WEBHAT

**End User Manual and
Technical Specifications**

WebHat Newsletter - Version 7.0

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Introduction

The purpose of this manual, as well as of all the manuals related to WebHat (for the complete list, check the site www.keycode.it), is to provide clear and simple instructions for using the application to the best advantage. The basic objective is to allow easy, fast and also complete learning.

What does this manual include?

This manual includes all the necessary instructions for using the WebHat Newsletter platform. Each chapter and section includes detailed descriptions of the interface functionalities and step-by-step instructions for performing each operation.

Where should you look for further information?

Further information on the different interfaces, on the new implementation and on the additional modules is available on the WebHat product website (www.webhatcms.com and www.webhatnewsletter.com). In addition, within the different windows of the application itself, the link to the on-line guide and/or to the video tutorials is available by clicking on the (?) button.

Introducing WebHat.

Content as a resource

If properly managed, contents represent the keystone of corporate "knowledge". They spread information towards interlocutors such as customers, suppliers and resellers. It is therefore essential to provide updated news in terms of both form and content. Publishing out-of-date information on websites may turn out to be counterproductive. When receiving news that is not updated, the user judges the communication tool to be not reliable, with a consequent negative judgement of the company that has given such information. In order to give an important added value to all web projects, it is therefore essential to ensure constant updating of contents.

As already said, such requirement must be ensured by suitable tools enabling a quick and economical action. So, WebHat comes forward as a solution to the problems related to the update of digital contents.

The advantages of WebHat

Constant updating: the tool described ensures optimal and flexible management of web contents, providing a means through which the information published can be adjusted. In this way, times are reduced, as it is not necessary to rely on external structures for operations that are often minor.

Easy to use: WebHat takes advantage of Internet for simplifying and facilitating the content updating operations; all this is achieved through a revolutionary user-friendly interface, which is – at the same time – very similar to the most common programmes used on PCs, MACs or Unix/Linux workstations.

Lower costs: the intervention of web agencies for updating operations is often costly. With WebHat, on the other hand, it is possible to manage the news spread through a website in a completely independent manner.

1.   Introduction to the system

The WebHat Newsletter application is an e-mail marketing platform developed by KeyCode through PHP, JavaScript, AJAX and HTML languages interfaced with the most common database servers.

The use of this software is possible by using a simple browser, such as Internet Explorer, Firefox, Safari or Google Chrome, and having, within WebHat web pages, an HTML/xHTML professional and visual editor (WYSIWYG) similar to the most common word processing programmes such as Microsoft Word or Open Office.

WebHat Newsletter is a software that can be used for managing and organizing your own e-mail marketing campaigns using a front-end part ("Control Panel" that is displayed with a browser), which is hidden to the public and to which it is only possible to access by entering a username and password.

2.   Newsletter

With WebHat Newsletter, a large list of e-mail addresses can be managed. At any time, it is possible to perform a maintenance operation on the subscribed users (modify, delete and carry out statistical analyses) and to send the same e-mail (HTML or text) to the entire list, to one of the categories or to a number of users selected according to advanced filters.

Composing each of the messages to be sent to the list is simple, quick and intuitive. Furthermore, if you want to send the e-mail in HTML format, the visual editor is also available for composing the message. HTML e-mails have the great advantage of feedback: it will be possible to know how many users have read the e-mail sent to the list and how many sent e-mails have been read by a certain user. In addition, for the tracked links inserted through the "Link with statistics" function of the visual editor, it will be possible to keep track of the number of times that certain links have been clicked on by the users who display the newsletter.

In order to facilitate the use of the software, after having accessed the system, the **Wizard** window is displayed (this window can also be accessed from "Modules -> Additional modules -> Newsletter -> Wizard"). The window guides the user through the four main steps of an e-mail marketing campaign.
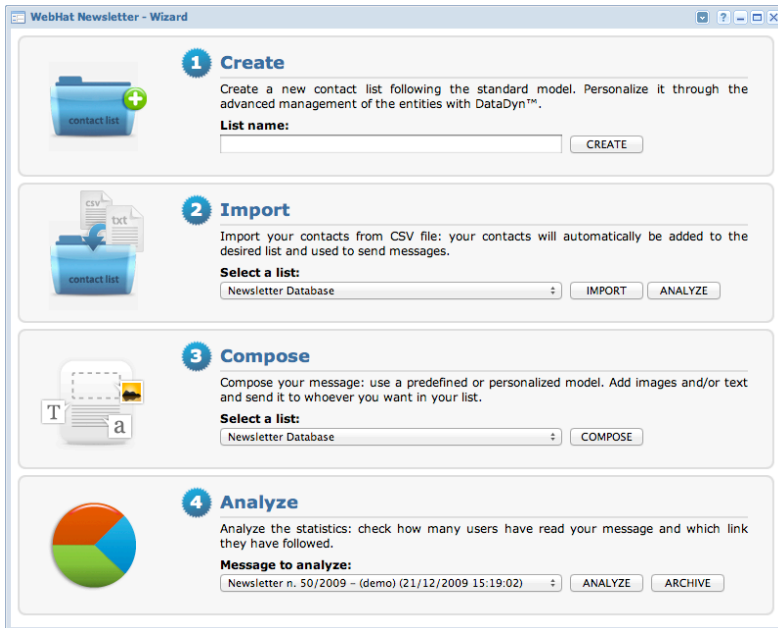
The functionalities offered are the following:

1. **Create:** this step simplifies the creation of a new list; in the *"List name"* field, it is possible to specify a name for the list of contacts to be created. By clicking on the *"Create"* button, a new database of contacts with the name specified will be automatically generated; such list will automatically include the fields *Name*, *Surname* and *E-mail*, in addition to the fields used by the system (ID and Unique ID). The fields can be modified, added or deleted through DataDyn (check the relative section of the manual)

2. **Import:** with the second step, it is possible to import your own list of addresses through CSV files. The procedure requires loading the file and, after its analysis for checking its validity, the data are inserted in the selected list. In this step, it is also possible to analyze your own list of addresses for checking syntactical correctness and the validity of the mail service activated. In this way, the addresses with errors can be disabled before sending any e-mail.

3. **Compose:** in the third step, it is possible to start composing the message and to develop the entire e-mail marketing campaign. Once the corresponding list has been selected, just start composing with the *"Compose"* button (for information on the composition phase, check section "*2.1. Sending a message to subscribed users*").

4. **Analyze:** the fourth and last step can be used for checking the statistics regarding each of the messages that have been sent; also in this case, just select the message you want to check from the list and press the *"Analyze"* button for displaying the relevant statistics (for information on the statistic analysis phase, check section *"2.5. Statistics"*).

