

# **Email Marketing Platform** User Guide



Copyrights By DeepSend - 2021. All Rights Reserved.

# What is DeepSend?

DeepSend is a simple email marketing solution for all types of businesses. The key idea behind our solution is simple tools that you can maximise for your business. We provide our customers with a simple content editor, simplified subscriber management and campaign reports to help you with better and more effective marketing strategy.

# **Getting Started**

# Sign Up

Let's begin with signing up for a Free plan. Click the Log In button in the top right hand corner.

# If you have already created an account:

1. Log In using your email and password.

### If you do not have an account:

- 1. Click 'Create an account'.
- 2. You will be redirected to a page to Create your account.
- 3. Insert details such as email, name, password, timezone, and preferred language.
- 4. Tick the reCAPTCHA box.

Once you're done, click on 'Get Started!' and you will be redirected to your new DeepSend account.

**NOTE:** Please take the time to read our **Terms of Use** and **Privacy Policy**. Make sure you have permission from subscribers to send them email campaigns.



# Accounts

DeepSend

# **My Profile**

L My profile Information	n 🖻 Billing 🖌 Subscription 🛈	€ Logs	
Profile Photo	Basic information		Account
	First name *	Last name *	Email *
	Timezone *		New password
Upload your photo Photo should be at least 300px x 300px	(GMT+08:00) Asia/Kuala_Lumpur		~
	Language *		Confirm new password
1. Upload 💼 Remove	English		~
	Color scheme	Text editor direction	
	System default 🛛 🗸	LTR - Left to Right	~

Profile Photo

- 1. You can upload or remove your profile photo.
- 2. To upload, ensure the photo is at least 300px x 300px.
- 3. Click Save.

**Basic Information** 

- 1. Update details such as first and last name, timezone, preferred language, colour scheme, and text editor direction.
- 2. Click Save.

Account

- 1. You can update your email and new password.
- 2. Click Save.



# Accounts

#### **Contact Information**

L My profile IIR Contact inform	nation 🖻 Billing 🖋 Subscription <sup>(1)</sup> A	) Logs
Primary account conta	ct	
First name *	Last name *	Country *
		Choose V
Email address (at work) *		Company / Organization *
Address 1 *		Office phone
City *	Zip / Postal code *	Address 2
Website URL		State / Province / Region
Billing information		
Tax number		Billing address
		J Saue

### Primary Account Contact

- 1. Update details such as **first and last name**, **work email**, **first address**, **city**, **zip / postal code**, **country**, company / organisation, office phone, second address, state / province / region, and website URL.
- 2. Click Save.

**Billing Information** 

- 1. Update tax number and billing address.
- 2. Click Save.



# Billing

**Billing Information** 

- 1. Click add billing address.
- 2. Edit payment method by updating details such as **first and last name**, **email**, **address**, **country**, and **phone number**.
- 3. Click Save.

**Payment Method** 

- 1. You can choose your payment method. Currently, only offline payment is available.
- 2. Click Save Payment Method.

### **Subscription**

上 My profile 🛛 🖩 Contact information 🚍 Billing 🖌 Subscription <sup>10</sup> 🧐 Logs		
You have a pending renew invoice. <i>Click here</i> to check details	Renew Subscription You're renewing Free plan, and your su will be due on Sep 27, 2021	bscription
Thank you for being with us, you are currently subscribed to Free plan. Your next invoice will be billed in 1 week ago, on Aug 27, 2021.	Free 2,000 Sending credits Unlimited contacts	RMO
Cancel Change plan Cancel now	Tax	RMO

You can change or cancel your subscription plan. Currently, only the Free plan is offered.

1. To cancel, click **Cancel Now** and click **Confirm**.

Invoice / Logs

1. View all payment transactions and details of invoices / billing history.

Plan Details

1. View details of your current plan including plan name, quota, permissions, and other information.

# Accounts

DeepSend

-ogs • My	profile 📑 Contact information 🚍 Billing 🖋 Subscription <sup>13</sup> 49 Logs	
Sort by	Created at V JF Type All V	
	The campaign "Test" was started! Campaign	38 minutes ago Sep 09th, 2021 16:33
	The subscriber "naurahninaqistina@gmail.com" belonging to the list "Test" was deleted! Subscriber	44 minutes ago Sep 09th, 2021 16:27
	A new campaign "Test" was created! Campaign	22 hours ago Sep 08th, 2021 18:52
	The list "Test" was created! List	22 hours ago Sep 08th, 2021 18:33
25 ~	items per page   From 1 to 4. Total 4 records	

View recent activity / history.



# **My Lists Dashboard**

My Lists dashboard is essentially a collection of your audience's contact details that can be segregated into multiple different mailing lists to help you target your email campaigns better.

These are the features that are available to customize your audience list:

- Create List
- Subscribers
  - i. Add New Subscribers
  - ii. Import New Subscribers
- Overview
- Settings
- Segments
- Embedded Form
- Forms / Pages
- Manage List Fields
- Email Verification
- Statistics

# **Create List**

You can change or cancel your subscription plan. Currently, only the Free plan is offered.

1. You can start creating your mailing list by selecting the "Create List" button.

Sort by Custom order V Type to search Q + Create list	∺≡ My lists	
You have no list	Sort by Custom order V Type to search	Q + Create list
		You have no list

#### **Create List**

DeepSend

2. Fill up the details under "**Identity**" by naming your mailing list, set up the email address and a name of which you want to be displayed to the email recipient, and default email subject.

Edit your mail list	
Identity	
Name *	From email *
Default From name *	Default email subject

#### 3. Fill up the "Contact Information" details for your company.

Contact information Default from your contact information - Edit	
Company / Organization *	State / Province / Region *
Address 1 *	City *
Address 2	Zip / Postal code *
Country * Choose ~	Phone *
Email *	Home page

4. Setup the subscription setting for your mailing list. You will have the option to choose between the three options as shown.



5. Click "**Save**" when done and you have successfully created a mailing list to your "**Lists**" dashboard.

# Lists

#### **Subscribers**

Once you have successfully created a mailing list, next, you need to add your audience contact information to the list. You have two options available to add a new contact (subscriber):

- 1. By adding new subscribers manually via filling each subscriber details individually,
- 2. Or by importing new subscribers by uploading any external documents in CSV format.

