

emark.

emark.mail - user manual

version 1.0




Introduction E-mark Mail

This manual outlines the general functions of Emark.Mail. This means that the basic Emark.Mail modules – subscriptions, mailings and statistics – are addressed.

Logging in

To log in, please go to <https://mail.e-mark.nl>.



Activate Your Customer Data.
Login to continue

[Forgot password?](#)

Office closed | May 5th, 2015

Due to Liberation Day on **May 5th**, our office is closed. To keep your campaigns up and running, please sent all changes and/or requests to support@emark.nl on **Monday May 4th before 14:00 PM.**

Menu structure

The Emark.Mail menu contains various tabs. Depending on the modules you use, these are usually displayed at the top of the application (see Figure 1). You can access the general page for a specific function by clicking on a tab. You will also see a submenu below the tabs which will differ according to the tab.

The submenu directs you to the various functions and options for Emark.Mail which are covered under the relevant tab. As Figure 1 shows, the 'Subscribers' tab has a submenu with 6 secondary tabs, which you can use to navigate further.

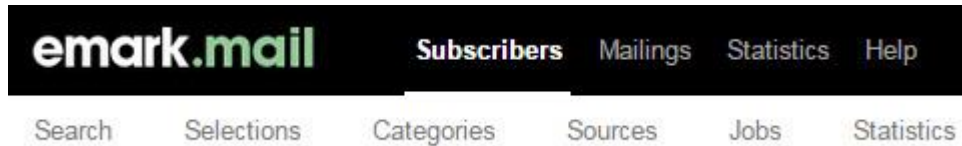


Figure 1: Depiction of the default menu in Emark.Mail once the 'Subscribers' tab is activated.

General functions and icons

A variety of icons and functions are used in Emark.Mail. Table 1 contains a summary of the most relevant and common icons and their meanings. If you are using Emark.Mail and you would like to know what an icon or text stands for, simply hover your mouse on the item. Then a description will appear.






Icon	Meaning
	Group folder containing mailings or selections. You can minimise or expand the folder by clicking on the icon.
	Edit item.
	Delete item.
	Drag function. You can drag the item to another location by clicking on the icon and keeping your left mouse button pressed down.
	Additional options for this item will be displayed by clicking on the arrow. Click on the arrow again to hide the additional options.


Table 1: Important icons for Emark.Mail

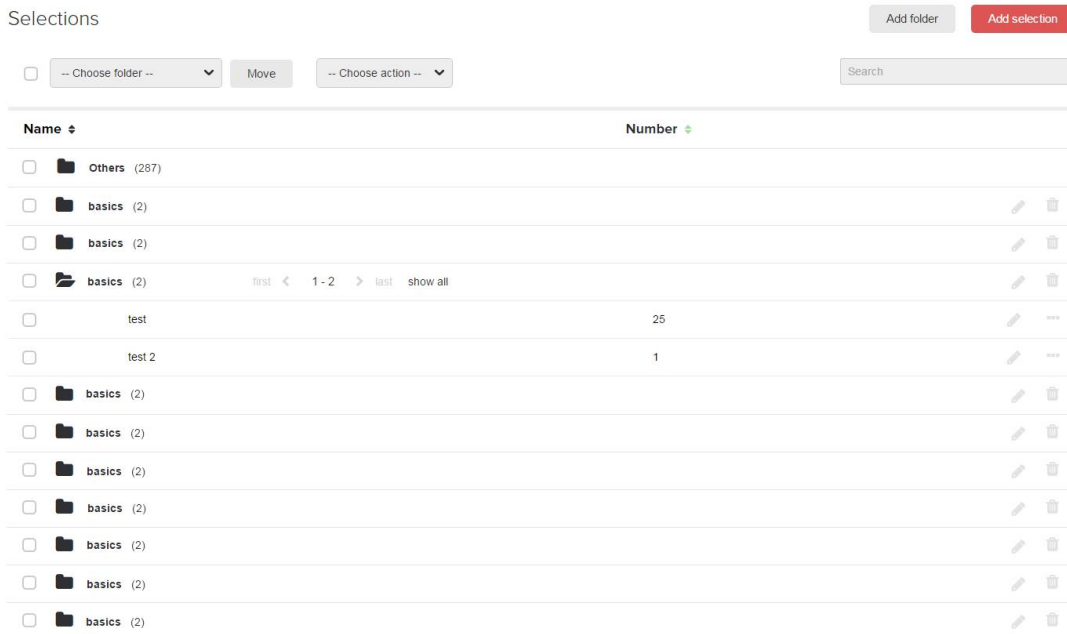
Organising Mailings and Subscribers

To keep the summary of your mailings, selection and optional categories, campaigns and surveys in order, you can sort these items and group them in folders. If you do not indicate that you wish to save an item in a specific folder, it will be automatically placed in the **Others** folder, which is displayed at the top of the list of folders.

Example: Subscribers tab – Selections

This page contains a summary of all of the selections in your e-mail database. The different selections are placed by default in the **Others** folder and you can manually place them in new folders. To create a new folder, click on the *add folder* button at the top of the window. Then you can enter the name of the new folder. This will be placed in the group page straight away.

