Street Mail Eu

The sole **Email-Promotion Service** in the network of European street and circus arts.

MANUAL

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1. SYSTEM OVERVIEW

Welcome to the STREET MAIL EU Manual. This first chapter will explain what Street Mail Eu is used for and give you a basic overview of how it works.

WHAT IS STREET MAIL EU?

Street Mail Eu is used by Performing Arts Operators for sending email newsletters, announcements and notifications. It is designed to send a single message (a **campaign**), by email to large numbers of recipients (**subscribers**).
Street Mail Eu organise subscribers into **21 lists** and you can import others email addresses from your email account, blog or database.

Campaigns are composed in a web interface and can be **personalised** using plain text, HTML and templates. Unique links **allow subscribers to join or leave** lists easily.

Once a campaign has been sent, Street Mail Eu will show **statistics** about it. This will include **opens/views** (who read the campaign), **clicks** (who clicked which link in the campaign) and **bounces** (which addresses were incorrect and delivery failed). Bounced mails and unsubscribes are automatically removed from the system, which will benefit future **delivery of campaigns**.
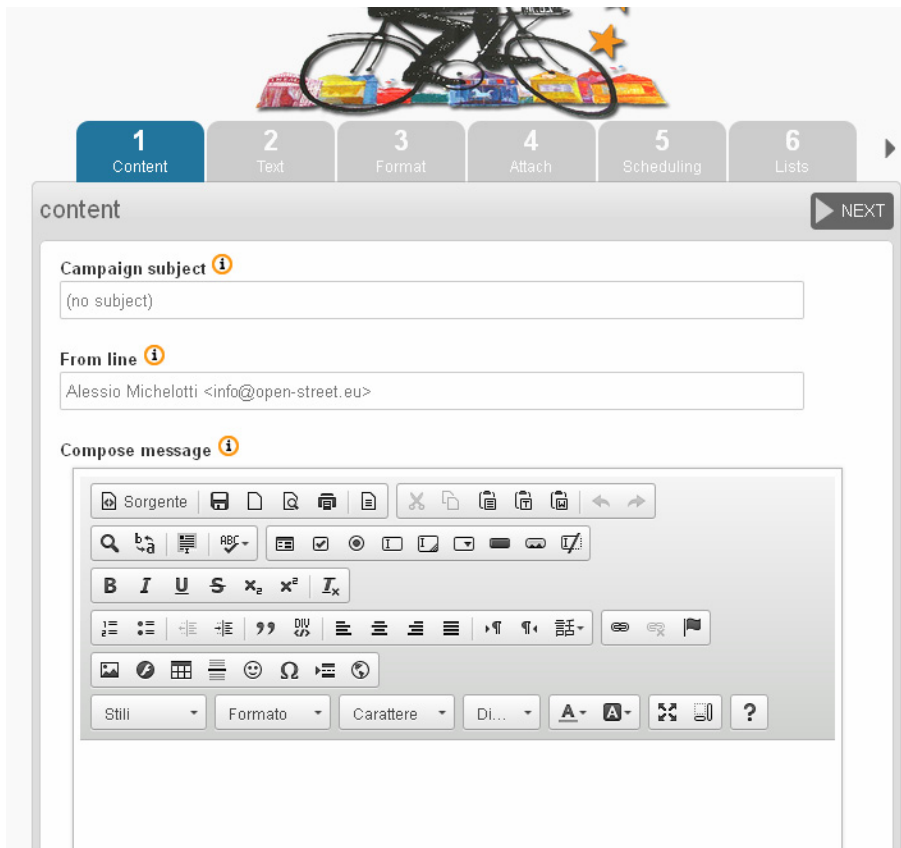
Street Mail Eu is based on phpList Open Source Software and it is published under the AGPLv3 licence.

A QUICK TOUR OF STREET MAIL EU
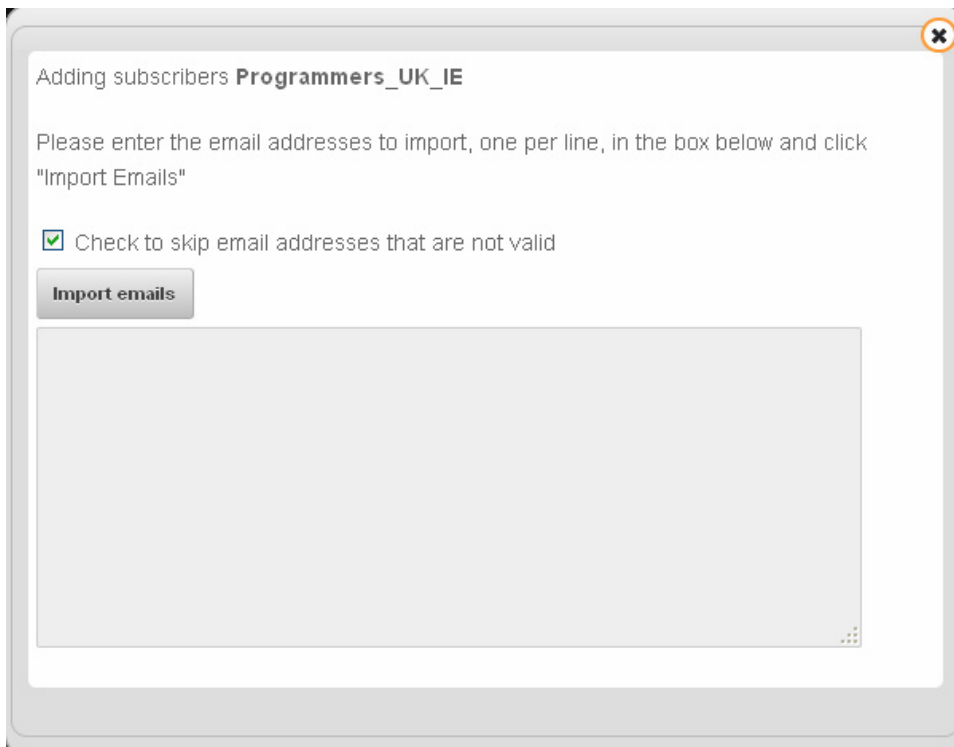Street Mail Eu has an attractive web interface and a wealth of features to explore.

Campaigns
Composing and sending campaigns is achieved by following a step by step process.

Subscribers

In Street Mail Eu you upload your contacts once and the information is ready to use every time you send a campaign.

Simply choose which list you want to send to when you create your campaign.

Subscribe pages

Subscribers can sign up to your lists though subscribe pages, which are fully customisable.

...and can be integrated with your website.

Campaign Statistics

You can view basic or detailed statistics about every campaign you send to help you learn more about your subscribers.
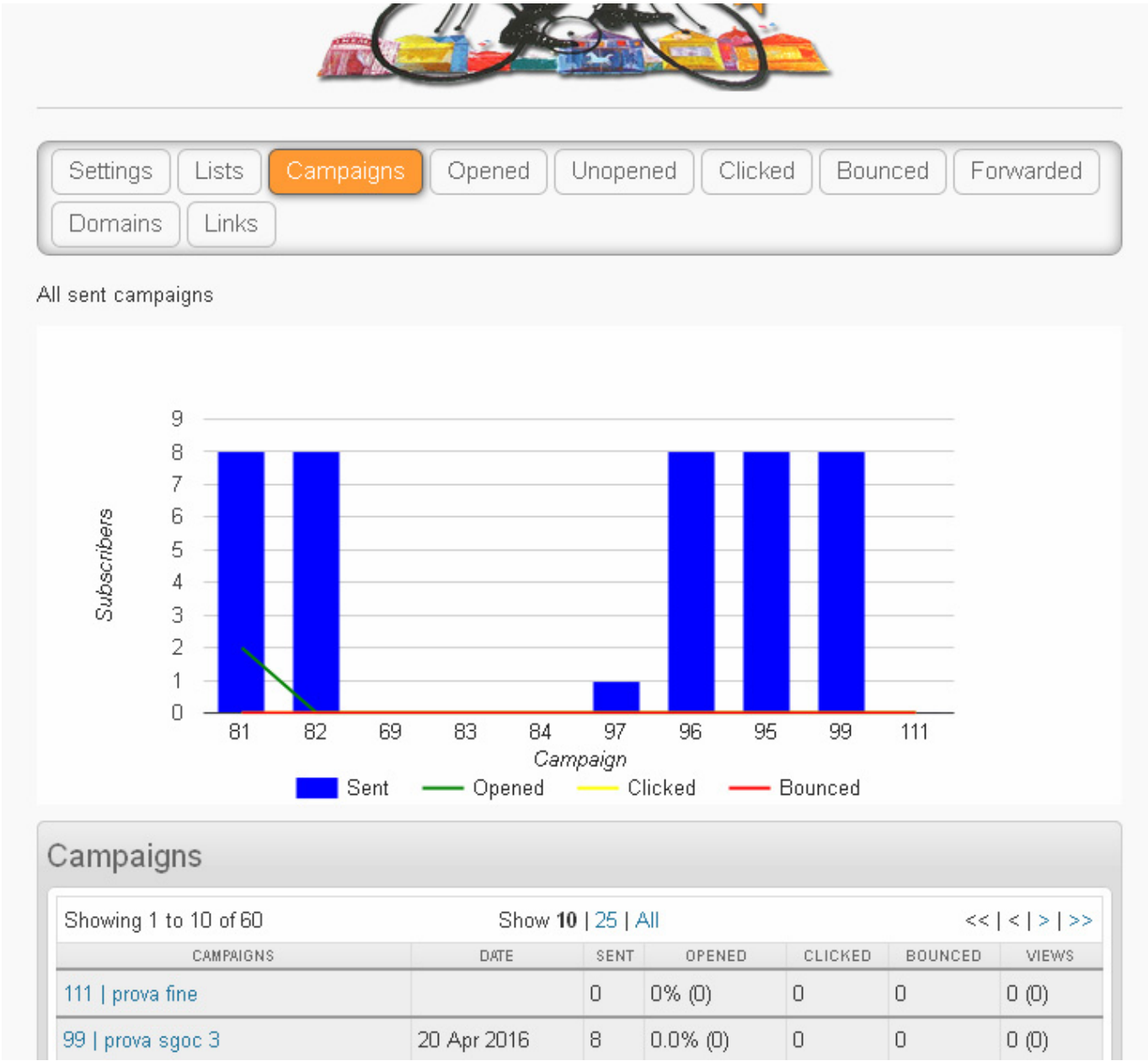
2. ABOUT THIS MANUAL

This manual has been written by the Open Street aisbl Staff, individual volunteers. The manual is aimed at users with average tech skills who are starting at the beginning with Street Mail Eu.

Software is not static, it continuously changes. Street Mail Eu is no different from other software, in that it is regularly updated to fix issues, add new features and respond to a changing environment of browsers and internet technology. This manual attempts to provide you with a guide to how Street Mail Eu works, but the version you are using may be different from what is described here. The manual should help you to work Street Mail Eu in a general way, but you may need to interpret it for your situation to make Street Mail Eu do what you want it to do.

Most chapters will walk you through a task, with a screenshot for each stage. It may be that you only require assistance with one aspect of a task, in which case skip ahead.
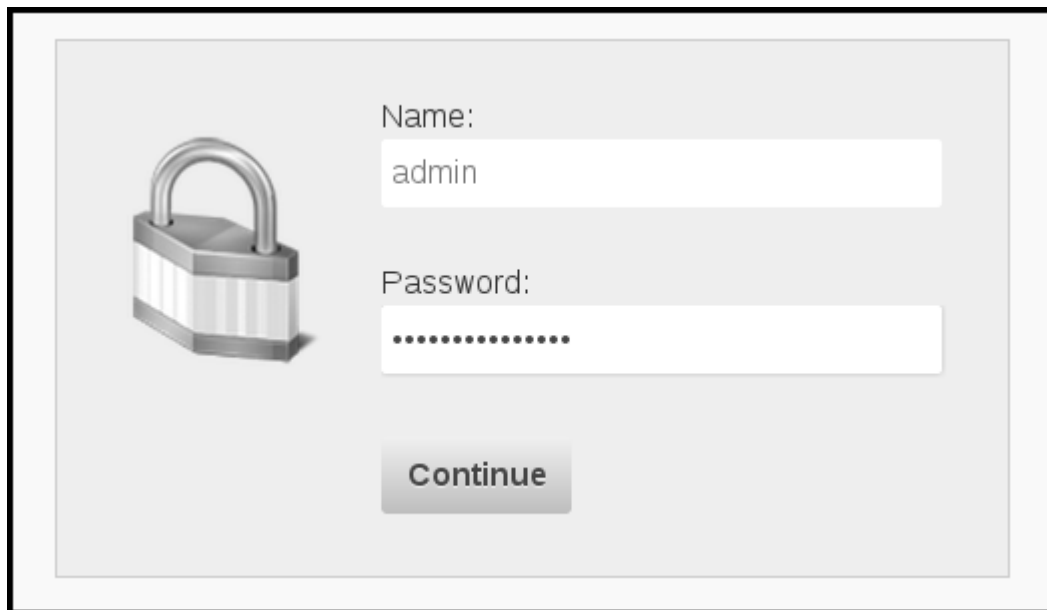
In this manual, words in **Bold** generally mirror the word in the application itself. Additionally, each level of a menu is signified with a >. If you need to go to Subscribers in the main menu, and then click Add new in the sub menu, the we would annotate this as **Subscribers** > **Add new**.

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3. LOGGING IN

The first thing you do to use Street Mail Eu is log in. This chapter assumes that you already have an user name and password.

HOW TO LOG IN TO STREET MAIL EU

Street Never Eu is reserved for members of Open Street aisbl. Therefore, to use the software you must first register at http://www.open-street.eu as members, paying the membership fee.To log in, enter your **Open Street Username** in the **Name:** box and **OS password** in the **Password:** box, then click **Continue**.

