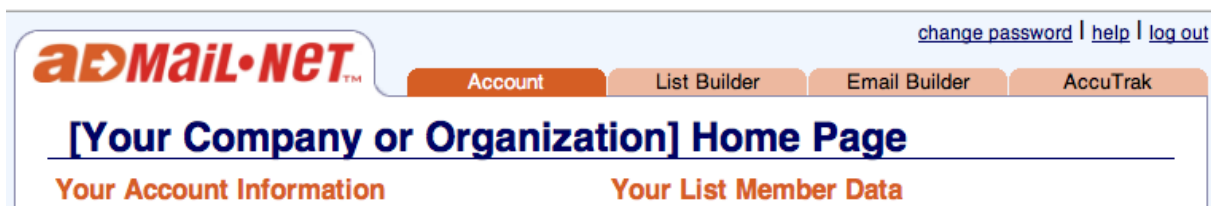




USER GUIDE

Welcome to Admail.net! To get started, you'll need an active account with us. If you haven't created an account yet, go ahead and create one now—there's no time like the present! Visit Admail.net and sign-up.

When you first log in, take a few minutes to familiarize yourself with the site's navigation. Across the top of your browser you will see a set of navigation tabs. Each tab is for a different portion of our site, and each tab has a menu to take you to specific functions.



Account

The **Account** tab takes you to your account Home Page, where site navigation, account information and member data can be accessed. There are links to edit, upgrade or renew your account, purchase additional credits, add a new list member, and search your list. It also shows Pending and Completed Uploads. In the tab menu, you'll also find links to your Account Settings and Shopping Cart.

List Builder™

List Builder is where you'll work with your list. This is where you add list members, update their information and define the information you'll store in their profile. You can create Interest Groups to segment your list. You can upload new data or download existing data to compare against your house file. If you need any information about your list members, List Builder is the place to go. Get started in List Builder on page 2.

Email Builder™

When it's time to work on an email, Email Builder is where you need to go. You can create new emails or open up existing drafts. Email Builder is also where you can upload images or attachments. It's even where you go to create demographic target filters. Time to email? Time for Email Builder! Read more about Email Builder on page 7.

Accu Trak™

Once you've sent out your email campaigns, Accu Trak will show you everything you need to know about it. Opens, clickthroughs, replies and bounces are all tracked for you. More information on Accu Trak can be found on page 15.

Setting up your List Builder database

Use the [List Member Profile](#) link under the **List Builder** tab to set up the information that you want about your list members.



Check the “Display” checkbox to indicate that you want to use a field. Active fields will show up in your sign-up form and be available when uploading a file. After you have selected all the data you want, you can create Interest Groups or Add a Sign-up Form to your website.

Checking “Required” forces list members to complete the field when using your sign-up form.

Interest Groups (not included in Admail XP-Lite accounts)

You can create up to fifty interest groups that can be used to segment your list members. Separate by sales –vs- inquiries, non-buyers –vs- buyers, companies, sports, automotive, food, travel, financial, childcare, membership and other interests.

Your Interest Groups

 Create Interest Group
 Sort Interest Groups

E-Mail Marketing

Active Members: 100 [download](#)

Display Status: **Visible to your List Members** [change](#)

Data Processing Service

Active Members: 214 [download](#)

Display Status: **Visible to your List Members** [change](#)

List Management

Active Members: 230 [download](#)

Under **List Builder** tab, select [Interest Groups](#). Follow the directions on the page to create your first Interest Group. Instructions on how to create more will follow.

List Builder automatically makes new Interest Groups “hidden.” A Hidden Interest Group is not visible to your List Members. When a List Member adds or updates their information, only visible Interest Groups will be displayed. You can change the visibility at any time on the Interest Group page.

Interest Groups can also be used to set up a group for sending test emails to multiple email programs (i.e. Yahoo, Hotmail, Outlook, Netscape). Use this to evaluate how your newsletter or campaign will

appear prior to distribution to your members. For more information about using interest groups to target your mailings, see the section on Using Interest Groups on page 16.

Adding a Sign-Up Form to your Website (optional)

Admail gives you the ability to create a sign-up form and add it to your website. This form provides seamless, real-time data capture into your List Builder list (while maintaining the look and feel of your website). To create the form select Sign-Up Form under the **List Builder** tab, then go to “Customize Form”. Following the instructions carefully, you can layout your form to look like it is part of your website.

