

# Create the first newsletter

Unknown macro: 'seo-metadata'

Now that you have followed the preliminary steps necessary, you are ready to create your first newsletter.

You finished the basic settings, (at least) one mailing list is available and you created yourself as subscriber.

Switch to the menu **Campaign - Management -> Create new Campaign**. You will see an overview of the mailing lists you are allowed to access. If you do not see a mailing list, you either do not have the privilege necessary or there is no mailing list in your system. Please contact your system administrator in this case.

The following overview will be displayed:

**BACKCLICK**

Servertime : 10:28:06 AM  
Mandator : Standard  
Mandator-Id : 0  
User : bcadmin

**Main Menu**

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- Logout

**Create new Campaign**

BC 5.9.10 - [Enterprise Edition]

Mandator: Standard

ID	Name	Creator	Action
0	Zielgruppennewsletter	Vorname Nachname	
1	Testverteiler 1	Vorname Nachname	
2	Testverteiler 2	Vorname Nachname	
3	Test	Vorname Nachname	

**back**

Fig. 3.6 - Create a newsletter (1)

Choose the mailing you want to send a newsletter to. Click the "Edit"-Symbol at the end of the line. The entry mask for your content will open:

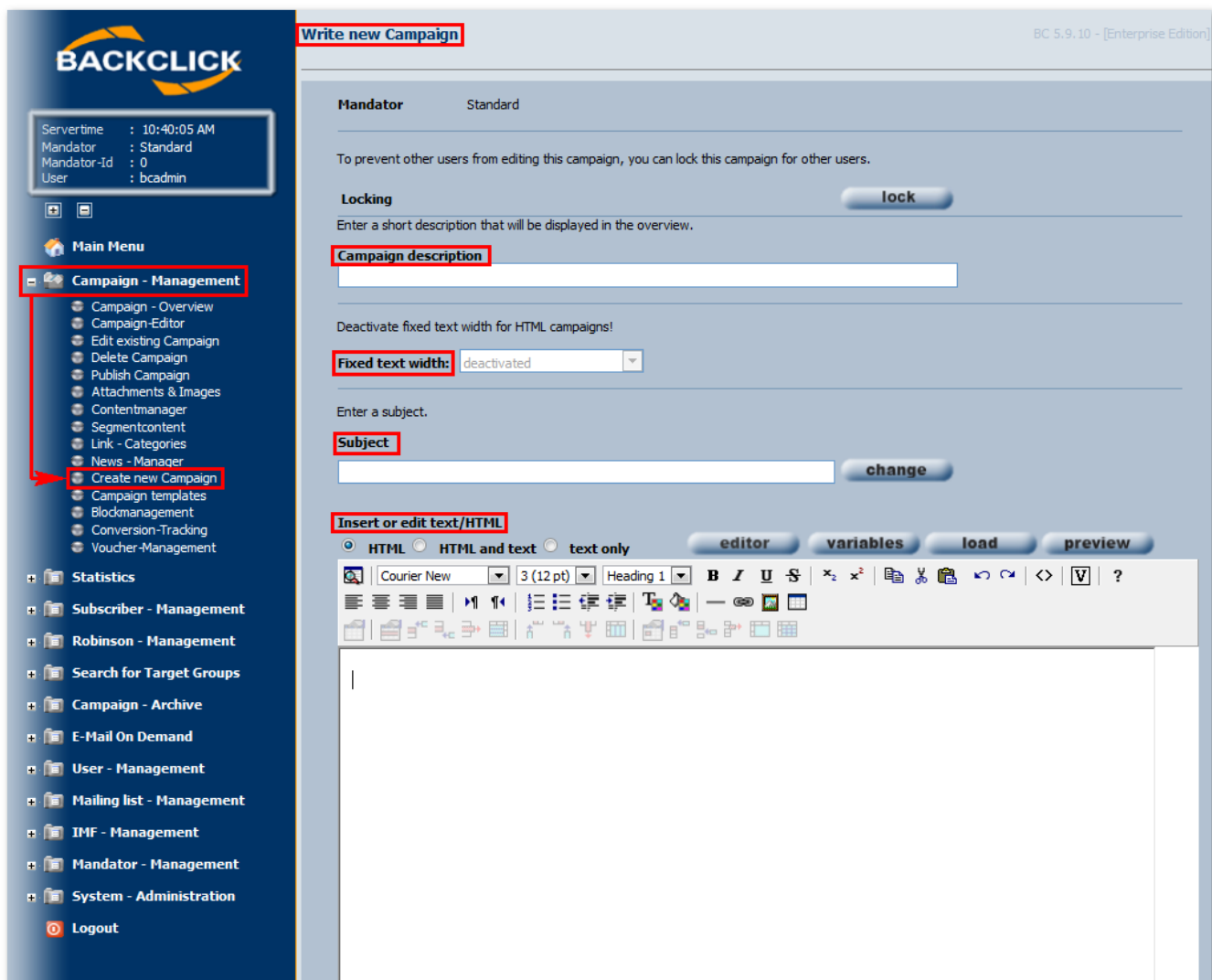


Fig. 3.6.1 - Create a newsletter (Example input)

## Campaign description

Please enter a short description for your newsletter. It will be used to display the newsletter in the administrator interface. If you want to create more than one newsletter for this mailing list in advance, you are able to differentiate between the newsletters with the help of this description.

## Fixed text width

You can define the maximum line width for text newsletters here (relevant for 'text-only' only). The newsletter will be reformatted according to your definitions.

## Subject

Enter the subject of your newsletter here. All placeholders/variables you defined in your database designer can be used.

## Insert or edit text/HTML

Choice of newsletter type: Before create a newsletter, you have to decide whether you want to send it as text or HTML.

It is possible to send both formats to your subscriber at the same time. This kind of E-Mail is called "Multipart".

