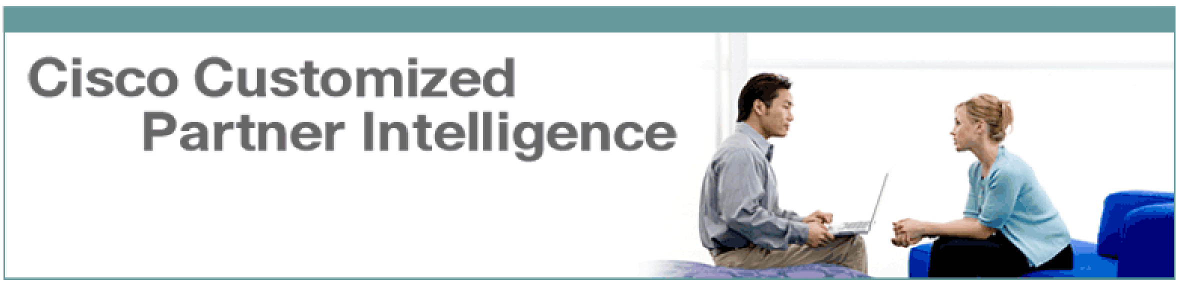

Co-Branded Newsletter User Guide

March 2006

Cisco Confidential

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Adding Content

How do I hyperlink an e-mail address?

SOLUTION - you can do this if your article is in HTML format. There are two methods:

Method 1: Open the online HTML editor. When you enter an e-mail address it should be automatically hyperlinked. The hyperlink should appear after you click the spacebar or hit the "Enter" key at the end.

Method 2: Enter the HTML tags yourself. For example, if the e-mail address of the contact person is bill@abccorp.com, the syntax is as follows:
bill@abccorp.com

Why am I getting session expiration messages when I write articles online?

SOLUTION - if you are composing long articles, we strongly suggest you use a program like Microsoft Word to do this work. You get to use all of the powerful tools (e.g., spell checking and grammar checking) Word provides and then you can upload the resulting file directly into your newsletter using the "Upload" feature on the Article Entry page.

The timeout period is the same for all users. It is used to manage server resources and provide an additional level of security. If you prefer to compose your article online, make sure you save your work often.

While you are editing an article online, a warning message will be displayed if your browser supports JavaScript and your account has been idle for a certain amount of time. At this time, you should save your work and then resume your edits.

If your session expires in the middle of your work while using the online HTML editor and you click the "Save" button, the system will actually try to store your article in a temporary file. You will be alerted to this fact in the text of the timeout message. In this case, the next time you login and return to the HTML editor, a link will appear at the upper right of the window that allows you to retrieve your most recent work.

At other locations within the service, there may be no way to retrieve the lost text. Sometimes hitting the back button right after this happens will let you copy the text to the clipboard so that you can save it to disk—or copy it into another active browser window.

How do I add a link to another Website inside my article?

SOLUTION

Use the Online Editor
The easiest way to do this is to use the online HTML editor. This is accessible through the Article Entry screen.

Under either the Synopsis or Article Body boxes, click the "Use Editor" button. Once you are in the editor, highlight the text you want hyperlinked and then click the "Chain Link" icon in the toolbar at the top of the editor box. In the URL box, enter the Web address to use as the destination of the link.

Use a Bit of HTML
Another way to do this is to use a bit of HTML and make the article into an HTML formatted document. The link syntax is:
<A href="http://www.somewhere.com">Link Text</A>.

This creates a link on the words "Link Text", which points to the Webpage at http://www.somewhere.com

Converting from Plain Text
If the article is in plain text, you can convert it automatically to HTML using the Article Editor. These conversions will automatically hyperlink any Web addresses contained within the article (i.e. an address containing the http:// prefix).

To do this:

- View articles.
- Click the title of the article that will contain the link.
- With the format setting at plain text, click the "Use Editor" button.
- At the Article Editor, click the "Convert to HTML" button.
- Note how the text has changed to HTML format. Click "Save".
- Click "Save" again and go preview the result.

How can I add multiple pictures into articles?

SOLUTION - here is how you can add multiple pictures to an article:

STEP 1: Upload the pictures to your account using the File Manager.
STEP 2: Use the online HTML editor to embed the pictures within your article at the location you would like each picture to appear.

STEP 1 INSTRUCTIONS:

1. Go to the Main Menu and select “File Manager”.
2. At the bottom of the file list, click “ADD NEW”.
3. In the Upload section, click “Browse...” to select the picture file on your computer that you would like to upload (either in GIF or JPEG format).
4. Choose the picture, click “Open”, then click the “Upload” button.
5. Repeat this process for each picture.

STEP 2 INSTRUCTIONS:

1. Edit the article that will contain the pictures. Pictures can appear in either the synopsis or the body of the article.
2. On the Article Entry screen, make sure the “HTML format” radio button is selected.
3. Click the “Use Editor” button underneath the area in which the picture will be placed.
4. Within the online editor, place your cursor at the location where you would like to insert your picture.
5. Click the Picture icon in the editor toolbar to display the Image Information window. The image drop-down list at the top of this window will contain the list of picture files in your account.
6. Choose the picture from this list.
7. Specify any other display options like alignment, width, and height, and then click “OK”.
8. Repeat this process for each additional picture you would like to add to the article.

