Newsletter Dispenser

Delivering Information to the Right People with Ease

Index

Newsletter Dispenser

Introduction

Newsletter Dispenser is a software tool that allows you to send e-mail newsletters to your subscribers with ease and maintain your subscribers. This software has been designed from ground up to perform the functionality to allow you to administer all aspects of your newsletter with ease and ensure that your users are happy.

E-Mails are part of day to day life. It has been an indispensable part of the enterprise environment and at the same time it has become a target of abuse. With the growing number of e-mail spam that are sent out each day, the users are weary of getting e-mails not directly in the interest of their work or life. It is now more important to provide the users with the information that they need when they requested it and also give them the flexibility to control it.

It has been shown that e-mail newsletter is more effective than having the information available on a page on the website. An average person would require a reason to visit a website and review the information. E-mail newsletter is more effective since the personalized e-mail is delivered to the person's mail-box and would have their attention instead of having to wait for the person to visit the website. It can even be customized so that the person would visit the website to obtain further information.

Benefits of Newsletter Dispenser

The benefits of having information provided to subscribers in real time are very real to many corporations and businesses. The subscribers who would be interested in e-mail newsletter vary from internal employees to external subscribers. The range of subscribers is wide and keeping them informed can be directly translated to revenue impact for the business.

Newsletter Dispenser will:

✓ Allow easy publishing of the newsletters.
✓ Allow for templates to standardize the look and feel of your newsletters
✓ Allows to have publishers (departments/groups) only access and publish their own newsletters
✓ Allows for integration of systems and allowing users from different systems to receive newsletters.
✓ Allows for easy integration of newsletter functionality into your website or existing sign up form.
✓ Allows for subscribers to subscribe or unsubscribe from an e-mail list by sending out an e-mail request to customizable email address.
✓ Allows for automatic bounce (e-mail rejections) control to ensure that invalid email addresses (after 3 consecutive rejections) are suspended.
✓ Allow for the functionality and easy configuration to be done through an easy administration website.
✓ Using an easy to follow setup tool, install and configure the software.

✓ Written in Java and compatible with any JDBC compliant database.

From publicity newsletter to media outlets to allowing your subscribers remain informed ensures that Newsletter Dispenser will become an indispensable part of your business.

Scope of this document

This document is focused on the functionality of the Newsletter Dispenser and details the parameters around fine tuning the features in Newsletter Dispenser. In case you need more information in regards to the functionality of the Newsletter Dispenser, feel free to contact us at info@newsletterdispenser.com.

Installation

The software is provided as a gzipped tar file or a zipped file. You would need to unzip or uncompress the file in order to perform the installation. This allows us to provide all the necessary files to install the software as one single file. Once you have the zipped file you can install the software and knowing that all the necessary files are provided.

Before you start the installation, it is wise to review the requirements and ensuring that you have the necessary environment for Newsletter Dispenser.

The software is provided with the script for different database. These scripts are located in the database directory. Before you start the installation, you need to determine the database that will host the tables of the Newsletter Dispenser and using the provided SQL script create the tables. To ensure that Newsletter Dispenser tables do not conflict with other tables, all the Newsletter Dispenser tables start with "ND_".

Requirements

The following is the list of requirements for Newsletter Dispenser:
- ✓ Java Application Server (e.g. Tomcat)
- ✓ Java 1.4 or greater
- ✓ SQL database (Newsletter Dispenser is designed to work with all SQL databases, e.g. Oracle, DB2, Sybase, MS-SQL Server, MySQL, PostGresql)
- ✓ JDBC driver for the correct database

The following is optional parameters:
- ✓ Configure the Java Application database connection pooler for the name: "java:/comp/env/jdbc/newsletterDispenser". Please note that even though you don't configure this datasource, Newsletter Dispenser can operate with its own default database connection pooler and properties file.
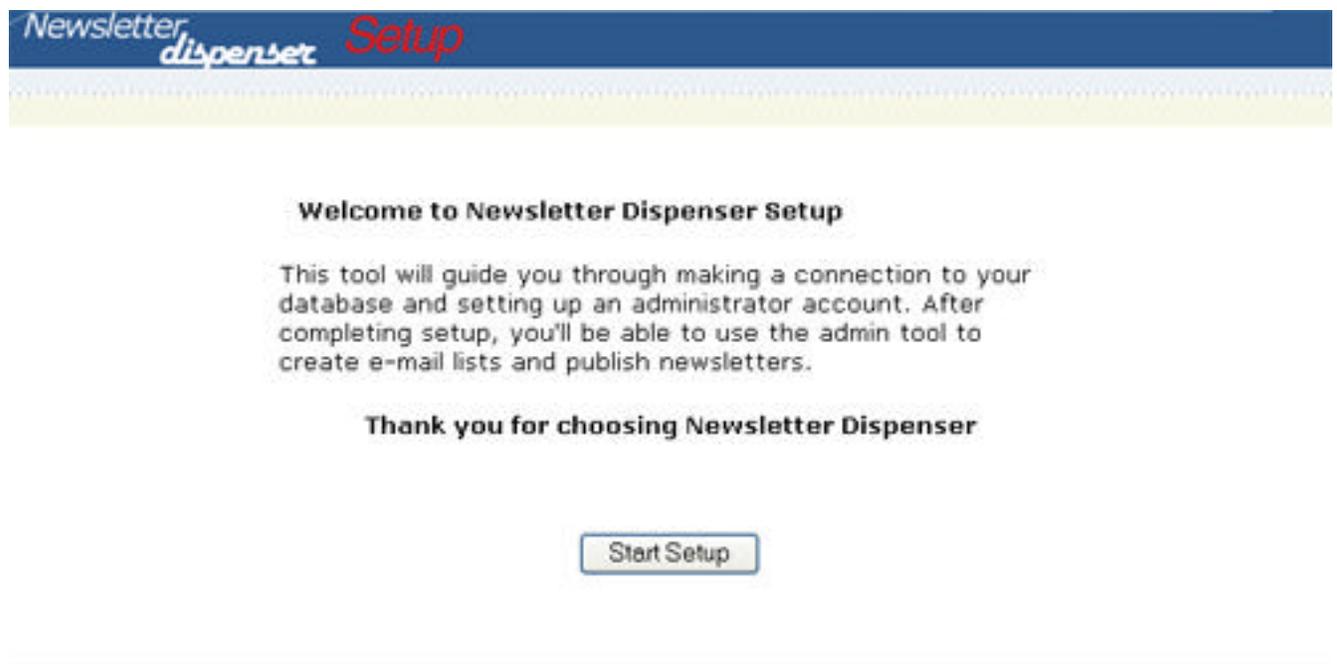
Setup