Possible choices are:



- HTML
- HTML and text (Multipart)
- text only



In our example we create an HTML newsletter. After choosing this type you will see an HTML editor as a possibility for input.

You can create your newsletter using this editor, we will explain it's features later on. It is possible to drag and drop HTML newsletters from Outlook and Outlook Express into this editor and edit these.

## Choose template

When creating newsletters you can choose between different templates as well. You can create or edit these templates yourself. All these templates are managed in "Campaign Management -> Campaign Templates" menu selection. To edit a particular template, click the **V** in the HTML editor. This will open a separate window, which will show you all the templates that you may work on.

Campaign templates			
BC 5.9.10 - [Enterprise Edition]			
ID	Name	Creator	Action
15	Testtemplate	bcadmin	 

You will see a preview if you click on the . You can open the template directly by clicking on the -Button. This will open the template in your HTML editor; it may then be used for the newsletter.

## Personalization and Variables

As seen in the pictures below placeholders for purposes of personalization are available. Every variable you defined in your database designer may be used here. Clicking on "variables" will open the following select-box:

**Database fields**

- ANREDE
- APIDATE
- EMAIL
- FORMAT
- NACHNAME
- NEWSLETTER

- NEWSLETTER
- PASSWORD
- UNSUBSCRIBE-LINK
- VORNAME
- male/female
- male/female/neutral

Servertime : 10:48:35 AM  
Mandator : Standard  
Mandator-Id : 0  
User : bcadmin

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If you want to furnish different subscribers of the same campaign with different contents (e. g. advertisements), you may activate the segmentation of this campaign here.

☐ **Activate segmentation**

Please select the number of segments of your campaign. If your campaign is sent to 100.000 subscribers, a segmentation into five parts allows you to furnish five groups of 20.000 subscribers with different contents. Define these contents using the variables \$\$\$SEGMENTCONTENT-1\$\$ to \$\$\$SEGMENTCONTENT-x\$\$\$ in the text field of the campaign.

