a picture already inserted, double click the picture.

When a prepared HTML message is included in the message, Email Marketer automatically finds all the pictures, sounds and adds them to the message. When the recipient receives thus formatted message, his/her e-mail program will find the encoded pictures in it and open them immediately without downloading them from the Internet first.



Location / URL

The location of the picture to insert. You may use a picture from your computer or just enter the URL of the picture if it has been uploaded to your web server. Embedding a picture is easier for your recipients, while linking to an online picture is recommended for faster send performance.

Alternate Text

The text you want displayed in place of the image when images are turned off or are unavailable on the recipient's computer. The alternate text is also displayed when the image is loading.

Alignment

The position of the picture on the page.

Border Width

Places a border around the picture with specified width in pixels.

Border Color

The color of the picture border.

Horizontal

Adds the specified amount of space in pixels to the sides of the image.

Vertical

Adds the specified amount of space in pixels to the top and bottom of the image.

Notes

- To insert a background picture into your message, on the **Format** menu, click **Page Property**. Click the **Browse** button besides the **Background Image** field to search for the picture file you want to use. You can also insert background sounds on this menu as well.

7.4 Inserting Hyperlinks

To insert a hyperlink to the HTML message, click the **Insert** menu and select **Hyperlink**.

To create a hyperlink from existing message text, simply select the text before you create the hyperlink.

To edit an existing hyperlink, click within a hyperlink and choose **Hyperlink** from the Insert menu.

URL

The hyperlink of the URL. For example, "http://www.nesox.com".

Hint Text

The text for hint when the cursor is hovering on the hyperlink.

Type

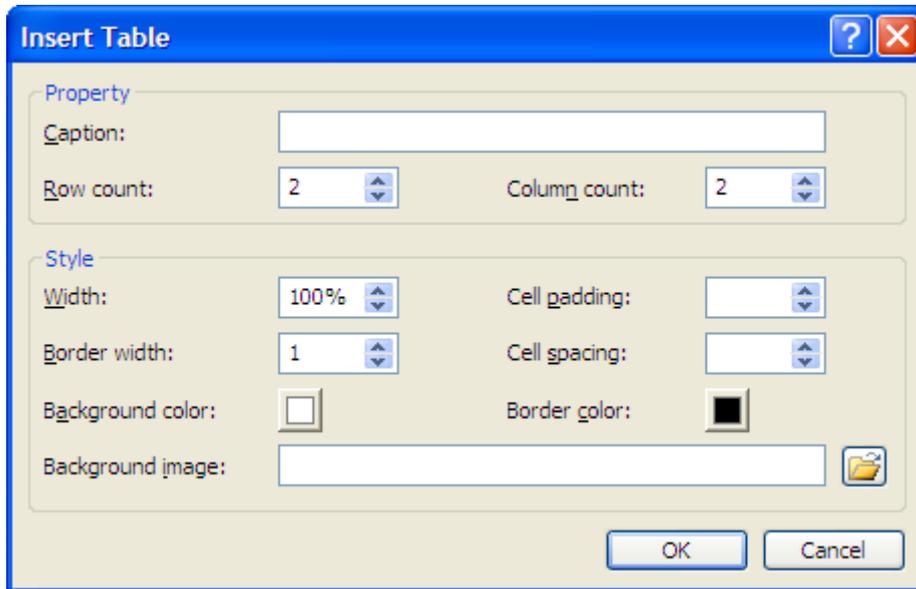
Hyperlink type. For example, select the "mailto:" type after entering "support@nesox.com" for the URL. This creates a link that will automatically open up you recipients default mail client with an email addressed to wherever you choose.

Target

Target window to browse the hyperlink when your recipients clicks on it.

7.5 Inserting Tables

To insert a table to the HTML message, click the place in the message where you want the **table** to appear and click the Table menu and select **Insert Table**.



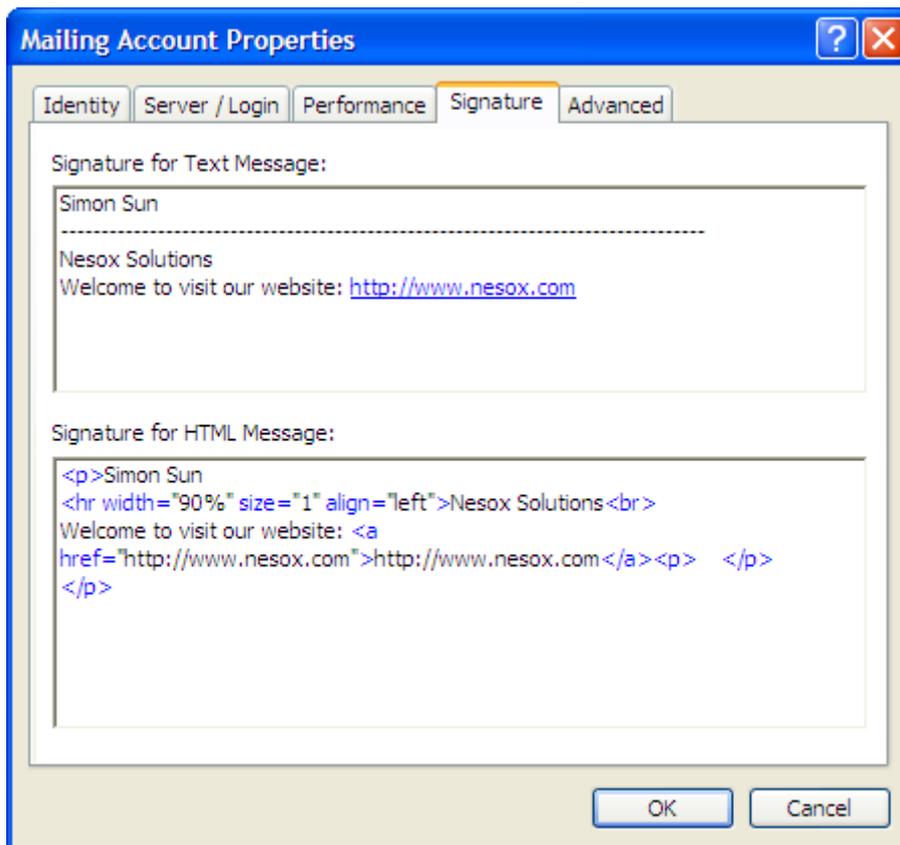
In the dialog, you can customize the caption, row / column count, width, border, cell padding / spacing, background of the table.

To operate with rows or columns of a table, please reference [The Table Menu](#).

For complex table editing, you may want to [export](#) the message and edit it with a professional editor such as FrontPage or DreamWeaver. You may then [re-import](#) the message after it has been edited.

7.6 Inserting Signature

To edit the signature, please click **Mailing Accounts** and double click your "From" account.



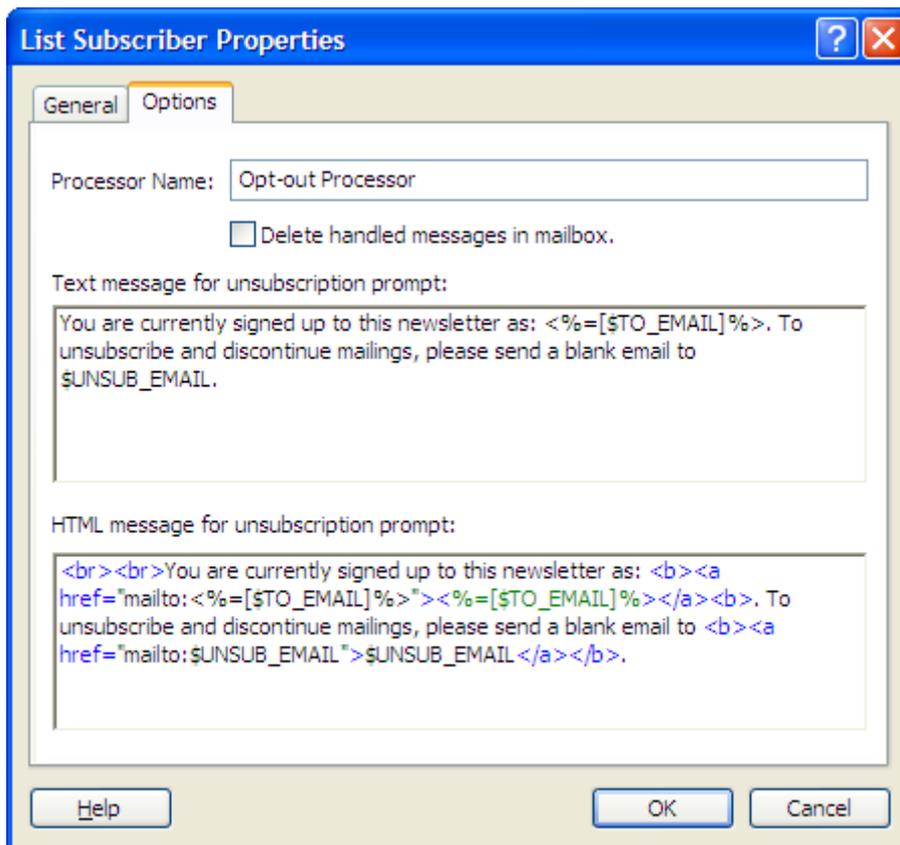
To insert the signature to the HTML or text message, click the place in the message where you want the signature to appear and click the **Insert** menu and select **Signature**.

7.7 Inserting Unsubscription Link

Email Marketer supports list unsubscription automation and can process all email requests for subscription or unsubscription.

To edit the unbuscription text and link, please:

1. click **Subscriber Service**;
2. select your mailing list and click **New** to create a processor;
3. edit the **Subscriber Text** and **Subscriber HTML**.



For more information about the unsubscription link, please reference [Creating Forms and Links for Subscribing and Unsubscribing](#).

To insert the unsubscription link to the HTML or text message, click the place in the message where you want the link to appear and click the **Insert** menu and select **Unsubscription Text and Link**.

7.8 Formatting Text

To change the font, style, and size of text

You can change the way the text looks for all your messages or you can make changes to selected text within a message.

1. Select the text you want to format. (To change the font for an entire message, on the **Edit** menu, click **Select All**.)
2. On the formatting toolbar, click the buttons for the options (Font, Style Size, etc...) you want.

To remove formats of text

1. Select the text you want to clear.

2. On the **Format** menu, click **Remove Format**.

To format a paragraph

1. Click anywhere in the paragraph, or select the text that you want to format.
2. Use either the formatting toolbar or the commands on the **Format** menu to change the text.
3. To change the indentation of the paragraph, click the **Increase Indent** or **Decrease Indent** button on the formatting toolbar.
4. To format the style of the paragraph, on the **Format** menu, point to **Text Style**, and then choose an option.

To add a horizontal line

Click the place where you want the line to appear, and then click **Insert** menu and select **Horizontal Line**.

To create a numbered or bulleted list

1. In your message, click the place where you want the list to start.
2. On the formatting toolbar, click either **Numbered List** or **Bulleted List**.
3. Type the first item in the list. When you press ENTER, another list entry is started on the next line.
4. To end the list, press ENTER twice.

7.9 Importing and Exporting

Importing from URL

To import an online html page, click the **Message** menu and select **Import From URL**, enter the URL of the page.

(for example: "www.google.com", "http://www.nesox.com/en/email_marketer.asp").

Importing from File

To import a local html page, click the **Message** menu and select **Import From File**. Email Marketer is bound with many rich email templates. You can find them in the Templates and Styles folder under the installation directory.

Importing from Email

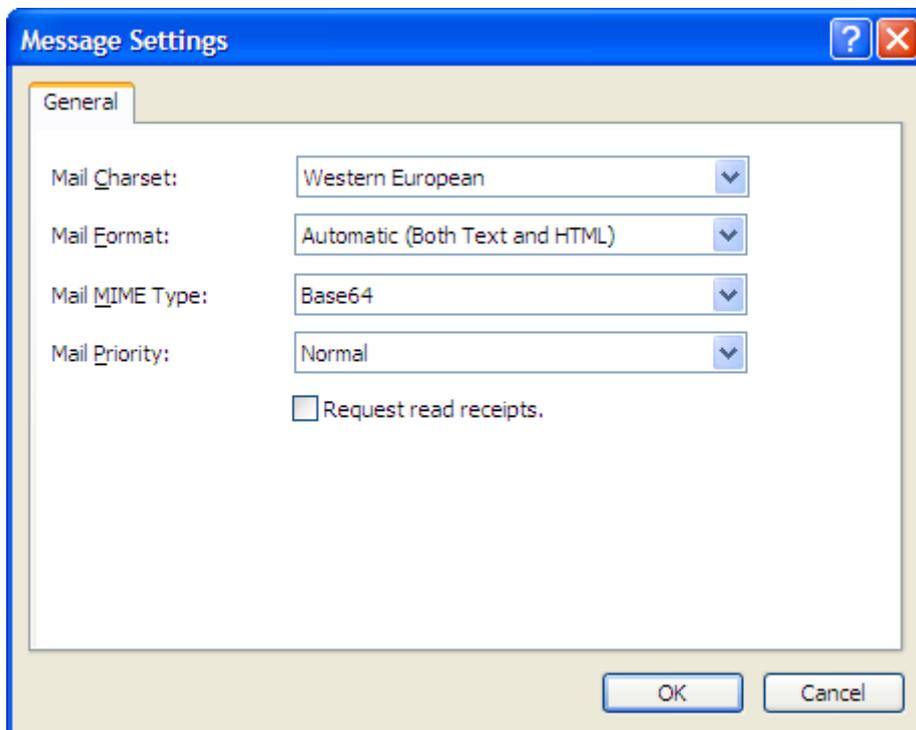
To import an email, click the **Message** menu and select **Import From Email**. An email message can normally be stored in .eml or .msg file format.

Exporting to File

To export the message you have edited, click the **Message** menu and select **Save To File**.

7.10 Message Settings

To customize the message settings, click the **Advanced, Tracking Settings** button from the message editor.



Mail Charset

The character set of your message.

Mail Format

The format of your message, you may choose plain text, HTML or both.

Mail MIME Type

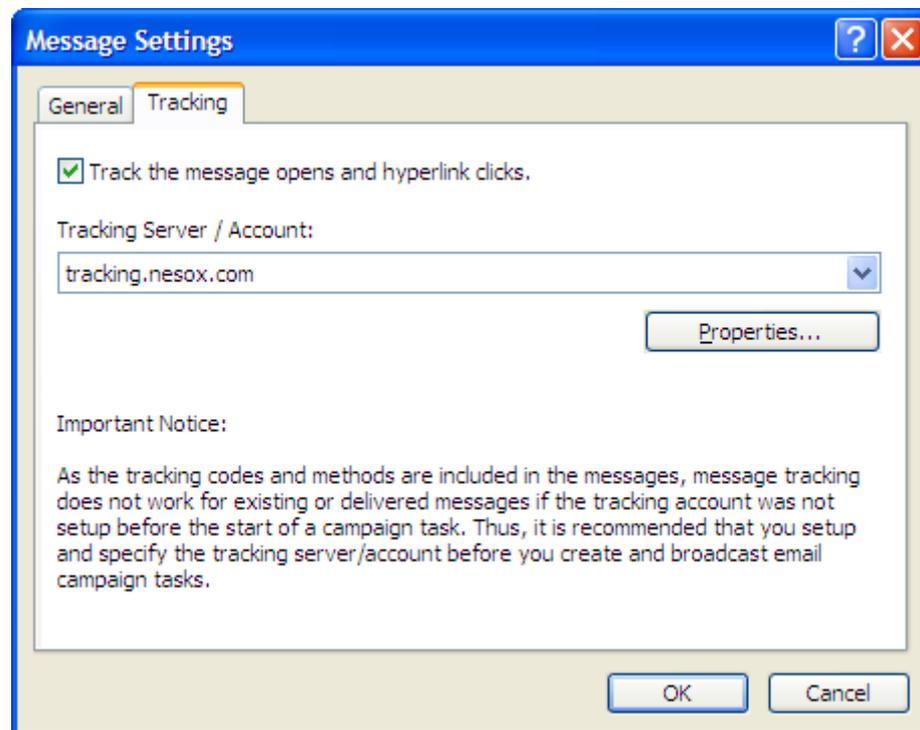
The MIME type for encoding your email messages, Base64 is recommended.

Mail Priority

The priority of your message.

Request read receipts

To be notified when the recipient opens your message.



Email Marketer Business Edition can track the behavior of your recipients with the assistance of our [tracking service](#). To enable tracking for the project, please click **Track the message opens and hyperlink clicks** and click **OK** to apply.

8 Personalizing Messages

8.1 Personalization Script Introduction

Email Marketer can execute VBScript like code within the mail text while the emails are being generated. This means that you can control the contents of each individual email with your own programming.

You access the objects of the email by means of several Email Marketer script objects. As a result of this, you can easily:

- output text
- attach file attachments to the e-mail
- modify the subject / body
- load texts/templates from a file
- access the current user attributes

- access an external database via ADO
- read or write files
- control the mailing process
- save the message object to file
- and more...

This means that you will be able to manage the following tasks, for example:

- different title for different user gender
- all recipients of the domain xyz.com can receive a different text content
- all of those interested in the product xyz can receive specific product information as an attachment
- and more...

Prerequisites

You will need at least some programming skills of VBScript.

Nesox Solutions cannot offer any support for VBScript programming. We would however be happy to advise you of the available possibilities and to give you brief indications as to whether or not you can implement a particular request and how to go about doing so.

Inline Script Block Masking

A Script Block is masked by the following character string:

```
<% Script-Code %>
```

An e-mail can contain several Script Blocks and one global script. Any VBScript-Code can be specified within this marking.

VBScript Language Reference Guide

A language reference guide to VBScript can be found in the [MSDN Library](#).

We have also attached a chm formatted reference in the installation directory.

Notes concerning protection of registered trademarks

The VBScript technology is the property of the Microsoft Company. Integration into this application has been possible thanks to the outstanding interfaces available with this technology.

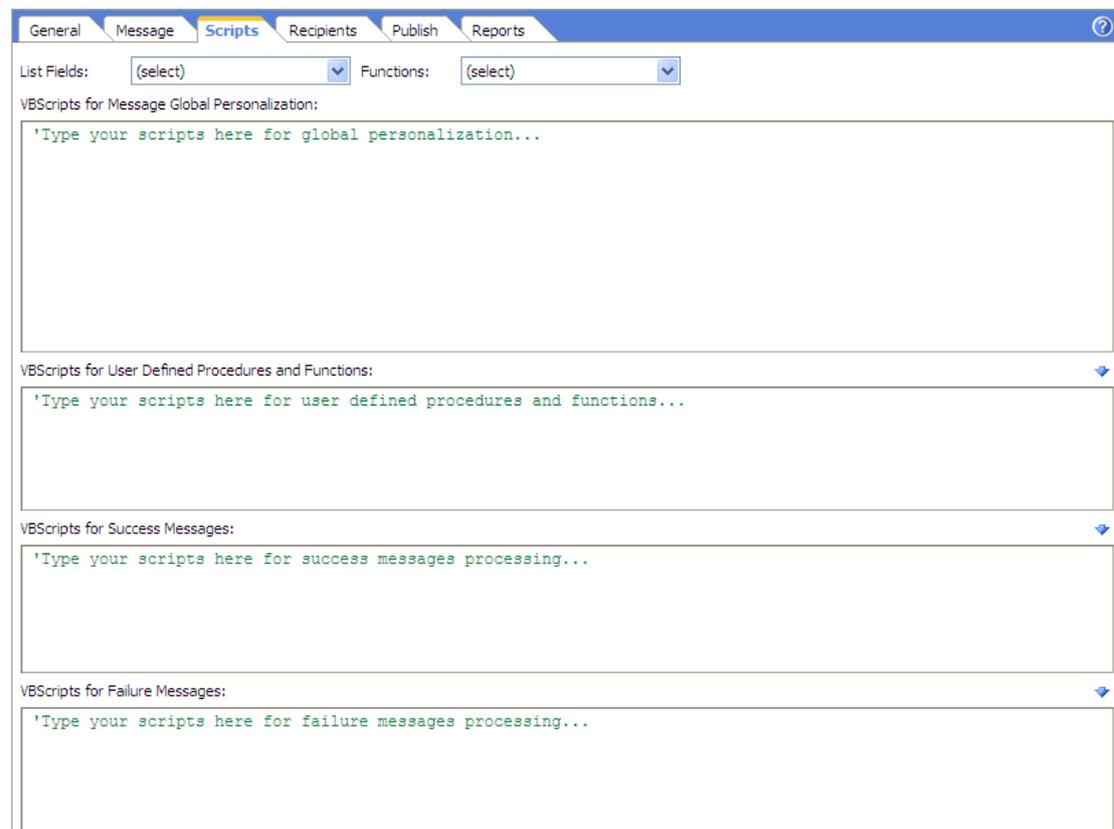
8.2 Global Personalization Script

Global Script is a little different from the Inline Script, it is designed to give you overall control of the message contents.

