



ListManager Advanced Training

Presented by Ana DeLeón

Remember - Shared Audio:

- Share comments, questions, jokes...
- State your name when asking a question
- Mute out background noise and music *6

Please share:

- Your name
- What topic(s) are of particular interest?
- What version of LM are you using?

What You'll Learn To Do



You will be able to:

- Track mailings and segment based on the tracking
- Use MailStream optimization for deliverability
- Prevent mailing fatigue
- Use surveys to engage and interact
- Design a Refer-A-Friend form to grow your list organically
- Customize your message with Conditional Content

Agenda



- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Tracking & Segmentation



- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Four Types of Success Tracking



How successful are my mailings?

1. Delivery Tracking
2. Opens Tracking
3. Clickthrough Tracking
4. Actions Tracking



Delivery Tracking

Who got the message?

The screenshot shows a web application interface for tracking mailings. At the top, there's a title bar 'Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)'. Below it, there are filters for 'Mailing type' (set to 'All'), 'From' (2006-11-11), and 'To' (2007-05-11). A table of mailing data is displayed with columns for ID, Mailing Name, Sent#, Open#, Open%, CT#, CT%, CS#, CS%, and Created. A red box highlights the 'Sent#' column, and a red arrow points to a pop-up window showing a list of 'Sent#' values: 66, 63, 63, 65, 64.

ID	Mailing Name	Sent#	Open#	Open%	CT#	CT%	CS#	CS%	Created
129446	SFT Deals - Week 12	66	32	93%	30	45%	30	45%	2007-04-16
129445	SFT Deals - Week 11	63	57	90%					2007-04-09
129444	SFT Deals - Week 10	63	59	93%					2007-04-02
129443	SFT Deals - Week 9	65	55	84%					2007-03-26
129442	SFT Deals - Week 8	64	55	84%					2007-03-19
129441	SFT Deals - Week 7	59	51	86%					2007-03-12
129440	SFT Deals - Week 6	55	51	92%					2007-03-05
129439	SFT Deals - Week 5	54	45	83%					2007-02-26
129438	SFT Deals - Week 4	51	46	90%					2007-02-19
129437	SFT Deals - Week 3	44	42	95%					2007-02-12
129436	SFT Deals - Week 2	50	46	92%					2007-02-05
129435	SFT Deals - Week 1	40	37	92%					2007-01-29

Engagement is done automatically every time the mailing is sent out, you'll know

- **Who received the mailing**
- **Who failed to receive it**

To view report:
[Reports: Tracking Statistics](#)

Delivery Tracking



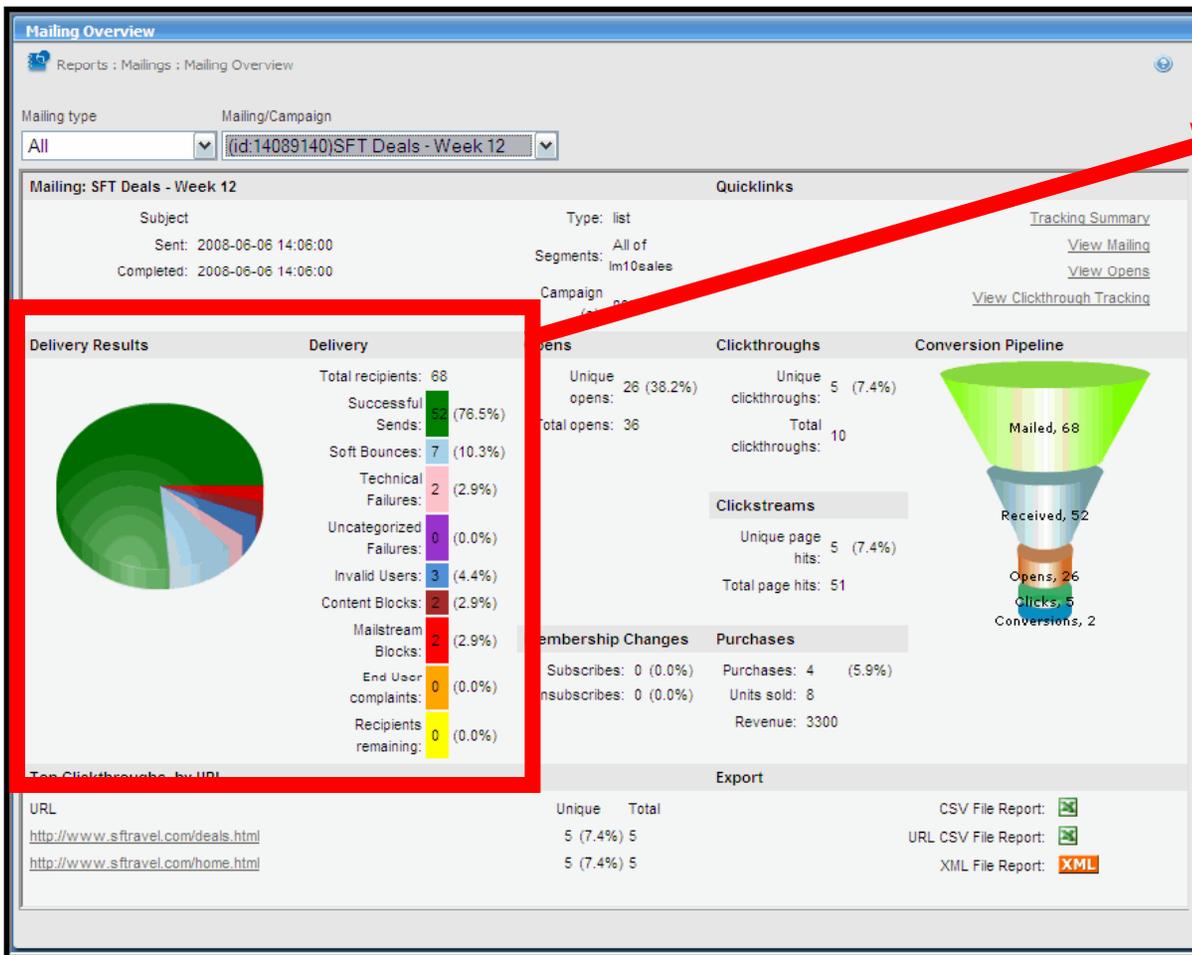
The screenshot shows the 'View Mailing' interface with the following data and options:

Category	Value	Action
Total recipients	2,503	View Recipient Details
Successfully sent	1,788	View Successful
Active	2	View Active
Not attempted	10	View Not Attempted
1 attempt	6	
2 attempts	3	
Transient failures	154	View All Rejection Messages, View Transient Failures
Permanent failures	540	View All Rejection Messages, View Permanent Failures
Tracked opens	1,020	
Tracked click throughs	77	
Tracked click streams	0	Create Clickstream Tag
Segment	all of Im10preorder	
Mail Stream	New_IPs	
CSV File Report		
XML File Report		

Drill down to see “Recipient:”

- Transient failures
- Permanent failures
- Other tracking info

Delivery Tracking



View nine distinct categorizations' of bounces

Members who are undeliverable over time are put into “held” status

Number of bounces determined by

Utilities: List Settings: Automatic Maintenance: Error Mail: Bounce Limit

- **Invalid users go on hold immediately server wide**
- **Held members may be removed automatically**
- **Content problems never go on hold**

Open Tracking

Who opened a particular mailing?

Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Reports : Mailings : Tracking Statistics : Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Mailing type: All | From: 2006-11-11 | To: 2007-05-11 | Go

Showing data for 'All' mailings from 2006-11-11 to 2007-05-11.

ID	Mailing Name	Sent	Open#	Open%	CT#	CT%	CS#	CS%	Created
129446	SFT Deals - Week 12	66	62	93%	30	45%	30	45%	2007-04-16
129445	SFT Deals - Week 11	63	57	90%	38				4-09
129444	SFT Deals - Week 10	63	59	93%	41				4-02
129443	SFT Deals - Week 9	65	55	84%	29				3-26
129442	SFT Deals - Week 8	64	55	85%					3-19
129441	SFT Deals - Week 7	59	51	86%					3-12
129440	SFT Deals - Week 6	55	51	92%	34				3-05
129439	SFT Deals - Week 5	54	45	83%	25				2-26
129438	SFT Deals - Week 4	51	46	90%	31				2-19
129437	SFT Deals - Week 3	44	42	95%	28				2-12
129436	SFT Deals - Week 2	50	46	92%	24				2-05
129435	SFT Deals - Week 1	40	37	92%	23				1-29

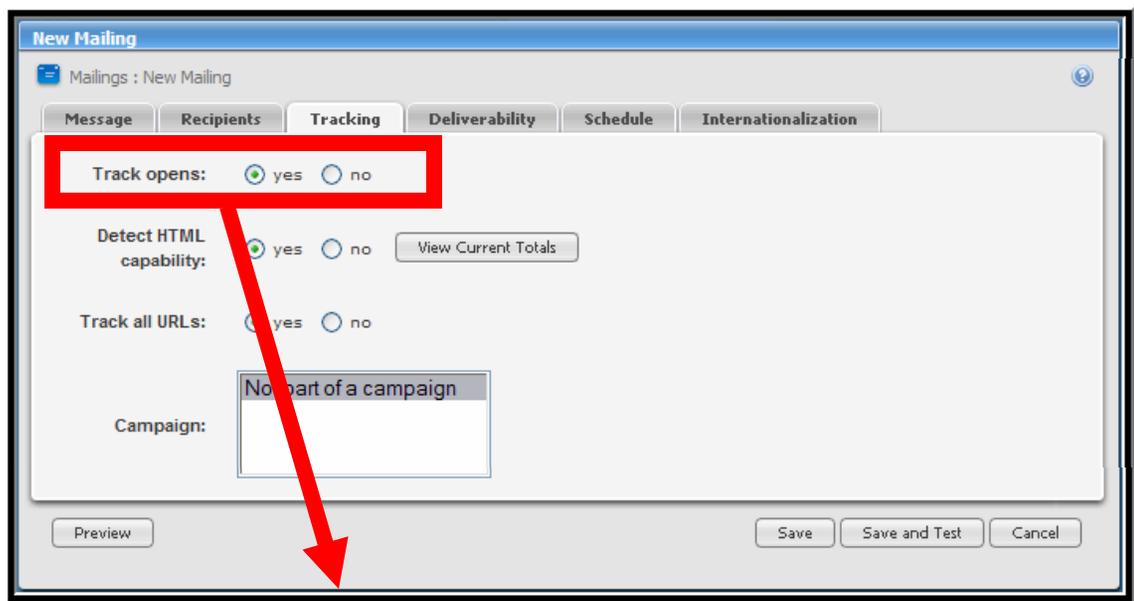
Open#

- 62
- 57
- 59
- 55
- 55

It's turned on by default

To view report:
Reports: Tracking Summary

Open Tracking (2)



Find this setting in the mailing area

- **Enabled when creating a mailing**
- **Automatically turns text message into multipart**
- **Enables forward tracking**

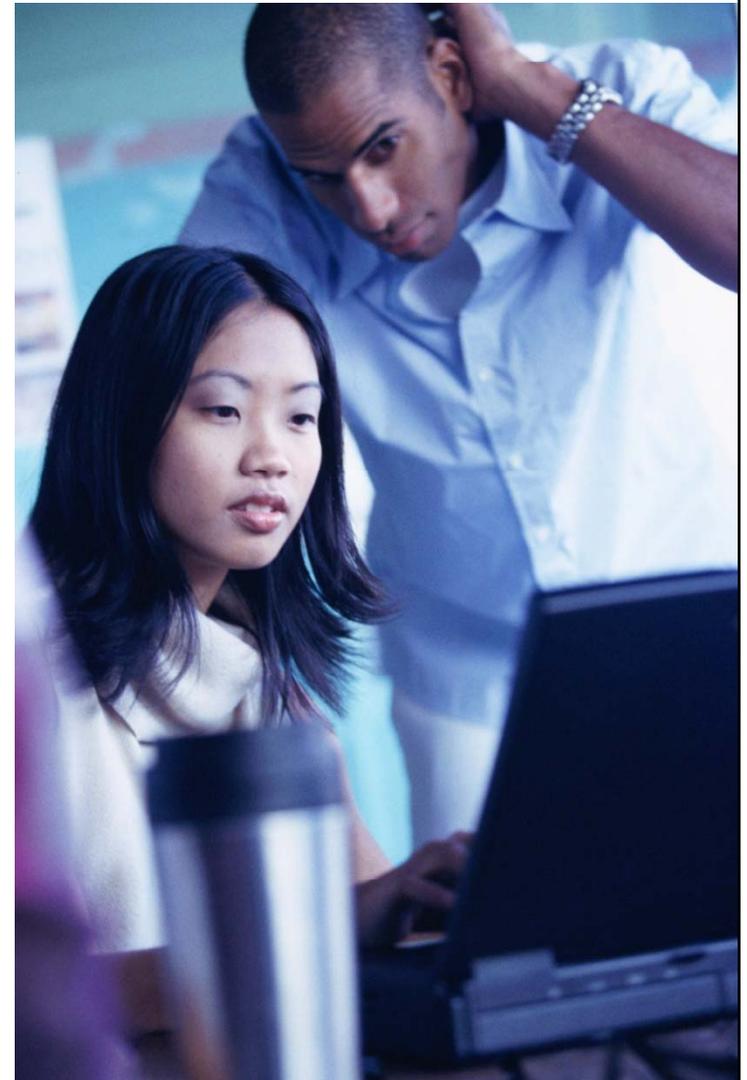
Open Tracking (3)



How does it work?