**Please choose the number of segments**

2 segments

Choose a priority if you do not want to use the default selection

**Priority**

normal priority

Images on this server are sent in-line at the moment. This enlarges the size of your campaign. Deactivate this choice here.

**Inline images**

deactivated ☒ **Save/update inline images**

Here you can determine the maximum speed at which this Newsletter shall be sent. If you leave this unlimited the Newsletter will be sent at maximum possible speed

**Mailing-Limitation**

No Limitation

To attach one or multiple files to your campaign, please select them here.

**Attachments**

Here you can exclude subscribers from publishment of the campaign. To use this feature please activate this Checkbox.

☐ **Activate Robinson handling**

The Conversion-Tracking enables the specific count of reactions of a subscriber. While the Backclick statistics are counting merely the opening of a newsletter or clicked links, you can with **calling the link below out of your application**(e.g. web shop/completion of a sale operation) triggering a count in Backclick and thus e.g. comprehending how much sale operations were completed due to this newsletter.

**Conversion tracking:**

deactivated

Select the charset/language that should be regarded for generating the E-Mails.

Fig. 3.6.2 - Create a newsletter (Example input)

## Segmentation / Number of segments

It is possible to send different content to different recipients. In order to do so replace parts of your newsletter by \$\$\$SEGMENTCONTENT-1\$\$\$. According to prior programming, content of these segments define content for parts of your subscribers. The number of segments is not limited by BACKCLICK. The entry mask can be found under **Campaign-Management -> Segment Content**.

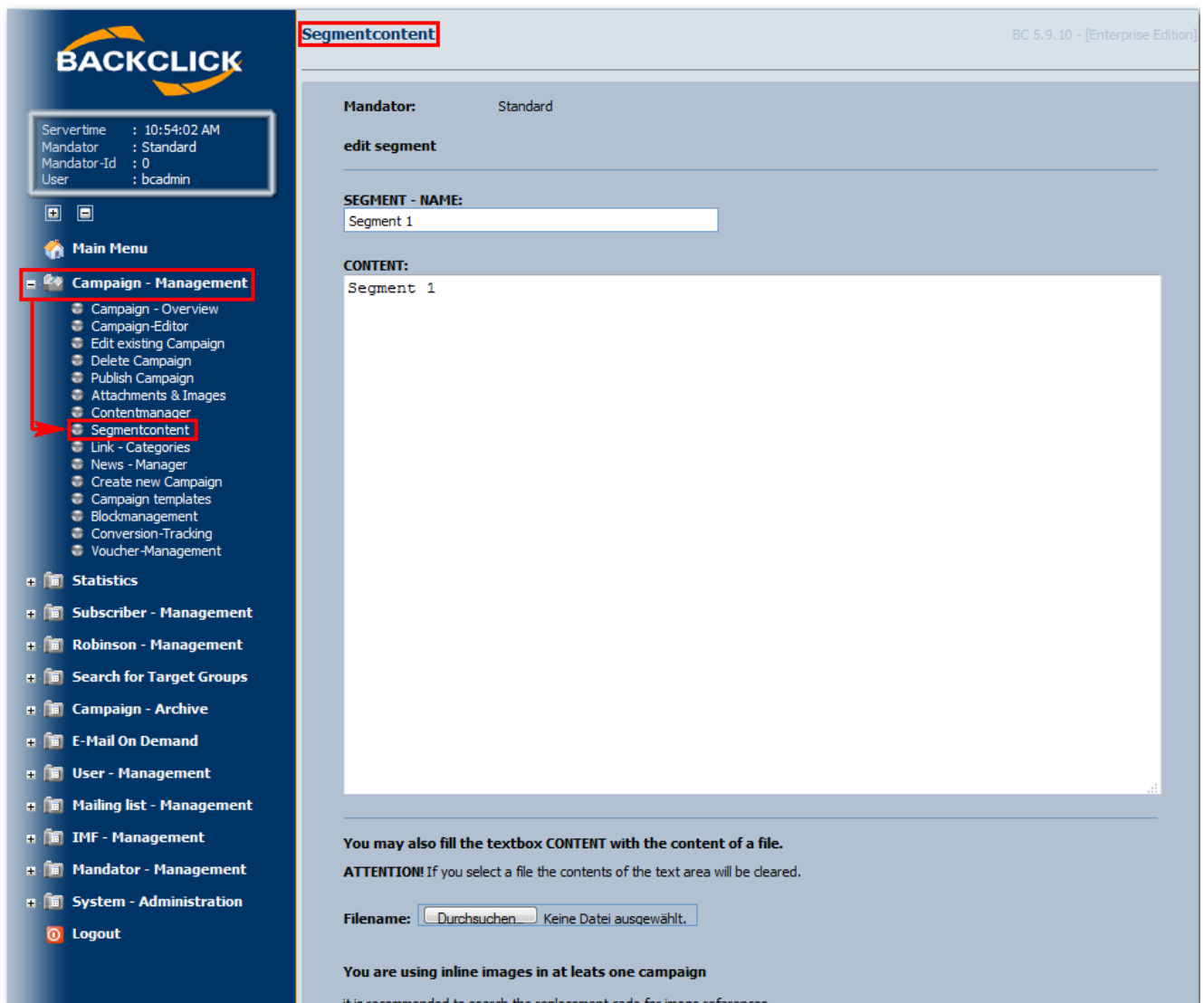
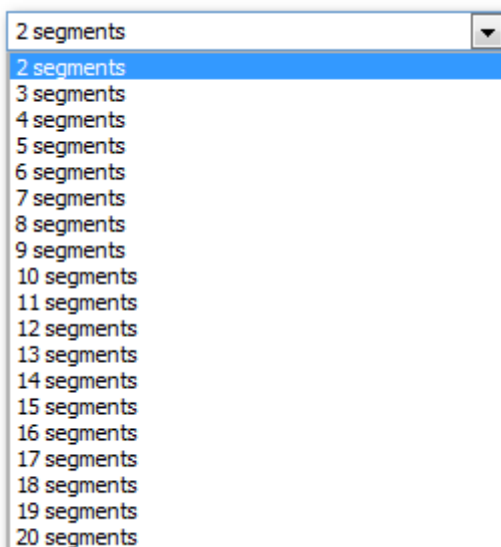


