

Sauced out

E-newsletters

www.saucedout.com.au

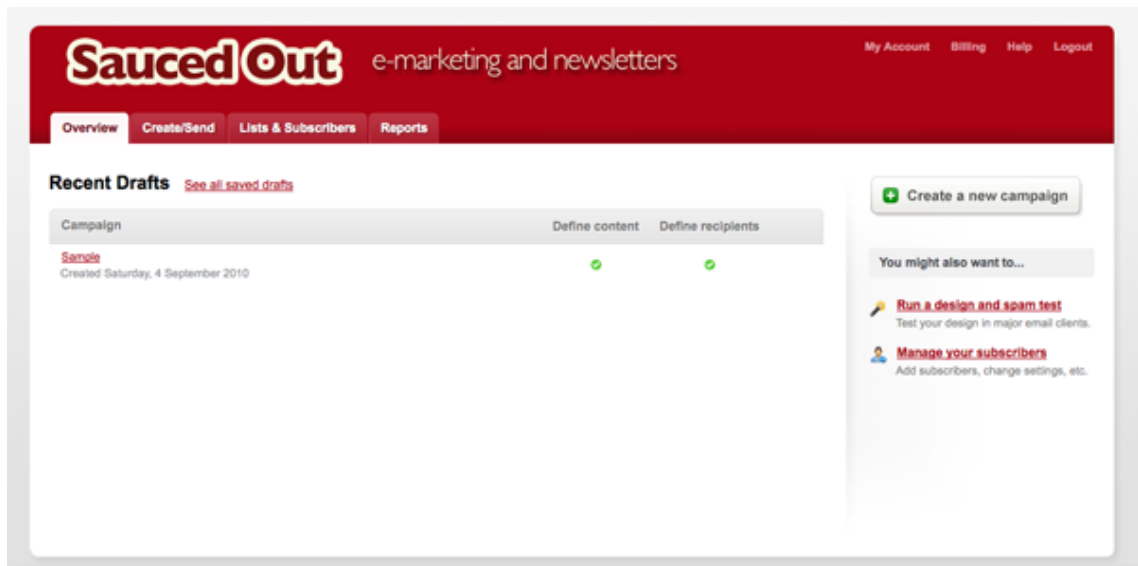
E-NEWSLETTERS

Go to:

saucedout.createsend.com

Enter your username and password

This is the opening screen where you can make new campaigns, manage subscribers, view reports of sent campaigns and adjust your settings.



To set up your billing –

- click on the billing menu item on top row
- then click on 'add your payment details' in sidebar of next page
- you then add your credit card details in the box



Sending a campaign (newsletter)

Click on the create/send tab

Fill in the form with the details of your newsletter

The screenshot shows the Sourced Out e-marketing and newsletters interface. The top navigation bar is red with the Sourced Out logo and the text "e-marketing and newsletters". On the right, there are links for "My Account", "Billing", "Help", and "Logout". Below the navigation bar, there are tabs for "Overview", "Create/Send", "Lists & Subscribers", and "Reports". The "Create/Send" tab is active. Below the tabs, there is a breadcrumb trail: "Saved drafts" > "Create new campaign" > "Edit and resend" > "Design and spam testing".

The main content area is titled "Step 1: Define the Campaign and Sender". On the right side of this section, there are four numbered steps: 1. Campaign, 2. Content, 3. Recipients, and 4. Delivery. Step 1 is highlighted.

Under "Step 1: Define the Campaign and Sender", there are two tabs: "Regular campaign" (selected) and "A/B split campaign".

The "Regular campaign" section contains five numbered steps:

- 1. Name the campaign**
Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.
Campaign Name:
- 2. Enter the email subject line for this campaign**
This is what will appear in the Subject field in your recipient's email client.
Subject: [Personalize](#) the subject with subscriber details
- 3. Give the campaign a from name**
This is what will appear in the From field of your recipients email client when they receive this campaign.
From Name:
- 4. Give the campaign a from email address**
This is the email address your campaign will come from.
Email:
- 5. Give the campaign a Reply To address**
If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.
Send replies to:

At the bottom of the form, there is a "Next" button with a green arrow icon.