Newsletter Dispenser is distributed using the standard Web Application (WAR) file called newsletter.war. Once you have unzipped the newsletter download you will be able to locate it. You need to look at your application server for the documentation on how you can deploy a WAR file.
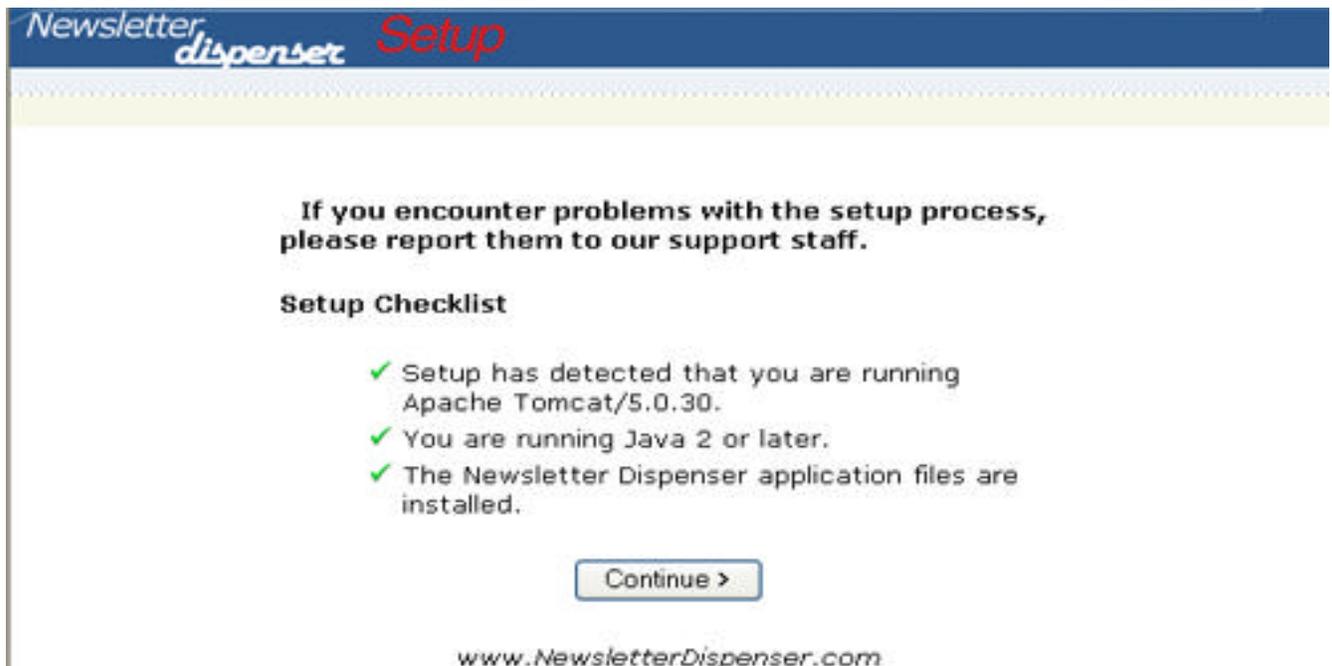
Once the application have been deployed on you application server, there is a setup program that allows you to configure and walk through the initial setup of the Newsletter Dispenser. Please ensure that you have setup your JDBC data connection provider for this application before you proceed. The following screen is the first screen that you will see once you have deployed the application.

You are now ready to setup Newsletter Dispenser application. You can click on "Start Setup" button to continue with the next screen. In this screen your environment will be verified to ensure that you are running under the correct settings and the application has been properly deployed.

Once you have verified the application you can click on continue to progress to settings of the application.

On the next screen you will have to specify the path to the properties file. Please note that this file needs to be in the classpath of you application server. It is recommended that you store this file in the WEB-INF/classes directory of your application. Please note that to help you along the setup program will try and guess at the path of the file. If this is not correct please change it as you application may not function properly.

You also need to specify the servlet path. Some application servers are configured with a webserver. Once the webserver receives a request for a certain path it would make the request to the configured application server to process it. Please ensure that this is the correct path that is recognized by the webserver as this is used to generate the tags and the HTML requests for the application.

Newsletter Dispenser uses a wild card for the servlets, therefore the directory path is not important as long as the webserver allows the application server to handle the request. The following screen is where you configure the settings.

Once you have setup your properties file path and also the path the servlet you will be directed to setup your database connection. Please note that if you are using the application server database connection you will automatically skip this step.

In this step you will have to enter the database information and specific information on how to connect to the database.

It is recommended to use at least 10 minimum connections and about 40 maximum connections.

Once you click on "Make Connection" Newsletter Dispenser will attempt to make connections to the database server for 20 times. If it is successful you will be directed to the next screen. You can see the error messages by viewing the database connection log file that you have specified in the logPath.

You will see the details of the connection that you made on the next screen.
Once you have setup your database connection, you will be prompted to enter the administrator information for the Newsletter Dispenser. Please ensure that you don't lose this information as the major configuration and changes to the application can only be done using the administrator account. Once you have setup the administrator account you are ready to start using the Newsletter Dispenser. You can log in to the site and start using the application.

Properties Manager

Please note that number of features and configurations that affect the application are configured in the properties of the Newsletter Dispenser. These setting are stored both in the database and also the properties file to ensure proper functionality of the application.

Users

In Newsletter Dispenser a user is referred to a person who can log into Newsletter Dispenser and create a new list or send out a newsletter. Newsletter Dispenser has two types of users with different permissions, one user is the administrator who can configure the application and maintain different aspects of the application and the other type is who can create an email list and also send out newsletter to subscribers.