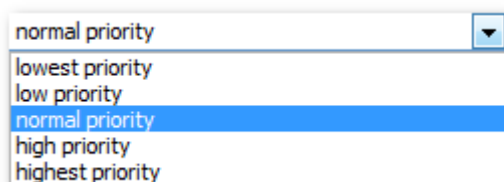
Fig. 3.6.2.1 - Define Segment Content

You have to choose the number of segments for your newsletter as well. For example: You want to send a newsletter to 100,000 subscribers and select "5" segments in your settings. BACKCLICK will now divide your subscribers into five blocks, with 20,000 subscribers per block. You may now define a different content for each block. The following segments are available:



Priority

You may choose the priority of your newsletter, which will be shown in the e-mail client of your subscriber. The following options are available:

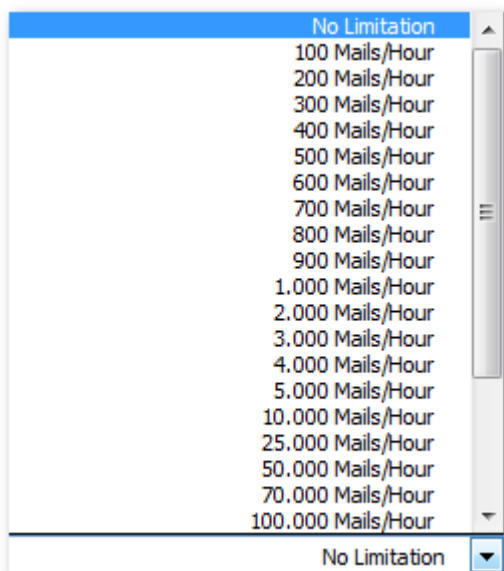


## Inline-Images


When composing an HTML newsletter you may use this feature to send pictures within the newsletter code itself. Advantages are that pictures are available offline and archiving newsletters is possible as well. On the other hand, disadvantages are that the volume of your newsletter increases massively, meaning retrieving and loading it will take more time. Also, high-security email servers might reject mails like this. Due to this, you should only activate this feature if you are able to retrace and exclude the disadvantages.