With global script, you can easily send different attachments to different people, or send differently formatted message to different people. You can use your database to compute the name of the attachment to use. You can set up a computed field in your database that depends upon the content of other fields and chooses the name for the attachment. Then, you can attach a file from a field in your database.

Using the advanced scripting, you can treat the attachment filename as a string, and perform operations on it such as concatenation and string replacement. Email Marketer's attachment function is just a regular function defined in whatever scripting language you are using.

To edit global scripts, click **Scripts** from the project view header.



List Fields

This section lists the attribute fields located within the contact list of you have selected for this project.

Functions

The VBScript functions list.

8.3 Scripting Objects Reference

Email Marketer utilizes two power objects for personalization; Message and User. With these objects, you can easily control the entire message if you want. Normally, the scripting objects are used for [global personalization scripting](#).

The Message Object Model

The message object is available to you within the Personalization Script Code with the following properties and methods:

Property	Type	Description
FromName	Text	Read/write the display name of the sender, the default value is loaded from the sender account. Example <code>Message.FromName = "Nesox Solutions"</code>
FromEmail	Text	Read/write the email address of the sender, the default value is loaded from the sender account. Example <code>Message.FromEmail = "someone@nesox.com"</code>
ReplyName	Text	Read/write the display name of the reply-to, the default value is loaded from the reply-to account. Example <code>Message.ReplyName = "Nesox Solutions"</code>
ReplyEmail	Text	Read/write the email address of the reply-to, the default value is loaded from the reply-to account. Example <code>Message.ReplyEmail = "someone@nesox.com"</code>
Subject	Text	Read/write the message subject. Example <code>Message.Subject = Message.Subject & " for " & User("FirstName")</code>
CC	Text	Read/write the email for carbon copy recipients. Example <code>If User("AlternativeEmail") <> "" Then Message.CC = User("AlternativeEmail")</code>
BCC	Text	Read/write the email for blind carbon copy recipients. Example <code>Message.BCC = "someone@nesox.com"</code>

		<pre>Message.BCC = "someone1@nesox.com; someone2@nesox.com"</pre>
Text	Object	<p>Access the plain text message, Message.Text is a Body object. For more details, please reference Body.</p> <p>Example</p> <pre>Message.Text.LoadFromFile "c:\newsletter1.txt"</pre>
Html	Object	<p>Access the HTML message, Message.Html is a Body object. For more details, please reference Body.</p> <p>Example</p> <pre>Message.Html.LoadFromFile "c:\newsletter1.htm"</pre>
Format	Text	<p>Read/write the message format, "Text", "Html" or "Automatic".</p> <p>Example</p> <pre>Message.Format = User("Format")</pre>
Body	Object	<p>Equals Text or Html object for inline scripting.</p>
Attachments	Object	<p>Access the attachments in the message.</p> <p>Example</p> <pre>Message.Attachments.Add "c:\news.pdf"</pre>
Cancelled	Bool	<p>Know whether the delivery of this message is cancelled.</p> <p>Example</p> <pre>If Message.Cancelled Then MsgBox Message.Email & " was cancelled."</pre>
DateTime	Datetime	<p>Read the last operation time for the message.</p> <p>Example (for success or failure messages block)</p> <pre>Set Sys = CreateObject("Scripting.FileSystemObject") Set Txt = Sys.OpenTextFile("c:\mylog.txt", 8) Txt.Write(Message.Email & ": " & Message.DateTime & vbCrLf) Txt.Close</pre>
ErrorNumber	Number	<p>Read the error number for a failure or cancelled message.</p> <p>Example (for failure messages block)</p> <pre>Set Sys = CreateObject("Scripting.FileSystemObject") Set Txt = Sys.OpenTextFile("c:\mylog.txt", 8) Txt.Write(Message.Email & ": " & Message.ErrorNumber & " " & Message.ErrorText & vbCrLf) Txt.Close</pre>
ErrorText	Text	<p>Read the error description for a failure or cancelled message.</p>

		<p>Example (for failure messages block)</p> <pre>Set Sys = CreateObject("Scripting.FileSystemObject") Set Txt = Sys.OpenTextFile("c:\mylog.txt", 8) Txt.Write(Message.Email & ": " & Message.ErrorNumber & " " & Message.ErrorText & vbCrLf) Txt.Close</pre>
UserKey	Text	<p>Read the key field value of the recipient. Used for calling back after delivery.</p> <p>Example (for success messages block)</p> <pre>Message.ListConnection.Execute "UPDATE List SET DeliveryTime=Now() WHERE Email='" & Message.Email & "'"</pre>
Email	Text	<p>Read the email address of the recipient. Used for calling back after delivery.</p> <p>Example (for success messages block)</p> <pre>Message.ListConnection.Execute "UPDATE List SET DeliveryTime=Now() WHERE Email='" & Message.Email & "'"</pre>
ListConnecti on	Object	<p>ADO database connection object for the mailing list.</p> <p>Example</p> <pre>Set Sys = CreateObject("Scripting.FileSystemObject") Set Txt = Sys.OpenTextFile("c:\mylog.txt", 8) Txt.Write(Message.Email & ": " & Message.DateTime) Txt.Close</pre>
Method	Returns	Description
Reset	Nothing	Clear the message contents and attachments.
Cancel	Nothing	Cancel the message personalization and creation and this message will not be delivered.

The Body, Text, HTML Object Model

The body object equals to the current Text or Html object. It is only accessible for inline script. For global scripting, use Message.Text or Message.Html instead. The Body object is available to you within the Personalization Script Code with the following properties and methods:

Property	Type	Description
Text	Text	<p>Access the plain-text character-string or HTML source codes.</p> <p>Example</p> <pre>Message.HTML.Text = "Hello!"</pre>
Method	Returns	Description

Write	Nothing	<p>Append text to plain-text content or HTML source codes.</p> <p>Example <code>Body.Write "String"</code></p> <p>Special Notice For inline scripting, <code>= "String"</code> equals to <code>Body.Write "String"</code></p>
WriteLine	Nothing	<p>Append text with line break to plain-text content or HTML source codes.</p> <p>Example <code>Body.WriteLine "String"</code></p>
InsertFromFile	Nothing	<p>Insert the contents of a text/html file at this position.</p> <p>Example <code>Body.InsertFromFile "c:\copyright.htm"</code></p>
LoadFromFile	Nothing	<p>Overwrite the message text with the contents of a text/html file.</p> <p>Example <code>Body.LoadFromFile "c:\newsletter1.htm"</code></p>
Clear	Nothing	<p>Empty the message text.</p> <p>Example <code>Message.Text.Clear</code> <code>Message.Html.Clear</code></p>
End	Nothing	<p>Stop generating this message text.</p> <p>Example <code>Message.Text.End</code> <code>Message.Text.WriteLine "String" ' this will not work any more</code></p>
SaveToFile	Nothing	<p>Save the message text to a text/html file.</p> <p>Example <code>Message.Html.SaveToFile "c:\" & User("Email") & ".htm"</code> <code>Message.Text.SaveToFile "c:\" & User("Email") & ".txt"</code></p>

The Attachments Object Model

Property	Type	Description
Count	Number	Read the attachments amount.

Method	Returns	Description
Add	Nothing	Add a new attachment by its location. Example <code>Message.Attachments.Add "FilePath"</code>
Remove	Nothing	Remove an attached file by its file name or index. Example <code>Message.Attachments.Remove "FilePath"</code>
Clear	Nothing	Remove all attached files. Example <code>If User("NoAttachment") = "1" Then</code> <code> Message.Attachments.Clear</code> <code>End If</code>
Find	Number	Find attachment by its file name and returns the index. Example <code>If Message.Attachments.Find("FilePath") >= 0 Then</code> <code> Message.Attachments.Remove "FilePath"</code> <code>End If</code>

The User Object Model

The attachments object is available to you within the Personalization Script Code with the following properties and methods:

Property	Type	Description
Properties	Text	Read/Write the recipient's attributes from a specific column as a character-string. Returns the contents of the current value from this column as a variant-type. (contains NULL values, numbers, dates, etc.) Example <code>Message.Subject = User.Properties("FirstName") & ", "</code> <code>& Message.Subject</code> Special Notice 1. <code>User("fieldname")</code> equals to <code>User.Properties("fieldname")</code> 2. For inline scripting, <code>[fieldname]</code> also equals to <code>User.Properties("fieldname")</code>

Email	Text	<p>Read/Write the recipient's email address.</p> <p>Example</p> <pre>If User.Email = "" And User("AlternativeEmail") <> "" Then User.Email = User("AlternativeEmail") End If</pre>
FullName	Text	<p>Read/Write the recipient's full name.</p> <p>Example</p> <pre>If User.FullName = "" Then User.FullName = User("FirstName") End If</pre>
Key	Text	<p>Read/Write the recipient's key field.</p> <p>Example</p> <pre>If User.Key <> "" Then Message.HTML = Replace(Message.HTML, "#key#", User.Key) End If</pre>
Connection	Object	<p>ADO database connection object for the mailing list.</p> <p>Example</p> <pre>Set rs = Connection.Execute("SELECT OrderNo FROM Orders WHERE UserID=" & User("ID")) User("OrderNo") = rs("OrderNo")</pre>
Method	Returns	Description
Clear	Nothing	<p>Remove all user attributes in the object.</p> <p>Example</p> <pre>User.Clear</pre>

8.4 Inline Personalization Script Examples

A Simple Example

```
<%
For i = 1 To 100
    Body.WriteLine i & vbCrLf
```

```
Next
```

```
%>
```

Show all attributes of the User

```
<%
```

```
For i = 0 To User.PropertyCount - 1
```

```
    Body.WriteLine i & ":" & User.Properties(i)
```

```
Next
```

```
%>
```

Recipients of the domain "xyz.com" receive an included text from a file

```
<%
```

```
If InStr(1, User("Email"), "@xyz.com", vbTextCompare) <> 0 Then
```

```
    Body.LoadFromFile "d:\mails\abc.txt" ' path must be changed
```

```
Else
```

```
%>
```

```
    Standard Text or HTML
```

```
<%
```

```
End If
```

```
%>
```

Those interested in the product "xyz" receive a file attachment

```
<%
```

```
If User("InterestXYZ") = True Then
```

```
    Message.Attachments.Add "d:\productinformation\productxyz.pdf" ' path must be changed
```

```
End If
```

```
%>
```

* This assumes your database contains an attribute field "InterestXYZ" in boolean type.

Congratulations to recipients whose birthday is today

```
<%  
If IsDate(User("birthday")) Then  
    Dim dtBirthDay  
    dtBirthDay = CDate(User("birthday"))  
    If Month(dtBirthDay) = Month(Now) And Day(dtBirthDay) = Day(Now) Then  
        Message.Subject = Message.Subject & " (Happy birthday!)"  
        ' Insert a card file with congratulation  
        Body.LoadFromFile "d:\birthday.txt" ' path must be changed  
    End If  
End If  
%>
```

8.5 Global Personalization Script Examples

Different attachments to different recipients

```
Message.Attachments.Add "C:\Program Files\Email Marketer Business  
Edition\Samples\" & User("ID") & ".xls"
```

* This assumes you have created an excel file for each user.

Different message format to different recipients

```
If User("Format") = "text" Then  
    Message.Format = "text"  
ElseIf User("Format") = "html" Then  
    Message.Format = "html"  
Else  
    Message.Format = "automatic"  
End If
```

* This assumes the "Format" field is included in your list table.

9 Tracking Messages

9.1 Tracking Service

Email Marketer Tracking Service is an online HTTP service for monitoring the opening of messages and the clicks on the links in a message. With the tracking service, Email Marketer can provide you with real-time email clickthru and HTML open tracking reports.

Email Marketer Tracking Service works with Email Marketer Business Edition only.

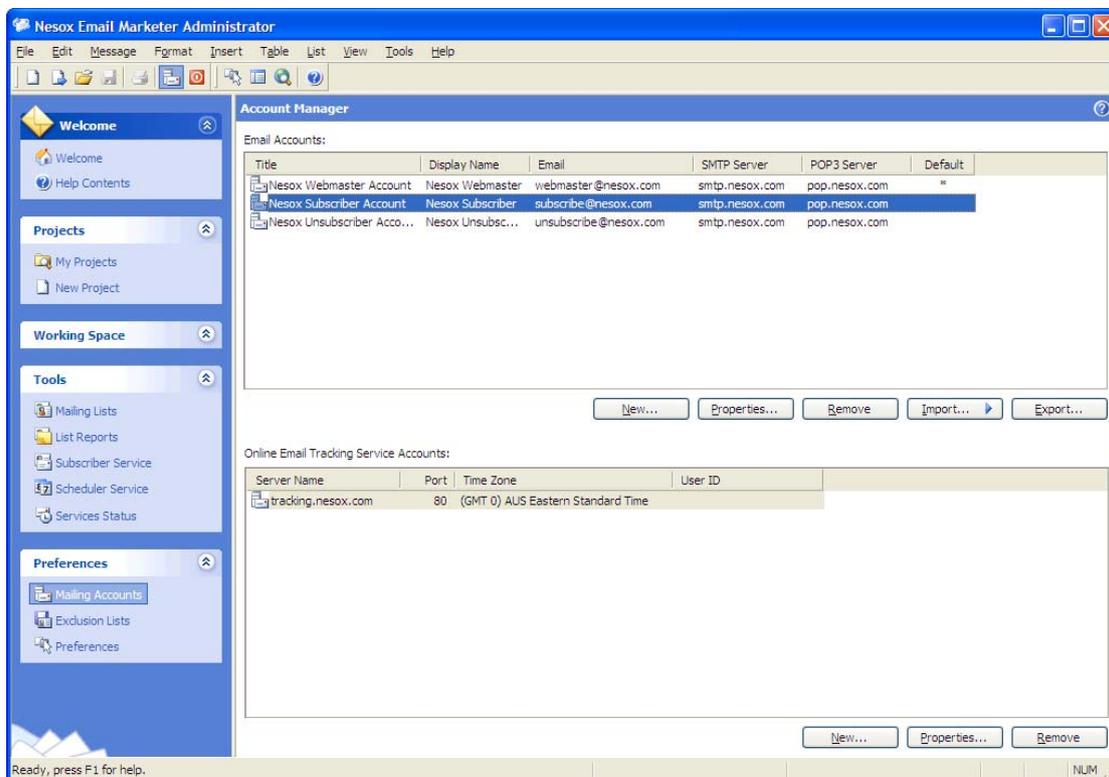
You may either rent the service hosted on Nesox Solution's server or order the tracking service program and install it to your own server.

To request a 30-day free trial tracking account, please visit <http://service.nesox.com>.

To learn more details or order the tracking service, please visit <http://www.nesox.com/en/service.asp>.

9.2 Tracking Server Connection Management

To create or change a tracking server connection, click **Mailing Accounts** on the left pane and click the **New** button on the lower right hand side of the screen.



New

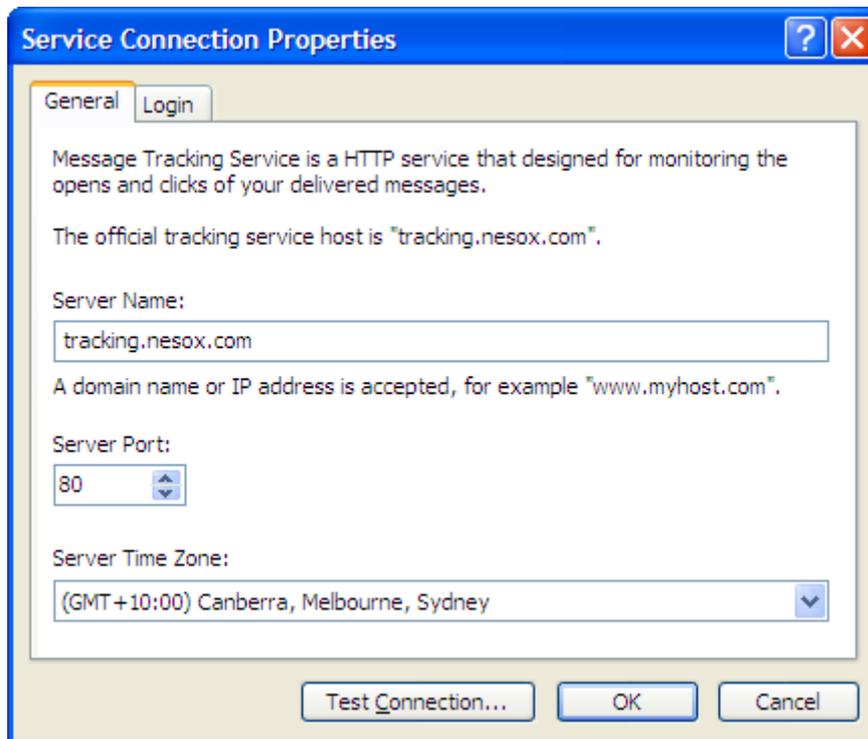
Creates a new tracking service connection and account.

Properties

Views or changes the selected tracking service account.

Remove

Removes the selected tracking service account.



Server Name

The host of the selected tracking server, enter a domain name or IP address.

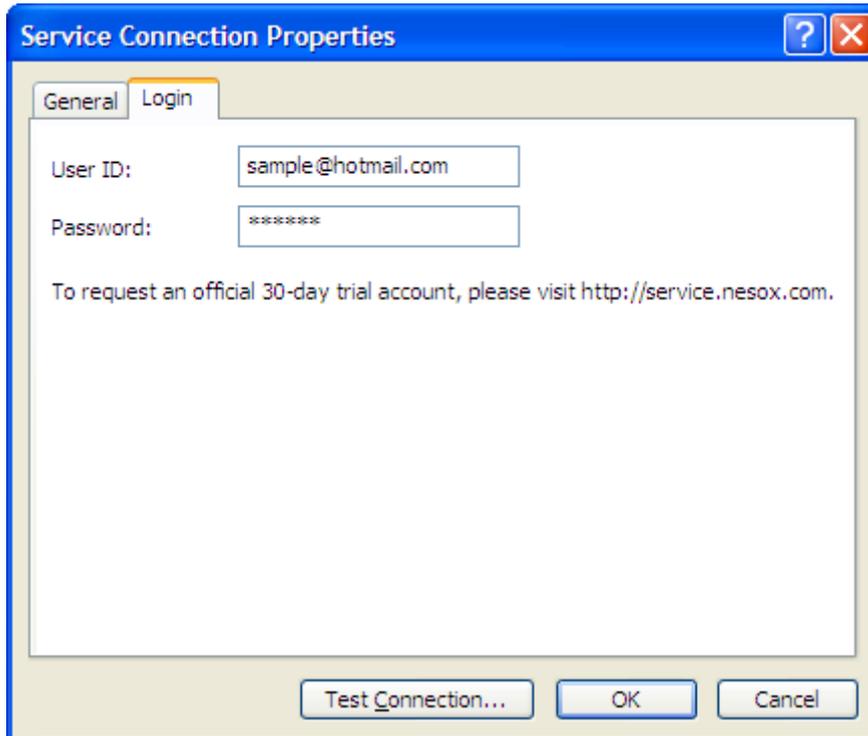
Server Port

The port of the selected tracking server, the default is 80.

Server Time Zone

The time zone of the selected tracking server. For example, if the server is located in Australia, the time zone should be Sydney.

The default time zone is acquired from your operating system.

**User Id**

User Id for your tracking service account.

Password

Password for your tracking service account.