Adding Customers or Members

Now you are ready to start entering your list of customers or members. Go to the **List Builder** tab and select Your List.

The screenshot shows the AdMail·NET interface for managing list members. At the top, there are navigation tabs for 'Account', 'List Builder', 'Email Builder', and 'AccuTrak'. The 'List Builder' tab is active, and a sub-menu is open for 'Your List', showing options like 'Upload', 'Download', 'Interest Groups', 'List Member Profile', and 'Sign-Up Form'. A yellow box highlights three options: 'Add a new List Member', 'Add multiple List Members', and 'Upload a file'. Below this, there is a search bar for email addresses, a checkbox for 'Show inactive List Members', and a 'Show Advanced Search' link. A table displays a list of members with columns for 'Actions' and 'List Member Information'. The table shows four entries with email addresses: a.smallwood@allsupinc.com, aabuser@yahoo.com, aagbrenda@islc.net, and aajm2623@aol.com. The page indicates '1 - 20 of 256010' members and includes a 'Next >' link.

You can add customers or members to your List Builder database in three ways. See yellow box:

- Individually. Once you have clicked on Your List, click the “Add a new List Member” and fill in the requested fields
- Multiples. Click “Add Multiple List Members” and paste in one email per line
- Upload list. Load your own list all at once.

Uploading a List

Uploading a file is as easy as answering a few questions.

1. Where is your file? Click Browse, and go to the file on your computer that you want to upload
2. What type of file is it? Click the drop down for options (*Save Excel spreadsheets as CSV files*)
3. How many columns? If there's more than one, you will be asked what is in each column
4. Add to which interest group? Click on the groups you want
5. What happens to list members already in your list? Select “Remain in” or “Remove from” other Interest Groups

How do I export my Contact Data from Act! for upload to List Builder?

1. From the File menu, select Data Exchange, and then click Export. *Follow the instructions on the Export Wizard. Press Next to advance through the wizard.*
2. Select Text-Delimited.
3. Enter File Name and Location, click Next
4. Select Contact Record or Group Record. Click Next.

You cannot export contact and group records at the same time. You must first save and export contact records and then save and export group records.

5. Specify the order you want the contact fields by clicking Insert field or Remove field. Click Finish.

For detailed instructions click on Act! Help/Import and Export Data/Exporting Data.

How do I export my Address Book from Outlook Express for upload to List Builder?

1. In Address Book, go to File menu / Export / Address Book (WAB).
2. Select the address book you want to export.
3. Specify a file name and select where the exported file should be saved.
4. Click Save. Click OK.

For detailed instructions in Address Book, click on Help/Contents and Index/Using Your Address Book

with Other Programs/Export your Address Book Contacts to other programs.

How do I load an Excel file into List Builder?

Use “Save As” and specify the file type as CSV.

Editing List Member Information

To edit or update individual members go to the **List Builder** tab and select Your List. To view details or edit their information, click on the yellow edit icon. To set their status as removed, click on

the Remove (X) icon.

When List Members are removed, they are permanently removed. To re-activate removed list members you must fax a request to Admail.net Support.

Major Changes and Upgrades in Email Builder 2.0

Admail.net has created a new and improved email template system for Email Builder! With such a dramatic improvement to our existing template system, we had no choice but to call it Email Builder 2.0.

Email Builder 2.0 templates use many of the same concepts as the original templates (e.g. click to edit text areas), but adds design flexibility and improved editing features. Needless to say, there have been major changes to several of the Email Builder functions, which are described in this guide. The changes have affected, but are not limited to, the following areas:

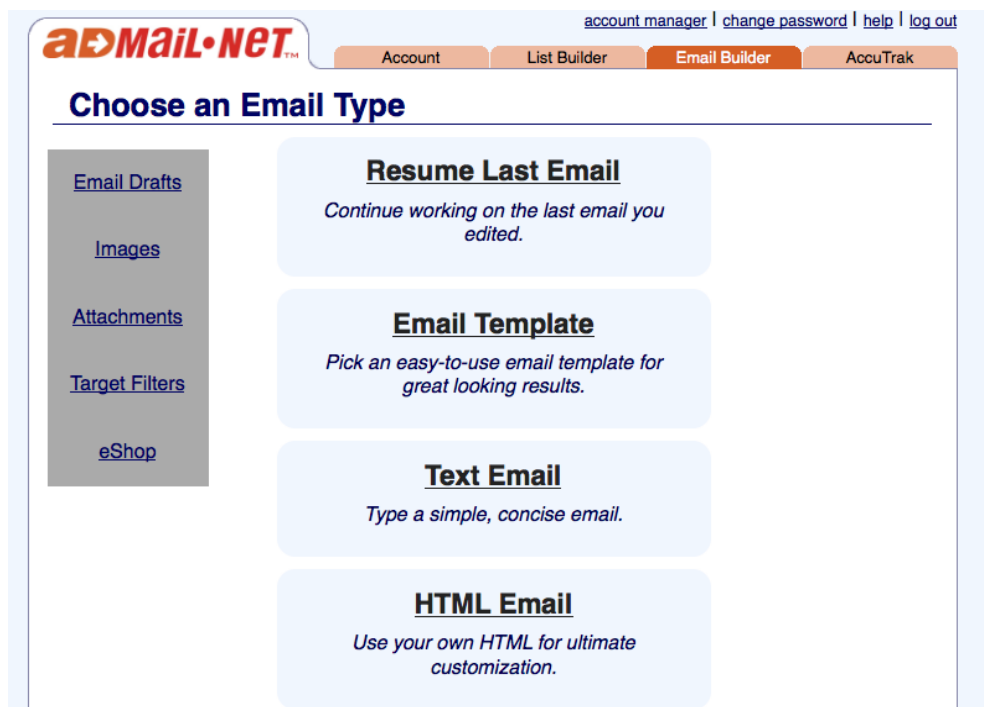
- Creating Links / Attachments
- Image Library
- Personalization
- Saving Work In Editor
- Undo / Redo In Editor
- Design Mode

If you're familiar with our old system, don't worry! Creating and sending an email is a nearly identical process. The major changes are in designing templates and the increased compatibility of our templates with email clients. If you already know how to send an email campaign and want to read about using the new features, you can jump to page 9.

We think you'll find our new templates easier to use and that you'll see a consistent appearance in all email programs. As always, we welcome your feedback! Call us at (800)479-6233 or email support@admail.net.

Create and Send Email with Email Builder 2.0

You'll need to have a few things ready to start your email: a subject line and content. If your email includes images, make sure you've uploaded them to your [Image Library](#) or that you know where they're hosted online. Select [Create Email](#) from the **Email Builder** tab and you will see the following page:



This is where you select the type of email you will be sending. Click on one of the options :

- **Resume Last Email** – We save your email as you work! Choose this option if you were interrupted, or your power went out, or if you forgot to save a draft! If you've never used Email Builder, you won't see this!
- **Email Template** – Email Templates are already designed and ready for your content! We have a wide variety of templates to meet your needs.
- **Text Email** – A simple text email is an often overlooked tool. Unencumbered by pictures and fancy effects, a text email delivers a to-the-point message.
- **HTML Email** – Design your own email in your favorite HTML editor, then paste it in. You can also edit source code directly in the form.

For everything but Email Templates, you will be taken immediately to the [Address Your Email](#) page. Clicking Email Template will take you to [Select Your Template](#), where you can choose the perfect template for your campaign. After selecting a template, you will be taken to the [Address Your Email](#) page as well.

Address Your Email

This is where you start creating your email! Just like writing a normal email, you will need to enter a subject line. *Do not use ALL CAPITAL LETTERS in your subject; it can be flagged as spam!* Remember, this is the first thing your member or customer sees, give them a reason to want to open your email.

You can personalize your subject line. Just click on “Personalize This.” Select a field from the drop down box. If you like, you can enter a substitute entry blank fields. When you're ready, click “Insert Code.” Place your cursor where you want the personalization, then click 'OK.'

Example:

Select First Name, and enter “Customer“ as the substitute. When your email is sent, if a list member does not have a first name in List Builder, the word “Customer” will be inserted instead.

If you want to send the email to an Interest Group or Target Filter, you can select them now.

Don't worry if you change your mind later about the subject line, personalization or interest group(s). You can change them when you review you email. (More about this on page 13.)

When you're finished, click **NEXT>>**.