When you have successfully entered your username and password you will see the page you were trying to access. In this case, the **Dashboard**.
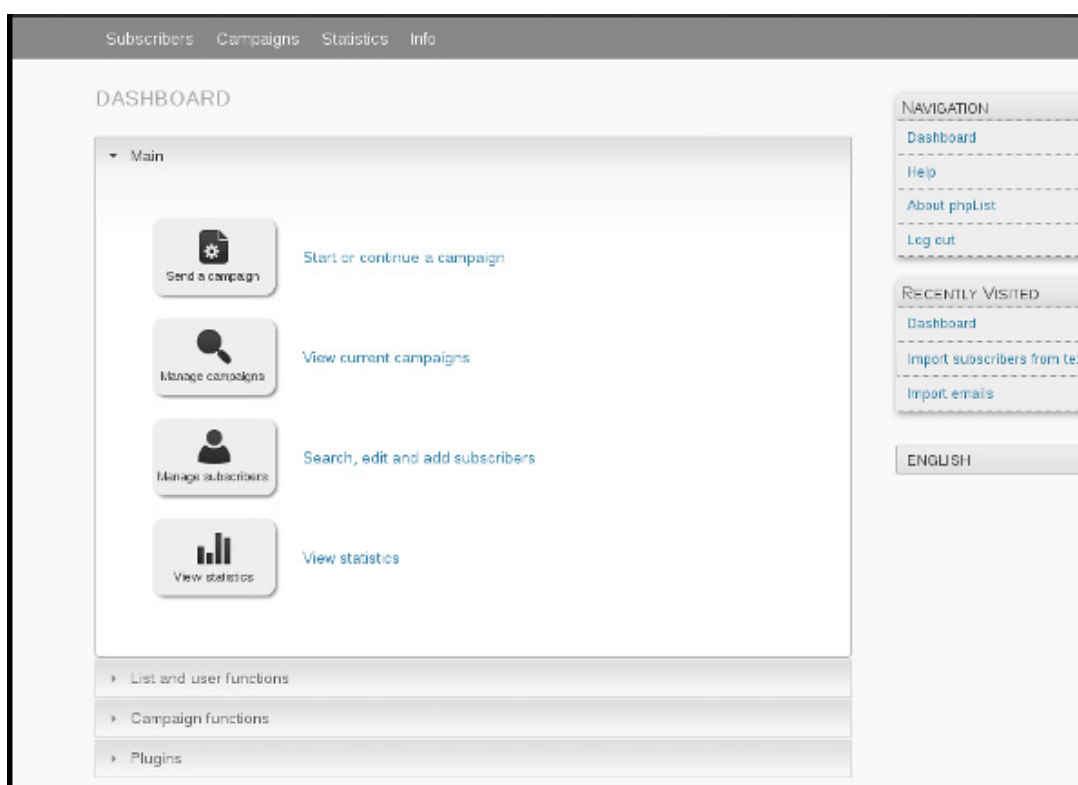
HOW TO LOG OUT OF STREET MAIL EU

The **Logout** button will always display in the top right of your installation.

Remember to logout when you are not using Street Mail Eu: your installation contains the personal data of your subscribers and it is your responsibility to keep it secure.
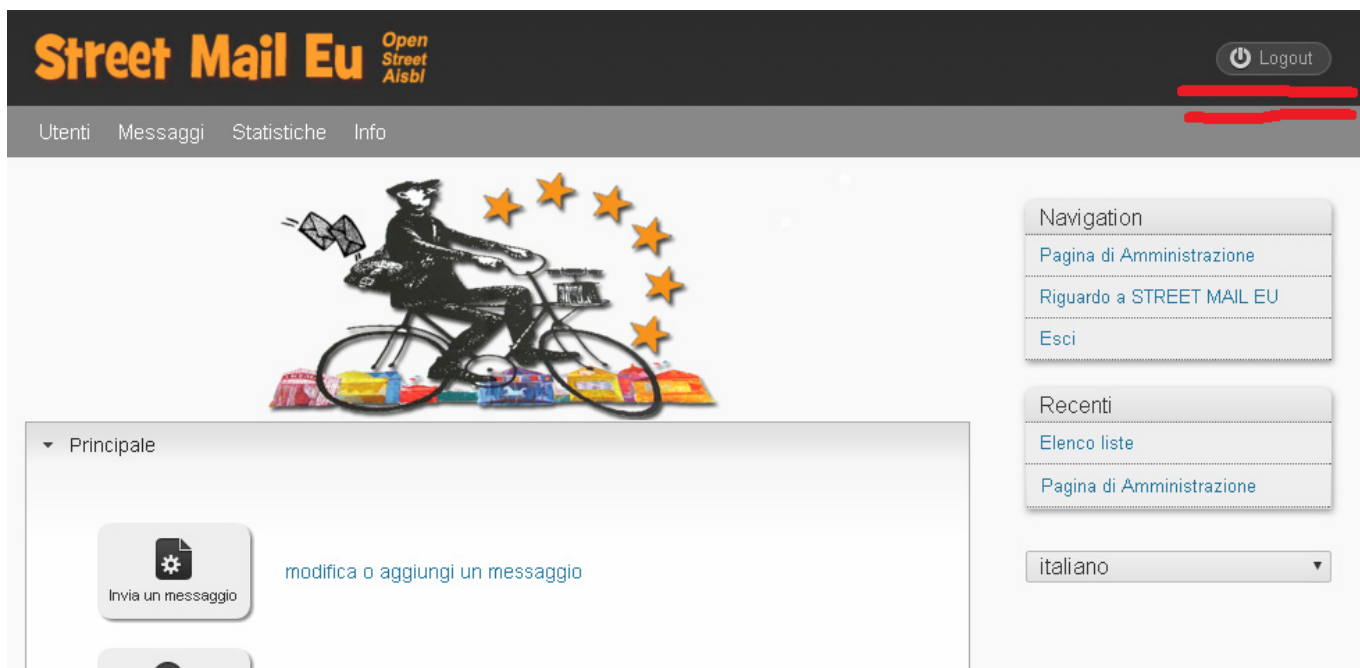
4. USE OF LISTS AND ADDING OF SUBSCRIBERS

Recipients enrolled in Street Mail Eu are split into 21 sending lists, in which any user can add additional contacts (which will remain reserved to own use), making sure to be authorized by them for sending of e-mail communications.
The splitting of lists follows a geographical principle:

(a) United Kingdom & Ireland
(b) France & Belgium
(c) Baltic Area
(d) Eastern Europe
(e) Central Europe
(f) Southern Europe
(g) Rest of The World

as well as a typological principle:
(1) Artists and Production Companies
(2) Festival, Agencies and Programmers
(3) Schools and Services

For every mailing the user can decide whether to send own newsletter to all lists or only to part of them.

ADD SUBSCRIBERS TO STREET MAIL EU BY COPY AND PASTE

We now need to copy our list of subscribers, then we click **Add some subscribers.** This will bring us to the **Import Subscribers by Copy and Paste** page. Once this page is complete, click **Save**. You can edit this page again later if you need to.
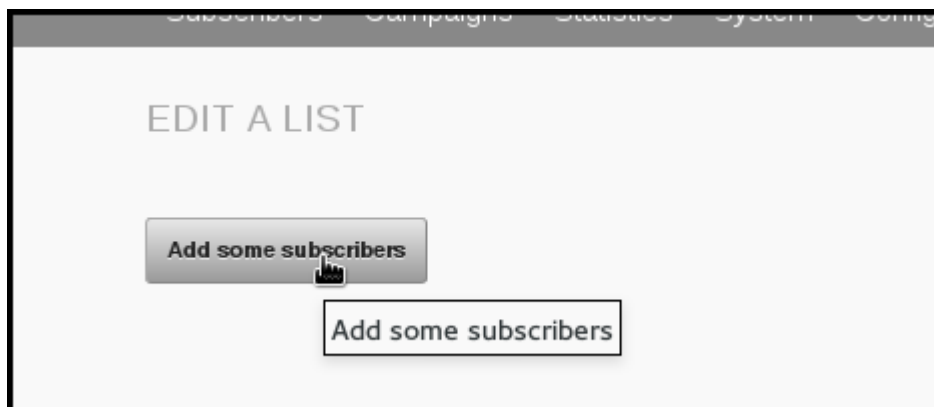
You can add addresses by copying from any kind of source !
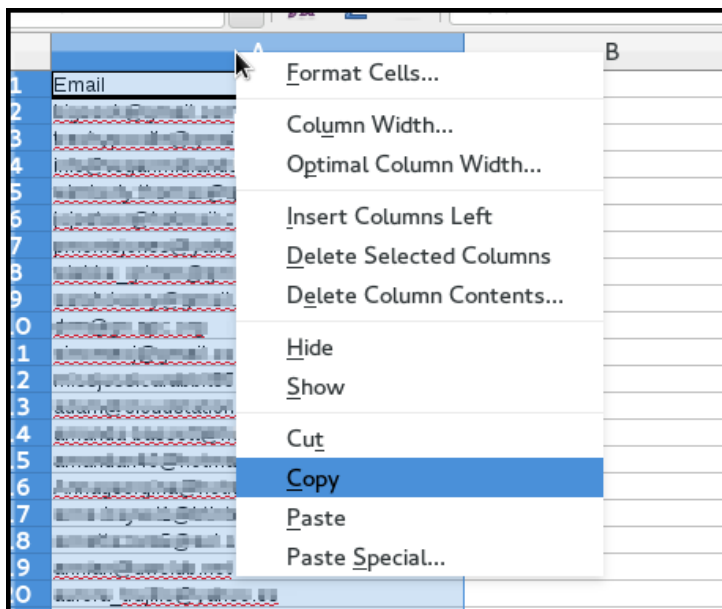
Then, returning to Street Mail Eu, we right click in the input box and select **Paste**.
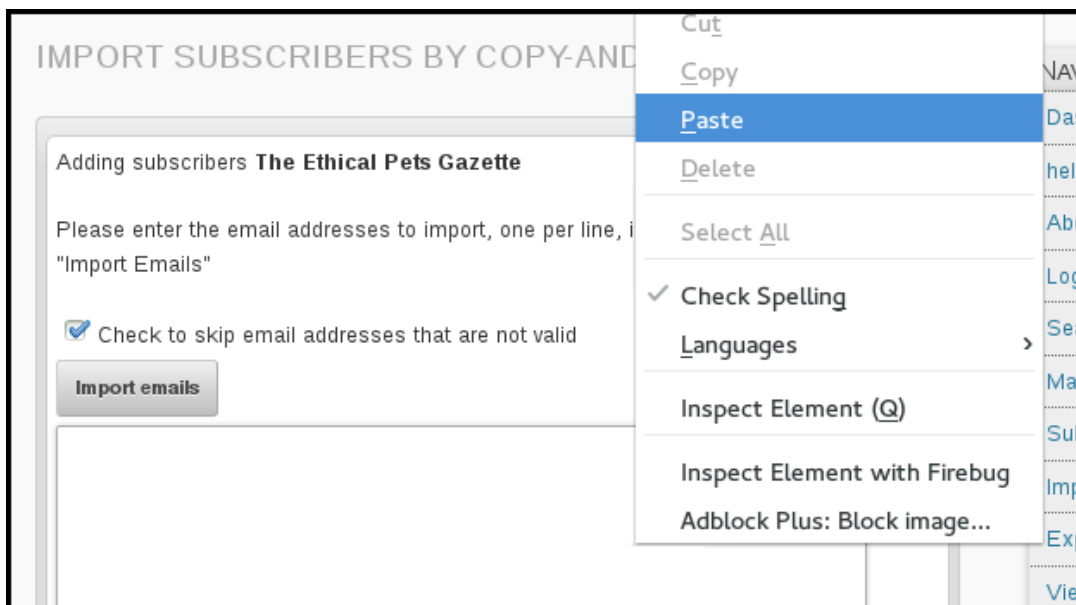
Finally, we click **Import emails**, and we are informed of the results of our import,

ASKING AND ASSUMING PERMISSION

Before you start to insert subscribers, take some time to consider who you add. A healthy email list is full of people who *want* to receive your mail: they should have given you their email address voluntarily and ideally been asked for permission before you add them to the system.

There are legal requirements in some countries which reflect the importance of informed or assumed permission, for example, anti-spam laws in Europe.

Check out our information on the European Union's anti-spam laws and also explore the individual laws of seperate European nations: http://www.spamlaws.com/eu.shtml

5. COMPOSING YOUR FIRST CAMPAIGN

In this chapter we will talk through composing and sending a very basic email campaign, which contains a simple piece of news and a single image.

GETTING STARTED

To start a new campaign in Street Mail Eu, navigate to **Campaigns** > **Send a campaign** from the main menu.
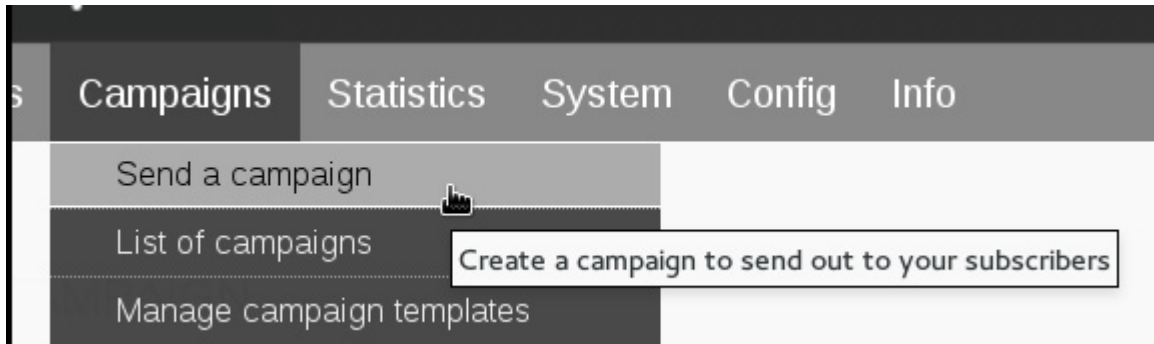
This will open up a five-tab dialogue which will guide you through the build-and-send process. *Please note that various settings and plugins add more tabs.*

Message composition of the campaign is done in the first tab - the **Content** tab.

