

# Options on sending

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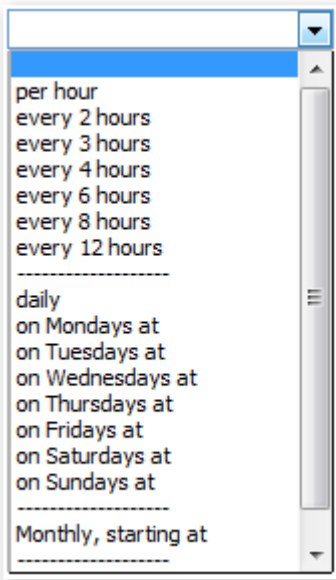
Set a time or create a schedule for sending out the campaign.

The screenshot displays the BACKCLICK Campaign-Editor interface. On the left is a dark blue sidebar with the BACKCLICK logo and a 'Main Menu' containing various management options. The 'Campaign - Management' section is highlighted, with 'Campaign-Editor' selected. The main content area is titled 'Campaign-Editor' and features a tabbed interface with 'Transmission option' selected. The 'Transmission option' tab contains several sections: 'Information' (fixing the time of sending), 'Publishing time' (with a date/time picker set to 02/15/2027 - 13:37 and an 'Accept' button), 'Schedule' (with a dropdown menu), 'Quality Management' (with a checkbox for 'Enable the sending to the members of the test list'), 'Mailing-Limitation' (with a dropdown set to 'No Limitation'), 'Confidentiality' (with a dropdown set to 'normal'), 'Alternative sender' (with a checkbox for 'Define new sender'), 'Sender's address' (with a text input field), and 'E-Mail account' (with a dropdown set to 'livetest.backclickmail.com'). A 'Back' button is located at the bottom right of the main content area.

Abb. 11.6.8 - Versandoptionen der Kampagne

## Time of sending

You can create either a sending date (time; simple sending) or a schedule (time period; multiple sending) for your campaign. To fix a sending date, click on the "Accept"-button to access the calendar. This will let you indicate the starting date and the starting time. To prepare a schedule, you must select one of the following options:



Depending on the settings that you select, the newsletter will be sent automatically at the intervals displayed on the calendar. This calendar is an optional feature. For example, if you select "every 2 hours," the calendar is not needed, because sending will begin automatically every two hours after the first sending (which you must start manually). If the option "daily at 12:00" is selected, you will need to define a time when sending will start automatically.

For quality assurance, you can activate sending the newsletter to the test-mailing list by marking the corresponding check box. To determine the time when the newsletter will be sent to the test mailing list, you will use values of "10 minutes" (before the actual sending) up to "24 hours" (before sending).

## Confidentiality

Here you can determine the confidentiality of your newsletter. There are 4 options available for this:

- normal: Nothing is changed in the mail.
- personal: The recipient sees the message that this mail is personal.
- private: The recipient sees the message that this mail is private.
- company-confidential: The recipient sees the message that this mail is company-confidential.

## Alternative Sender

A freely defined sender address may be entered for every campaign. If this function is not used, the sender address that has been defined in Mailing List Management for the selected mailing list will be supplied by the system.