Note: certain functionalities might not be available or might be limited with respect to what has been described in this manual, depending on the authorizations given to the user accessing the system. For further information in this regard, refer to the communication agency.
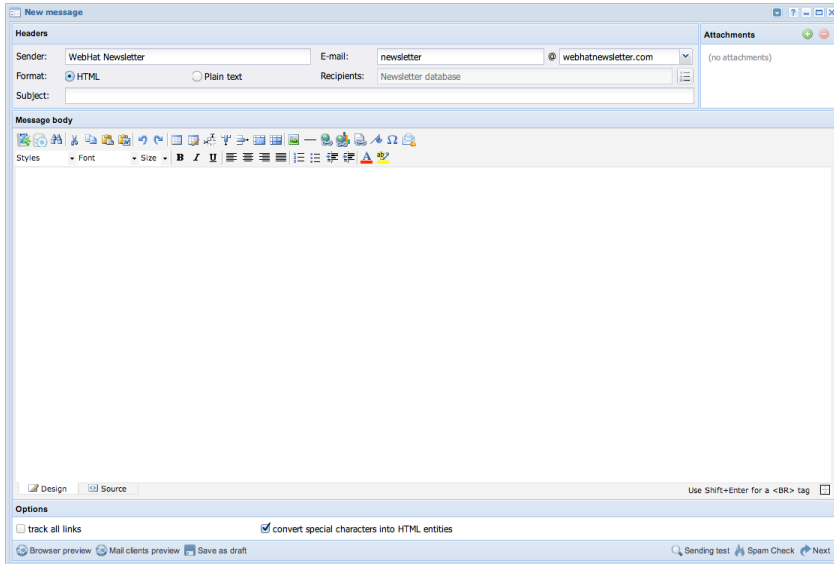

2.1.   Sending a message to subscribed users

The window for sending the message is accessed from the menu "Modules -> Additional modules -> Newsletter -> Send new message". The window that will be displayed is shown in the following image: it is possible to load a predefined model (among the 250 models provided with the platform) or a personal model (created by the communication agency). For expanding or collapsing the *predefined models* and *personal models* categories, just click on the + or – button located in the **Predefined Models** or **Personal Models** title bar. Alternatively, it is possible compose the

message manually by selecting the **empty model** among the predefined models.
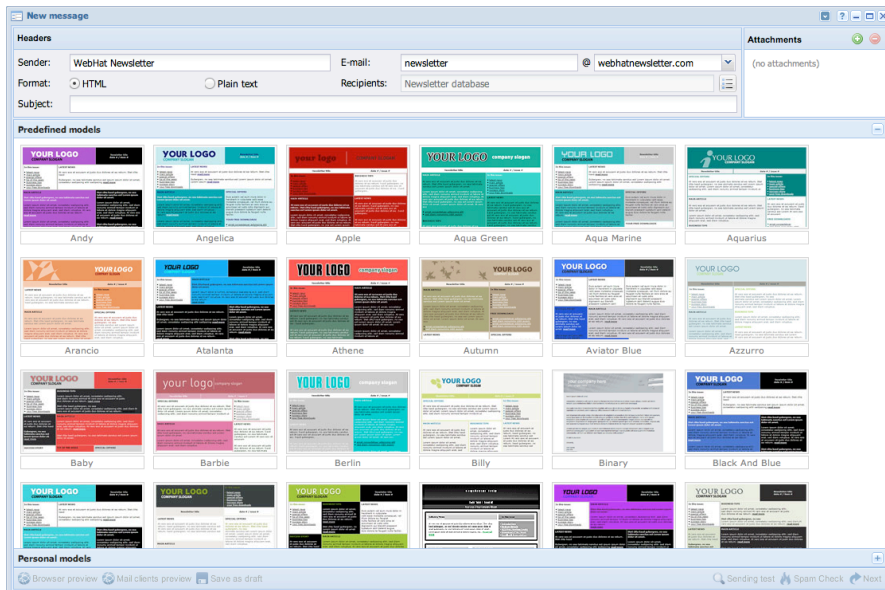
The fields to be filled in before sending the message are indicated and explained below.

New message

Headers

Sender: WebHat Newsletter   E-mail: newsletter   @ webhatnewsletter.com
Format: ● HTML   ○ Plain text   Recipients: Newsletter database
Subject:

Attachments   (no attachments)

Message body

Styles ▾ Font ▾ Size ▾ B I U

☑ Design ☐ Source   Use Shift+Enter for a <BR> tag

Options
☐ track all links   ☑ convert special characters into HTML entities
Browser preview Mail clients preview Save as draft   Sending test Spam Check Next

Sender. The name of the company, organization or person that is writing and sending the newsletter.

E-mail. The sender's e-mail address. A valid e-mail address must be indicated, as this will be address to which the reading reports will be sent (see the *Statistics* section of the manual). Some users could also use the sender's address for answering the newsletter.

Note: for safety reasons, it is only possible to send newsletters from an owned domain; it is therefore necessary to specify a username and to choose a domain among those that are available in the drop-down menu, so as to compose an address with the format *any_thing@own_domain.it*. For any change, removal or addition to owned domains, refer to the partner.

Subject. In this field, which can only contain text, the subject of the e-mail to be sent must be indicated. It is also possible to enter variables that make reference to an individual recipient for personalizing the newsletter already in the e-mail subject (see the section *Variables* below).

Attachments. By clicking on the "+" icon it is possible to select one or more files to be attached to the newsletter from the hard disk. It is important to point out that the files are not physically attached to the newsletter; they are loaded on the KeyCode servers, and a link to such files is indicated in the e-mail: this is to avoid possible problems due to anti-spam and anti-virus filters on the receiver's mail server (or directly on the client), and to keep the newsletter weight within an acceptable range (which could be unpleasant for the addressee if it is too heavy). In addition, it is possible to track the link to the attachment in order to know who has downloaded

the file and when the file has been consulted (see the section *Tracked Links* below).

Recipients. The list to which the newsletter is to be sent must be selected. Clicking on the corresponding icon will open a window that will show the list of available entities to which the newsletter can be sent (entities that have, inter alia, **at least** one **"E-Mail"** field and one **"Unique ID (for newsletter or key)"** field), with the corresponding number of active users inside it.

Format. It is possible to select the format in which the newsletter is to be sent. If HTML is selected, it will be possible to compose the message through the visual editor.
If the Text format is selected, it will not be possible to have feedback on the readings and, therefore, the statistics for the newsletter being composed will not be available.

Message body. It represents the e-mail text (message). It can be written in HTML through the visual editor or only in text. It is important to point out that when e-mails are sent in HTML format (i.e. written through the visual editor), it is possible to receive feedback on the number of people who have read the e-mail with respect to those to whom such e-mail has been sent.

It is possible to set off this field starting from a predefined graphic style (model). Clicking on the corresponding icon (the first one available in the visual editor, on the top left corner) will open a list including all the available models; when one of them is selected, the content of the visual editor will be replaced with the default content of the selected model. At this point, it will be possible to insert all the contents to be sent using the typical functionalities of formatting, chart insertion, images, etc. offered by the visual editor.
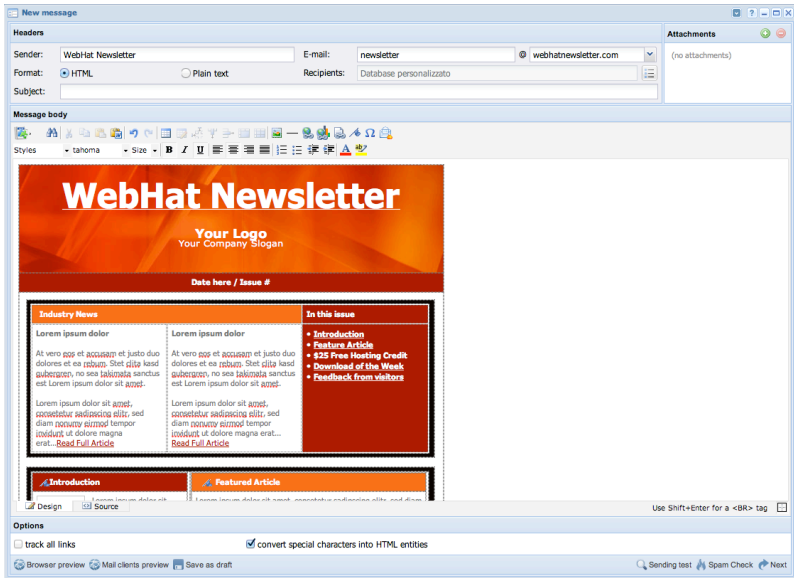
Inside the "Message body" field, it is also possible to insert the variables available for the selected list.

