



www.acornweb.com.au

t_ 1300 883 248 f_ 03 9486 1970

level 2, 70a sydney road, brunswick vic 3056

The campaign monitor / mailbuild email newsletter system

This document will show you how to you manage and keep in touch with your customer database. Segment each database to personalise marketing based on additional subscriber details, publish your own professionally formatted email campaigns with our email newsletter templates & track audience activities and success rates.

Table of contents

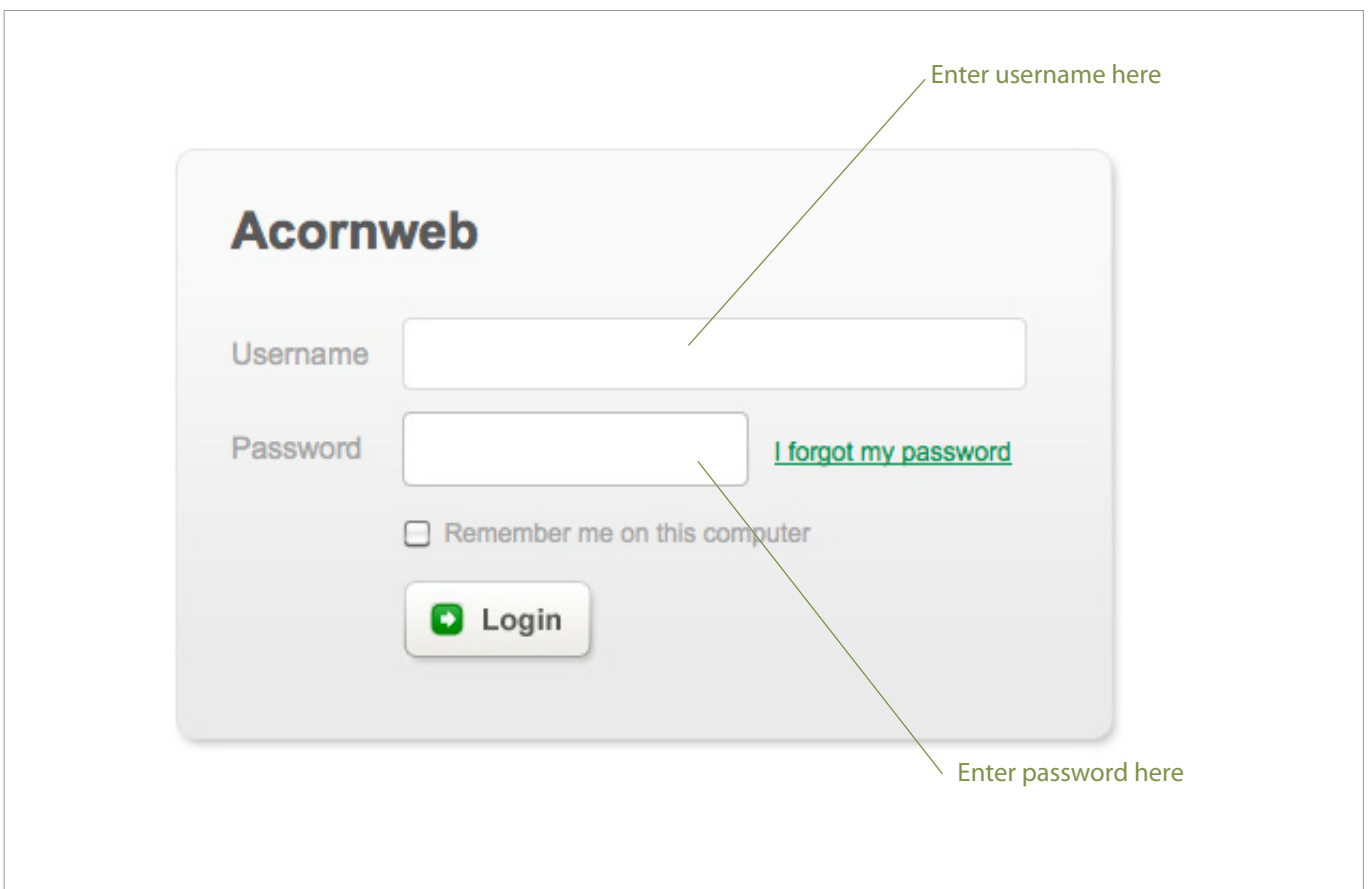
1. Admin area	p 2
2. Overview screen	p 3
3. New campaign	p 4
4. Campaign snapshot	p 9
5. Manage subscribers	p 10
6. Campaign reports	p 11

1. Logging into the admin area

Your admin area can be found at: <http://acornweb.createsend.com/>

Your username is: yourusername

Your password is: yourpassword

A screenshot of the Acornweb login interface. The form is titled "Acornweb" and contains a "Username" field, a "Password" field, a "Remember me on this computer" checkbox, and a "Login" button. Two green arrows point to the input fields with labels: "Enter username here" pointing to the Username field and "Enter password here" pointing to the Password field. A link "I forgot my password" is visible next to the Password field.