User Permissions

Please note that features and functionality that affects Newsletter Dispenser is restricted to the Administrator. Other users won't be able to change the features and settings that affects the Newsletter Dispenser in general.
The users are allowed to maintain and use their own space that they have created. They will not be able to see or change the list settings or template settings of other users. Whereas the administrator has privileges to view everyone's lists and settings and can also change it.
To explain it better, imagine in an enterprise setting the HR department needs to keep the employees informed about the newest changes to the health care coverage. They use their login to access Newsletter Dispenser where they would be able to create their own template, create a list and also add images necessary for their newsletters. They would be able to send out the newsletter to all the subscribers using their login and password. The head of the Sales would login to the Newsletter Dispenser with their own login and they wouldn't be able to change the HR template or make modifications to the newsletters. Considering that the subscribers can be subscribed to different newsletters, the administration of them falls on the shoulders of the administrator.

E-Mail commands

Newsletter Dispenser allows users to subscribe or unsubscribe to a list by sending out an email to the list. Newsletter Dispenser monitors the email address specified in the E-Mail List "From" field and checks for emails with the subject subscribe or unsubscribe. Once the email is received Newsletter Dispenser will automatically perform the subscription or remove the subscription according to the request.
Once the task has been completed an e-mail message is sent back to the user notifying them of the action.

Changing and configuring email responses

You can change the email messages that are sent out to the users once they send you an email requesting to be subscribe or unsubscribed.

Newsletter Dispenser uses the default messages for the responses to the requests made. But in case you need to override the message you can do so by specifying the following properties in the Property Manager.

Please note that the Property Names are case sensitive and they need to be specified correctly in the Property Manager.

```
CommandControl.Subscribe
CommandControl.Unsubscribe
CommandControl.UnsubscribeSubject
CommandControl.SubscribeSubject
```

E-Mail Bounce control

Newsletter Dispenser monitors and handles the rejected or bounced e-mails that are sent out. E-mails are rejected due to a number of different reasons from the mail server being down to the e-mail being deleted because the employee no longer works there.

The e-mails that are rejected are sent to the "Bounce" email address which is specified in the settings of the email list. The Newsletter Dispenser monitors the e-mail address on continuous basis and once it receives a rejected or bounced e-mail it logs it. As the e-mails can be rejected due to a number of reasons, Newsletter Dispenser doesn't automatically suspend the e-mail address. Newsletter Dispenser monitors the rejected e-mails and e-mails that are successfully delivered. If a newsletter to a specific e-mail address is rejected 3 times consecutively then the email address is suspended and no other e-mails are sent to this address. To remove the suspension, the administrator would need to log in and change the status of the subscriber to active in order for that e-mail address to receive further newsletters.

E-Mail Lists

You can create an unlimited number of E-Mail Lists in Newsletter Dispenser. E-Mail Lists are the lists that you create to group newsletters together. For example you can create an E-mail List that specializes in latest humor and another one that specializes in changes in tax laws.

Subscribers can subscribe to the specialized email list to receive the e-mails of that subject. You can create different e-mail lists through the admin, but you do need specific information in order for the e-mail list to work and might need the help of your network administrator in order to do this.

Below the details are covered, but in general you need to have an SMTP server (e-mail server) that Newsletter Dispenser uses to send out the e-mail newsletters and also you need 2 different e-mail addresses to setup an E-Mail List.

Type of E-mail lists

There are two types of e-mail list (opt-in and opt-out) that can be created. It is very important to have a good understanding and planning for the e-mail lists, since the types can be changed once it is created (this is due to how the subscription data is stored which is completely different).

Opt-in: This is the recommended type of e-mail list as the users would need to specifically subscribe to the e-mail list otherwise they will not receive the email newsletter. The users can subscribe by sending an e-mail to the specific e-mail list email address (specified in the E-Mail List settings) with the subject "subscribe" in order to subscribe to the e-mail list.

Opt-Out: The subscribers are automatically subscribed to this list unless they specifically request that they be remove from the list. The users can either click on the Unsubscribe Link in the e-mail newsletter (if included) or send an e-mail with "unsubscribe" subject to the e-mail address specified in the email list settings. The e-mail newsletter for this email list is sent out to everyone who hasn't specified that they don't want to receive this e-mail.

E-Mail List Settings

The following are the settings that are available for e-mail list:

Company	The name of the company or the group that operates this list. This setting will be used to replace the variable: `%%Newsletter Company%%`
Test E-Mail address	This is the e-mail address that a sample Text and HTML newsletter is sent to initially. Before you can send out the newsletter to everyone you need to test it ensure it is correctly displayed. It is important to verify and ensure that the information on the newsletter appear correctly before the newsletter is sent out to everyone.
Return URL	Currently this field is not used.
SMTP Server	The SMTP server (e-mail server) that will be used in order to send out the newsletters.
Description	This is a description of what this list is. This description is used to publicize the e-mail list in different areas. It is a good practice to use a good and attractive description
"FROM:" displayed name	You can have a name appear instead of your plain e-mail address in the recipient's e-mail box. This can be you company name or a name that is recognized "**Company XYZ**"
"FROM:" e-mail address	This is the field that is used to populate the from e-mail address. Please note that the e-mail requests to subscribe or unsubscribe is also sent to this address. You need to talk to your system administrator to setup this e-mail address. It is recommended to use a descriptive name e.g. joke_newsletter@companyxyz.com.