NOTE: If your browser does not support the online HTML editor, you will see a simple editor instead. In this case, you can add pictures using HTML tags. The syntax for adding a picture using HTML is as follows:

```
<img src="http://www.imakenews.com/ACCOUNT_NAME/PICTURE_NAME.GIF"
align="top">
```

Replace ACCOUNT_NAME with the name of your account and PICTURE_NAME.GIF with the name of the picture file that has been uploaded through the File Manager. The value of the “align” parameter can be changed from “top” to “left” or “right” to determine the picture’s placement relative to the rest of the text.

Can I reuse articles from previous issues?

SOLUTION

Configure the Article to Appear in ALL ISSUES

One way to have the stories appear in multiple issues is to do the following:

1. Go to the Main Menu.
2. Select the issue containing the article you want to use.
3. Click "Articles" to go to the Article Overview page.
4. Click on the article that you want to copy into your new newsletter.
5. At the top of this page, you will see a caption that reads "ISSUE: In which issue should this article appear?"
6. Change this to show in ALL ISSUES. This will allow you to reuse this article in another issue.

IMPORTANT NOTE: When an article is set to appear in ALL ISSUES, any change you make to the contents of this article will be reflected in all prior and future issues. These changes (along with any design changes) will also appear in issues that have previously been published. Only one published page is created for each article, so posting an issue that uses this article will cause the corresponding page to be re-posted as well. To prevent this from happening, use the Copy and Paste feature instead (see below).

Create a Copy of the Article Using the Copy and Paste Feature

Another way to get an article that has been used in one issue to appear in another specific issue is to copy the article into the "Content Clipboard" and paste it into a new article.

1. Go to the Main Menu.
2. Select the issue containing the article you want to use.
3. Click "Articles" to go to the Article Overview page.
4. To the right of the article you want to copy, click the "Copy" icon. This will add the article to the Content Clipboard. A popup window will appear to show you the contents of the clipboard.
5. Go back to the Main Menu and select the issue that will contain the copy of this article.
6. Go to the Article Overview and click the "Paste" icon located on the upper right of the page. If there is more than one article in the Content Clipboard, you will be asked to select the article you would like to paste.
7. The article entry page will appear containing the contents of the original article. Make any edits as needed, and then click "Save".

When I click on "Use Editor", it asks me to enter my Office 2000 CD. Why is this and how can I make it stop?

SOLUTION - because the online HTML editor is built upon the DHTML Edit Control found in Internet Explorer, there are some sharing issues between it and Office 2000.

While Office 2000 doesn't actually do anything to the files needed for the editor to run, it thinks that it is responsible for them. If you click "Cancel" on the error enough times, it will let you through and you can use the editor.

Below are instructions that should provide a solution for the issue and keep it from happening in the future.

1. Click Start > Settings > Control Panel > Add/Remove Programs

2. Highlight Microsoft Office Professional in the list.

3. Click "Change" (this will pop up the Office Maintenance Window).

4. Click "Add or Remove Features".

5. Expand the Office Tools Directory.

6. Click the down arrow next to HTML Source Editing.

7. Select "Run from My Computer".

8. Click "Update Now".

General advice for uploading Microsoft Word documents

SOLUTION

<u>Transferring Formatted Content from Microsoft Word</u>

There are several methods that can be used to transfer formatted content from Microsoft Word to the system.

The easiest and fastest method is to upload the Word document directly and have the system convert the document (and all of its embedded images) into an HTML equivalent. This is done by clicking the "Upload…" button on the Article Entry page.

To Upload a Word Document:

1. Go to the Article Entry page.

2. Click the "Upload…" button found under either the Short Description/Synopsis or Article Body edit boxes.

3. Next to the "File to Upload" prompt, click the "Browse" button to select the Word file from your computer.

4. Once the file has been selected, click the "Upload File" button.

While most formatting options are supported by this method, the conversion process does not always yield expected or desired results. The robust formatting and style options in Microsoft Word sometimes do not convert properly to their HTML equivalents.

For a more accurate translation of formatting, try using Copy and Paste to transfer content from an open Word document to the online HTML editor. This method works better than the conversion process because it takes advantage of certain compatibilities between Microsoft Word and the online HTML editor (which makes use of Microsoft component technologies). The only inconvenience of using Copy and Paste is that any images contained within the Word document may need to be uploaded separately as GIF or JPEG images and placed manually into the article via the editor.