Acornweb

Username

Password [I forgot my password](#)

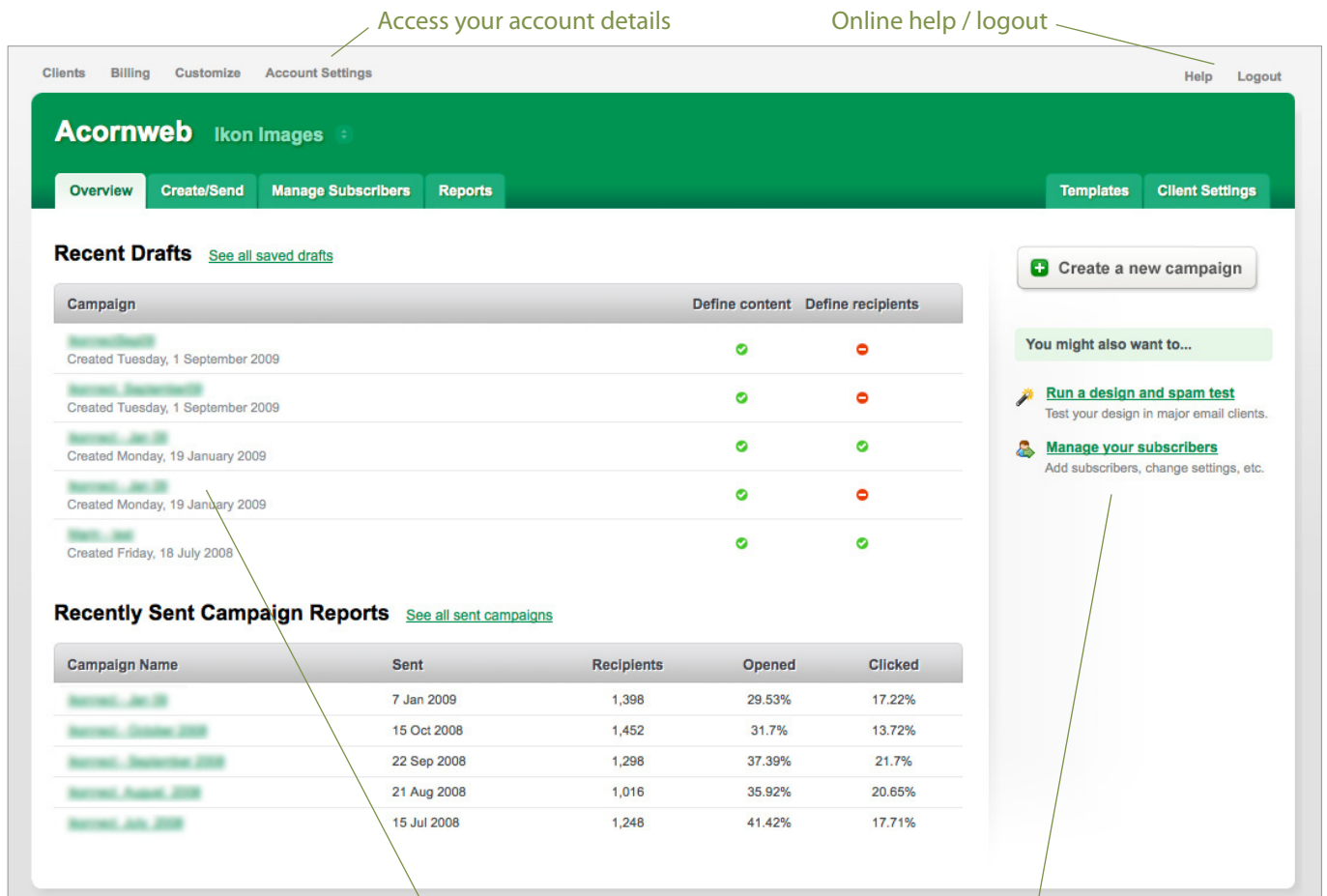
Remember me on this computer

Enter username here

Enter password here

2. Overview screen

View an overview of your most recent campaigns as well as shortcuts to most commonly used areas.



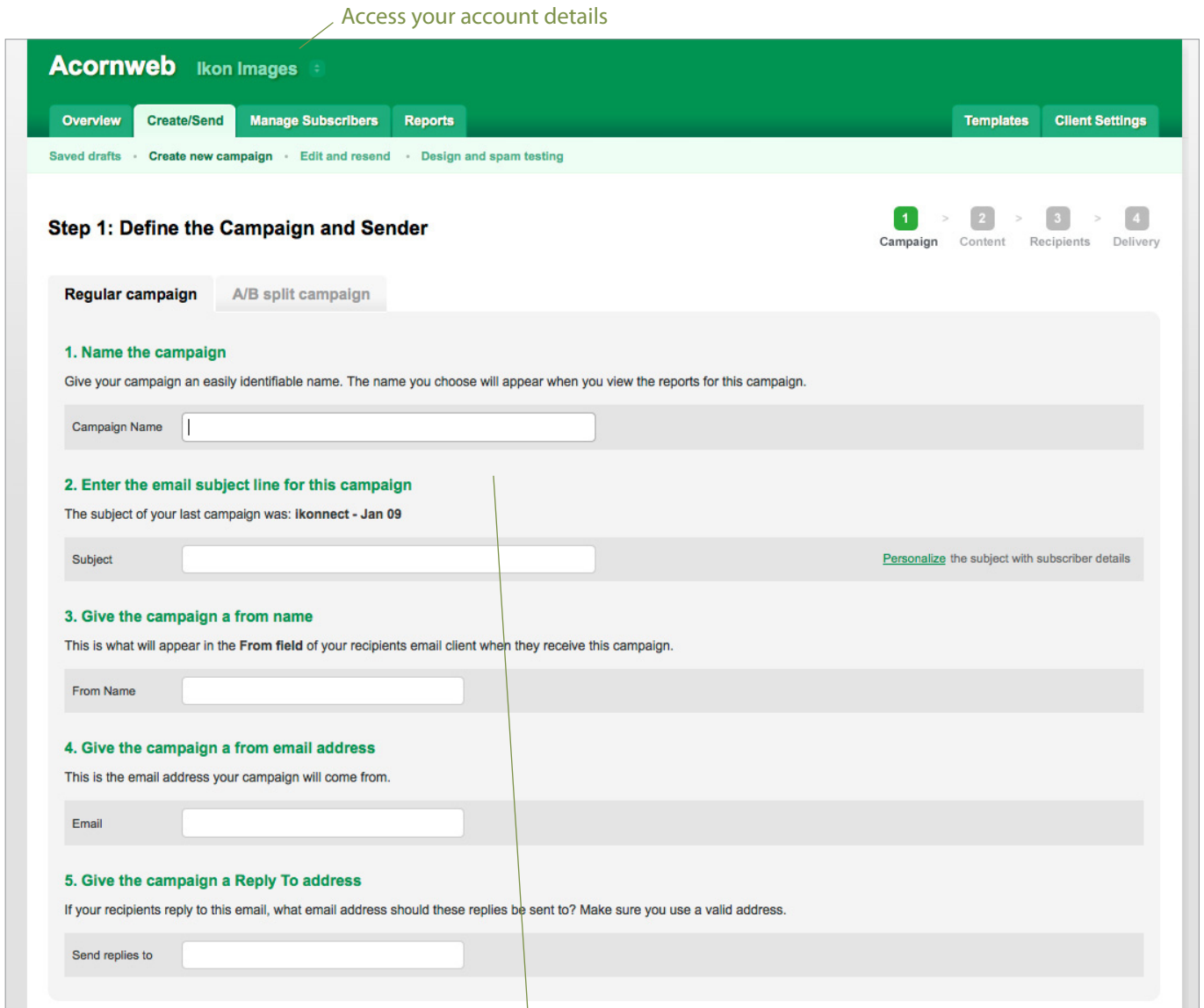
Annotations on the screenshot:

- Access your account details (points to Account Settings)
- Online help / logout (points to Help and Logout)
- Recent campaigns with statistics. Click for more info. (points to the 'Recently Sent Campaign Reports' table)
- Shortcuts to common areas. (points to the right-hand sidebar)

3. New Campaign – Step 1 (campaign information)

Define campaign and sender

Access your account details



Acornweb Ikon Images

Overview Create/Send Manage Subscribers Reports Templates Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Step 1: Define the Campaign and Sender

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

Regular campaign A/B split campaign

1. Name the campaign
Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.

Campaign Name

2. Enter the email subject line for this campaign
The subject of your last campaign was: **Ikonnnect - Jan 09**

Subject [Personalize](#) the subject with subscriber details

3. Give the campaign a from name
This is what will appear in the **From** field of your recipients email client when they receive this campaign.

From Name

4. Give the campaign a from email address
This is the email address your campaign will come from.

Email

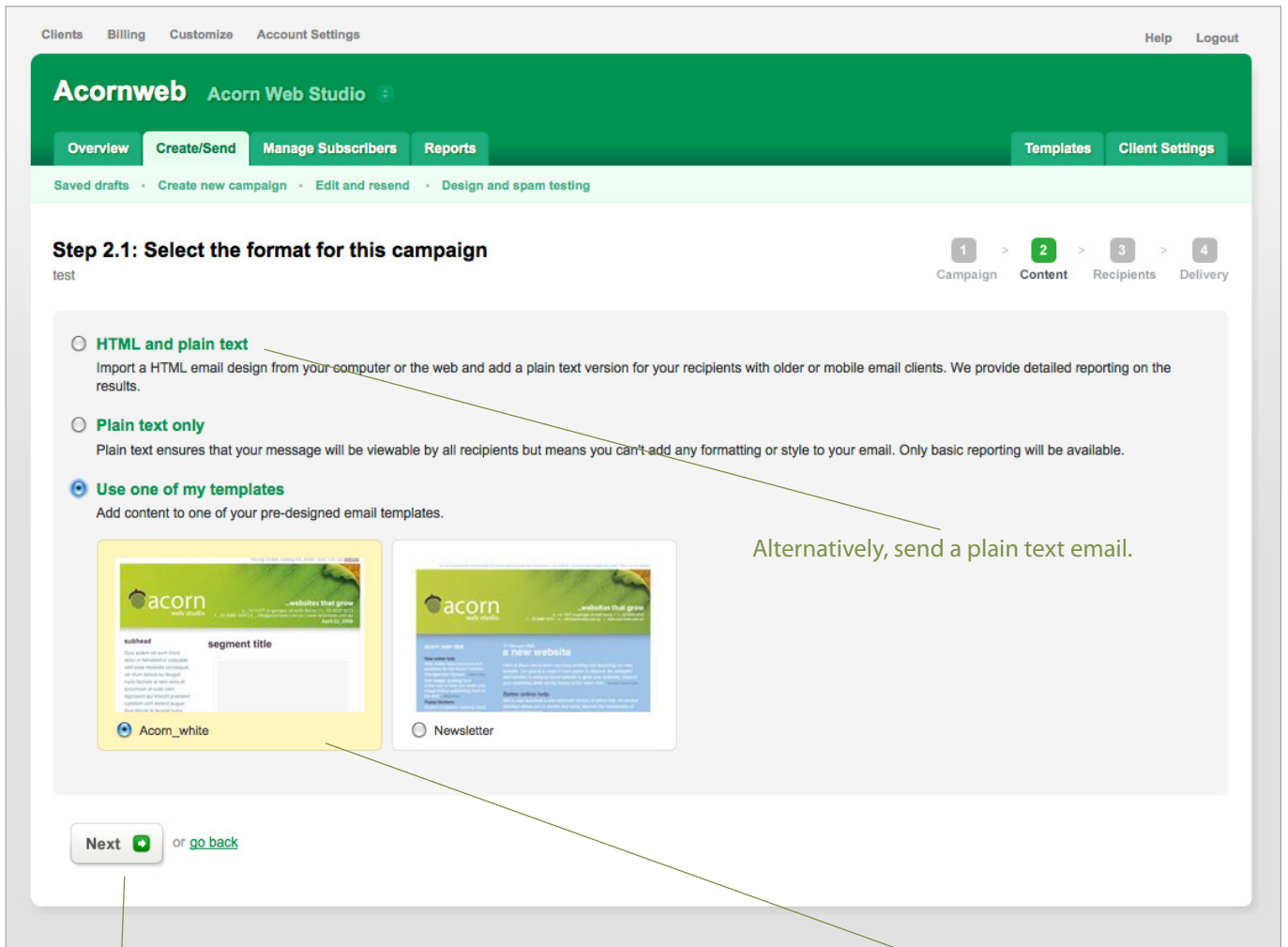
5. Give the campaign a Reply To address
If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.