Variables. For inserting the variables, just click on the second icon (from left to right starting from the top) of the visual editor. A pop-up window will be displayed showing all the available variables: the entity text fields, possible values of the drop-down menus, etc. For each variable, its percentage of use within the records is also indicated; this information lets the user know that there may be some records that do not include the values for the variable, which would therefore be replaced with an empty text.

The same variables can also be inserted in the e-mail subject by simply copying their format.

Tracked Links. Tracked links can be inserted by means of the specific *Links with statistics* button. Then, it is only necessary to enter the text to be shown, the URL to be accessed and a comment for the link. For inserting the tracked link in HTML format, enter the URL between the suitable proprietary tags **{track}** and **{/track}**; for example, for inserting a link to KeyCode website in a tracked manner, the following HTML code shall be used:

```
<a
href="{track}http://www.keycode.it/{/track}">KeyCode
Web Site</a>
```

Note: the tracking of links is only supported for the **a** tags, while any link inserted in an image through the **map** and **area** tags are completely supported by WebHat.

The insertion of tracked links may also be done automatically: by selecting the corresponding checkbox "*Track all links*" in the part below the interface, all the links included in the newsletter will be replaced with the tracked links.

Special characters. In order to be sure that all the users can see special characters (symbols, accented letters, etc.) correctly, it is advisable to insert them through the specific "*Special Characters*" function, which codifies them through the corresponding HTML entity.

As tracked links, special characters can also be automatically inserted through the corresponding checkbox "*Convert special characters into HTML entities*".

Once the necessary fields have been filled in, it is possible:

> to display the preview of the newsletter that will be sent (by clicking on the "*Browser preview*" button);

> to display the preview in the most scattered mail customers (by clicking on the "*Mail clients preview*" button);

> to save as *draft*. If the newsletter being composed has been loaded from a draft, when it is saved, the previous version of the newsletter is overwritten. To save a new copy, click on *next*;

> to make a test sending, by selecting the e-mail address in which the newsletter that is being created is to be received; the "*test sending*" modality is not based on the DataDyn entity and, for such reason, the variables are not replaced and any links with statistics are not tracked. The message will not be in the archive of sent newsletters, and it will not be possible to check its statistics.

> to make an *anti-spam check*. The newsletter is checked with an anti-spam filter installed on KeyCode servers that assesses the possibility the e-mail in question could be considered spam; in addition, the reasons for which the newsletter has been classified as spam or not are indicated. It is important to highlight that such result is absolutely indicative, as each single anti-spam filter during the receipt phase may classify the newsletter in a different way, depending on its setting.

Mail clients preview. The window that is displayed by clicking on "*Mail clients preview*" can be used to select the customers for which to obtain a preview of how the

message will look like in the composition phase.
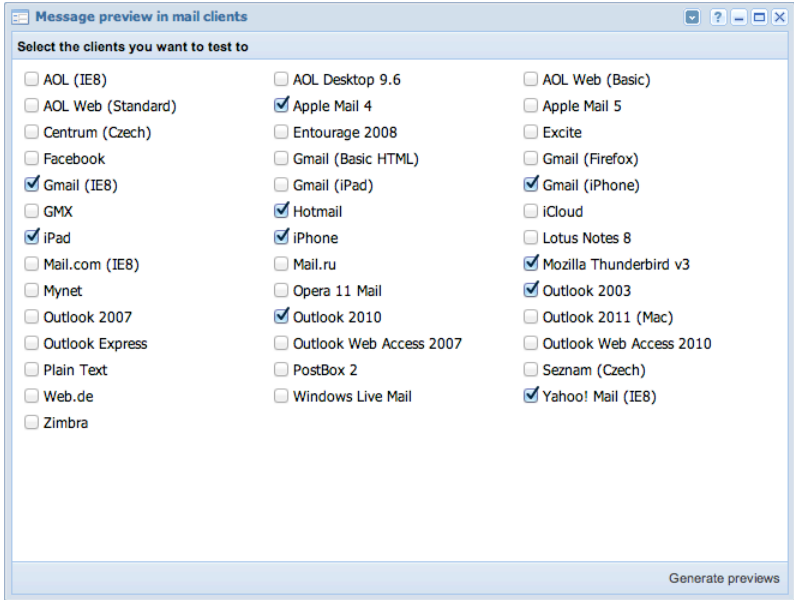
Once the desired customers have been selected, click on "Generate previews" to start creating the preview images.

Message preview in mail clients

Previews

Apple Mail 4	Gmail (IE8)	Gmail (iPhone)	Hotmail
iPad	iPhone	Mozilla Thunderbird v3	Outlook 2003
Outlook 2010	Yahoo! Mail (IE8)		
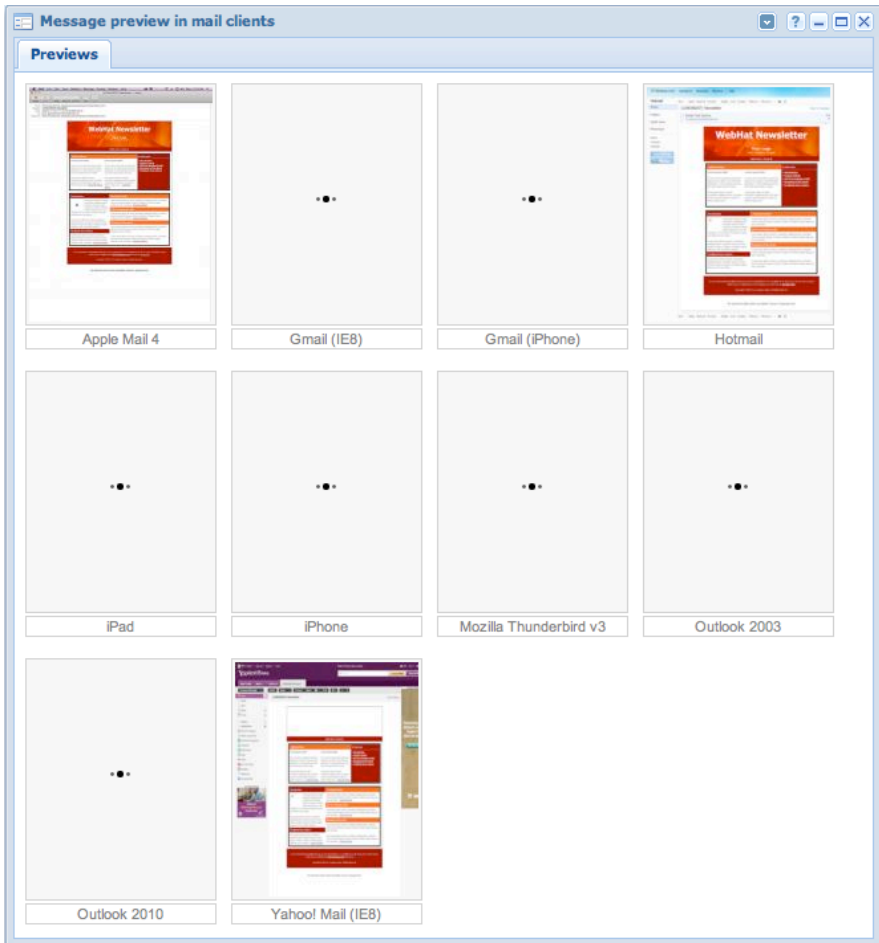
The preview creation phase takes several minutes: thanks to the WebHat Newsletter window interface, obviously, it is possible to continue working on other functionalities while the previews are generated in background. Once the procedure has been completed, click on each preview to display them in detail: previews are images for all practical purposes; therefore, they can be easily saved on your PC.

