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1)   SUMMARY

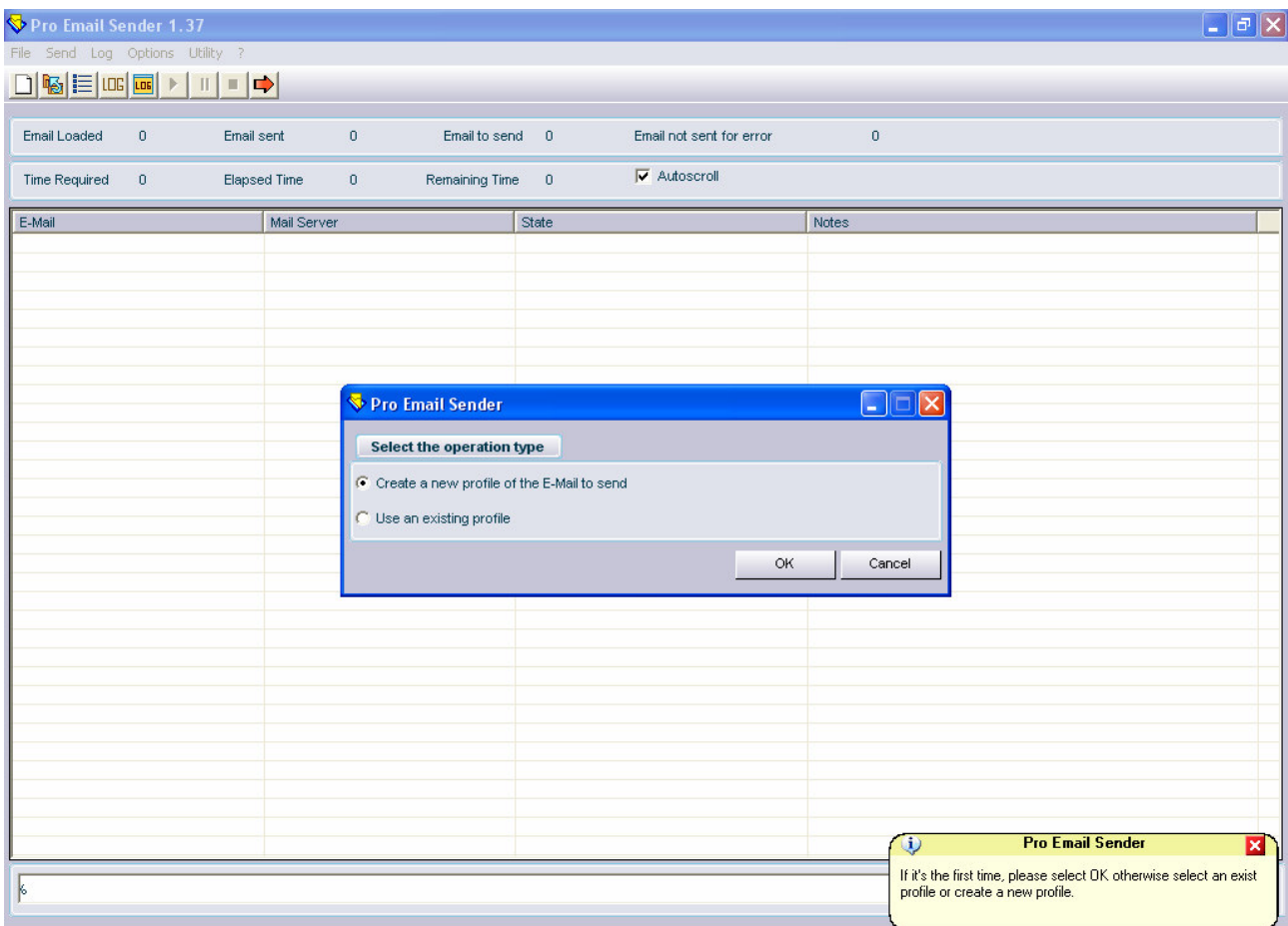Pro Email Sender is a programme used to send a certain number of e-mails.

Companies that work in the e-mail marketing field or anybody needing to send one or more electronic mail messages will find this type of programme particularity interesting.

Pro Email Sender is a very easy to use software product.

In any case, to illustrate in detail the main functions of the product and to follow the user step-by-step until he has understood the contents and power of the software, we have decided to include this small guide.
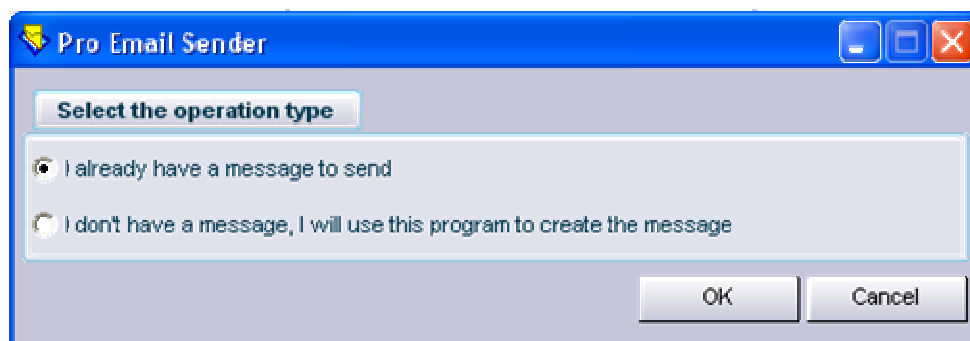
2)   BASIC INSTRUCTIONS