POP3 Server (From Address)	This is server name of the POP server that is hosting the e-mail address. This can be the domain name of the server in the format "pop1.companyxyz.com".
POP3 Username (From Address)	This is the username that is used to access the POP server with and retrieve the emails that are sent to the From email address.
POP3 Password (From Address)	This is the password that is used to access the POP server and retrieve the emails that are sent to the From email address.
"BOUNCE:" e-mail address	Since different e-mail servers handle the e-mails differently and also reject the e-mails differently it is necessary to have a different e-mail address for the rejected/bounced e-mails. This e-mail address needs to be different from the From address and will receive the bounced or rejected e-mails. Newsletter Dispenser will automatically monitor this e-mail account and handle the rejections.
BOUNCE POP3 Server	This is server name of the POP server that is hosting the "bounce" e-mail address. This can be the domain name of the server in the format "pop1.companyxyz.com".
BOUNCE POP3 Username	This is the username that is used to access the POP server with and retrieve the emails that are sent to the "Bounce" email address.
BOUNCE POP3 Password	This is the password that is used to access the POP server and retrieve the emails that are sent to the "Bounce" email address.
Unsubscribe Page:	If the variable "`%%Newsletter UnsubscribeLink%%`" is included in the body of the newsletter it is replaced with a link back to the servlet engine where the user will be unsubscribed. Once the user is unsubscribed the user will receive information that you have provided in this field. It is important to provide necessary information like **"We have unsubscribed you from this list"**. Please note that to successfully unsubscribe from the e-mail list the user would have to provide the correct e-mail address and also a system generated key. This key is unique to a subscriber and is needed in order to successfully unsubscribe the user. If the information is incorrect the system will silently ignore it and will still display the Unsubscribe Page.

HTML Zones

With Newsletter Dispenser you can easily integrate and maintain the subscription to your newsletters. With the HTML Zone functionality you can create an HTML zone and have your newsletters display there.

Zone is referred to an area in your webpage or site that you have allocated to have your newsletter displayed at. The zone or this area needs to be identified and detailed as the area that you want your newsletter to appear in. Please note that this area can also be an area within an existing user entry form.

Newsletter Dispenser

Your Name:

Email:

Desired Username:

Password:

Confirm Password:

Newsletter Dispenser Zone

Newsletter Dispenser Zone

Zone Header

Subscription Information

Zone Footer

header text that is displayed
on top of the subscription
request

First Name

Last Name

E-Mail

☐ Sample List 2

this list is created to test the
list

☐ Sample List 1

This is a sample list

Subscribe

footer text that is displayed on
bottom of the subscription
request

Through the zone settings you can change the fields and not have the name fields displayed. You can also turn off the description of the email lists. This will not display the description of the newsletter. Note that if you only have one e-mail list defined in this zone and have not integrated the zone into an existing form then the checkbox for the e-mail list is not displayed. It is assumed that everyone who is entering their information wants to subscribe to the newsletter.

You can change the style or the look and feel of the zone by changing the style sheet of the zone. The needed elements are displayed by default and you can make modifications to make it look different. Please note that the style sheet can only be a limited length, therefore it is advisable to ensure you avoid redundant elements.

Integrate into an existing HTML form

You can have the zone integrated into an existing entry form. For example if you already have an HTML form that allows the users to enter their names and become a member of your website you can easily have Newsletter Dispenser handle the subscription for the newsletter. This is done by integrating the Newsletter Dispenser HTML Zone into your existing form.

For example you can have an html form to have your users enter their information to create a new account on your website and have Newsletter Dispenser handle the newsletter subscription. The following is a very simple example of a form with just two fields, email and name.

```
<html>
<head><title>Sample Page</title></head>
<body>
<form name="sample" id="sample" action="sample.html">
<table>
<tr>
  <td>e-mail</td>
  <td><input type="text" name="email" value=""></td>
</tr>
<tr>
  <td>name</td>
  <td><input type="text" name="name"></td>
</tr>
<tr><td colspan=2><input type="submit"></td></tr>
</table>
</form>
</body>
</html>
```
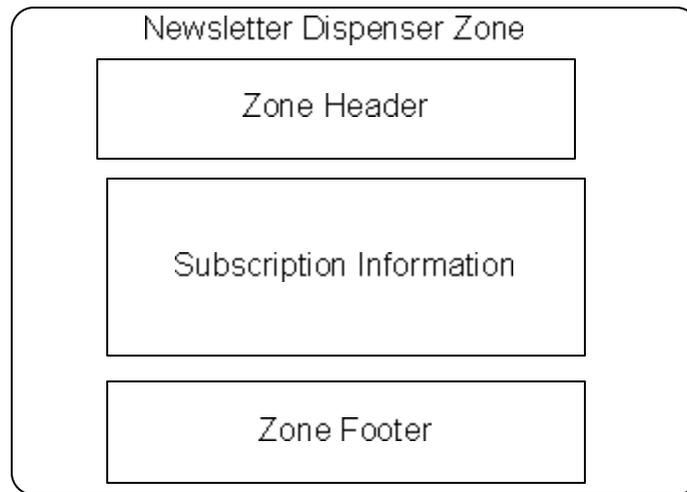
To have Newsletter Dispenser HTML Zone integrated into this form, you need to create a zone in Newsletter Dispenser admin and check off the "Integrate with anther HTML form" checkbox. Once you have it checked off, you will now have two new fields in the zone settings: The ID of the html form that Newsletter Dispenser needs to integrate into and also the ID of the field that holds the e-mail address value. For the above example the ID of the form will be "sample" and the ID of the field that holds the email value is

"email". Once you have change the setting simply paste the script for the zone in the HTML form and you will have Newsletter Dispenser handle the newsletter for the users. The following is the above example modified:

```
<html>
<head><title>Sample Page</title></head>
<body>
<form name="sample" id="sample" action="sample.html">
<table>
<tr>
  <td>e-mail</td>
  <td><input type="text" name="email" value=""></td>
</tr>
<tr>
  <td>name</td>
  <td><input type="text" name="name"></td>
</tr>
<!-- Newsletter Dispenser code -->
<tr><td colspan=2>
<SCRIPT src="http://www.samplesite.com/newsletter/a.ndzone?Z=1">
// Newsletter Dispenser Server Code Version 2.0.0 <a
href="http://www.newsletterdispenser.com">http://www.NewsletterDispense
r.com</a>
</script>
</td></tr>
<tr><td colspan=2><input type="submit"></td></tr>
</table>
</form>
</body>
</html>
```

Note that Newsletter Dispenser will assume that the values which are entered are validated by the existing form. If the email address doesn't pass the validation of Newsletter Dispenser it will quietly discard the request.