Sending. Once the preview analysis has been completed, the message can be sent by clicking on the "*Next*" button. At this point, the second window used for sending (shown in the figure below) is displayed for selecting recipients in three different modalities:

to all the users subscribed to the list.

to one or more categories (this modality is present only in case the selected list of contacts includes a *"Linear category (multiple choice)"* field*).*

to a selection through filters. Filters can be applied to all the fields of the list to which the newsletter is sent (whether it is the default entity of the "Newsletter" module or an entity specifically created by the user).

The window used for selecting recipients is shown below.
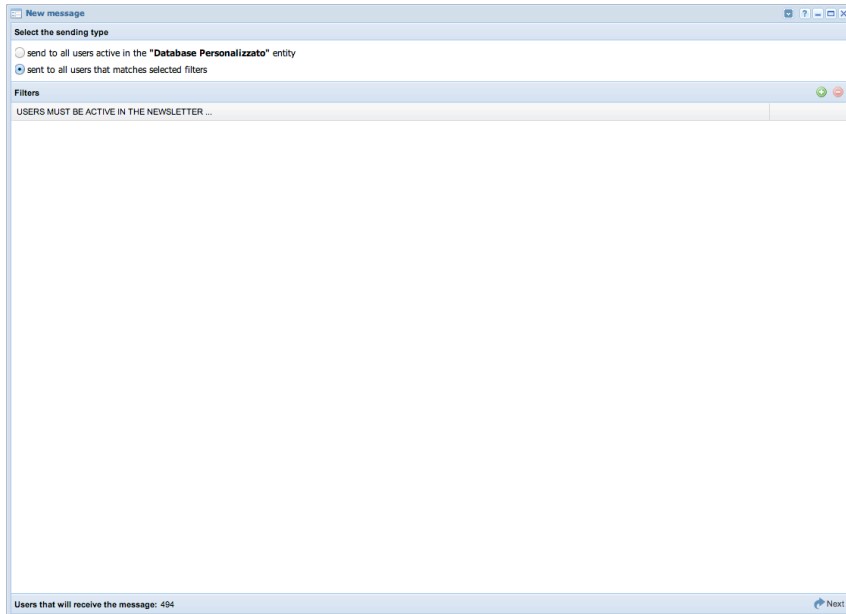
It is advisable to pay maximum attention when filling in the filters, mainly as regards opening and closing round brackets (the number of round brackets that have been opened manually must be equal to the number of round brackets that have been closed manually). In case of setting the filters incorrectly, the newsletter could not be sent or it could have no recipients that can be selected.

In case of errors within the filters that have been set, the system will display a warning message to inform the user of the fact that the newsletter will not be sent correctly.

Once the list of contacts to which the Newsletter is to be sent has been selected,

click on the "Next" button to complete the operation. Now, the last step of the procedure will be shown.
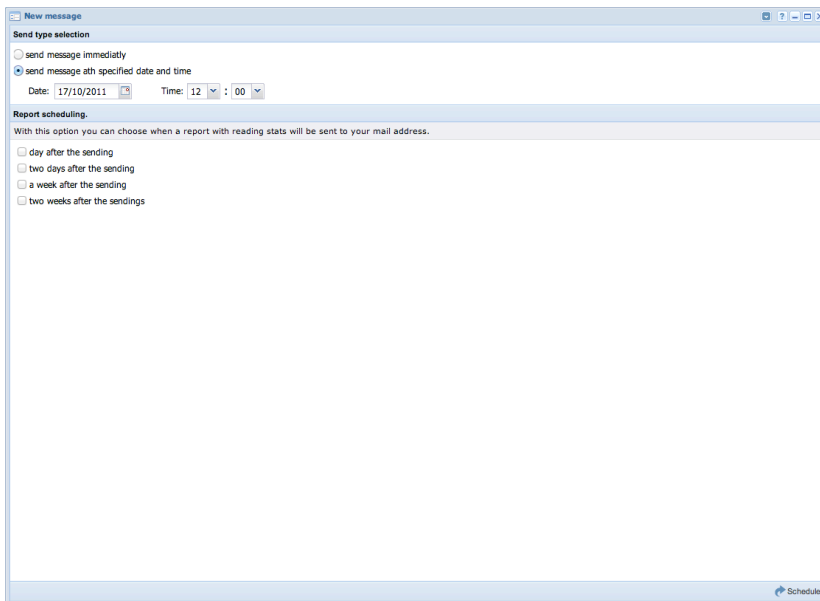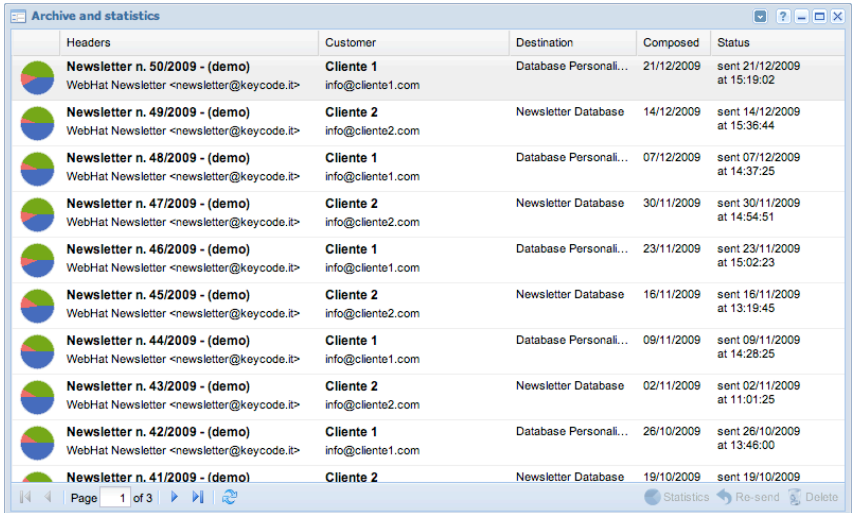
The interface shown above can be used to establish when the newsletter is to be sent. It is possible to send it immediately after clicking on the next button for the last time or to programme a date and time for sending it, as well as to specify whether and when you want to receive a report including the reading statistics. Such report will be sent by e-mail to the address entered in the sender field in the composition window; in case of having an Apple device with iOS operating system and **WebHat Newsletter** or **WebHat Newsletter HD** application, a Push Notification will also be sent (if the device has been associated and enabled for such functionality).

Once the selection indicated above has been made, click on the "Next" or "Schedule" button for the Newsletter to be handled by WebHat and sent on the date and at the time established.

2.2. Archive

Through the menu "Modules -> Additional -> Newsletter -> Archive", it is possible to open the window showing the list of sent messages or those that are scheduled to be sent.

For each message sent in HTML format, it is possible to know the number and the percentage of users who have read the e-mail that has been sent.

By selecting one of the newsletters included in the list, it will be possible:

to access the detailed reading statistics by means of the "Statistics" button. In addition to showing the reading percentage of the sent e-mail with respect to the number of recipients, detailed reading statistics also show the detail of the number of clicks on the links (the counter is active for the links inserted in the newsletter through the visual editor – "Links with statistics" function).

to re-send the newsletter (by clicking on the "Re-Send" button, a new sending interface will be opened showing the content of the filed e-mail). The selected newsletter/draft will be loaded inside the composition window, and it will be possible to introduce changes and, if necessary, to send the message again.

to eliminate the newsletter from the archive (through the "Delete" button, confirmation is requested).