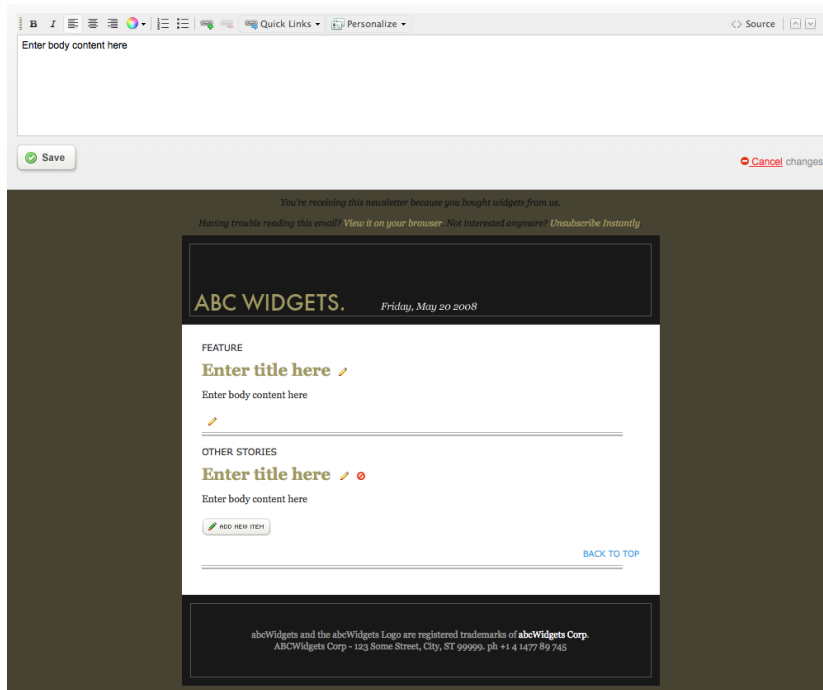
Step 2 – select the template you wish to use

The screenshot shows the Sourced Out e-marketing and newsletters interface. The top navigation bar includes links for Clients, Billing, Customize, Account Settings, Help, and Logout. The main header features the Sourced Out logo and the text 'e-marketing and newsletters'. Below the header, there are tabs for Overview, Create/Send, Lists & Subscribers, and Reports. A sub-header indicates 'Saved drafts' and provides links for 'Create new campaign', 'Edit and resend', and 'Design and spam testing'. The main content area is titled 'Step 2.1: Select the format for this campaign' and includes a progress bar with four steps: Campaign, Content (selected), Recipients, and Delivery. The content area lists three options: 'HTML and plain text', 'Plain text only', and 'Use one of my templates'. The 'Use one of my templates' option is selected, and a preview of a template is shown. The preview includes a header with 'ABC WIDGETS' and 'Friday, May 20 2008', followed by a 'FEATURE' section with a title 'This is a great title' and a body content area. Below this is an 'OTHER STORIES' section with a title 'Enter title here' and a body content area. At the bottom of the preview, there is an 'ADD NEW ITEM' button and a 'BACK TO TOP' link. The interface also includes a 'Next' button and a 'go back' link.

This will open a preview for you. You can edit the text and titles by clicking on the pencil next to each item. If you want to delete something then click on the red crossed circle. To add a new item – click on 'add new item'