# Add New Subscribers

1. You can start by clicking the "New Subscriber" icon.

Home ☷ My lists				
Sort by Custom order ~ Type to search	Q			+ Create list
Test List Created at: Aug 02nd, 2021 15:10	0 Subscriber	0% Open rate	0% Click rate	+⊥ and statistics ∨
25 v items per page   From 1 to 1. Total 1 records				

2. Then, fill up the new subscriber details such as email address, first name and last name.

Home > Lists :	> Change list ~	,					
Test Lis	t						
0 Subscribe	rs						
I Overview	Settings	🕸 Subscribers 🗸	% Segments 🗸	🗊 Forms / Pages 🗸	🖽 Manage list fields	Email verification	
+ New s	ubscriber						
Email *							
First name							
Last name							
✓ Save	X Cancel						



#### **Import New Subscribers**

1. Click on the drop-down icon at the end of the right corner of your mailing list and select "**Import**".

0	Test List Created at: Aug 02nd, 2021 15:10	<mark>0</mark> Subscriber	0% Open rate	0% Click rate	+1	☆ Statistics
25 ~	items per page   From 1 to 1. Total 1 records				3 <u>0</u> **	Subscribers
						Embedded form
					II.	Forms / Pages
						Manage list fields
						Email verification
© 2020. Er	mail Marketing Application by Managepay Marketi	ng			Ľ	Edit list
					±	Import
					t	Export
					P	Сору

2. Select the CSV document with your subscriber's contact details that you wish to import into the mailing list and click "**Import**".

0 Subscribe	rs						
Overview	🌣 Settings	<section-header> Subscribers ~</section-header>	🗞 Segments 🗸	🗉 Forms / Pages 🗸	II Manage list fields	Email verification	
壁 Impo	rt subscri	bers					
Acceptable fi	le type is CSV, ple	ease checkout the Sampl	e.csv				
<mark>Server max file</mark> Upload file	upload size: 160	м					
No file select	ed						+
✓ Import							



3. Once you have successfully imported your subscribers into your mailing list, you will also have the option to "**Download Log**" or "**Import Another**" CSV document.



4. You can also scroll below to view your import history in "Recent Import".



# Lists

# **Overview**

After creating your mailing list, you will be able to choose any of your mailing lists and it will direct you to the mailing list overview where you can view valuable insights including:

- List Performance •
  - i. Open Rate
  - ii. Click Rate
  - iii. Subscribe Rate
  - iv. Unsubscribe Rate
  - v. Total Unsubscribers
  - vi. Total Unconfirmed
- List Performance •



# Lists

# **Settings**

The setting page follows the same steps as Create List (Step 2-5) if you wish to change your mailing list's setting level.

# Segments

This feature allows you the ability to segment your audience based on set conditions that filter based on specified data. By segmenting your audience, you are able to send targeted email campaigns to subscribers that meet your conditions. You can also create as many segments as you want, and add contacts to multiple segments.

1. Start segmenting your audience by clicking "Create Segment".

Segments	
Sort by Name ~ JL Type to search Q	+ Create segment
You have no segment	

- 2. Fill up the name of your segment and select the combination setting of your conditions either "**All**" or "**Any**".
  - All means meeting all the multiple conditions set.
  - Any means meeting any one of the conditions set.

0verview	🌣 Settings	👥 Subscribers 🗸	🖏 Segments 🗸	🗈 Forms / Pages 🗸	🖽 Manage list field	ls 🛛 Email verification	
🖉 Update	e segmen	t					
Name *						How to combine the conditions *	
						All	~
Conditions							
Add condition							
✓ Save	X Cancel						

- 3. Click "Add Condition" and you will have the option to add the conditions based on:
  - List Fields : Email / First Name / Last Name
  - Email Verification: Verification Result
  - Tag
  - Activities: Last email open / Last link click



#### **Segments**

- 4. Add more conditions and combine multiple conditions for hyper-targeted email campaigns.
- 5. Click "Save" when done.

Overview	🌣 Settings	<u>101</u>	Subscribers	~	Segments ~	🗄 Form	s / Pages 🗸	🎛 Mai	nage li	st field	s 🛛 Email verificat	ion	
🖉 Updat	e segmen	t											
Name *										,	How to combine the con	iditions *	
New Subscribe	ers										Any		~
Conditions													
Verification re	sult			~	equal			~		Deliver	able	~	Ċ
Tag				~	contains			~		Merch	ant		Ō
Last email ope	n			~	Greater than (o	days)		~				30	Ō
Add condition													
Add Condition													
✓ Save	X Cancel												

Below are some examples of the use cases for the "**Segment**" feature:

Use Case	e 1:					
You want create a t Subscribe subscribe	to offer a discour ag labelled "New S er" for example. Th rs in your selected	nt fc Subs is w I mai	or first-time scriber" and ill allow you iling lists.	purchases t set the con- to send the	for dit ca	all new subscribers. You can ions as "Tag > contains > New ampaign specifically to the new
Tag		~	contains	~		New Subscriber
Use Case	2:					

You can re-engage with subscribers who have been inactive over a period of time. You
can send a remarketing campaign by setting the conditions to "Last email open > greater
than (days) > 30" for example. This will allow you to send the campaign specifically to all
inactive subscribers in your selected mailing lists.

Conditions					
Last email open	~	Greater than (days)	~	30	Ō



# Forms / Pages

The Forms/Pages function allows you to embed email subscription forms to your website, while at the same time, allowing you to send automated emails covering web user action including "**Subscribe, Unsubscribe and Update Profile**". The templates available include:

- Embedded Form
- Subscribe
  - i. Sign-up form
  - ii. Sign-up "Thank you" page
  - iii. Sign-up confirmation email
  - iv. Confirmation "Thank you" page
  - v. Final "Welcome" email
- Unsubscribe
  - i. Unsubscribe form
  - ii. Unsubscribe success page
  - iii. Unsubscribe "Goodbye" email
- Unsubscribe
  - i. Update profile email sent
  - ii. Update profile email
  - iii. Update profile form
  - iv. Update profile success page

### **Embedded Form**

1. Select the "Embedded Form" option from the dropdown list of Forms/Pages.



# Lists

# **Embedded Form**

2. Fill up the Form Title, and set your settings to either show or hide required fields, stylesheet, javascript, and invisible field(s).