Once the software has been installed and after having clicked on the appropriate icon, a window similar to the one below will appear:
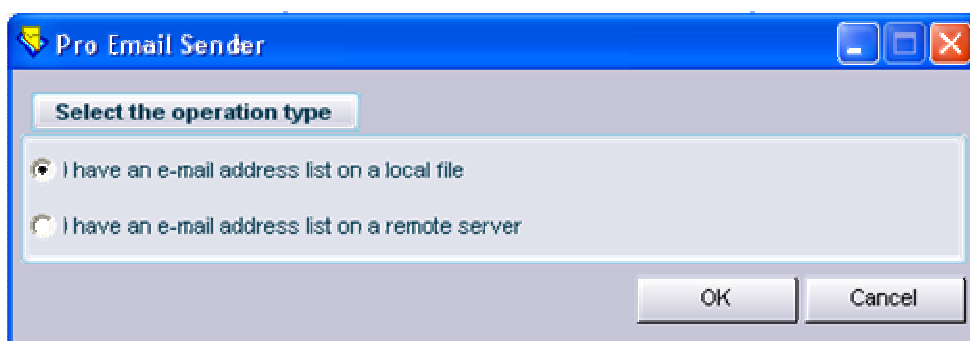
At this point, unless the user wishes to use an existing profile, press **OK** and when asked to specify a profile file, confirm again.

The next window to appear will be similar to the following window:
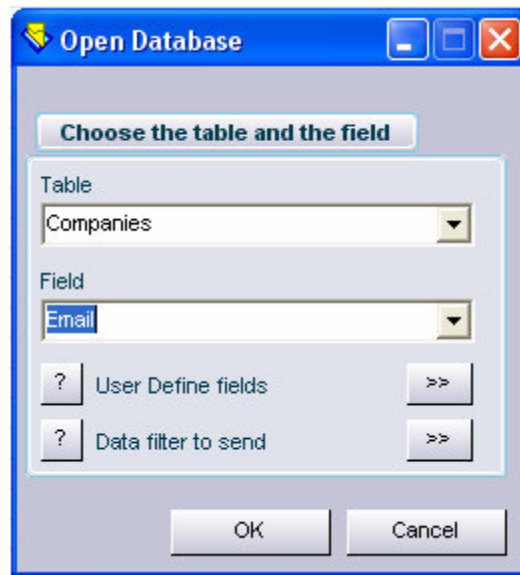

If an html format file or a text that contains the message to be sent is already available, press **OK**. On the other hand select option **N° 2**, which will start up a HTML editor and allow a new message to be created in HTML format (*for more detailed information, see paragraph HTML EDITOR*).

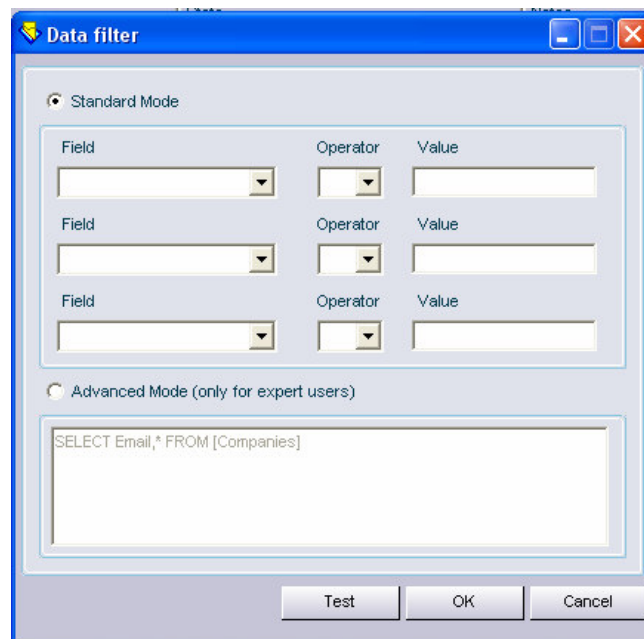If option **N° 1** has been selected, a similar window will appear:

If an Access format database, text or Excel is available on your computer, press **OK**. If on the other hand a SQL Server database is available on a remote server, then specify option **N° 2**.