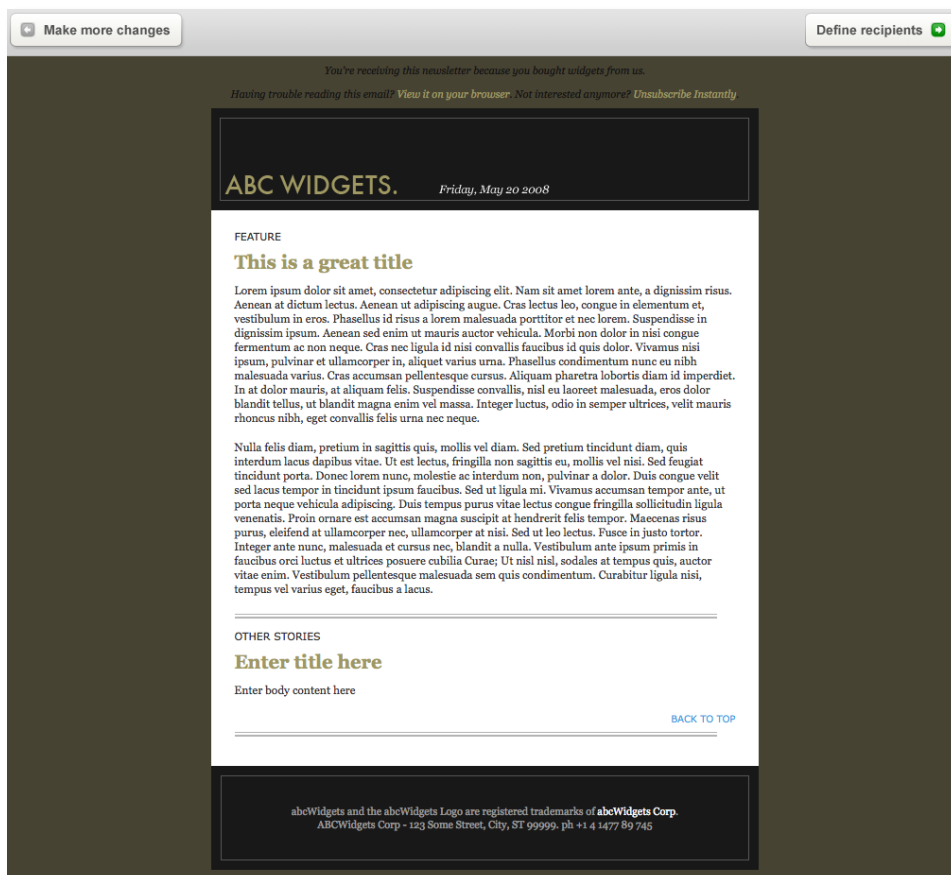
The screenshot shows the preview of a newsletter template. The header includes the text 'You're receiving this newsletter because you bought widgets from us.' and 'Having trouble reading this email? View it on your browser. Not interested anymore? Unsubscribe Instantly.' The main header features the 'ABC WIDGETS.' logo and the date 'Friday, May 20 2008'. The content area is divided into two sections: 'FEATURE' and 'OTHER STORIES'. The 'FEATURE' section has a title 'This is a great title' with a pencil icon for editing and a body content area. The 'OTHER STORIES' section has a title 'Enter title here' with a pencil icon for editing and a body content area. At the bottom of the preview, there is an 'ADD NEW ITEM' button and a 'BACK TO TOP' link. The footer includes the text 'abcWidgets and the abcWidgets Logo are registered trademarks of abcWidgets Corp. ABCWidgets Corp - 123 Some Street, City, ST 99999. ph +1 4 1477 89 745'.

When you choose to edit something it will open an edit box above the preview. Make your changes here.



When you choose to 'add new item' it will also open an edit box above for you to add text or upload an image.

Once you've made your changes, click on the 'preview email' button on top right hand side of screen



If you are happy with your newsletter then click on the 'define recipients' button.

Choose your recipient list from the menu or type in a new list

The screenshot shows the Sauced Out web interface. At the top, there's a navigation bar with links: Clients, Billing, Customize, Account Settings, Help, and Logout. Below this is a red header with the Sauced Out logo, the text 'e-marketing and newsletters', and a dropdown menu for 'ABC Widgets'. A secondary navigation bar contains tabs: Overview, Create/Send, Lists & Subscribers (active), Reports, Templates, and Client Settings. Below the tabs is a breadcrumb trail: Saved drafts > Create new campaign > Edit and resend > Design and spam testing. The main content area is titled 'Step 3.1 - Select the recipients for this campaign' with a sub-header 'Great newsletter'. On the right, a progress bar shows four steps: 1 Campaign, 2 Content, 3 Recipients (active), and 4 Delivery. The main content area has two radio button options: 'My recipients are from an existing subscriber list' (selected) and 'I will type in the recipients manually'. Under the first option, there's a checkbox for 'ABC widgets list (1 subscribers)'. At the bottom, there's a 'Next' button with a green arrow and a 'go back' link.

Always test your campaign!

You can send as many test emails as you wish – free of charge

The screenshot shows the Sauced Out web interface at Step 4.1: Test your campaign. The navigation bar and header are the same as in the previous screenshot. The progress bar now shows four steps: 1 Campaign, 2 Content, 3 Recipients, and 4 Delivery (active). The main content area is titled 'Step 4.1 - Test your campaign' with a sub-header 'Great newsletter'. There are two tabs: 'Manual test' (active) and 'Complete design and spam test'. The 'Manual test' tab contains text explaining the importance of testing and a link to a 'design and spam testing service'. Below this is a section titled 'Send the test campaign to...' with an email input field containing 'anna@abcwidgets.com.au' and a note 'Send to up to 5 addresses at once by separating them by a comma'. Below the input field is a section titled 'Some recent test addresses you've already used...' with a checkbox and the email 'admin@saucedout.com.au'. At the bottom, there's a 'Send the test email' button and a 'Skip the test' button with a green arrow and a 'return to snapshot' link. A note at the very bottom states 'This will not send your campaign'.

