Introduction

Logging In and Logging Out

In order to access the ListManager administrator interface, you'll need to open a web browser and point it to your ListManager URL (http://listserv.hamline.edu)

When you log into ListManager, you'll be asked for email address or name and password. Please use your email address to log in, as it will be faster. List Administrators *must* use their email address. You'll be taken to the Homepage for the last list you've worked on.

You are always logged into a single list. If you have more than one list, and you'd like to change to that list, click on the list name in the upper right hand corner of the screen. You will be taken to a menu that will allow you to select another list.

Forgotten Password

If you fail to log in to the administrator's interface, you will be prompted to click a link to have a message emailed to you that will allow you to set a new password. Note that this functionality is for administrators only; if you are not an administrator, you may have your password emailed to you if you fail to log into the discussion forum interface.

Logging Out

If you'd like to log out, click on your name next to **Login**. You'll find it in the upper right corner of your screen no matter where you are in the ListManager web interface. The next screen will give you the option of logging out, changing your login, or changing your list. Click on **Log Out** to log out of ListManager.

For security reasons, we recommend that you close all browser windows after logging out of ListManager.

Changing Your Login

If you'd like to log in as a different user, you may either Log Out and Log In again, or **Change Login**. Both options are available if you click on your name next to Logged In, located in the upper right hand corner of every ListManager web interface screen.

Changing Your List

Whenever you are logged into ListManager, you are logged into a particular list. If no lists are on the server, you must create one before you can proceed.

If you'd like to change the list you're working on, click on the list name next to List, located in the upper right hand corner of every ListManager screen. You'll be given the lists which are available to you. Or, you may click on your name next to Login, located in the upper right hand corner of your screen. The next screen will give you the option to change the list you're working on.

Introduction to the Interface

The ListManager Homepage is the first page you see when you log in. It allows you to see at a glance what has been happening recently on the list, and provides shortcuts to frequently performed tasks.

You are always logged into a list, even if you are logged in as a site or server administrator, and the information displayed on the homepage is for the list your are logged into.

The reporting statistics displayed on this page are generated by ListManager once per day, or according to the frequency set by the server administrator.

1. Login Information

Login information is at the top right of every ListManager screen.

The upper right hand corner shows you your current list, the current language you are using, and who you are logged in as. If you are running a ListManager cluster, the node name will appear as well if you are a server administrator. Click on the list name to change your list, the current language to switch to another language, and your name to log in as another user.

2. Navigation Bar Tabs

You can navigate between the major areas of ListManager by clicking on one of the Navigation bar tabs.

Home
You can always return to the homepage by clicking on the Home tab.

Members
Members are the email addresses ListManager sends mailings to. From the Members tab, you may add or import members, find and edit members, or delete them.

Content
A mailing consists of two parts: the content of the message, and the segment you'd like to send to. Clicking on the Content tab allows you to view, create, copy or delete content.
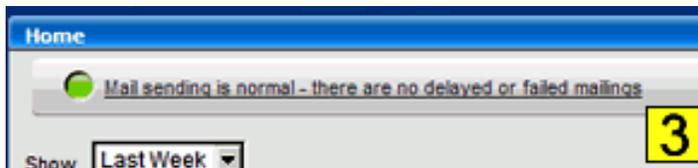
Mailings
A mailing combines content and segments to send an email to recipients. Alternatively, you can create one-off mailings without first creating content or segments. Clicking on the Mailings tab allows you to view, create, copy, test, schedule, approve, or delete mailings.

Reports
Once you've sent out a mailing, you'll want to see its progress and how successful it's been. By clicking on the Reports tab, you can also view clickthrough statistics, and information about your membership.

3. Mailing Status

This box displays the current mailing status of the list, and the number of active, normal members.

If there are no problems sending mail, ListManager will display a green icon with a message indicating mail sending is normal.

If a mailing could not be generated as expected (no recipients to send to, or a corrupted message) ListManager will display a red icon.

To clear the warning, click it to be taken to a list of unprocessed incoming mail messages. Scroll down to Status, check the box next to "acknowledged", and click *ok*.

This box displays any system-wide messages from the server administrator. If there are no notices, this box will not appear. The server administrator may enter a message to be displayed here in Utilities: Administration: Server: Server Settings: Basic Settings: Interface Messages.

4. New Mailing

You can begin creating a new mailing by clicking this button.

5. Recent Mailings

This area displays the recent mailings and deliverability status for the list that is named in the upper right corner of the screen. To display a mailings from a different time period (for example, last week or last month) or a particular campaign, click **Show**, and then choose from the list.