Embedded form				
Form options				
Form title	Show only required fields	Include javascript	Custom CSS	
Subscribe to our mailing list	$\bigcirc$		.subscribe-embedded-form { color: #333	
Custom redirect url	Include stylesheet	Show invisible field(s)	} .subscribe-embedded-form label {	•
Leave blank for default thank you page			color: #555	lis

3. Once you have set up the fields in your form, you can copy and paste the provided HTML source code to your website.

markup 🔺	Subscribe to our mailing list
<li>k href="http://app.startupmalaysia.com/css/embedded.css" rel="stylesheet"</li>	oubscribe to our maining list
type="text/css">	
<style>.subscribe-embedded-form{color: #333}.subscribe-embedded-form label{color:</td><td>* indicates required</td></tr><tr><td>#555}</style>	
<pre><div class="subscribe-embedded-form"></div></pre>	Email
<h2>Subscribe to our mailing list</h2>	
<pre><span class="text-danger">*</span> indicates required</pre>	
<pre><form action="http://app.startupmalaysia.com/lists/61079a5bd2958/embedded-form-&lt;/pre&gt;&lt;/td&gt;&lt;td&gt;Eiret name&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;subscribe-captcha" class="form-validate-jqueryz" method="POST"></form></pre>	T list hume
<pre><div class="form-group control-text"></div></pre>	
<label> Email <span class="text-danger">*</span></label>	
<pre><input class="form-&lt;/pre&gt;&lt;/td&gt;&lt;td&gt;Last name&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;control required email" id="EMAIL" name="EMAIL" placeholder="" type="text" value=""/></pre>	
<pre><div class="form-group control-text"></div></pre>	
<label> First name </label>	
<input <="" id="FIRST_NAME" name="FIRST_NAME" placeholder="" td="" type="text" value=""/> <td>Subscribe</td>	Subscribe
class="form-control ">	

© 2020. Email Marketing Application by Managepay Marketing

# Subscribe Templates

The subscribe email templates will be sent when your audience opt to subscribe to your company's marketing emails. The default flow of your "**Subscribe**" automated emails would be as follows:

Sign-up form > Sign-up "Thank you" page > Sign-up confirmation email > Confirmation "Thank you page" page > Final "Welcome" email

Note that this flow is customizable according to your preference.



#### Sign-up form Template

1. Fill up the "Subject" of your template.

Sign-up form	
Sign-up form URL http://app.startupmalaysia.com/lists/61079a5bd2958/sign-up	
Subject	
Sign up	

2. Edit "**Content**" accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.



3. Ensure that your template has all required tags inserted.

equired tags:				
{FIELDS}	{SUBSCRIBE_BUTTON}			
Available tags:				
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}
{CONTACT EMAIL}	{CONTACT URL}			



### Sign-up form Template

4. You can customize your template further by utilizing all other available tags.

Required tags:					
{EMAIL_FIELD}	{UNSUBSCRIBE_BUTTON}				
Available tags:					
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

- 5. Click "**Preview**" to view your form sample.
- 6. Click "Save Change" when done.

#### Sign-up "Thank you page"

This template offers you the options to use "**Custom URL**" that redirects to an external landing page or to use "**Built-in**" page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click "**Save Change**" when done.

Sig	Sign-up "Thank you" page						
۲	Custom URL						
	Redirect to the URL below						
	http://your-custom-url.com						
	✓ Save change						

#### OR

If you select "**Built-in page**", follow the same steps as setting up the Sign-up form template from Step 1 - Step 6.

Content		
File Edit View Insert Format Tools Table		
	{LIST_NAME}	
	Welcome to {CONTACT_NAME}	
	{FIELDS} {SUBSCRIBE_BUTTON}	
	{CONTACT_NAME}, {CONTACT_URL}	(U C



# Lists

# Sign-up Confirmation Email

Your audience will receive this email template to notify them to confirm their email subscription with your company.

1. Follow the same steps as setting up the Sign-up form template from Step 1- Step 6.

Sign-up confirmation email
Subject
Sign-up confirmation
Content
File Edit View Insert Format Tools Table
{LIST_NAME}
Please Confirm Subscription
Click the link below to confirm your subscription: {SUBSCRIBE_CONFIRM_URL}
If you received this email by mistake, simply delete it. You won't be subscribed if you don't click the confirmation link above.
For questions about this list, please contact: <u>{CONTACT_EMAIL</u> }
© 2020. {CONTACT_NAME}, <u>{CONTACT_URL}</u>
Required tags:
(SUBSCRIBE_CONFIRM_URL)

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				



# Lists

#### **Confirmation "Thank You" Page**

After your audience has confirmed their subscription, this email will be sent to prompt them to either click on "**Continue to our website**" or "**Manage your preference**".

This template offers you the options to use "**Custom URL**" that redirects to an external landing page or to use "**Built-in**" page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click "**Save Change**" when done.



# OR

If you select "**Built-in page**", follow the same steps as setting up the Sign-up form template from Step 1 - Step 6.

0	Built-in page		
	Use the application's web page		
	Subject		
	Thank you		
	Content		
	File Edit View Insert Format Tools Table		
			A
	रा	IST NAME}	
	_		
		Subscription Confirmed	
		Your subscription to our list has been confirmed.	
		Thank you for subscribing!	
		Continue to our website or Manage your preferences	
			0



#### Final "Welcome" Email

The final welcome email template marks as the final email throughout the overall email subscription flow.

1. Follow the same steps as setting up the Sign-up form template from Step 1- Step 6.

Final "Welcome" email
Subject
Welcome
Content
File Edit View Insert Format Tools Table
{LIST_NAME}
Your subscription to our list has been confirmed.
For your records, here is a copy of the information you submitted to us
{SUBSCRIBER_SUMMARY}
If at any time you wish to stop receiving our emails, you can: <u>Unsubscribe here</u>
You may also contact us at: <u>{CONTACT_EMAIL}</u>
© 2020. {CONTACT_NAME}, <u>{CONTACT_URL}</u>
Required tags:
{UNSUBSCRIBE_URL}

#### Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				



#### **Unsubscribe Form**

1. Fill up the "Subject" of your template.

Insubscribe form	
lbject	
Unsubscribe	

2. Edit "**Content**" accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.

Content	
File Edit View Insert Format Tools Table	
· · ·	{LIST_NAME}
	Unsubscribe
	You are going to opt out of mail list {LIS I_NAME}, please click the outton below to confirm. Really sorry to let you go!

3. Ensure that your template has all required tags inserted.

		_		
Required tags:				
{EMAIL_FIELD}	{UNSUBSCRIBE_BUTTON}			
		-		
Available tags:				
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{LIST_NAME} {CONTACT_NAME}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_ZIP} {CONTACT_COUNTRY}
{CONTACT_EMAIL}	{CONTACT_URL}			

4. You can customize your template further by utilizing all other available tags.

Required tags:					
{FIELDS}	{SUBSCRIBE_BUTTON}				
Available tags:					
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

- 5. Click "**Preview**" to view your form sample.
- 6. Click "Save Change" when done.



#### **Unsubscribe Success Page**

After your audience has confirmed to unsubscribe, they will receive this template to indicate that the unsubscription process is successful. This template offers you the options to use "Custom URL" that redirects to an external landing page or to use "Built-in" page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click "Save Change when done.