Test Connection

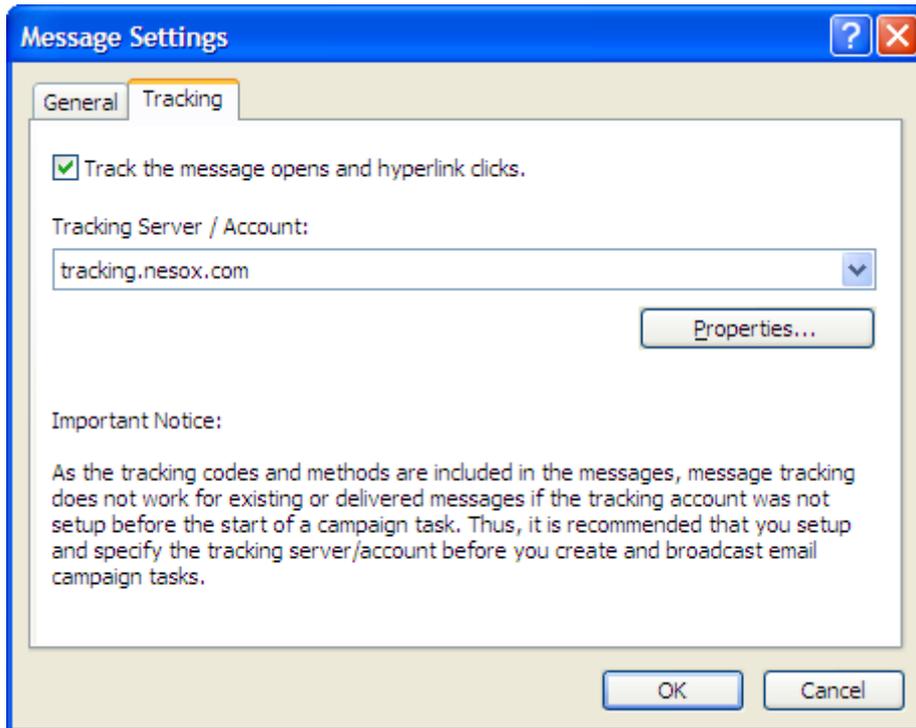
Verifies the existence of the selected tracking server. If the server is successfully validated, your tracking account information will be reported.

Note

To mark your project/messages trackable, you should configure and [validate the tracking servers for the project](#) before you sending out the messages.

9.3 Enable Tracking of a Campaign

Click the **Advanced, Tracking Settings** button from the message editor to specify a tracking server connection to track message opens and link clickthrus.



If no connection is selected, the tracking feature will be disabled; else, Email Marketer will automatically connect and notify tracking requests to the selected tracking server.

9.4 Tracking Results

To retrieve tracking results from the tracking server and integrate them into the project, simply click the **Refresh** button of the Reports tab. You will be prompted with "Tracking results were successfully updated by N records!" after the retrieving.

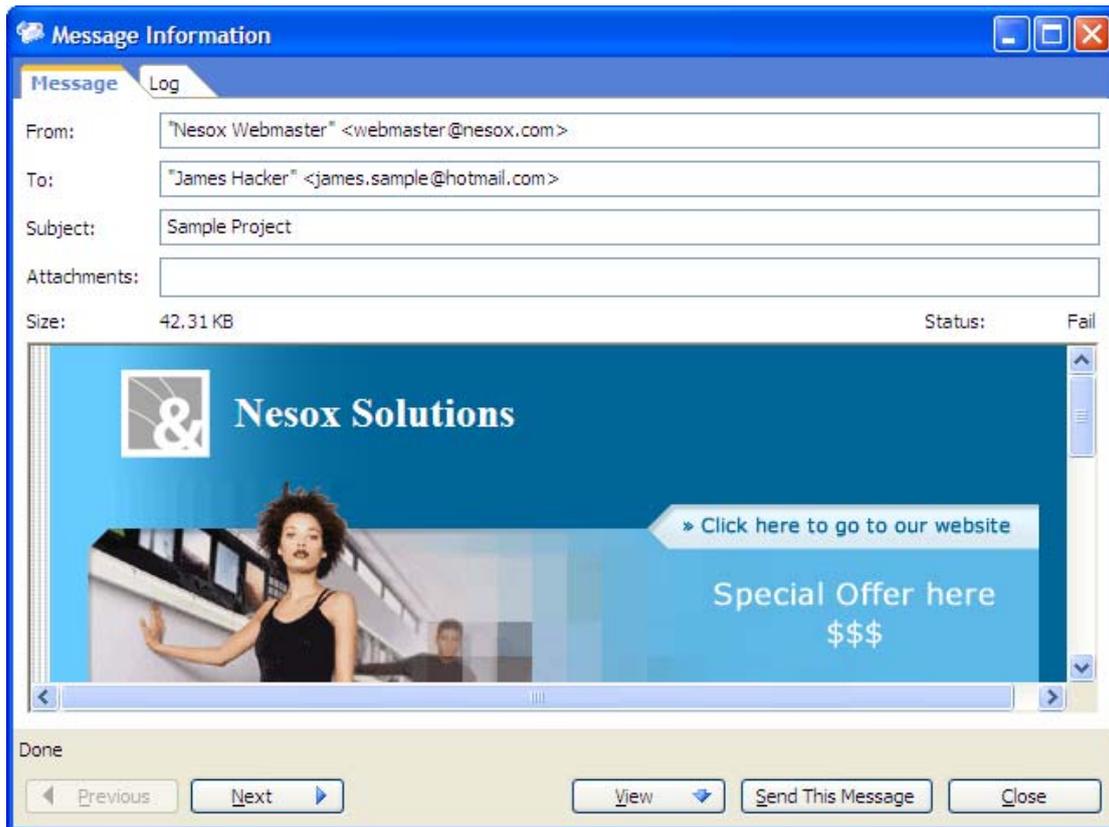
10 Sending Messages

10.1 Preview and Test

It is strongly recommended that you preview and test the message to check how it looks before launching the email marketing or newsletter campaign.

There are two ways to do this:

1. Switch to the **Recipients** view of the project and click the **Preview** button.
2. Switch to the **Publish** view of the project and click the **Test** button.

**From**

The sender's name and email for the message.

To

The recipient's name and email for the message.

Subject

The subject after personalization for the message.

Attachments

The attachments view as icons.

Size

The total size of the message.

Previous

Previews the message of the previous contact.

Next

Previews the message of the next contact.

View

Views the message as Plain Text, HTML or Source. Opens the message as an email client

application such as Outlook or Outlook Express would.

Send This Message

Sends the message with detail delivery log.

Close

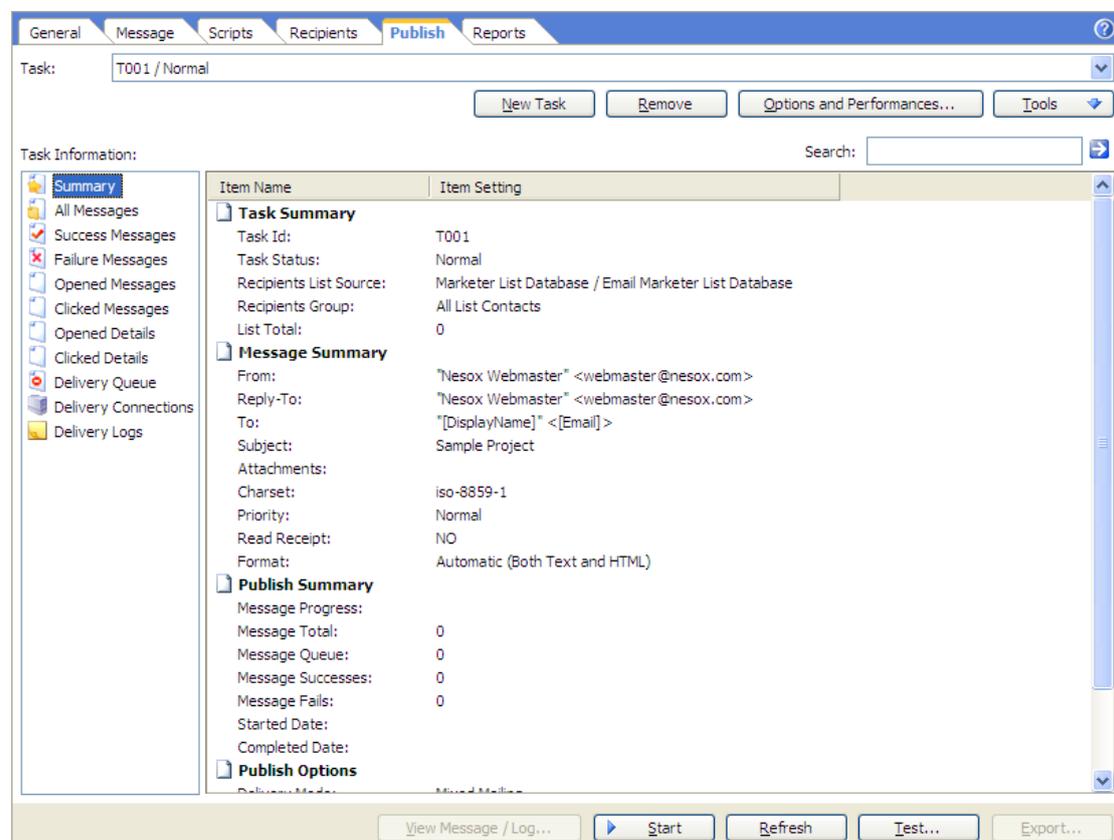
Close the message preview window.

10.2 Sending the Messages

Email Marketer can quickly and easily deliver a great number of personalized email messages directly to the recipients list, without using your ISP Internet SMTP relay server, because Email Marketer is a self-sufficient SMTP relay. (You may use your own SMTP server if you want to as well, if you want to). Thanks to this feature, Email Marketer gives you INSTANT feedback on every message sent. In other words, you can instantly verify which emails addresses are not functioning and discard the invalid recipients of your list.

If you are an Email Marketer Business Edition user, Email Marketer can also help you [scheduling send the messages](#).

To send the messages, please click **Publish** at the header of the project window and click the **Start** button.



New Task

Creates a new task using the existing publish options.

Remove

Removes the selected task. Note all messages logs in the task will be also removed.

Options and Performances

Customizes the mailing account performances, the delivery mode, thread count and more performance related settings.

Schedule

Schedules the publish task of the project.

View Message / Log

Views or resends the selected message.

Start / Resume / Stop

Starts or stops the campaign task, of sending the personalized messages to receipts.

Note: When a delivery task is completed, the **Start** button will be disabled. To send the messages and enable the **Start** button again, please click **New Task** button.

Note: You may click the X button of the main window to minimize the application to the system tray area during the sending progress.

Test

Tests the delivery to a specified email address.

Export

Exports the email addresses or delivery details in the view.

10.3 Resuming Interrupted or Failure Mailings

If you have stopped publishing (sending) your project in the middle you may resume from where Yeshiva left off. When you stopped and saved the project, the **Start** button will have turned to **Resume** when you reopen the project.

Generally, Email Marketer will try to resend the failures automatically unless you click the **Stop** button.

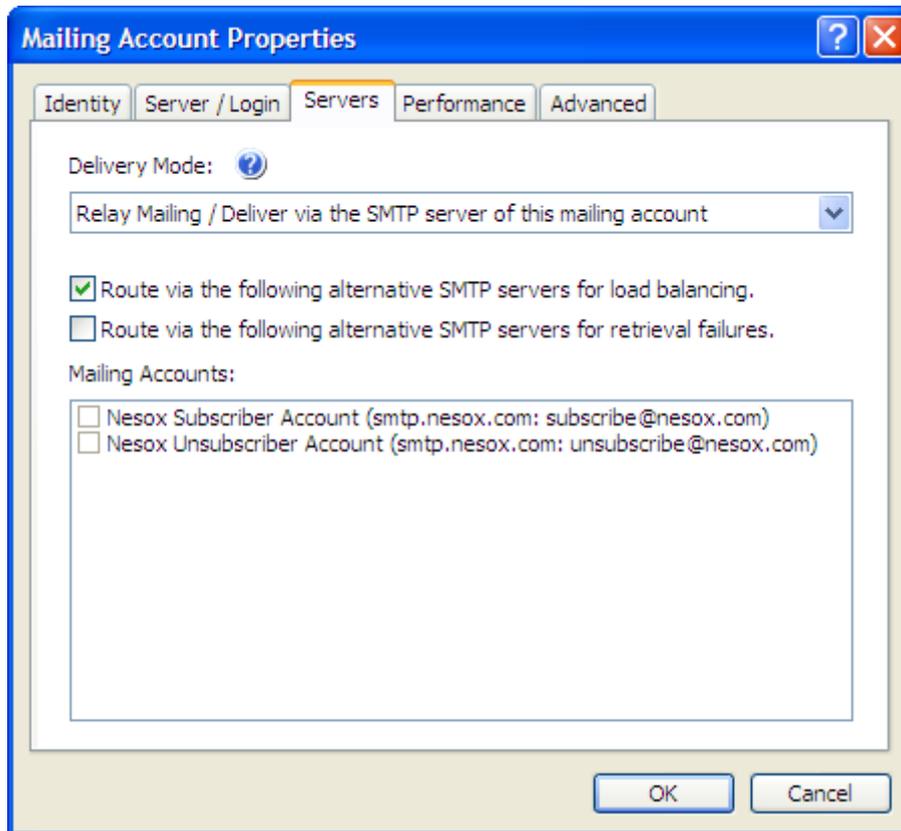
There are two options to resend the failures manually from the Publish tab:

1. If the **Resume** button is enabled, just click it to resend the failures;
2. If the **Resume** button is disabled, please click the **Options and Performances** button and add to the retries field. Then click **Resume**;
3. To resend a single failure message, please click **Failure Details** and double click the failure

item. Click the **Send This Message** button at the new dialog.

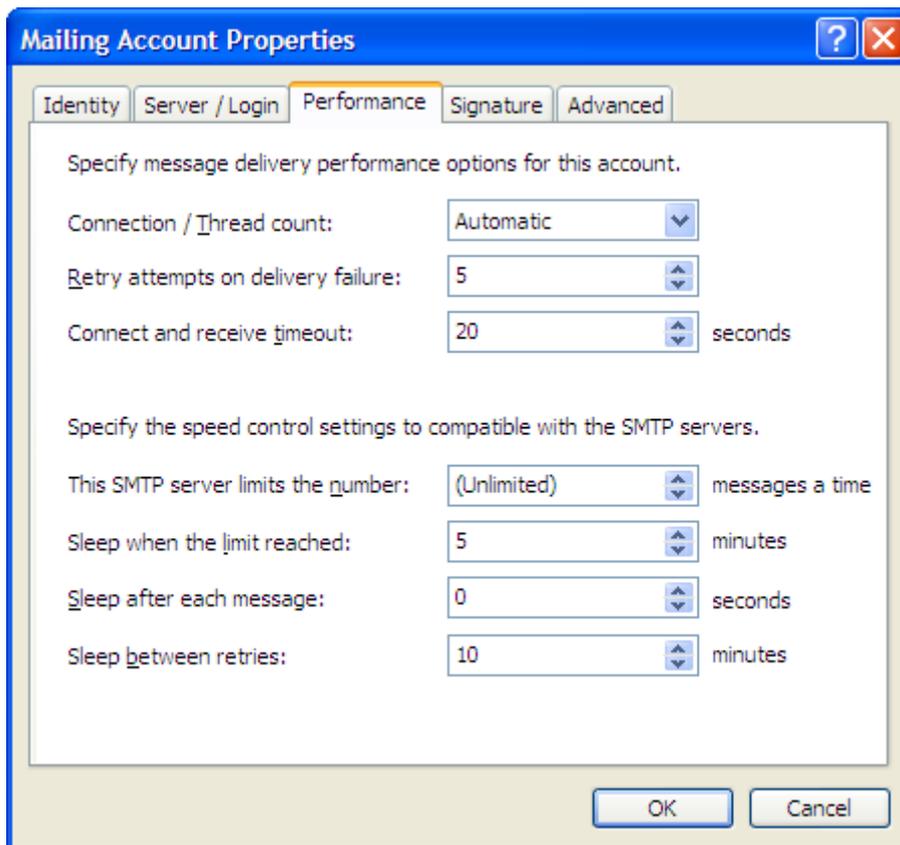
10.4 Options and Performances

To enable multi-SMTP delivery or to change the delivery settings, please click the **Options and Performances** button at the Publish view.



Delivery Mode

The way you send your messages. To learn more about the delivery mode, please reference [Direct Mailing](#), [Relay Mailing](#) and [Mixed Mailing](#).

**Connection / Thread count**

Adjusts thread count for delivery. The default is Automatic.

Retry attempts on delivery failure

Retry times for resending each failed delivery. The default is 5 times.

Connect and receive timeout

The maximum delay time to wait for the server reply after a request. If you have low bandwidth, 30 seconds timeout or more is required. The default is 60 seconds.

This SMTP server limits the number

The maximum number of mailings your ISP restricts.

Sleep when the limit reached

Sleep to fit the limits of your SMTP server.

Sleep after each message

Sleep between messages to control the load balance of mail servers. The default is 5 seconds.

Sleep between retries

Sleep between retries to control the load balance of mail servers. The default is 10 minutes.

11 Scheduler Service

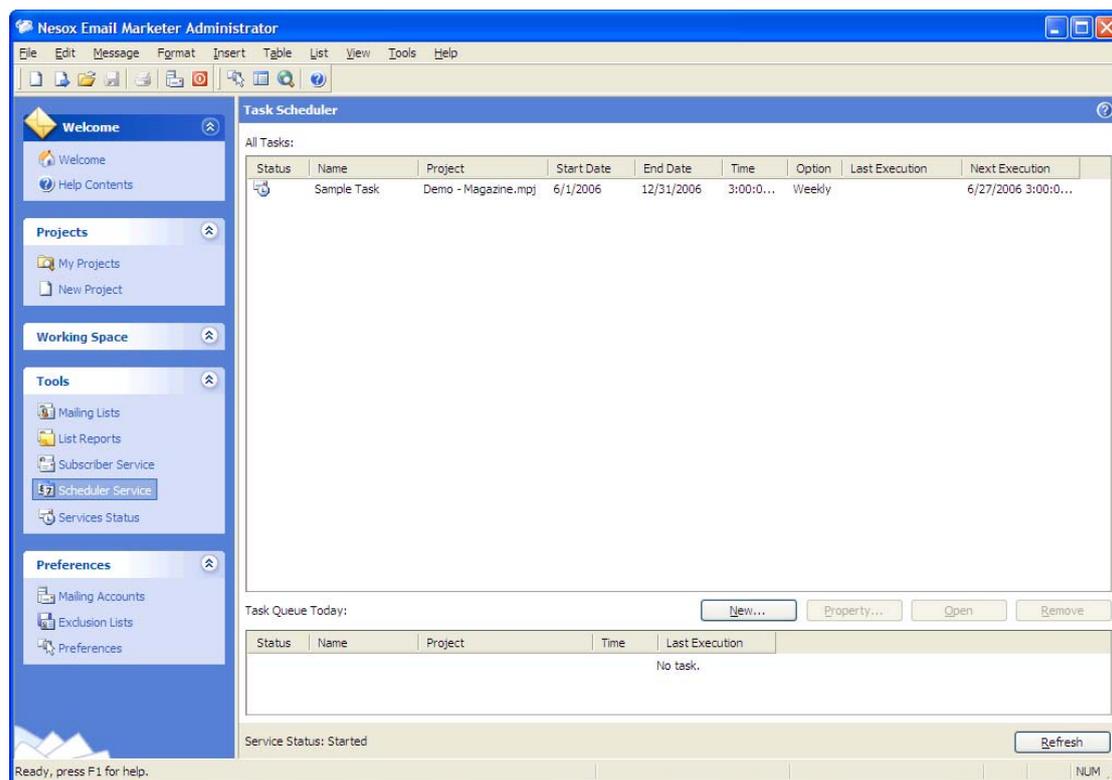
11.1 Scheduler Service

The Scheduler Service can help you schedule the mailing of a project.

The scheduler included with Email Marketer Business Edition can be used to automatically generate and send an e-mail merge at a specific time only once, or it can be cycled to generate and send an e-mail every few days, hours, or minutes.

The main Scheduler window will list the tasks set to run, the current status of those tasks, the last time each task was run, and the next time the task is set to run. Tasks can be sorted by any of these fields.