Mailing Name: The title of the mailing displayed. To view another mailing, select it from the drop-down box and click **REFRESH**.

ID : A unique identification number assigned to that specific mailing.

Sender: The name that appears in the message From: field.

Status: The status of this mailing. The possible statuses are:

> *Active* - Recipients are pending delivery.
>
> *Paused* - The mailing has been paused by an administrator.
>
> *Completed* - Delivery to all recipients is completed.

Sending Results: Each mailing has a colored gauge that lets you know its deliverability status. The colors represent the percent of the mailing in each of the major statuses:

Successful Sends: The number of emails that were successfully received by recipients.

Soft bounces: Email that has bounced back to the sender undelivered after it has been accepted by the recipient's mail server.

Technical failures: Technical failures are failures of the delivery of email due to problems on the receiving equipment or infrastructure, such as DNS resolution issues, connection timeouts, greylisting, or server errors due to non-user specific disk space problems.

Uncategorized failures: A failure that doesn't easily fit into one of the other categories.

Invalid Users: For some reason, the email addresses are not legitimate ones (this is often caused by spelling errors).

Content Blocks: Content blocks are responses that indicate that the message is rejected for issues detected by a content filter. The filter may conclude that your message contains spam-like content, non-RFC compliant content, blacklisted URLs in the content, etc

MailStream blocks: You can learn more about MailStream blocks here.

End User complaints: Spam complaints made about the mailing.

Recipients remaining: The number of recipients for a mailing that are current pending in the Active Recipients queue. These users may not have been attempted yet, could be in retry due to transient delivery failures, or could be inactive due to a block by the destination ISP.
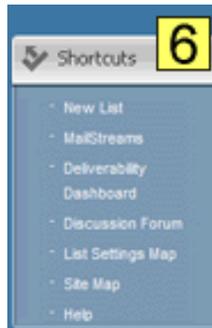
Date Sent

The date and time the message was queued to be sent.

"Overview" command

Click the **Overview** command for a mailing to go to the Mailing Overview page for that mailing.

6. Shortcuts

This bar displays links to commonly performed tasks. The links available here will vary according to your administrative permissions. For example, the link to create a new list only appears for site and server administrators.

7. Preview

Display a preview of the mailing selected in the area above.

8. Mailing Statistics

All trends indicate whether the percentage or number expressed increased or decreased since the last mailing.

Unsubscribes	0 (0%)
Forwards	0
Referrals	0
Unique Opens	1
Total Clicks	0
Unique Clicks	0 (0%)
Transactions	0
Conversion	0%

Unsubscribes
\# - The number of unsubscribes attributable to this mailing. ListManager is able to attribute unsubscribes to a particular mailing if the mailing uses the %%email.unsub%% or %%url.unsub%% tags to unsubscribe members. Click this number to be taken to a chart comparing recent unsubscribe counts.
% - The number of unsubscribes as a percentage of the number of successful deliveries.

Forwards
The number of forwards recorded for this mailing. A forward is a message that has been opened on computers with different IP addresses. Forwards tracking requires that you have opens tracking enabled. Click this number to be taken to a chart comparing forwards for recent mailings.

Referrals
The number of referrals recorded for this mailing. Referral tracking requires that you have refer a friend tracking in your mailing. Click this number to be taken to Reports: Mailings: Referral Statistics.

Unique Opens

- The number of unique opens detected for this mailing. Opens tracking must be enabled for unique opens to be displayed. Click this number to be taken to a chart comparing recent unique open rates.

% - The number of unique opens as a percentage of the number of successful deliveries.

Total Clicks

- The total number of clickthroughs for this mailing on all links. At least one URL must have been a tracking URL for clickthrough rates to be counted. Click this number to be taken to a chart comparing recent total clickthrough rates.

Unique Clicks

- The number of recipients who have clicked at least one link in the mailing. Click this number to be taken to a chart comparing recent unique clickthrough rates.

% - The number of recipients who have clicked at least one link in the mailing as a percentage of the number of successful deliveries.

Transactions

- The number of purchases recorded for this mailing. Purchase tracking must be enabled for transactions to be counted. Click this number to be taken to a chart of cumulative purchase over time.

$ - The amount purchased as a result of this mailing.

Conversion

% - The number of recipients who made a purchase as a percentage of the number of successful deliveries.

Where Mails Sent

Opens the Map Report, which displays a breakdown of results according to state or province.