Note: if a newsletter "scheduled to be sent" is deleted, the scheduled newsletter will not be sent to the recipients.

The fields included in the archive are the following ones.

Headers. It indicates the subject and the sender of the e-mail that has been sent (or that is waiting to be sent).

Customer. It indicates the customer to which the message is associated (only in case of WebHat Newsletter Agency license).

Destination. It shows the name of the list of recipients.

Composed on. It indicates the message composition date.

Status. It indicates the message status: it may include the sending or scheduling date and time, or the saving date and time in case it is a draft.

Type. It indicates the type of the newsletter sent: HTML or text.

Attachments. The presence of a clip icon in this column indicates the presence of one or more attachments inside the message.

2.3.   Settings management

Through the menu "Modules -> Additional modules -> Newsletter -> Settings management", it is possible to open the window containing the interface for managing the settings related to the "Newsletter" module. The following image shows such window, which contains the settings that are specified below, subdivided according to language.

Subscription invitation. This is the text that will be displayed on the web pages above the text box for subscribing to the Newsletter.

Subscription button. This is the text that will be displayed on the web pages in the button for subscribing to the Newsletter.

Subscription answer. This is the text that will be displayed on the web pages after a correct subscription request.

Subscription wrong. This is the text that will be displayed on the web pages after an incorrect subscription request (incorrect e-mail address).

General category. It is the category to which the sent message belongs.

Incorrect captcha. This is the text that will be displayed on the web pages after entering the Captcha incorrectly.

Sender for confirmation. It is the name of the sender of the e-mail that will be sent to the user for confirming the newsletter subscription request.

Sender's e-mail for confirmation. It is the e-mail address of the sender of the e-mail that will be sent to the user for confirming the newsletter subscription request.

Confirmation e-mail subject. It is the subject of the e-mail that will be sent to the user for confirming the newsletter subscription request.

Confirmation e-mail. It is the text of the e-mail that will be sent to the user for confirming the newsletter subscription request.

Unsubscription queue. It is the text that is put at the end of every e-mail sent through the newsletter and which explains to the user how to unsubscribe.

Confirmation page. It is the page to which the user will be directed when the newsletter subscription is confirmed (this must be a free page).

Unsubscription page. It is the page to which the user will be directed when unsubscribing to the newsletter (this must be a free page).

Send unsubscription link. This is used to establish whether every e-mail sent shall be followed by the link through which the user can unsubscribe to the newsletter. In most cases – also in order to comply with privacy – this setting must be set to "Yes".

Unsubscription notice. It is used to establish whether the site administrator must be notified when a user unsubscribes.

Display captcha. It specifies whether the captcha shall be displayed or not when subscribing.

Temporary bounces. Through this setting, it is possible to decide the predefined action to be performed on a contact that has generated a temporary bounce. Temporary bounces are problems that can be solved along time (mailbox full, automatic answer for the holiday mode, etc…); therefore, the recommended action is disabling the user for a limited period.

Permanent bounces. Through this setting, it is possible to decide the predefined action to be performed on a contact that has generated a permanent bounce. Permanent bounces are problems that cannot be solved along time (non-existent mailbox, non-registered domain, etc…); therefore, the recommended action is disabling the user permanently.

The configuration of these settings is very important for the correct operation of the newsletter; it is therefore advisable to modify them with accuracy and paying a lot of attention. In any case, the default values ensure good operation.

Once the settings have been modified, in order to apply such changes, click on the disk located on the window top right corner.

2.4.   Statistics.

WebHat Newsletter provides advanced statistics regarding the HTML e-mails that have been sent. From the window that includes the archive of sent messages, it is possible to access the detailed statistics of each message that has been sent.

The detailed statistics of a sent HTML newsletter (which are displayed by selecting a newsletter from the archive and clicking on the "Statistics" button) show a tabbed interface that groups different types of analyses on the reading data:

General information. This window shows the information related to the reading percentage of the message and some summarizing information, such as subject of the message, send date, etc… In addition, it is possible to make a comparison with the messages that have been sent immediately before and after, if the data are available. The newsletter that is being analyzed is marked in the chart below with the thickest grey bar.
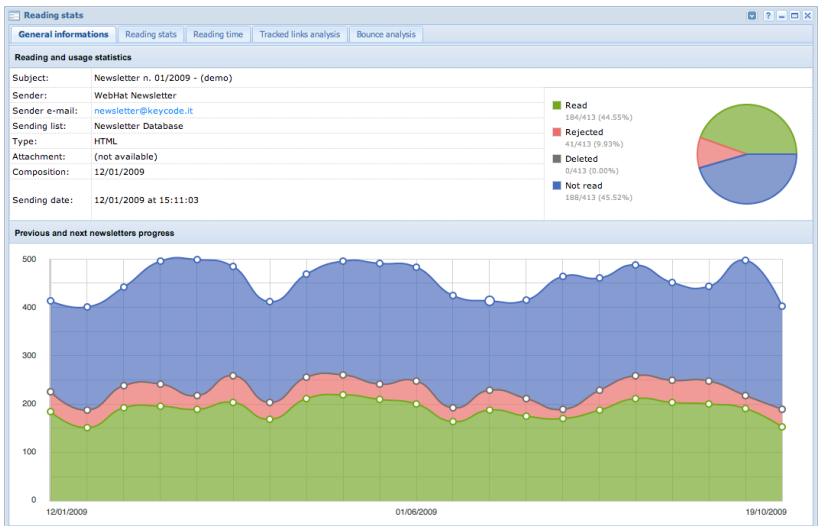
Reading statistics. In this window, the complete list of the users who have opened and displayed the message is represented; by selecting a user from the corresponding list, it is possible to display additional information such as the reading date and time, delay with respect to the message delivery time, tracked links visited by the selected user, if available, the list of the previous and following newsletters that the selected user has read. The listed users are directly contactable or exportable in CSV through the *Utility* button located down on the right.

It is also possible to look for a single user from the list through the corresponding search field.

Reading time. This window is subdivided into two sections: the first one, which is called "Trend of readings within 24 hours", can be used to analyze the variation of readings in relation to the day hours, so as to identify the time slots at which the greatest number of readings is registered and to consequently programme the sending at the most suitable time. The second one, which is called "Trend of readings within the 14 days following the sending date", can be used to check the concentration of readings in the two weeks following the sending date.
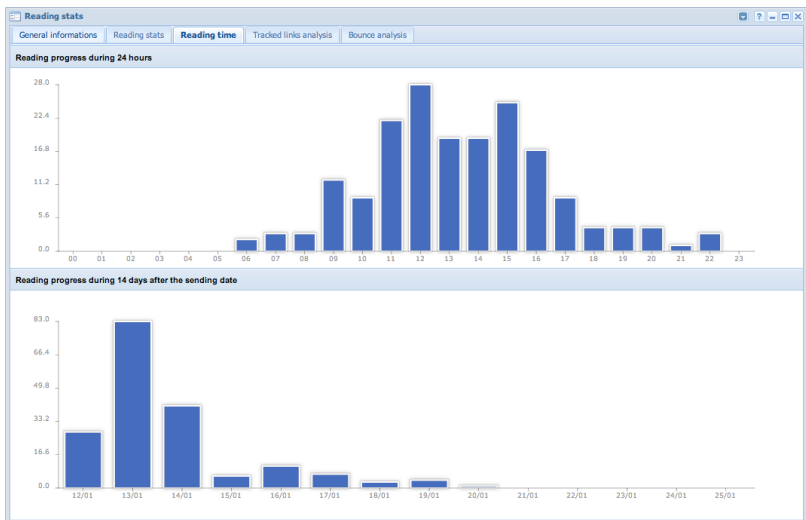
Tracked link analysis. This window shows the preview of the selected newsletter with the tracked links highlighted. Next to each link, there is a box containing the total number of clicks made by users and the percentage of clicks calculated with the modality selected from the drop-down menu located on the top right corner:

1. **clicks/recipients**. It specifies the percentage of recipients that have clicked on the link.