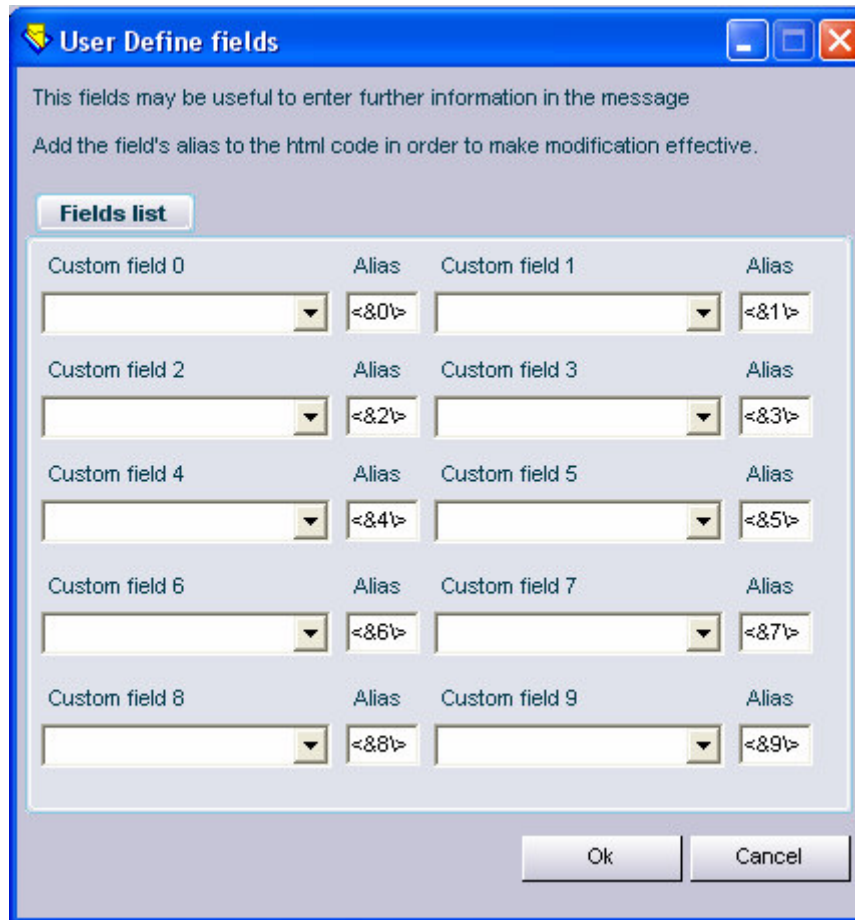The next window, if the file specified is not a text file, is as follows:

This part of the programme is very important, as it is possible to select several choices. The first thing to do is to select the table and the field containing the E-mail addresses. It is also possible to define a filter on the addresses to be sent by pressing the **>>** key next to '**Filter data to be sent**' and a window similar to the following window will appear:

This window allows specifying one or more filters depending on ones needs. For example, if e-mails must be sent only to the region of "Lombardy", it is sufficient to specify as a field 'region' (*if the field exists and is called that way*) operator = and the value 'Lombardy'. Once the filter has been defined, press the test key to check that the database supports this filter and finally select **OK**.

The following window can be particularly useful, as it can be used to send personal e-mails, for example Mr. Mario Rossi, Mr. Roberto Esposito, etc.

The operation functions in the following way: specify a name or surname type field in the customized field boxes. In the HTML file that contains the message to be sent, substitute a test string of type 'Dear Sirs' or 'Dear User' or something similar with an alias (i.e. the string **<&0\>**) corresponding to the field chosen.

When the programme sends the e-mails, it will recognise the selected filed and substitute it with the corresponding value.

The final result will be a more professional message, to make the person receiving the e-mail believe it is a confidential message. The next window is as follows:

The programme is ready to send the e-mails.

Check that all fields are compiled, above all the SMTP Server field. More attention should be paid to the anti-spam settings: many mail servers to avoid spam when sending mail cancel sending after 1000 e-mails.

To avoid this, the programme can send a certain number of e-mails at a time with a pause expressed in minutes.

For checking purposes and to see the message before it is sent, it is possible to press '**Preview**'. To finally send the message, press the '**Send**' button.

3)   CONFIGURATION

Usually the programme is ready for use and does not need any particular settings. More experienced users can however configure some settings for certain personal needs by using the window below:

If only very slow connections are available, it may be necessary to set higher timeout values. The part regarding history can be used to manage the actions to be performed for the various type of mailing:
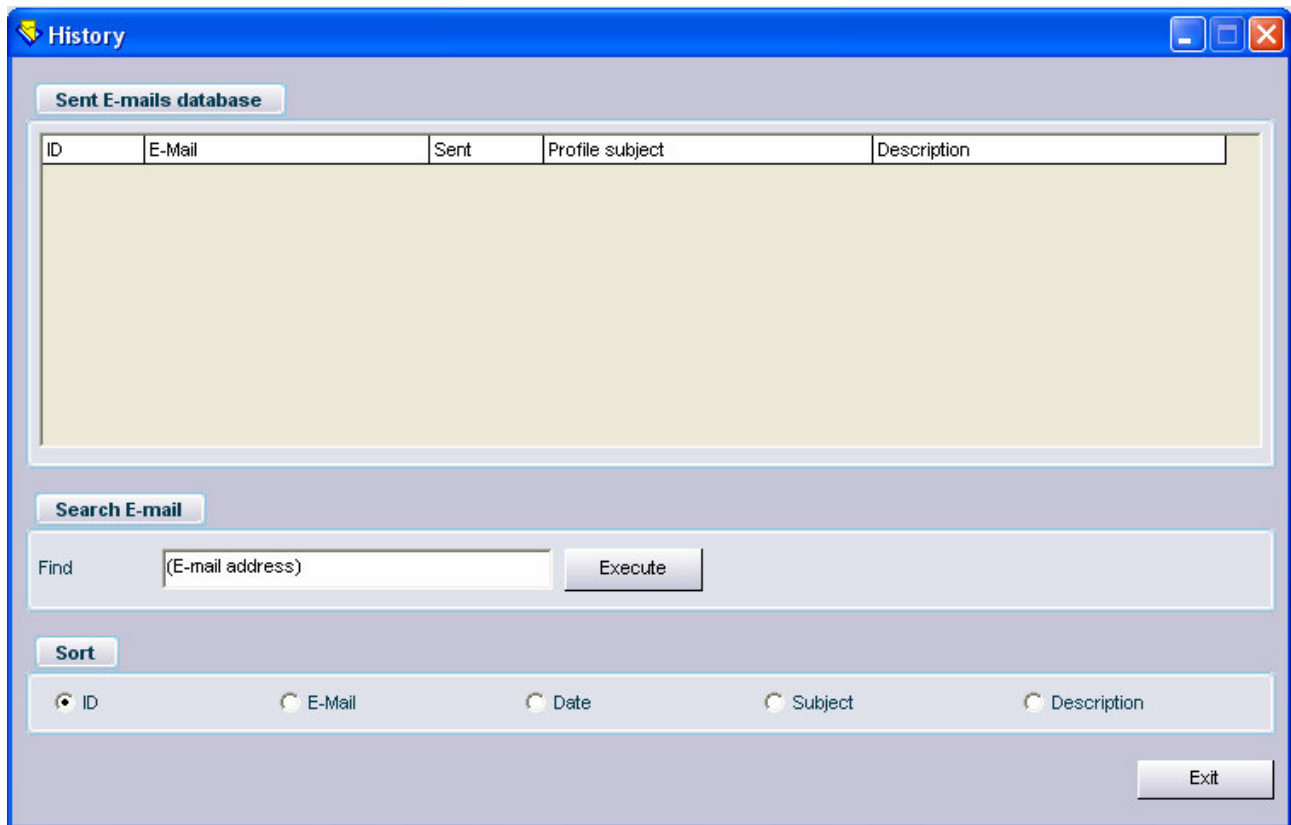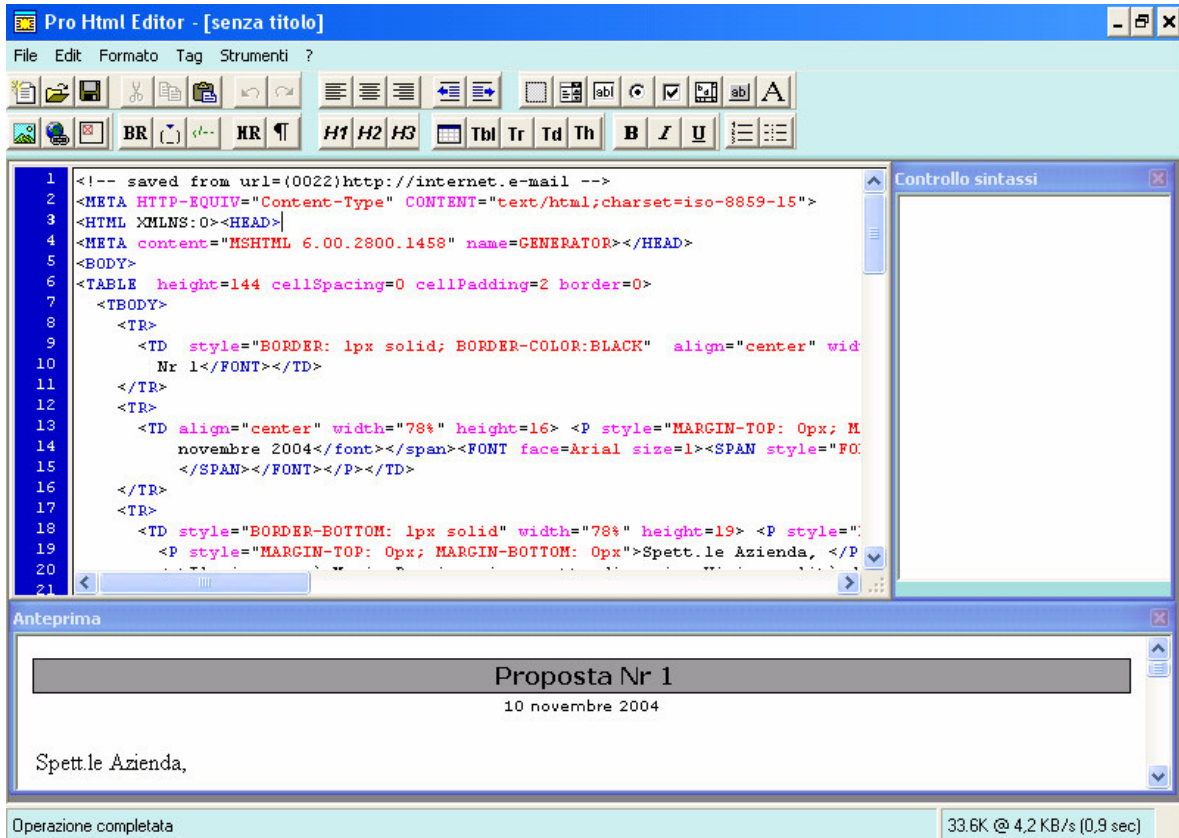
4) HISTORY

The history archive contains the list of all e-mails sent. It can be particularly useful to check if a message has been sent:

5) **HTML EDITOR**

Pro Email Sender also includes a simple HTML editor for users that are experienced in this language. To access the HTML editor, select 'HTML editor' on the utility menu and a window similar to the one below will appear:

Whoever uses integrated instruments that simplify writing HTML code, such as Macromedia Dreamweaver and Microsoft FrontPage will surely find this instrument familiar and intuitive.