Once you are happy with the campaign then you can 'skip the test' and choose when you want to send your newsletter. It can do it immediately or at a scheduled time – up to you!

The screenshot shows the Sourced Out e-marketing and newsletters interface. The top navigation bar includes links for Clients, Billing, Customize, Account Settings, Help, and Logout. The main header features the Sourced Out logo, the text 'e-marketing and newsletters', and a dropdown menu for 'ABC Widgets'. Below the header is a navigation bar with tabs for Overview, Create/Send, Lists & Subscribers, Reports, Templates, and Client Settings. A sub-navigation bar shows 'Saved drafts', 'Create new campaign', 'Edit and resend', and 'Design and spam testing'. The main content area is titled 'Step 4.2 - Schedule campaign delivery' for a 'Great newsletter' campaign. It features a progress bar with four steps: 1. Campaign, 2. Content, 3. Recipients, and 4. Delivery (the current step). The 'Deliver the campaign immediately' option is selected, with a description: 'Your campaign will be queued on our delivery servers and sent to your recipients immediately.' Below this, there is a text input field for 'Send confirmation to' with the email 'andrea@sourcedout.com.au' and a note 'when the campaign has been sent'. The 'Deliver at the following time' option is also visible, with a description: 'You can always change the scheduled delivery time before the campaign is sent.' This section includes a date picker set to 'Oct 7 2010', a time picker set to '1:00 pm', and a time zone dropdown set to '(GMT+10:00) Canberra, Melbourne, Sydney'. It also has a 'Send confirmation to' field with the same email address. At the bottom, there is a green button labeled 'Send campaign immediately' with a right arrow icon, followed by the text 'or [go back](#)'. A final note states: 'Clicking this button will *immediately* deliver your campaign'.

Clients Billing Customize Account Settings Help Logout

Sourced Out e-marketing and newsletters ABC Widgets

Overview Create/Send Lists & Subscribers Reports Templates Client Settings

Saved drafts Create new campaign Edit and resend Design and spam testing

Step 4.2 - Schedule campaign delivery

Great newsletter

1 Campaign 2 Content 3 Recipients 4 Delivery

☒ **Deliver the campaign immediately**

Your campaign will be queued on our delivery servers and sent to your recipients immediately.

Send confirmation to when the campaign has been sent

☐ **Deliver at the following time**

You can always change the scheduled delivery time before the campaign is sent.

Date (mm/dd/yy)

Time

Time Zone

Send confirmation to when the campaign has been sent

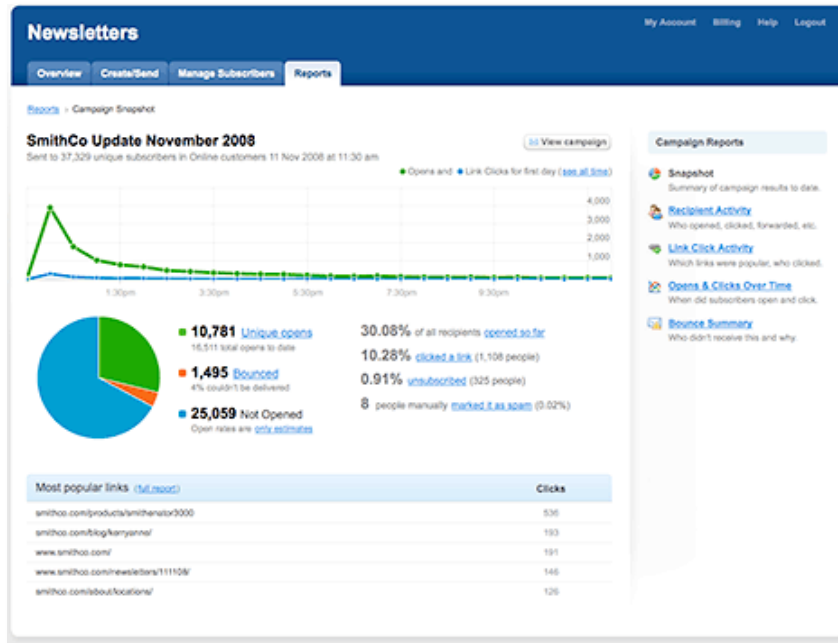
[Send campaign immediately](#) or [go back](#)