To place a selection in a different folder, click on the  icon, keep the left mouse button pressed down and move the selection to the correct folder. That way, you can also determine the order of the selections within folders.



The screenshot shows the 'Selections' window with the following elements:

- Buttons: 'Add folder' (grey), 'Add selection' (red), 'Move' (grey), and 'Search' (grey).
- Form: '-- Choose folder --' (dropdown), '-- Choose action --' (dropdown), and a search input field.
- Table:

Name	Number	
<input type="checkbox"/> Others (287)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2) <small>first < 1 - 2 > last show all</small>		
<input type="checkbox"/> test	25	
<input type="checkbox"/> test 2	1	
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		
<input type="checkbox"/> basics (2)		

Figure 2: Preview of 'Selections' window

Managing subscribers in Emark.Mail

You can manage the e-mail database to which you send your mailings under the 'Subscribers' tab in the Emark.Mail menu. You can add, edit, view or delete subscribers under this tab.

The 'Subscribers' tab

The 'Subscribers' tab displays two components straight away. The first component, named 'Statistics', displays a brief summary of your e-mail database. This way, you will have an instant impression of the size of your file and the number of changes that have been made. You can find details of these statistics under the 'Statistics' tab in the sub-menu of the 'Subscribers' tab. The second component, called 'Actions', gives users two options: Adding an individual subscriber and adding a file containing multiple subscribers.

Add subscriber

To add an individual subscriber, click on the *Add subscriber* button on the right of the screen.

The **Details** form contains all general information on the new subscriber. If you would like to personalise a mailing, Emark.Mail will retrieve the details from this form.

Then, in the **Selections** form, you indicate which existing selections you wish to add to the new subscriber. You can also create a new selection at this stage, if necessary. Please note: If a subscriber is not added to one or more selections, it will be added to your e-mail database. You cannot send any mailings to this person.

The last form (**Categories**) to which the new subscriber is added. Mailing on the basis of categories is optional in Emark.Mail and you can only use it if you use the supplementary 'Category Mailer' module. You can use the Category Mailer to link subscriber data to specific content. That way, each subscriber will only see the content, which applies to him/her.

Once you have filled in all of the forms as fully as possible, click on the *Save* button.

Add file

If you would like to add multiple subscribers to your database simultaneously, the best way to do so is to import a file containing all of the details. Emark.Mail supports the Excel and CSV formats. However, we recommend that you always save your file as a .CSV file because Emark.Mail can import this format more quickly. You can save your Excel file in .CSV format by changing the format in 'Save as'.

If you would like to import a file, it is essential that the top column contains the information on the field. You can see an example of (part of) a file in Figure 1.

	A	B	C	D	E	F	G
1	email	Firstname	Lastname	Salutation	Company	City	Country
2	jackvelde16@hotmail.com	Jack	Velde	Sir	Emark	Haarlem	The Netherlands

Figure 1: Example of importing an address file into Emark.Mail

To import a file containing subscribers, you need to complete a number of steps. This process is automatically started when you click on the *Add file* button in the 'Subscribers' tab.

Step 1: Upload file

First of all, the file containing new subscribers must be imported into Emark.Mail. To do so, click on the *Browse* button in the window and perform a search for the file containing new subscribers. Once you have selected the correct file, click on **Next**.

Please note: Emark.Mail will ask you to indicate whether you wish to import subscribers or export them into the selected file. If you have a file containing various addresses all of which you wish to retrieve from your e-mail database, you can do that in the same way as when you wish to add a file containing addresses to your e-mail database in Emark.Mail.

Step 2: Check file

The window will now display three or four different forms containing the data you wish to import. Check the different forms

- *Start and end of the file*
At this point Emark.Mail will display the first and last lines of the file you wish to import. Use your own file to check whether Emark.Mail has included all of the lines in the file.
- *Linked fields*
If possible, Emark.Mail will link the titles in your file to the available personalisation fields, where all linked titles will be displayed.
- *Fields not linked to date*
A number of fields may not be linked yet. If possible, you should manually link them at this stage. See Figure 2 on the next page for an example.
- *Linking categories*
If you use the Emark Category Mail, you can indicate in the last form which categories should be linked to the various subscribers.

Once you have filled in all of the forms as fully as possible, click on *Next*.

Step 3: Options

Then you must indicate what exactly needs to happen to the imported data. You can indicate in the various forms what needs to happen to the details for **Existing subscribers**, their **Source**, what **Version** of your mailings needs to be sent to these recipients, the **Selections** to which they need to be added and the **Categories** into which they fall. The latter option only applies if you are using the Category Mailer.

Please note: If you do not assign a subscriber to a selection, it will be recorded in your database but you will not be able to send any mailings to this subscriber! In fact, you always send a mailing to a selection, as opposed to an individual or a group of individuals.