6) SUBSCRIPTIONS AND CANCELLATIONS MANAGEMENT

The programme allows indirect management of subscriptions and cancellations by using simple HTML code inserted inside the newsletter:

At this point, once the newsletter has been sent, the recipients can click on the link 'I would like to subscribe' or 'I do not want to receive this newsletter'.
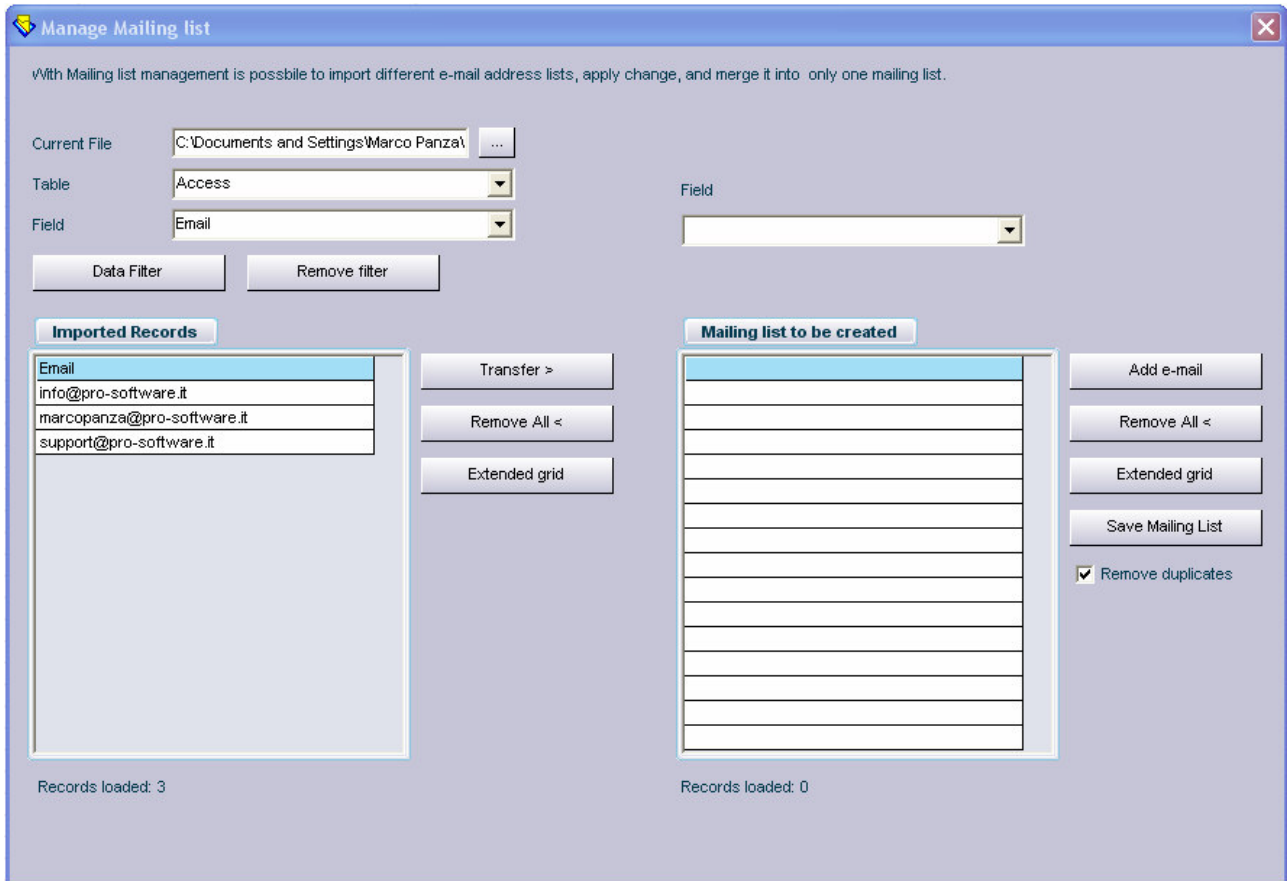
These answers will be automatically received at the e-mail address specified in the HTML code described above.
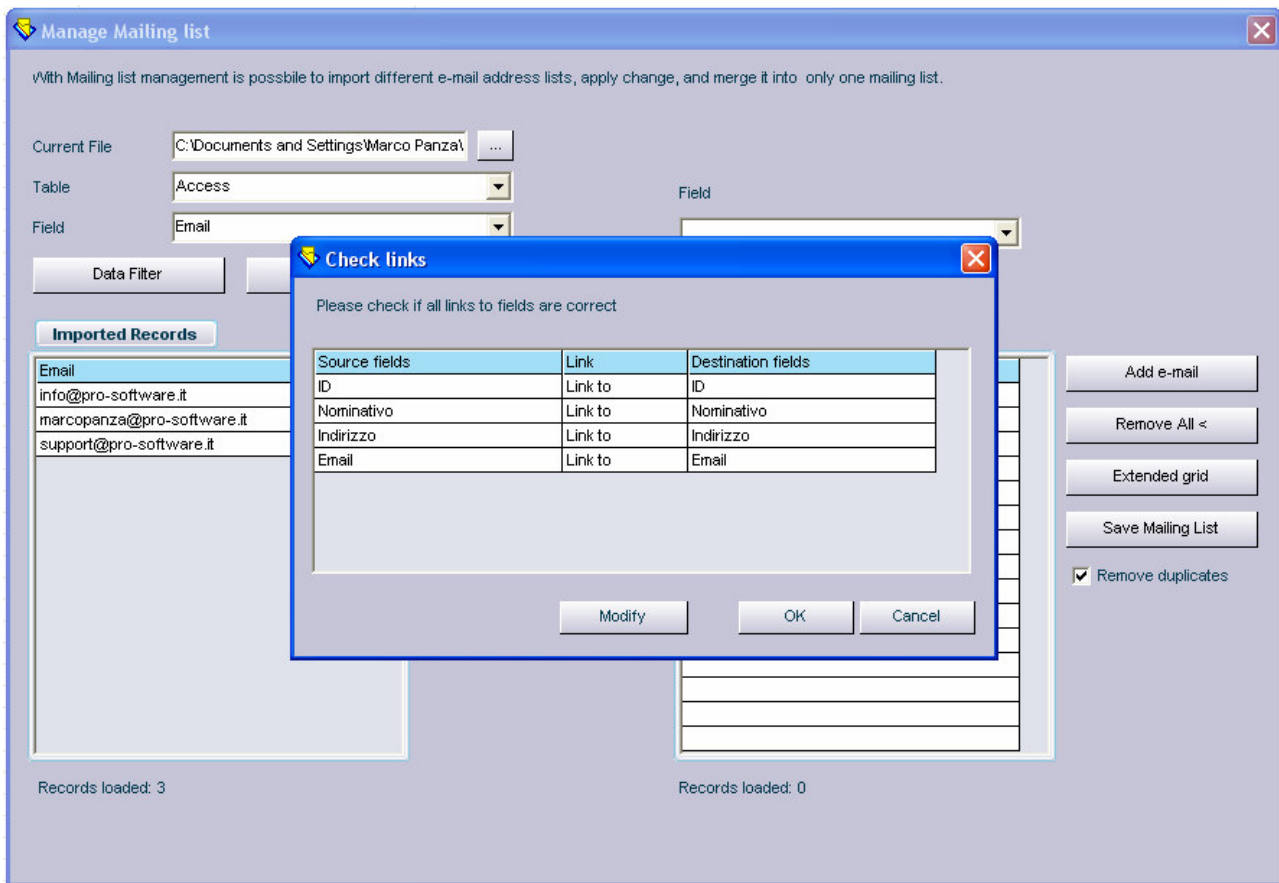
7)   MAILING LIST MANAGEMENT