2. **clicks/readings**. It specifies the percentage of readers that have clicked on the link.

3. **clicks/total clicks**. It specifies the number of clicks received by a certain link in relation to the total number of clicks, so as to identify the newsletter "strongest" link, the one that has had the greatest success.

By clicking on one of these boxes, it is then possible to display the list of all the users who have actually clicked on the link. Such users are directly contactable or exportable in CSV through the *Utility* button located down on the right.
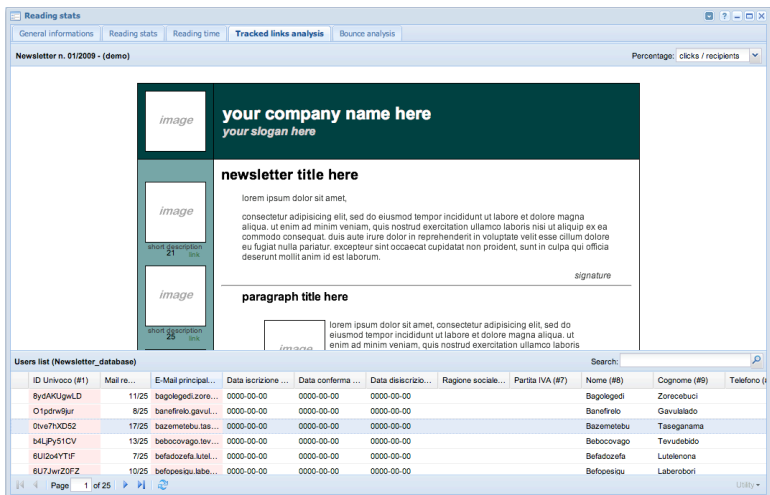
Bounce analysis. This window is used to display the list of temporary and permanent bounces. It is possible to see the details of each single bounce with the corresponding error and the error description. Two different operations can be performed on these users: they can be modified, in case there is incorrect information, or they can be disabled for a certain period or permanently (t). Disabled users will no longer receive the newsletters until they are enabled again. The listed users are exportable in CSV through the *Utility* button located down on the right.
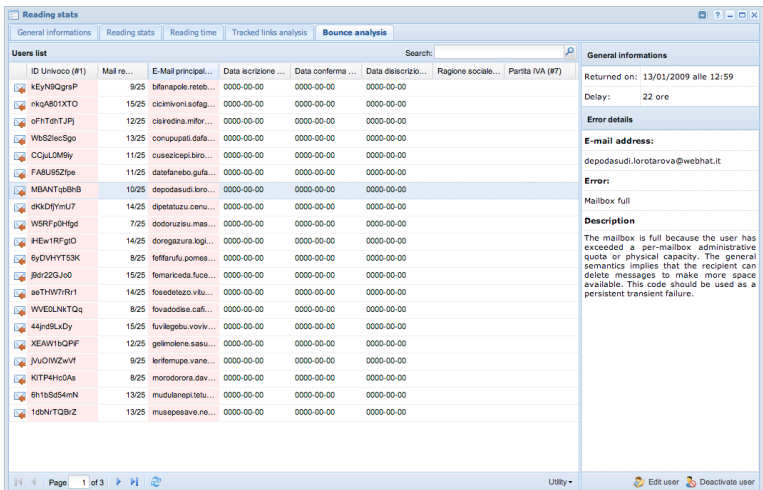
3.   Newsletter Agency

The Agency version has been developed for giving communication agencies and web agencies full control and total management of more e-mail marketing campaigns with a unique WebHat Newsletter license.

3.1.   How does WebHat Newsletter Agency work?

WebHat Newsletter Agency is simple, intuitive and keeps all the features of WebHat Newsletter. The only difference is the presence of an additional window through which the communication agency will be able to create customers with the corresponding users and authorizations. A unique tool that encompasses all the potentialities and functionalities for managing and analyzing the e-mail marketing campaigns of all the customers at the same time.

3.2.   Customer and user management

From the menu "Modules -> Additional modules -> Newsletter Agency -> Customer and user management", it is possible to access the window for managing the users of all the different customers.
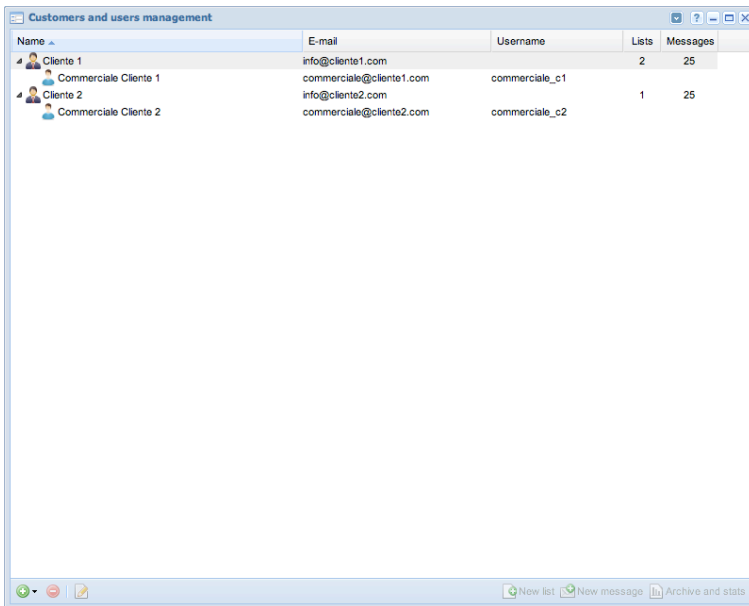
The image above shows a display of all the customers with the corresponding users.

The options "*New list*", "*New message*" and "*Archive and statistics*" can be used for managing the e-mail marketing campaign on behalf of the customer: it is therefore possible to create a new list, to send a newsletter or to check the archive and statistics of the selected customer.

The "+" key can be used to create a *new customer* or, if an already existing customer is selected, to create a *new user*. The maximum number of customers that can be managed depends on the license acquired; while there is no limit of users that can be assigned to each customer.

Customer Creation. In order to create a new customer, it is necessary to enter the name and a reference e-mail address, and to allocate the domains which such customer will be able to send the newsletters.

User Creation. For each customer, it is necessary to create one or more users with which it will be possible to have access to the WebHat Newsletter platform. It is possible to assign personalized rights and privileges to each user, so that only the necessary functionalities are available for each of them.

The wizard for creating the user is made up of 4 steps.

User information. The first step consists in defining the information related to the user and to the account to be created, with the corresponding access data.