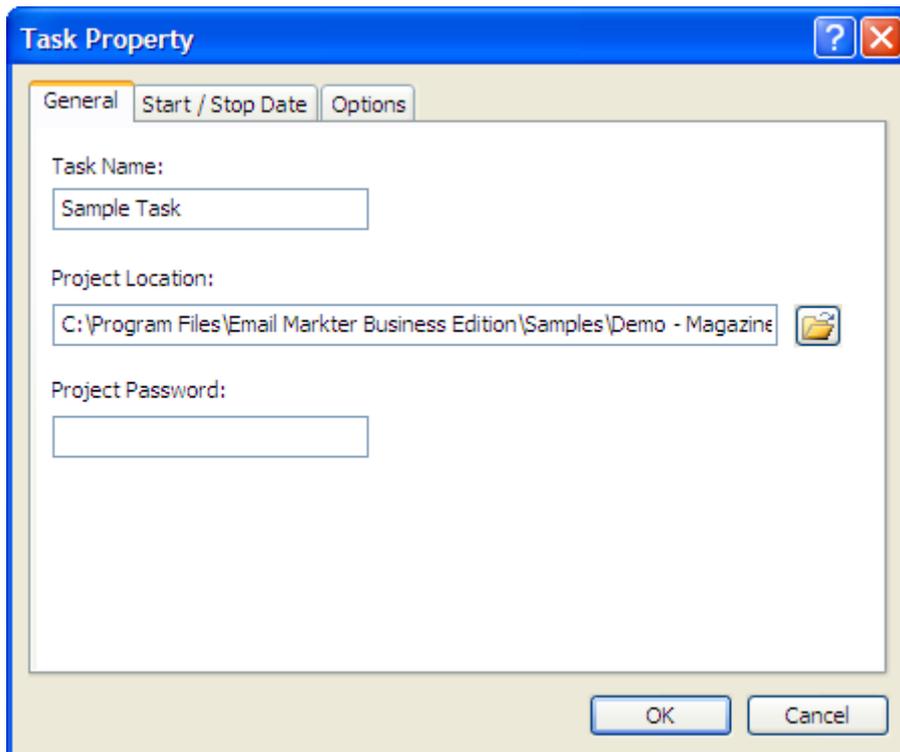
You will need to keep the Scheduler Service running in order for it to send mailings as you planned.



Note that you can place a shortcut to the Email Marketer Monitor in your **Startup Items** folder and start the Service automatically, should you need to shut down or restart your computer. We recommend doing this if you have an ongoing schedule.

11.2 Adding Project to Scheduler

To schedule a project scheduling task, click on **Scheduler Service** on the left pane and then click **New**.



Task Properties

You can set the options for a task by first selecting the task and then double clicking it.

Email Marketer Scheduler provides five choices to execute your task: Once / Daily / Weekly / Monthly / Yearly.

Note: You will need to keep the Scheduler Service running in order for it to send mailings as you planned.

11.3 Removing Project from Scheduler

To remove a project from the scheduler, please:

1. Click on Scheduler Service on the left pane.
2. Find and select the scheduled project.
3. Click the Remove button.

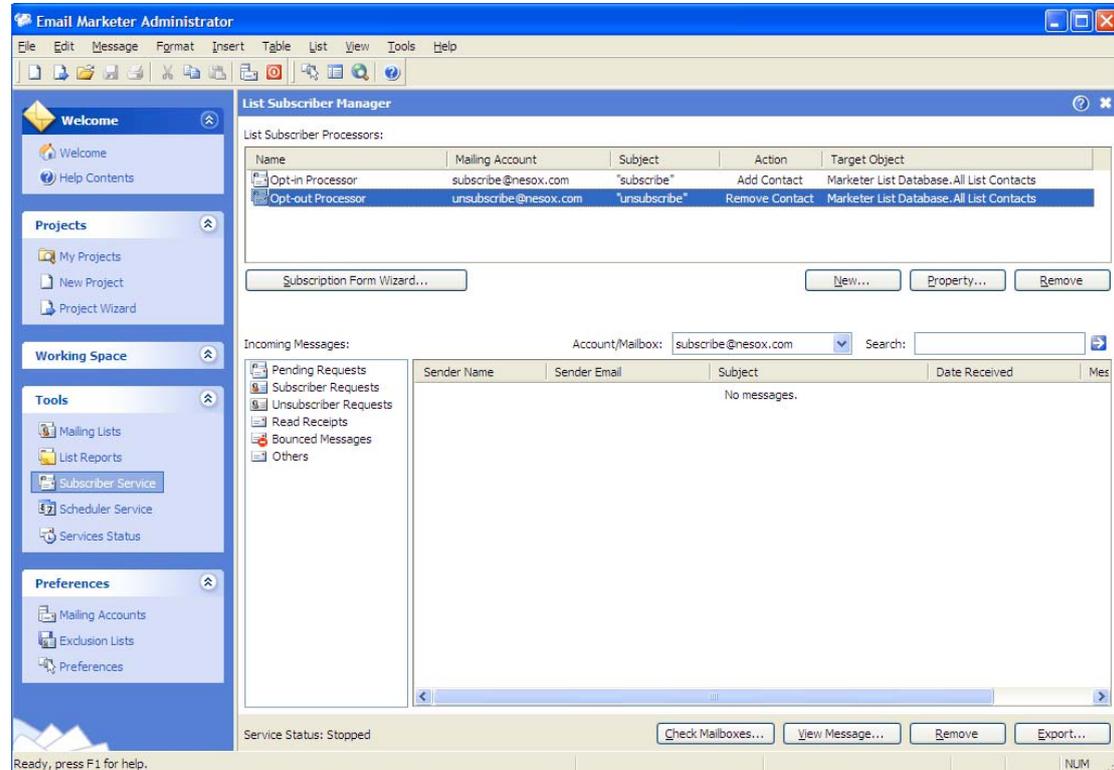
12 Subscriber Service

12.1 Subscriber Service

The Subscriber Service in Email Marketer Business Edition helps you handle subscribe and unsubscribe requests real time.

You will need to leave the Subscriber Service running in order for it to monitor requests automatically.

To start the List Subscriber Manager, click **Subscriber Service** on the left pane.



New

Creates a new subscriber processor for the selected mailing list.

Property

Views or changes the settings of the selected subscriber processor.

Remove

Removes the selected subscriber processor.

Subscription Form Wizard

Creates subscription web forms in wizard mode.

Check Mailboxes

Receives and handles all requests from specific mailing accounts.

View Message

Views the detail email of the selected request.

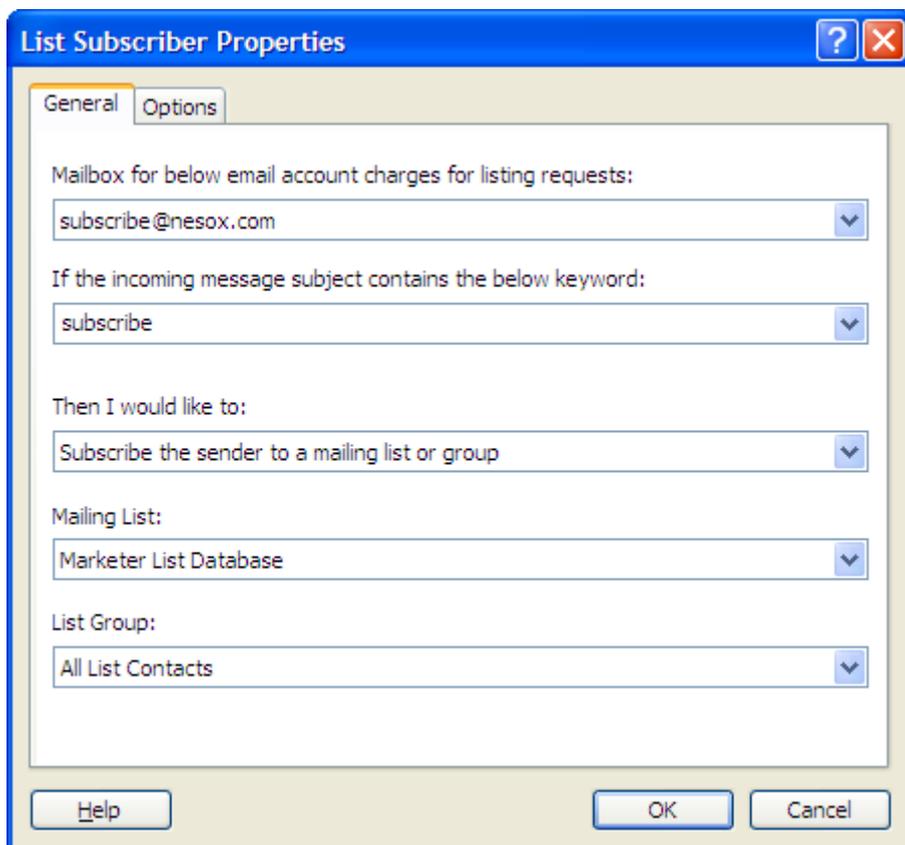
Export

Exports the email addresses in the view.

12.2 Creating Forms and Links for Subscribing and Unsubscribing

Ready to Create Forms and Links

1. Create two email addresses for receiving subscribe and unsubscribe requests. For example: you may choose subscribe@example.com and unsubscribe@example.com;
2. Click **Mailing Accounts** at the left pane and create two mailing accounts for the above email addresses;
3. Click **Subscriber Service** at the left pane and click the **New** button to create a new subscriber processor for subscribe requests. You may specify the mailbox as subscribe@example.com, the subject keyword as "subscribe" and the action as "Subscribe the sender to a mailing list or group".
4. Click the **New** button again to create another subscriber processor for unsubscribe requests. You may specify the mailbox as unsubscribe@example.com, the subject keyword as "unsubscribe" and the action as "Remove the sender from a mailing list or group".



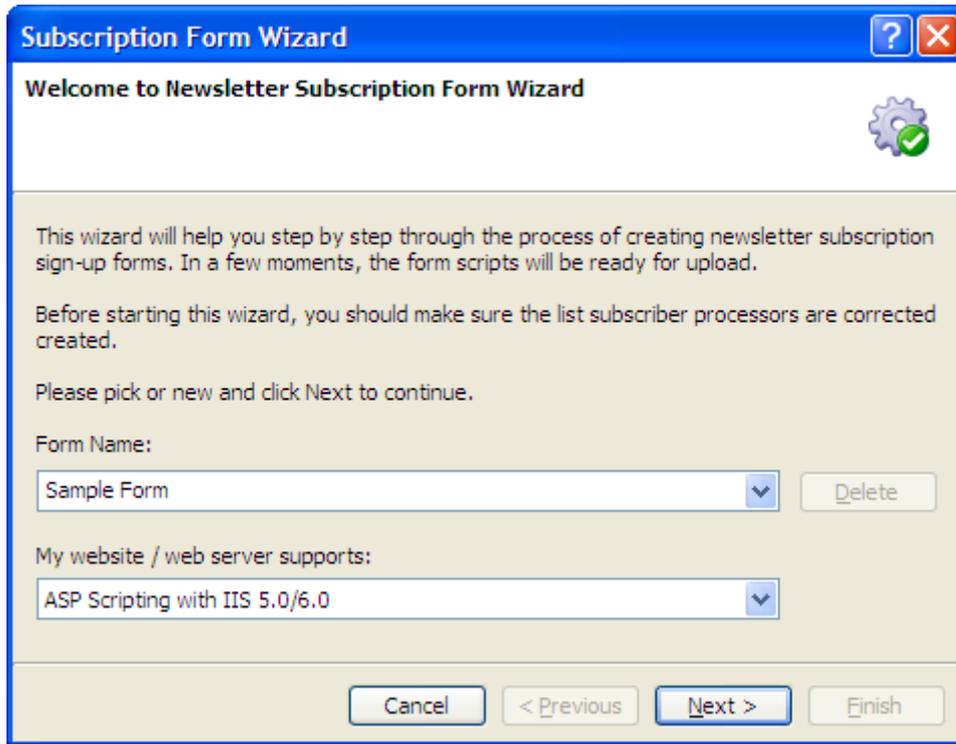
The screenshot shows a dialog box titled "List Subscriber Properties" with a blue header bar containing a question mark icon and a close button. The dialog has two tabs: "General" (selected) and "Options". The "General" tab contains several dropdown menus:

- "Mailbox for below email account charges for listing requests:" with the value "subscribe@nesox.com".
- "If the incoming message subject contains the below keyword:" with the value "subscribe".
- "Then I would like to:" with the value "Subscribe the sender to a mailing list or group".
- "Mailing List:" with the value "Marketer List Database".
- "List Group:" with the value "All List Contacts".

At the bottom of the dialog, there are three buttons: "Help", "OK", and "Cancel".

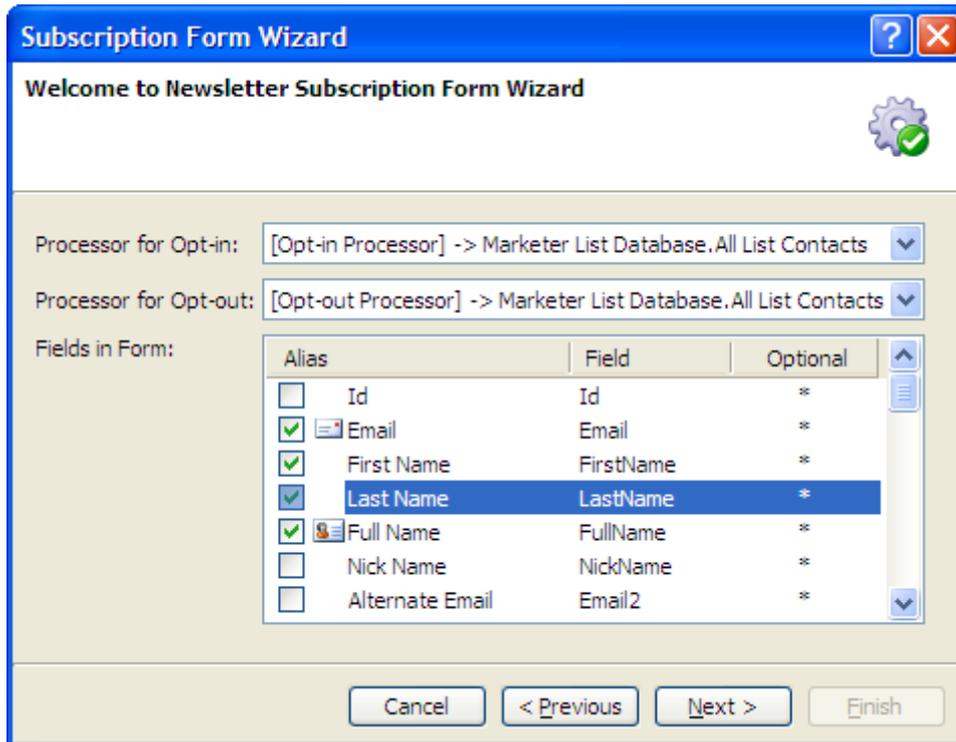
Creating and Releasing a Subscription Form

1. Click **Subscriber Service** at the left pane and click the **Subscription Form Wizard** button. This will help you create the subscription form step by step.
2. Specify the Form Name field, also select your web server type and click the **Next** button. Normally, a subscription form works in ASP or PHP scripting.



The screenshot shows a dialog box titled "Subscription Form Wizard" with a blue header bar containing a help icon and a close button. The main content area has a white background with a gear icon and a green checkmark. The text inside the dialog reads: "Welcome to Newsletter Subscription Form Wizard", "This wizard will help you step by step through the process of creating newsletter subscription sign-up forms. In a few moments, the form scripts will be ready for upload.", "Before starting this wizard, you should make sure the list subscriber processors are corrected created.", and "Please pick or new and click Next to continue." Below the text are two dropdown menus: "Form Name:" with "Sample Form" selected and a "Delete" button to its right, and "My website / web server supports:" with "ASP Scripting with IIS 5.0/6.0" selected. At the bottom are four buttons: "Cancel", "< Previous", "Next >", and "Finish".

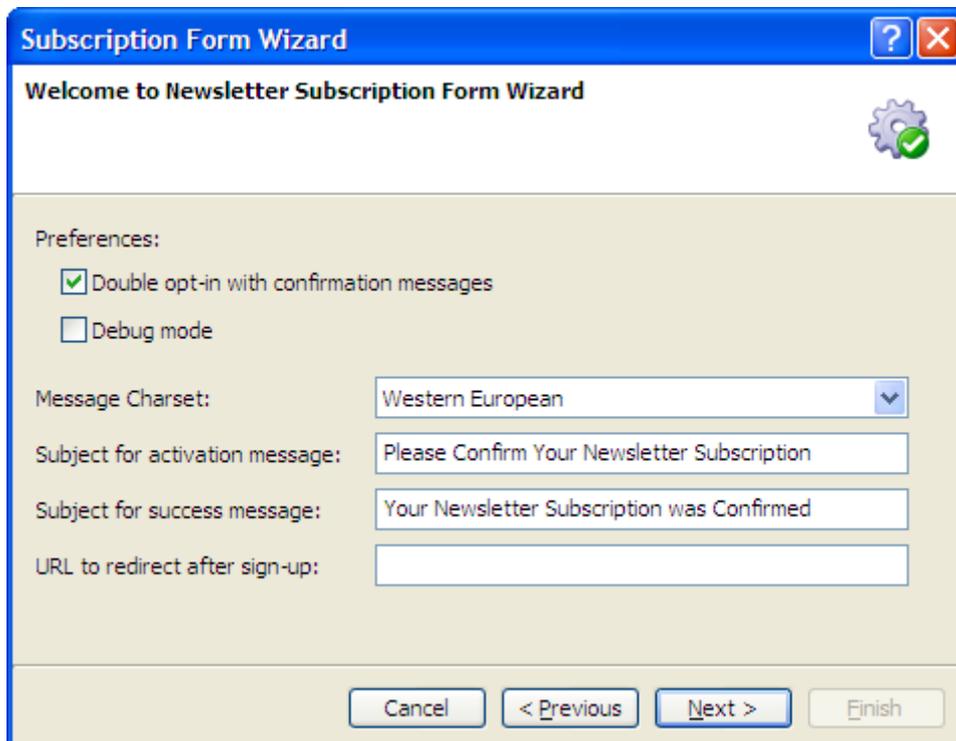
3. Select the opt-in and opt-out processor you want to work with. You can also specify one or more list attributes for the subscription form. Click the **Next** button.



The screenshot shows the 'Subscription Form Wizard' window. The title bar reads 'Subscription Form Wizard' with help and close buttons. Below the title bar, it says 'Welcome to Newsletter Subscription Form Wizard' with a gear icon. The main area contains two dropdown menus for 'Processor for Opt-in' and 'Processor for Opt-out', both set to '[Opt-in Processor] -> Marketer List Database.All List Contacts'. Below these is a table titled 'Fields in Form' with columns for 'Alias', 'Field', and 'Optional'. The table lists several fields with checkboxes in the 'Alias' column and asterisks in the 'Optional' column. The 'Last Name' row is highlighted. At the bottom are buttons for 'Cancel', '< Previous', 'Next >', and 'Finish'.

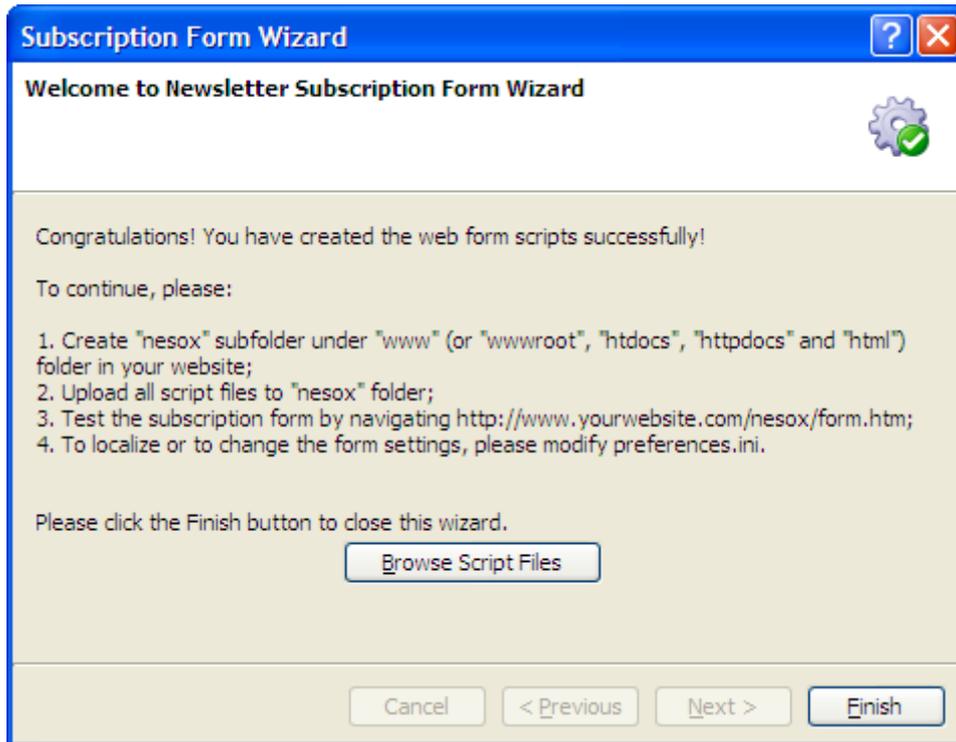
Alias	Field	Optional
<input type="checkbox"/>	Id	*
<input checked="" type="checkbox"/>	Email	*
<input checked="" type="checkbox"/>	First Name	*
<input checked="" type="checkbox"/>	Last Name	*
<input checked="" type="checkbox"/>	Full Name	*
<input type="checkbox"/>	Nick Name	*
<input type="checkbox"/>	Alternate Email	*

- In this screen, you can change the subscription form settings and customize some text in your own language. Click the Next button and this will preview the form. Make sure it looks ok and click the **Next** button again.