Using mailing list management it is possible to create e-mail address lists by importing and elaborating data from databases of various formats.

At this point in time the programme supports importing and saving Access, Excel and Text data. The first thing to do is to import a database.

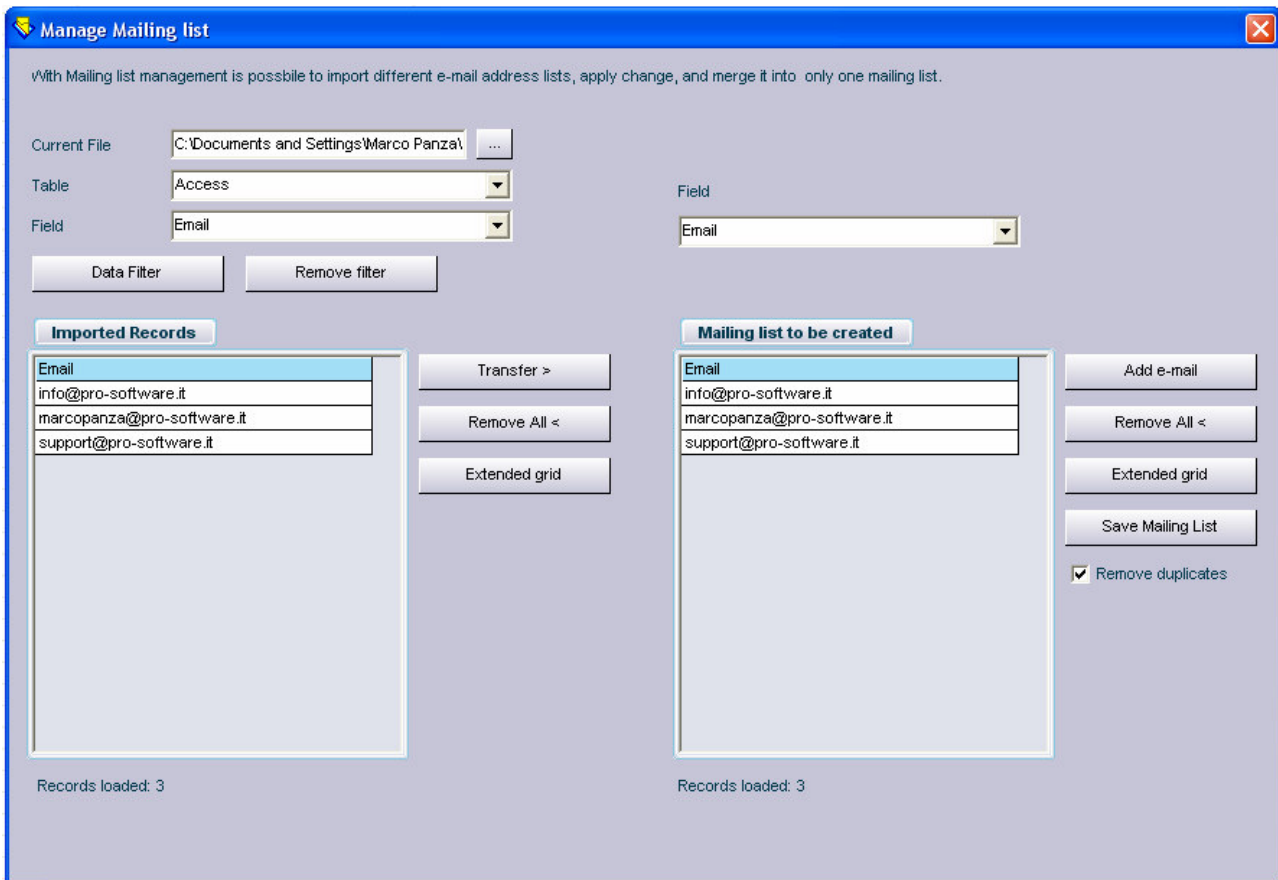In the following example, an Access database has been imported:

It is now possible to perform filters using the '**Extended Grid'** button to display the data on a full screen or the data can be transferred using the "Transfer" button.

As this is the first imported database, all links will be valid, therefore the user can press **OK**.

Whereas during following imports the database may have a different format and it is normally necessary to modify the links and assign them to the correct fields.
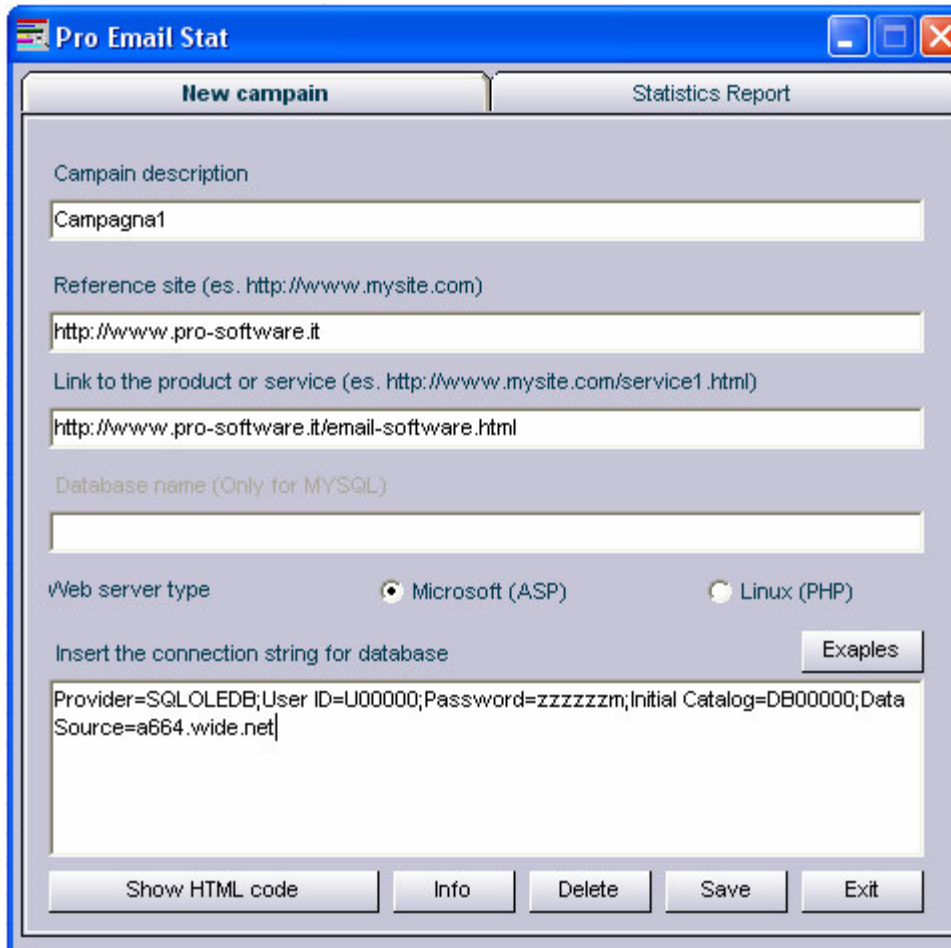

During this phase it is possible to perform several selections, such as importing another database and adding it to the current database, adding manually an e-mail address using the 'Add e-mail' button or saving the mailing list by pressing the 'Save Mailing List' button.