To Copy and Paste a Word Document:

1. Open the document in Microsoft Word.

2. Go to your browser window, log into your account, and either create a new article or edit an existing article.

3. On the Article Entry page, choose the HTML (formatted text) option.

4. Click the "Use Editor…" button under either the Short Description/Synopsis or Article Body input boxes.

5. Switch to the Microsoft Word window containing your document.

6. Use your cursor or mouse to highlight the text of the document, either all of the text or a portion of it. Do not worry about any pictures. You can highlight them too, but they will not be transferred at this time. SHORT CUT: Press CTRL+A to select the whole document.

7. Select "Copy" from the Edit menu, or press CTRL+C.

8. Switch back to the online HTML editor window.

9. Put your cursor into the editor, then press CTRL+A (Select All) and then CTRL+V (Paste).

10. Click "Save" at the bottom of the editor window to save the formatted text.

11. Click "Save" at the bottom of the Article Entry page to save the article.

Inserting Images

Any pictures your document contains will not be transferred to the online HTML editor through the Copy and Paste process. An invisible picture placeholder will be present. If you click the empty space where the picture was originally positioned, you should see a rectangle appear around the picture placeholder. You will now want to replace this placeholder with a GIF or JPEG image that resides within your account.

There are several ways to upload images for use in your article. If you already have GIF or JPEG formatted image files, you can load these one at a time into your account either through the File Manager or through the Upload feature within the online HTML editor.

If you do not have the images in your Word document prepared as separate GIF or JPEG files, you can make use of the Word to HTML conversion process through a temporary article that automatically converts the embedded pictures into GIF or JPEG equivalents. Then you can copy these images from one article to another.

<u>To Upload and Embed Pictures from a Word document:</u>

1. Create a new article. This will be a temporary article that is used for loading documents containing pictures.

2. From the Article Entry page, click the "Upload…" button to select and upload your Word document.

3. Once the document has been uploaded, click the "Use Editor…" button to edit the document.

4. From within the online HTML editor you will now want to put all the pictures together and copy then to the clipboard. There are several ways this can be accomplished:

   a. Delete all of the text surrounding the pictures, then press CTRL+A (Select All) followed by CTRL+C (Copy).

   b. Or, click and drag all of the pictures you need to the top of the editor. Then, highlight only the pictures and press CTRL+C (Copy).

5. Click “Save” to temporarily save your changes to the temporary article (in case you need to copy additional images). Then, click “Save” again on the Article Entry page.

6. Go back to the original article (that is awaiting the images) and click “Use Editor…” to edit it with the online HTML editor.

7. Within the online editor, put your cursor at the top or bottom of the text and then press CTRL+V (Paste). The pictures will now appear within the editor and are ready for placement within the article.

8. Move pictures to the proper locations within the article. To do this, click once on the picture and then press CTRL+X (Cut). Find the picture placeholder within the formatted text that corresponds to this picture. Click to select the placeholder and then press CTRL+V (Paste). Repeat this process for each picture.

9. When you are done, click “Save” on the editor window and at the bottom of the Article Entry page.

You can re-use the temporary article for other documents you need to upload. Once you have successfully embedded all of the pictures, you can delete the temporary article.

Managing Subscribers

How can I import addresses from Outlook?

SOLUTION

To import an Outlook Express address book, follow these steps:

1. Open Outlook Express.
2. Under the File menu, select Export -> Address Book.
3. Choose “Text File” as the file format.
4. Save this file and then open it in Microsoft Excel (or similar program). The e-mail addresses from the address book are listed in a column titled “E-mail”. These are the addresses, which you can import to your newsletter account.
5. Highlight and copy (CTRL+C) all of the addresses in this column to the clipboard (excluding the label at the top).
6. Log into your newsletter account.
7. Click on the “Subscribers” link at the bottom of the Main Menu.
8. Click on the “IMPORT SUBSCRIBER LIST” link.
9. Put the cursor in the E-mail Addresses box and paste the e-mail addresses you copied (CTRL+V).
10. Optionally specify a sub-list or short source code.
11. Click “Submit” to import all of these addresses to your subscriber database.

12. Importing from Microsoft Outlook will have a similar procedure. You just need to locate the method for exporting the Address Book.

How can I import addresses from Yahoo?

SOLUTION - to import the addresses in your Yahoo address book, follow these steps:

1. Log into your Yahoo account.
2. Click on the "Addresses" link on the left side to open the address book.
3. At the bottom, underneath the address list, click on the link labeled "Import/Export".
4. On the Import and Export page, export the address book using the Yahoo! CSV format. Click the "Export Now" button next to this prompt.
5. Save this file and then open it in Microsoft Excel (or similar program). The e-mail addresses from the address book are listed in a column titled "E-mail". These are the addresses that you can import into your newsletter account.
6. Highlight and copy (CTRL+C) all of the addresses in this column to the clipboard (excluding the label at the top).
7. Log into your newsletter account.
8. Click on the "Subscribers" link at the bottom of the Main Menu.
9. Click on the "IMPORT SUBSCRIBER LIST".
10. Put the cursor in the E-mail Addresses box and paste the e-mail addresses you copied (CTRL+V).
11. Optionally specify a sub-list or short source code.
12. Click "Submit" to import all of these addresses to your subscriber database.