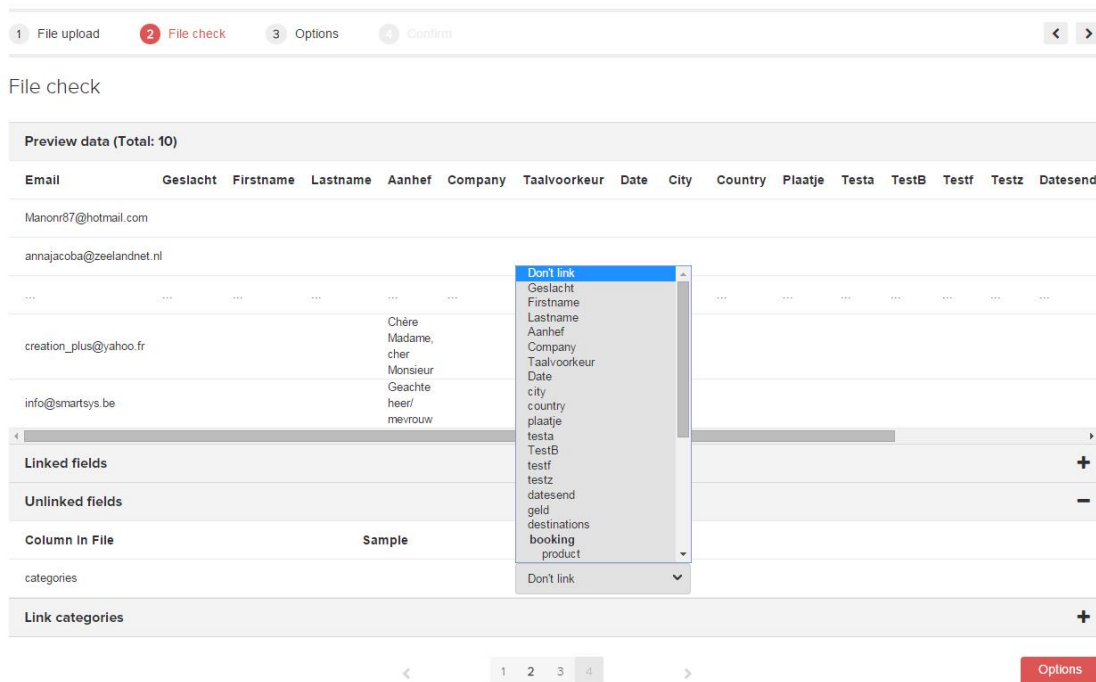


Figure 2: Checking files and manually linking fields

Step 4: Confirmation

Finally, Emark.Mail will display a summary of all of the actions that will be completed once the file has been processed. At this stage, you should check whether all forms are filled in correctly and modify details, if necessary.

Once all of the details are correct, click on *Execute*.

Emark.Mail will process the file immediately. This may take some time for larger files. However, you do not need to wait until the application has completed the task. You can just continue using Emark.Mail without the process being disturbed. To view the progress of the task, look in **Tasks** in the submenu of the Subscribers tab.

A report will be displayed once Emark.Mail has completed the task. Once again this displays the actions taken and any error messages. If an error occurred, the cause of this will be displayed.

Searching for, viewing, editing and/or deleting subscribers

You have two options for searching for subscribers in Emark.Mail. You can view, edit or delete them and in the case of large numbers of subscribers, you can also export the data directly into an Excel file.

General search by feature

You can easily view your e-mail database by selecting the **selection, category** or **source**. You can find this options in the submenu of the 'Subscribers' tab. For example, if you click on the **selections** button, Emark.Mail will display a summary of all selections for your account, followed by the number of subscribers that belong to the given selection. You can click on this figure and if you do, this will display all subscribers which are members of the selection in question.

Here, you can modify the selections and categories to which the subscribers belong. However, you can only enter the source for the subscriber by importing a file and this action cannot be modified retroactively.

Specific search

If you would like perform a search for one or more subscribers using specific characteristics, click on **Search** in the of the Subscribers tab. Here, you can perform very extensive searches in which you do not need to focus on selections and categories alone but you can also specify the name, company and other personalisation fields.

The **Search** window has a number of forms you can use to refine the search:


- **Details** Search using entries in personalisation fields
- **Information** Search using source, activity and version
- **Selections** Search using selections
- **Categories** Search using categories (if using the Category Mailer)
- **Mailings** Search using sent mailings
- **Campaigns** Search using campaigns (if using the Campaign module)

By checking the different search options, you can search using different characteristics. Example: Performing search for all subscribers from *Company X* which are in the *User product* selection and have received *Mailing Z*.

Please note: When performing searches for which multiple specifications have been given, only those subscribers which meet all terms and conditions will be displayed.

Possible actions with search results

The results of your search will be displayed in a list containing e-mail addresses. You can perform a variety of subsequent actions. Subsequent actions can be performed for each individual subscriber, group of selected subscribers and for all subscribers that meet the search criteria.

- 
- *Subsequent actions at the individual level*
Clicking on the arrow in front of the e-mail address will display a number of options with the possible actions that you may perform for the specific subscriber in question. For example, you can view and edit the information on this subscriber or delete the subscriber.
 - *Subsequent actions for groups of subscribers*
You can select multiple subscribers by checking the boxes in front of the e-mail addresses. Then, at the bottom of the window, you can expand the **With selected subscribers** form. You will then be given the option of deleting all selected subscribers or adding them to an existing selection or category.
 - *Subsequent actions at the group level*
At the top of the window containing the search results you can expand the **With all results** form. That way, the search results can easily be added to a selection or a category in one go. You can also export the results as an Excel file.