## Speed limit

You may limit speed of sending your newsletters. This will reduce the number of newsletters that BACKCLICK will send per hour until sending to all subscribers chosen is done. If you do not reduce the number of newsletters sent per hour, BACKCLICK will try to use the maximum rate, depending on your contract, in order to send. The following options are available:



## Attachments

You may add as many attachments to your newsletter as you like. Mark the desired attachment listed in the box that says "Available attachments", and click on the -Button. The chosen attachments are now shown in the box on the right, labeled "**Attachments**". If there are no selectable attachments in the box, you may complete the settings for this newsletter, and provide BACKCLICK with the necessary data afterwards (see "**Attachments & Images**").

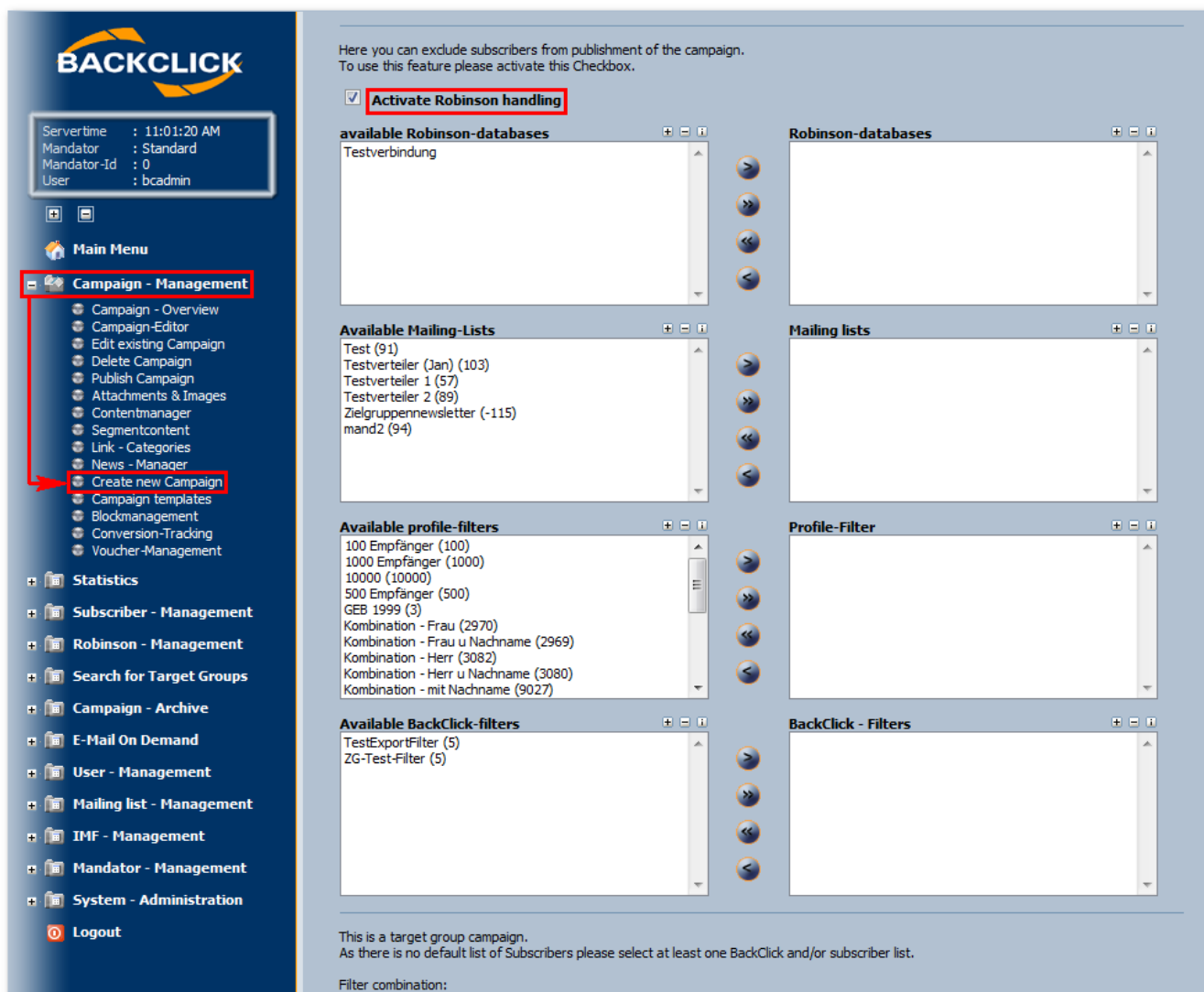



Abb. 3.6.3 - Newsletter schreiben (Beispieleingaben)

## Activate eRobinson-handling

You may activate this function to exclude particular subscribers from a newsletter mailing. Possible reasons to exclude these subscribers may be:

- E-mail addresses from an external database
- E-mail addresses that do not fit into target groups because of special criteria
- E-mail addresses that responded to special selections
- E-mail addresses of another mailing list in BACKCLICK

Activating this function will open eight selection boxes. To exclude the subscribers, select the entries in the left box, and confirm them by clicking on the -Button(now shown in the right box).

Servertime : 11:03:31 AM  
Mandator : Standard  
Mandator-Id : 0  
User : bcadmin

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This is a target group campaign.  
As there is no default list of Subscribers please select at least one BackClick and/or subscriber list.

Filter combination:

☐ Recipients that are contained in **ALL** selected filters
☒ Recipients that are contained in at least **ONE** selected filter

**Available profile-filters**

- Kombination - Frau u Nachname (2969)