Clicking this button will *immediately* deliver your campaign

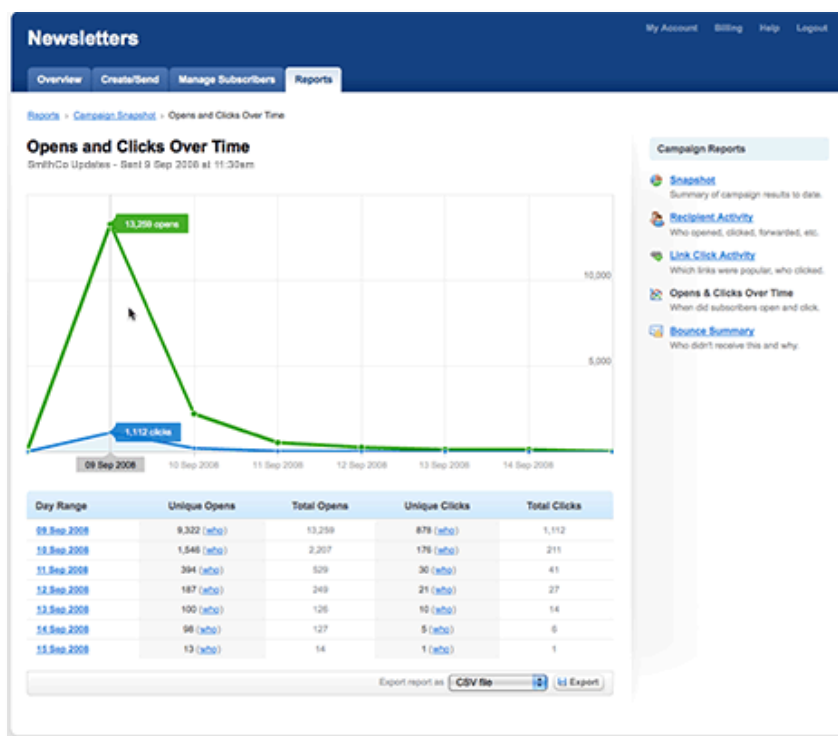
Reports

You can only view reports once your campaign has been sent. Click on the 'reports' tab to access reports.

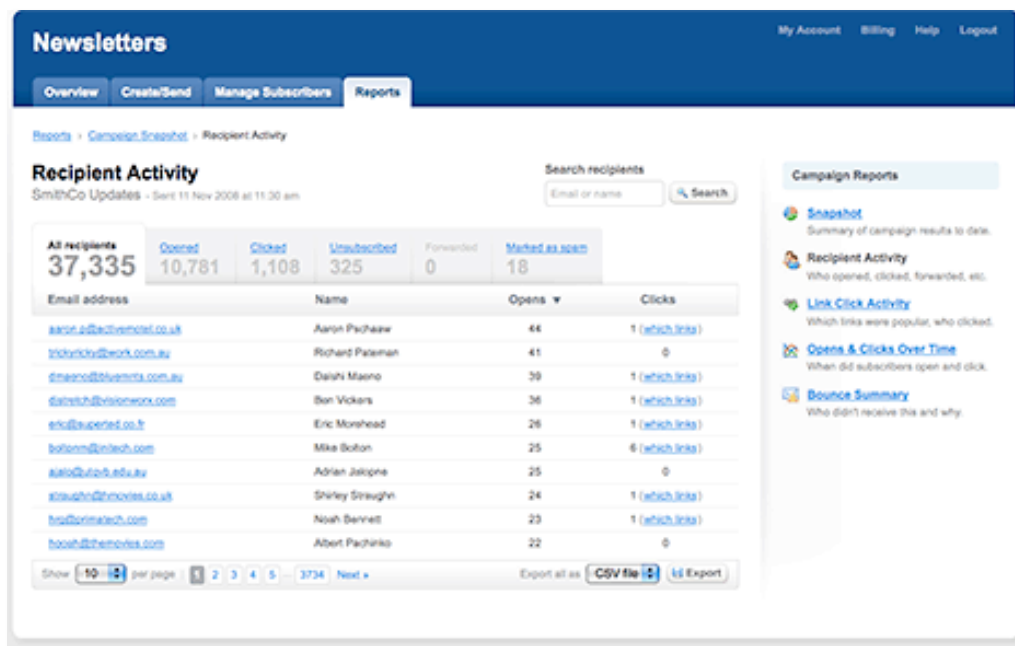
Here's some generic info from Campaign Monitor about what's in the reports