Send replies to

Give your campaign name, subject as well as defining the sender name and address.

3. New Campaign – Step 2 (templates & content)

Start defining the content of your campaign by selecting the template you wish to use.



Alternatively, send a plain text email.

Continue to the next step.

These are the HTML templates we have created for you. They contain links, images and the structure for your content.

3. New Campaign – Step 3 (your content)

Use this to insert your custom content for your email campaign into your template.

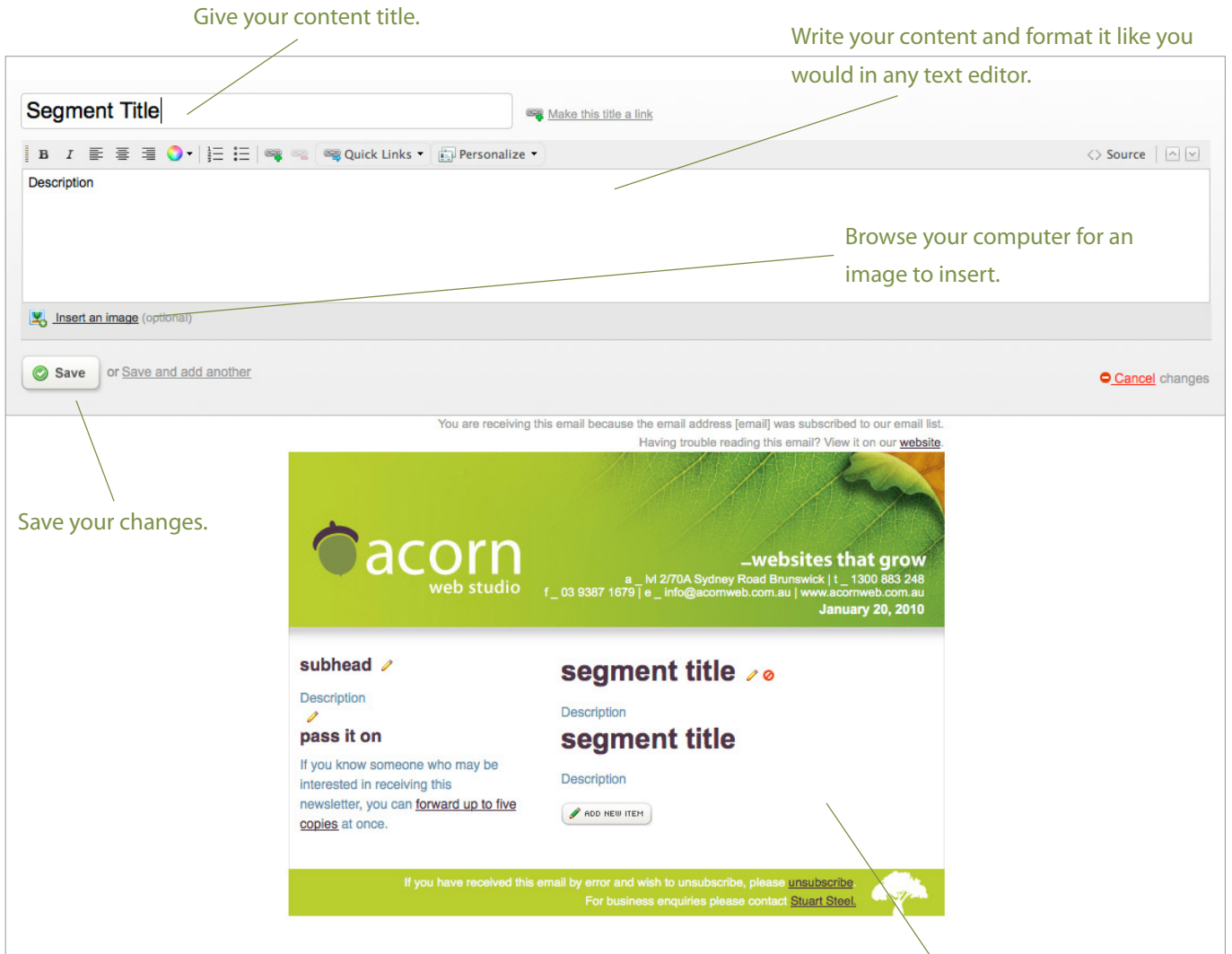
Give your content title.

Write your content and format it like you would in any text editor.

Browse your computer for an image to insert.