The screenshot shows the 'Subscription Form Wizard' window at the 'Preferences' step. The title bar and welcome message are the same as in the previous screenshot. The main area contains several settings: 'Double opt-in with confirmation messages' is checked, 'Debug mode' is unchecked, 'Message Charset' is set to 'Western European', 'Subject for activation message' is 'Please Confirm Your Newsletter Subscription', 'Subject for success message' is 'Your Newsletter Subscription was Confirmed', and 'URL to redirect after sign-up' is empty. At the bottom are buttons for 'Cancel', '< Previous', 'Next >', and 'Finish'.

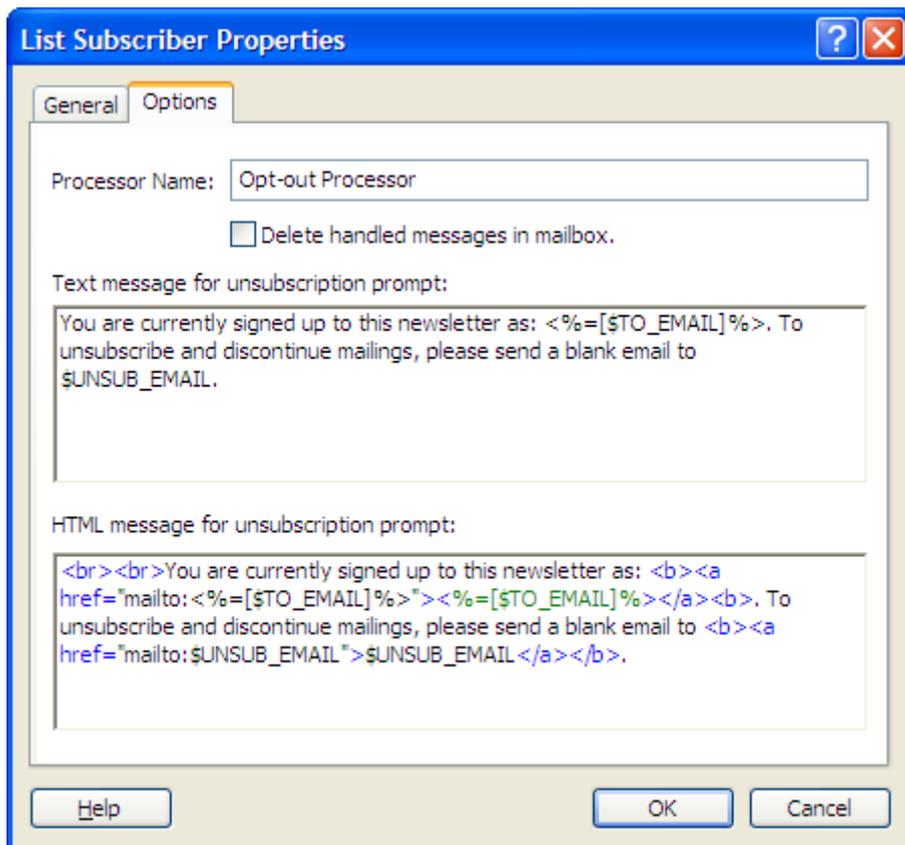
- The wizard completes and all scripts for the subscription form will be created.



6. Click the **Browse Script Files** button and upload all scripts to your website root folder "nesox".
7. Open your web browser and enter "http://www.yourwebsite.com/nesox/form.htm" to the address bar to test the web form. If it works, you can integrate the source codes of form.htm to any page in your website. Note: If your website supports ASP or PHP scripting, an email request will be created and sent by the scripts directly in background when the form is submitted. Otherwise, it is created and sent to your mailbox by the client email program.
8. You can change the form settings by editing http://www.yourwebsite.com/nesox/preferences.ini file instead without uploading the scripts again.

Creating and Inserting Unsubscription Links

1. Click **Subscriber Service** at the left pane and select an opt-out type processor. Double click on it or click the **Property** button and click the **Options** tab;
2. Customize the Text or HTML to your specifications;
3. To insert the unsubscribe link to your message, please open the project and click the **Message** tab, right-click or click the main menu **Insert** and select **Unsubscription Text and Link**.



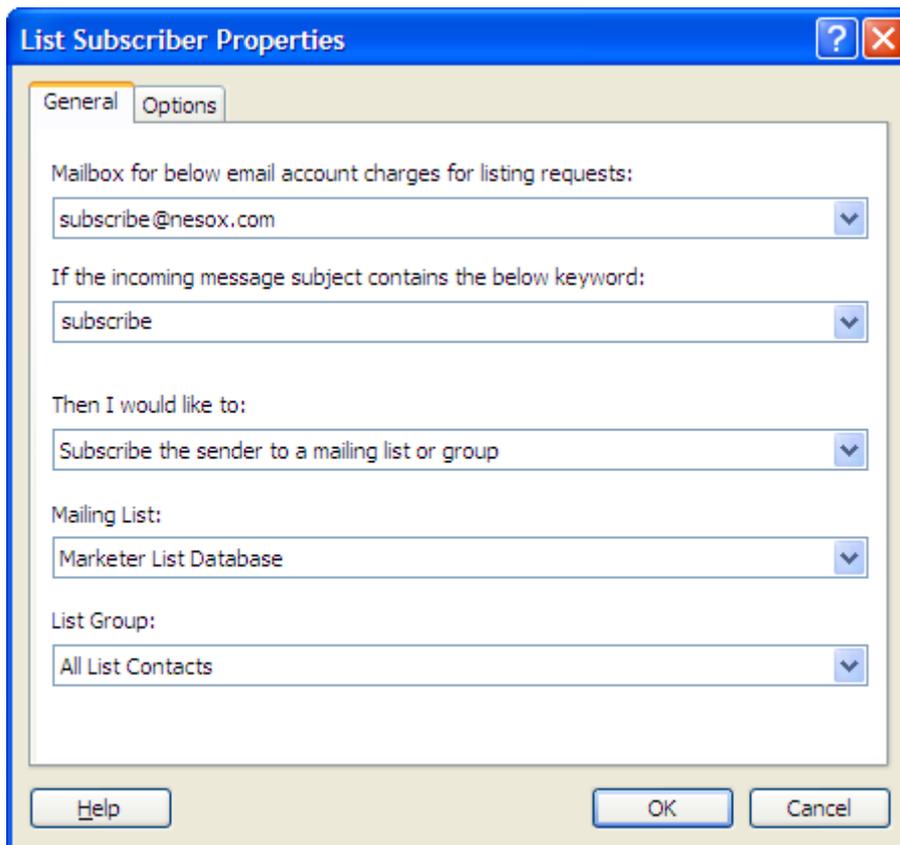
Processing the Requests

1. At **Subscriber Service**, click the **Check Mailboxes** button scan and process the requests.
2. Alternatively, you may keep the Subscriber Service active at the Service Status and requests will be handled every 5 minutes.
3. Contacts will be added or removed from your mailing list database.
4. Note: You must make sure the mailing accounts for your subscription services are not set up on your Outlook or Outlook Express program. These email client programs (and any other similar email client) will receive/download all of the email requests in the mailbox. Email Marketer will not be able to find anything when checking the mailbox and your list subscription requests can not be processed if this happens.

Note that you can place a shortcut to the Email Marketer Monitor in your **Startup Items** folder and start the Service automatically, should you need to shut down or restart your computer. We recommend doing this if you have an ongoing schedule.

12.3 Creating a Subscriber Processor

To add a subscriber processor, click on **Subscriber Service** on the left pane and click **New**. Fill in the information appropriately.



12.4 Removing a Subscriber Processor

To remove a subscriber processor, please:

1. Click on **Subscriber Service** on the left pane;
2. Find and select the subscriber processor;
3. Click the **Remove** button.

13 Reports

13.1 Creating Project Reports

Email Marketer provides live tracking on all email campaigns you send out. Reports are an integral part of the campaign process. Real-time results tell you everything you need to know to measure the success of your campaign and tailor future campaigns for even better results.

Reports consist of a:

- Summary Report
- Message Report

- Recipients Report
- Report for Overall Responses and Results by Task
- Report for Overall Responses and Results by Date
- Report for Overall Responses and Results by Link
- Report for Task Details

The screenshot displays the 'Reports' tab in the Nesox Email Marketer software. The main window title is 'Nesox Email Marketer Project Report - Sample Project'. The interface is divided into three main sections: Summary, Message, and Recipients, each with a table of details.

Summary

Project Title:	Sample Project
Project Description:	
Project Type:	Normal
Location:	C:\Sample Project.mpj
GUID:	{AE4F63EA-CA6F-4EEB-8DF0-70173E492682}
Create Date/Time:	Thursday, June 22, 2006 6:19:02 AM

Message

Sender:	"Nesox Webmaster" <webmaster@nesox.com>
Subject:	Sample Project
Links:	
Attachments:	
Format:	Automatic (Both Text and HTML)
Content:	View

Recipients

Source:	Marketer List Database
List:	Untitled Group
List Description:	

At the bottom of the window, there are four buttons: Refresh, Print..., Print Preview..., and View by Web Browser...

Browse

Selects the logo of your organization, the logo will be included in the reports.

Refresh

Downloads tracking results if available and recreate the reports with live data.

Print

Prints the report page.

Print Preview

Prints preview the report page.

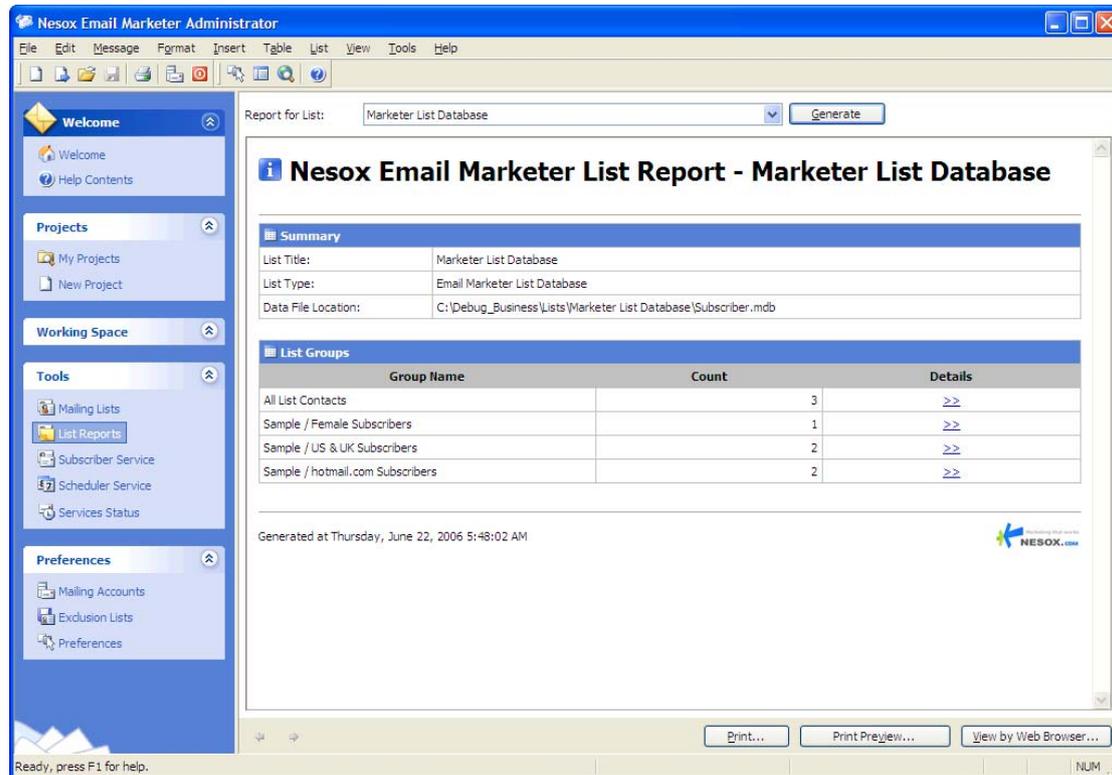
View by Web Browser

Opens the report index with your default web browser.

13.2 Creating List Reports

Email Marketer provides live reports for multiple mailing lists. The reports tell you everything you need to know to measure your list growth.

To create or view list reports, click **List Reports** on the left pane.



Generate

Create the reports with live mailing list data.

Print

Prints the report page.

Print Preview

Prints preview the report page.

View by Web Browser

Opens the report index with your default web browser.

13.3 Sample Reports

Please visit http://www.nesox.com/en/email_marketer_report.asp.

13.4 Terms

Delivers

The amount of success newsletter deliveries in the campaign.

Failures

The amount of failure newsletter deliveries in the campaign.

Total Opens

The times of your newsletters are opened by the recipients. The number may higher than the number of recipients because the recipient may open your newsletter twice or more.

Total Clicks

The times of the hyperlinks in your newsletters are clicked by the recipients. The number may higher than the number of recipients because the recipient may click different links in your newsletter.

Unique Opens

The times of your newsletters are opened by the recipients. If the recipient opens the newsletter for twice or more, it is calculated for once only.

Unique Clicks

he times of the hyperlinks in your newsletter are clicked by the recipients. If the recipient clicks a same link for twice or more, it is calculated for once only.

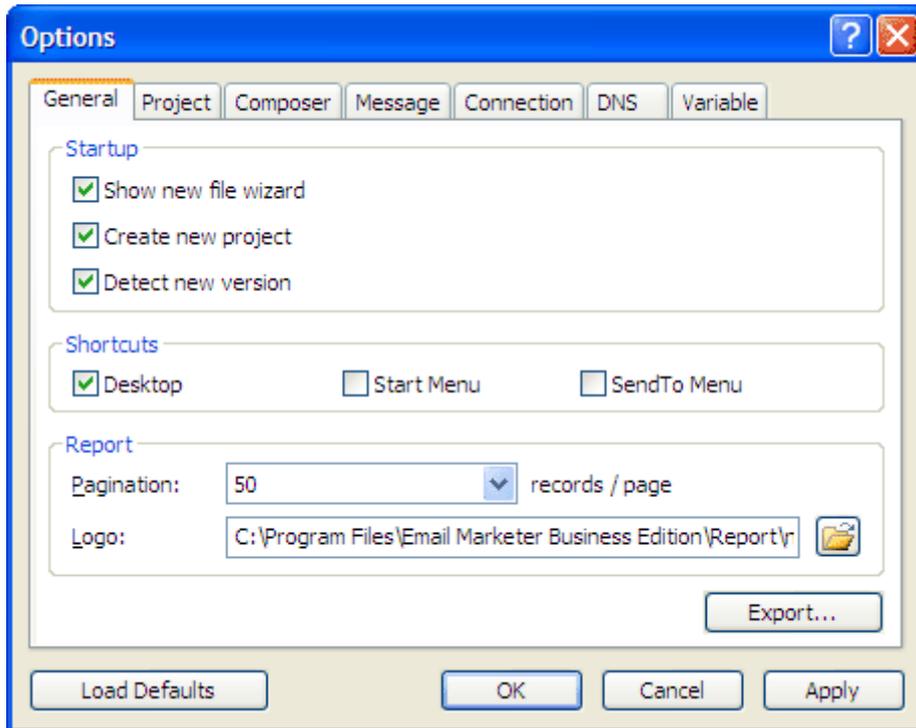
Clicked Users

The amount of recipients who click one or more links in your newsletters.

14 Preferences

14.1 Preferences

Preference settings control the appearance and operation of Email Marketer. You can access most preferences from the **Tools > Preferences...** dialog. Preference settings are grouped in pages of related settings and the pages are listed in the dialog by category.



Click the category title to display the related preference pages (such as Variable page). Select a preference page to view and change individual settings.

Load Defaults

Restores the default settings.

OK

Applies changes and closes the dialog.

Cancel

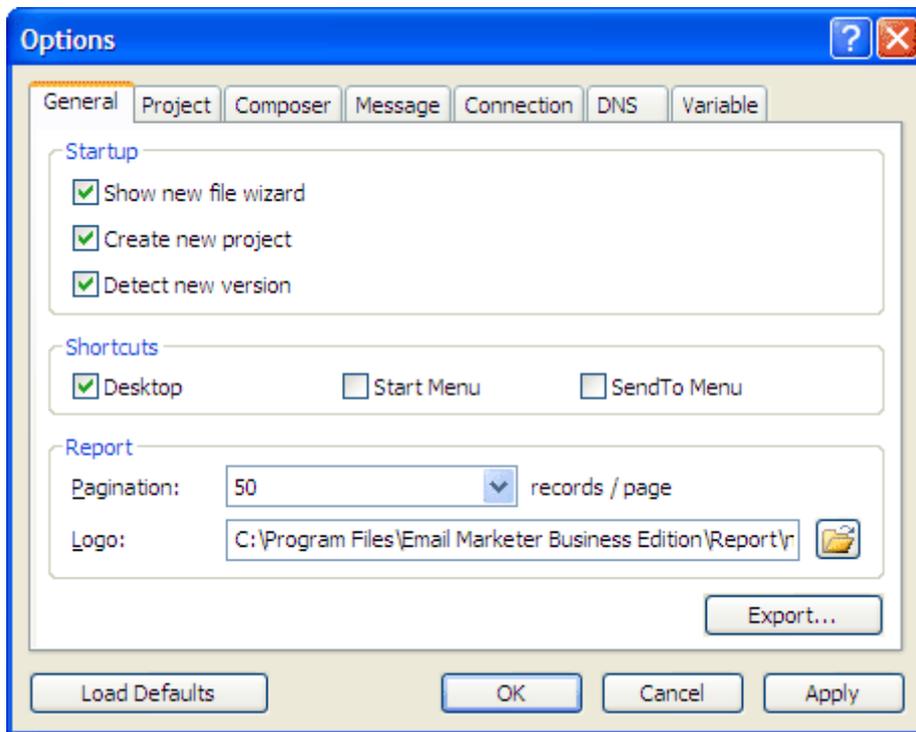
Ignores changes and closes the dialog.

Apply

Applies changes.

Note: While changes to most settings take effect immediately, some changes take effect after Email Marketer has been closed and restarted. Email Marketer will notify you if this is the case.

14.2 General Settings



Show new file wizard

Opens the project wizard at startup.

Create new project

Creates and opens a blank project.

Detect new version

The application will try to find upgrades online upon startup.

Desktop

Creates or removes a shortcut to Email Marketer Administrator on your desktop.

Start Menu

Creates or removes a shortcut to Email Marketer Administrator on your Start menu.

Send To Menu

Creates or removes a shortcut to Email Marketer Administrator on your Send to menu. The send to menu appears in the context menu when you right click an Email Marketer project.

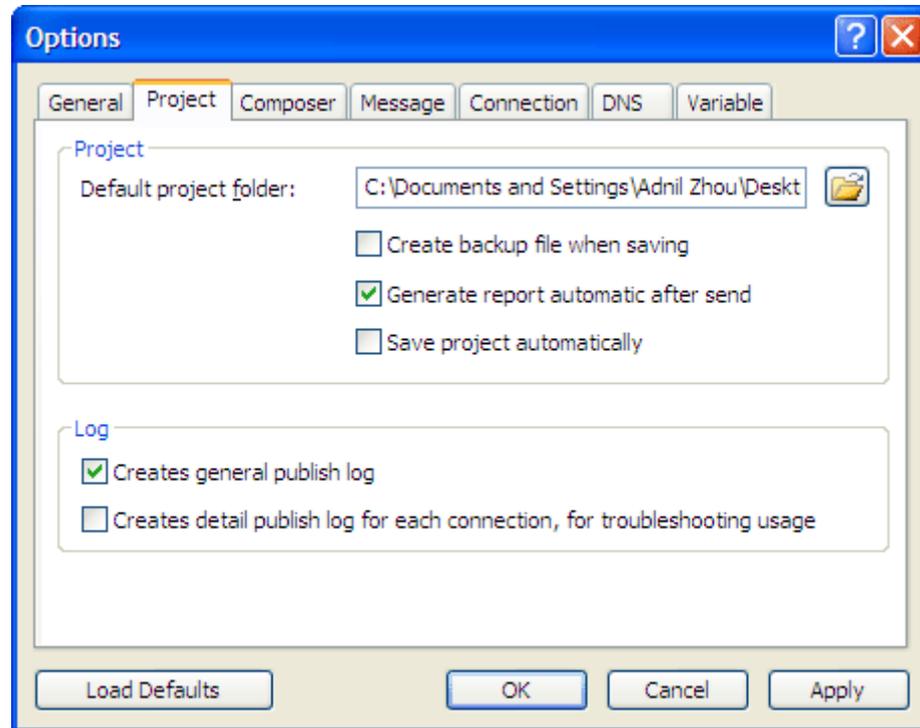
Pagination

The records page size for reports.