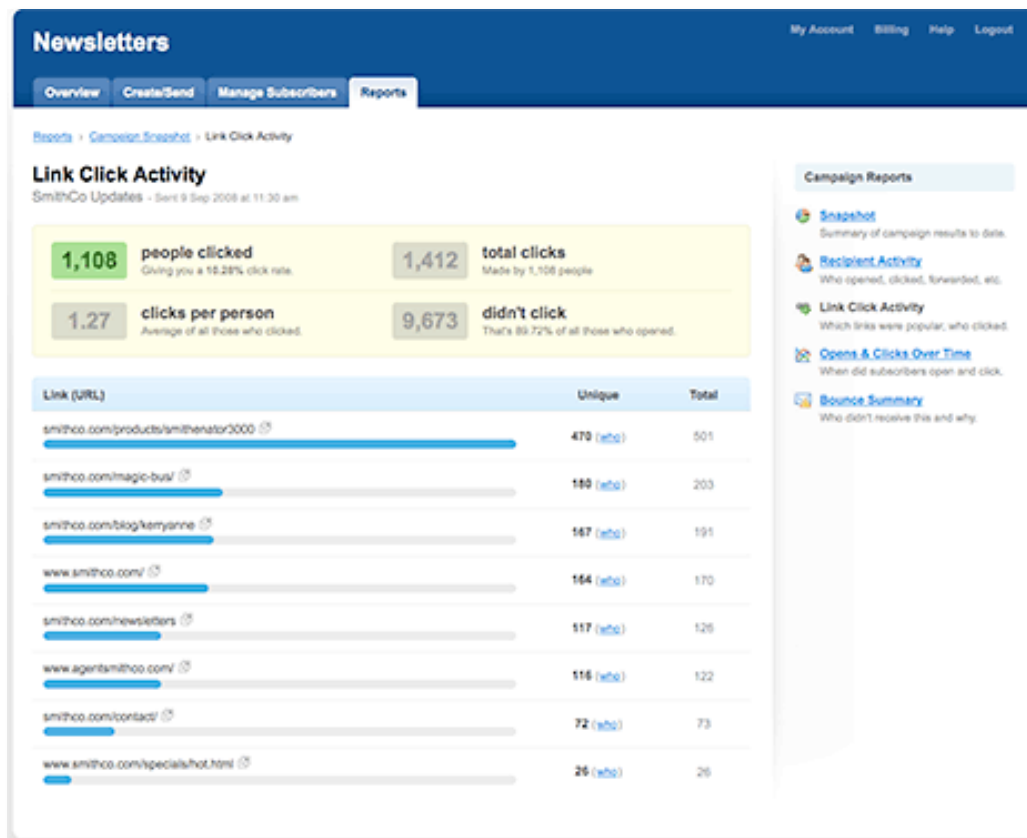
Opens and clicks over time – tells you when and what people are clicking and who opens your newsletter



Recipient activity – who is opening your email, what they are doing etc



Link activity – track the most popular links in your newsletter



Bounce activity – tells you if addresses are bouncing and then you can delete them from your list

Newsletters My Account Billing Help Logout

Overview Create/Send Manage Subscribers **Reports**

Reports > Campaign Snapshot > Bounce Activity

Bounce Activity

SmithCo Updates - Sent 9 Sep 2008 at 11:30 am

The following subscribers did not receive this campaign. Soft bounces are those that temporarily failed but the actual address is still valid, such as a full mailbox. Hard bounces are permanent and mean the email address is no longer valid. We automatically remove all hard bounces from your list. You can read [more about bounces](#).