The Content Tab

There are three tasks to complete in this tab. You must write your **subject**, edit the **From line** and create your message in the **compose message** window.
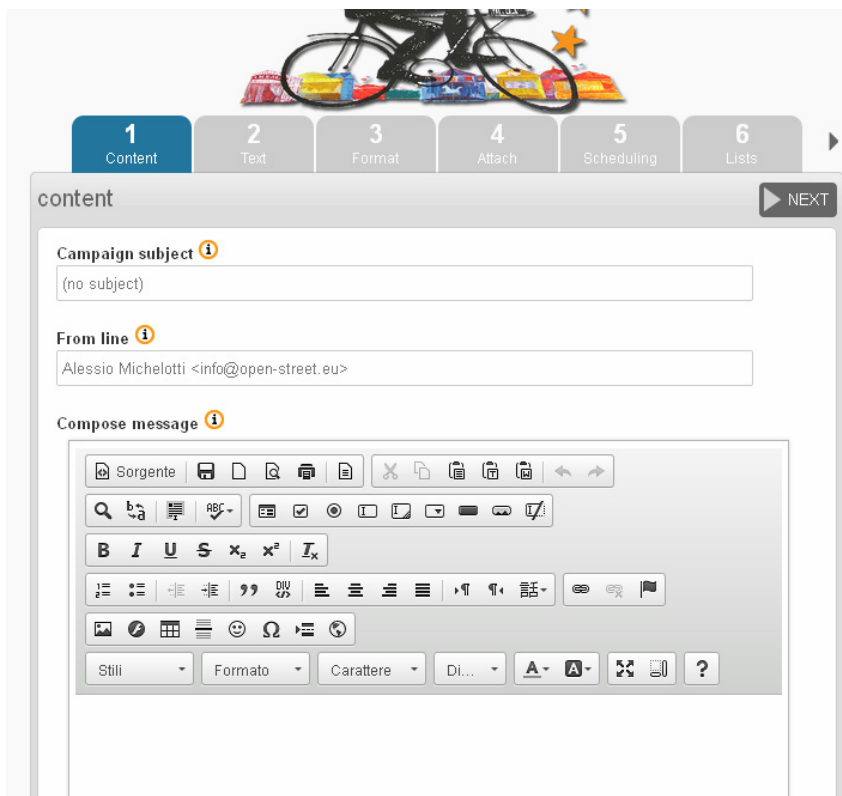
SUBJECT LINE

The subject of the email is the first thing that your subscribers will see, so it's very important. Make sure that your subject line:

Is *honest* about the content of the email
Avoids spammy sounding words or phases (Free, hot, opportunity, risk free, etc)
Is less than 50 characters long if possible
Is eye-catching and appealing
Is easy to understand, with a clear meaning or appealing hint
Contains a "call to action" if possible/appropriate (so Read, Buy, Sign, Donate)
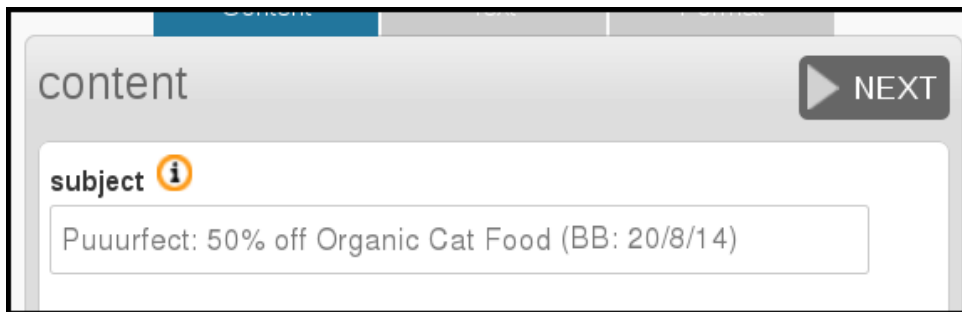
Sometimes you will have to compromise, prioritizing some of these points above others.

THE FROM LINE

In Street Mail Eu the From line information is auto-filled from settings in your system configuration, and is formatted DENOMINATION <email>.
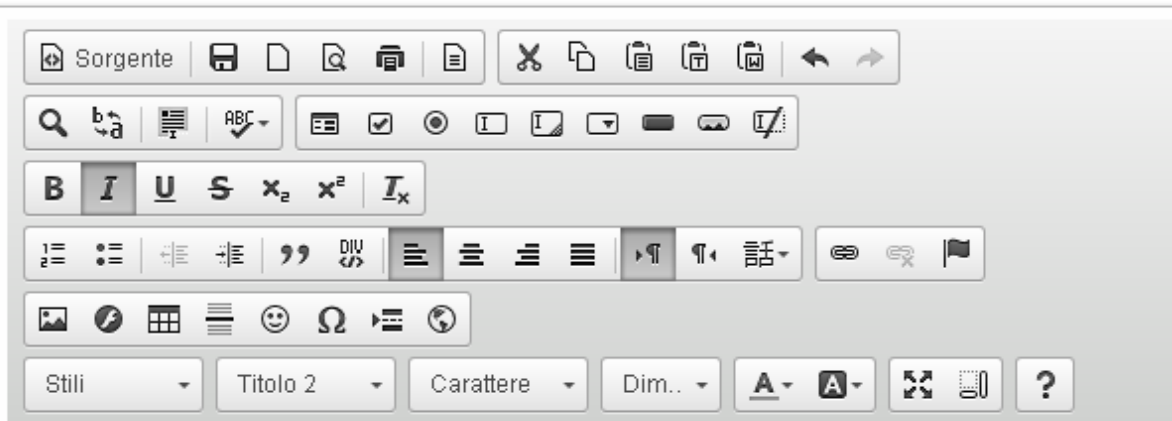
With Street Mail Eu your email will be sent with your own sender address. However, in order to ensure a proper anti-spam procedure, the message will be associated with an alias address in the form your user_name@open-street.eu . In this way the delivery to the recipients will be guaranteed. All recipients will only display your official denomination (as recorded on Open-Street.eu) and any reply will always and only go to your email address that you have indicated as sender at the time of service purchase. In case your correspondents may identify the alias address, which is always and in any case associated with your email box, any communication/reply will be forwarded to your email address, not being the alias able to store messages.

THE CONTENT

The next step is to compose your message. In this example, we will compose the message directly in the Street Mail Eu **Content** window.

The composer plugin installed in Street Mail Eu is **CKEditor**, one of the highest performing What-You-See-Is-What-You-Get (WYSIYWG) composer plugin available on the web.You will be able to edit in a way that is similar to a Word-Processor or a blog site. In the example below, we have composed our text, and are using the **Italic** button to draw attention to some text.

ADDING AN IMAGE

The simplest way to add an image to your campaign is to embed one from your website, or from an external source such as Wikimedia Commons. To do this you need to find the URL of the image from your site.

Depending on your browser, this may be done by right clicking on the image and clicking **Copy Image Location** or similar (in Internet Explorer it may be under right click **Properties**).

16 Members of the street theater group Royal De Luxe move the Little Giantess, now dressed in a yellow slicker, in front of the Rote Rathaus in Berlin, Friday, Oct. 2, 2009. (AP Photo/Maya Hitij) #
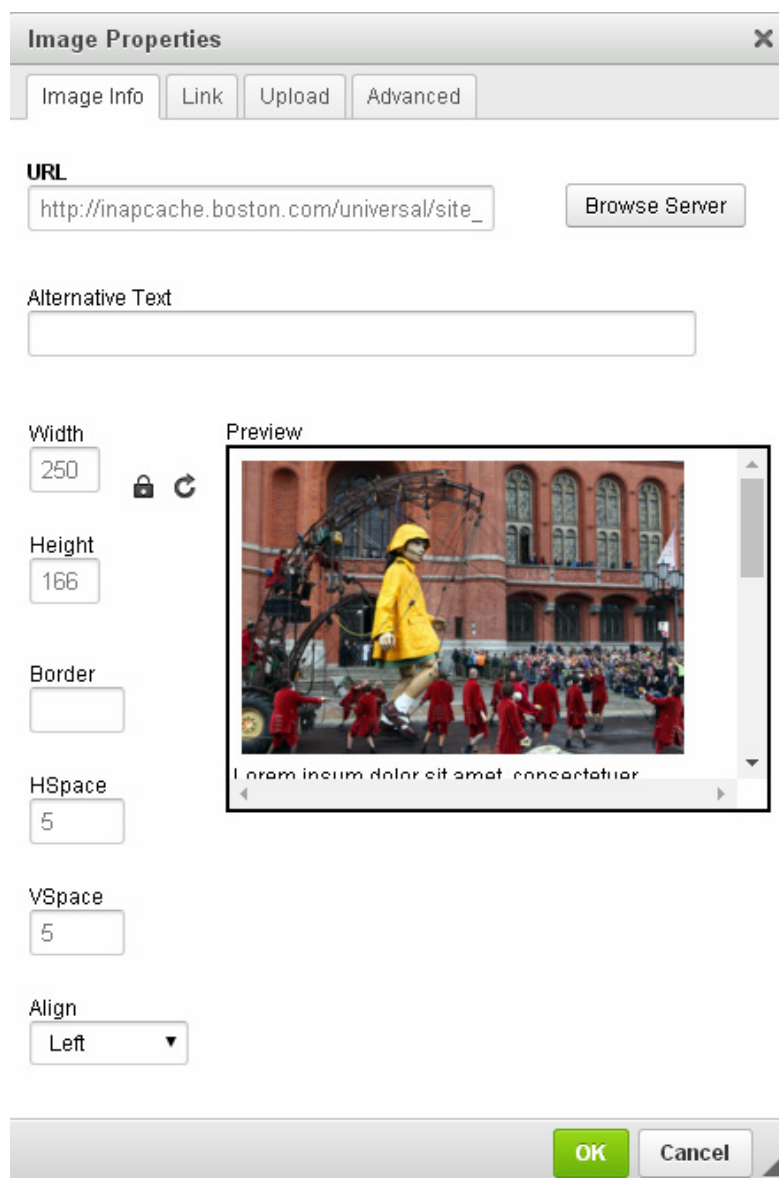
Then, in your Street Mail Eu window click the **Insert/Edit** Image button in the CKEditor toolbar.

You will then see the **Image Properties** dialogue.

Paste the image url into the **URL** box (highlighted in red below) by using control-v or right click **Paste**. You should see the image in the **Preview** box below. If there is an error, the most likely culprit is the URL.

Image formatting and metadata

You should include an **Alternative Text** for the image. This will show in place of the image when the image is suppressed by the recipients email software, which is quite common. A good alternative text helps encourage your reader to decide to view the images in the email: this in turn makes your **Campaign Statistics** more accurate.

You may also wish to change the display size of the image, Width and Height was adjusted automatically when the **Lock Ratio** padlock is locked. You can also chose to **Align** the image, in this case we chose **Left**, to make it display on the left hand side of the email. We also gave it an **HSpace** and **VSpace** of 5, which added 5px (just a little bit) of space between the email text and the image.

Once you are done, click **OK.**
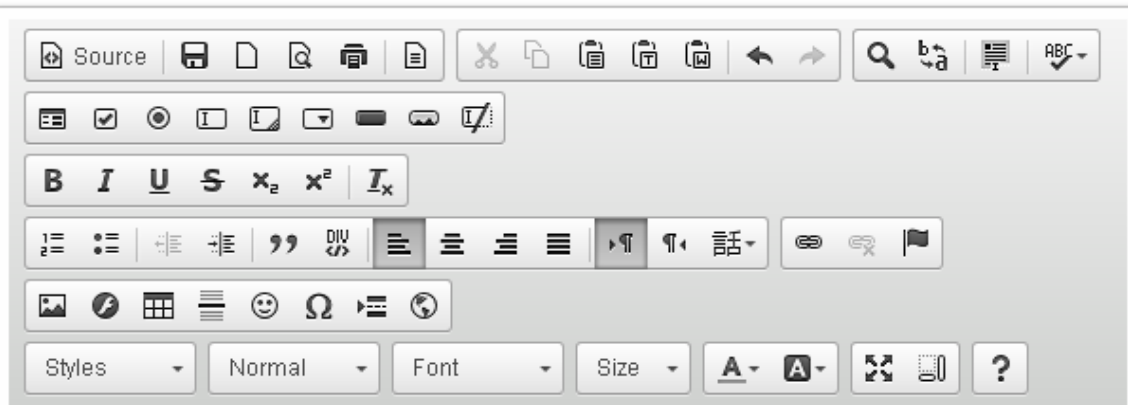
You will now see the image displayed in your email. If you wish to edit it again, right click the image and click **Image Properties**.
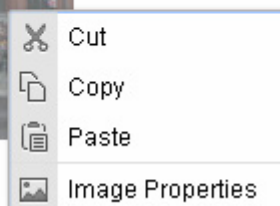
CREATING A TEXT LINK

Now a link to the store was needed, to show subscribers where to find more info about you. To create a link, first highlight (with your cursor) the bit of text that you want to become a link:

Next you click the **Inset/Edit Link** button

Compose message ⓘ

Source | B | I | U

Dear Cats (and your a [Insert/Edit Link] an servants)

Good news!