Ur	Unsubscribe success page						
0	Custom URL Redirect to the URL below						
	http://your-custom-url.com						
	✓ Save change						
0	R						

2. If you select "**Built-in page**", follow the same steps as setting up the Unsubscribe form template from Step 1- Step 6.

$\bigcirc$	Built-in page					
0	Use the application's web page					
	Subject					
	Unsubscribed					
	Content					
	File Edit View Insert Format Tools Table	:				
			▲			
	r	LIST NAME				
	í					
		Unsubscribe Successful				
		You have been removed from {LIST_NAME}.				
	-					
		{CONTACT NAME} {CONTACT URL}				
			•			



#### Unsubscribe "Goodbye" Email

The unsubscribe goodbye email template marks as the final email throughout the overall email unsubscription flow.

1. Follow the same steps as setting up the Unsubscribe form template from Step 1- Step 6.

Unsubscribe "Goo	odbye" email				
Subject					
Unsubscribed					
Content					
File Edit View Incert Fr	armat Tools Table				
File cuit view insert Fo	ormat. Tools Table				
We have removed your e	mail address from our list.				
We're sorry to see you go.					
Was this a mistake? Did yo was a mistake, you can re- <u>Subscribe</u>	ou forward one of our emails t subscribe at:	o a friend, and they clicked th	e unsubscribe link not realizi	ng they were in fact unsubscr	ibing you from this list? If this
For questions or comment <u>{CONTACT_EMAIL</u> } {CONTACT_NAME}, <u>{CON</u>	s, please contact us at: <u>ITACT_URL}</u>				
Required tags:					
Available tags:			CUCT MANAGE	(CONTACT NAME)	
(SUBSCRIBER_EMAIL)	(SUBSCRIBER_FIRST_NAME)	(SUBSCRIBER_LAST_NAME)	(UDI_NAME)	(CONTACT_NAME)	
(CONTACT_ADDRESS_1)	{CONTACT_ADDRESS_2}	(CONTACT_CITY)	(CONTACT_ZIP)	(CONTACT_COUNTRY)	(CONTACT_PHONE)
{CONTACT_EMAIL}	{CONTACT_URL}				

#### **Update Profile Templates**

The update profile templates are a set of automated emails to notify your audience to update their subscription preferences. There are 3 default flows of your update profile automated emails as shown below:

- Flow 1 (Initiated by you)
   Update profile email sent > Update profile success page
- Flow 2 (Initiated by your audience)
   Update profile email > Update profile success page
- Flow 3 (Initiated by your audience)
   Update profile form > Update profile success page

**NOTE:** You can choose any of these flows or customize your email flow according to your preference.



#### **Update Profile Email Sent**

The update profile templates are a set of automated emails to notify your audience to update their subscription preferences. There are 3 default flows of your update profile automated emails as shown below:

This template offers you the options to use "**Custom URL**" that redirects to an external landing page or to use "**Built-in**" page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click "**Save Change**" when done.

Up	Jpdate profile email sent						
۲	Custom URL Redirect to the URL below						
	http://your-custom-url.com						
	✓ Save change						

#### OR

If you select "Built-in page", start by filling up the "Subject" of your template.



2. Edit "**Content**" accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.

0	Built-in page Use the application's web page		
	Subject		
	Update profile		
	Content		
	File Edit View Insert Format Tools Table	e	
		LIST NAME}	
		,	
		Profile Updated	
		Your profile information has been updated. For your records, here is a copy of the information you submitted to us	
		{SUBSCRIBER_SUMMARY}	
		Return to our website	
			۳.,



#### **Update Profile Email Sent**

3. You can customize your template further by utilizing all other available tags.

Required tags:				
Available tags:				
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}
{CONTACT_STATE}	{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}
{CONTACT_COUNTRY}	{CONTACT_PHONE}	{CONTACT_EMAIL}	{CONTACT_URL}	

- 4. Click "Preview" to view your form sample.
- 5. Click "Save Change" when done.

#### **Update Profile Email**

The update profile email is a template that will be sent once you receive a request from your audience to change their subscription preferences.

1. Fill up the "Subject" of your template.

Update profile email				
Subject				
Update profile				

2. Edit "**Content**" accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.



# Lists

# **Update Profile Email**

3. Ensure that your template has all required tags inserted.

Required tags: {UPDATE_PROFILE_URL}						
Available tags:						
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}	
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}	
{CONTACT_EMAIL}	{CONTACT_URL}					

4. You can customize your template further by utilizing all other available tags.

Required tags: {UPDATE_PROFILE_URL}						
Available tags:						
{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}	
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}	
{CONTACT_EMAIL}	{CONTACT_URL}					

- 5. Click "**Preview**" to view your form sample.
- 6. Click "Save Change" when done.

# **Update Profile Form**

The update profile form will be sent to your audience when they click the link or button to update their subscription preferences.

1. Follow the same steps as setting up the Update Profile Email template from Step 1- Step 6.

Update profile for	rm				
Subject					
Update profile					
Content					
File Edit View Insert Fo	ormat Tools Table				
	ONR				A
for pare_ritionite_ported					
	{LIST_1	NAME}			
	Update	your preferences			
				_	
	(FIELDS)				
	{OPDATE		ubscribe		
		{CONTACT_NAME	}, {CONTACT_URL}		<mark>©</mark>
Peopulsed tags					4
(FIELDS)	{UPDATE_PROFILE_BUTTON}	{UNSUBSCRIBE_URL}			
Available tags:	CURCERER FIRE NAME		OUCT MANO	CONTACT NAME	CONTACT STATE
(CONTACT ADDRESS 1)	(CONTACT ADDRESS 2)	(SOBSCRIDER_DAST_VARIE)	(CONTACT 7IP)	(CONTACT_OUNTRY)	(CONTACT_DIRIE)
(CONTACT EMAIL)	(CONTACT URL)	(contract_chity	(connel_ary	(conner_coonner)	(contract_Prioric)



# Lists

# Update Profile Success Page

The update profile success email template marks the final email throughout the update profile flow. It will be sent after your audience has successfully updated their subscription preferences.

This template offers you the options to use "**Custom URL**" that redirects to an external landing page or to use "**Built-in**" page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click "**Save Change**" when done.

Up	Jpdate profile success page						
٢	Custom URL Redirect to the URL below						
	http://your-custom-url.com						

# OR

If you select "**Built-in page**", follow the same steps as setting up the Update Profile Email Sent template from Step 1- Step 6.

0	Built-in page Use the application's web page		
	Subject		
	Update profile		
	Content		
	File Edit View Insert Format Tools Table		
			ท
			Â
	{	LIST_NAME}	
		Email sent	
		For security, we've sent an email to your inbox that contains a link to update your preferences.	
		 {CONTACT_NAME}	
			•



### **Manage List Fields**

This feature allows you to customize your mailing list fields to capture and display audience data beyond the default fields of "**Email, First Name and Last Name**". You will have the option to set your field according to

- Label and Type
- Required or Not Required
- Visible or Hidden
- Tag
- Default Value

#### III Manage list fields

Here you can manage the fields available to your list's subscribers.