View Script

Once you have created your zone you can generate the script that you simply need to copy and paste into your html in order to ask for subscriptions into your newsletter. You can generate the script, by clicking on the radio button from the HTML Zone summary page.
Please note that if there are no e-mail lists defined in your zone you will get an error message instead of the subscription page. You need to ensure that each zone has at least one e-mail list added to it.

E-Mail Lists in the zone

You can remove or modify the E-Mail Lists that a person can subscribe to in a zone by adding or removing the E-Mail Lists that are defined in the zone. You can simply click on "Remove" beside the e-mail list to remove it from the zone, or you can click on "Add" to add it to the Zone.

As mentioned above, if there is only one e-mail list defined in a non-integrated zone then that list will not be displayed. It is assumed that all the people submitting their information are subscribing to that email list.

Subscribers

Subscribers are the e-mail addresses that exist in the system to receive e-mail newsletters. The subscribers can be part of one newsletter or many different e-mail newsletters which have been subscribed to on different WebPages.

Since the subscriber information is common to all the e-mail lists, the only user who can modify and change the subscriber information is the administrator. So any changes that need to occur that affects the subscribers it has to be done by the administrator.

If a subscriber enters their information on a subscription page for e-mail list A to receive newsletter of type A and then uses a different page and subscribes to email list B, the e-mail information will not be duplicated and the subscriber will be added to both e-mail list A and also e-mail list B. So in the admin, you will see the subscriber subscribed to both lists.

You can simply view all the subscribers in the system and even search for a certain e-mail address.

Subscribers

ID	Email	First Name	Last Name	Source	Status	Edit Properties	Remove
387	sample3@yasna.com			Default Table	Active	○	○
386	sample2@yasna.com			Default Table	Active	○	○
385	sample4@yasna.com	Sample	Sample I	Default Table	Active	○	○
282	sample5@yasna.com	sample	yasna	EXT source	Active	○	○
281	sampel6@yasna.com	sample	yasna	EXT source	Active	○	○

show 10 ▾ users per page   Next 5 »

Search for: [＿＿＿＿＿] [Search]

The e-mail address is listed and if there is information for the first name or the last name of the person then it is also viewable in the list. The source identifies where the primary information for the e-mail address is obtained from. If it is obtained from a different source other than the "Default Table" then the source name is displayed (Please visit the section on Other Sources to get information about setting up other sources in the system).

The system also displays if the e-mail address is active or suspended. If the subscriber is suspended then it will be displayed in the summary screen.

From this screen you can edit the subscriber by selecting the radio button Edit Properties; you can also similarly select the Remove button to remove the user.

Please note that once you delete the user it will purge the system of the user and all the subscriptions and the log entry for the user. This action is undoable.

To make modifications to the user you can simply click on the Edit Properties, and you will be redirected to the properties screen for the user. There you can change the information of the subscriber and also subscribe/unsubscribe the user from e-mail lists. You can also change the client of the user from Text to HTML. Please note that the subscriber only receive one type of newsletter.

The subscriber status can either be Suspended or Active. Active means that the subscriber will receive the newsletters. Suspended means that the user will not receive any newsletters once they are published. A subscriber e-mail account will be suspended either manually by the admin, or after the e-mail to the user was rejected 3 consecutive times. Please note that the account is only suspended after 3 consecutive failures or rejections. If for example the user e-mail address rejected 2 newsletters back to back, (can be from different e-mail lists) and the next e-mail newsletter is delivered successfully the count is reset.

Email-Lists

The subscriber can belong to different e-mail lists. Once you edit the user, you will see what e-mail lists the user belongs to. The e-mail lists that the subscriber is subscribed to be checked off, and the e-mail lists the subscriber is not subscribed to are not checked off. To subscribe the subscriber from an e-mail list you can simply check off the box and click on Update button. Similarly you can uncheck the box and update in order to unsubscribe the user from the email list.

Import Subscribers

If you have a text file and need to import the users into Newsletter Dispenser, you can simply click on the Import Subscriber and enter the list in the text area. You can have the list delimited by space or a comma or a newline break. You also need to ensure the lists that you need the subscriber to subscribe to has been checked off. Once the list has been created they will also be automatically subscribed to the e-mail lists that have been checked off.
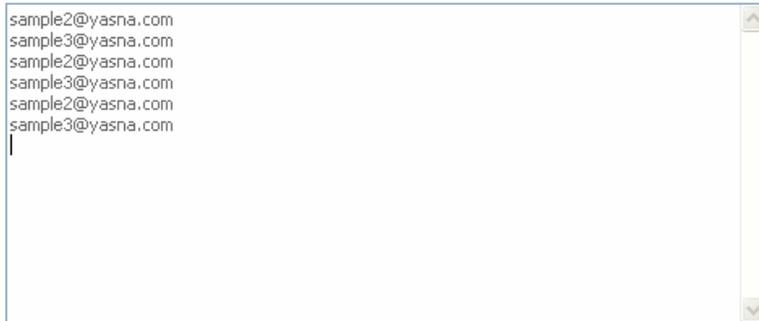
Import Subscribers : Import subscribers into list

Import Subscribers

The e-mail addresses can be seperated by space, or a newline break.

```
sample2@yasna.com
sample3@yasna.com
sample2@yasna.com
sample3@yasna.com
sample2@yasna.com
sample3@yasna.com
```

Also subscribe the imported subscribers to the following E-Mail Lists:
If you don't select a list the subscribers will be added without having subscriptions to any E-mail List

☐ Sample List 1 (This is a sample list)

☐ Sample List 2 (this list is created to test the list)

[Import]   [Cancel]

Please note that the users will automatically be subscribed to opt-out e-mail lists even though you don't specify it.