Creating a mailing

The “Mailings” tab

If you wish to create a mailing in E-mark Mail, click on the “Mailings” tab at the top of the menu bar. The Mailings window gives you a brief summary of all mailings that come under the scope of your business account. If you create an e-mail but do not complete it straight away, you can retrieve the mailing directly here when you wish to work on it further. If necessary, you can store the mailings in folders, in order to save the summary. *You can find more information on organising your mailings in the manual entitled, ‘Introduction to E-mark*

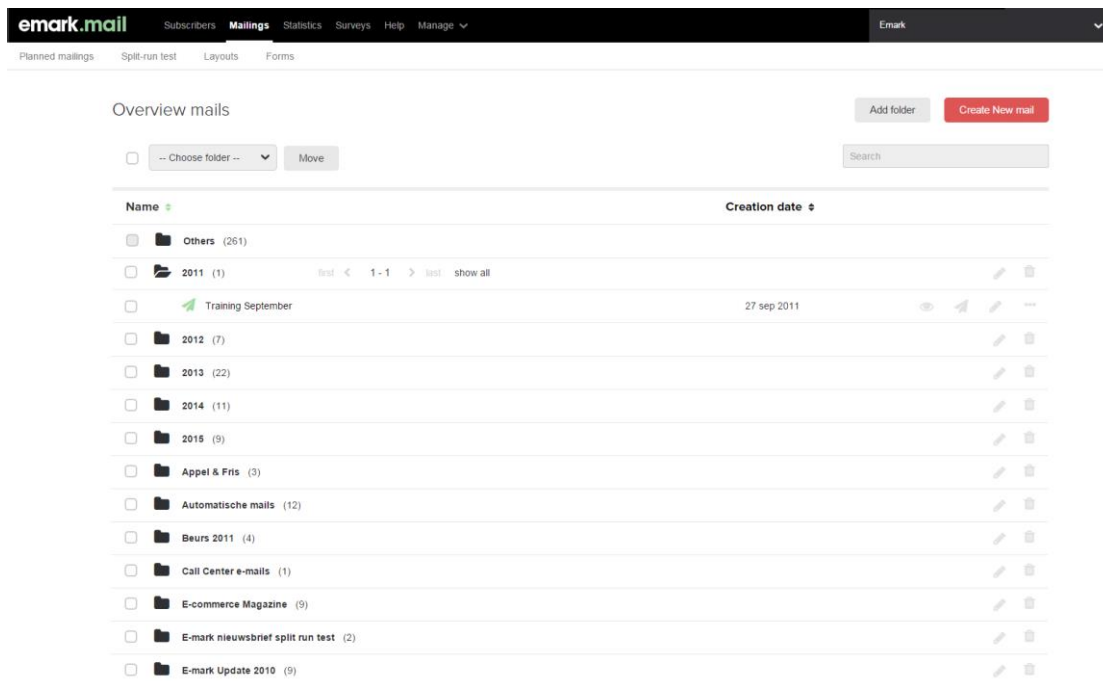


Figure 1: Summary of ‘Mailing’ window

To create a new mailing, click on the *Create new mail* button at the top-right of the window. This will start a process that will enable you to create, edit, test and send a mailing in 7 simple steps.

Step 1: Create new mail

In the first step of the process you manage the settings for the mailing. The window comprises various forms, which you can minimise and expand by clicking on the button on the column on the right (see Figure 2).

Unlike the other forms, the first form – **General** – is mandatory and therefore it will always be visible. Where possible, E-mark Mail uses the default settings so you do not need to enter them from scratch every time. Please ensure that you run through the settings for each new mailing and modify them, where necessary. Furthermore, some settings such as the **Categories** form, only apply if you use a supplementary module. As a rule, these settings are deactivated and can only be manually activated if you have access to the module in question.

If a yourcompanyname@emark.nl address has been set up in the Addressing form, it is important to leave this email address alone, in order to guarantee the quality and deliverability of your mailings.

1 Mail settings 2 Landingpages 3 Edit mail 4 Preview 5 Test mail 6 Schedule 7 Summary

Mail settings

General

Name Newsletter

Subject Manual E-mark

Insert subscriberfields ▼

Content With layouts

I want to use the following layout 2013 2014 [Preview](#)

Categories +

Folder +

Description +

Forms +

Addressing +

Advanced options +

< 1 2 3 4 5 6 7 > Save

Once you have entered and checked all settings, click Save

Step 2: Landing Pages (optional)

If desired, you can create special landing pages and place extra content in them to which you can refer in your mailing. For example, you can use this option if you do not have the option of placing additional content on your website.

Step 3: Editing mail

You can edit the mailing in the third step of the process. The window will display a stripped version of your mailing in which you can place content, using the templates, which E-mark has created for you.

You will notice different white paper sheets in the mailing. Clicking on these will open the E-mark Mail editor. That way, you can easily add content. The templates you can use to draft your mailing are in different locations. For example, you cannot place the template for a table of contents in the footer location.