Logo

The default logo file for project and list reports.

14.3 Project Settings



Default project folder

Projects under this folder will be automatically detected at startup. The default folder is C:\Program Files\Email Marketer Business Edition\Projects.

Create backup file when saving

Creates a project backup with ".mpj.bak" file extension.

Generate report automatically after send

Generates project reports once a publish task is completed.

Save project automatically

Saves project after changes of the project were made.

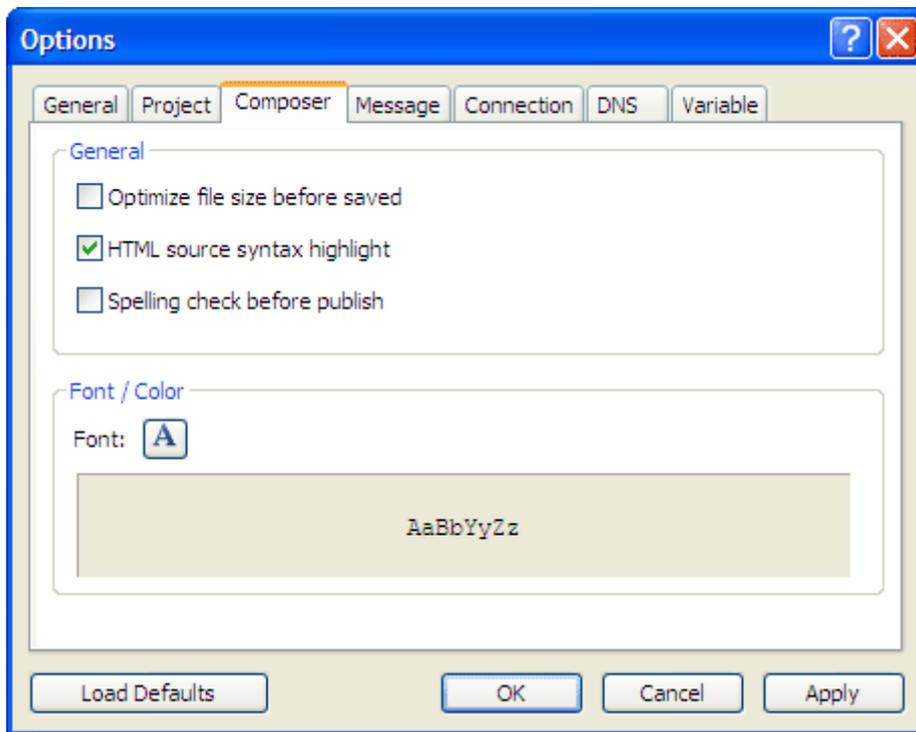
Creates general publish log

Creates a text-based log file for your delivery.

Creates detail publish log for each connection

Creates text-based log files for each connection. The log files record the conversations between the application and SMTP servers. You may choose to create detail logs if you experience error during the delivery.

14.4 Composer Settings



Optimize file size before saved

Shrink the size of your HTML message.

HTML source syntax highlight

Highlights HTML tags such as <BODY>, <TABLE>, in the HTML source editor.

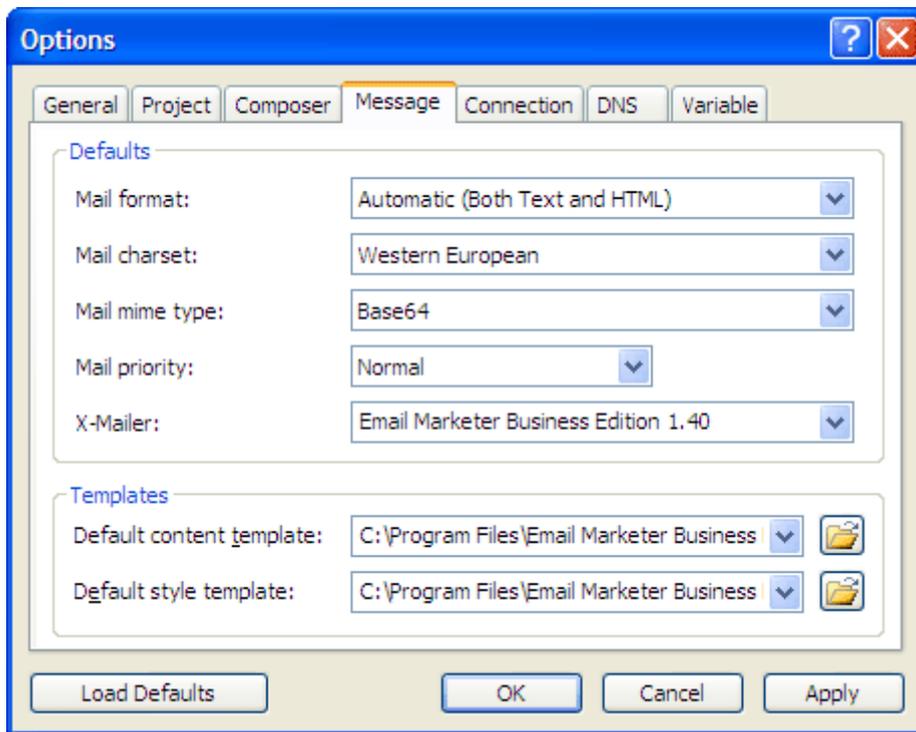
Spelling check before publish

Checks the spelling of your messages before they are sent.

Font

The font for HTML source editor.

14.5 Message Settings



Mail format

The default format of your message, you could choose plain text, HTML or both.

Mail charset

The default character set of your message.

Mail mime type

The default mime type for encoding your email messages, Base64 is recommended.

Mail priority

The default priority for your message.

X-Mailer

The X-Mailer identity in your message header.

Default content template

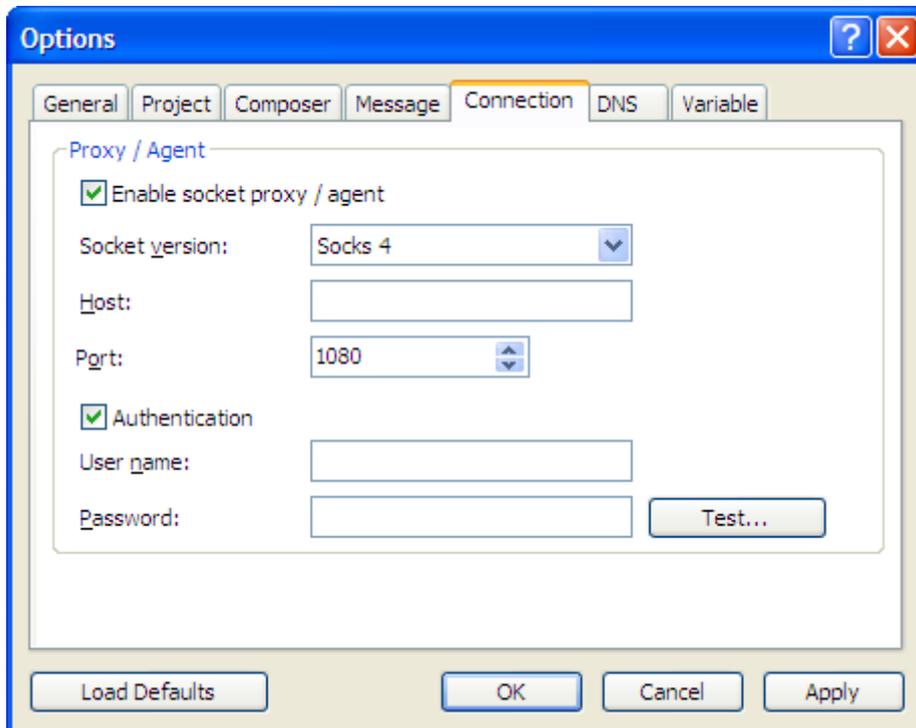
Default content template that applies to a blank project.

Default style template

Default style template that applies to a blank project.

14.6 Connection Settings

If your network is behind a firewall, you may need to establish Internet connection through a proxy.



Enable socket proxy / agent

Enables or disables a proxy to the Internet connection.

Socket version

The version of your proxy protocol, Socks 4 or Socks 5.

Host

The IP address for the proxy server.

Port

The port for the proxy server.

Authentication

Checks if the proxy server needs authentication.

User name

User name to access the proxy server if the server needs authentication.

Password

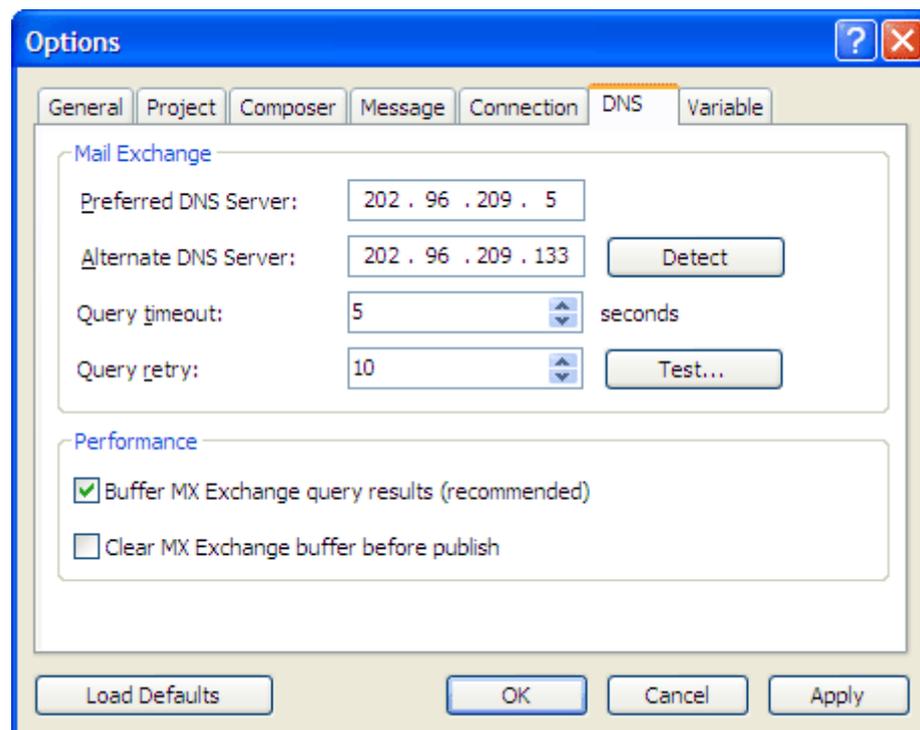
Password to access the proxy server if the server needs authentication.

Test

Tests the proxy settings.

14.7 DNS Settings

If you prefer to Direct Mailing mode, DNS settings are needed to query mail exchange information. A DNS must be a valid IP address like '123.12.11.111'. Email Marketer read DNS settings from Windows by default. You can also inquiry your ISP or network master for the DNS settings.



Preferred DNS Server

IP address for preferred DNS Server. It is recommended you enter a local DNS in your local network.

Alternate DNS Server

IP address for secondary DNS Server. This setting is optional.

Detect

Acquires and fills DNS servers from your network automatically.

Test

Tests if the DNS servers work or not.

Query timeout

Timeout for querying a mail exchange record. The default is 5 seconds.

Query retry

Retry count for querying a mail exchange record. The default is 10 times.

Buffer MX Exchange query results

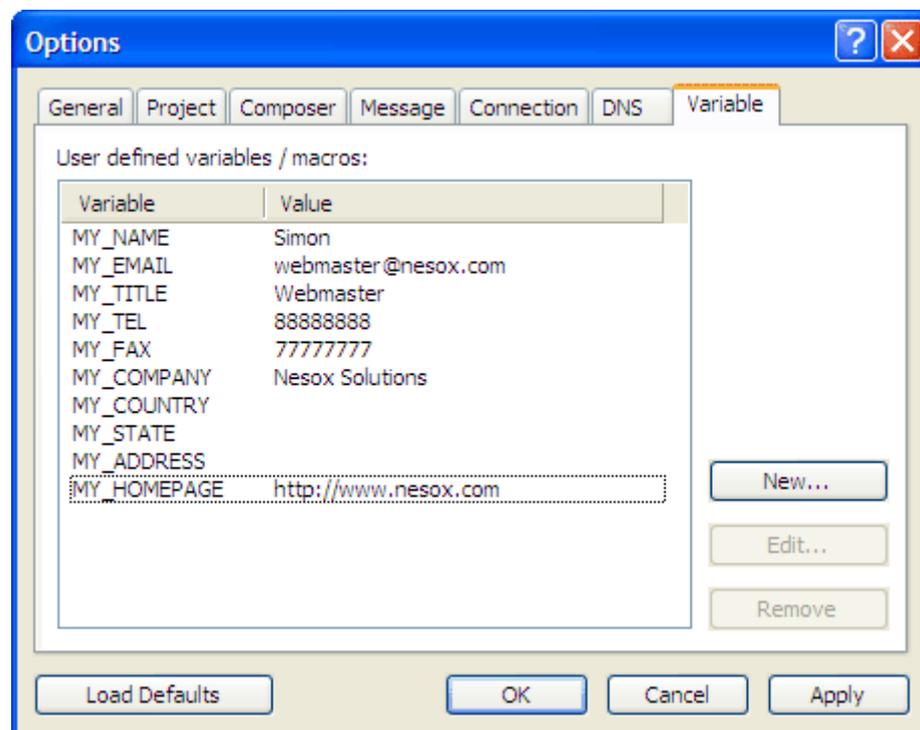
Queries buffered results in the application instead of always querying the DNS server. DNS caching speeds up your delivery.

Clear MX Exchange buffer before publish

Clears the buffer before you start a mailing task.

14.8 Variable Settings

Variables could be used in personalization scripts. Here you can create or modify unlimited variables settings.



New

Creates a new variable.

Edit

Changes the selected variable name or value.

Remove

Removes the selected variable.

15 User Interfaces

15.1 Overview of User Interfaces

Standard

Like most Windows applications, Nesox Email Marketer user interfaces consist of menus, toolbars, status bar and control panes.

The status bar always displays information about the current state of what is being viewed in the window or any other contextual information, such as the keyboard state.

By clicking the menu **View > Toolbars > Customize**, you may adjust the style, size or icon of the menu and toolbars.

Wizard-based

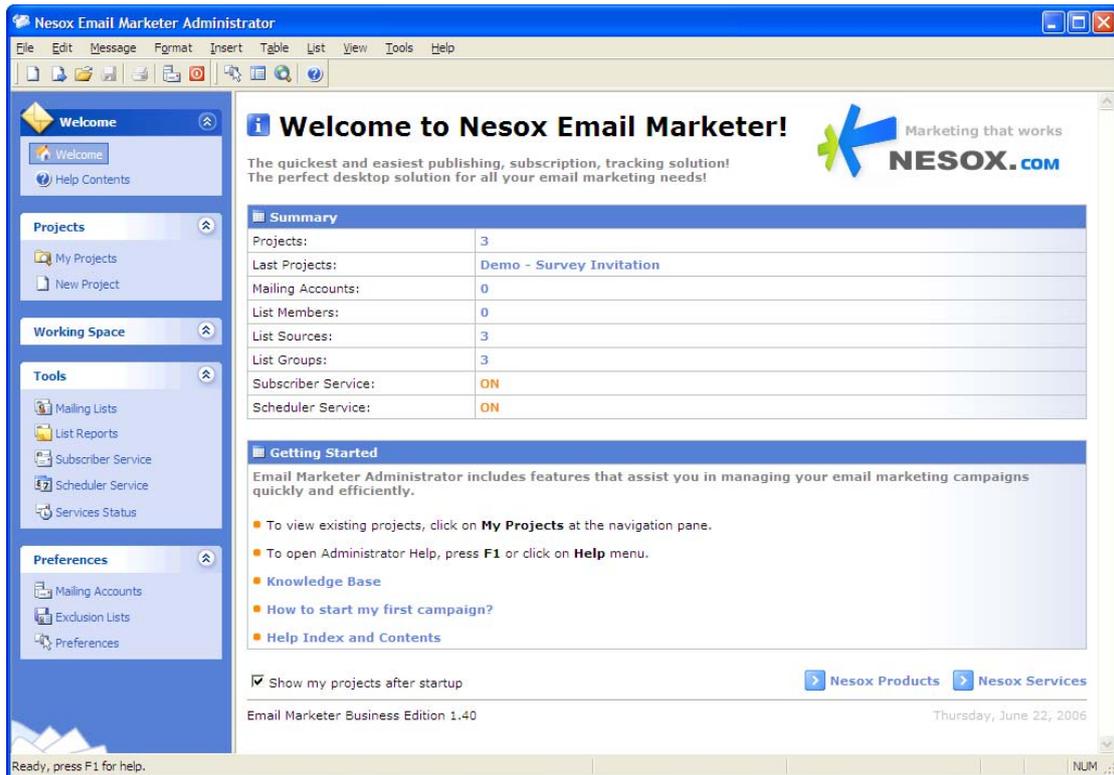
Most Email Marketer's user interfaces are wizard-based. Wizards such as Project Wizard, Recipients Wizard, Import Wizard, Export Wizard and the Upgrade Wizard guide you through every step of the action you'd like to perform.

Multi-languages

Currently, Email Marketer has been formatted to perform in several languages. To switch system language, just click the **View** menu and select **Languages**. To create your own localized language pack, please reference the readme.txt under the Languages folder.

15.2 The Main Window

Once you start the application, you will be taken to the main window of the Email Marketer Administrator:



The window displays of the following areas:

Menu Area

Shows menu commands.

Toolbar Area

Shows toolbar button commands. You can also use drag and drop to float a toolbar.

Project Explorer Area

Shows and switches of project views.

Project View Area

Shows project view. If no project is opened, show project lists and guide.

Tip of the Day Area

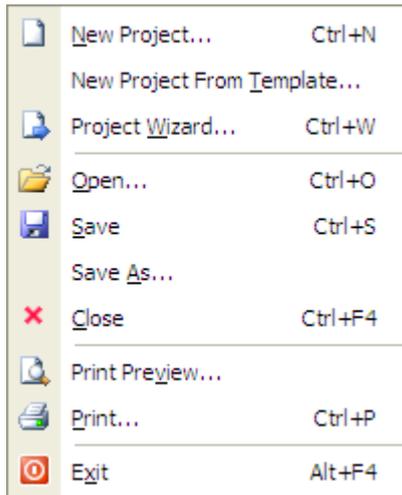
Shows tip of the day.

Status bar Area

Shows current application status, including: help text, editor cursor, copyright, etc.

15.3 The File Menu

This menu contains Email Marketer Administrator's project related commands:

**New**

Creates new project from a HTML template or opens a recent project.

New from Template

Creates new project from a self-defined HTML template.

Project Wizard

Creates new project by wizard.

Open

Opens an existing project.

Save

Saves the active project.

Save As

Saves the active project to another location.

Close

Closes the active project.

Print Preview

Previews how the message will print.

Print

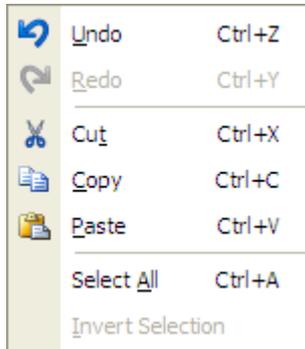
Prints the mail message.

Exit

Quits the application.

15.4 The Edit Menu

Using the edit menu, you can perform all the well known text operations such as cut, copy, paste, and undo etc.



Undo

Use this command to reverse the last editing action, if possible.

Redo

Use this command to reverse the last undo, if possible.

Cut

Cuts the selection to the Clipboard (Ctrl + X). Use this command to remove the currently selected data from the document and put it on the clipboard. This command is unavailable if there is no data currently selected. Cutting data to the clipboard replaces the contents previously stored there.

Copy

Copies the selection to the Clipboard (Ctrl + C). Use this command to copy selected data into the clipboard. This command is unavailable if there is no data currently selected. Copying data to the clipboard replaces the contents previously stored there.