- Inserts tracking tab into mailing:
%%detect_both%%
- ListManager inserts invisible gif with mailing, recipient info:

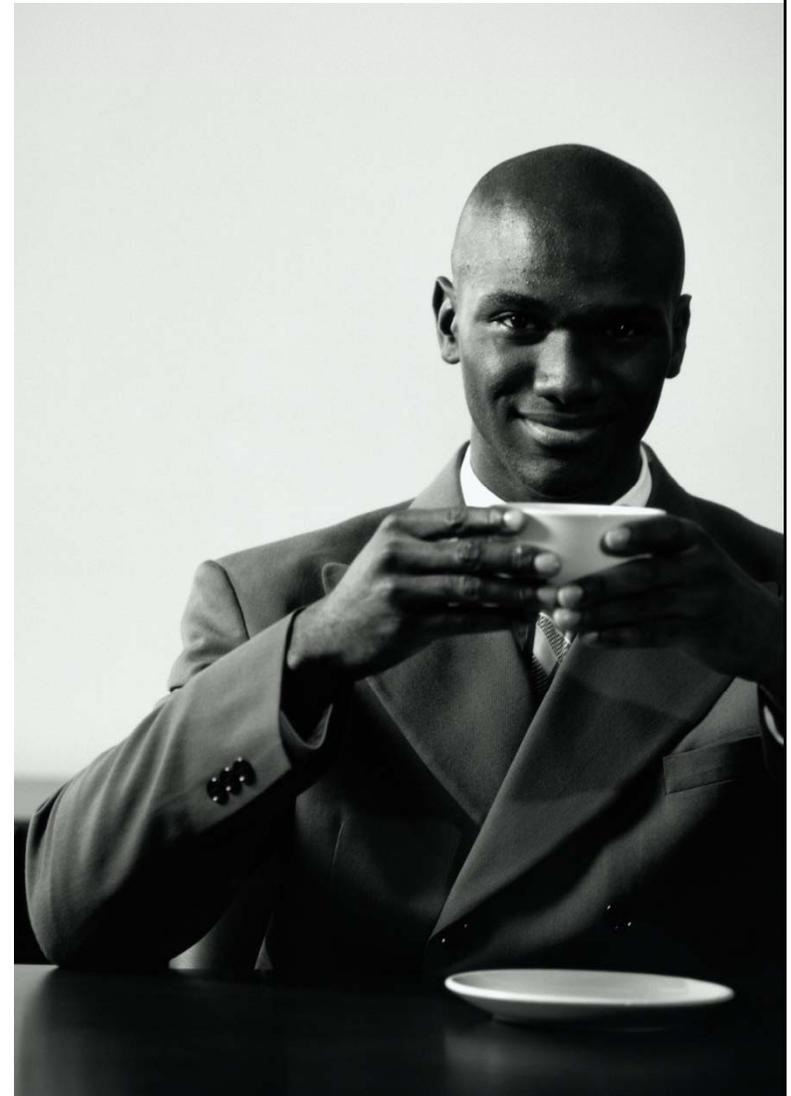
```
<IMG SRC="http://emails.example.com/1.gif"  
WIDTH=1 HEIGHT=1>
```



Open Tracking (4)

How they are recorded:

- When recipient opens message with HTML images enabled = open
- When a recipient clicks on a Clickthrough tracking link = open



Open Tracking (5)

How it's recorded:

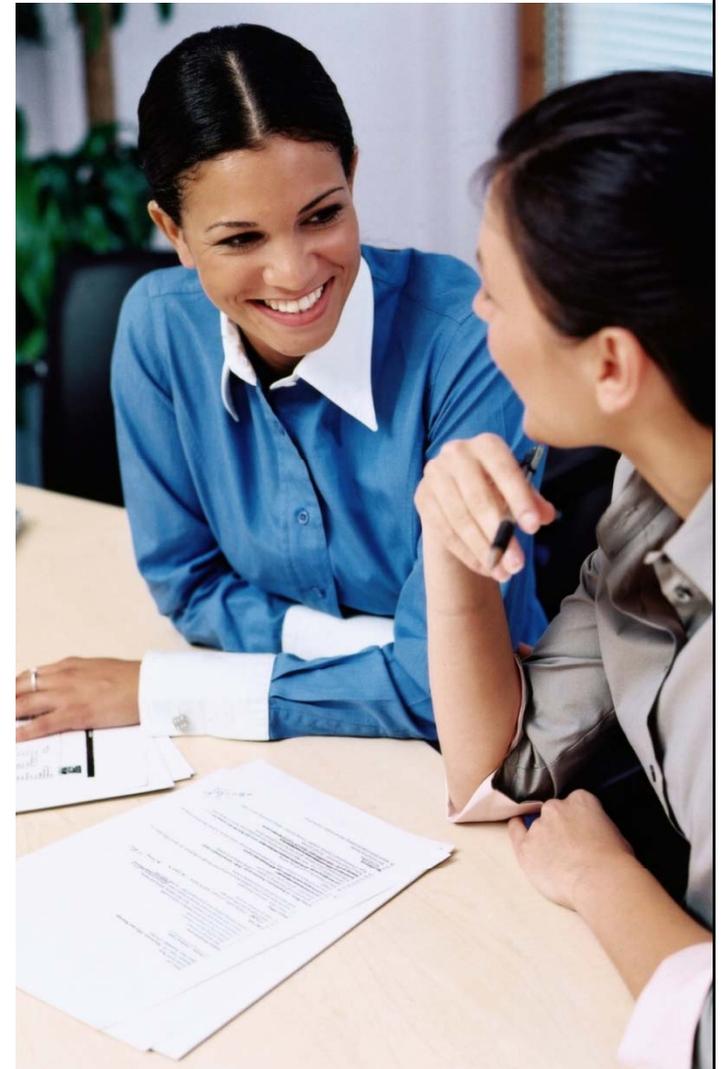
- If an open is detected with an invisible gif
= HTML capable.
- If an open is detected for more than one computer
= a forward



Open Tracking (6)

Opens are good for *trends*

- False + = preview pane
- False - = image suppression



Open Tracking Report



View Opens		
Reports : Mailings : View Opens		
Event Time	Email Address	Name
2008-06-13 13:22:00	you@you.com	erman
2008-06-13 11:14:00	you@you.com	
2008-06-13 11:11:00	you@you.com	
2008-06-13 11:09:00	vinceharvey@lyris.com	Valerie Insee Harvey

See details on who opened the message and segment out

Open Tracking Report



- Total opens = all opens registered
- Unique opens = one open registered per recipient
- Estimated opens = percentage of those who are known to have HTML capability who opened this message is applied to the entire list, regardless of HTML status

Clickthrough Tracking



Who clicked on URL in the message?

Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Reports : Mailings : Tracking Statistics : Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Mailing type: All From: 2006-11-11 To: 2007-05-11 Go

Showing data for 'All mailings from 2006-11-11 to 2007-05-11.

ID	Mailing Name	Sent#	Open#	Open%	CT#	CT%	CS#	CS%	Created
129446	SFT Deals - Week 12	66	62	93%	30	45%	30	45%	2007-04-16
129445	SFT Deals - Week 11	63	57	90%	38	60%	35	55%	2007-04-09
129444	SFT Deals - Week 10	63	59	93%	41	65%	41	65%	2007-04-02
129443	SFT Deals - Week 9	65	55	84%	44	68%	28	43%	2007-03-26
129442	SFT Deals - Week 8	64	55	85%	34	53%			
129441	SFT Deals - Week 7	59	51	86%	26	44%	25		
129440	SFT Deals - Week 6	55	51	92%	34	61%	34		
129439	SFT Deals - Week 5	54	45	83%	25	46%	24		
129438	SFT Deals - Week 4	51	46	90%	31	60%	31		
129437	SFT Deals - Week 3	44	42	95%	28	63%	27		
129436	SFT Deals - Week 2	50	46	92%	24	48%	24		
129435	SFT Deals - Week 1	40	37	92%	23	57%	21		

CT#

30

38

41

29

34

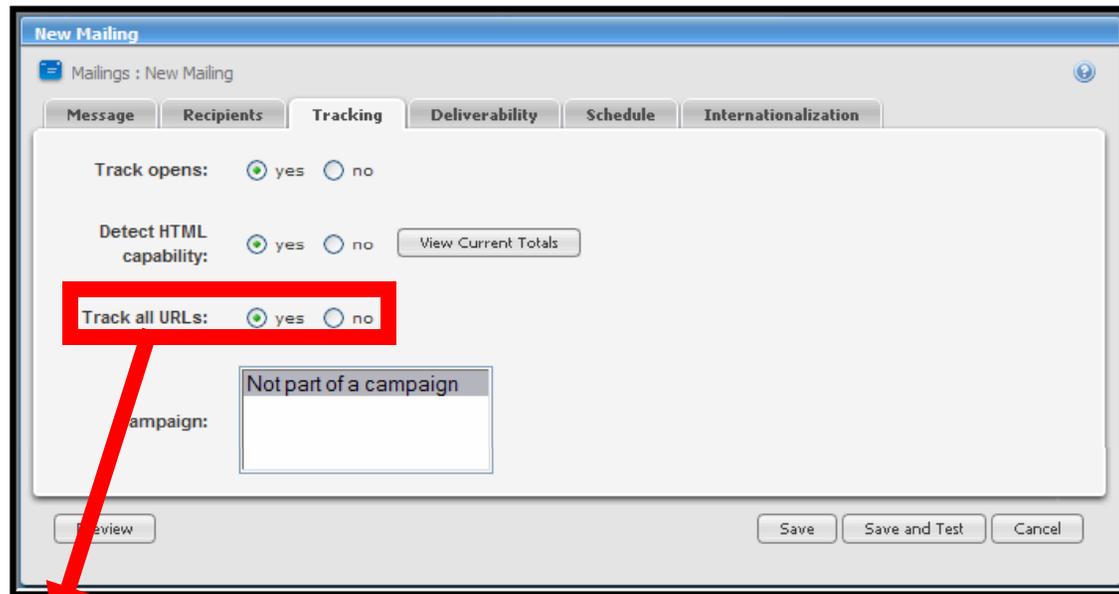
It's turned on by default

To view report:
Reports: Tracking Summary

How Clickthrough Tracking works:

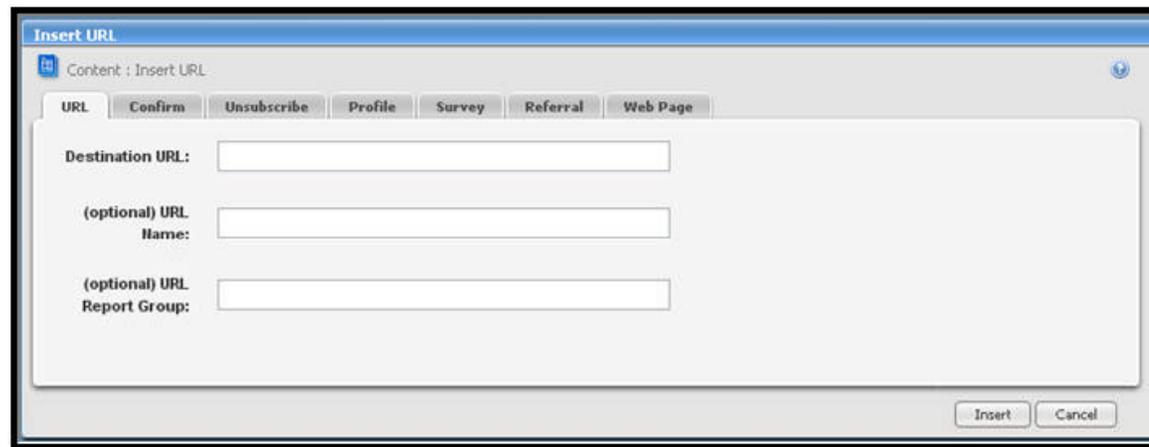
- Uses a redirect
- ListManager makes a unique clickthrough URL for each recipient:
<http://emails.example.com/t/43/94/2/0/>
- It's simple to make clicks on text or images in your message trackable.
 - All URL's
 - Clickable Text
 - Clickable Image
 - Undisguised URL

Clickthrough Tracking (3)



- Mailing enabled in the tracking tab
- List enabled at:
Utilities: List Settings: Web Created Content
- Inserts a tracking merge:
%%track [subst {http://example.com/}]%%

Clickthrough Tracking (4)



The screenshot shows a dialog box titled "Insert URL" with a subtitle "Content : Insert URL". It features a tabbed interface with the following tabs: "URL", "Confirm", "Unsubscribe", "Profile", "Survey", "Referral", and "Web Page". The "URL" tab is currently selected. The dialog contains three input fields: "Destination URL:", "(optional) URL Name:", and "(optional) URL Report Group:". At the bottom right, there are "Insert" and "Cancel" buttons.

Track a single URL from the content area

Clickthrough Tracking (5)

The screenshot shows a software dialog box titled "Insert URL". The subtitle is "Content : Insert URL". There are seven tabs: "URL", "Confirm", "Unsubscribe", "Profile", "Survey", "Referral", and "Web Page". The "URL" tab is selected. The dialog contains three input fields: "Destination URL:", "(optional) URL Name:", and "(optional) URL Report Group:". At the bottom right, there are "Insert" and "Cancel" buttons.

In text messages, clickthrough URLs will show your server's domain.