[Click here to view this newsletter in your browser](#)

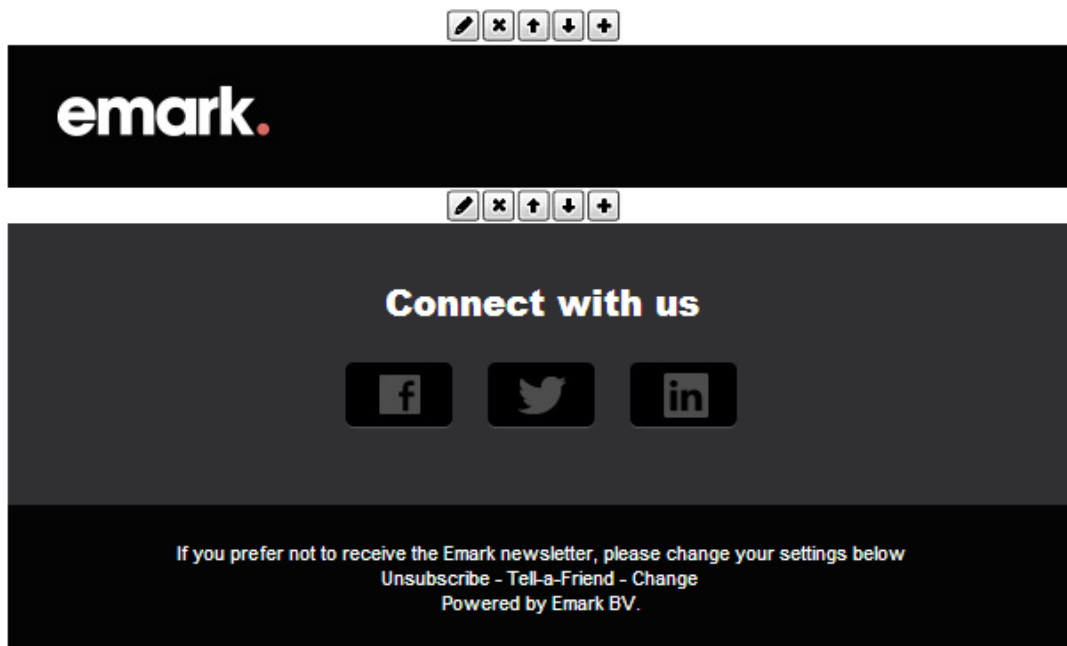
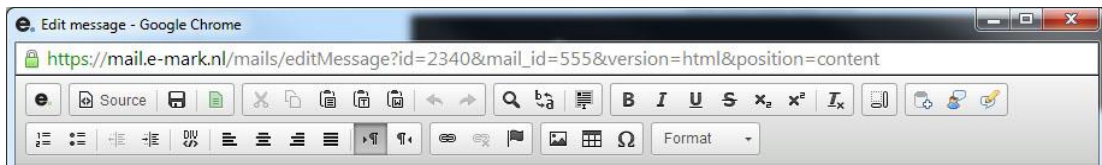


Figure 3: Example of a stripped version of an Emark Group mailing

The Emark.Mail editor



The E-mark Mail editor has a variety of options you can use to create the mailing, a number of which you will recognise from the Microsoft Office programs. The most used options will be discussed in this context. You can also hover on a button with your mouse and after a few seconds, this button's function will be displayed.



Clicking on this button will display the available templates which you can activate immediately by clicking on the example. You always place content in a template, as opposed to separately in the editor!



Use this button to personalise your content. The available personalisation fields – which correspond with the information in your database- are displayed in the mail as {example}.



You use the button with the paper clip when you wish to insert a link. While URL is the default setting for the link type, you can modify this, if necessary.



Insert a flag if you wish to use an internal link. For example: The article headings contain a flag to which you can make a link from your mailing menu.



Use the button with the painting to insert an image. The best way to do this is within the template. In that case you must first select the stock photo and then click on this button.

Step 4: Example

Once you have completed the mailing, you can continue to step 4. This is where you will see an example of what the mailing will look like. If you are happy with the mailing, you can continue to step 5.

Step 5: Sending a test mail

Before you actually send a mailing, you first need to test it.

The screenshot shows a multi-step navigation bar at the top with steps 1 through 7. Step 5, 'Test mail', is highlighted in red. Below the navigation bar, the text 'Send testmail: Newsletter' is displayed. The main content area is divided into several sections: 'Recipient' with a 'Send to' field containing two email addresses (colleague1@emark.nl and colleague2@emark.nl) and a 'Myself (myself@e-mark.nl)' checkbox; 'Personalise' with two radio button options: 'Insert fieldnames' and 'Insert the data of the recipient of the testmail (Personalisation fields in this testmail to these addresses are filled, only when these addresses exist in the database)'; 'Version' and 'Categories' sections, each with a plus sign icon. A red 'Send testmail' button is located at the bottom right. At the bottom of the window, there is a pagination bar with numbers 1 through 7, where 5 is highlighted.

The “Send testmail” window contains various forms, which you must complete. You only need to complete the last form, categories, if you are using this module.

Clicking on the *Send testmail* button will send the mailing to the listed email address.