	Label and Type	Required?	Visible?	Tag		Default value
000	Email			{SUBSCRIBER_ EMAIL	}	
000	First name			{SUBSCRIBER_ FIRST_NAME	}	<b>d</b>
000	Last name			{SUBSCRIBER_ LAST_NAME	}	
New f ⊤T <sup>⊤</sup> e	ield xt 🗐 Number 🗎 Dropdowr	n 🔳 Multiselect	Checkbox	Radio     Date     Date	Textarea	
✓ Sa	we change					

You can maintain the default setting or you can add "**New Field**" for additional audience data that you have to further The format options available for your additional field include:

- Text
- Number
- Dropdown
- Multiselect
- Checkbox
- Radio
- Date
- Datetime
- Textarea

Add a New Field by selecting any one of the formats available.

New field								
TT Text	↓ <sup>1</sup> <sub>g</sub> Number	📔 Dropdown	Multiselect	Checkbox	Radio	🗐 Date	🖸 Datetime	Textarea



#### **Manage List Fields**

Below is an example of the use case for the "New Field" feature:



#### **Email Verification**

This feature allows you to use your own third-party email verification server to verify your email list. You will have to add one from here and assign the particular server to the email list and then you will be able to start the verification process.

Overview	Settings	Subscribers	∽ 👫 Segments ∽	🗉 Forms / Pages 🗸	🖽 Manage list fields	Email verification			
Verification	status								
No verification	No verification process is running, <b>0/4</b> emails verified								
List verificat	List verification								
To verify your lis	st, choose a verif	ication service below	/ and click Verify button *						
Select email ve	rification server			~					
Start verificati	ion process								



+ Create list

# Lists

#### **Statistics**

By clicking the Statistic button of your mailing list, it will redirect you to the Overview dashboard of your mailing list showcasing insights and audience performance. Refer to the guides on Overview for more details.

<b>∷</b> My lists				
Sort by Custom order V Type to search	Q			
Test List Created at: Aug 02nd, 2021 15:10	4 Subscribers	0% Open rate	0% Click rate	+1

Refer to the guides on Overview for more details.

Overview 🔅 Se	ettings 🙅 Su	ıbscribers v	📽 Segments 🗸	📰 Forms / Pa	ges 🗸 🖽 Manage list fields 🛛 🖬 E	mail verification	
st performance							
erage open rate				0.00%	Average click rate	0	.00
100 (	2006		0.0004		0	0	
Avg subscr	J <b>U%</b> ribe rate		O.OO% Avg unsubscribe rate		U Total unsubscribers	U Total unconfirmed	
growth							
t growth	su	ubscriber growth			Subscribed		
s	Su	ubscriber growth			Subscribed		
s growth	Su	ibscriber growth	4		Subscribed		
t growth	Su Su	ubscriber growth	4		Subscribed		
t growth	Su Su	ibscriber growth	4		Subscribed		
5 4 3 2	Su	ubscriber growth			Subscribed		
5 4 3 2 1	Su Su	abscriber growth			Subscribed		
t growth	5u	bbscriber growth	а а а а а а		Subscribed		



A Campaign is an email newsletter that you create and send to your selected subscribers.

# **Email Delivery**

To create your first campaign:

1. Click the Campaigns tab.

<u>n</u> Dashboard	🚀 Campaigns	O Automations	E Lists	🗹 Templates	🧭 Sending 🗸			
2. Click Create campaign.								
<b>∷</b> Campaigns								
Sort by Custom order ~	Type to search	Q			+ Create campaign			
			1					
		You have no ca	mpaign					
3. Select the t	ype of campaig	n you want to cre	eate.					
⊘ Select cam	paign type							
Campaign with HT	ML email content as well a	as images, links. This is the	most common typ	De.	Choose			
Bend a plain-text	mail without link tracking,	images, or HTML.			Choose			
X Cancel								

# **Email Campaign**

4. Choose a List as recipients for the email campaign. See section on Lists to create a new List. Click '**Save & Next**'.

Home - Campaigns								
<section-header> Recipients &gt; 👔</section-header>	✿ Setup > 🐵 Template > 🛛 Schedule > 🗸 Confirm							
Choose one or more lists	/segments for sending email							
Set as default list	To which list shall we send?							
Default	Choose ^							
	Q							
+ New list/segment	Choose							
	Test (0 subscribers)							

5. Enter a campaign name (for internal reference), email subject, and sender information (your company), and an email address to be replied to. Click '**Save & Next**'.

Advanced: You can also set detailed reporting such as track opens, track clicks, add DKIM signature, and a custom tracking domain.

Home > Campaigns	
🖪 Untitled	
₩ Recipients > Setup > Premplate > Schedule > ✓	ionfirm
Name your campaign *	Track opens Discover who opens your campaigns by tracking the number of times an
Email subject *	invisible web beacon embedded in the campaign is downloaded.
	Track clicks Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
From name *	
From email *	Add DKIM signature Sign your email with your sending domain (if any), telling receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your email, improving delivery rate.
Use sending server's default value	Custom Tracking Domain
Reply to *	Using a tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from this application hostname), making your email more authentic and more likely to reach recipients INBOX.
	Cours 9. Mart -

6. You can now start designing your email before sending it out to your subscribers.



#### Template

To customise the design and content of your emails in DeepSend.

1. Select the editor in which you want to build your campaign. You can choose from the build from a layout draft, customise a template, or upload a new template. Click '**Start**' for any of the options.