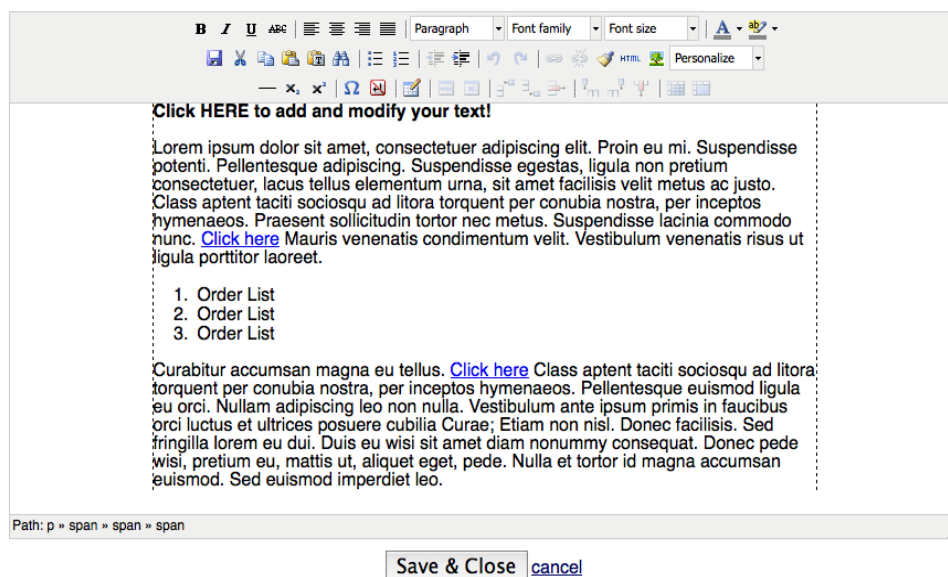
From here, things are different depending on the type of email you selected. Continue on the appropriate page.

- Email Template, Page 9
- Text Email, Page 11
- HTML Email, Page 12

Using an Email Template in Email Builder 2.0

Now you are on the [Email Builder Template](#) page. The template that you selected will be displayed on the screen. You will see text that say “Click here to add and modify your text” and lots of filler text. Click on any text to bring up an advanced editor:

Email Builder Template



Use this to write and format your email—start by deleting all of the filler text to give you a clean slate.

The editor's formatting tool bar gives you many ways to express your creativity: change font styles, sizes, color, bold, italicize, and underline words. You can justify text, use bulleted or numbered lists, insert links, and insert and resize images. You can type and edit your content however you like. When you're done editing a section of your template, click the 'Save & Close' button. If you accidentally clicked on the wrong section or made a lot of changes you don't like, click the 'Cancel' link.

Generate a Link or Add an Attachment

**Attachments available to accounts with Virtual File Attachment only.*

Type the word or phrase you want to become the link, highlight it with your mouse, then click the “add a link” button (it looks like a link of a chain). A pop-up window will prompt you to either input the link URL or choose your attachment. After doing so, click the “Insert” button to complete. This also works for making an image into a link. Simply select the picture and click the link button.

You can remove a link or attachment by placing your cursor within the link and clicking the “unlink” button, which looks like a breaking chain link.

Add Images to Your Email

Add an image by clicking the add/edit image button. A window will pop up, allowing you to either add an image from a URL, select one from our free images, or select from your [Image Library](#). To add an image from a URL, put the image location in the “Image URL” field. Images you have uploaded to the system can be found under the “Your Images” tab in the pop up. Before inserting your image you can also define dimensions, alignment, spacing, style and borders in the “Main” tab of the pop up. When you have completed your selection click “Insert” to place the image in your email.

Personalize Your Email

Personalization can now be added by using the drop down menu in the interface. Select the personalized information type you want to include, then fill in the information in the pop-up window.

Undo and Redo

Undo and Redo are now available in Email Builder 2.0. They are represented in the editor by a hooked arrow pointing left (undo) and one pointing to the right (redo). They allow you to undo changes and restore changes you have undone.

Saving

Saving has also been improved. Each time you finish editing a section of your template, click “Save & Close.” This saves your work, closes the editor, and displays your template again. You can also click on the 'Save' button in the editing interface. This will save your current work without closing the editor.

These save options exist outside of any email drafts that you create. If you are interrupted while working, lose power, or your computer crashes, you can pick up where you last saved using “Resume Last Email.”

Template Design

The original **Design Mode** has been replaced with a simple menu driven system. Right click on any section of your template to access a context menu that provides powerful options for template layout changes. However, these are advanced features and will be covered in the Advanced User Guide. For Mac users without a right click function, hold down the control button and then click the mouse to perform a right click.