Some silly human types at Ethical Pets have accid

Yarrah Organic and MSC certified dry cat food (the
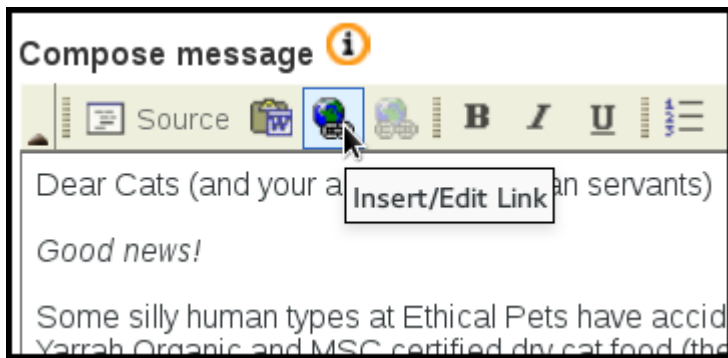
Finally, you paste the URL of the page you wish to link to into the URL box, and press okay.

"best before date." The date, which is the 20th of August, is the last day

Link   ⊠

Link Info | Target | Advanced

Link Type
URL

Protocol | URL
http:// | me/58-yarrah-organic-dry-cat-food-fish-3kg-reduced.html

OK | Cancel
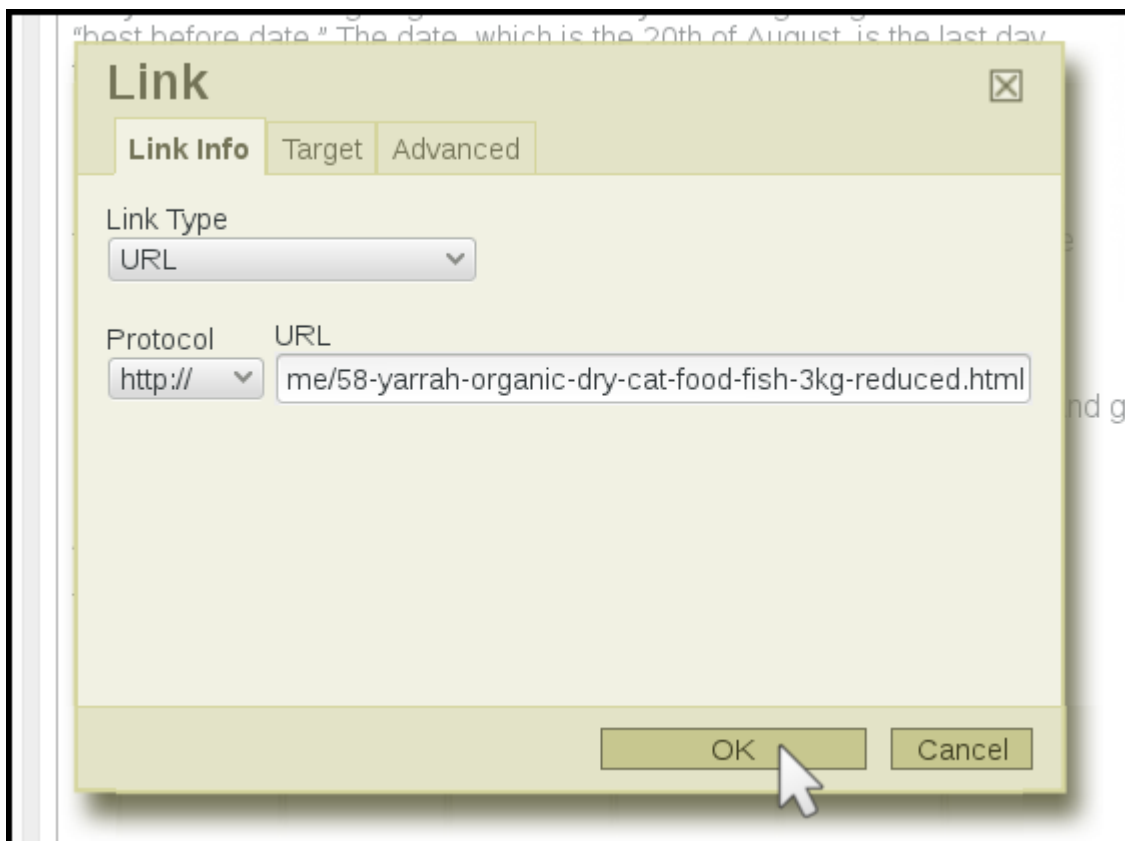
When your subscribers receive your mail they will see the link, as below, and will be able to click the text to go directly to your website. In your campaign statistics you will see how many clicks you had.

d cute, they might click here and get you sor
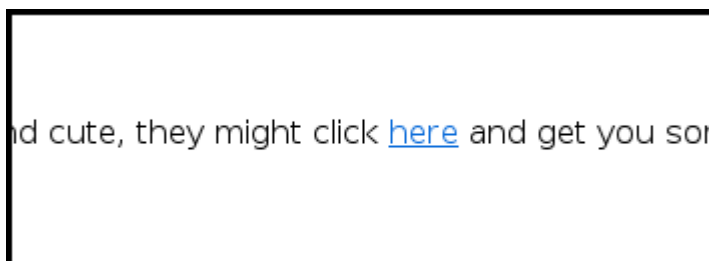
Once you have finished composing your message, you are ready to move onto sending your campaign.

CHARACTERISTICS OF EMAIL

A lightweight communication is the best tool to ensure the effectiveness of the message. Mail sent through Street Mail Eu cannot exceed 250 kb in total (this refers, in particular, to the size of attachments).Test your campaign
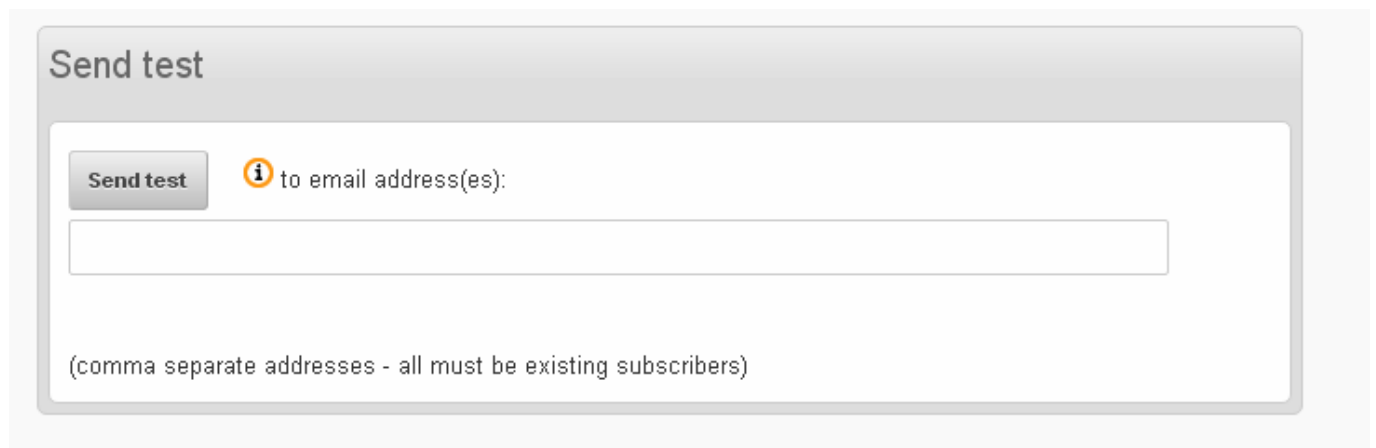

TEST YOUR CAMPAIGN
It is easy to skip this step because sending the mail is so exciting, but it is *really* important to check... and after all, it only takes a few minutes.

To send a test you need to enter your email into the **Send text** box at the bottom of every screen in the campaign workflow. You can send multiple test emails by separating the addresses with a comma - it is a good idea to test in both Webmail (like Gmail) and a client (like Outlook or Thunderbird).

All the emails you send a test to must already be on one of your lists: if they are not, you will be prompted to add them.

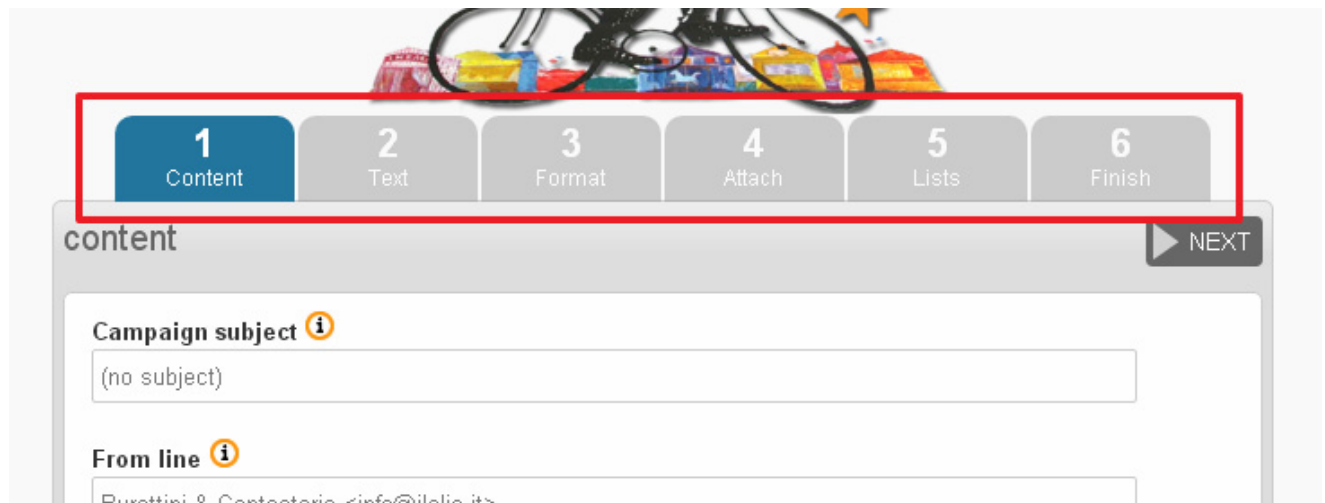Once you have entered the email, click **Send test**.

Check that the

> ► **formatting is displaying as expected**
> ► **your links go to the right places**
> ► **you have not made any spelling errors.**

If you find a mistake, edit your campaign and test again. Once happy with your text part of your Campaign, click on the **Next** button**.**

6. SENDING YOUR FIRST CAMPAIGN

Once you have composed your html message, you are ready to move though the tabs (highlighted in red below) which will guide you through the process of sending your first mail.
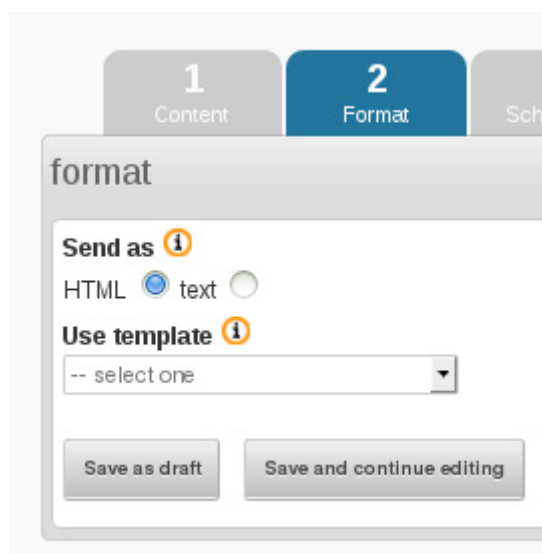
FORMAT

If you have a template set up already then the **Format** gives you the opportunity to choose it by selecting it from the **Use template** drop down. Your html message will then be wrapped in the template during the sending phase.

You can send a test message using the **Send test** box at the bottom of the page, to see what your email will look like. Click **next** when you have selected your template. If you do not yet have a template, leave the **-- select one** in the dropdown and click **next**.

STREET MAIL EU TEMPLATE

STREET EMAIL EU templates are in constant update. You can find always new ones. There are currently over 10 professional templates, from the simplest to the most elaborate.

The templating system in Street Mail Eu is designed to create a workflow that keeps things simple for the campaign creator. The template is then applied during sending, like a wrapper around the text, and the person sending the campaign does not come into contact with the template code at all.