Paste

Pastes the contents of the Clipboard to the current location (Ctrl + V). Use this command to insert a copy of the clipboard contents at the insertion point. This command is unavailable if the clipboard is empty.

Select All

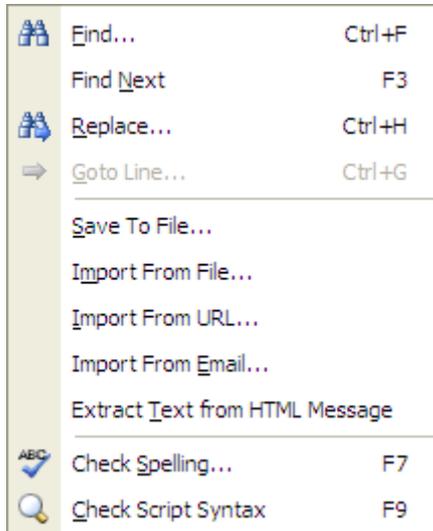
Selects all text.

Invert Selection

Reverses which items are selected and which are not.

15.5 The Message Menu

From the message, you can perform the operations of the Message Editor.



Find

Searches for the specified words or codes in the message.

Find Next

Searches for the occurrence of the specified words or codes in the message.

Replace

Replaces the specified words or codes in the message.

Goto Line

Jumps to the specified line of HTML message source.

Save To File

Saves the message to a specified file.

Import From File

Replaces the message with the content of a specified file.

Import From URL

Replaces the message with the content of a specified online page.

Import From Email

Replaces the message with the content of a specified email file.

Extract Text from HTML Message

Replaces the text message with the text extracted from the HTML message.

Check Spelling

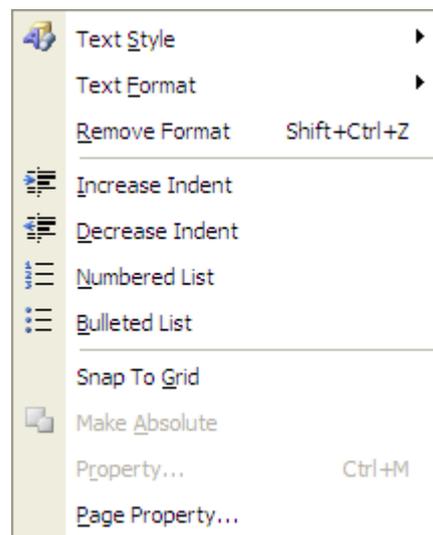
Starts the spell checker.

Check Script Syntax

Checks the personalization script syntax in the message.

15.6 The Format Menu

From the format menu, you can perform HTML format operations such as font, alignment and color etc to the message.

**Text Style**

Changes the text paragraph style of current selection.

Text Format

Changes the text format of current selection.

Remove Format

Removes the text format of current selection.

Bold

Toggles **Bold** formatting for current selection or adds `` tag to HTML source.

Italic

Toggles *Italic* formatting for current selection or adds `<i></i>` tag to HTML source.

Underline

Toggles Underline formatting for current selection or adds `<u></u>` tag to HTML source.

Justify Left

Aligns text at the left indent.

Justify Center

Centers text between margins.

Justify Right

Aligns text at the right indent.

Font Property

Changes the font and character spacing formats of current selection.

Increase Indent

Increases the indent of current selection.

Decrease Indent

Decreases the indent of current selection.

Snap to Grid

Snaps the selection to grid.

Make Absolute

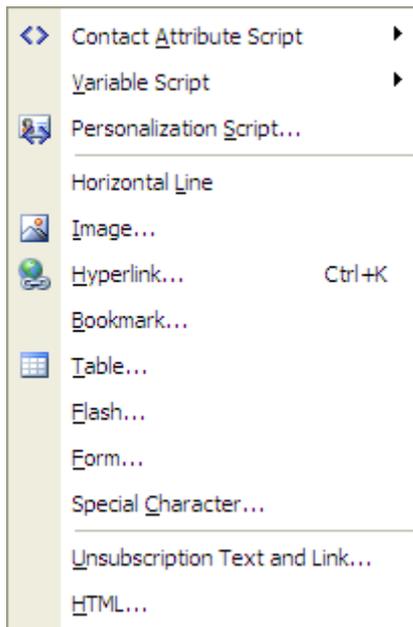
Makes the selected picture or form control absolute.

Page Property

Changes the page property such as background image, language and border etc.

15.7 The Insert Menu

From the insert menu, you can insert various types of media into the message.

**Contact Attribute Script**

Inserts personalization script with contact attribute.

Variable Script

Inserts personalization script with user defined variable.

Personalization Script

Inserts personalization script with an editor.

Horizontal Line

Inserts a horizontal line.

Image

Inserts a picture into the message from a specified file.

Hyperlink

Modifies the selection and formats it as a hyperlink.

Bookmark

Modifies the selection and formats it as a bookmark.

Table

Inserts a table.

Flash

Inserts a Macromedia Flash into the message from a specified file.

Special Character

Inserts special HTML characters.

Unsubscription Text and Link

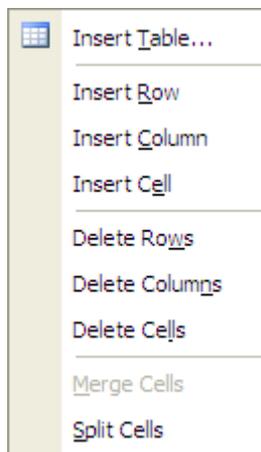
Inserts unsubscription text and link created by Subscriber Service.

HTML

Inserts HTML codes.

15.8 The Table Menu

From the table menu, you can insert or modify a HTML table in the message.



Insert Table

Inserts a table.

Insert Row

Inserts a row in the selected table.

Insert Column

Inserts a column in the selected table.

Insert Cell

Inserts a cell in the selected row or column.

Delete Rows

Deletes the selected rows of the table.

Delete Columns

Deletes the selected columns of the table.

Delete Cells

Deletes the selected cells of the table.

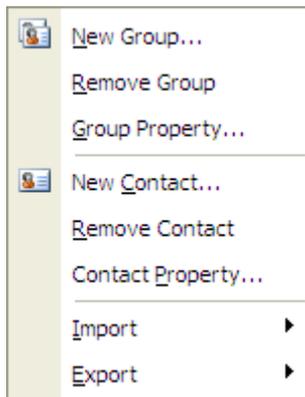
Merge Cells

Merges the selected cells of the table.

Split Cells

Splits the selected cells of the table.

15.9 The List Menu



New Group

Creates a new group by wizard.

Remove Group

Removes the active group.

Group Property

Changes the group definition of the active group.

New Contact

Creates a new list contact.

Remove Contact

Removes the selected contacts.

Contact Property

Allows you to change the contact profile attributes such as name, email, address etc.

Search

Searches the contacts by query builder.

Import

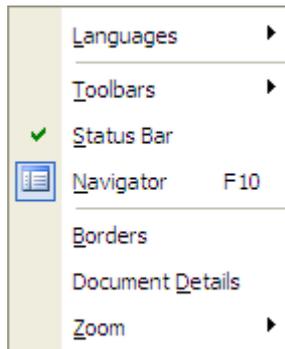
Imports contacts from excel, access and other database to the list.

Export

Exports the contacts of the list to file or database.

15.10 The View Menu

From the view menu, you can customize the windows, menus and toolbars etc of the user interface.



Languages

Switches system language. To create your own specialized language pack, please reference readme.txt under Languages directory.

Toolbars

Shows or hides the specified toolbar.

Toolbars | Customize

Customizes the style of toolbars and allows you to add, remove and change the order of the toolbar buttons.

Status Bar

Shows or hides the status bar.

Navigator

Shows or hides the explorer pane.

Borders

Shows or hides the borders of the elements in the rich message.

Document Details

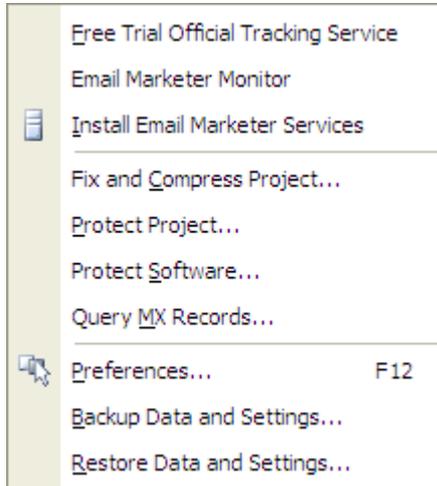
Shows or hides the details of the elements in the rich message.

Zoom

Zooms the message editor.

15.11 The Tools Menu

From the tools menu, you can change the settings of the application.



Free Trial Official Tracking Service

Requests an account and begins 30 day free trial of the tracking service provided by Nesox Solutions.

Email Marketer Monitor

Starts Email Marketer Service Monitor.

Install Email Marketer Services

Installs Scheduler Service and Subscriber Service to Windows.

Shrink Project

Shrinks and optimizes the size of a specified project file.

Protect Project

Protects the active project with a password.

Protect Software

Protects the software with a password.

Query MX Records

Queries Mail Exchange information by a domain or email address.

Preferences

Multiple configurations can be done through this command. For details about Configuration Window, please refer to [Configuring Email Marketer](#).

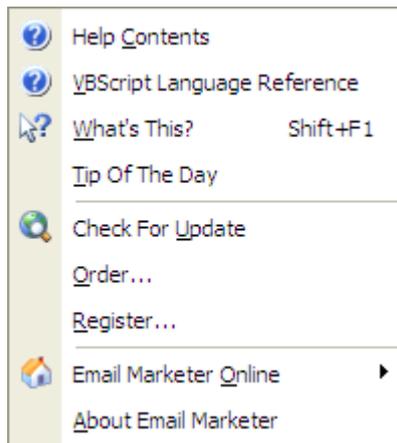
Backup Data and Settings

Backup mailing lists, projects and software settings.

Restore Data and Settings

Restores mailing lists, projects and software settings.

15.12 The Help Menu



Help Contents

Opens the user's manual. That is, this document. In the help dialog, select the **C**ontents tab to see a hierarchical list of topics; the **I**ndex tab to view topics listed in alphabetical order, or the **F**ind tab for a full-text search of the Help system.

VBScript Language Reference

Opens the VBScript user's manual. The personalization script is based on VBScript.

What's this?

Shows "What's this" help.

Tip of the Day

Shows or hides the Tip of the Day window.

Check for Update

Checks for available updates of Email Marketer.

Order

Opens the ordering form. By choosing to register Email Marketer, your web browser will be opened and you will be automatically directed to the reseller's web site.

Register

Once you have a registration key, this is where you type it in.

Email Marketer Online

Visits the home page of Email Marketer.

About Email Marketer

Shows version, registration and copyright information of Email Marketer.

15.13 The Main Toolbar



Buttons (from left to right):

New	Creates new project from a HTML template or opens a recent project.
Wizard	Creates new project in wizard mode.
Open	Opens an existing project.
Save	Saves the active project.
Print	Prints the mail message.
Mail Accounts	Creates, removes or modifies mailing accounts and tracking accounts.
Exit	Quits the application.

15.14 The Editor Toolbar



Buttons (from left to right):

Font Name	Changes the font name of current selection.
Font Size	Changes the font size of current selection.
Text Style	Changes the text paragraph style of current selection.
Copy	Copies the selection to the Clipboard (Ctrl + C). Use this command to copy selected data into the clipboard. This command is unavailable if there is no data currently selected. Copying data to the clipboard replaces the contents previously stored there.
Paste	Pastes the contents of the Clipboard to the current location (Ctrl + V). Use this command to insert a copy of the clipboard contents at the insertion point. This command is unavailable if the clipboard is empty.
Cut	Cuts the selection to the Clipboard (Ctrl + X). Use this command to remove the currently selected data from the document and put it on the clipboard. This command is unavailable if there is no data currently selected. Cutting data to the clipboard

replaces the contents previously stored there.

Bold Toggles **Bold** formatting for current selection or adds `` tag to HTML source.

Italic Toggles *Italic* formatting for current selection or adds `<i></i>` tag to HTML source.

Underline Toggles Underline formatting for current selection or adds `<u></u>` tag to HTML source.

Color Changes the color of current selection.

Align Left Aligns text at the left indent.

Center Centers text between margins.

Align Right Aligns text at the right indent.

Numbered List Switches current paragraph to numbered list.

Bullet List Switches current paragraph to bullet list.

Decrease Indent Decreases the indent of current selection.

Increase Indent Increases the indent of current selection.

Insert Image Inserts a picture into the message from a specified file.

Insert Anchor Modifies the selection and modifies it as a hyperlink.

Check Spelling Starts the spell checker.

Check Script Syntax Checks the personalization script syntax in the message.

15.15 The Help Toolbar



Buttons (from left to right):

Preferences This command controls multiple configurations. For details about the Configuration Window, please refer to "Configuring Email Marketer".

Project Navigator Shows or hides the project view navigator.

Check For Update Checks for available updates of Email Marketer.

Help Contents Opens the user's manual. That is, this document. In the help dialog, select the Contents tab to see a hierarchical list of topics; the Index tab to view topics listed in alphabetical order, or the Find tab for a full-text search of the Help system.

16 Troubleshooting

16.1 I have a problem. What should I do?

First of all, make sure you have the latest version of Email Marketer. Your problem might have been a bug which has already been fixed.

- Run Email Marketer Administrator
- Click the **Help** | **About** menu
- Check your Email Marketer version
- Compare it with the latest version posted at http://www.nesox.com/en/email_marketer.asp download it if they are different.
- Otherwise, ask for [support](#).

16.2 Emails not being sent

- Try to send a message to yourself, so that it will be easier to detect the problem.
- Try disabling antivirus software on your computer, which may block the connections to your email servers.
- If you are behind a firewall or proxy, ask your network administrator how to configure Email Marketer properly.
- Check your server account information - Your email, at the **Mailing Accounts** window, should be VALID. Most SMTP servers will refuse to deliver messages from invalid or banned senders, also known as SPAMMERS. In this case, try changing your sender data like SMTP user name and password.

16.3 Emails not being received

Step one

1. Use a valid email address in **Mailing Accounts**, bounce address. Some ISPs now accept email only when the sender address contains a valid Internet domain name.
2. Don't use commercial language which may be inadvertently trapped by spam filters:
3. Don't use the word "free" or words in all caps, and excessive use of exclamation points
4. Personalize the message subject
5. Try adding unsubscribe text in the message body

6. Make sure you're not trying to send through an AOL dialup connection. AOL blocks mail programs other than its built-in one.

If this is not working

1. We suggest installing a free, easy to use SMTP server on your own server.
2. In Email Marketer Administrator, under **Mailing Accounts**, select the account and click **Properties**. Under SMTP Host, enter the server domain or IP address and SMTP account information.

If it's still not working

Some ISPs block port 25, the port used by outgoing mail (SMTP), and require you to send via their mail server only. You can check with your ISP's support staff re: port 25 blocking.

To use your ISP's mail server: In **Mailing Accounts**, choose your account and click **Properties**. Set the radio button to Send through external server. Click **Settings** and fill in the outgoing mail (SMTP) server your ISP has provided.

Some ISPs now accept email only from registered mail servers. Registered mail servers have a fixed (static) IP address and a mail server registration (MX record). You have a couple of options:

Without direct mailing: Use your ISP's mail server. In **Mailing Accounts**, choose your account and click **Properties**. Fill in the outgoing mail (SMTP) server your ISP has provided.

With direct mailing: Get a domain name and register the PC as the mail server for the domain. This is called adding an MX record. Your ISP or domain registrar can help you with upgrading your Internet account to get a static IP address, a domain name and an MX record.

1. A few ISPs require a reverse DNS record in addition to the standard MX record. Again, your ISP or domain registrar can assist you.
2. Some ISPs limit the number of emails that can be sent per hour, even if you use direct send. Emails over this limit will time out with a can't connect message. Check with your ISP whether this is the case. If so, go to **Tools / Preferences**, change the connection/thread count to 1 and change interval between retries to 3 seconds or longer.
3. Make sure your IP address is not on the same block of IP addresses as a blacklisted spammer. Popular blacklists include the [MAPS RBL](#).

16.4 Speeding up send

The #1 factor in send speed is the speed of your SMTP server.

Suitable Delivery Mode

- Do not use relay mode mailing except if you have a very fast SMTP server. Try direct mailing or mixed mailing if the SMTP server of your mailing account is not exclusive.
- If you have multiple SMTP servers, you may create multiple mailing accounts and click **Options and Performances** from the Publish window to enable them.
- Avoid using an external SMTP server on the Internet, as this slows down send speed. We recommend this free, easy to use one for ease of use and this one for speed.
- Click **Mailing Accounts** on the left pane and select your account. Click **Properties** and make sure the thread count and pause after each message are set all the way to the right.
- For direct mode sending, you should define faster DNS servers. A local DNS server is usually recommended.
- Make sure the PCs running Email Marketer and the SMTP server both have plenty of memory and hard disk space and a high-bandwidth Internet connection.
- Disable delivery logging by unchecking **Tools | Preferences | Project | Create detail publish log**.

Small Message

- Don't embed images, link to them on a Web server instead
- Don't attach files
- Send as plain text: In Message view, click the **Advanced, Tracking Settings** button and select the mail format to Plain Text only.
- Turn off tracking: uncheck Track feature from the **Advanced, Tracking Settings** button.

Faster List Database

- Open your database file in Microsoft Access 2000 or later, click **Tools | Fix and Compress Project** to shrink the project database.
- Turn off sorting: Click the sorted column's header once or twice from Recipients window until the list is no longer sorted.

Disable Antivirus and Firewall

- Turn off email scanning in your antivirus program, e.g. Norton AntiVirus, while the mailing is being sent.

- Turn off your personal firewall logging while the mailing is being sent.

Other

- Split your list and run the software on two or more computers. (multiple licenses might be needed).

16.5 Sending to AOL users

If your mailing list includes recipients at AOL, you must either link to all images or embed all images for them to appear in your AOL recipient's email. You cannot mix linked and embedded images in a single email. This is a limitation of the AOL email program.

You can also optionally send plain text only to AOL recipients.

17 Frequently Asked Questions

17.1 General

Q. Can I use Email Marketer to send SPAM (unsolicited bulk email)?

No. Absolutely not. Spam is untargeted advertising. Email Marketer End User License Agreement prohibits using Email Marketer for spam. If you want to spam, please go elsewhere. Follow the link http://www.nesox.com/en/email_marketer_antispam.asp for more information.

Q. How can I get opt-in lists for email marketing?

You can use Email Marketer's list manager feature to build your own opt-in lists, it's very easy.

Q. Is your online order form secure?

Yes, it is 100% secure.

Q. Do I have to pay for the upgrades?

No! All upgrades are free to our software registered users.

Q. Is tech support free?

Yes! It's free for all.

Q. What happens after I send in the order?

You will receive an email confirming your order shortly after sending the online order form. Then, within 24 hours, you will receive a second email with your registration name, company, code, and instructions to get started!

Q. Is Email Marketer "Spyware"?

Email Marketer does NOT collect user information. It respects the user privacy and security. Email Marketer can eventually send and receive ID packets to nesox.com. For the sake of privacy, no information on the user will be provided to nesox.com. No e-mails will be sent you regarding your Email Marketer usage. The only purpose for this is so that nesox.com can inform (through a prompt that will appear when open Email Marketer) you about new upgrades to your Email Marketer version. You may choose to download it or not. We won't bug with numerous questions and insistence - The prompt will only appear when there are upgrades to the software; NOT every time you open the program. In fact, we don't even know who you are when you use Email Marketer.

Q. I have other questions not listed here, how can I get help?

Please read this FAQ / Help carefully. If you still have questions, please visit our website or consult with us. Click [here](#) to look for more information of support.

17.2 Installation

Q. Can my computer run Email Marketer?

To install and use Email Marketer, please make sure that you use the following hardware and software platform.

- Pentium 133 MHz or higher processor
- At least 32MB of available RAM
- At least 7MB of free disk space
- Operating System: Microsoft Windows 98/NT/ME/2000/2003/XP/Vista
- TCP/IP based Internet network connection
- Microsoft Internet Explorer v5.0 or above

Q. To run Email Marketer, need I install any third-party software?

If your operating system is Microsoft Windows 98, to install and use Email Marketer, you should have MDAC (Microsoft Data Access Components) and JET (Microsoft Jet Components) installed on your system. You can download MDAC from [Email Marketer downloads page](#). (When using Windows ME/XP/2000/2003/Vista you don't need to install anything. All required drivers are already installed.)