Example:

<http://demo.example.com/t/153/18/2/0/>

may actually go to:

<http://www.lyris.com>

Clickthrough Tracking (6)

A screenshot of a software dialog box titled "Insert URL". The dialog box has a blue header bar with the title "Insert URL" and a small icon on the left. Below the header, there is a tabbed interface with several tabs: "Clickable Text", "Image", "URL", "Confirm", "Unsubscribe", "Profile", "Survey", "Referral", "Web Page", and "Media". The "Clickable Text" tab is currently selected and highlighted. The main area of the dialog box contains four text input fields, each with a label to its left: "Clickable text:", "Destination URL:", "(optional) URL Name:", and "(optional) URL Report Group:". At the bottom right of the dialog box, there are two buttons: "Insert" and "Cancel".

In HTML Messages, make an HTML clickthrough link by selecting *Clickable Text* tab ...

Clickthrough Tracking (7)

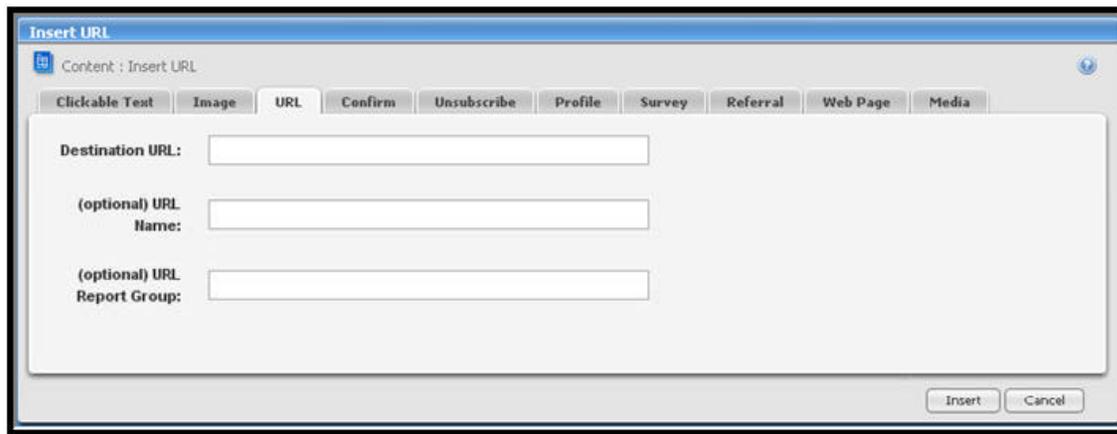
The screenshot shows a dialog box titled "Insert URL" with a tabbed interface. The tabs are: Clickable Text, Image, URL, Confirm, Unsubscribe, Profile, Survey, Referral, Web Page, and Media. The "Image" tab is selected. The form contains the following fields:

- URL to clickable image:
- Destination URL:
- (optional) URL Name:
- (optional) URL Report Group:

Buttons: Insert, Cancel

... Or make an image clickable in HTML by selecting *Clickable Image* tab

Clickthrough Tracking (8)



To identify a unique link in Reports, you can specify:

- *URL name*
- *URL report group*

Formatting without a wizard:

`%%track http://www.example.com -name “home” -group “top”%%`

Clickthrough Tracking Report



View Clickthrough Tracking

Reports : Mailings : View Clickthrough Tracking

Chart Create New Segment

Event Time	TCP/IP	Email Address	URL	URL Name	Group
2006-05-01 01:09:00	31.237.62.101	bickel110@maileater.lyris.net	http://www.sfravel.com/deals.html	sfdeals	main
2006-05-01 01:09:00	31.237.62.101	bickel110@maileater.lyris.net	http://www.sfravel.com/home.html	sfhome	flights
2006-05-01 01:09:00	31.237.62.101	bickel110@maileater.lyris.net	http://www.sfravel.com/	sfmain	flights
2006-04-30 22:48:00	138.111.163.214	dander608332@maileater.mailshield.com	http://www.sfravel.com/deals.html	sfdeals	main
2006-04-30 19:48:00	139.112.138.43	BHARPOLD659@maileater.lyris.com	http://www.sfravel.com/home.html	sfhome	flights
2006-04-30 19:48:00	139.112.138.43	BHARPOLD659@maileater.lyris.com	http://www.sfravel.com/	sfmain	flights
2006-04-30 19:47:00	139.112.138.43	BHARPOLD659@maileater.lyris.com	http://www.sfravel.com/deals.html	sfdeals	main
2006-04-30 18:51:00	183.7.150.160	ajrock315@maileater.lyris.com	http://www.sfravel.com/deals.html	sfdeals	main
2006-04-30 09:44:00	126.202.185.119	chickinsaw828@maileater.lyris.net	http://www.sfravel.com/deals.html	sfdeals	main
2006-04-30 09:44:00	126.202.185.119	chickinsaw828@maileater.lyris.net	http://www.sfravel.com/home.html	sfhome	flights
2006-04-30 09:38:00	30.99.181.48	claudyb836@maileater.shelby.com	http://www.sfravel.com/home.html	sfhome	flights
2006-04-30 09:37:00	30.99.181.48	claudyb836@maileater.shelby.com	http://www.sfravel.com/deals.html	sfdeals	main

See who clicked on a specific URL and segment out

Clickstream Tracking



Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Reports : Mailings : Tracking Statistics : Tracking Summary: Sends, Opens & Clickthroughs (All Mailings)

Mailing type: All From: 2006-11-11 To: 2007-05-11 Go

Showing data for 'All' mailings from 2006-11-11 to 2007-05-11.

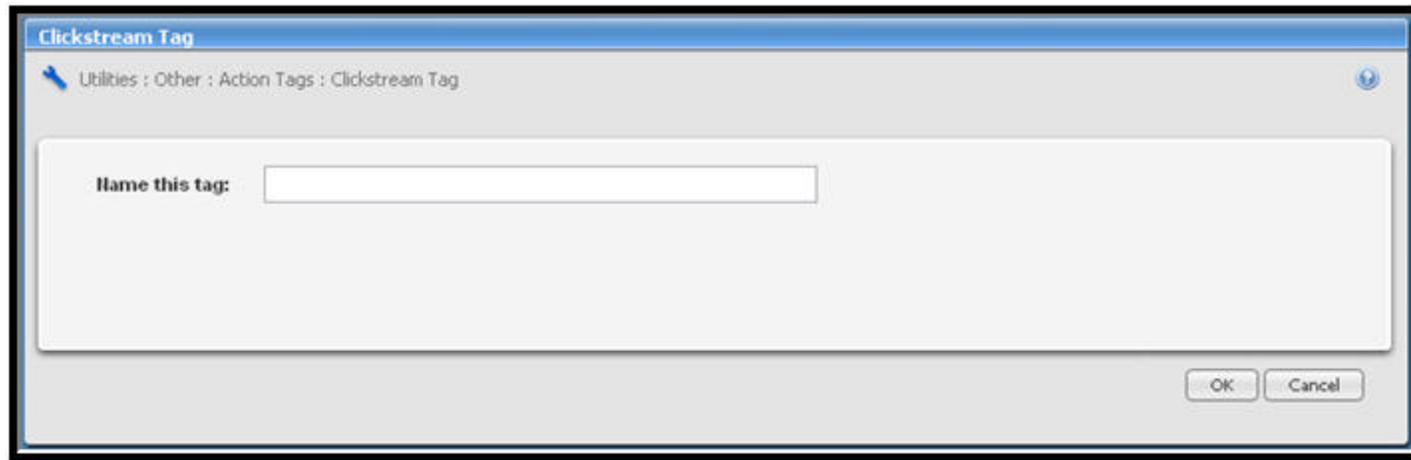
ID	Mailing Name	Sent#	Open#	Open%	CT#	CT%	CS#	CS%	Created
129446	SFT Deals - Week 12	66	62	93%	30	45%	30	45%	2007-04-16
129445	SFT Deals - Week 11	63	57	90%	38	60%	35	55%	2007-04-09
129444	SFT Deals - Week 10	63	59	93%	41	65%	41	65%	2007-04-02
129443	SFT Deals - Week 9	65	55	84%	29	44%	28	44%	2007-03-26
129442	SFT Deals - Week 8	64	55	85%	34	53%	31	48%	2007-03-19
129441	SFT Deals - Week 7	59	51	86%	26	44%	25	42%	2007-03-12
129440	SFT Deals - Week 6	55	51	92%	34	61%	34	61%	2007-03-05
129439	SFT Deals - Week 5	54	45	83%	25	46%	24	44%	2007-02-26
129438	SFT Deals - Week 4	51	46	90%	31	60%	31	60%	2007-02-19
129437	SFT Deals - Week 3	44	42	95%	28	63%	27	61%	2007-02-12
129436	SFT Deals - Week 2	50	46	92%	24	48%	24	48%	2007-02-05
129435	SFT Deals - Week 1	40	37	92%	23	57%	21	52%	2007-01-29

See how many and what *Web Site pages* members have visited

CS#
30
35
41
28
31

To view report:
Reports: Tracking Summary

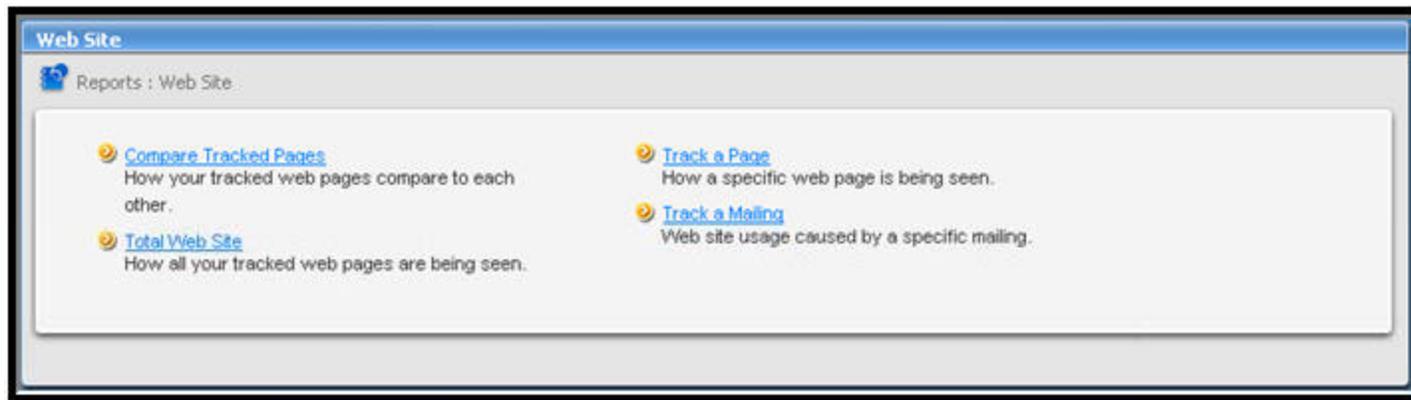
Clickstream Tracking (2)



Clickstream tracking monitors whether a page is viewed AFTER a clickthrough

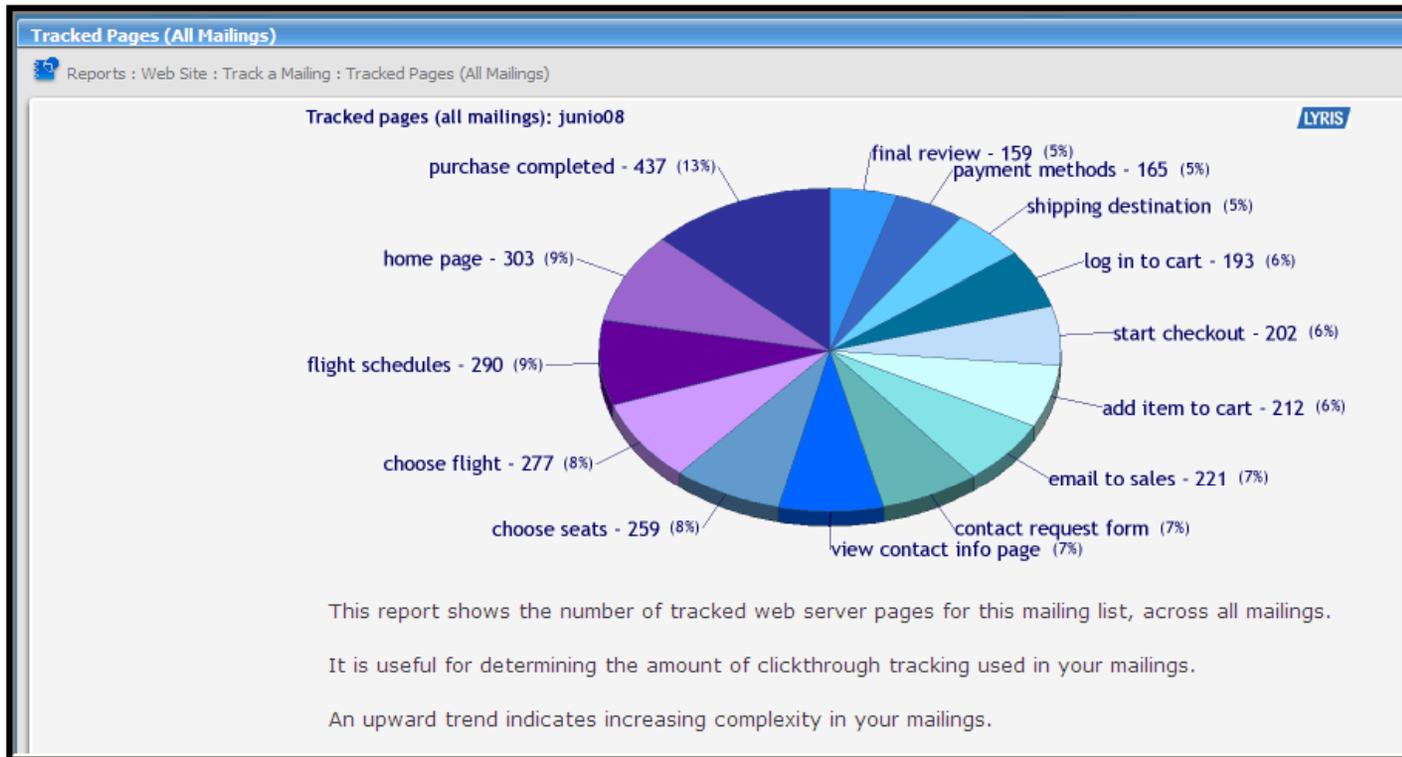
- Clickthrough passes a cookie to the clicker
- Uses clickstream tags (invisible gifs)
- Create tags in *Utilities: Other: Action Tags: Clickstream Tag*
- Insert tags directly into HTML code of web pages you want to track