Setup Other Sources

The power of the Newsletter Dispenser is that you can now in one system control the e-mail newsletters and communications that are going out to different subscribers within your system.
If you have tables that maintain different subscribers within your system, you can now integrate them inside of Newsletter Dispenser and have the e-mail newsletters published from within Newsletter Dispenser. Newsletter Dispenser also has its own default table, so if the information is not available in other areas then it will automatically stores it within its own default tables.
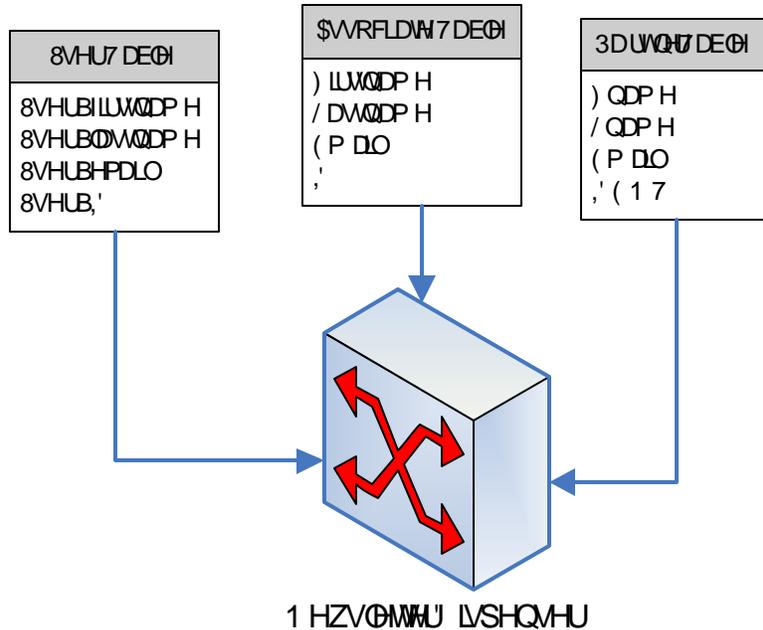
Newsletter Dispenser maintains the association seamlessly in the background and updates the information in timely manner. This allows your systems to stay in sync.
For example, let's assume that you have a table that maintains your members for your website, you also have a table that maintains the associates that you deal with, and also a table that contains the list of Partners.
You can setup all the sources in Newsletter Dispenser and it will allow you to send out newsletters to different users seamlessly.

Newsletter Dispenser

Please note that Newsletter Dispenser does **NOT** update the tables that have been setup as sources of data. These tables need to be updated differently. Newsletter Dispenser will update itself with the changes and updates to data from external sources.

1 HZVOHWHU LVSHQVHU

To setup a new source of data, you can simply click on "setup other sources". There you can click on "Create New Source" to create a new source. Currently you can only setup SQL sources, we will be adding LDAP as a source of subscriber data in the next version.

Subscribers : Create New Subscriber Source

This creates a new subscriber source.
Subscriber source is a source of listing for potential subscribers. This could be a seperate table where information about a unique newsletter subscribers is stored. This allows Newsletter Dispenser to remain in sync with other user data.

Please note that Newsletter Dispenser does NOT update or change any source of information or system with data. The flow of data is into Newsletter Dispenser and we track the data and update Newsletter Dispenser data once it is changed in the sources.

New Subscriber Source

Subscriber Source Name	
Subscriber Source Type	SQL Source

[Create Source] [Cancel]

You can simply specify the name of the source name that would give a good description of what the data represents and is from.

Once you click on Create Source, it will create the source for you and you will automatically be forwarded to the edit source screen for the source you just created.

You will need to update the properties and specify the details of the SQL table that you wish to use as a source of data for Newsletter Dispenser. Newsletter Dispenser will treat the external sources as a higher priority than its own internal table.

Please note that you can only specify one table, and if your information is specified in different tables you need to create a table view that does the join. Your table also needs to have a single primary key to identify the data.

The following is the list of parameters and a description:

Subscriber Source Name	The name of the source which will be displayed to the administrator as the source of data for the subscribers.
Subscriber Source Priority	You can have multiple sources identified in Newsletter Dispenser as the source of data for subscribers. Subscribers can exists in multiple tables and Newsletter Dispenser uses an algorithm based on the Internet email address and also the Key column to ensure that the information is correct and accurate. Newsletter Dispenser will first search through the source with the height priority and then move through all the sources. For example if the table A has priority 10 and table B has the priority 5, table A is used first and

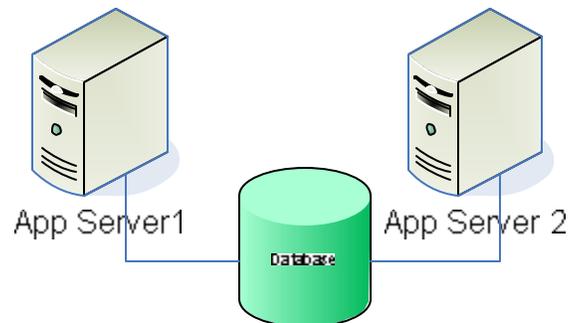|	
	then table B is used.
Properties are invalid	It shows that there are required fields in the properties which haven't been filled yet.
Column.KeyIsInteger	This field identifies if the primary key that you are identifying for this table source has a primary key that is integer or if it is a character based. Please note that Newsletter Dispenser does need a primary key for the table.
DefaultClient	The subscribers from this table will be integrated into Newsletter Dispenser. This field identifies if the DefaultClient for these subscribers should be HTML or if they should be Text. Text newsletters lack the graphic presentation of HTML newsletters and also tracking.
PasswordIsHashed	Newsletter Dispenser allows the subscribers to login to update their subscriptions and newsletters. It has the capability to use the password that they have already specified in a different table to login to update their information. This field specifies if the password field is hashed.
Column.firstname	This is the column name that contains the first name of the subscriber. This field is used to replace the newsletter variable with.
Column.Key	This is the column name that contains the primary key for the table.
Column.Password	This is the column name that contains the password for the subscriber.
Column.lastname	This is the column name that contains the last name of the subscriber. This field is used to replace the newsletter variable with.
Table	This is the table/view name which contains the subscriber data.
Column.Email	This is the column name that contains the e-mail address of the subscriber. This field along with the Key is used to retain a link with external sources.
Filter.Where	This is the where clause for the table. You can specify a valid SQL where clause that filters certain users. This is an optional parameter.
Sample Data	Once the fields have been populated Newsletter Dispenser will attempt to read the table. If it has been successful then a sample data will be displayed.