8) E-MAIL MARKETING

Using this module it is possible to add a small script to the newsletter to be able to monitor the number of clicks the recipient makes when he receives the newsletter.

To use this module it is necessary to have on site a SQL Server database or MY SQL. In the following example a connection script is used for a SQL Server database:
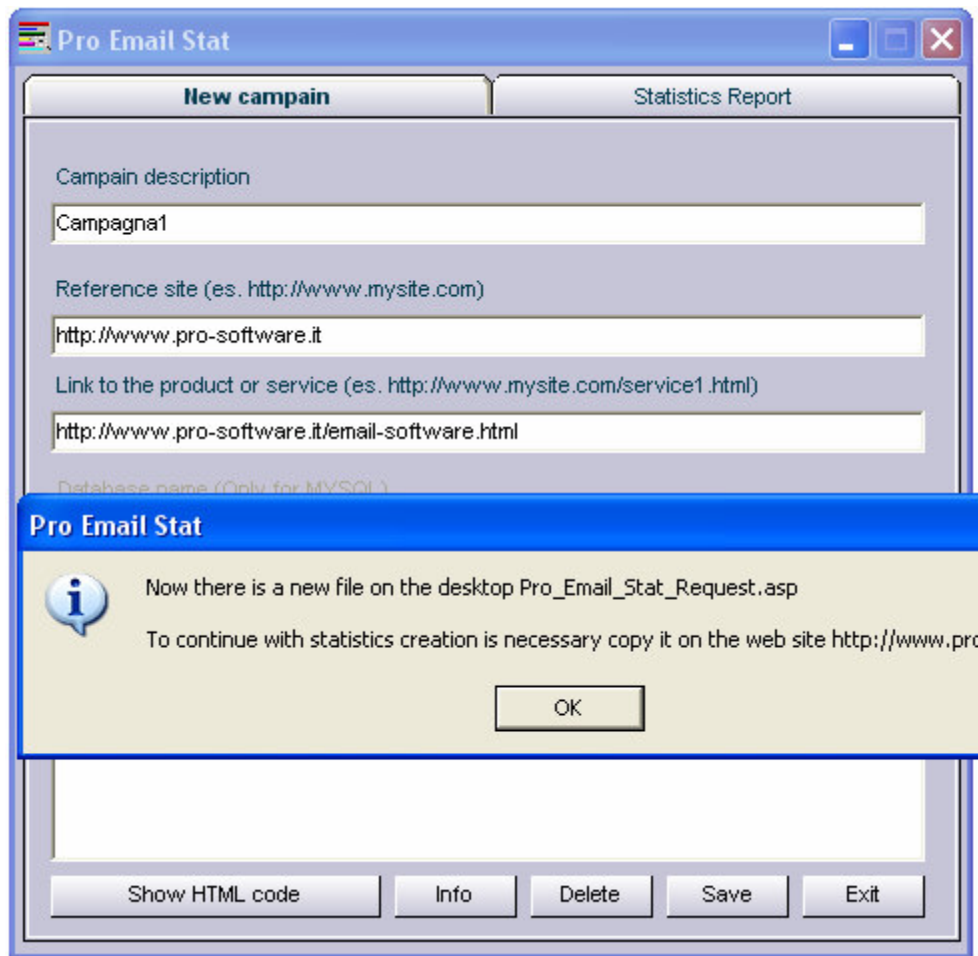

For further examples regarding the connection script and the type of database, press the '**Examples**' button.

Finally, press 'save' to display the message below:

If the connection script and other information is correct, the programme will create the .asp or .php files to be uploaded to the server.

Once the file has been copied on the server, add the visible HTML code by pressing the '**Show HTML code'** button.

The clicks performed by the user will be visible using the '**Statistical reports'** option .

9)   TROUBLESHOOTING

To avoid some errors, the following suggestions have been listed to be able to use the programme as best as possible:

1)   Before sending your newsletters, it is recommended to deactivate any firewalls or antivirus programmes to avoid compromising the programme functions.

2)   If your SMTP server requires authentication, specify the username and password using the AUTH button.

3)   Bear in mind that when HTML format is used, the images must be presented inside a web server and linked to your newsletter by the appropriate links. In other words the links to the images must not be of the type "c:\mioprog\immagini\imm.gif" but of the type http://www.miosito.it/immagini/imm.gif otherwise the recipients will not be able to display the images.

4)   To avoid problems when sending attachments, it is highly recommended to send only one attachment at a time in compressed format. The programme obviously supports sending any type of attached file but it is recommended to send only one attached file at a time. Also bear in mind that sending attachments can overload your server. Therefore, where possible, use attachments with small dimensions.

5)   Lastly, it is recommend not to send more than 50/60 e-mails at once to avoid overloading the SMTP server or to penalise the SMTP server with spam. If you possess a dedicated server this problem may not occur and a greater number of e-mails is possible.