Clickstream Tracking Report



Clickstream reports available in
Reports: Website

Clickstream Tracking Report



Easily analyze traffic to your website and segment out

Segments

Use segments to follow up with members that did or did not do an action

Segment name: hotmail

Description: hotmail

Mail stream: GoldStream

Summary: SilverStream
BronzeStream
AcquisitionStream
domain_in ('msn.com', 'hotmail.com')

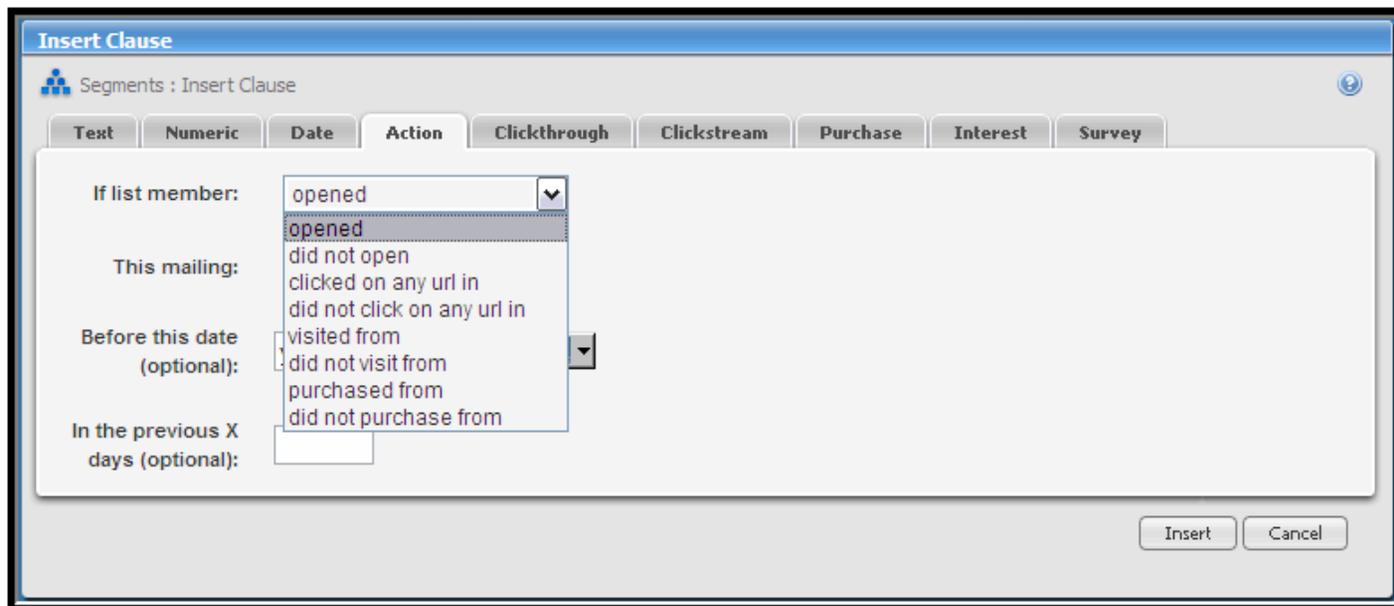
Query:

and Or Not () Clear

Show More

Save Save and Test Cancel

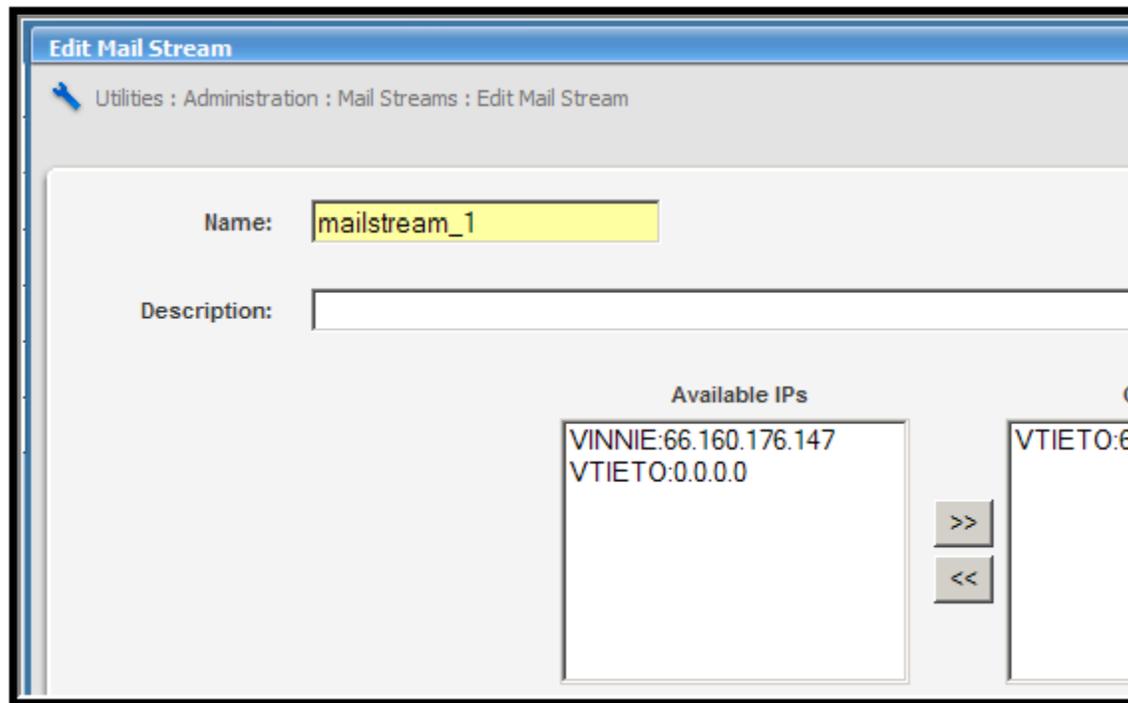
Segments



Target members that have or have not:

- **Opened a mailing**
- **Clicked on a link**
- **Visited a web page**

- Tracking & Segmentation
- **MailStreaming**
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A



Edit Mail Stream

Utilities : Administration : Mail Streams : Edit Mail Stream

Name: mailstream_1

Description:

Available IPs

VINNIE:66.160.176.147
VTIETO:0.0.0.0

VTIETO:6

>>
<<

- **Give your most important subscribers a delivery advantage**
- **Send mail faster**
- **Put control in the hands of the marketer**

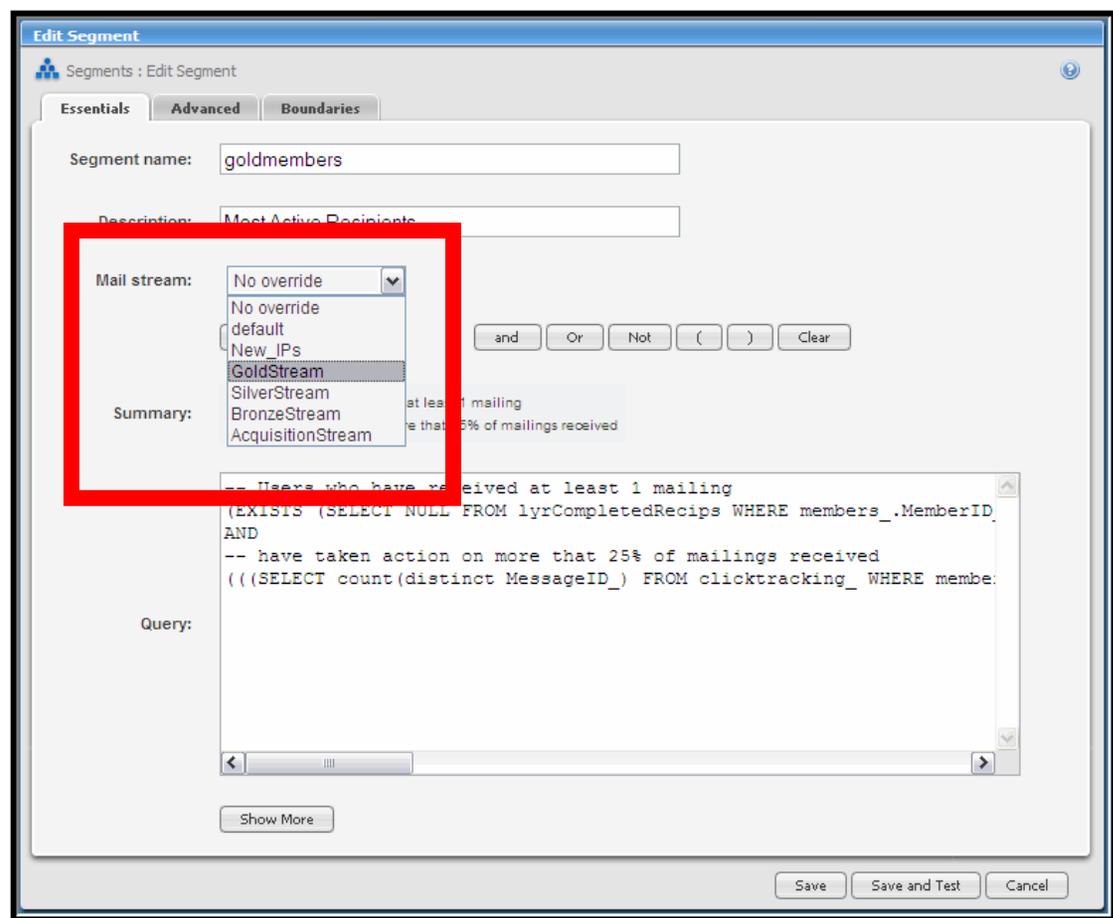
MailStream Theory



Name	Associated IPs	Description
AcquisitionStream	1	Stream for the first mailing attempt
BronzeStream	1	Least active users
default	1	Default mail stream.
GoldStream	1	Most active users
New_IPs	2	New IPs for clio
SilverStream	1	Moderately active users

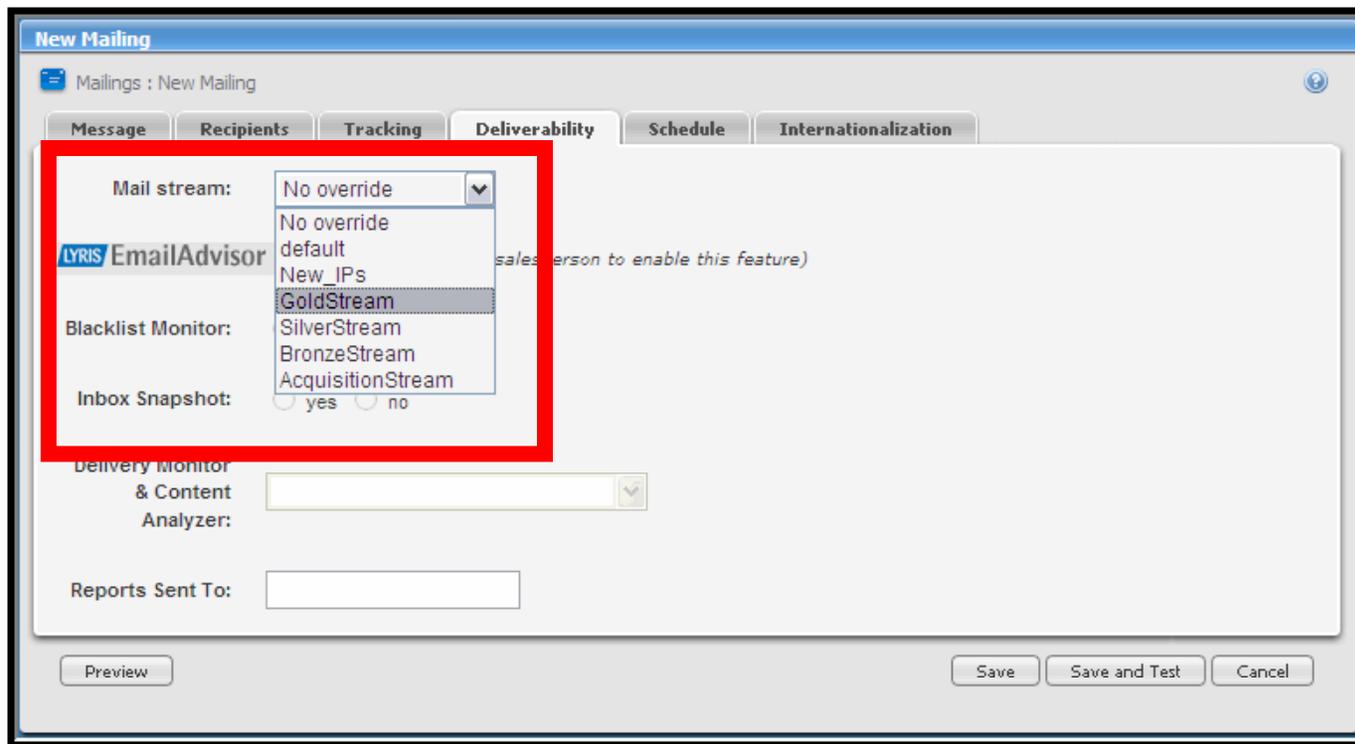
- **Target different audiences with the use of MailStreams.**
- **Different types of mailings should use different MailStreams**

MailStreams Segments



Segments can be automatically assigned to a MailStream for optimization.