The template is *not* applied to emails sent to subscribers who request a plain text email.
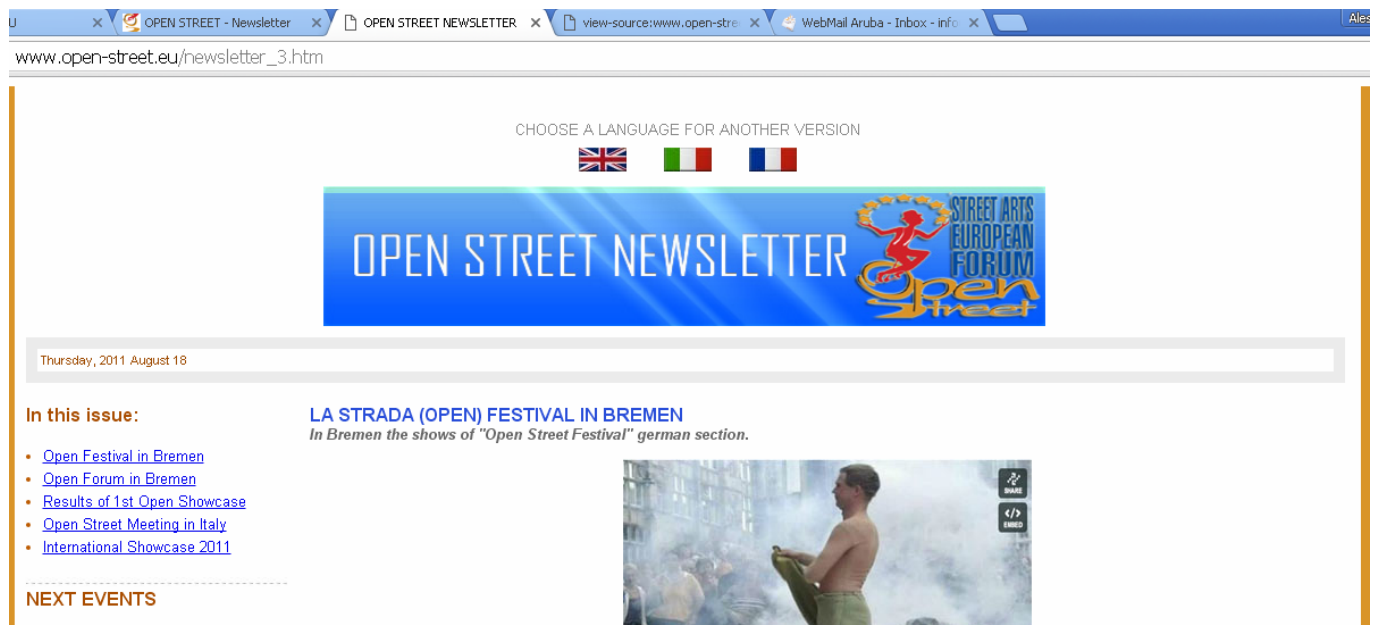
Round Corner

Blue Header

Paisley

Air Baloons

VIEW IN BROWSER

On Street Mail Eu is installed the VIEW IN BROWSER plugin, which allows your correspondents to connect to an online version of the received email, through their browsers. Thereby they can bypassing any viewing problem.
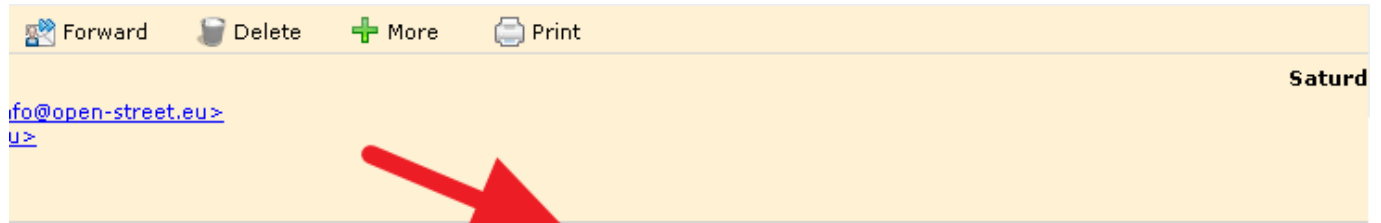
SELECT YOUR LISTS

One of the final stages in the campaign workflow is to choose the list(s). Recipients enrolled in Street Mail Eu are split into 21 sending lists.

The splitting of lists follows a geographical principle:
(a) United Kingdom & Ireland
(b) France & Belgium
(c) Baltic Area
(d) Eastern Europe
(e) Central Europe
(f) Southern Europe
(g) Rest of The World

as well as a typological principle:
(1) Artists and Production Companies
(2) Festival, Agencies and Programmers
(3) Schools and Services

For every campaign the user can decide whether to send own newsletter to all lists or only to part of them. The options for **All Lists** and **All Active Lists** are also useful; the former sends to every list, public or private, and the latter sends to all public lists.

Remember that Street Mail Eu will only send each subscriber one copy of each campaign, even if they are on several lists: you don't need to worry about sending people duplicate copies.

Once you have chosen your lists click **Next**

SENDING YOUR CAMPAIGN

The final tab in the sequence contains a few useful details and the button which triggers sending. But only if you have completed all required fields in the delivery form you will put your campaign in the Street Mail Eu delivery queue.

You can choose to **Reset click statistics** - this means that any clicks or opens recorded when you were testing your campaign will be forgotten, so when you get new clicks and opens you know they are from your subscribers.

PROCESS YOUR QUEUE

Once the preparation of the message is completed and the choice of sending lists is done, then Street Mail Eu inserts your message in a delivery queue. The messages are sent at low delivery rate, thus avoiding to incur in spam blocks of both origin and destination servers.

The system is currently configured to send 6 emails per minute. Further restrictions are made for email addresses belonging to the same domain. Therefore a complete session delivery runs out in about 17 hours, always on condition that there are no other ongoing sessions.

The user will receive an email upon mailing start, and another one when it ends. Statistical results concerning deliveries, clicks on hyperlinks, etc... will be already visible from the very first deliveries.

SENDING SESSION

Street Mail Eu considers one "Sending Session" as the dispatch procedure of a single communication or newsletter to a selected number of recipients lists. Once the sending is confirmed by the user, then the Session is considered "done" and it is deducted from the total number of sessions purchased.

LIMITS OF SENDING IN THE SAME WEEK

Street Email Eu does not allow the user to carry out more than one sending session per week (8 days). This common sense rule prevents the recipients to become target of a too insistent communication.

CERTIFIED SMTP

The sending of messages via Street Mail EU is operated by a professional service of dedicated and authenticated SMTP, granted by an Italian company leader in this sector. So with Street Mail Eu you will get the best possible result in the message delivery rate!

7. THE STREET MAIL EU FOOTER

The message footer serves several purposes and is very important.

On Street Mail Eu it's no possible to customize the default footer.
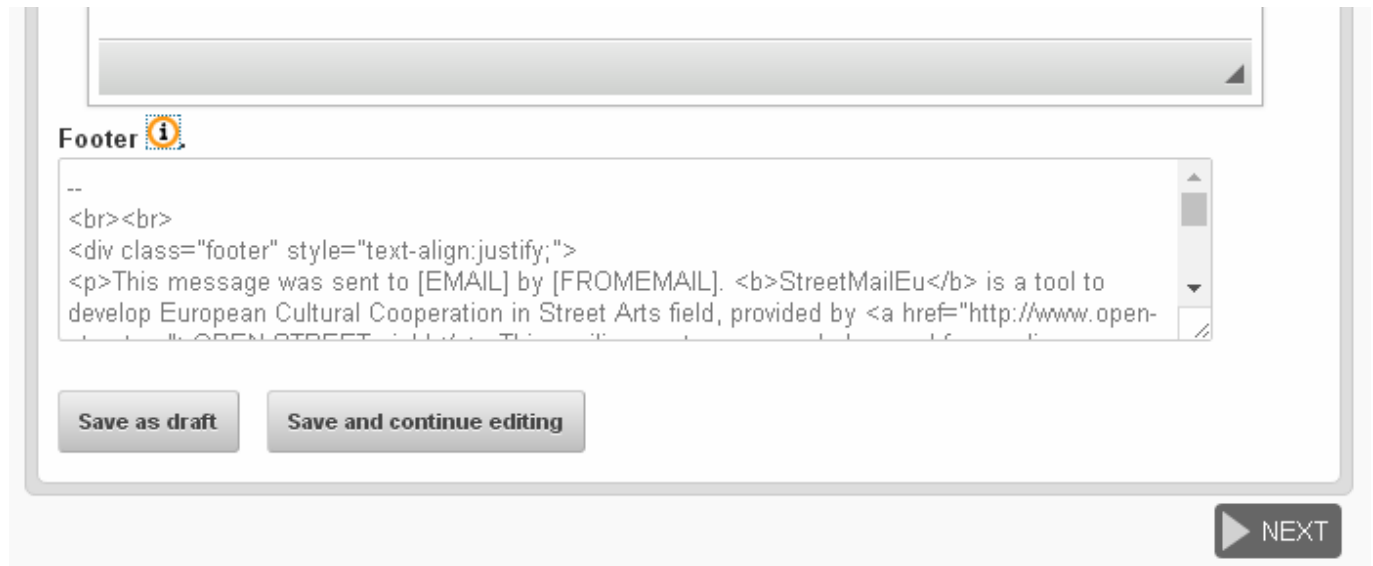
Different Placeholders are inserted in your message, they will help your subscribers identify the email they receive and what to do with it.

- [UNSUBSCRIBEURL] - the personalised location for the subscriber to unsubscribe

- [PREFERENCESURL] - the personalised location for the subscriber to change their details

- [FORWARDURL] - the personalised location for the subscriber to forward the message to someone else

- [EMAIL] - the email address that received this message

- [USERID] - a unique string for this subscriber

- [USERTRACK] - the tracking code for "opens"

8. SENDING PLAIN TEXT

Street Mail Eu always generates a plain text version of your campaign, which is then included in the html campaigns as a matter of course. This is part of the normal working of email functionality. Street Mail Eu also gives you two additional features:

- Your subscribers can choose to receive plain text emails only
- You can edit the plain text version to improve it.

You can see the plain text version embedded in the source of your email by clicking **View Source** in your email client (exact instructions vary wildly)
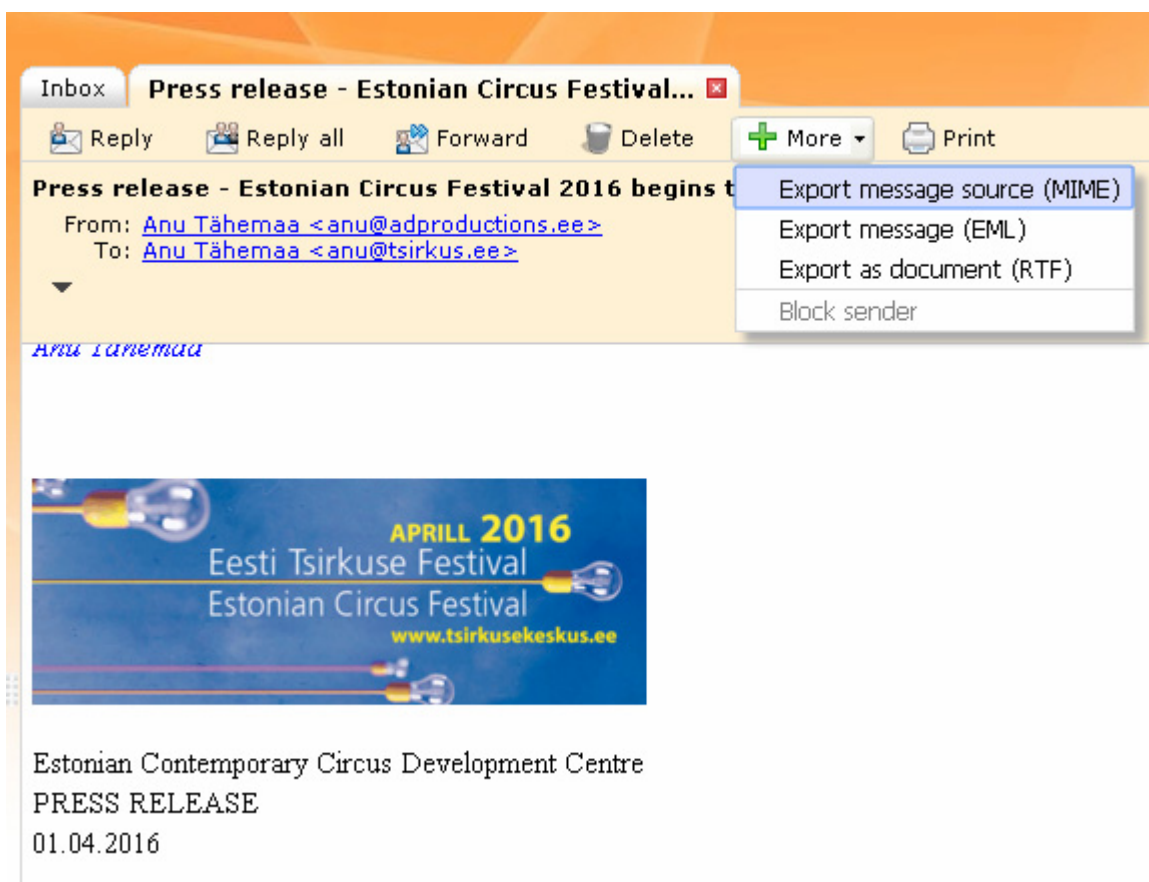
As you can see there is a plain text version in and amongst the html and other code.

```
Return-Path: <return.r16isuuesszvgefajmagzoppzmgvimhuahe.238.33934.mail@mx0.message-business.com>
Delivered-To: showcase@open-street.eu
Received: (qmail 30281 invoked by uid 89); 25 May 2016 01:12:33 -0000
Received: from unknown (HELO mxcmd07.ad.aruba.it) (10.10.10.79)
  by mxavas4.ad.aruba.it with SMTP; 25 May 2016 01:12:33 -0000
Received: from baudelaire-auxerre.message-business.net ([92.43.255.132])
        by mxcmd07.ad.aruba.it with bizsmtp
        id yRCZ1s00K2sA9oC01RCZe5; Wed, 25 May 2016 03:12:33 +0200
Message-Id: <crq56h$e5a4f6@i1.message-business.net>
Received: from unknown (HELO sql2) ([192.168.192.20])
  by baudelaire-auxerre.message-business.net with ESMTP; 25 May 2016 03:12:33 +0200
Precedence: bulk
X-Sender: news@chassepierre.be
X-Campaign-ID: 33934-238-v2016-01-26.16-04
X-Report-Abuse: Please report abuse on

MIME-Version: 1.0
From: "Chassepierre" <news@chassepierre.be>
To: showcase@open-street.eu
Reply-To: news@chassepierre.be
Date: 25 May 2016 03:12:26 +0200
Subject: Newsletter Festival de Chassepierre - Mai 2016

X-Spam-Rating: mxavas4.ad.aruba.it 1.6.2 0/1000/N
X-Antivirus: avast! (VPS 160524-4, 24/05/2016), Inbound message
X-Antivirus-Status: Clean

----boundary_12646_b0307114-0e7e-4582-8919-65846cf7bf00
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: quoted-printable



Le programme est en ligne !
Si vous n'arrivez pas à lire ce message, suivez ce lien
20 & 21 août 2016 CHASSEPIERRE

Newsletter Festival de Chassepierre - Mai 2016
Chers amis, festivaliers,

Lors de la 43e édition du Festival International des Arts de la Rue de Chassepierre, les 20 et 21 août
prochains, le village de Chassepierre accueillera des circassiens, comédiens, musiciens, danseurs...
professionnels venus du monde entier qui vous enchanteront avec d'habiles équilibres et tout un jeu de
subtils contrepoids.
Le programme est en ligne !

Téléchargez les images - 0
Téléchargez les images - 1
Téléchargez les images - 2
Téléchargez les images - 3
Téléchargez les images - 4
Téléchargez les images - 5
DECOUVREZ LE PROGRAMME  ▶▶

Réservez votre logement !

Pensez à résever dès à présent!
```

WHY EDIT THE PLAIN TEXT VERSION?