Once the email looks like you want it too, click **Next>>**.

Now you are at the [Edit Alternate Text](#) page. We recommend that you create a text version of your email for those who cannot read HTML. *This is an automated process!* Click “Load From HTML” to bring in all of the text from your email template. Or, if you like, you can enter it yourself, or copy and paste from your favorite word processor.

Edit Alternate Text

Compose a text version of your email for those who cannot read HTML.

[Load From HTML](#)

Menopause The Musical - Me Magazine for June!
<http://www.memagazine4u.com/>

Hundreds of women have submitted their funniest, most embarrassing and touching menopause experiences to the Red Hot Flashbacks contest. Due to the popularity of the contest, the Red Hot Mamas have extended the deadline to September 1, 2007! So get to your keyboard and send in your story about that time hot flashes interrupted a meeting, or night sweats kept you (and your partner) up all night! The grand prize is a trip for two to New York City and a menopause makeover with a celebrity stylist!

[Personalize This](#)

Once you are done here, click **Next>>**. You can now continue at the [Review Your Email](#) section on page 13.

Text Email

You are now at the [Edit Email](#) page where you can type the body of your message in the window provided or copy and paste from your favorite word processor.

For the body/message of your campaign, proof it in a word processor (Word, Word Perfect, etc) and spell check your copy prior to pasting it in.

When the content for the body of your message is entered, click **Next>>**. You can now continue at the [Review Your Email](#) section on page 13.

HTML Email

You are now at the Edit HTML page. In the HTML window provided you can cut and paste or edit source code directly into the form as pictured below. You may also upload a HTML file from your Mac or PC, or use the unique Fetch Webpage tool to import the source code from a URL on the web.

Be careful with images in HTML. Graphic images may look fine on your desktop, but if the image URL (e.g. http://YOUR_DOMAIN.COM/images/nav_products_off.jpg) is not an absolute address the images will not appear once you send the email to others!

When you are finished, click **Next>>**.

Now you are at the Edit Alternate Text page. We recommend that you create a text version of your email for those who cannot read HTML. *This is an automated process!* Just click “Load From HTML” to bring in all of the text from you email template. Or, if you like, you can enter it yourself or copy and paste from your favorite word processor.

Edit Alternate Text

Compose a text version of your email for those who cannot read HTML.

Once you are done here, click **Next>>**. You can continue at the Review Your Email section on page 13.

Review Your Email

Whichever format you chose for your mailing you should now be at the [Review Your Email](#) page. This is where you can preview your message, send a test email and save your work as a draft for later use.

The screenshot shows the 'Review Your Email' page in the adMail·NET interface. At the top, there are navigation tabs for 'Account', 'List Builder', 'Email Builder', and 'AccuTrak'. The 'Email Builder' tab is active. The page title is 'Review Your Email' with a 'Start a New Email' button. The main content area is divided into several sections:

- Subject:** My Campaign or Newsletter Subject
- Interest Groups:** Selected: Regular Customers; Suppressed: None. A 'Re-address your email' link is present.
- Template:** Includes 'Preview' and 'Edit' links. A checked box for 'Track Template Links' is shown with two URLs: <http://www.admail.net/> and <http://www.admail.net/newsletters/>.
- Alternate Text:** Includes 'Preview' and 'Edit' links. An unchecked box for 'Track Alternate Text Links' is shown with the same two URLs.
- Email Options:** Includes three checkboxes: 'Automatically Include Street Address' (unchecked), 'Include "Problems Viewing this Email" link' (checked), and 'Use Forward to a Friend on this Email' (checked).

At the bottom, there are three buttons: 'Send Test Email', 'Save as Draft', and 'I'm ready to send >>'.

Now that you've made it this far, we recommend that you save a draft of your email. Click the “Save as Draft” button and your email will be saved for later. It will show up in your “Email Drafts” page of Email Builder.

Click on the “preview” links to see how your email appears. If you need to make changes, click on any of the “Edit” links. You can also set options for your email. (Look at the preview after setting the options—any changes will be reflected there.) Make sure that all of the links in your email were detected. Check the appropriate box if you want to track clickthroughs on your links!

To change the Subject Line or Interest Groups, just click on them! You can also click on the “Re-address this email” link—they all go to the same place.

When you edit part of your email, make all of the changes you need, then click **I'm done editing>>**. When you're done with all of your revisions, you should save your work as a draft again. If you want to create a separate copy of your draft with these new changes, click “Create New” when it asks you. Otherwise, click “Save Over.”