When importing a subscriber record, what happens if the record already exists?

SOLUTION - the existing record will be updated with the new information you supply. If, for example, the current record has e-mail address, first name, last name and the new imported record (with a matching e-mail address) includes only a phone number, then the existing record will be updated and the phone number will be added, leaving the first name and last name intact.

Importing a tab-delimited file

SOLUTION - uploading your e-mail addresses and other member information is easy. There are many fields of information you can associate with a subscriber, including 10 custom fields. This will help you track and personalize messages as well as create sub-lists based on field criteria.

For example, you may want to just mail to members in a single state. You can go to the subscriber area, choose "SEARCH AND MANAGE SUBSCRIBER LIST", and then create a new list based on the State field. You can of course do this with any field.

Here is a list of all the available fields you can upload:

Salutation (Mr., Mrs., Ms., etc.)
FirstName
MiddleName
LastName
Company/Organization
Title
Address1
Address2
City
State/Region
ZIP
Country
Phone
Fax
Custom1
Custom2
Custom3
Custom4
Custom5
Custom6
Custom7
Custom8
Custom9
Custom10

To upload and import this data, you must first put the data into a tab-delimited text file. Many database systems provide an easy way to do this. If you are unsure, the easiest way to create a tab-delimited file is to open your data first in Microsoft Excel. Then, select "Save" from the File menu and choose "Tab Delimited" as the file format.

Once you have created your tab-delimited file, you need to upload it to your account:

1. From the Main Menu choose the "Subscribers" link.
2. Then choose the "IMPORT SUBSCRIBER LIST" link.
3. Use Method 1. Click the "Browse" button and find the tab-delimited file you created. Then, click "Continue".
4. On the next page, "(Step 2) Subscriber Import Analysis", you will see a list of field mappings.

Each column represents a field in the import file. Review the results and correct any assignments if necessary. If you do not need to import a specific column from the tab-delimited file, select "Unknown" for that column.

The import procedure automatically prevents duplicate records from being added to your list and updates the information associated with any pre-existing subscriber record with the imported values. There are two ways the records you are importing can be synchronized with the subscriber list in your account. You can:

Add new subscribers, update existing subscribers.
Add new subscribers, update existing subscribers, remove subscribers not in the imported file.

You can also reactivate subscribers in import file who previously opted out, but this is an advanced feature that can override the opt-out request of your subscribers. Use this only to obtain an exact synchronization of your subscriber database and your account without using the opt-out protection feature.

Optionally, choose what sub-list should contain these subscribers and specify a source code if you would like to track the progress of these subscribers as a group. Once you are satisfied, click “Continue”. The import will now run and you will see a message that indicates the process has begun. This can take from a few seconds for a list of 50 or less, to 20–30 minutes for lists of 10,000 or more.

How do you handle duplicate e-mail addresses?

SOLUTION - when you upload a subscriber list, duplicate subscriber records are automatically removed. The subscriber database in your account requires each record to have a unique e-mail address.

If you send your newsletter by e-mail to your complete list, each recipient will get only one copy of the e-mail. Sometimes, a single recipient may have two different e-mail addresses that lead to the same e-mail box. In this case, it might appear that one person has received two copies of the same message when in fact there are two different messages being sent to two different e-mail addresses.

IMPORTANT NOTE: When using sub-lists, it is possible for one subscriber to appear in two or more sub-lists. If this is the case, then sending your newsletter to each of these sub-lists separately would cause duplicate messages to be received.
For example, a subscriber named George Smith would appear only once in your database but might be assigned to sub-list 1 and sub-list 3. If you send your newsletter to sub-list 1 and then to sub-list 3, George Smith would get the newsletter twice.

To prevent subscribers from being in multiple sub-lists at the same time, make sure to check the box labeled “Make unique to this list” before performing an import. In addition, you can use the Search and Manage Subscribers page to manipulate your sub-lists by moving subscribers from one sub-list to another.

What are these "Excluded" or "Known Undeliverable" subscribers?

SOLUTION - one of the built-in functions of IMN's e-mail system is a Bounce Manager feature that excludes active subscribers who are identified as undeliverable from future e-mail jobs. The Bounce Manager identifies e-mail that is returned without delivery for reasons such as full mailboxes, people on vacation, bad addresses, or for unknown reasons. In this article, we'll get into a little more detail about some of the bounces in the bad address category, including why they are excluded even if you don't remove them, and how to find and manage them.

Not all "bad addresses" are excluded.

The term "bad address" may actually indicate one of several scenarios. Depending on the situation, they may or may not be excluded from future mailings, as described below.

The most common bad address is when the domain portion of the e-mail was valid but an e-mail server in that domain responded to our attempt to send by saying, in effect, "there's no such address here." Another scenario is that the domain itself doesn't seem to exist, or can't be reached. A third possibility is that there does not appear to be a mail server in the domain.