Q. Is the version I am using the latest?

You can check for new version or updates by selecting menu: **Help | Check For Update**.

Q. Should I uninstall the previous version before upgrading to a new version of Email Marketer?

No, you don't have to. Email Marketer installer will upgrade itself automatically as long as the install path is same as that of the previous version.

17.3 Messages

Q. Can Email Marketer send messages with inline images or background music?

Yes. With Email Marketer's built-in WYSIWYG HTML editor, you can easily include graphics, change font colors and sizes, add tables, and perform a myriad of functions. You can even spice up your HTML messages by adding fair-sounding background music or sound.

Q. If the images included in my email are stored in my local hard drive, need I upload these image files to a web server in order for the recipients can see them?

No, you needn't. Email Marketer can automatically send images included in your message as inline image, which means all images are sent along with your message, when your recipients open your email, they will see these pictures immediately without waiting for the email software to download these images from internet.

Q. How can I create a HTML message? Does Email Marketer provide a WYSIWYG HTML editor?

Yes, Email Marketer provides a fully WYSIWYG (What You See Is What You Get) HTML editor to let you create HTML emails.

Q. I don't understand HTML, how can I design a professional-looking HTML message?

Email Marketer comes with a large number of free, powerful templates. Templates make it easy to insert pictures, logos and colors for professional-looking campaigns that grab readers' attention. No design or HTML knowledge required. You choose the style, fill in the blanks with text and images, and we do the rest, including automatic Text conversion.

Q. Can I send a test email to myself before launching the email campaign?

Yes. Email Marketer allows you to send a test copy of your message to yourself to ensure it looks the way you want.

Q. Can I directly import a HTML file created by another HTML editor to Email Marketer?

Yes. You can import a HTML file to Email Marketer from your local hard drive by clicking the menu **Message > Import From File**.

Q. Can I import a web page (eg. My home page) to Email Marketer from the Internet?

Yes. You can even import a web page into Email Marketer from a URL address by clicking the menu **Message > Import From URL**.

Q. Can I request a read receipt for my message?

Yes, of course.

Q. Does Email Marketer support to sending attachments? If it does, how many attachments can I add?

Yes. There is no limitation on the number of attachments one email can have in Email Marketer, however, some mail servers do have that limitation.

Q. Can I send personalized messages to my recipients with Email Marketer?

Yes. Use your contact list to store more attributes than just names and email addresses. By using personalization scripts, attributes can be incorporated wherever you wish, throughout your campaign. Email Marketer will automatically merge the right attributes for each contact, so every message is personalized including the attachments. Email Marketer sends its messages directly to each customer, one at a time, personally and privately. The recipients only see what they need to see, and they sure don't see the other names on your mailing list.

Q. Can I personalize the "To" and "Subject" line?

Yes, you can do this just the same as you can do it in the message body.

Q. Is the personalized field limited to recipient's email? Can other fields be used to personalize my message?

All of the attribute fields of your contact list can be used to personalize your message.

Q. My message contains non English language, will it be ok?

Yes. Email Marketer supports all international character sets and languages. When you compose a non English message, you should select the corresponding character set for this email.

Q. Can I insert an unsubscribe link in my email?

Yes. However, only the Business Edition supports this. The Subscriber Service in Business

Edition can help you create subscription forms and unsubscribe links.

Q. How can I create a Text / HTML mixture message?

Choose "Automatic" content type for the message and fill in the text message in the message editor.

Q. Does Email Marketer display Unicode (double-byte) charsets, like Chinese, Japanese, etc. properly?

Yes it does. Email Marketer supports more than 30 different languages / charsets. All you need to do is to pick the corresponding charset in the message editor. And if you are sending HTML messages, click **Format | Page Property** and select the Language. In this HTML source example we're using the JAPANESE Shift_JIS charset:

```
<meta http-equiv="Content-Type" content="text/html; charset=Shift_JIS">
```

17.4 Lists

Q. What is list manager?

The concept of using list manager is very simple and straightforward. Simply add a subscribe icon to your site inviting visitors to subscribe or sign up. When visitors click on the icon, a window pops up requesting their contact information. That information is automatically added to a contact list in your Email Marketer account.

Q. Can list manager store more information of users than just name and email?

Yes. List manager can store as many attributes as you want, in any format. For instance, you can set up a contact list which contains customers' name, gender, email, phone number, zip code, birthday, country, hobby. etc. The more information you collect, the more you can personalize your message for each recipient. Please note, there is no limitation on how many fields one contact list can have.

Q. What is a group?

Groups are subsets of your list. They allow you to target specific members of your list based on information you have about them. For example, they could allow you to send a special message to only those list members who:

- live in Canada

- have made a major purchase in the last year
- have an email address at a particular domain (e.g., aol.com or hotmail.com)

Email Marketer allows you to send to one or more groups, of your list who meet the criteria you define. Instead of sending to your entire list, you can use groups to filter exactly who should get a message based on whatever criteria you choose.

Q. How many users can I set up?

You can create as many lists as you want in Email Marketer.

Q. Can I append new users to an existing group?

Yes. You can append new users to Email Marketer's list from almost all data repositories.

Q. How can I set up my own permission-based lists?

You can use Email Marketer's list manager feature to build your own opt-in lists, it's very easy.

Q. I have stored my customer's data in a Microsoft Access / Excel table, can Email Marketer access these data?

Yes. Email Marketer can import contact lists from almost all data repositories, including text file, CSV file, Excel table, Access, SQL Server, Oracle, DB2, MySQL, FoxPro, and all ODBC / OLEDB compatible database systems.

17.5 Subscription

Q. Besides the subscriber's email address, can list manager collect other information of the subscriber?

Yes. You can collect as many attributes of your subscriber as you want with Email Marketer's list manager feature.

Q. Can I specify mandatory (required) items in the sign-up form?

Yes, you can. You can customize the entire sign-up form.

Q. Can I validate the content in the sign-up form entered by subscribers?

Yes, you can. Email Marketer provides format validator for email, number, date, time etc.

Q. Can I validate the email address entered by a subscriber is correct and owned by himself.

Yes. Email Marketer supports for double opt-in, that is, It will automatically send an email to subscribers requesting that they confirm before adding them to the contact database.

17.6 Delivery

Q. What is a SMTP server?

An SMTP server is a program that receives e-mail messages from the e-mail client program and forwards them to their destination. When you send messages from your e-mail program, they are not delivered directly to the recipient. Instead, they are first downloaded by an intermediary, i.e. an SMTP server, which then ensures that they are sent to the right recipient. Every time you send a message, there are four factors involved in the exchange:

1. Your e-mail program in which the message was generated
2. SMTP server which forwards the message to its correct destination
3. Remote server that receives the message from the SMTP server and from which the recipient will subsequently download it
4. E-mail program of the recipient which downloads the message from the server.

Q. Do I need a permanent Internet connection to use the program?

No. Email Marketer works with any Internet connection. It will also work if you are connected to the Internet via modem and dial-up networking. In that case, it can, if necessary, connect to and disconnect from your ISP automatically.

Q. How fast does Email Marketer send?

There is no short answer to this question. There are many variables that affect message throughput, and since sending a piece of mail requires that you communicate with the recipients mail server, some of these variables may not be under your control at all. Sending email involves at least four distinct variables:

- The actual message being sent (size, encoding, etc...)
- The speed of the computer creating the mail (CPU, HD subsystem, memory, etc)
- The speed and responsiveness of SMTP server which receives the messages
- The speed of the Internet connection between your computer and the recipient's mail server

Each of these variables contributes to the overall speed of the sending. Any of the variables has the potential to slow the things down to the point where sending bulk email is absolutely impossible.

Q. Can I send out emails without SMTP servers?

Yes. Email Marketer's "direct delivery mode" doesn't use your mail server or your ISP's mail server. Instead, It connects and sends messages to the mail server of the recipients' address. For instance, a message from bob@aol.com is sent directly to mail.aol.com instead of mail.yourdomain.com. This takes the load off of your mail server and speeds up message sending significantly.

Note: If your ISP (or firewall) blocks TCP port 25, Direct Sending won't work.

Q. What is Multi-SMTP-Server delivery mode?

Of course, you can also use one or more of your SMTP servers to deliver your message. This mode supports multiple SMTP servers and can automatically balance the load between these SMTP servers.

Q. What is mixed delivery mode (Direct delivery with backup SMTP server)?

This delivery mode sends messages directly at first, if the direct delivery fails, then Email Marketer will use the backup SMTP servers you assigned to send the message again. With this delivery mode, you can avoid overloading your SMTP servers as well as improve the sending success ratio dramatically.

Q. If I assign more than one SMTP server to an email campaign, how will Email Marketer use these servers?

If you assign multiple SMTP servers to send out your messages in "Multi-SMTP-Server delivery mode" or "Mixed delivery mode", Email Marketer can automatically balance the load

between these servers. For instance, if you have 1000 messages to be sent and you assign 10 SMTP servers to do the job, then each server will handle about 100 messages. This feature takes the load off of your SMTP servers and speeds up message sending significantly.

Q. What is the benefit of letting Email Marketer periodically sleep during mailing process?

Some mail servers limit emails one IP address can send during an amount of time. To cope with this, Email Marketer introduces a special delivery mode which can periodically slow down Email Marketer's fast email sending in order to allow slow Mail Servers to "catch their breath". This optional feature can help avoid overloading the slow mail servers and improve the sending success ratio dramatically. Note: Email Marketer is the ONLY bulk email software with this feature at the present time.

Q. I have to stop Email Marketer during of the mailing task. Can I resume the task?

Yes. You can stop a running mailing task at any time. Email Marketer can automatically recover the interrupted mailing and resume where you left off.

Q. Can I resend the failed emails?

Yes. Once you've finished sending your emails, you can easily resend the failed emails. Some emails cannot get delivered not because the email address is invalid, but because the Internet offers many impassable obstacles:

- the recipient's email server may be temporarily down
- the recipient's inbox is full
- your ISP may be temporarily down
- an Internet segment may be temporarily down
- a DNS server may be temporarily down
- Resending the failed emails can improve the sending success ratio significantly.

Q. Is Email Marketer a multithreaded application? If so, how many threads can I create?

Yes, Email Marketer is a multithreaded application. You can use up to 512 threads to send out emails simultaneously. Using multiple threads to send out emails can speed up message sending. However, if you have a large number of threads, it can also hurt performance while

the OS switches between them. The more threads you have the more memory your app needs.

Q. How many connections should I use to get the best results?

To set the "connections", click the **Option and Performances** button at the Publish tab and set the **Thread count** to the desired value. That should increase delivery speed if you have enough bandwidth. To get the best results, use

- 8-32 connections to a 56K dial-up connection
- 33-64 connections to a 128K ISDN connection
- 100+ connections to cable modem, T1, etc.

17.7 Reports

Q. Are these reports instant and in real time?

Yes.

Q. Is there a way for me to find out who opened my email?

Yes. For Business Edition with tracking service, when you send an HTML format message, you can keep track of who open it.

Q. Can I find out how many people opened my email on a specific day after my message had been out?

Yes. The "Overall Responses and Results by Date" report shows you how many emails were opened by the recipients each day, and shows you that daily number as a percentage of the total number of emails opened to date.

Q. Can I track which link users clicked in my newsletter?

Yes, but limits to the Business Edition. You can learn which link generated the most interest with the "Overall Responses and Results by Link" report. It lists all the URLs you used in your campaign, how many times each link was clicked, and how many clicks each link got as a

percentage of total click-throughs.

Q. Can I view the list of email addresses which failed to be sent and why they failed to be sent?

Yes. Email Marketer offers error code and error message for each failed mail.

Q. Can I sort the list and messages in report?

Yes. Click the header of the report table.

17.8 Purchase and Registration

Q. Why should I purchase and register Email Marketer?

Email Marketer is not freeware. Registered users can enjoy following benefits, which are not available for trial users:

- Full license to use the software beyond the 30-day evaluation.
- Registration code to unlock your copy into registered version.
- 200+ additional beautiful email templates and styles.
- Lifetime FREE version and minor upgrades (e.g. 1.0 -> 2.0 or 2.0 -> 2.1).
- Discount for edition upgrades (e.g. Personal -> Business).
- Lifetime FREE technical support by email.

Q. Can I try Email Marketer before I buy it?

Yes. You can download the trial version of Email Marketer. However, there are some limitations in trial version.

Q. Which edition of Email Marketer need I buy?

Email Marketer is available in two different editions to suit every size business including [Personal Edition and Business Edition](#).

You can download the Trial Edition of Email Marketer and try it for Free before purchasing. So, you will get a good feel about how the software works and how you can benefit from it. The Trial Edition may be converted into a full (registered) edition by entering a valid registration key.

To see which edition of Email Marketer is best suited to your needs please visit <http://www.nesox.com> which goes through the differences in depth.

Q. Are there per-message charges or recurring costs?

No, if you register the Email Marketer software itself, the registration fee is one-off.

Q. How do I order Email Marketer?

You will find the Email Marketer Order Form online at: http://www.nesox.com/en/email_marketer_purchase.asp

The Registration code is sent to the email address provided by you right after payment has been received. Immediately after the transaction you will receive your registration code by email.

18 Appendix

18.1 Glossary

Term	Explanation
ASP	Active Server Pages is the script editing environment on the server. One can develop dynamic web pages or establish powerful network application program with it. ASP includes HTML mark, text and command script.
Click Through	When a user selects a hyper text (web page) link. The Click refers to the noise a input mouse makes when a button is depressed. The through refers to the act of going "through" the link. Many web statistics are kept on click-throughs (sometimes abbreviated as Click-Thru). Some advertising systems are based on paying sites when someone actually Clicks-Thru to a new site.
DHTML	Full name is Dynamic HTML. In broad sense, all what can react to users operations can be named dynamic HTML; Specifically, it means HTML 4.0 defined protocols.
DNS Service	Domain Name System means domain name mapping server, its function is to change the domain name into an IP address that can be recognized by the network.

ESMTP Protocol	Enhanced SMTP is an extension of the SMTP protocol that allows for new features such as supporting graphics, audio, and video files, and text in various foreign languages. Not all mail servers implement ESMTP so those features can only be used when both the client and the server conform to the protocol. These extensions were first described in RFC 1869. Learn more
GUI	User Graphic Interface
GUID	Globally Unique Identifier. Identifier generated according to an algorithm that is intended to be unique across all systems.
HTML	Hypertext Markup Language
Hyper Link	Hyper links, abbreviate as links. Method for jumping from one site to another on the internet. The hyperlink is often shown in a different form from normal text. Should the link be clicked, users can begin to jump to other sites. Hypertext has text pointed to other texts. Clicking it can show other files.
IE	Microsoft Internet Explorer
IIS	Microsoft Internet Information Server (or Services).
JavaScript	The most popular web script language at present. Used for developing dynamic web pages.
MIME Protocol	MIME is the abbreviation for "Multipurpose Internet Mail Extensions". As to the complementation of SMTP agreement, MIME has been the standard for sending non-text e-mail through SMTP protocol. At present, the use of MIME has already surmounted the range which just deals with receiving and sending e-mail, and has become one of the basic protocols transmitting the information of the multimedia on internet.
ODBC	Open Database Connectivity. A common standard of Microsoft that allows relational and non-relational database programs - like dBase, Oracle, Microsoft Access - to access the information independent of its file format.
OLE DB	An open specification that has been developed by Microsoft for accessing both relational and nonrelational data. OLE DB interfaces can provide much of the same functionality that is

	provided by database management systems. OLE DB evolved from the Open Database Connectivity (ODBC) application programming interface.
RFC	Request for Comments.
ROI	Return On Investment. The amount of value received relative to the amount of money invested. ROI is a method of measuring the success of an ad campaign.
SMTP Protocol	Stands for Simple Mail Transfer Protocol. It is a group of protocols for delivering mail from source address to destination address. It dictates how the mail would be transmitted. SMTP belongs to TCP/IP protocol stacks. Learn more
TCP/IP	Transfer Control Protocol / Internet Protocol.
VBScript	Visual Basic Scripting Edition applies the flexible script to more extensive fields, including web application script in IE and web server script in Microsoft Internet Information Service.
WWW	Service Abbreviation for World Wide Web.
XML	Extensible Mark-up Language. Like HTML it is a specification for formatting web documents and web pages. It supports communication between various companies and applications and is a simplified version of SGML. Despite the various operating system platforms and end devices, data access logic and application logic do not have to be changed.

18.2 SMTP and ESMTP

Simple Mail Transport Protocol. This is the standard protocol used on the Internet to send mail to and between mail servers and clients. This is the protocol Email Marketer uses to send and route its mail messages.

The SMTP Protocol is based on a standard set forth under RFC 821.

A conversation is established with a SMTP server by connecting to port 25 on the SMTP server. After the initial connection, the client (Email Marketer) sends a HELO command followed by a domain name. This tells the SMTP server to whom it is talking to. The SMTP server may decide to terminate the connection at that point if it does not wish to speak to the specified domain.

If the HELO command is accepted by the remote server, the SMTP client issues a MAIL-FROM

command followed by the "from address" of the e-mail being sent. Once again, the SMTP server may decide to terminate the connection if it does not wish to receive mail from the specified sender.

NOTE: Some SMTP servers may do a reverse lookup on the domain name specified for the HELO or FROM command. If the IP address of the SMTP client is not registered to that domain, the client may be considered an imposter, and the connection will be dropped.

After the from address is accepted, the SMTP client issues a RCPT-TO command followed by the address of the intended recipient. At this point the SMTP server has the opportunity to reject mail being sent to the specified address. For example, some SMTP servers will only accept mail for local users.

The SMTP client may issue multiple RCPT-TO commands to the server, thus adding more recipients to the message. When the SMTP client is through adding the recipients to the message, it issues the DATA command to the server.

If the DATA command is accepted, the SMTP client then proceeds to send the message headers, followed by a blank line, followed by the message body and file attachment data. When the SMTP client is through sending the message data, it sends a carriage return, followed by a period, followed by a carriage return, to indicate the end of the message.

At this point the SMTP server acknowledges the receipt of the message data. The SMTP client may then proceed to send another message, or can send the QUIT command to terminate the conversation.

Email Marketer goes a little further than SMTP where supported by using Extended commands such as pipelining and authentication.

Email Marketer complies with the following protocols relating to email.

- 821 The SMTP protocol
- 822 Standard for the format of ARPA Internet text messages
- 974 Mail routing and the domain system
- 1854 SMTP Service Extension for Command Pipelining
- 1869 SMTP Service Extensions (ESMTP) (Obsoletes RFC1651)
- 1891 SMTP Service Extension for Delivery Status Notifications
- 1939 Post Office Protocol - Version 3. (Obsoletes RFC1725)
- 2045 Multipurpose Internet Mail Extensions (MIME) Part One: Format of Internet Message Bodies. (Obsoletes RFC1521 RFC1522 RFC1590)
- 2046 Multipurpose Internet Mail Extensions (MIME) Part Two: Media Types. (Obsoletes RFC1521 RFC1522 RFC1590)

- 2047 MIME (Multipurpose Internet Mail Extensions) Part Three: Message Header Extensions for Non-ASCII Text. (Obsoletes RFC1521 RFC1522 RFC1590)
- 2554 SMTP Service Extension for Authentication

18.3 Error Codes

Code	Description
Internal Errors	
100	Unable to create message raw file.
101	Message raw file was not found.
102	Invalid email address.
103	Preserved
104	Preserved
105	Email address in exclusion list.
106	Unable to find mail exchange server for a specified email address.
107	Mail exchange server for a specified email address was not found.
108	Socket disconnected.
External Errors	

19 Order and Registration

19.1 Ordering Email Marketer

Why Order?

Join the family of registered Nesox customers by registering your copy of Email Marketer. Registration can be completed in just a few seconds using the Internet.

Important: **Ordering online is the easiest and fastest way to get the product. Your order is secure because all the information is safely encrypted.**

Registered users can enjoy following benefits and advantages, which are not available for trial users.

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To Order Online Using Internet

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You will find the Email Marketer Order Form online at:
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3. distribute illegal information or materials; or
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6. fail to provide a means for unsubscribing from your lists or groups

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20 Technical Support

We want to make sure you are satisfied with our software, and we will do our best to get back to you as quickly as possible.

We pride ourselves on our highly responsive support. If you email support, you will get an email response within 1 business day. If you run into a minor feature issue which originates from the software we will make every attempt to fix it in an update within 15 days.

Everyone needs help at some time. If you have a question about Email Marketer, please read the help text related to the option you are using. You may also find it useful to browse Frequently Asked Questions (FAQ) and Troubleshooting to see if an answer is already provided there.

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