Please note that if the data in an external source is updated, Newsletter Dispenser will also update the information stored in Newsletter Dispenser. This also includes the e-mail address column. If the user is also deleted from external source then the data will also be deleted from Newsletter Dispenser.

Images

Newsletter Dispenser allows you to store your images in the database and it will display them by accessing the Newsletter Dispenser. This allows for a segregation of data and logic. You need not worry about having your image data away from your other data. This also allows for better load balancing of the servers, as the application will display the images from different servers. When editing the templates or the newsletter you will have the list of images that are available through Newsletter Dispenser displayed.

Using Images

The users will only be able to edit and update the images that they have created. To create a new image you can click on images and it will display a list of the images that you can update and change. The administrator has access to view and delete images of all users.

Using external images

You can also in your HTML newsletter use external images that are hosted on an accessible web server. You can simply edit the image tag in your newsletter and update it with the link to the external image. You should use the full path of the image rather than relative path of the image as it the client might not understand the relative path of the image.

Template

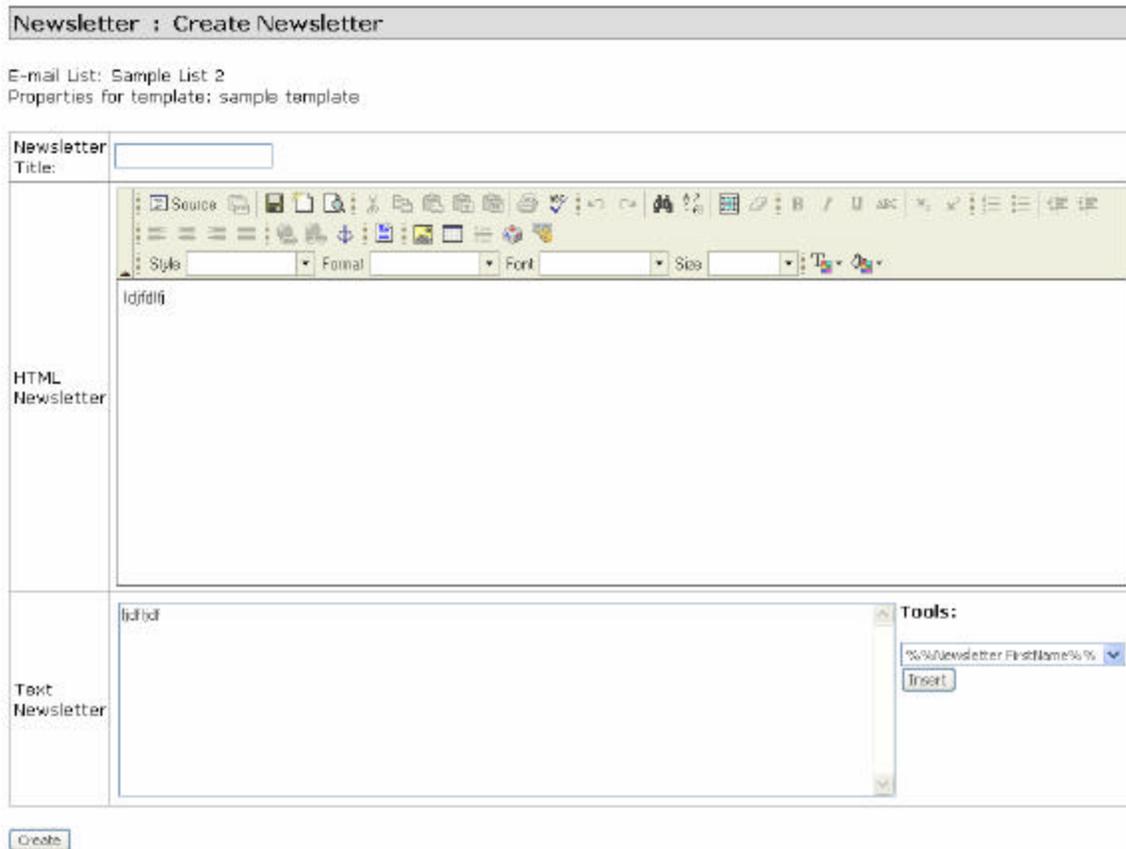Templates allows you to ensure that your subscribers will receive the same look and feel that they have come to trust. It can also save a lot of time and effort by ensuring that you don't reenter the design that is common to all your e-mail newsletters.
Before you create a newsletter you are required to create a template. The template could even be a blank page, but it is required that you create the template first.

First Create the
Template

Create a new
newsletter

The template can be a template and you can even include a Cascading Style Sheet details in the template so that you won't need to have it retyped every time you create a new newsletter. You can also have multiple templates for the same newsletter to allow you flexibility in looks and details of what is sent out to your subscribers.

Newsletters

To publish new newsletters you can simply click on Newsletter and you will see the listing of all the available e-mail lists to you. Please note that the administrator has the rights to view every e-mail lists in the system where as the users would only have access to the e-mail lists that they have created.

To create a new newsletter you need to have a template created. If you click on the "Create Newsletter" without have a template created for the list, you will be prompted to create a template first.

Newsletter Summary

E-Mail List: **sample list** ┄┄► **Newsletters**
                            └┄► **New Newsletter**

E-Mail List: **Sample List 1** ┄┄► **Newsletters**
                              └┄► **New Newsletter**

To create a newsletter for the e-mail list click on the "New Newsletter" from the corresponding email list. The e-mail lists are displayed in a Tree format along with the newsletter in the system.

After you click on the New Newsletter and select the template that you want to work with you will see the screen where you can enter your e-mail newsletter.

Your screen is split between your HTML newsletter and also your Text newsletter. Please note that the subscribers will either receive the HTML newsletter or Text newsletter. As the Text format lacks the graphics and has limited presentation the body of the newsletter can be different from the HTML version.

Newsletter Title will be used as the subject of the e-mail newsletter when sending out the newsletter to the subscribers.

Clicking on the create button doesn't mean that you are sending the newsletter to the subscribers. You are merely creating a new newsletter which you can edit and send it to your subscribers when the time is right.