If you have received the test mail and you are completely satisfied, then you can continue to the 6th step. If, after sending the test mail, you still wish to change something in the mailing, then you can use the navigation at the top and bottom of the window to go back one or more steps.



Step 6: Sending a mailing

In this step you set the sending date and the recipients.

The following settings can be used:

Continuous mailing: Use this option if you wish to spread out sending the mailing.

Ideal time: This option ensures that each individual recipient receives the mailing at a time, which is ideal for him/her (this is calculated on the basis of the foregoing results, which is why the ideal time calculated becomes more accurate after some time and use).

Reporting: At this stage you can use a setting so that you receive a report on this mailing in your mailbox after a certain number of days.

When you have filled in this setting, you can schedule the mailing.

Step 7: Confirmation

The last step involves checking and confirming the details. If you click on *Schedule* at this point, the mailing will be ready to send.

The Emark support department will check your mailing once again to ensure that all links work properly and the mailing does not contain any spam-like content. Once your mailing tests positive, the mail will be activated. However, the mailing will never be sent before the time you set.

After your mailing has been sent

The statistics will be updated once your mailing is up and running. See the next chapter

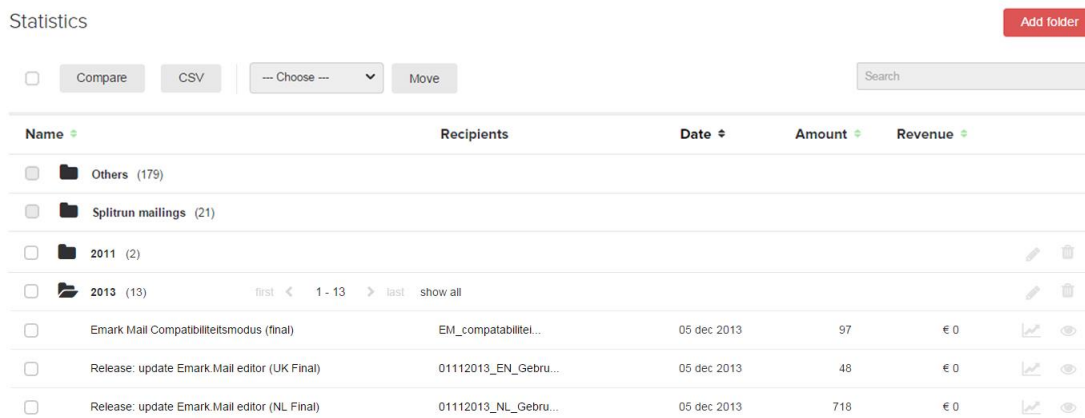
Statistics in Emark.Mail

Once you have activated a mailing and it has been sent to the relevant subscribers, you can request the live statistics in Emark.Mail.

The 'Statistics' tab

To view the statistics for one or more mailings, click on the Statistics tab at the top of the menu bar. The 'Statistics' window displays a list containing all sent mailings.

If necessary, the mailing can be stored in folders, in order to save the summary. *You can find more information on organising your mailings in the introduction to this manual.*



Name	Recipients	Date	Amount	Revenue
<input type="checkbox"/> Others (179)				
<input type="checkbox"/> Splitrun mailings (21)				
<input type="checkbox"/> 2011 (2)				
<input type="checkbox"/> 2013 (13)				
<input type="checkbox"/> Emark Mail Compatibiliteitsmodus (final)	EM_compatabilitei...	05 dec 2013	97	€ 0
<input type="checkbox"/> Release: update Emark.Mail editor (UK Final)	01112013_EN_Gebru...	05 dec 2013	48	€ 0
<input type="checkbox"/> Release: update Emark.Mail editor (NL Final)	01112013_NL_Gebru...	05 dec 2013	718	€ 0

Figure 1: Summary of 'Statistics' window

To request the statistics for a specific mailing, click on the name of the mailing list.

If you would like to compare the results for two mailing, check both mailing lists and then click on the *compare* button.

The statistics for a mailing are composed of 6 different aspects, all of which will be displayed in the submenu of the 'Statistics' tab.



Statistics – Summary

The first tab will be opened automatically as soon as you request the statistics. This tab contains the general results for your mailing. Once again the name of the mailing list and the selection or selections that received the mailing will be displayed here.

If you use this option, you will also see the number of conversions and the value for this generated by your mailing.

You will see various graphs on the deliverability of your mailing at the bottom of the window. You can click on all bars. You can then view the e-mail addresses for the subscribers in question (for example, all subscribers that opened the mail).