MailStreams Mailings



**Set a MailStream at the mailing level
in the “Deliverability” tab**

MailStreams Mailings 2

Shortcuts

- New List
- **Mail Streams**
- List Settings Map
- Site Map
- Help

Mail Streams

Name	Associated IPs	Description	
AcquisitionStream	1	Stream for the first mailing attempt	Copy Delete
BronzeStream	1	Least active users	Copy Delete
default	1	Default mail stream.	Copy
GoldStream	1	Most active users	Copy Delete
New_IPs	2	New IPs for clio	Copy Delete
SilverStream	1	Moderately active users	Copy Delete

Show fewer | Show more Previous Next

Mail Streams blocked by Domains

Mail Stream	Blocking Domain	
default	21cn.cn	Retry
default	30secondstomars.com	Retry
default	4ax.com	Retry
default	aaronson.com	Retry
default	aashima.com	Retry
default	aatco.com	Retry
default	abchurch.com	Retry
default	aboutinspired.com	Retry
default	abq-cvhs.com	Retry
default	absolutelymale.com	Retry
default	access1.sun.com	Retry
default	adadad.net	Retry
default	adeptek.com	Retry
default	adoptolder.org	Retry
default	aeratorsaquatics4lakesnponds.com	Retry
default	agility.com	Retry

Show fewer | Show more Previous Next

IPs and the MX servers that are blocking them

Mail Stream	IP	Domain	Blocking MX	Description	Next Retry
default	66.160.177.25	brahlers.com	12.160.145.226	Network Error	2008.06.16-14.29.53 Retry
default	66.160.177.25	aptegrity.com	12.44.249.8	Network Error	2008.06.16-14.27.11 Retry
default	66.160.177.25	lightreflections.com	128.121.216.193	Network Error	2008.06.16-14.29.52 Retry
default	66.160.177.25	eliterature.org	128.8.10.22	Network Error	2008.06.16-14.27.11 Retry
default	66.160.177.25	digitaljournalist.org	129.116.76.220	Network Error	2008.06.16-14.27.11 Retry
default	66.160.177.25	sun5.lrz-muenchen.de	129.187.254.100	Network Error	2008.06.16-14.29.53 Retry
default	66.160.177.25	sun5.lrz-muenchen.de	129.187.254.134	Network Error	2008.06.16-14.29.55 Retry
default	66.160.177.25	stonybrook.edu	129.49.2.35	Network Error	2008.06.16-14.29.53 Retry
default	66.160.177.25	stonybrook.edu	129.49.2.9	IP Address Blacklisted	Permanent Retry

Show fewer | Show more Previous Next

- Create a MailStream
- View blocks by domain
- View IP's and MX servers blocking them

MailStreams List



New List

Utilities : Administration : Lists : New List

Purpose of list:

List name:

List description:

Admin name:

Admin email address:

Admin password:

Verify Admin Password:

Topic/site:

Mail stream:

Recency limit:

The list will be associated with a default mailstream



Recipient Limits



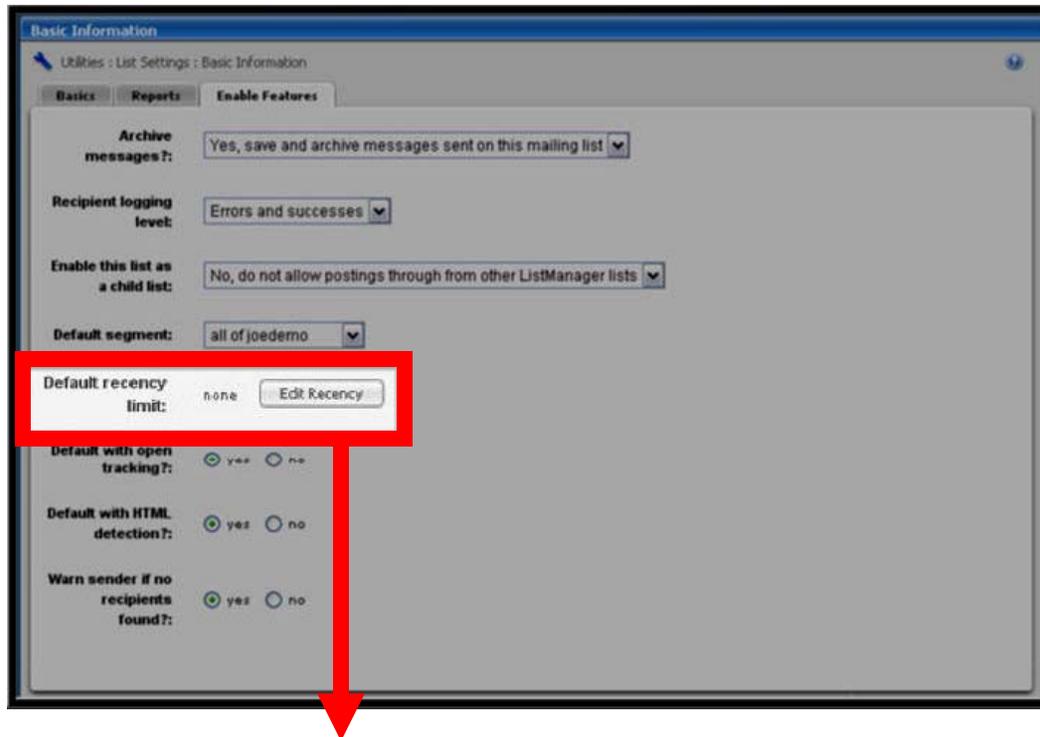
- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Emailing too often can be too much of a good thing...



- **By emailing to segments, you may be hitting the same people too often**
- **Too frequent emails leads to fatigue, and unsubscribes or spam complaints**

Recency Limits Overview



- Use *Default Recency Limit* to avoid sending too much mail
- Set default for:
 1. List level
 2. Individual mailings

Set Recency limits for list:

Utilities: List Settings: Basic Information: Enable Features

Recency Limits for the List



Choose Recency to Purge By

Utilities : List Settings : Basic Information : Choose Recency to Purge By

Purge email addresses who have received:

more than fewer than exactly

this number of mailings:

in this past number of days:

Enable for email-submitted content?: yes no

Enable for web-submitted content?: yes no

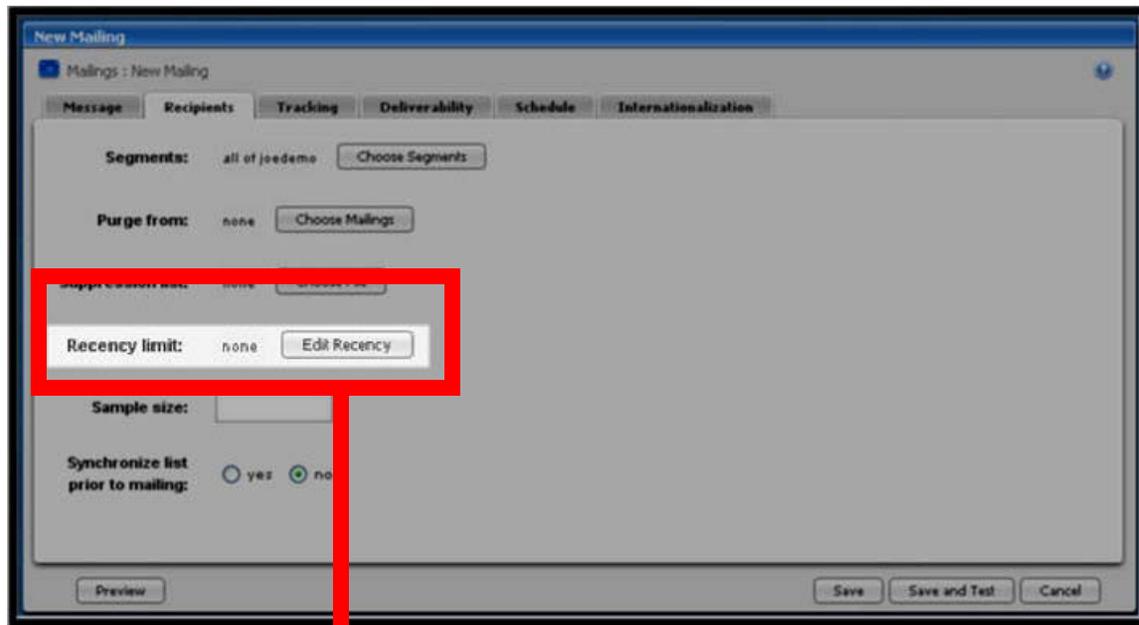
Enable for triggered mailings?: yes no

Enable for sequential mailings?: yes no

OK Cancel

- Specify recency threshold
- Specify what kinds of messages should have recency settings

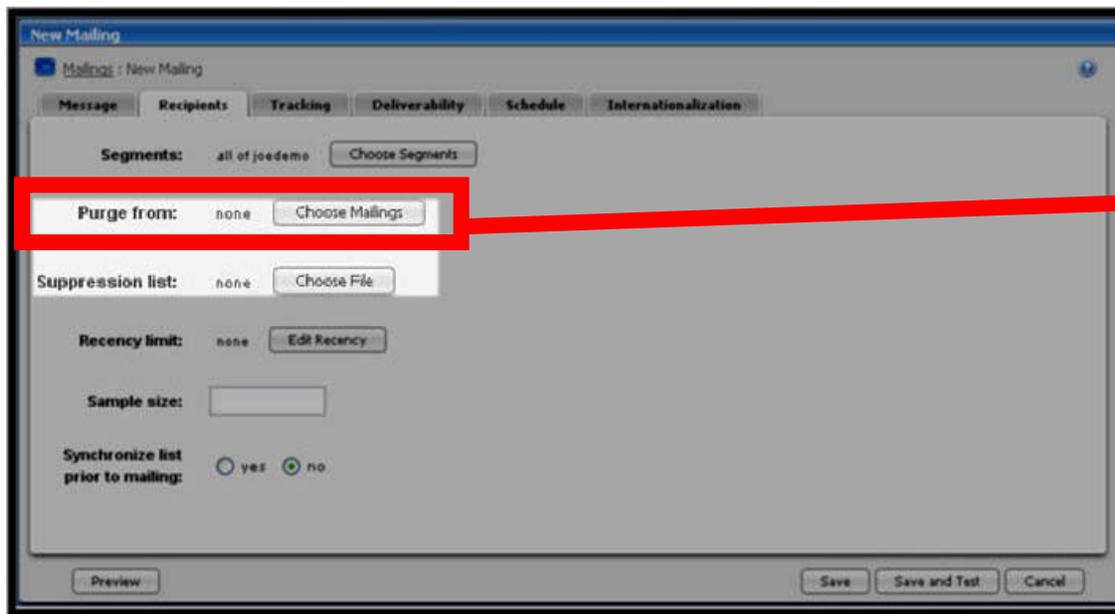
Recency Limits for the Mailing



Override list recency limits when creating a mailing

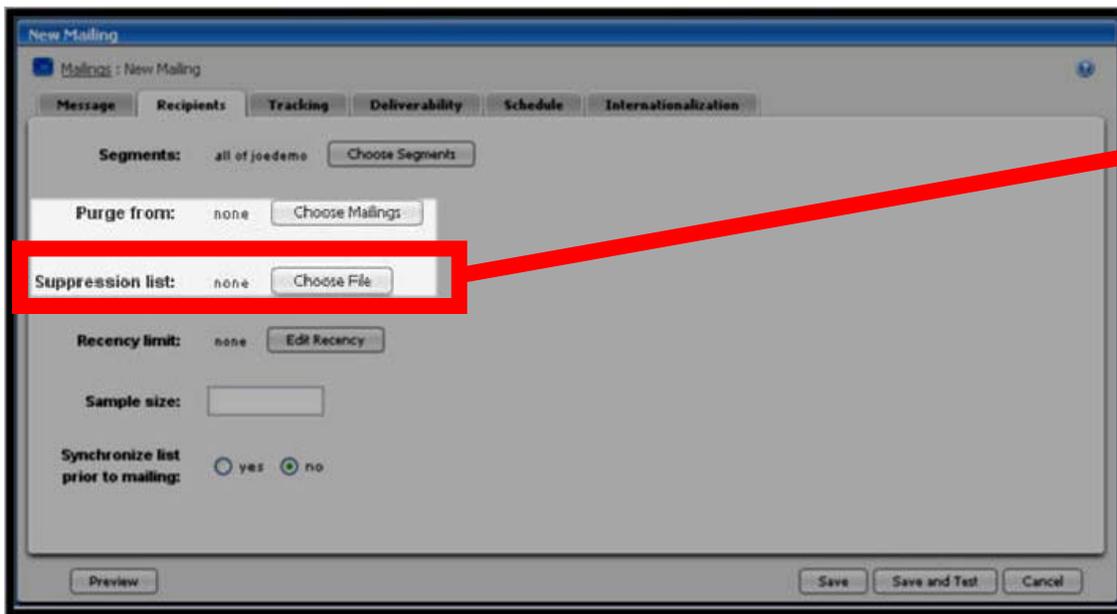
Set Recency for mailing:
Mailing: New Mailing: Recipient