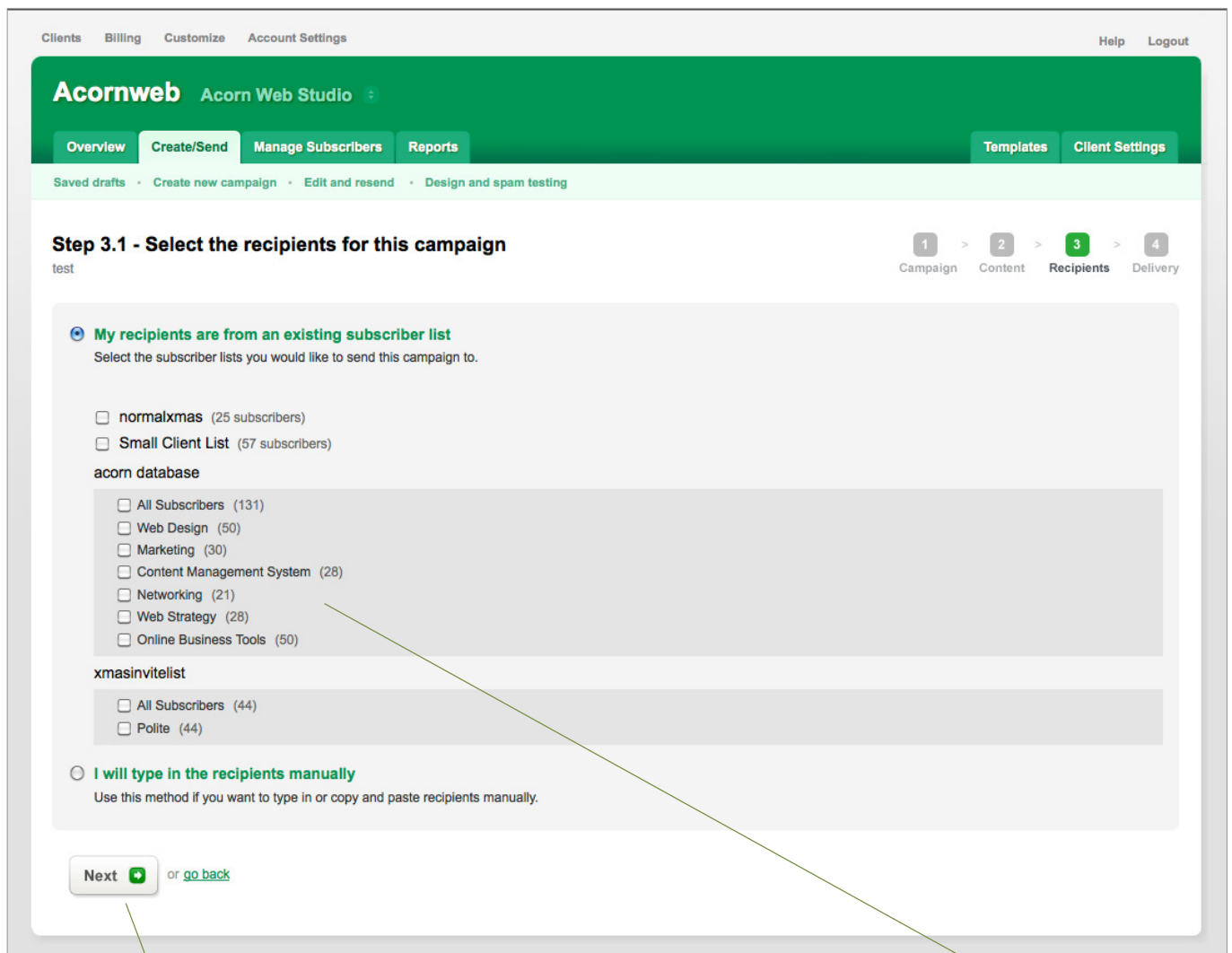
Save your changes.

View the changes you have made in the template.



3. New Campaign – Step 4 (recipients)

Step 3 is to choose from any number of subscriber lists created and managed through the Manage Subscribers section which will be explained soon.



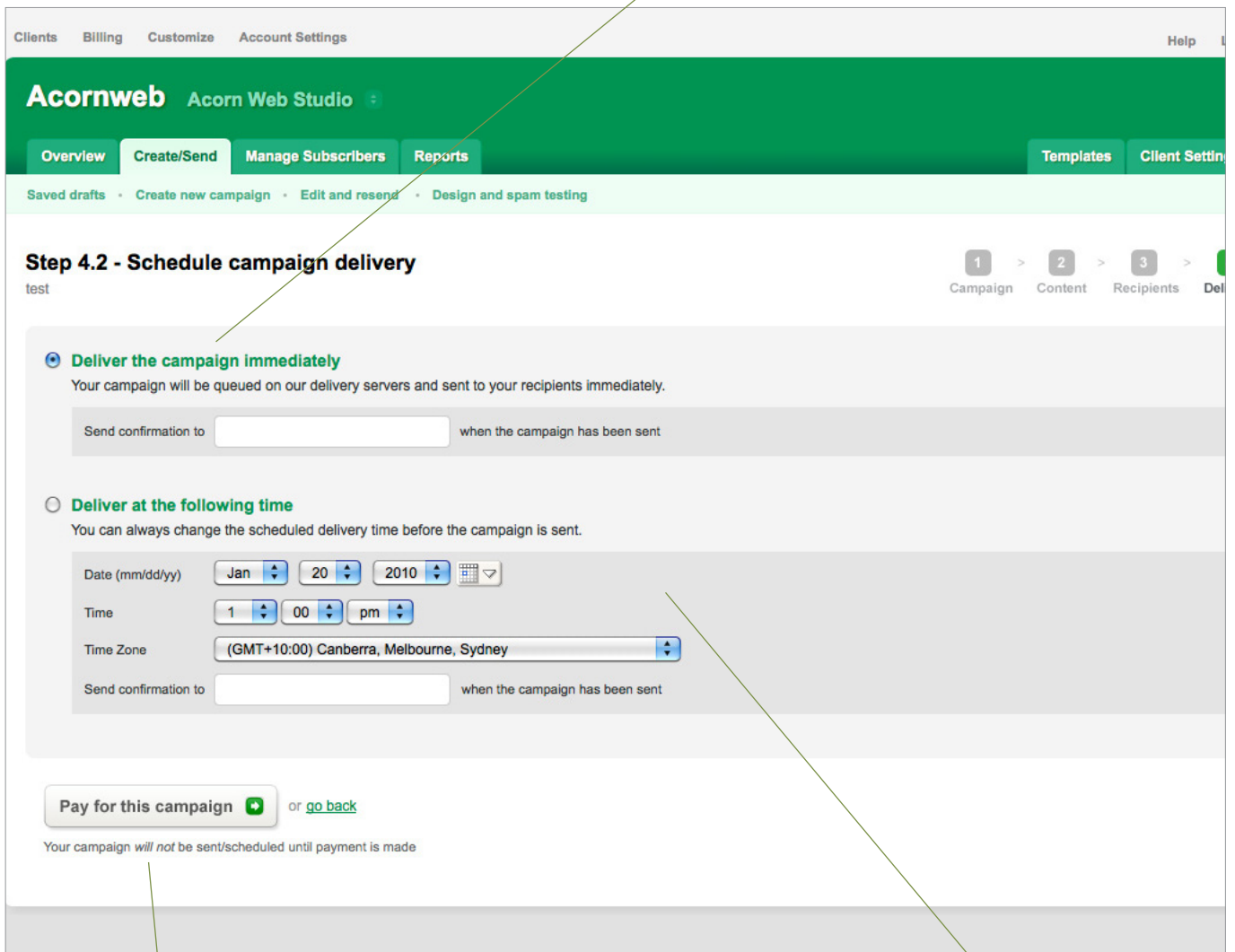
Proceed to next step.