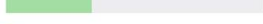
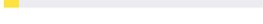
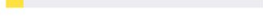




Overview

Number sent	88
Timestamp	10 Jun 2015 - 13:00:00
Recipients	2015_June_Maintenance //

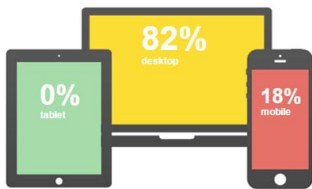
Conversions

Conversions	0
Average value	€ 0.00
Total revenue	€ 0.00

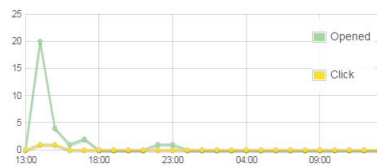
Response

Total				Unique			
Sent		100,00%	88	Sent		100,00%	88
Delivered		98,90%	87	Delivered		98,90%	87
Opened		56,30%	49	Opened		33,30%	29
Clicked		6,12%	3	Clicked		6,90%	2
Conversions		0,00%	0	Conversions		0,00%	0
Inactive		66,70%	58	Inactive		66,70%	58

Device



Over time



Deliverability

Bounces		1,14%	1
Spamcomplaints		0,00%	0
Unsubscribes		0,00%	0

Platform & Mail software

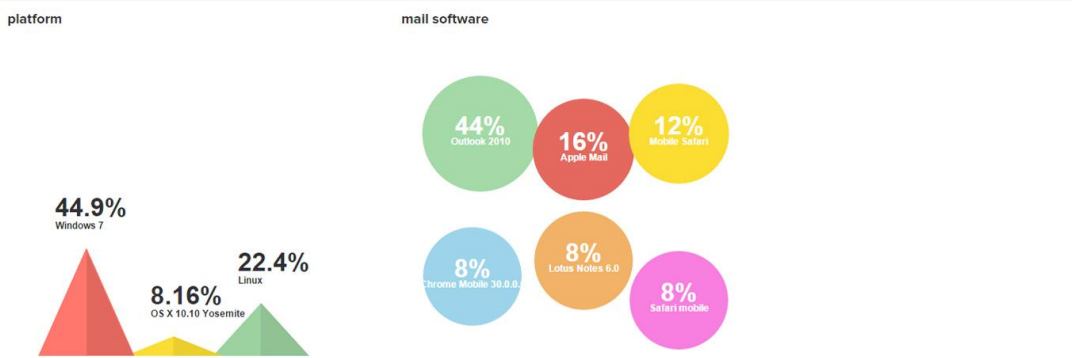


Figure 2: Summary of statistics

You can view the results for the specific groups of subscribers by creating a special filter (button at the top right of the window). Please note: the characteristics for the subscribers must be stored in your Emark.Mail subscriber database.

Based on the actions, which the recipients have completed, you can *create follow-up selection* (next to 'Create filter'). For example, you can send a reminder to all recipients that have not read the mail.

Statistics – Compare

The **Compare** window provides an insight into the results for the selected mailing, compared to the average score. If you have selected two mailing for comparison, the scores for both mailing lists will be compared to one another. These results will be displayed as a percentage (ratio) and an absolute value.

General
[Export PDF](#) [Print](#) [CSV](#) [Create followup selection](#) [Create filter](#)

Name	Subject	Send time	Mailing	Number	Recipients
2015_June_Maintenance	Maintenance Emark.Mail I 15-16 June 2015	10 Jun 2015	2015_June_Maintenance	88	2015_June_Maintenance
SYS_SUM			SYS_SUM	88	

Ratios
[Create followup selection](#) [Create filter](#)

Name	Number sent	Opened	Clicked	Converted
Emark.Mail Maintenance EN - 16 juni 2015	88	56.30%	6.12%	0.00%
Total / Average	88	56.32%	6.12%	0%

Unique

Name	Number sent	Unique reads	Clicked unique	Unique conversions
Emark.Mail Maintenance EN - 16 juni 2015	88	33.30%	6.90%	0.00%
Total / Average	88	33.33%	6.89%	0%

Deliverability

Name	Number sent	Bounces	Spamcomplaints	Unsubscribes
Emark.Mail Maintenance EN - 16 juni 2015	88	1.14%	0.00%	0.00%
Total / Average	88	1.13%	0%	0%


Figure 3: Comparing statistics from 2 mailings

Statistics – Visuclick

Under **Visuclick** you will see a copy of your newsletter with a number of blue columns. These columns refer to a specific link in the text. If you hover over a blue column, you will see the results for this link. The link number is indicated within the columns (#number). However, this does not say anything about the results for this link.

Visuclick: [E-mark.Mail Maintenance EN - 16 juni 2015](#)

Move your mouse over the hyperlinks in the mail, to view the statistics for each link.



The screenshot shows a 'Visuclick' window. At the top left, it says 'Pre-scheduled maintenance E-mark.Mail | 15-16 June 2015'. The main content is a newsletter preview with the 'emark.' logo and the title 'Maintenance E-mark.Mail'. Below the title is a circular graphic with a wrench and a screwdriver. To the right of the preview is a statistics table:

Popularity	#1
Clicked	66.7% (2)
Clicked unique	100% (2)
Converted	0% (0)
Converted unique	0% (0)
Desktop	100% (2)
Tablet	0% (0)
Mobile	0% (0)

Below the preview is the text of the newsletter, which includes a greeting, a notice about maintenance on Monday June 15th to Tuesday June 16th, and contact information for the support team.

Dear {voornaam},

E-mark will be performing pre-scheduled maintenance to optimize E-mark.Mail in the evening of **Monday June 15th to Tuesday June 16th**. The maintenance will occur during the early morning hours from 24:00 (midnight) to 04:00.