Home >	Campaigns
🖪 Te	est
👥 Reci	pients > 🌣 Setup > 🛛 🗃 Template > 🗇 Schedule > 🗸 Confirm
Conte	ent Management
Email (	Content
Create y Customi email bu	our email from scratch or start from our pre-built templates / themes. ize the content the way you desire with our powerful but easy-to-use HTML uilder.
+	Build from a layout draft Craft your email based off a pre-built layout we made for you
<u>≣</u> ₽	Customize a template No need to create an email from scratch. Start from a beautiful template we have
$\triangle$	<b>Upload a new template</b> Upload your own template in ZIP format

2. Choose a layout / theme / upload your own template that suits your content.

# Choose layout for campaign template





# Template

2. (cont'd)

# OR

# Choose layout for campaign template

Layouts	Themes	Upload				
From Gallery	~	Sort by Custom order	✓ Type to s	earch	Q	
Untitleo	d e	Gift Card!	Color Print Your Print Companion	Certified Yoga Therapist		
25						~
items per	page   Fr	rom 1 to 4. Total 4 re	ecords			
Cho	ose	layout fo	or campa	ign tem	plate	

Layouts Themes Upload

Please upload your plugin file. Select your plugin archive and upload it

# Upload file

No file selected

Upload

+



# Template

3. After choosing your template, choose Email builder PRO (advanced user) or Email builder Classic.

<i>←</i>		×
Choose build The campaign conte to edit Email builder PRO	er nt was successfully updated. Choose one of builders below Email builder Classic	

4. Email builder PRO allows you greater editing freedom with drag and drop elements.

DeepSend Design ~   C	hange Template 🗸 🛛 Preview 🗸 🔤 I	Design Mode 🗸			SAVE	SAVE & CLOSE	
			1	WIDGETS	🏷 tags	🛱 SETTING	
		Open in your browner		PRODUCTCOMMERCE			
Logo		Open in your browser			11 11 11 11 11 11		
	Lorem ipsum dolor						
	Nunc pulvinar turpis sed pellentesque aliquet				GENERAL		
Vestibulum id convallis lig pellentesque aliquet. Sed Mauris molestie id nisi in i Pellentesque in purus null	uia. Maecenas tellus erat, porta in augi ullamcorper, tellus eu viverra tincidunt, ultrices. Curabitur tellus ex, pretium nei a. Integer ut turpis purus. Nunc nec eff	i augue eget, pretium aliquet neque. Nunc pulvinar turpis sed idunt, quam justo pellentesque est, et gravida justo eros vitae turpis, m nec dui ut, feugiat semper ipsum. Donec portitior congue blandit, ec efficitur nunc.					
			8	Text	Image	Intro	
[				1 column	2 columns	3 columns	
Put vour ∢ Exit without saving	oicture here	Put vour oicture here	8	f.		Last save: today	

5. Email builder Classic brings you a neat editing format which allows you to focus editing the content that matters.
# **Email Campaign**

#### Template

5. Email builder Classic brings you a neat editing format which allows you to focus editing the content that matters.

<b>● Deep</b> Se	nd 🗲	Test 🗉		Plain text editor Save X
		Logo	Open in your browser	Preheader is the short summary text that follows the subject line when viewing an email from the inbox
			Lorem ipsum dolor	Required tags:
	Vestib pellen Mauris Pellen	ulum id convallis ligul tesque aliquet. Sed ul : molestie id nisi in ult tesque in purus nulla.	Nunc pulvinar turpis sed pellentesque aliquet Maecenas tellus erat, porta in augue eget, pretium aliquet neque. Nunc pulvinar turpis sed amcorper, tellus eu viverra tincidunt, quam justo pellentesque est, et gravida justo eros vitae turpis. rices. Curabitur tellus ex, pretium nec dui ut, feugiat semper ipsum. Donec portitior congue blandit. nteger ut turpis purus. Nunc nec efficitur nunc.	Available tags: SUBSCRIBER_EMAIL SUBSCRIBER_FIRST_NAME SUBSCRIBER_LAST_NAME UNSUBSCRIBER_LAST_NAME
				WEB_VIEW_URL CAMPAIGN_NAME CAMPAIGN_UID CAMPAIGN_SUBJECT CAMPAIGN_FROM_EMAIL CAMPAIGN_FROM_NAME CAMPAIGN_REPLY_TO CURRENT_YEAR
л¶.	Insert Custo	Put vour m Tags ~ ち ぐ	Dicture here Put vour Dicture here B I 및 S System Font × 12pt × Paragraph × 페 중 팩 ■	CURRENT_MONTH CURRENT_DAY
₫ 2	i≡ ~ i≡	· <u>A</u> · <u>A</u> · <u>J</u>	Η Ω © Ξ O ± O I I 2 & I 0 Л Tk	

6. After editing the email template, you can still change templates or edit the email campaign before sending it out.

Home > Campaigns	
🛪 Test	
🕸 Recipients → 🌣 Setup → 📓 Template → 🗔 Schedule → 🗸 Co	nfirm
Content Management	
Create your email from scratch or start from our pre-built templates / themes. Customize the content the way you desire with our powerful but easy-to-use HTML email builder.	
HTML Email Last edited on Sep 09th, 2021 15:45	
Change Template Email builder PRO Email builder Classic	



# **Email Campaign**

7. You can also add attachments to be sent as part of the email campaign by clicking or dropping the files in the box.

# Attachment

Email will be sent with the follow files below. Drag and drop your local files to upload zone to attach files into the campaign email.



8. Click 'Next' to move on to schedule the campaign.



# **Email Campaign**

#### Schedule

Configure delivery date and time of email campaign.

Home > Campaigns		
🖪 Test		
봐 Recipients > 🌣 Setup > 🗎 Template > 🐯 Sch	edule 🔿 🗸 Confirm	
Delivery date *	Delivery time *	
2021-09-09	09:00	ଷ
		Save & Next →

#### **Confirm Campaign**

1. Review the feedback before launching your campaign. Red '**X**' icons indicate incomplete or error in configuration. Click edit until all items show '✓'.

Home 🦂 Campaigns								
🖪 Test								
₩Recipients >	🌣 Setu	p 👌 🖺 Template 👌 🗑 Sched	ule >	✓ Confirm				
		Review th	YOU'ľ he feedback	re all set t <sup>k below before</sup>	O SENC! sending your camp	paign.		
	~	Spam Score (PISSED 607.6)					Edit	
	×	0 Recipients <sub>Test</sub>					Edit	
	~	Email subject <sub>Test</sub>					Edit	
	~	Reply to marketing@startupmalaysia.com					Edit	
	~	Tracking Opens, Clicks					Edit	
	~	Run at Sep 09th, 2021 09:00					Edit	



# **Email Campaign**

2. Once all items are approved, you can preview email / send test email / send your email campaign.

	You're all set to send! Review the feedback below before sending your campaign.	
~	Spam Score PASSED 0.077.0	Edit
~	1 Recipients Test	Edit
~	Email subject Test	Edit
~	Reply to marketing@startupmalaysia.com	Edit
~	Tracking Opens, Clicks	Edit
✓	Run at Sep 09th, 2021 09:00	Edit
	Preview 🎱 Send a test email 🗹	Send 🖪

3. After an email campaign has been sent, you can view the history / activity log and see statistics such as emails sent, open rate, and click rate. Detailed statistics can be accessed by clicking on '**Statistics**' for each campaign.