Soft bounces: **1,184** Hard bounces: **311** Bounce domains: **2**

Search all bounces (Email or name) [Search]

Email Address	Name	Bounced	Reason
phil@smithco.com.au	Phil Knowmore	9 Sep 2008	General Bounce (get me more)
travis@smithco.com.au	Travis Bely	9 Sep 2008	Soft Bounce - General (get me more)
ken@smithco.com.au	Ken Gurney	11 Sep 2008	Soft Bounce - DNS Failure (get me more)
dave@smithco.com	Dave Greenear	13 Sep 2008	Soft Bounce - DNS Failure (get me more)
bob@smithco.com	Bob Scary	13 Sep 2008	Soft Bounce - DNS Failure (get me more)
scott@smithco.com	Scott Delivery	14 Sep 2008	Soft Bounce - General (get me more)
toby@smithco.com	Toby Greywater	14 Sep 2008	Soft Bounce - General (get me more)
jason@smithco.com	Jason Hockey	14 Sep 2008	Soft Bounce - General (get me more)
michael@smithco.com	Michael Peterson	15 Sep 2008	Soft Bounce - General (get me more)
ben@smithco.com	Ben Richardson	14 Sep 2008	Soft Bounce - General (get me more)

Show 10 per page 1 2 3 4 5 119 Next Export all soft bounces as CSV file Export

Campaign Reports

- Snapshot** Summary of campaign results to date.
- Recipient Activity** Who opened, clicked, forwarded, etc.
- Link Click Activity** Which links were popular, who clicked.
- Opens & Clicks Over Time** When did subscribers open and click.
- Bounce Summary** Who didn't receive this and why.

Compare your campaigns over time

Newsletters My Account Billing Help Logout

Overview Create/Send Manage Subscribers **Reports**

Reports > Compare Campaigns

Compare Campaign Results

Comparing results across 6 different campaigns. [Select new campaigns](#) to compare.

40% 35% 30% 25% 20% 15% 10% 5% 0%

Two and a half Smiths
13 May 2008 to 34,481 recipients

Ever Smithed a Smith?
10 Jun 2008 to 34,643 recipients

You are what you Smith
1 Jul 2008 to 129,025 recipients

Midyear Madness
19 Aug 2008 to 168,157 recipients

Compare

- ☒ Opens
- ☒ Clicks
- ☒ Bounces
- ☒ Unsubscribes
- ☒ Complaints
- ☐ Show averages

	Opens	Clicks	Bounces	Unsubscribes	Complaints
1 Smithcast Episode 11 Sent to 66,725 on Tue, 22 Apr 2008 at 6:08 pm Full results View campaign	34.73% 22,558	20.44% 4,610	2.65% 1,770	0.84% 540	0.08% 52
2 Two and a half Smiths Sent to 34,481 on Tue, 13 May 2008 at 9:19 am Full results View campaign	30.69% 10,358	11.48% 1,189	2.11% 726	0.5% 168	0.02% 7
3 Ever Smithed a Smith? Sent to 34,643 on Tue, 10 Jun 2008 at 11:48 am Full results View campaign	28.24% 9,585	13.66% 1,309	2.02% 701	0.55% 185	0.03% 9
4 You are what you Smith Sent to 129,025 on Tue, 01 Jul 2008 at 12:53 pm Full results View campaign	24.76% 30,445	10.43% 3,176	4.69% 6,056	0.79% 975	0.13% 161
5 Midyear Madness Sent to 168,157 on Tue, 19 Aug 2008 at 12:48 pm Full results View campaign	25.34% 40,855	13.13% 5,337	4.59% 7,716	2.04% 3,278	0.38% 609
6 SmithCo Updates Sent to 37,336 on Tue, 09 Sep 2008 at 11:42 am Full results View campaign	30.08% 10,781	10.28% 1,106	4% 1,495	0.91% 325	0.05% 18
Averages across all 6 campaigns	28.97%	13.23%	3.34%	0.94%	0.11%

Export this report as a CSV file Export

How do I import subscribers from a file?

Provided you have obtained the [correct permission](#) from your subscribers, importing your subscriber list into your account is a really simple and straight-forward process. To get started, your subscribers need to be in a comma or tab delimited text file. This is a standard format for storing data and is supported by most applications, including [Microsoft Excel](#), [Microsoft Outlook](#), [Outlook Express](#), [ACT!](#) and [GoldMine](#).

Here's an example of the way a CSV (Comma Separated Values) file needs to be formatted before importing it into your account:

Ren Stichardson, rens@abcwidgets.com, Surfing Sharon Greiner, sharong@abcwidgets.com, Skateboarding Joseph Hockey, joeh@abcwidgets.com, Reading

Each field is separated by a comma, and each subscriber is on a new line.

Please note: If you have a really big CSV file (over about 10mb) you could run into problems trying to upload that through the browser. In that case it is best to split your file into smaller chunks and upload them one at a time

How to import your file, step 1:

Select the list you wish to add subscribers to from the "Lists & Subscribers". Next, click the "Add Subscribers" button on the right sidebar.