Choose the list of subscriber to sent this campaign to.

3. New Campaign – Step 5 (delivery)

Choose to deliver the campaign immediately or select a time a date for it to be sent automatically for you.

Send campaign out immediately.
You'll get an email confirmation once it's been sent out.



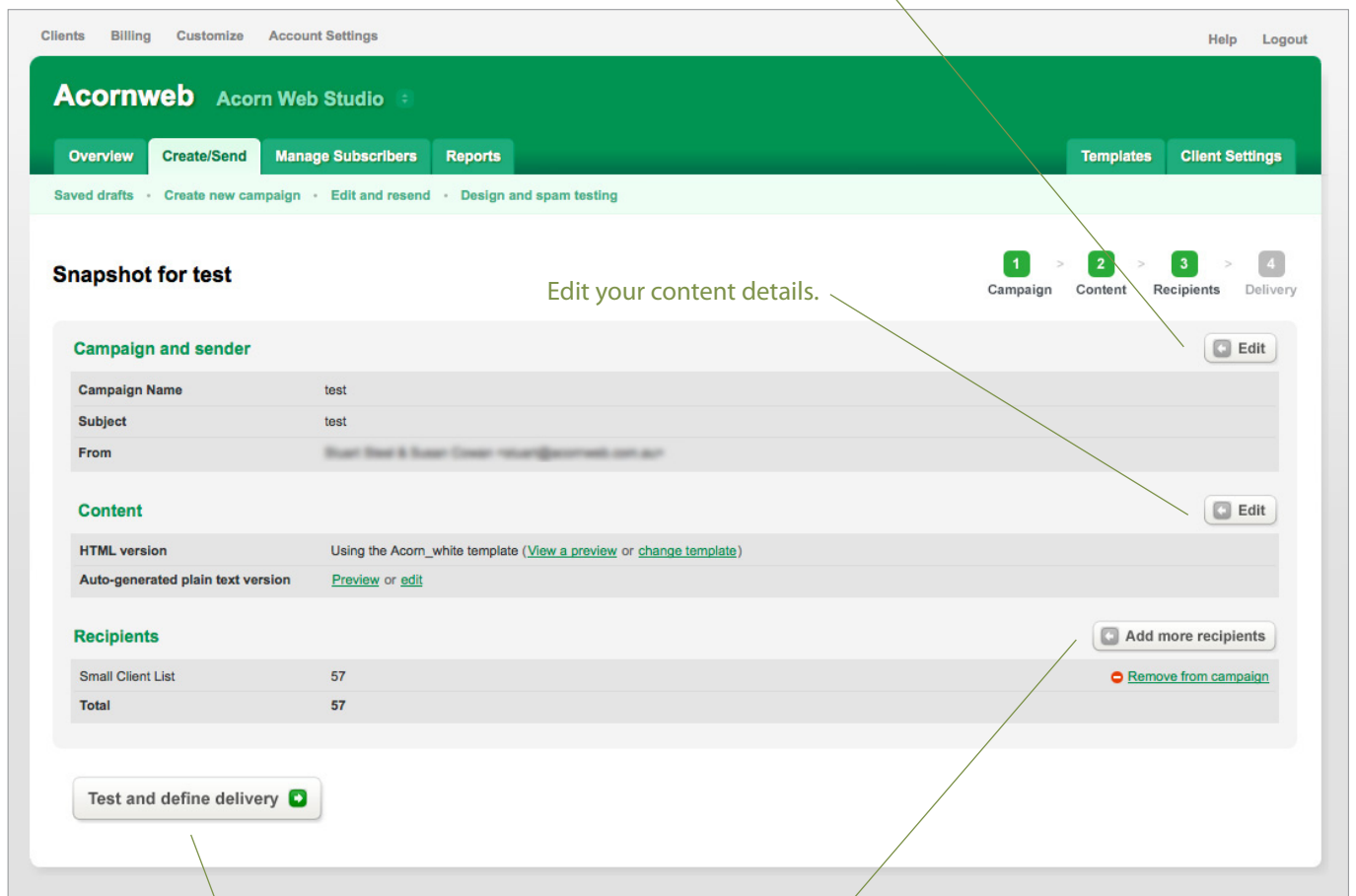
Continue to make your payment for this campaign.