Home					
<b>∷</b> Campaigns					
Sort by Custom order ~ Type to search	Q				+ Create campaign
Test         Regular         1 Recipients         Run at: <sup>©</sup> Sep 09th, 2021 09:00	0.00% 0 / 1 Sent	0.00% Open rate	0.00% Click rate	QUEUED	✔ Edit Statistics
25 Y items per page   From 1 to 1. Total 1 rec	ords				



The sending feature allows you to set your sending domain / identity, tracking domain, email verification servers, and blacklist.

#### **Sending Feature**

1. Select the "Sending" option on the top panel of your dashboard.

DeepSend	🞧 Dashboard	🚀 Campaigns	O Automations	🛃 Lists	🌠 Templates	Ø Sending ∽	🕙 🛛 🖉 Aisyah Shukor 📌
						Sending domains	
H	ello, Aisyał	h Shukor!				🔀 Sending Identity	
Wel Che	come back to your a ck out your email ca	account dashboard ampaigns' perform	d. nance statistics and	personalized	d tips from our ir	Tracking domains	
) (15a	Tredits used					Email verification servers	
Bel	w is the summary o	of how you spend	your credits			<b>A</b> Blacklist	
Sen	ding credits			1/	/2,000 0.05%	List	1/∞ Unlimited
Can	npaign				0/20 096	Subscriber	4/∞ Unlimited

#### **Sending Domain / Identity**

The sending domain is used to verify the sender whose email address appears in the "**FROM**" header of an email. You can add your own verified sending domains to send emails on your or your organization's behalf.

1. Start by clicking the "New Sending Domain" button.

Home -> Sending Identity -> Domains	
Sending Identity	
O Domains	
E Domains	
Sending domain is used to verify the sender whose email address appearing in the FROM header of an email. Add your own verified sending	
domains to send emails on your or your organization's behalf.	
Sort by Name * 4 Type to search G	Thew sending domain
You have no sending domain	



#### **Sending Domain / Identity**

2. Fill up your sending domain and select enabled for the "Signing enabled" toggle.



3. Click "Save" once done.

#### **Tracking Domain**

Using tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from DeepSend hostname), making your email more authentic and more likely to reach recipients INBOX.

1. Start by clicking the "Create Tracking Domain" button.

Home > Tracking domains	
Tracking domains	
Using a tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from this application hostname), making your email more authentic and more likely to reach recipients INBOX.	
Sort by Name ~ Ja Type to search Q	+ Create Tracking domain
You have no tracking domain	



#### **Tracking Domain**

2. Fill up your domain name, i.e., URL. You will also have the option to activate DNS verification to enhance email campaign delivery.

Home > Tracking domains Create Tracking domain	
Using a tracking domain causes all the links and URLs in your emails to be overwritten as i from this application hostname), making your email more authentic and more likely to rea	if they come from your own brand's domain (rather than ach recipients INBOX.
Domain name	DNS verification Verify this domain through DNS update. You will need to have access to your DNS control panel
✓ Save	

3. Click "Save" once done.

#### **Email Verification Servers**

This feature allows you to connect to third-party email verification services / servers. After adding the verification services / servers, you can go to the List setting page to manage the verification process.

1. Start by clicking the "Create New" button.

Home	
E Email verification servers	
This feature allows you to connect to 3rd email verification services/servers. After adding the verification services/servers, you can go to the Mail List's setting page to manage verification processes	
Sort by Name V JA Type All V Type to search Q	w
You have no email verification server	



- 2. Create a name and select the service types. Then, set your limit value, limit base and limit unit. For example, 2,000 emails every 5 minutes, therefore fill up as follows;
  - Limit Value: 2,000
  - Limit Base: 5
  - Limit Time Unit: Minute

nome > Email vernication servers			
Create new			
Name *	Service type *		
	Choose	~	
Checking limit			
The configuration setting below allows you to set a li value = 2000, Limit base = 5, and Limit unit = minut	mit on email verification speed. For example e accordingly	, to limit verification speed to 2,000 emails every 5 minu	tes, you can set Limit
Limit value *	Limit base *	Limit time unit *	
Limit value *	Limit base *	Limit time unit * Choose	~
Limit value *	Limit base *	Limit time unit * Choose	~

3. Click "Save" once done.

#### **Blacklist**

1. You can click "**Import**" to import your blacklisted mailing lists and all email campaigns would not be sent to the listed emails. Limit Value: 2,000

Home	
E Blacklist	
Select v Sort by Created at v JF Type to search Q	→ Import
$\sim$	
Blacklist is empty!	

2. Click "Save" once done.



Send one-to-one e-commerce emails and automated transactional emails with Transactional Email's delivery service

#### Automation

Automation is a feature in DeepSend that allows you to automatically send emails to your subscribers without having to create new email campaigns and send them out one by one each time. The automated emails will be pushed out to your subscribers based on your preset triggers.

#### Why Email Automation

Email automation allows you to automate your email marketing processes, help save time and improves the overall experience of your subscribers. Email automation also helps you to scale without the need to expand on your resources.

#### Automation Trigger

A trigger is an action that starts automation. For example, the system can trigger an automated email when someone subscribes or unsubscribes to your email marketing. We offer a wide selection of preset automation types with built- triggers including:

- Welcome New Subscribers: Introduce yourself/your organization to people when they sign up as your audience.
- Say "Happy Birthday": Celebrate with an exclusive offer or cheerful message that is sent based on the birthday field in your audience.
- Subscriber Added Date: Send an email based on when a subscriber joined your audience.
- **Specific Date:** Send a one-time message based on an individual date field, like an appointment.
- Say Goodbye to Subscriber: Send an email to say sorry when a subscriber unsubscribes from your audience.
- Weekly Recurring:

Schedule your campaign to automatically send weekly, on a particular weekday you choose.

#### Monthly Recurring:

Schedule your campaign to automatically send monthly, on a particular day of the month.

• API 3.0:

Trigger an email series with an API call from your application, if you have a developer on hand.



#### **Create Automation**

1. You can start creating your email automation by selecting the "Add New" button.

i≡ Automations	
Sort by Created at V JE Type to search Q	+ Add new
You have no automation	

2. Fill up the name of your automation and select the mailing list applicable for the automation.

÷		$\times$
	Create Automation	
	Name your new automation. This name is used to identify the automation later.	
	Untitled Automation	
	Choose a Mail List	
	Choose a Mail List to associate with your automation. You will be able to change the mail list later on while customizing your automation.	
	Choose a mail list ~	
	Get started	
		_



3. Optional) You can also select a specific segment in your mailing list. Leave the "Segment" box empty if you wish to apply automation to all subscribers in the list.