These last two bounce categories are potentially temporary conditions and these subscribers will not be excluded from future e-mail jobs. However, once the Bounce Manager processes a "No User" bounce, as in the first case, it updates that record in your account's subscriber database and it will exclude these subscribers from future mail jobs.

A subscriber record may also be excluded if an "administrative address" is imported via a file upload and import. These administrative e-mails have addresses that begin like root@, postmaster@, and administrator@. These addresses are excluded by default because only very rarely are these kinds of addresses used for receiving messages. More often, they are simply used for administrative purposes. Messages sent to them, in particular non-system related messages, are treated as abuse by most ISPs and networks and the managers of these domains will typically blacklist the source. These addresses are excluded by default to prevent this. If you are certain this is the address you should be sending to, you can re-activate the address after it is imported.

If you regularly use the Bounce Manager interface to clean your list of bounces, you may not see many of these exclusions when sending e-mail. But keep in mind, bounced subscribers with "bad addresses" are still considered to be active subscribers until you take some sort of action to remove them, with either the Bounce Manager or with the "Search and Manage" option using the process described below.

How do I find all these excluded "bad addresses"?

To find excluded bad addresses, go to the "Search and Manage" interface on the main Subscriber Menu. There, under the "Select subscribers that" portion of the screen, you can keep the default of "all active subscribers" in the "are found in" field or you can use any of the other search criteria to select the subscribers you want to find excluded addresses for.

Once you have your criteria selected, go to the "And is" drop-down menu that defaults to "Active, not removed." Change this option to "Marked as undeliverable." By choosing this option, you will be able to find any of the "bad address" e-mails in your subscriber base. Farther down, under the "And then" portion of the screen, you can select the radio button option designating what you wish to do with these subscribers. Initially, you may want to select "View them," but eventually, once you've looked them over, you may want to "Permanently delete from all lists, but remember as opted out." By choosing this option, the names will still be in your database, but they will no longer be considered active and they will be excluded from your future mailings.

But I know this one address is good—what now?

In extremely rare cases, good e-mail addresses may be excluded because of a rare mis-configuration on the recipient's mail server. If this should occur, you can "unexclude" an address in the system by searching for the address (either in the "Search and Manage" interface, or in the "Quick Tasks" area on the main Subscriber Menu), edit that subscriber's properties, and then save them. Once a subscriber record is re-saved, this will remove the exclusion on this address so that the system will try it again with any new information you may have provided.

Sending the Newsletter

How can I change the FROM address of the newsletter and the SUBJECT?

SOLUTION - yYou can easily specify the e-mail address and name of the person or company sending the e-mail (the reply address) when you prepare the newsletter to be sent by e-mail.
Click "SEND AS E-MAIL" on the menu. This will take you to the E-mail Broadcast page. In the FROM: section of the page, you will find an e-mail address box and a full name box. This is where you can specify the return address and the complete sender's name.

TIP: Don't use an e-mail account from an anonymous e-mail provider such as Hotmail or Yahoo. Your e-mail will be blocked by our SPAM protection system.

How does the Bounce Manager work?

SOLUTION - when an e-mail message is delivered, special header information is added to the top of the message. This information tells a mail server or an e-mail program who sent the message, where it came from, and where to send replies.

The FROM header identifies the sender and the REPLY TO header identifies where replies can be sent. The TO header identifies the e-mail address of the recipient. The e-mail address is composed of a user name and a domain name, separated by the @ sign.

When an e-mail is sent, it travels from mail server to mail server until it reaches its destination. The destination is the mail server that collects mail for the domain found in the TO address. Then, this mail server looks to see if the specified user exists internally and if so, delivers the message to that user's mail box. If the user does not exist, the mail server will send a special notification (bounce message) back to the person in the FROM address. It is also possible to receive a bounce message from the first server the message is delivered to before it even reaches its destination. This is caused when the domain portion of the e-mail itself is either incorrect or permanently or temporarily unavailable.

When bounce reporting is turned on, a special FROM address is constructed so that all bounce messages that arrive are collected by our software and not your e-mail program. We then take these bounce messages and search through them to determine the cause of the bounce. This process is made difficult due to the fact that every different type and configuration of mail server returns a different type of bounce message.

Once scanned, the bounce messages are classified and uniquely identified in the bounce database. In addition to the bounced e-mail address name, a count is kept to indicate how many times a particular e-mail has bounced—for whatever reason.

A full bounce report can take days to assemble. If a mail server is having problems delivering a message to a domain, it may try for several days to deliver the message and then return the bounce message when it gives up.

Which format will subscribers receive by default: HTML or plain text?

SOLUTION - if not otherwise specified, the format preference for each subscriber is "Unknown". This means when the newsletter e-mail is sent, it is delivered using a multi-part format that includes both a plain text and an HTML version. If the subscriber's e-mail program supports HTML, the HTML version will be displayed. If the e-mail program does not support HTML or the mail gateway does not allow HTML to pass through, the plain text version will be received.

Over time, subscribers can specify their desired format: HTML or plain text. In this case, only the preferred format will be e-mailed to the subscriber.