Once you have entered your information you can save your newsletter. It is highly recommended to save your work by clicking on Create or Update button when editing your newsletter. Since your session might expire, your work could be lost. **It is recommended to save your newsletter on frequent basis.**

Please note that you can also utilize the following variables in your newsletter and they will be replaced by actual variables at the time when you are sending out your newsletter. You can insert the variable from your GUI by selecting the variable the you like to enter and then clicking on enter.
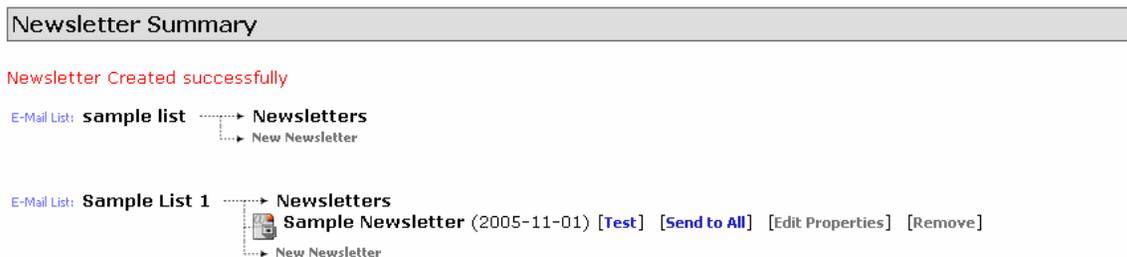
`%%Newsletter FirstName%%`	This variable will be replaced with the first name of the subscriber. If there is no entry for the first name of the subscriber then empty space is entered.
`%%Newsletter LastName%%`	This variable will be replaced with the last name of the subscriber. If there is no value for the last name of the subscriber then an empty space is entered.
`%%Newsletter Company%%`	This variable will be replaced with the company name field of the newsletter. If there in no value then an empty space is entered.

Edit Newsletter

Once you have created the newsletter you can edit the newsletter by simply clicking on "Edit Properties" for the newsletter to edit the newsletter.
Please make sure you save your work on frequent basis. You can edit your newsletter as many times as you wish. So make sure that you are happy with your newsletter before you send it out to the subscribers.
Please note that the newsletter might look different in the editor than it looks when looked in the e-mail client. Please ensure you test the newsletter before you send it out to everyone.

Test the Newsletter

If you are satisfied with the newsletter and you should test out the newsletter and view it in an e-mail client to ensure that your newsletter will look exactly as you want it to. Newsletter Dispenser provides the facility for you to test the newsletter as many time as you wish before you send it out to your users. You can simply click on "Test" to verify the newsletter before you send it out.

The test e-mail address is the address that has been entered in the e-mail list properties. Once you click on "Test Newsletter" a copy of Text and also the HTML newsletter is sent to the test e-mail address. It is highly recommended that you review the newsletter and ensure that everything is as it should be before it is sent to everyone.

Send To All

Once you have tested the newsletter and you are satisfied with it, you can send it to all your subscribers. You can simply click on "Send To All" in order to send the newsletter to the subscribers. You will be prompted to confirm if you wish to send the newsletter to all the users. Once you have confirmed it the newsletters are sent.
Please note that Newsletter Dispenser implements a background worker process for sending out the newsletters. This worker will send out all the newsletters to the subscribers.
Please note that even if the application is shutdown (server crash) and restarted the Newsletter Dispenser will automatically resend all the outstanding newsletters that weren't sent. When the application is started it looks for the outstanding newsletters to ensure that all the newsletters are sent.

Reports

Newsletter Dispenser offers different reports to allow you a perspective of how well your newsletter is doing. You can use these reports to monitor the health of your newsletter system.

Subscriber Report

With this report you can see how many subscribers are currently subscribed to each e-mail list.

This report shows the current count of subscribers subscribed in each list. It doesn't display the total number of subscribers in the system which are not subscribed to any e-mail lists.
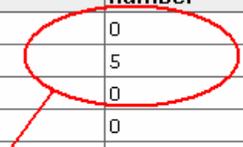
Monthly Subscriber Report

This report displays the number of subscribers who have registered in a certain period. This report uses the registration date of the subscriber to compile the report. If there are external data sources setup then the date that the subscriber is imported into Newsletter Dispenser will be shown.

Newsletter Report

This report displays the number of newsletters that have been published in the past 12 months. This shows a count of the published newsletters. The counts are displayed month by month for the past 12 months and are broken down by the e-mail lists.
If an e-mail list doesn't have any newsletters published then the e-mail list is not displayed in this report.

Subscribe/Unsubscribe request Report

This report displays the subscribe/unsubscribe requests that have been made for each e-mail list. This number doesn't display the number of subscribers in each e-mail list it records the number of requests to be subscribed or unsubscribed from the list.
For example if a user requests to be subscribed to an e-mail list, then that would be reported as a subscribe request. Similarly if a user requests to be removed from an e-mail list then that would be a request for unsubscribe.

If you subscribe/unsubscribe a user using the admin, it will still register as a request and will be reported.

This report allows you to monitor the number of request for subscription versus the unsubscription from an e-mail list.

Need New Reports

If new reports are needed specific to your needs and business, please contact us and we will be able to customize the application to meet your needs.

Yasna Services

Yasna can provide number of different solutions to your needs. Our services range from Project Management to programming and monitoring. You can visit our website http://www.yasna.com in order to find out more about our solutions.

Customize Newsletter Solution

If there is a feature that needs to be enhanced or added in order for the Newsletter Dispenser to fit your business, we can customize the solution for you. Please contact us in order to get an estimated cost of modification to the package.

Contact Yasna

The following is our contact information:

Website: http://www.yasna.com
Tel: 416-730-0711
e-mail: marketing@yasna.com

Demo Version

Please note that you can download and install a demo version of Newsletter Dispenser. This version is provided so you can evaluate the software. According to the licensing agreement you can not install a demo copy of Newsletter Dispenser in a production environment.

You should visit the website http://www.NewsletterDispenser.com to view the full license agreement for the demo version.

Note that the demo version lacks features like publishing newsletters. The software is provided as is without any warranty.

Please visit the website to purchase a full working copy of the software.