Purge From



Any member that received a past specified mailing will not receive the one being sent out

Suppression List



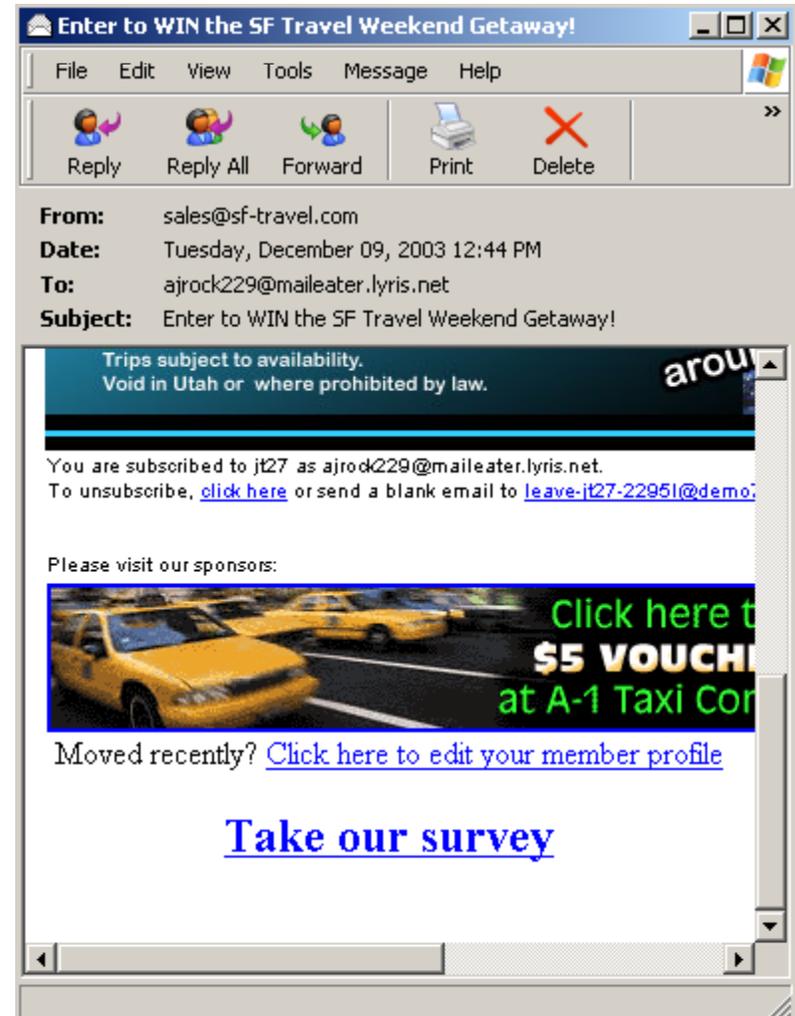
Upload a text file with emails of those members that should NOT receive this mailing

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- **Surveys**
- Refer-a-Friend
- Conditional Content
- Q&A

Survey



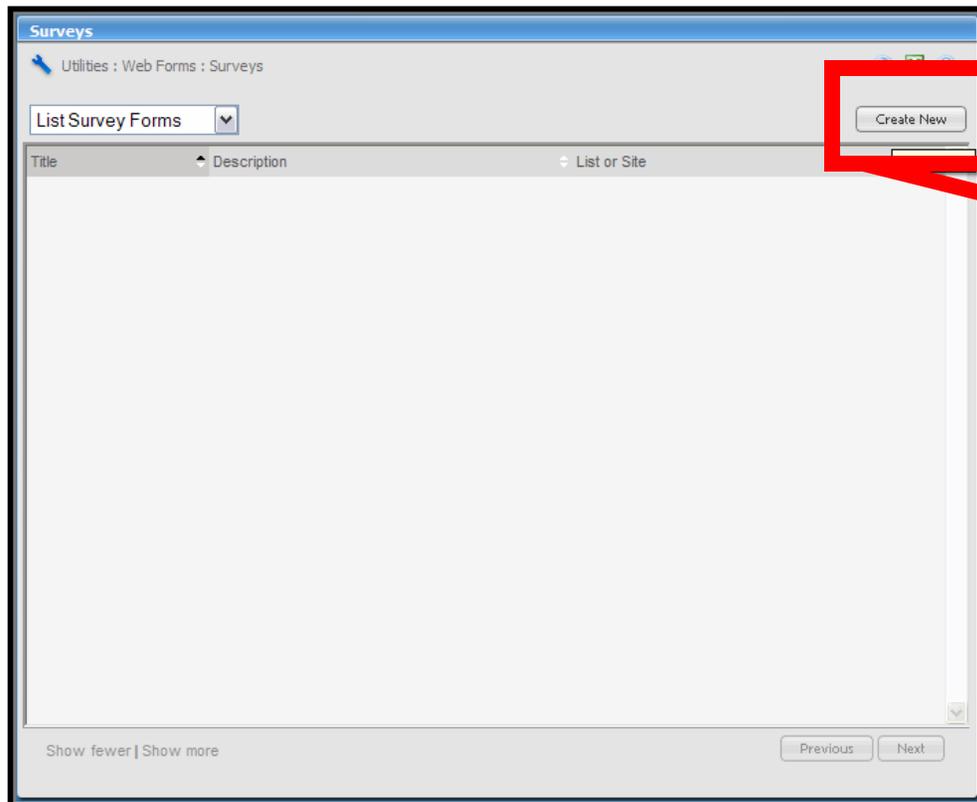
Use surveys to engage and interact



Six Easy Steps:

1. Choose Create New
2. Give the survey a name
3. Click “Add” on Questions to Ask:
 - Multiple Choice
 - Text
4. Preview and Save
5. Edit Source Code
6. Link Survey to Content

Survey (Step 1)



Create new surveys in Utilities: Web Forms: Surveys

Survey (Step 2)

Internal survey name: chocolate

Survey name to display: Chocolate Taste Survey

Survey Questions

Questions to ask: question(s) Add

1. Continue : Yes No : : required : one : menu : Remove Edit

Preview Edit Source Save Cancel

Give the Survey an internal name and a display name

Survey (Step 3)

Internal survey name: chocolate

Survey name to display: Chocolate Taste Survey

Survey Questions

Questions to ask: 1 question(s)

1. Continue : Yes No : ; required :

Category	Metric	
Multiple Choice	Choose response from several choices	Select
Text Entry	Fill-in text response	Select

Integrate multiple choice or text entry questions

Survey (Step 4)

Edit Survey
Utilities : Web Forms : Surveys : Edit Survey

Basics | **Advanced**

Internal survey name:

Survey name to display:

Survey Questions

Questions to ask: 1 question(s)

1. Which content is most interesting to you? : News updates Personal interest stories : : required : multiple : vertical : Other

Preview Survey
Utilities : Web Forms : Surveys : Preview Survey

LYRIS ListManager

Mikha

Which content is most interesting to you?

News updates
 Personal interest stories

Other

Preview design and save survey

Survey (Step 5)

Internal survey name: Content Feedback

Survey name to display: Mikha

Survey Questions

Questions to ask: 1 question(s) Add

1. Which content is most interesting to you? : News updates Personal interest stories : : required : multiple : vertical : Other

Edit Source

Internal survey name: plans survey

Survey name to display: What are your travel plans?

Applies to: list january2007

HTML:

```
<html><head><title>Survey</title></head>
<table border="1" bgcolor="#FFFFFF" link="#0066FF" vlink="#0066FF" alink="#0066FF">
<tr><td>
<a target="home_page" href="http://www.lyris.com/products/listmanager/
</td></tr>
<tr><td bgcolor="#FFFFFF" align="left">

<!-- survey form --><form name="survey" action="http://demo78.lyris.com
<FONT face="Verdana, Arial, Helvetica, sans-serif">
<font color=blue size=3><b>What are your travel plans?
<br><font size=2><b>How many trips will you take this year?</font></b><br>
<font size=2><input type="radio" name="How many trips will you take th
<br><input type="radio" name="How many trips will you take this year?"
<br><input type="radio" name="How many trips will you take this year?"
```

**“Edit Source”
and have
complete
creative control**

Survey (Step 6)



Advanced Training Survey

Thank you for taking the time to fill out this survey. The results of this survey are critical in helping improve our services and your training experience.

Which training courses have you previously participated in?
(Check all that apply)

- Basic (Fundamentals, Hosting)
- Advanced
- Enterprise
- Discussion Forums
- Administrators

How would you rate the training you have received in the following areas:

	Excellent	Above Average	Average	Below Average	Poor
Quality of Instruction	<input type="radio"/>				
Relevance of Course Content	<input type="radio"/>				
Course Material Provided (PDF)	<input type="radio"/>				
Availability of Course	<input type="radio"/>				

Once your survey is complete, you are ready to include a link in the message of the mailing

Survey (Step 6)

Insert URL

Content : Insert URL

Clickable Text Image URL Confirm Unsubscribe Profile Survey Referral Web Page Media

HTML survey form: chocolate

Clickable text: Take our survey

Track survey clicks?: yes no

Insert Cancel

Use “Insert URL” in the message content area

- Specify the survey to be linked
- Specify what the link text should read

Survey Reports



Survey Results

Reports : Surveys : Survey Results

Survey Name: [adv. survey](#)

Description: Advanced Training Survey

Responses: [4 \(Show details\)](#)

Dates: [From 2007-10-19 06:18:00 to 2007-12-11 14:50:00](#)

Filter Responses:

Relevance of Course Content

Above Average: 1 (25%)

Average: **2 (50%)**

Excellent: 1 (25%)

Question totals: 4 responses, 0 skipped, 100% responding. [Answer detail.](#) [Chart.](#)

Course Material Provided (PDF)

Above Average: 1 (33%)

Average: **2 (66%)**

Question totals: 3 responses, 1 skipped, 75% responding. [Answer detail.](#) [Chart.](#)

How was the time length of the course?

Just Right: **4 (100%)**

Question totals: 4 responses, 0 skipped, 100% responding. [Answer detail.](#) [Chart.](#)

Survey Answers to a Question

Reports : Surveys : Survey Answers to a Question

Survey answers to a question

Answer	Count	Percentage
More than four	3	33%
Four	1	11%
Three	1	11%
None, I'm staying home	2	22%
One	2	22%

This chart shows the total number of survey responses for each possible answer to this survey question.

Analyze your results through our powerful reporting tool.

Survey Segments

Insert Clause

Segments : Insert Clause

Text Numeric Date Action Clickthrough Clickstream Purchase Interest **Survey**

Member: responded to plans survey Survey (selected)

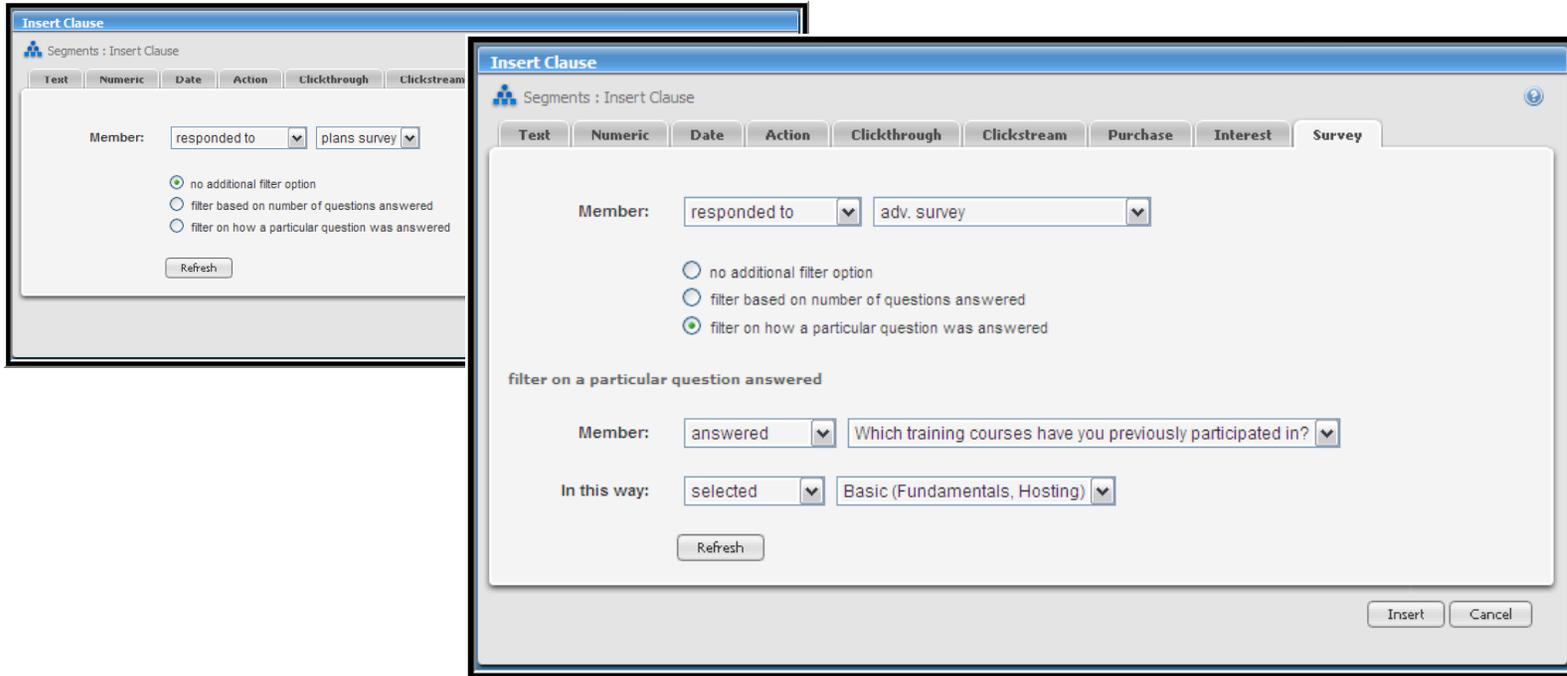
no additional filter option
 filter based on number of questions answered
 filter on how a particular question was answered