List Management. In the second step, it is necessary to assign the corresponding user lists to the new user. The *Use* option enables the user to select the list as recipient of its own newsletters; the *Modify* option assigns the complete management of the list to the user.
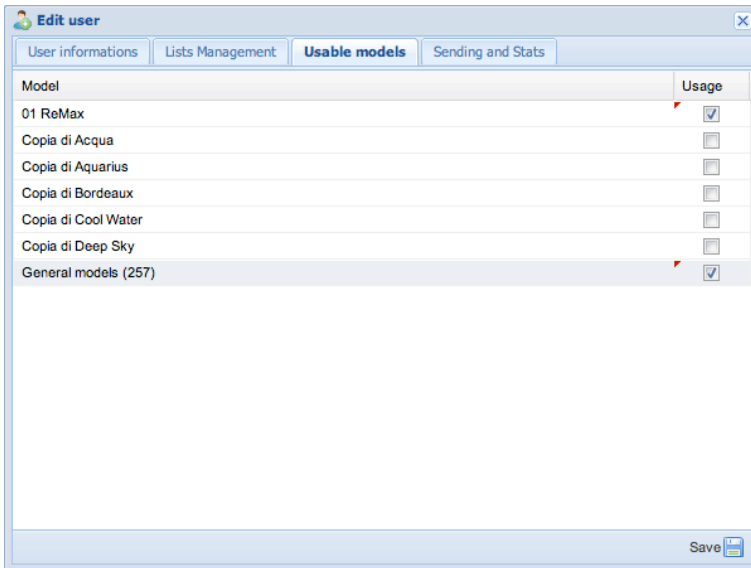
Usable models. In this window, it is necessary to assign the models (predefined or personal) that the user will be able to use for composing its newsletters.
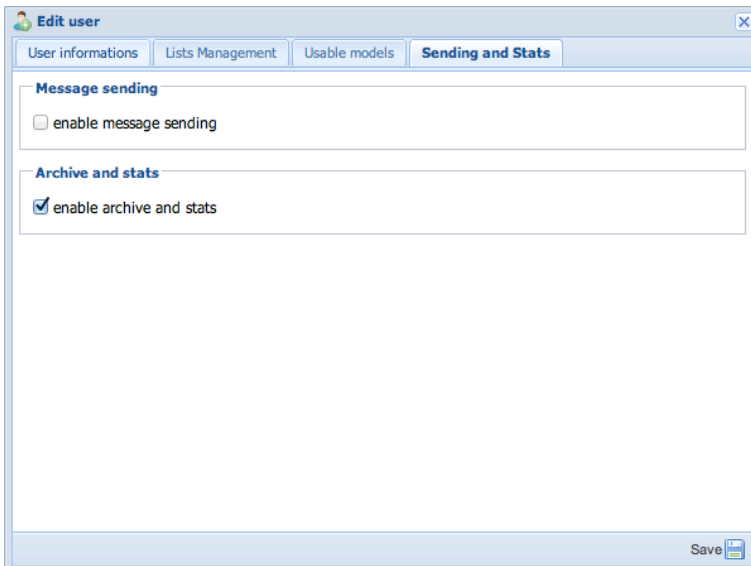
Sending and Statistics. In the last step, it is possible to establish whether to enable or not the sending of new messages and the possibility of checking the archive and the

statistics.

By clicking on "*Save*" the process is completed; the user is created and assigned to the customer that had been previously selected.

4. List management and personalization (through DataDyn)
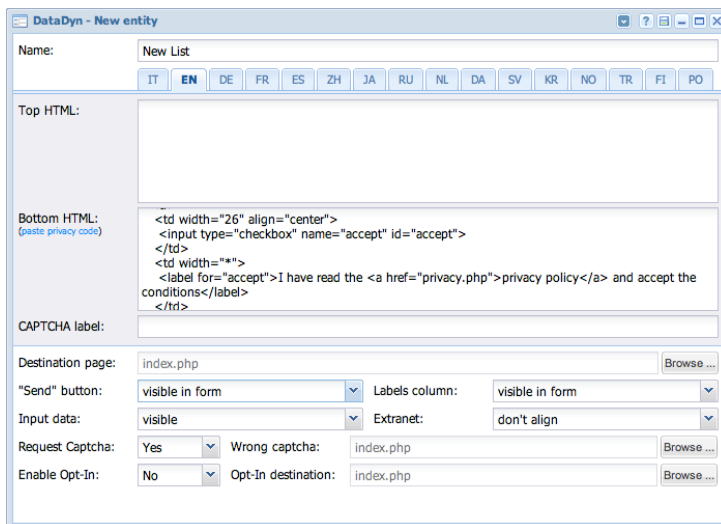
The user lists created in WebHat Newsletter are based on the DataDyn module, thanks to which it is possible to personalize, create and delete them, as well as to check and manage their data.

4.1. Creating a list

A list can be created in two ways:

1. By using the *Create* section of the *Wizard* (Start > Modules > Additional modules > Newsletter > Wizard): In this case, the list will be created with the standard fields *Name*, *Surname*, *E-mail*.

2. By creating the list manually through *DataDyn*: The window New Entity (Start > DataDyn > New Entity) requires an identification name for the list, in addition to a series of settings that are useful in case of wanting to include a newsletter subscription form on the site. Those users who have subscribed to the newsletter through the form will be automatically inserted in the corresponding list.

For the manual procedure (option 2), the data requested (differentiated for each language) are:

Top and Bottom HTML: the HTML code to be shown before and after the subscription form, respectively.

CAPTCHA label: The label to be given to the captcha.

Send button: it is used to decide whether to show or not the button for submitting. If it is hidden, it will have to be manually created.

Label column: it is used to decide whether to show or not the left column with the form field labels.

Input data: the default value to be given to the visible/active field, which establishes whether a user is enabled or not for receiving the newsletter.

Extranet: it establishes whether new subscriptions must be included or not in a possible WebHat Extranet activation connected to WebHat Newsletter.

Requires Captcha: it establishes whether the anti-bot control field must be shown or not in the subscription phase.

Incorrect captcha: the destination page to which the user will be directed in case of filling in the captcha field incorrectly (if requested).

Enable Opt-In: if enabled, the user will receive a confirmation e-mail with a link for completing the subscription. The visible/active field will be automatically managed by the system.

Opt-In Destination: the destination page to which the user will be directed after having confirmed the subscription (if requested).

Once the entity has been created, it will be necessary to add the necessary fields manually following the guide included in the following section.

Note: in order to use a list inside WebHat Newsletter, the entity must necessarily contain an *E-mail* field and a *Unique ID* field. If the entity has been created through the wizard, the fields are automatically generated; otherwise, they have to be created.

4.2.   Modifying a list

In order to modify the fields of a list, open the list of entities (*Start > DataDyn > Entity List*) and select the desired list. The *Fields* key located on the bottom gives access to the creation of a new field or to the list of existing fields, which can be modified, deleted or reordered with a simple drag-and-drop action.

ID	Label	Type	Private
1	ID Univoco	Unique ID	Yes
2	E-Mail principale	E-mail	Yes
3	Data iscrizione	Text	Yes
4	Data conferma	Text	Yes
5	Data disiscrizione	Text	Yes
6	Ragione sociale	Text	Yes
7	Partita IVA	Text	Yes
8	Nome	Text	Yes
9	Cognome	Text	Yes
10	Telefono	Text	Yes
11	Fax	Text	Yes
12	E-Mail 1	E-mail	Yes
13	E-Mail 2	E-mail	Yes
14	E-Mail 3	E-mail	Yes
15	E-Mail 4	E-mail	Yes
16	Sito internet	Text	Yes

In the *create/modify* window of the field, it is possible to specify its type (chosen from the drop-down menu) and an identification label. The other options vary depending on the type of field selected. All the labels are differentiated for each language.