Alternatively, you can select a time and date for the campaign to be sent out with a confirmation email.

4. Campaign snapshot

Make any adjustment or final edits here before previewing and sending out your campaign.

Review your campaign details and edit any further changes.



Acornweb Acorn Web Studio

Overview Create/Send Manage Subscribers Reports Templates Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Snapshot for test

1 Campaign > 2 Content > 3 Recipients > 4 Delivery

Campaign and sender Edit

Campaign Name	test
Subject	test
From	Small Client List <small@acornweb.com.au>

Content Edit

HTML version Using the Acorn_white template ([View a preview](#) or [change template](#))

Auto-generated plain text version [Preview](#) or [edit](#)

Recipients Add more recipients

Small Client List	57
Total	57

Remove from campaign

Test and define delivery

Proceed to next step.

Add more recipients to your campaign.

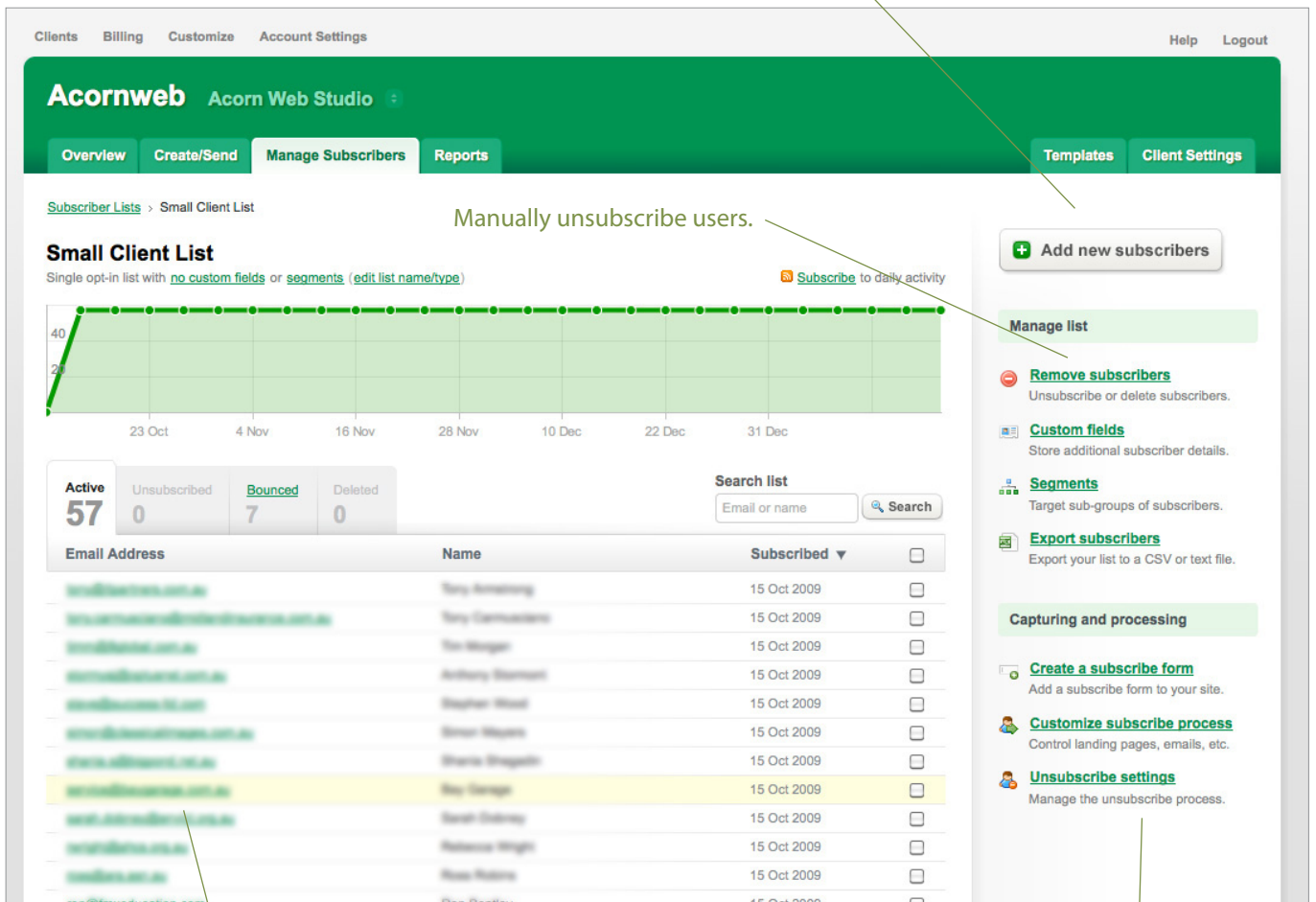
5. Manage subscribers

Manage all aspects of your campaign subscribers from subscribe and unsubscribe forms, manually altering your subscribers and viewing their activity in relation to your campaign.

What is opt-in? Single opt-in means new subscribers are added to this list as soon as they complete the subscribe form. Confirmed opt-in means a confirmation email will be sent with a link they must click to validate their address.

This confirmation isn't required when you import existing subscribers, only when new subscribers join via a subscribe form.