Refresh

Insert Cancel

Based on survey results target a specific audience through segmentation

Survey Segments



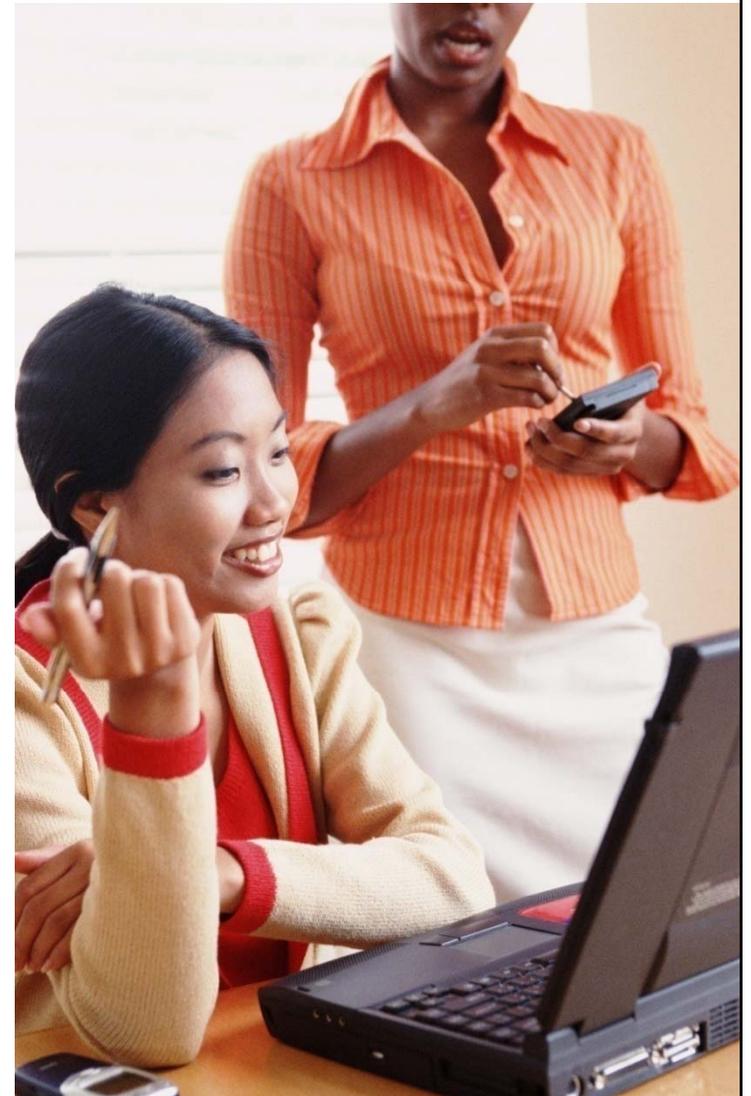
Based on survey results target a specific audience through segmentation. For example those who have answered a specific question

- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- Conditional Content
- Q&A

Refer-A-Friend



- Encourages current list members to invite their friends to join
- List grows “organically”
 - Friends know if their friends would be interested in joining
- Many fail-safes prevent people from being added maliciously

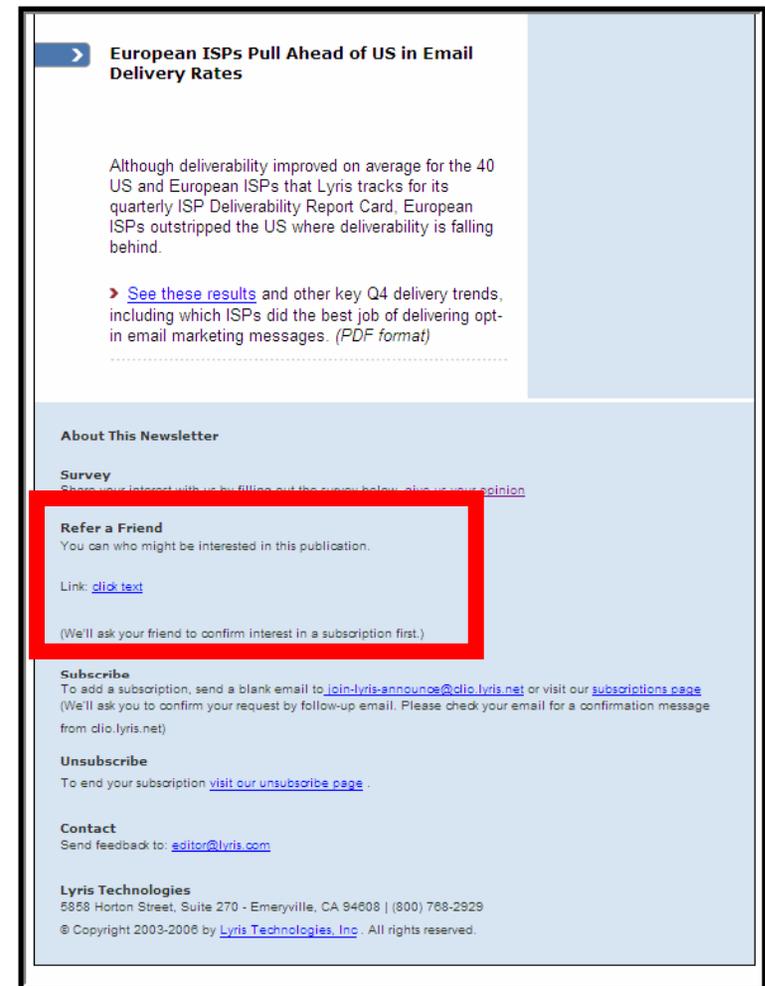


Refer-A-Friend

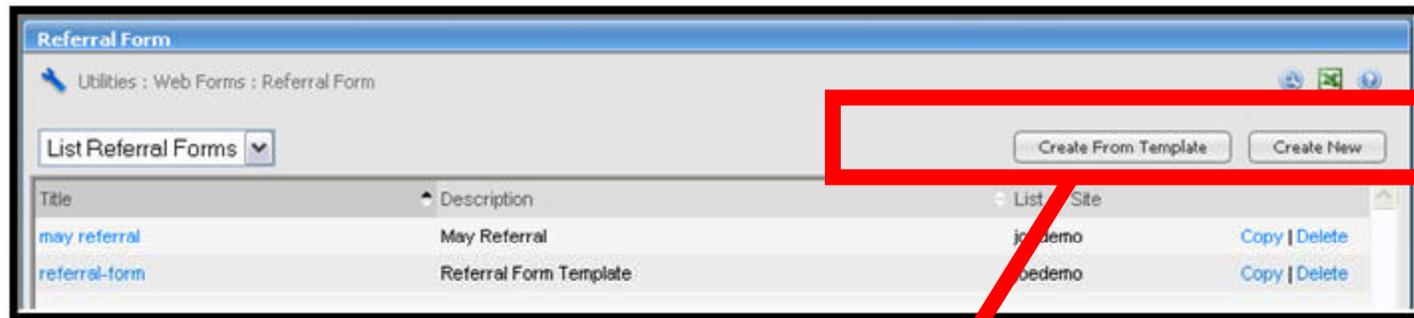


How It Works:

1. You send out mailing with a referral link where can member invite a friend to join the list.
2. List member clicks on link and enters friends email address using the refer form.
3. Invitees get an invitation email explaining how to join list.



Refer-a-Friend (1)



**When creating the form, choose
“Create From Template” to generate
the form**

Refer-a-Friend (2)

New Referral Form

Utilities : Web Forms : Referral Form : New Referral Form

Title: ListManager Referral Form

Description: Referral Form Template

Applies to: list_junio08

Form HTML

HTML:

```
<html>
<head><title>[translation::text {Survey}]<
<link href="/css/survey.css" rel="stylesheet"
<body bgcolor="#3c76a3">
```

Preview Save Cancel

The HTML will give you full control over the design

Refer-a-Friend (3)

You can invite your friends to join this list by filling out the form below.
We'll send them some information about the list and a sample issue!

Your email: Your name:

Email: Name:

Friend #1

Friend #2

Friend #3

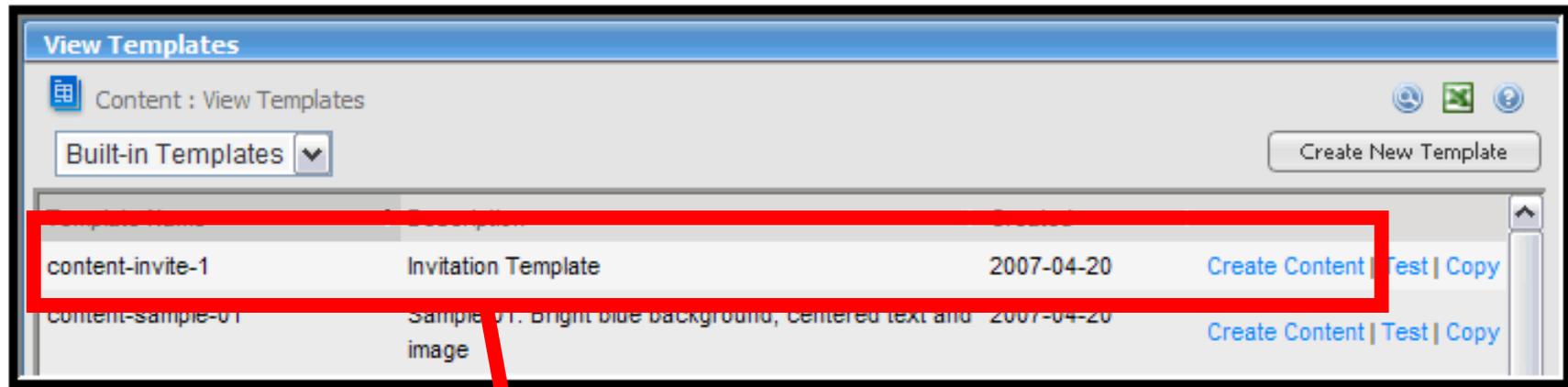
Message subject:

Your message:

Send me a copy of this message

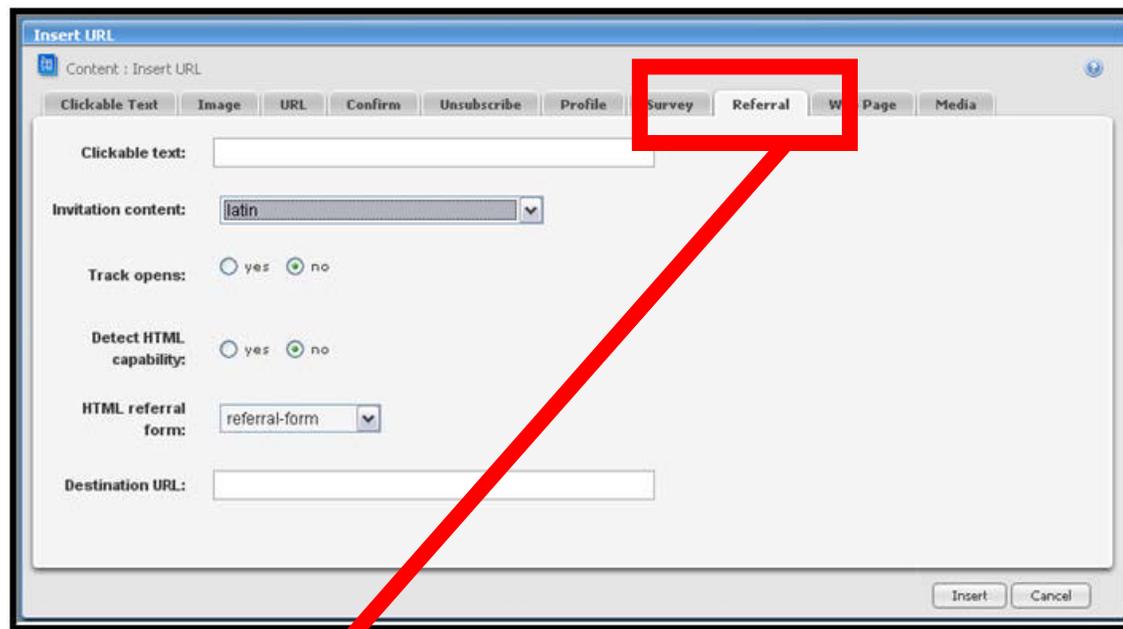
**Once the form
is designed,
create the
invitation...**

Refer-a-Friend (4)



Customize the “Invitation Template” that will be sent from the referral form

Refer-a-Friend (5)



The screenshot shows a dialog box titled "Insert URL" with a tabbed interface. The "Referral" tab is selected and highlighted with a red box. The dialog contains the following fields and options:

- Clickable text: [Empty text box]
- Invitation content: [latin] (dropdown menu)
- Track opens: yes no
- Detect HTML capability: yes no
- HTML referral form: [referral-form] (dropdown menu)
- Destination URL: [Empty text box]

At the bottom right, there are "Insert" and "Cancel" buttons. A red arrow points from the "Referral" tab down to the "Destination URL" field.