How will this affect you?
During the maintenance, you will not be able to login into your E-mark.Mail account.

What do you need to do?
Please don't schedule and/or send emails within the period starting on Monday June 15th at 18:00 and ending on Tuesday June 16th at 05:00.

Who can you contact with questions/feedback?
Please contact our E-mark Support team at support@emark.nl or +31 (0)23-5518899.

Kind regards,
E-mark Support team

At the bottom of the newsletter preview, there is a footer with the 'emark.' logo, the text 'STAY TUNED', and social media icons for Twitter, Facebook, Google+, YouTube, LinkedIn, and Instagram. Below the footer are links for 'Unsubscribe' and 'Change details'.

Figure 4: Screenshot of "Visuclick" window if 2 or more mailings are being compared.

The Visuclick has a number of specifications. First of all, if you chose to compare two or more newsletters, you can use the drop-down menu at the top of the page to select, which newsletter results you wish to view.

Secondly, you will notice three tabs above the example of the newsletter. Here, you can choose whether you wish to view the popularity, the number of clicks or the number of conversions.

Statistics – Click behaviour

If you click on **Click behaviour** in the submenu of the Statistics tab, you will see a summary of the destinations for each link. If you chose to compare two newsletters, then these specific results will be displayed alongside each other.

Statistics – Map

You will find a geographical depiction of the results for your mailing under the **Map** menu option. The bigger the blue circle on the map, the higher the results within this region. You can also click on the blue circles. If you click on a blue circle, you will see the exact results for this region.

This map is linked to Google Maps and there are no restrictions in terms of geographical representation. Therefore, you can view the worldwide and regional results as accurately as you wish. By default, the map is set to the Netherlands.

Map: Emark.Mail Maintenance EN - 16 juni 2015

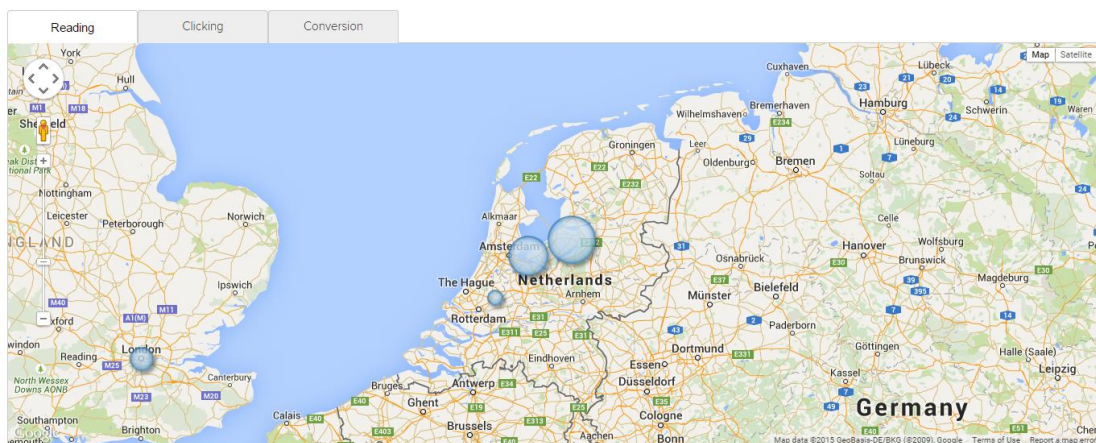


Figure 5: Example of 'Map' window

Statistics – Over time

If you click on statistics in the last menu option, this will display the results for your mailings over time. Therefore, you will see how a mailing generated its results as from the send date. If you compare various mailing with each other, this will be displayed in the same graph, using different colours.

A total of three graphs will be displayed: the number of mails read, the number of mails clicked and the number of mails converted over time.

Over time: Emark.Mail Maintenance EN - 16 juni 2015

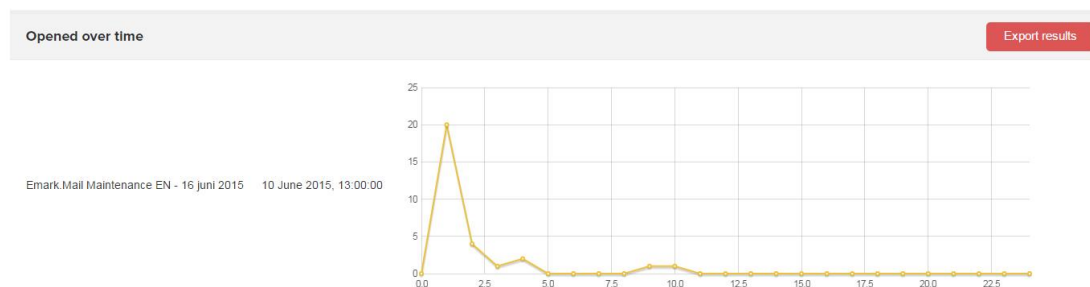


Figure 6: Comparison of results for two mailings over time

Emark is happy to assist you if you have any questions or encounter any problems while using Emark.Mail. In that case you can create a support ticket at support.emark.nl. Our employees will then assist you as soon as possible.

Do you require immediate assistance? If so, please call +31 (0) 23 5518899.