NOTE: In some cases, e-mail programs or mail gateways will take the HTML portion of a multi-part message and try to interpret its contents as a plain text message. There are also e-mail programs that do not fully support HTML e-mail, but think that they do. In these cases, subscribers may receive an e-mail that is poorly formatted. To solve this problem, change the format preference for these specific subscribers to “Plain Text”.

How do I e-mail the newsletter for review without making it public?

SOLUTION - under “[Issue Properties]”, change the status of the issue you want to send for review from “Approved” to ”Pending”, then post the newsletter to the Web. This will prevent anyone from seeing it unless they have an e-mail with a link to it.

When you are ready to publish the newsletter to everyone, remember to change the status back to “Approved”.

When problems occur with HTML e-mail

SOLUTION - sending HTML e-mail messages is an imperfect science. There are hundreds of different e-mail programs and mail server programs installed around the world. Each offers different capabilities and levels of HTML e-mail support. Luckily, most of these systems support the decoding and display of HTML formatted e-mail messages.
We use various techniques to make sense out of all of this and deliver the best e-mail format to the widest audience. These techniques include probing, multi-format encoding, and support for user preferences.

Despite the use of these techniques, you may occasionally receive a complaint from a recipient who is unable to properly read the HTML e-mail you deliver. In these cases, it is likely the recipient is using an older e-mail platform that is incompatible with the various probes and multi-format messages we send AND does not display HTML e-mail correctly. Below you will find further information regarding these systems. In each case, the quickest and easiest solution to the problem is to change the format preference for the subscriber to “Plain Text”.

Eudora and Lotus Notes

Eudora and Lotus Notes are common e-mail clients. Unfortunately, certain earlier versions of these programs do not adhere to current e-mail standards.

The details are a bit complicated, but, for example, Eudora 4.0 (or earlier) supports only a simple form of HTML lacking many layout controls like tables. Later versions of Eudora (after version 4.0) work much better. If these subscribers have been able to receive HTML in the past, they are probably receiving simpler HTML than that produced by the cover page you send. The other alternative is to e-mail out HTML paragraphs (instead of the cover page). You will see this option on the top of the "Send as E-mail" screen.

Lotus Notes sometimes strips out all the HTML and images instead of showing the plain text version. It also depends on how the Lotus Notes server and mail gateway are configured (see below).

For additional information about known problems with Lotus Notes (and possible solutions that can be implemented by the recipient's IT department), see the following articles:

Background and Current Status of Notes/Domino R5 Native Support of HTML and MHTML Rich Text Format
http://www-1.ibm.com/support/docview.wss?uid=swg27002941

Domino R5 Converts HTML into Misaligned Formatting with "[IMAGE]" Throughout Message
http://www-1.ibm.com/support/docview.wss?uid=swg21087057

Recipients in R5 & Group Tools Environment Receive Internet Mail with Misaligned Text & "[IMAGE]"
http://www-1.ibm.com/support/docview.wss?uid=swg21086884

If your subscriber's IT department is unable to correct this situation, the best advice is to change the e-mail format preference for subscribers using these e-mail programs to "Plain Text". The plain text message will then include links to the HTML version hosted online so that the full color version of the newsletter is available to everyone.

Mail Gateways and Microsoft Exchange

In addition to e-mail programs, e-mail servers and gateways can cause trouble with HTML e-mail. These are the systems responsible for passing e-mail messages from one machine to the next over the Internet and within a company. The gateway is usually responsible for providing security (also known as a firewall) and an interface between internal and external e-mail systems.

One thing we have seen gateway systems do is intercept an incoming HTML message and change the information it contains. This happens occasionally and can cause unpredictable results. In addition, some gateways will not support multi-part e-mail messages correctly and will end up sending the complete message through without the proper encoding.

Subscribers who receive e-mails passed through these gateways may see a garbled e-mail message or may only receive the plain text version. One thing to try in these cases is to force the e-mail format being sent to HTML. This is done by changing the subscriber's format preference from "Unknown" to "HTML". If you are sending a test message, this can be tricky, since there is no way to force the HTML format. In this case, the e-mail address you are testing should be placed in a sub-list with the e-mail format of this record set to HTML. You can then send your e-mail to this sub-list.

AOL

AOL 5.0 or earlier also provides limited HTML e-mail support. Recently, AOL improved HTML e-mail support with new versions 6.0 and 7.0 of its client software and the AOLAnywhere Web service. Because of this mixture of supported and non-supported users, we have built special functions to handle subscribers who use AOL e-mail. A special AOL e-mail version is always created and sent to these users when you send your newsletter. We also perform special probing to see if we can determine which AOL version is being used. This probing works most of the time and if we can positively identify an AOL 6.0 or AOL 7.0 user, they will be sent and will receive the complete HTML version of your e-mail. In all cases, AOL users see the best version of the e-mail that can be delivered to them.

Which e-mail programs support HTML and which do not?