It is important to decide whether a field must be compulsory and whether it must be requested in a possible form shown on the site.

Categories. The category fields, if selected, give the possibility of entering and modifying options, through the button on the bottom. As for the other fields, it will be possible to apply filters on the categories during the sending phase.

4.3.   Contact Management

In order to display the contacts included in each single list, access the DataDyn management: from *Start > DataDyn > Entity Management*, it is possible to select the list to be analyzed. With the *New Record* option, a new contact can be manually entered; while *Show Data* shows all the contacts that have already been entered.

ID	Visible/active	ID Univoco (#1)	Mail reads	E-Mail principale (...	Data iscrizione (#3)	Data conferma (#4)	Data disiscrizione (#5)	Ragione sociale (#6)	Partita IVA (#7)	Nome (#8)	Cognome (#9)	Telefono (#10)	Fax (#11)	E-Mail 1 (#12)	E-Mail 2 (#13)
321	Yes	8ydAKUgwLD	11/25	bagolegedi.zorece...	0000-00-00	0000-00-00	0000-00-00			Bagoleg...	Zorecebuci				
174	Yes	O1pdrw9jur	8/25	banefirelo.gavulala...	0000-00-00	0000-00-00	0000-00-00			Banefirelo	Gavulalado				
330	Yes	0tve7hXD52	17/25	bazemetebu.taseg...	0000-00-00	0000-00-00	0000-00-00			Bazeme...	Taseganama				
310	Yes	b4LjPy51CV	13/25	bebocovago.tevud...	0000-00-00	0000-00-00	0000-00-00			Beboco...	Tevudebido				
80	Yes	6UI2o4YTlF	7/25	befadozefa.lutelen...	0000-00-00	0000-00-00	0000-00-00			Befadoz...	Lutelenona				
35	Yes	6U7JwrZ0FZ	10/25	befopesigu.labero...	0000-00-00	0000-00-00	0000-00-00			Befopes...	Laberobori				
364	Yes	BR3ul8PHFK	12/25	belerocuzi.gevadu...	0000-00-00	0000-00-00	0000-00-00			Belerocuzi	Gevadutobu				
483	Yes	krUcjQlm8m8	1/8	benalovura.mimat...	0000-00-00	0000-00-00	0000-00-00			Benalov...	Mimatuzegi				
404	Yes	nEZtPOj0bF	13/24	bbazufaso.bigolel...	0000-00-00	0000-00-00	0000-00-00			Bbazuf...	Bigolelule				
45	Yes	VMLPO5fflV	14/25	bidigibise.tapebala...	0000-00-00	0000-00-00	0000-00-00			Bidigibise	Tapebalame				
115	Yes	kEyN9QgrsP	9/25	bifanapole.retebeb...	0000-00-00	0000-00-00	0000-00-00			Bifanapole	Retebebero				
442	Yes	6R8ckk4fFm	9/16	bigizigogu.relamas...	0000-00-00	0000-00-00	0000-00-00			Bigizigogu	Relamasovu				
15	Yes	NGvLbKloT8	7/25	birofolalu.cudoted...	0000-00-00	0000-00-00	0000-00-00			Birofolalu	Cudotedaza				
473	Yes	SLdMukaomq	6/8	biruptigu.pofolivan...	0000-00-00	0000-00-00	0000-00-00			Biruptigu	Pofolivani				
29	Yes	rYwp7GWzkl	12/25	biteripoa.davabale...	0000-00-00	0000-00-00	0000-00-00			Biteripoma	Davabalepi				
340	Yes	yxyNhPg6Yc	10/25	bizupobita.lofobob...	0000-00-00	0000-00-00	0000-00-00			Bizupobita	Lofobobege				
354	Yes	bHkKzHZaSN	13/25	boburenile.sopem...	0000-00-00	0000-00-00	0000-00-00			Boburenile	Sopemeruco				
59	Yes	Vtka9gYzq1	8/25	bodatuduca.picab...	0000-00-00	0000-00-00	0000-00-00			Bodatud...	Picabumesa				
491	Yes	8C4xNfeyDR	3/5	bolenitage.rosacot...	0000-00-00	0000-00-00	0000-00-00			Bolenitage	Rosacotofu				
318	Yes	QHm5V0vsz3	10/25	botazodapi.matafe...	0000-00-00	0000-00-00	0000-00-00			Botazod...	Matafesile				

The data display window is a chart (with functions for ordering by column, search, etc.) subdivided in several pages. It is possible to select a single record and modify it (*Modify and Manage* button), delete it (*Delete*) or activate/deactivate it (*Change Visibility*). On the other hand, the *Empty* and *All Visible* functions have effect on the entire list, and delete and activate all the contacts that are present in the list, respectively. With the Utility button, it is possible to import or export the contacts in CSV format.

5.   Mobile Devices

WebHat Newsletter statistics are also usable by Apple mobile devices using the iOS operating system. WebHat Newsletter (for iPhone and iPod Touch) and WebHat Newsletter HD (for iPad) applications can be downloaded as usual from the App Store.

The window related to mobile devices can be reached from *Start > Tools > Mobile Devices*, and it shows the list of all the devices associated to WebHat current activation. Through keys **+** and **–** it is possible to add or remove a device; and it is necessary to select a device for accessing the corresponding settings.
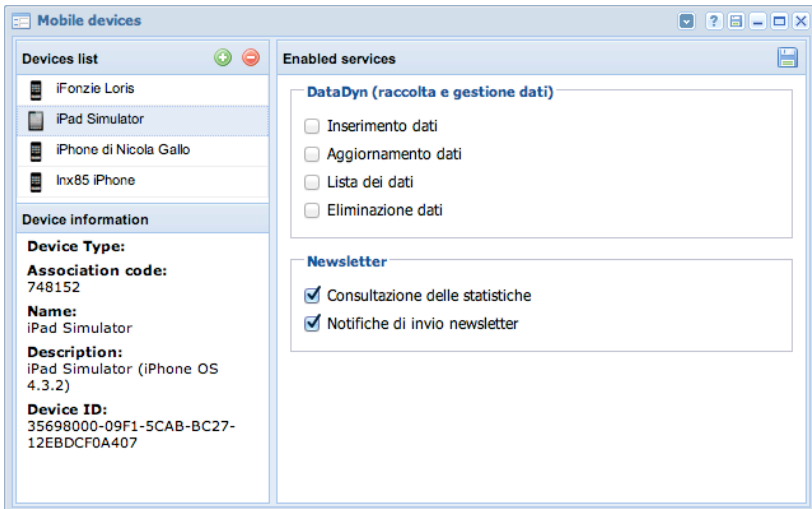
For adding a device, click on the + key: a 6-figure code to be entered in the device is generated. For safety reasons, the code lasts 3 minutes: if the device is not associated within this lapse of time, the code will be regenerated.

The device setting is very simple: just enter the user access data following the guide that is directly available in the application.

Once the device has been correctly associated, it is possible to assign a name and description to it, and then to enable the functions to which it will have access.

6. Updates and assistance

WebHat Newsletter is an E-mail Marketing system in constant update. Depending on the contract entered into with the reseller, there are different forms of updates available for each copy of WebHat Newsletter.

Every time there is a new update release or a major product release, update courses are also available for both end users and KeyCode partners.

For further information, contact the reseller or visit the website www.webhatnewsletter.com.

6.1. Assistance

KeyCode offers complete assistance for its own products through the following channels.

For assistance, on the site www.webhatnewsletter.com, you can find KeyCode staff telephone numbers and skype usernames.