- Kombination - Herr (3082)
- Kombination - Herr u Nachname (3080)
- Kombination - mit Nachname (9027)
- PF für Vorschautest (3)
- PF für Vorschautest II (1)
- Permission\_Granted (1)
- Testfilter (50017)
- ZG-Test-Filter (5)
- ZG-Test-Filter II (5)

**Profile-Filter**

**Available BackClick-filters**

- TestExportFilter (5)
- ZG-Test-Filter (5)

**BackClick - Filters**

The Conversion-Tracking enables the specific count of reactions of a subscriber. While the Backclick statistics are counting merely the opening of a newsletter or clicked links, you can with **calling the link below out of your application**(e.g. web shop/completion of a sale operation) triggering a count in Backclick and thus e.g. comprehending how much sale operations were completed due to this newsletter.

**Conversion tracking:**

deactivated

Select the charset/language that should be regarded for generating the E-Mails.

**Charset/Language**

English

Select the status of the campaign after creating/editing.

1. Draft  
2. ready for publishing  
(Ready for publishing does not mean that the campaign will be sent out immediately, but that no further revision will be necessary.)

**Status**

Draft

save reset back

Abb. 3.6.4 - Newsletter schreiben (Beispieleingaben)

## Charset/Language

You will need to select the charset/language that should be used to correctly display the letters of the newsletter in the e-mail client of the subscriber.

## Status

After you have added all the information and content to your newsletter, you may choose between two workflow statuses. If the status is set on "Draft," no one can initiate sending the newsletter. If the status is set on "Ready for publishing," you will find this newsletter in the "Campaign Overview"

Anyone who is authorized to access this newsletter may start sending it immediately, or define a date when it is to be sent. When all the necessary settings are complete, you may click on "save" to save your settings and contents. The newsletter will then be shown in either "Edit Existing Campaign" or "Publish Campaign."