The automatically generated plain text version may not be very attractive. It is good practice to provide a quality plain text version because it:

- displays better in some email software
- makes your emails more accessible for people with visual impairments.

To assess the state of your default plain text version, you can click to view your emails only in plain text. In a desktop email client this is usually **View** > **Message Body As** > **Plain text.**
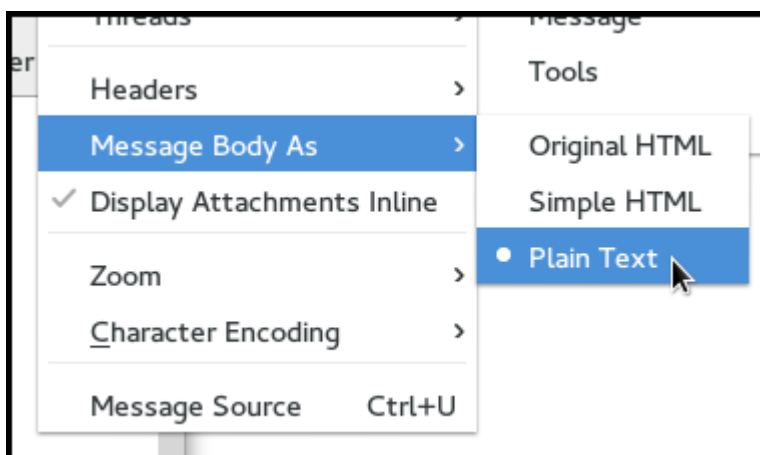
You can then see your email as it would be displayed to someone who is only able to receive plain text messages.
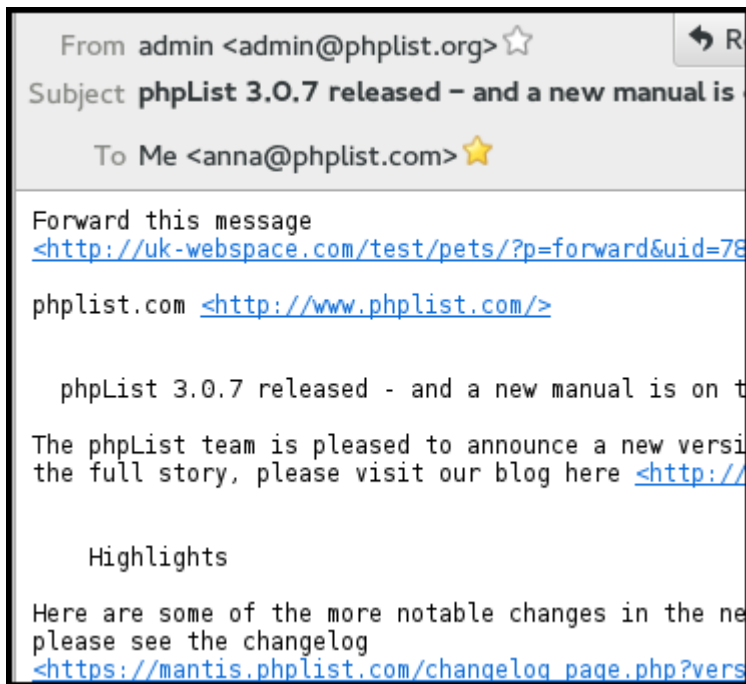
To improve this email and send a version formatted especially for these subscribers only takes a few extra moments and, as you can see, provides a much better quality of message.

CREATE YOUR PLAIN TEXT VERSION

Once you've created your HTML version in the **Content** tab (tab 1) click the **Next** button**.**

You should now be in the second tab, **Text**.

You can manually compose the plain text version, or you can generate it automatically by using the **generate from HTML** button**.** *Some special characters in your html email may cause this automatic generation to fail. You can paste your text into this tab if you need to.*

The empty **Plain text version of message** box will now contain a text only version of your html message.

The content should be the same as the html version. However images in the html version will automatically be removed and replaced by text descriptions and urls are replaced by links. You can edit the message further if required, to make it as attractive and legible as possible.

Once you are happy with your plain text version, click **Save and continue editing** button, at the bottom of the text editing box, and carry on with testing and sending your campaign.
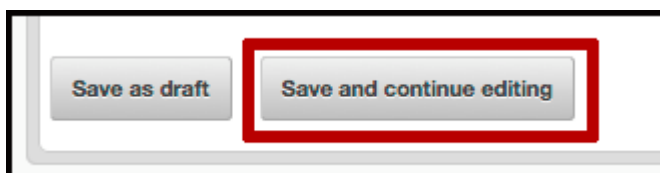
FORMAT TAB: ONLY SEND PLAIN TEXT?

On the format tab there is a radio button for sending in either HTML or Text. Typically you will want to select the "HTML" radio button, which sends a version of the message that each subscriber specified when they joined your list.

However, *if you want to send the text version of the message, select the "Text" radio button.* This will override the user preferences, and send all subscribers the text version of the email.
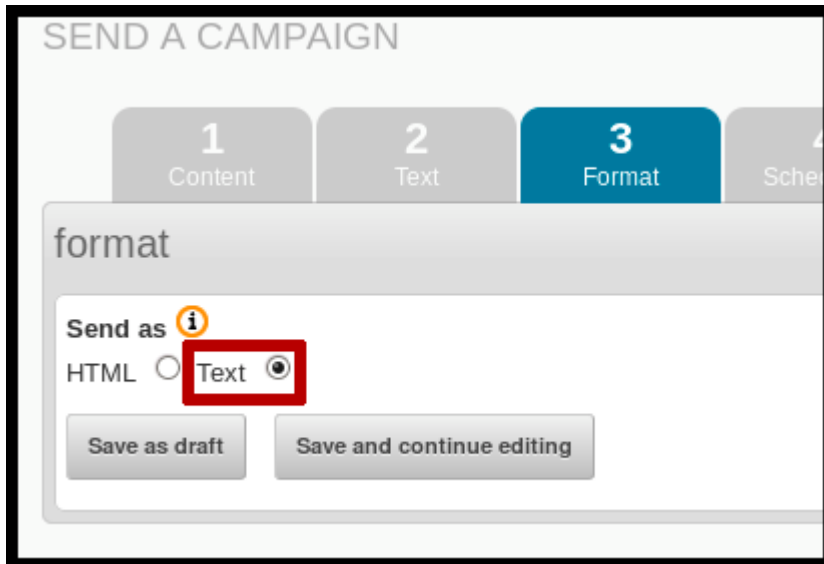
9. BASIC CAMPAIGN STATISTICS

Now that you have sent your first campaign, it's time to take a look at your campaign statistics. In this chapter we will look at **Sent**, **Rate Bounces, Forwards** and **Views**, the four most fundamental campaign statistics.

THE STATISTICS OVERVIEW PAGE

First, go to **Statistics** > **Statistics overview**.
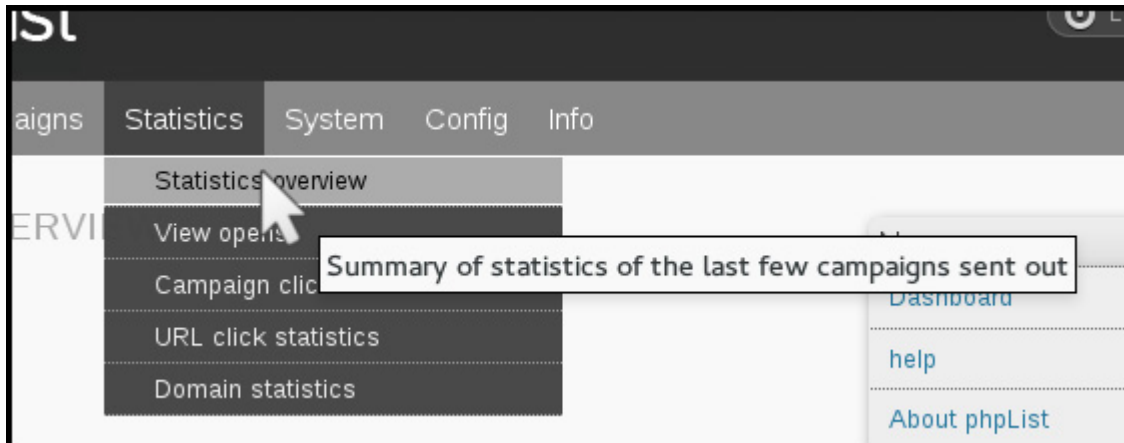
This will show you a summary of all the campaigns you sent in the past year (in this case, we have just sent one).

SENT

In this example, we sent our first campaign to **621** subscribers and this is reflected in the **SENT** column. It is useful to see how many subscribers you have for each campaign, so you can see your list grow over the year.

BOUNCES

The second column **BNCS** shows the number of emails that "bounced." A bounced email is one that cannot reach its intended recipient. This could be caused by any number of things, for example:

- The email is incorrect, does not exist or has an error such an expired domain
- The Mailbox is full (this may be temporarily or not)
- A badly configured auto-responder (automated "I'm on Holiday till" of "I got your message and will reply soon" type mails)

The exact definition of a bounce depends on your Street Mail Eu configuration, and it can take several days for a bounce to be registered on the system. An email which continues to bounce will eventually be either unconfirmed or added to a do-not-send list.

A high bounce rate may be a sign of poor list quality.

In this campaign there were **0** bounces.

FORWARDS

The third column **FWDS** shows the number of people who have forwarded the mail through the Street Mail Eu **ForwardToFriend** system. This is dealt with in Advanced Statistics.

"VIEWS"

This is the most exciting of your statistics, but also the most misleading.

In this case, our email was "viewed" by **156** of the 621 recipients, which gives us an open **RATE** of **25.12%.** However, it is important to understand the limitations of this statistic, so you don't become frustrated or disillusioned by what may seem like low readership levels.

The **VIEWS** statistic:

- Tells us how many people were *recorded* opening their email (and presumably read the contents)
- Tells us the *minimum* number of people who opened the email
- And gives us a rate that *reflects* the number of people opening an email compared to other emails we send.
- Does not tell us exactly how many people opened the mail, or what they did when they opened it.

An "open" is not always be recorded.

The major cause of inaccuracy when recording views is *image blocking*. If images/remote content are blocked by a subscriber's email software, then the action of your subscriber opening the email *cannot* be reported back to Street Mail Eu (or to any system). Image blocking is therefore quite commonly used as a privacy feature by email and webmail clients.

Only when your subscriber clicks, for example **Show Remote Content**, is the view recorded in your campaign statistics.
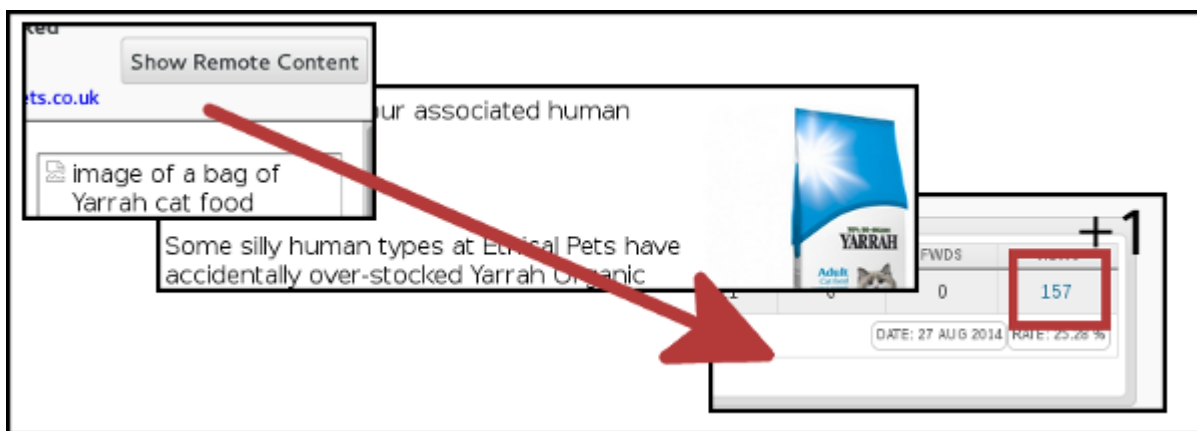
Still a useful statistic...

This inaccuracy is the same for everyone, no matter which software they are using to send their campaign; any "open rate" averages you see discussed on-line or in books are subject to the same rules.

It is difficult to estimate how much higher your real readership is, additionally the inaccuracy rate will vary from campaign to campaign. If we bear this in mind, we can still make some comparisons, for example "have I received more views over several campaigns" and "how to I compare to the industry average"

What's the difference?

The difference between the real open rate and the statistic may be very significant: in this case, a quick study found that only 1 in 3 of the customers who bought the cat food in the hours after the email was sent showed up in the open results, and the cat food offer was only advertised by email. In this case, the *real* open rate could be more like 80%.