In the content area, insert the URL to the Referral Form

Refer-a-Friend (6)

The screenshot shows a software dialog box titled "Insert URL". It has several tabs: "Clickable Text", "Image", "URL", "Confirm", "Unsubscribe", "Profile", "Survey", "Referral", "Web Page", and "Media". The "Referral" tab is currently selected. Inside the dialog, there are several fields and options:

- "Clickable text:" followed by an empty text input field.
- "Invitation content:" followed by a dropdown menu showing "latin". This field is highlighted with a red rectangular box.
- "Track opens:" with radio buttons for "yes" and "no", where "no" is selected.
- "Detect HTML capability:" with radio buttons for "yes" and "no", where "no" is selected.
- "HTML referral form:" followed by a dropdown menu showing "referral-form".
- "Destination URL:" followed by an empty text input field.

At the bottom right of the dialog, there are "Insert" and "Cancel" buttons. A red arrow originates from the "Invitation content" dropdown and points downwards towards the text below the dialog.

Indicate which invitation should be sent out

Refer-a-Friend (7)

The screenshot shows a software dialog box titled "Insert URL" with a "Referral" tab selected. The dialog contains several fields and options:

- Clickable text: [Empty text box]
- Invitation content: [latin] (dropdown menu)
- Track opens: yes no
- Detect HTML: yes no
- HTML referral form: referral-form (dropdown menu, highlighted with a red box)
- Destination URL: [Empty text box]

Buttons for "Insert" and "Cancel" are located at the bottom right of the dialog.

Indicate which form members should fill out upon clicking on the link

Refer-a-Friend (8)



European ISPs Pull Ahead of US in Email Delivery Rates

Although deliverability improved on average for the 40 US and European ISPs that Lyris tracks for its quarterly ISP Deliverability Report Card, European ISPs outstripped the US where deliverability is falling behind.

> [See these results](#) and other key Q4 delivery trends, including which ISPs did the best job of delivering opt-in email marketing messages. *(PDF format)*

About This Newsletter

Survey
Check your interest with us by filling out the survey below about [your opinion](#)

Refer a Friend
You can who might be interested in this publication.
Link: [click text](#)
(We'll ask your friend to confirm interest in a subscription first.)

Subscribe
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(We'll ask you to confirm your request by follow-up email. Please check your email for a confirmation message from [click.lyris.net](#))

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To end your subscription [visit our unsubscribe page](#).

Contact
Send feedback to: editor@lyris.com

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When members click on the link, the form will appear

Refer-A-Friend Report



Referral Statistics

Reports : Mailings : Referral Statistics

ID	Mailing	Referrers	Friends	Joiners	CT#	CS#	Opens
2079	Split Test 13 Part 3: example-clickthrough	0	0	0	0	0	0
2078	Split Test 13 Part 1: example-conditional-content	0	0	0	0	0	0
2077	Split Test 13 Part 2: example-conditional-content-advanced	0	0	0	0	0	0
2019	Split Test 10 Part 1: example-conditional-content	0	0	0	0	0	0
2018	Split Test 10 Part 2: stravel-news-2006-05	0	0	0	0	0	0
2015	ananctest 5/16/2006 9:26:38 AM	0	0	0	0	0	0
2014	stravel-specials-2006-05-05 5/16/2006 9:15:12 AM	0	0	0	0	0	0
1507	5/8/2006 2:17:03 PM	0	0	0	0	0	0
1493	stravel-sweepstakes 5/7/2006 8:05:24 PM	0	0	0	0	0	0
1480	Split Test 1 Part 2: stravel-sweepstakes	0	0	0	0	0	0
1459	Split Test 1 Part 1: stravel-news-2006-05	0	0	0	0	0	0
1458	SFT Deals - Week 12	0	0	0	0	0	0
1457	SFT Deals - Week 11	0	0	0	0	0	0
1456	SFT Deals - Week 10	0	0	0	0	0	0
1455	SFT Deals - Week 9	0	0	0	0	0	0
1454	SFT Deals - Week 8	0	0	0	0	0	0
1453	SFT Deals - Week 7	0	0	0	0	0	0
1452	SFT Deals - Week 6	0	0	0	0	0	0

[Show fewer](#) | [Show more](#) Previous Next

See how many members have referred friends in
Reports: Mailings: Referral Statistics

Conditional Content



- Tracking & Segmentation
- MailStreaming
- Recipient Limits
- Surveys
- Refer-a-Friend
- **Conditional Content**
- Q&A

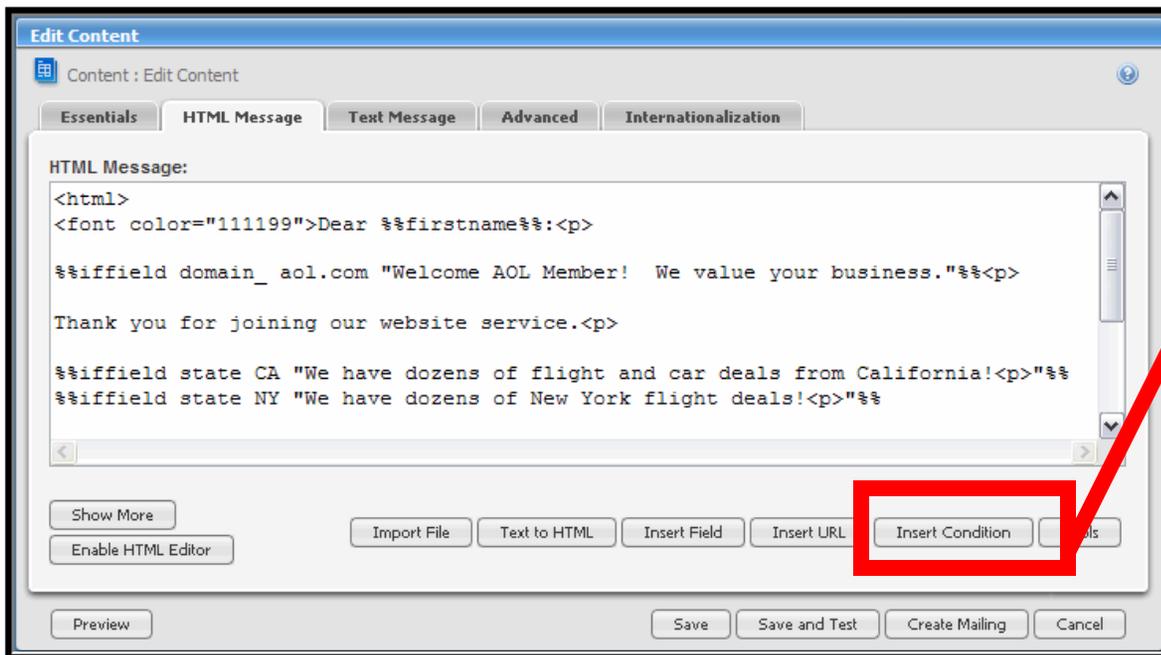
What is *Conditional Content*?

- Message text changes depending on the characteristics of each unique member

Example:

- Members living in San Francisco receive information about flight specials from San Francisco, AND...
- Members living elsewhere get information about specials relevant to them—or nothing, if you prefer

Insert Condition



- Select *Insert Condition*
- Conditional content is based on recipient's field

Simple Condition

Insert Condition

Content : Insert Condition

Simple True/False A or B A and B Percentage

If this field: members_Domain_

is equal to this value:

then insert this text:

Insert Cancel

- Select the field you'd like ListManager to examine in order to insert conditional text
- Insert specified text if field equals specified value
- If not equal, then nothing is inserted

True/False Condition

The screenshot shows a dialog box titled "Insert Condition" with the following elements:

- Tabbed interface with "True/False" selected.
- "If this field:" dropdown menu set to "members_Domain_".
- "is:" dropdown menu set to "= equal to".
- "this value:" empty text input field.
- "then insert this text:" large text area.
- "(optional) if not, insert this text:" large text area.
- "Insert" and "Cancel" buttons at the bottom right.

Follow the logic for Simple Condition, but specify alternate text if the condition is not met

A or B Condition

Insert Condition

Content : Insert Condition

Simple True/False **A or B** A and B Percentage

If this field: members_Domain_

is: = equal to

this value:

OR is: = equal to

this value:

Fewer More

then insert this text:

(optional) otherwise insert this text:

- Recipient can meet any one of many conditions
- Add more conditions if needed

A and B Condition

Insert Condition

Content : Insert Condition

Simple True/False A or B **A and B** Percentage

If this field: members_Domain_

is: = equal to

this value:

AND this field: members_Domain_

is: = equal to

this value:

Fewer More

then insert this text:

- Recipient must meet ALL conditions
- Can also add more conditions

Percentage Condition



Insert Condition

Content : Insert Condition

Simple True/False A or B A and B **Percentage**

Display this text:

this often: 50% ▼

Display this text:

this often: 50% ▼

Fewer More

Unique Name: P107998192

Apply to: percentage of mailings percentage of recipients

Use
Percentage
to rotate
ads in your
content

Percentage Condition (2)



Apply to: percentage of mailings percentage of recipients

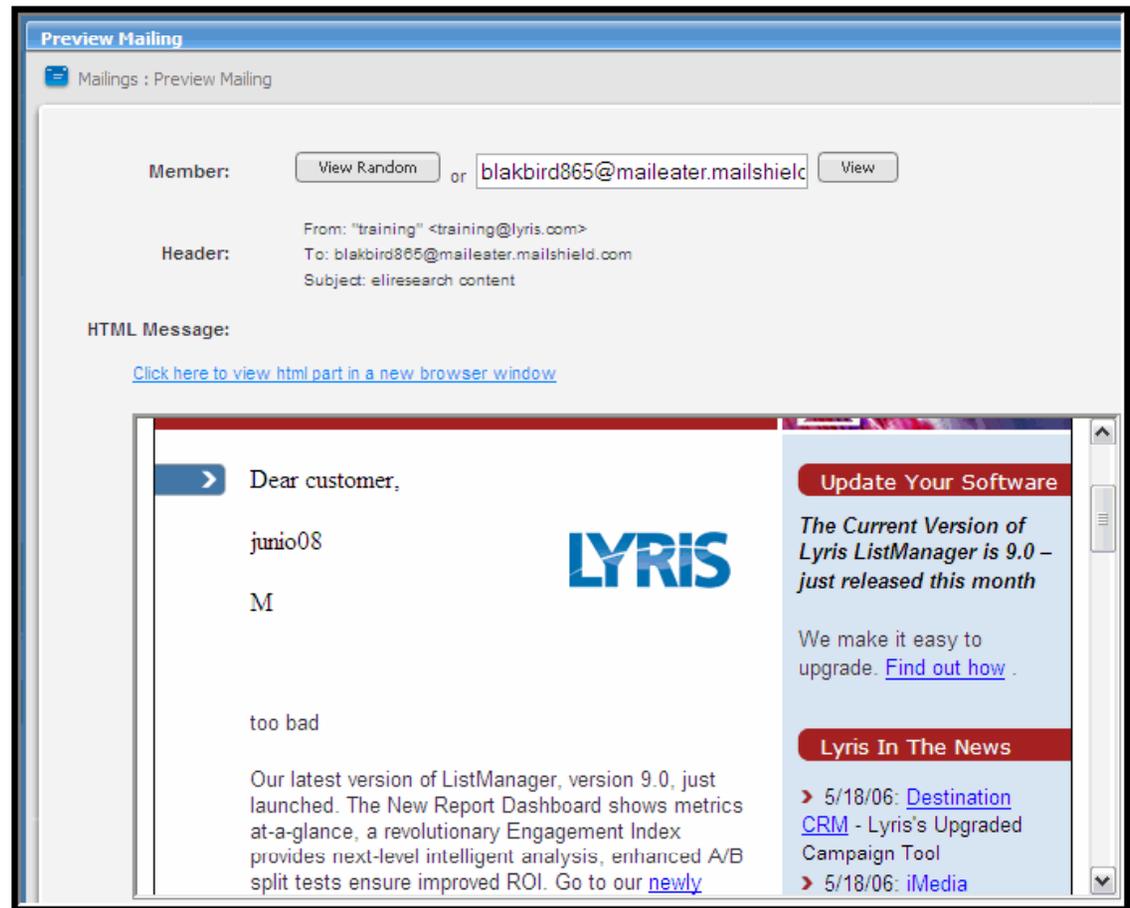
- Rotate the text between mailings—
 - 25% of mailings receive one text, 75% another
- Everyone gets the same content each time
- Best for templates

- Rotate the text between recipients—
 - 25% of recipients receive one text, 75% another
- Best if using content once

Test Conditional Content



Preview shows you merged content for a random or specific email address



The logo for LYRIS INC. features the word "LYRIS" in a large, bold, blue, sans-serif font. The letters have a slight 3D effect with a lighter blue gradient. To the right of "LYRIS" is the word "INC." in a smaller, blue, sans-serif font. The logo is centered in the upper half of the slide, which has a white background with several thin, curved lines in shades of blue and orange arching over it.

LYRIS INC.

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