SOLUTION

HTML: With graphics and design

Compatible with:
AOL 6.0 or higher
Netscape Navigator e-mail
Netscape Communicator e-mail
Microsoft Internet Explorer 4.0 or higher
Microsoft Outlook
Microsoft Outlook Express
Eudora HTML
Hotmail
Mailcity
Yahoo Mail
Rocketmail

Text only: No graphics, all the same font

Compatible with:
AOL 5.0 or lower
QuickMail
Eudora Lite and pre-4.2
Lotus Notes/CC:Mail (depends on install)
Microsoft Internet Mail

Pegasus Mail
Microsoft Mail
Claris Emailer
Prodigy
Compuserve
Mail Excite

How many times do you attempt to send an e-mail before you report it as bounced?

SOLUTION - the answer to this depends on how the message is bouncing. If it is a so-called "Hard Bounce", where the mail service at the destination domain actually reports that there is no such address, then the system immediately stops sending the e-mail, and a bounce message is returned.

A retry of the e-mail send is done when communication between mail servers cannot be established, resulting in a "Soft Bounce". This can occur for many reasons and is very common on the Internet today. For example, if the AOL mail servers are busy, the mailer may need to retry sending the message several times before it is accepted. The ability to retry delivery of an e-mail is a necessary and required process for the successful operation of a mailer.

While it might be a best practice to attempt delivery on an e-mail message at least 4 or 5 times, the iMakeNews mailer is configured to do this much more than that. Our mailer will attempt delivery every 5 minutes for up to 72 to 108 hours for a possible minimum total of 864 tries, all the way up to 1296 tries. If at the end of this process, the mailer is not able to successfully connect to the mail server destination, it will return the outgoing message as a "bounce" that appears in the bounce manager under the "Unknown" category.

Every e-mail that ends up in the bounce manager has gone through the same process.

Reporting

When is an e-mail considered "open"?

SOLUTION - it depends on the configuration of the recipient's e-mail program and how they review their e-mail. If the program is configured to use a Preview Pane (like Outlook or Outlook Express), then when a message is highlighted in the Message List, the e-mail will be automatically displayed and will be tracked as "open". If the Preview Pane is not being used or if the message in the Message List is never highlighted or double-clicked, the "open" will not occur.

The trick that is used to track the open rate is actually quite simple. A 1 x 1 pixel graphic is called through an embedded HTML image tag hidden somewhere within the e-mail message. When this image is called, a routine on the tracking server sees this and counts this as an “open”. So in order for an e-mail message to be considered “open”, it must be displayed through a window that can show embedded graphics.

The open rate is a tricky statistic when dealing with HTML e-mail. It’s the statistic every marketer would love to have, but it is hampered by the technical realities of the medium. For instance, it is not possible to know the open rate for e-mail messages received in plain text format. If your list management solution allows subscribers to choose their preferred e-mail format then you might be able to segment the list to those wanting plain text and those wanting HTML (and no format unknown). Then, if you send only HTML to the people who want HTML and then check the open rate for this list, you will have a more relevant statistic.

Otherwise, if you are unable to explicitly segment your list according to format, the Open Rate statistic becomes only a more general measure of user activity. The emphasis then falls on the traditional Click-Through Rate, which remains one of the best ways to measure user interest and response.

Why does a particular subscriber appear to have opened the e-mail many times?

SOLUTION – sometimes it will appear as if a particular subscriber has opened the e-mail many more times than anyone else. This could be 20, 50, 100, or even 1000 times. There are several reasons why this can occur:

The e-mail program is opening the e-mail as the subscriber scrolls from one message to another. The e-mails opened statistic measures the number of times the e-mail is opened in the subscriber’s e-mail program. If the subscriber is scrolling back and forth through their e-mail with the contents of the e-mail showing in a “preview” pane within their e-mail program, then each time they pass over the e-mail it will be registered to the system as an “open”. Unfortunately it is hard to distinguish the difference between a passing glance and a deliberate open. In this case, note that it is more important to recognize the unique people who are opening the e-mail instead of how many times they are opening it.

The e-mail has been forwarded by this subscriber to a mailing list or to everyone in a particular company or department. Because all of the people who have received this e-mail are receiving the e-mail that has been encoded for this specific subscriber, all of the “open” tracking is being recorded under this subscriber in the activity report. Unfortunately, there is no way to prevent the HTML message from being forwarded and it is hard for us to distinguish between the original recipient and all the people receiving the same forwarded e-mail.

What is a good click-through rate?

SOLUTION - the click-through rate depends on the content of the e-mail, the audience, and the format. However, HTML e-mail click through rates can be 5 percent and as high as 40 percent.

Here are some examples: A recent issue of our own newsletter has a “Click from E-mail” statistic of 22 percent. A daily newsletter that was sent by our service (on a Friday) had a 10 percent rate. Another recent customer (a software company) had a click-through rate of 17 percent.

NOTE: When reviewing statistics, consider how long it has been since the mailing has been delivered. Not all the data comes in at once since not all of your subscribers are online. It usually takes at least a week to get the full picture.