Rate

To compare performance across several campaigns you can use the **RATE** statistic, which is the number of opens expressed as a percentage of the total sent. In this first campaign, we had an open rate of 25%.

Over time, as our list keeps growing, we can still compare back to see if we are keeping our subscribers interested. The rate statistic can also be used to:

- a/b test email titles and sending times
- to compare readership between lists
- and even to benchmark performance against industry averages.

SUMMARY

This **Statistics Overview** page is useful for comparing and contrasting the success campaigns. This can help you to improve your future campaigns. However, the statistics should not be taken too literally.

10. ADVANCED CAMPAIGN STATISTICS
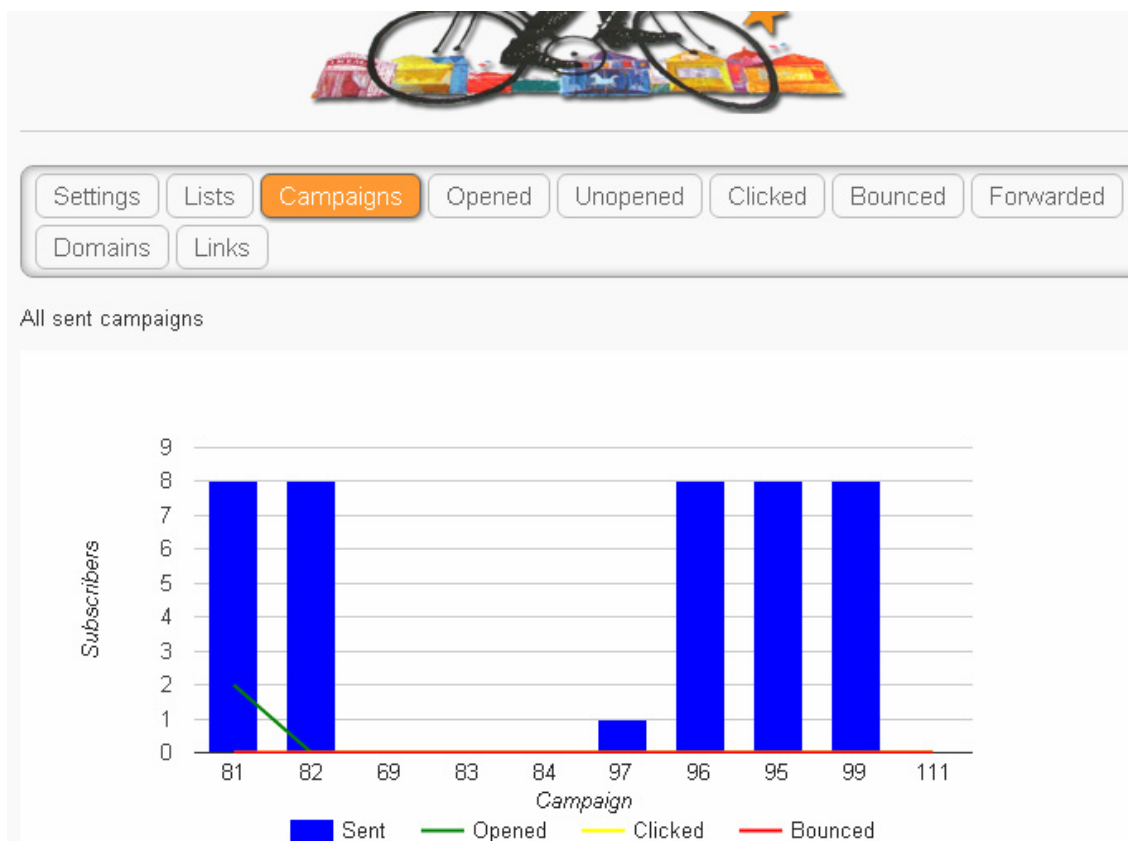
THE STATISTICS MENU

The statistics menu pulls together a lot of features. It is worth exploring what can be found though this menu. The main items on the menu are Overview, Opens, Campaign clicks, URL clicks and Domain statistics. You may also see **Advanced Statistics.**
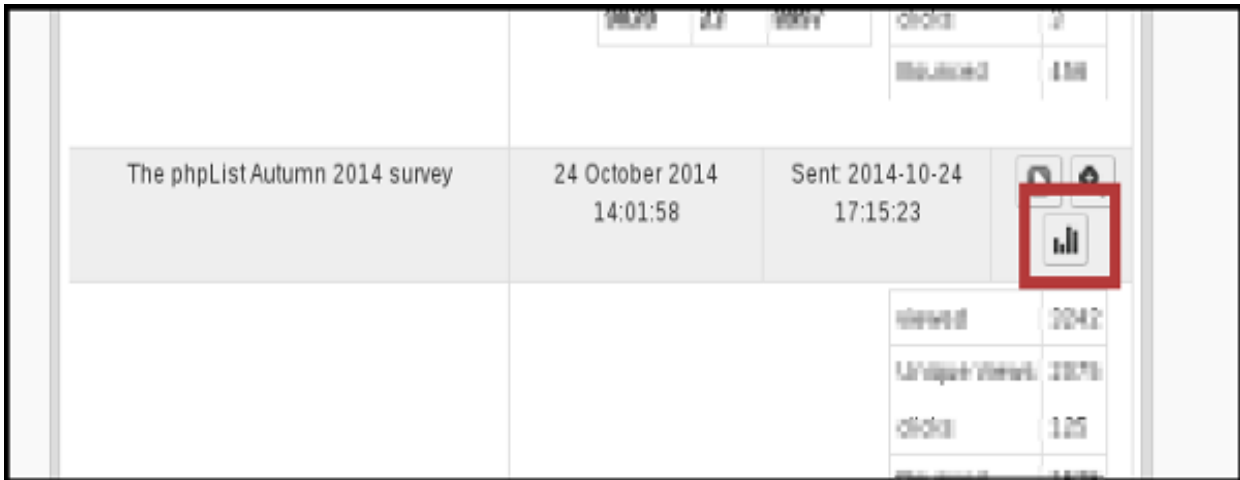
To get a basic understanding of what data is available you can work methodically from the top down, first viewing each page, then seeing what links are provided in each page, and onwards. You will often come full circle.
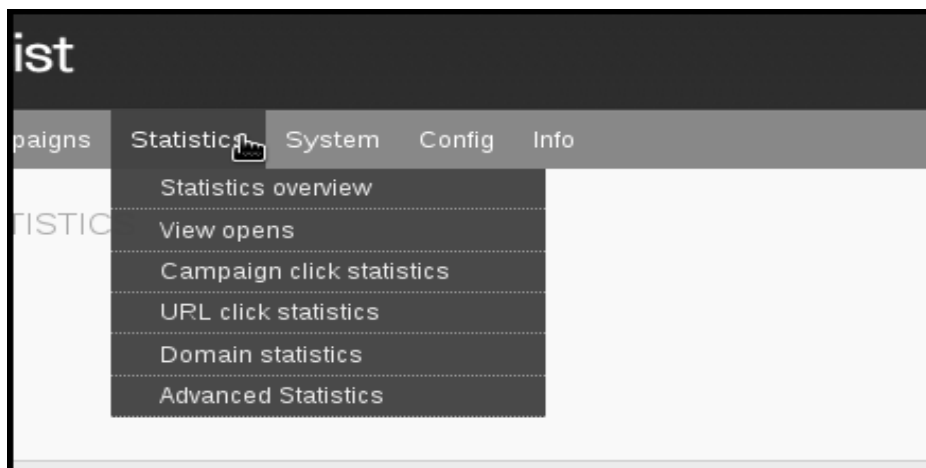
In this chapter we will approach our drilldown from analysing one campaign, covering both opens and clicks. You can also compare multiple campaigns, or focus on a specific URL you are trying to drive traffic to. The approach you take depends on the questions you are trying to answer.
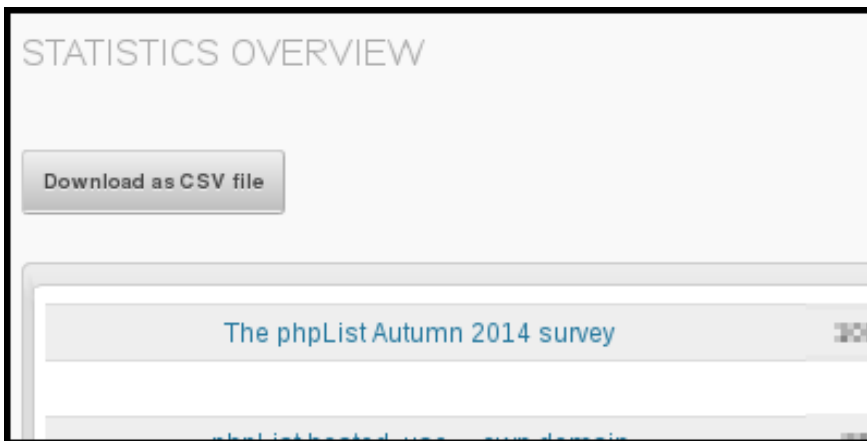
DRILLING DOWN INTO AN INDIVIDUAL CAMPAIGN

The starting point for an analysis of a single campaign is the campaign statistics overview. This can be found in **Campaigns** > **List of campaigns** > **Sent Campaigns** by clicking on the graph button
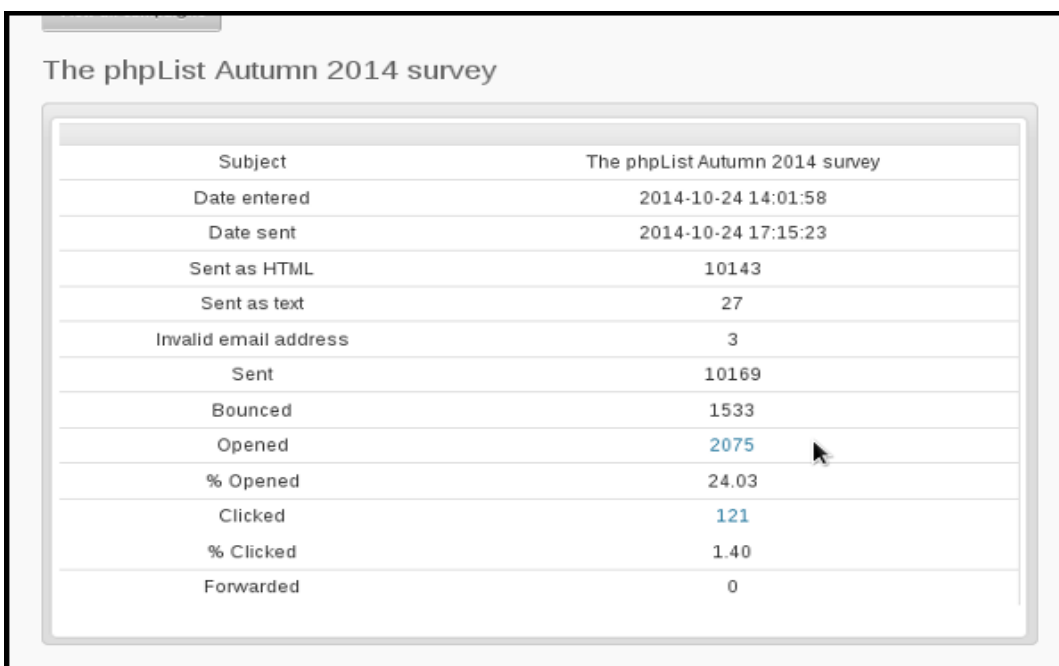
and also by visiting **Statistics** > **Statistics overview** and clicking on the name of the campaign.

Either of these routes will bring you to the Statistics Overview for a campaign. The page gives you an overview of information and two ways to drilldown are available.

Opened Drilldown

By clicking the number of opens, you can get a a page called Open Statistics.

This page allows you to **Download as a CSV file** a list of those subscribers who were registered as having opened the campaign (remember this is by no means everyone, only those *recorded*).

The csv file can in turn be used to create lists of active subscribers, or by using the list-exclude feature you can isolate *inactive* subscribers too.

You can also click on an individual subscriber to drilldown to the subscriber level.

This will take you to the **Campaigns** tab in the **History** section of the **Subscriber profile**, where you can click further links to view the campaigns they have opened (left) or the links they clicked on in that campaign (right).

You can also see the date on which they viewed a campaign and the response time (in seconds).

Clicked Drilldown

In your campaign statistics overview page, you can also choose to drilldown into clicks data.

STATISTICS OVERVIEW

View all campaigns

The phpList Autumn 2014 survey

Subject	The phpList Autumn 2014 s
Date entered	2014-10-24 14:01:58
Date sent	2014-10-24 17:15:23
Sent as HTML	10143
Sent as text	27
Invalid email address	3
Sent	10169
Bounced	1533
Opened	2075
% Opened	24.05
Clicked	121
% Clicked	1.40

This will take you to a list of the links in that campaign, and how many people clicked on each one.

CAMPAIGN CLICK STATISTICS

Click details for a campaign

subject	The phpList Autumn 2014 survey
Entered	2014-10-24 14:01:58
Date sent	2014-10-24 17:15:23
Sent to	10169 Subscribers
Bounced	1533 (15.08%)
clicks	120
click rate	1.39 %

Campaign click statistics

CAMPAIGN CLICK STATISTICS	CLICKS	CLICK RATE
twitter.com/phplist	0	0.00%
TEXT: 0 HTML: 0		LATEST CLICK: FIRST CLICK:
community.phplist.com/users/	2	0.02%
TEXT: 1 HTML: 1	LATEST CLICK: 27 OCT 2014 23:40	FIRST CLICK: 24 OCTOBER 2014 15:21:48
facebook.com/phplist	0	0.00%
TEXT: 0 HTML: 0		LATEST CLICK: FIRST CLICK:
https://www.userweav ... 2e60b9d013	110	1.08%
TEXT: 8 HTML: 106	LATEST CLICK: 31 JAN 2015 17:41	FIRST CLICK: 24 OCTOBER 2014 14:48:54
www.userweave.net/su ... 2e60b9d013	8	0.08%
TEXT: 0 HTML: 8	LATEST CLICK: 27 OCT 2014 10:24	FIRST CLICK: 24 OCTOBER 2014 15:36:40
user-prompt.com/	1	0.01%
TEXT: 0 HTML: 1	LATEST CLICK: 24 OCT 2014 18:13	FIRST CLICK: 24 OCTOBER 2014 18:13:06
total	121	1.19%

If you click on the url you can see how many people clicked on that url across all campaigns which contained it.