The screenshot displays the 'ABC Design Widget Factory' interface. The top navigation bar includes 'Overview', 'Create/Send', 'Manage Subscribers' (selected), and 'Reports'. Below this, the 'Subscriber Lists' section shows 'Widget Fans' as the selected list. A line graph titled 'Widget Fans' shows subscriber activity over time, with a peak around 3pm. Below the graph, a table shows subscriber counts: Active (357), Unsubscribed (70), Bounced (0), and Deleted (11). A search bar is also present. On the right sidebar, the 'Manage list' section includes buttons for 'Add new subscribers' (highlighted with an orange arrow), 'Remove subscribers', 'Custom fields', 'Segments', and 'Export subscribers'.

Step Two:

Select the "Importing from a file" tab. Your subscribers must adhere to our strict [permission policy](#). If you cannot adhere to the 3 list requirements on this page, you cannot import that list into your account. If your list does meet all requirements, check each requirement and click the "Proceed with the import" button.

ABC Design Widget Factory

Overview Create/Send **Manage Subscribers** Reports

[Subscriber Lists](#) > [Widget Fans](#) > Have you got permission?

Add new subscribers

Manually add **Import from a file**

Before you can import your subscribers, have you got their explicit permission?

You never want to be identified as a spammer, so every single subscriber in your list *must fall into the OK* category. Any violation of these rules are very easy for our team to spot and will result in the immediate termination of your account.

OK TO USE

☒ **Opted in from my site**

Each subscriber opted in from my own web site where I explained when and what I'd be contacting them about.

DEFINITELY NOT OK TO USE

☐ **I haven't emailed the recipient's address for more than 2 years**

Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in

Step Three:

Click the "Browse" button and browse to the location of the Subscriber text file on your computer or network. After you have selected the file, click the "Import these Subscribers" button.

Step Four:

If your file is in the correct format (.txt or .csv), you will be asked to match the columns in your file with your Subscriber List fields. You can even create new custom fields for your list for each column as you go. Once you're done, click the "Next >" button.

ABC Design Widget Factory

Overview Create/Send **Manage Subscribers** Reports

[Subscriber Lists](#) > [List name](#) > [Import subscribers from a file](#) > Match the file with your subscriber list fields

Add new subscribers

Manually add **Import from a file**

Match the file columns with your subscriber list fields

For each column, select the field it corresponds to in 'Belongs to'. If the field doesn't exist and you plan on using it for your campaigns, select 'Create New' and add it. You can have up to 10 custom fields at any time. Click the 'Next' button when you're done.

<p>Column 1 (Full name)</p> <p>Doyle Hotchkiss Florence Lopez Lettie Henry</p>	<p>Belongs to</p> <p>Name</p>
<p>Column 2 (Given Name)</p> <p>Doyle Florence Lettie</p>	<p>Belongs to</p> <p>Last name</p>
<p>Column 3 (Middle Initial)</p> <p>S D J</p>	<p>Belongs to</p> <p>Middle initial</p>

Step Five:

If any errors were found in your file, you will be presented with the Subscriber Import Report, which displays all of the errors found and gives you the option of either fixing each invalid email address, or ignoring them. If you choose to fix them, you can do so from within your account.

ABC Design Widget Factory ▾

Overview Create/Send **Manage Subscribers** Reports

[Subscriber Lists](#) > [List name](#) > [Import subscribers from a file](#) > Subscriber Import Report

Add new subscribers

✔ You successfully imported 753 new subscribers into this list, 241 were duplicates or already existed

Manually add Import from a file

While the import was a success, 6 records did not import correctly:

Subscriber Name	Email Address	Problem
Rufus Mcculloch	Rufus.E.Mccullochphoteldi.com	Email Address in Incorrect Format
Michael Fleisher	Michael.J.Fleisher@steinmark.c	Email Address in Incorrect Format
Jacqueline Kovach	Jacqueline.M.Kovachphoteldi.com	Email Address in Incorrect Format
Rosa Anderson	Rosa.M.Anderson@photeldi.com	Email Address in Incorrect Format
Gregory Phillips	Gregory.J.Phillips@mailworld.	Email Address in Incorrect Format
David Myers	David.M.Myers@photeldi.c	Email Address in Incorrect Format

Fix these subscribers or [ignore them](#) and continue