Here is an interesting article you might find helpful:
http://www.clickz.com/em_mkt/opt/article.php/998911

What do these reporting terms mean?

SOLUTION - here is a list of the key metrics being tracked for each issue/mailing:

E-mails Sent
E-mails Delivered
Bad Address
Mail Box Full
Hits, Total
Clicks, Total and Unique
Opens, Total and Unique
Visits to Microsite, Total and Unique
Referrals, Total and Unique
Referral Actions, Total and Unique
Identified Visitors
Unidentified Visitors
Subscribers Added
Subscribers Removed
Abuse Complaints

E-mails Sent vs. Delivered

E-mails Sent = Total number of e-mails that were sent to the mailer to be distributed

E-mails Delivered = Sent – Bad Address – Mail Box Ful
This statistic does not include unknown bounces or vacation messages.

Bounces
A bounce occurs after an attempt is made to deliver an e-mail but the e-mail is not deliverable and/or causes an automated response. There are four categories into which bounces are classified:

Bad Address
User address is not valid, or domain does not exist.

Mail Box Full
Email box has reached its limit.

Vacation
Systems vary when handling this. Some return vacation message back to the system via the FROM address, and others send vacation notification back to the sender via the REPLY-TO address.

Unknown
Messages that came back but the system could not properly identify and classify them.

Only the Bad Address and Mail Box Full bounce messages are definitive indicators that an e-mail did not get through. Vacation messages usually indicate that the e-mail was received but not read. Unknown bounces can occur for a number of reasons; however, there was not enough information in the message for the system to automatically determine the cause. This can happen frequently—there is no standard mechanism for e-mail servers to report bounces, and automated messages can often be sent for situations other than unknown addresses or mail box quota problems.

Hits, Total and Unique
Hits, previously known as page views, describe all actions that can occur within the e-mail or microsite.

Hits (Page Views) = Clicks + Opens + Microsite Visits + Referrals + Referral Actions

Total Hits = All actions, with repeats by same subscriber
This statistic represents all of the activity occurring on a particular issue/mailing.

Clicks, Total and Unique
A click occurs when a subscriber clicks a link on the e-mail message.

Total Clicks = All clicks, with repeats by same subscriber
This number represents each individual click on any link in the e-mail, no matter how many clicks the same person has made.

Unique Clicks = Distinct clicks with no repeats by the same subscriber
This is the number of individual subscribers that have clicked at least once on any link in the e-mail.

NOTE: If the e-mail is posted to a newsgroup or passed along to other people through e-mail forwarding or internal distribution lists, additional clicks will be attributed to the original subscriber.

Opens, Total and Unique
An Open occurs when an e-mail message has been opened or viewed in an e-mail program.

Total Opens = Each time the e-mail is opened or previewed in the e-mail program

Unique Opens = Only the first time the e-mail is opened by each subscriber

NOTE: The Open statistic is only reported through e-mails sent and received with the HTML e-mail format and through HTML-compliant e-mail programs.

If e-mail is passed along, additional opens will be attributed to the original subscriber and will show in the Total Opens statistic. Only the open from the first subscriber will be counted in the Unique Opens statistic.

Visits to Microsite, Total and Unique
This is the number of pages viewed on the microsite. The statistic only includes pages hosted on the system. If a page is copied to another server, additional microsite visits will be recorded as part of the total.

Total Visits to Microsite = All pages viewed, with repeats by the same subscriber

Unique Visits to Microsite = The distinct visits to the microsite, with no repeats from the same subscriber
This is the number of unique subscribers that have visited the microsite at least once.

Referrals and Referral Actions
The Referrals statistic is the number of people that have filled out the “Refer a Friend” form attached to a newsletter.

The Referral Actions statistic is the number of people that clicked the link in the referral e-mail.

Identified Visitors and Unidentified Visitors
An Identified Visitor is a known subscriber. This person may have come from an e-mail or filled out the subscription form. Each subscriber that has taken at least one action with the issue/mailing is considered an Identified Visitor.

Unidentified Visitors are people who are not subscribers. They may have come from a search engine or a link on a Website. The system has no way of determining who these people are and is unable to find them in the subscriber database of the account.

Subscribers Added
This is the number of subscribers who have been added due to a particular issue or mailing through the subscribe box associated with the account. This value does not include subscriber records added via import or other administrative tools. *New subscribers who cannot be associated with a particular issue or mailing are also excluded from this statistic.*

Subscribers Removed
This is the number of subscribers who have removed themselves, either through the subscription form, the opt-out link at the bottom of the e-mail message, or through an abuse complaint due to a particular issue or mailing. This value does not include subscriber records removed via import, search and manage, or other administrative tools. *Subscribers who cannot be associated with a particular issue or mailing are also excluded from this statistic.*

Abuse Complaints
This is the number of people that believe your e-mail to them is spam. Complaints can come directly from the user or through an ISP, and will be associated with the mailing that generated the complaint.