Now that your email is assembled, you'll want to test it out. Click “Send Test Email” and fill in an email address. This test shows you how your email will appear in various programs. You'll be able to see what your customers will see and make changes if you need to.

Are you ready to send? Go ahead and click **I'm ready to send >>**. Don't worry, it won't send your email yet—there's a final confirmation page.

change password | help | log out

Account List Builder **Email Builder** AccuTrak

Begin Your Mailing

Cost of This Mailing:	1	
	Before	After
Your Credits: <i>From 25,000</i>	25,000	24,999

<< Back Send

The Begin Your Mailing page shows you everything in terms of email credits (one credit per email sent). It shows the **Cost of This Mailing** and also **Your Credits** (before and after the mailing). If you don't have enough credits, you will not be able to send your email!

If your email is ready and you have all of the credits you need, you are ready to click the **Send Now** button to start your mailing. **Once you click Send Now, there is no turning back!** Your campaign will begin processing within seconds and it will be too late if you have made a mistake.

Congratulations on sending your first campaign with Email Builder 2.0! Your campaign information will be available on Accu Trak as your email is sent out. Under the Accu Trak tab select Campaign Data and then select your campaign to view details.

Analyze Your Results with Accu Trak

When you send an email campaign, you will be taken to the new Accu Trak page. You can get back there at any time: go to the **Accu Trak** tab, and click on Campaign Data. Find the campaign that you want statistics on and click it. The results from your campaign are ready for your perusal.

Detailed Campaign Activity

[Share this Campaign](#)

Sent:	Monday December 6, 2004
Subject:	Perfect Gifts Ideas for Everyone on Your List
From:	Wine.com <Wine_com>
Interest Group(s):	Customer
Target Filter:	all states
Message:	View Message View Alternate Text

Status	100% Complete
Sent	125805
Delivered	123906
Bounces	1899
Removes	444
Replies	76
Opens	21572 (17.4%)
Clickthroughs	3361 (2.7%)
Downloads	0 (0.0%)

[More Information on Bounces](#)
 Percentages based on Delivered count.

HTML Links

[4827 total clicks]

Popularity	Links
1.6%	http://www.wine.com/default.asp?s=email_120206c&cid=email_120206c
0.2%	http://www.wine.com/default.asp?s=email_120206c&cid=email_120206c
0.1%	http://www.wine.com/default.asp?s=email_120206c&cid=email_120206c
7%	http://www.wine.com/wineshop/default.asp?s=email_120206c&cid=email_120206c
1.8%	http://www.wine.com/wineclubs/default.asp?s=email_120206c&cid=email_120206c

Additional features and actions include:

- Download Statistics—get all of your statistics in one file
- Share this Campaign—Share your results with someone without access to your account
- Download lists of Delivered, Bounces, Removes, Replies, Opens, or Clickthroughs data for further follow-up

Sending Mail with Interest Groups

If you have created Interest Groups, you can target your mailing with them. On the Address Your Email page, under Subject, you will see your list of Interest Groups.

Address Your Email

Subject

[Personalize This](#)

Interest Groups [reset](#)

Ignore ▾	Recent Buyers
Select ▾	Regular Customers
Suppress ▾	Test Group

Target Filters

Select a Target Filter ▾

Currently Selected:
1 List Members
You have:
3 Active List Members

<< Back Next >>

To start with, all Interest Groups are set to **Ignore**—in this state, your mailing will reach your entire list. To send mail to a specific group, choose **Select** from the corresponding drop down menu. If you need to prevent a group from receiving a mailing, choose **Suppress**.

***Example 1:** You want to send mail only to the “Recent Buyers” group. Choose **Select** from the “Recent Buyers” menu.*

***Example 2:** You've already sent out a test mailing, so you don't want list members to receive the email again. Choose **Suppress** from the “Test Group” menu.*

Watch the number of Currently Selected list members as you make your changes. It is updated automatically.

Advanced Tip!

*When you select or suppress more than one Interest Group at a time, you will see the option to **combine** or **intersect** your choices. Combining will send mail to all list members in **any** of the chosen groups. Intersecting will send mail only to those list members in **each** of the chosen groups (usually a much smaller selection).*

For more information about these advanced features, check out our FAQs at <http://www.admail.net/faqs/> or call support at 800-479-6322.