Manually add a new subscriber to your list.



Manually unsubscribe users.

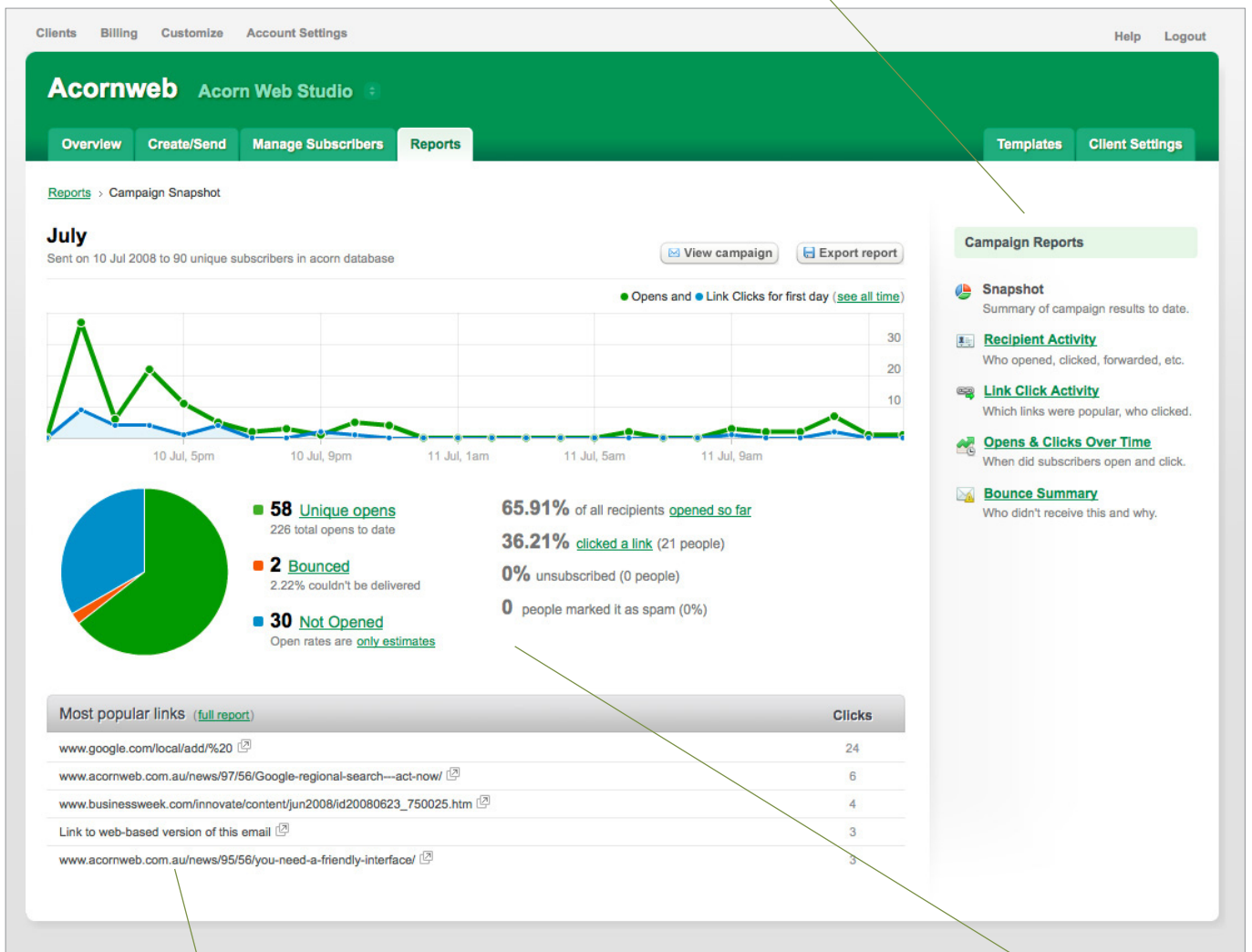
View your subscribers and their activity within your campaign.

Manage your subscribe form.

6. Campaign reports

Check up on what your subscribers are doing with your campaigns, which links they click on, how many open it, delete it or even unsubscribe from it.

View reports detailing activity within your campaigns



Acornweb Acorn Web Studio

Overview Create/Send Manage Subscribers **Reports** Templates Client Settings

Reports > Campaign Snapshot

July
Sent on 10 Jul 2008 to 90 unique subscribers in acorn database

View campaign Export report

● Opens and ● Link Clicks for first day (see all time)

10 Jul, 5pm 10 Jul, 9pm 11 Jul, 1am 11 Jul, 5am 11 Jul, 9am

58 Unique opens
226 total opens to date

2 Bounced
2.22% couldn't be delivered

30 Not Opened
Open rates are *only estimates*

65.91% of all recipients **opened so far**

36.21% **clicked a link** (21 people)

0% unsubscribed (0 people)

0 people marked it as spam (0%)

Most popular links (full report)

Link	Clicks
www.google.com/local/add/%20	24
www.acornweb.com.au/news/97/56/Google-regional-search---act-now/	6
www.businessweek.com/innovate/content/jun2008/id20080623_750025.htm	4
Link to web-based version of this email	3
www.acornweb.com.au/news/95/56/you-need-a-friendly-interface/	3

Campaign Reports

- Snapshot**
Summary of campaign results to date.
- Recipient Activity**
Who opened, clicked, forwarded, etc.
- Link Click Activity**
Which links were popular, who clicked.
- Opens & Clicks Over Time**
When did subscribers open and click.
- Bounce Summary**
Who didn't receive this and why.

A quick summary of your most popular links.

A quick overview of activity across your campaign.

Click each one for more details