That data can also be downloaded as a csv.

DOMAIN STATISICS

The **Domain statistics** page is accessible from the main statistics menu and it is a fascinating page which can give you real insight into the nature of your subscribers.

USING A GOOGLE TRACKING CODE

Using a Google tracking code ensures that any visits to your website from the campaign are recorded in Google Analytics, *if* you have Google Analytics tracking installed on your site.

Google tracking is quite different to the in-built Street Mail Eu opens/views tracking. Firstly the data is not collected, stored or viewed in Street Mail Eu. Also, if you link to another website in your campaign and if that website *also* has Google Analytics tracking on their site (which is likely) then they also receive data. In that sense the tracking code is not exclusive to you.

To turn on Google tracking for an individual campaign, click the **add Google Analytics tracking code** in the Finish tab of the campaign workflow.

To view the data in your Google Analytics go to **Acquisition** > **Campaigns** and you will see the name of each campaign.

11. BOUNCE MANAGEMENT

INTRODUCTION TO BOUNCE MANAGEMENT

Whenever an email is sent via the internet, regardless of the email software used, the email is transmitted by an MTA (Mail Transport Agent). In most cases the MTA is the internet provider's SMTP mail server, sending to the MTA of the email's recipient, through intermediary MTAs.

If the email cannot be delivered to its recipient, the last MTA that tried to transmit the email generates an error email, called a **bounce message**, which is sent back to the sender's email.

Usually, this bounce message contains a specific error code that explains why your email could not be delivered to its recipient.

Street Mail Eu implements **bounce management** which handles these bounce messages, and provides automatic actions depending on the error code, like removing an incorrect email address.

Basic bounce management counts bounces and unconfirms a user after a given number of consecutive bounces.

In order to use bounce management, Street Mail Eu use a unique email address for all system users: **bounces@open-street.eu**. This email address is usually called the Return Path. Note that this email address will only be added to the email headers, and will not be shown to your users.

Street Mail Eu can fetch emails from the bounce mailbox via pop3 protocol where mails are downloaded just like a mail client program would do it, and automatically it provides all updates of its database through operations that follow precise rules..

Street Mail Eu provides multiple actions that can be triggered if a bounce email matches our specific regular expressions:

- Delete subscriber
- Unconfirm subscriber
- Blacklist subscriber
- Blacklist email address
- Delete subscriber and bounce
- Unconfirm subscriber and delete bounce
- Add subscriber to the do-not-send list and delete bounce
- Add email address to the do-not-send list and delete bounce
- Delete bounce.

12. SUBSCRIPTION PAGE

Subscribe page is the name of the page where your subscribers can join your lists. You can link this page from your website or your newsletter, or you can copy&past an embed code to show the page directly from your web site. You can have as many subscribers as you want, and you can do subscriptions look like in your website.

You can access the page in two ways. From the Main Menu:

or From the Dashboard / List and User functions:
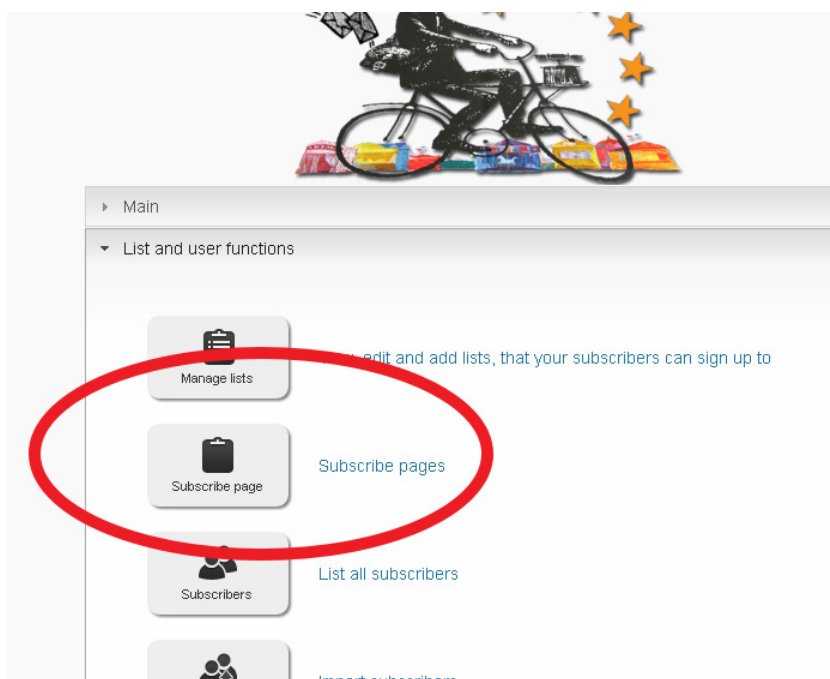
Subscribe the OPEN STREET aisbl Newsletter

REQUIRED FIELDS ARE MARKED RED

You are logged in as administrator (admin) of this phpList system

You are therefore offered the following choice, which your subscribers will not see when they load this page.

[Go back to admin area]

Please choose:
- ○ Make this subscriber confirmed immediately
- ◉ Send this subscriber a request for confirmation email

URL **Show this page address in your email and web**

http://www.open-street.eu/public/phplist/public_html/lists/?p=subscribe&id=1

CODE **Copy&Past this code to include this page in your website**

<iframe width="550" height="550" frameborder="0" src="http://www.open-street.eu/public/phplist/public_html/lists/?p=subscribe&id=1" ></iframe>

Email address

Confirm your email address

☐ I prefer to receive emails in Text format

Please select the newsletters you want to sign up to:

[Companies UK IE ▼]

[Subscribe to the selected newsletters]

If you access the page as administrator (after the Street Mail Eu login) page will display a yellow field in which URL or EMBED CODE (at your choice) are available to use on your website for the subscription to your newsletters.

Here below we show you a copy of page that your subscribers will see. Your subscriber may choose only one of your lists.

Subscribe the OPEN STREET aisbl Newsletter

Email address

Confirm your email
address

☐ I prefer to receive emails in Text format

Please select the newsletters you want to sign up to:

Companies UK IE ▼

Subscribe to the selected newsletters

Unsubscribe

Powered by
Street Mail Eu

The page is available in your preferred language (mainly in EN, FR, IT). For further customization and web-integration issues, please contact the STREET MAIL EU Staff at office@open-street.eu

When the registration is complete the system confirms to user the insertion of new address and provides instructions to him for completing the subscription process.

Thank you for subscribing to our newsletters.

Your email address has been added to our system. You will receive a message with a request to confirm your membership. Please make sure to click the link in that message to confirm your subscription.

Powered by
Street Mail Eu

Registration through this page requires a subscriber confirmation by confirmation-link sent by email.

Request For Confirmation

Almost welcome to our newsletter(s) ...

Someone, hopefully you, has subscribed your email address to the following newsletters:

* Programmers_South_Europe

If this is correct, please click the following link to confirm your subscription.
Without this confirmation, you will not receive any newsletters.

http://www.open-street.eu/public/phplist/public_html/lists/?p=confirm&uid=719ad7b42e8d8f06b

If this is not correct, you do not need to do anything, simply delete this message.

Thank you

Powered by
Street Mail Eu

Clicking the link subscriber will receive the final confirmation about registration in your newsletter list.

Street Mail Eu Open Street Aisbl

Grazie per aver confermato l'iscrizione alle nostre liste. Le liste a cui sei iscritto sono elencate di seguito

*Service_and_training_centers_South_Europe

(We already received your confirmation previously.)

13. SETTING UP STREET MAIL EU IN YOUR OWN LANGUAGE

There are two "faces" of a the Street Mail Eu language:

- What the administrators see, when sending campaigns for example.
- What subscribers, or potential subscribers, see, for example subscribe pages.

CHANGING LANGUAGE IN THE ADMINISTRATOR INTERFACE

At all times, including before login, there is a language selector on the right hand side of your Street Mail Eu. This sets the language of the administrator interface and is set to English by default.

To change this simply select your preferred language from the drop down.
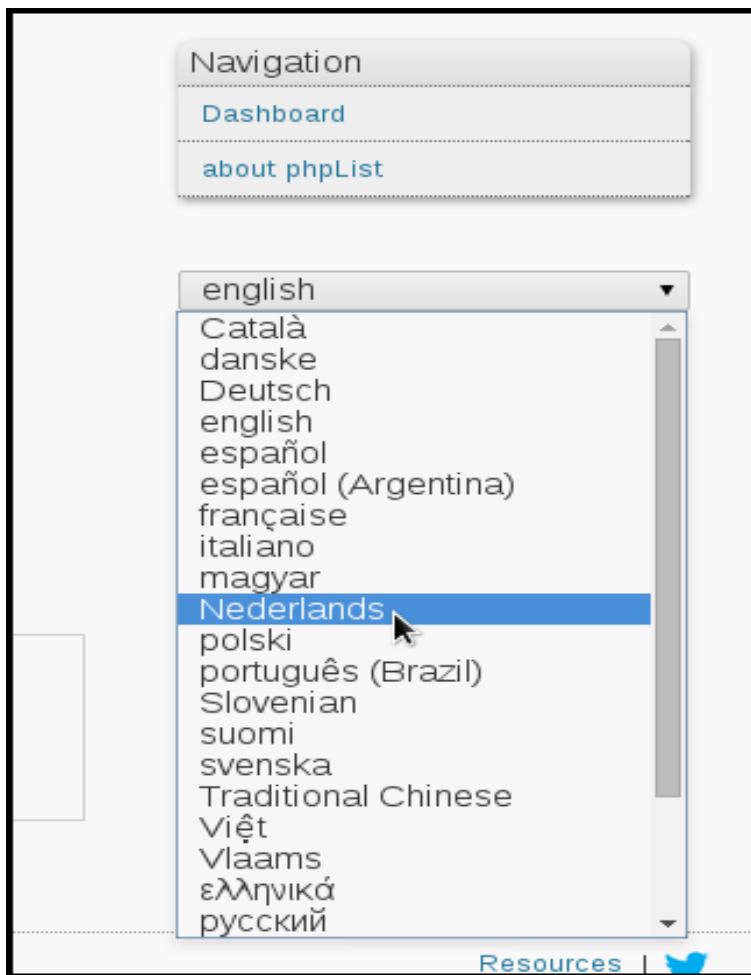
If this is the first time you have used the language this will take a little time:
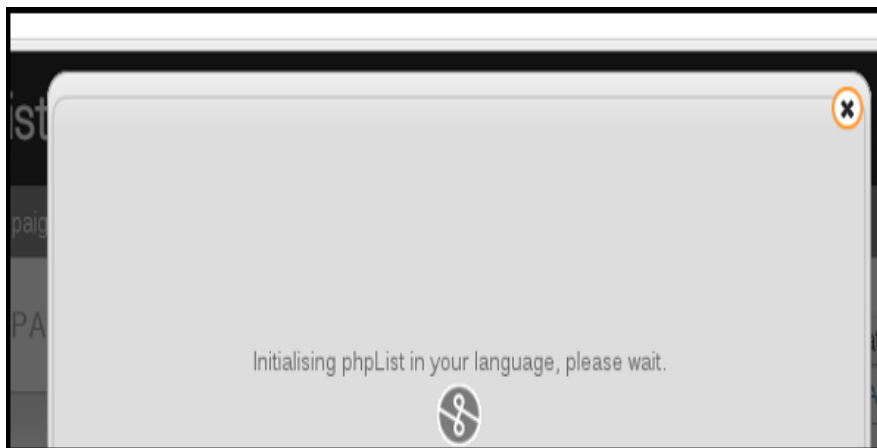
The Street Mail Eu interface will then be displayed in your language to the fullest extent possible: if there are some words missing or incorrectly translated, please send us an email at office@open-street.eu.

PUBLIC/SUBSCRIBER FACING LANGUAGE

Street Mail Eu Staff will make your Subscribe Page for you ! It is possible to make the page in your preferred language (mainly in EN, FR, IT). For further customization please contact the STREET MAIL EU Staff at office@open-street.eu

Subscribe the OPEN STREET aisbl Newsletter

REQUIRED FIELDS ARE MARKED RED

Email address   Index

Confirm your email address

☐ I prefer to receive emails in Text format

Please select the newsletters you want to sign up to:

Companies UK IE ▼

[Subscribe to the selected newsletters]

Unsubscribe   Powered by Street Mail Eu

Index

STREET MAIL EU

STREET MAIL EU is a multi-user street arts newsletter manager, developed by Alessio Michelotti and Roberto Leopardi from PHPLIST.

The application and the delivery lists are properties of
Open Street aisbl, Rue Antoine Gautier 110, 1040 Brussels.

The update of the lists is ensured periodically by OPEN STREET aisbl staff.
The privacy policy report can be downloaded from this page

For any information or need assistance write to info@open-street.eu

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Plugins	**CKEditor plugin** version 2.0.0+20150815 by Duncan Cameron **Common Plugin** version 3.5.4+20160330 by Duncan Cameron **Campaign Statistics** version 2.1.5+20160424 by Duncan Cameron **View in Browser plugin** version 2.4.4+20160120 by Duncan Cameron