Camerations O	Annual To transform (A Frankrik V	×
		*
าร	Create Automation	
	Name your new automation. This name is used to identify the automation later.	
	Test Automation	
	Choose a Mail List	
	Choose a Mail List to associate with your automation. You will be able to change the mail list later on while customizing your automation.	
	Test List (4 subscribers) 🗸	
	Segment	
	A whole list	
	* Leave this box empty to choose all subscribers in the list	
	Get started	
licati		-

4. Click "Get Started" and you will be directed to your Automation dashboard.

DeepSend	Test Automation 🔞	Last saved: 2 seconds ago 🛛 🗲 Go back 🛛 🖷 Switch automation 📃 🥥 Aisyah Shukor 👻
DeepSend	Test Automation () Automation starts when the following trigger condition is met	Last soved: 2 seconds ago       Coback       Switch automation       Alsyah Shukor *         Test Automation       Paused       *       *       Settings         There are no trigger selected. Click on trigger in right screen to select one for your automation.       *       *       Settings         Settings       *       Insight       **       Settings         Below is general information of the automation. You can update the settings and click 'Save' button.       Automation name *         Test Automation       Change Mail List *       *         Segment       Segment       *
		A whole list * Leve this box empty to choose all subscribers in the list Timezone (GMT+08:00) Asia/Kuala_Lumpur * Save Save M Dangerous Zone You are about to delete this automation. This can be undone. © Delete



#### **Automation Dashboard**

The automation dashboard shows the flow of your automation trigger on the left panel and the settings on the right panel.

1. Start creating your automation flow by clicking the first box written with "**! Trigger not set up yet**".

DeepSend	Test Automation 🗇	Last saved: 2 seconds ago 🗧 🗲 Go back 🛛 🖷 Switch automation	🥚 Aisyah Shukor 👻
0 2 5	Automation starts when the following trigger condition is met	Test Automation         There are no trigger selected. Click on trigger in right screen to select one for your automation.         Image: Settings       Insight       and Statistics         Below is general information of the automation.         settings and click "Save" button.         Automation name *         Test Automation         Change Mail List *         Test List (4 subscribers)         A whole list         A whole list         Timezone         (cMT+08:00) Asia/Kuala_Lumpur         Source         You are about to delete this automation.	Paused

2. Then it will prompt you to choose the type of automation trigger that you wish to set up.

utomation Trigger		
igger is the action that starts an automatic ience or purchases a certain product. We o emails to a simple welcome message.	on. For example, the system can trigger an autom. offers a wide selection of preset automation types	ated email when someone subscribes to your s with built-in triggers, ranging from abandon
🕇 Welcome new subscribers	📩 Say `Happy birthday`	=+ Subscriber added date
Introduce yourself   your organization to people when they sign up for your audience.	Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your audience.	Send an email based on when a subscriber joined your audience.
🛱 Specific date	Say goodbye to subscriber	<> API 3.0
Send a one-time message based on an individual date field, like an appointment.	Send an email to say sorry when a subscriber unsubscribe from your audience.	Trigger an email series with an API call from your application, if you've got a developer on hand.
𝔅 Weekly recurring	Monthly recurring	
Schedule your campaign to automatically send on a weekly basis, on a particular week day you choose	Schedule your campaign to automatically send on a monthly basis, on a particular day of the month	



#### Automation Trigger: Welcome New Subscriber

3. For example, if you wish to create automation for new subscribers, you can select the "Welcome New Subscribers" trigger and click confirm in the following prompt.



4. Once you have set the trigger, click on the plus button to add the next course of action for your automation.

DeepSend	Test Automation 🔞	Last saved: 1 second ago 🛛 🗲 Go back 🛛 🖷 Switch automation 💦 🔵 Aisyah Shukor 👻
2	Automation starts when the following trigger condition is met	← Back to automation
0	<ul> <li>New contact subscribes to mail fix</li> <li>+</li> <li>+</li> </ul>	Welcome new subscribers Trigger when user subscribes to your list. Normally, it is recommended that you send a welcome enail to varmly greet your new subscriber as well as offer him/her your products or service Change Trigger

5. Select your desired action. You can set to send an email immediately to subscribers after subscribing or you can click wait to send the email after a predetermined period. You can also set conditions to be met for the trigger to send out email campaigns.





#### Add an Action: Send an Email

1. If you select "**Send an Email**", continue by filling up all the required information for your email campaign in the "**Setup**" section.

Setup ⊗ Email Content ③ Confirm	
Email Setup	
Please fill-up email information below. They will be used	to apply to all emails that send to customers.
Email subject * E.g. Welcome to our mail list	Track opens Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign
From name *	is downloaded.
E.g. David Encoteg	Track clicks Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
From email *	Add DKIM signature
E.g. noreply@domain.com	Sign your email with your sending domain (if any), telling
Reply to	from you. This is to help establish the authenticity of your
E.g. noreply@domain.com	email, improving delivery rate.
	Custom Tracking Domain Sign your email with your tracking domain (if any), telling receiving email servers that your email is actually comming
A	from you. This is to help establish the authenticity of your email, improving delivery rate.

# **Email Automation**

#### Add an Action: Send an Email

- 2. You can also set up to track your email performance and improve your delivery rate by choosing any of the options available below:
  - · Track opens: Discover who opens your email campaigns
  - Track clicks: Discover which campaign links were clicked, the frequency of clicks and who clicked.
  - Add DKIM signature: Sign your email with your sending domain (if any).
  - Custom Tracking Domain: Sign your email with your tracking domain (if any).

embedded in the campaign is downloaded.	
Setup ⊗ Email Content ⊗ Confirm	
Email Setup	
Please fill-up email information below. They will be used to app	ly to all emails that send to customers.
Email subject *	Track opens
E.g. Welcome to our mail list	of times an invisible web beacon embedded in the campaign
From name *	is downloaded.
E.g. David Encoteg	Track clicks Discover which campaign links were clicked, how many
From email *	times they were clicked, and who did the clicking.
E.g. noreply@domain.com	Add DKIM signature
Reply to	receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your
E.g. noreply@domain.com	email, improving delivery rate.
	Custom Tracking Domain Sign your email with your tracking domain (if any), telling receiving email servers that your email is actually comming from you. This is to help establish the authenticity of your
	chui, inproving ucivery face.

3. Once completed, click "Save & Next".



- 4. Next, you can add your welcome email. The 3 options available for you to create your email content are by:
  - Creating from a template layout
  - Creating from a theme
  - Uploading your own template (for ZIP format only)

Auto	mation Email	
Discover w embedded	vho opens your campaigns b I in the campaign is downloa	y tracking the number of times an invisible web beacon Rack to Workflow aded.
Setu	p 🐵 Email Content	(a) Confirm
Email Co	ontent	
Create you with our p	ır email from scratch or start owerful but easy-to-use HTM	from our pre-built templates / themes. Customize the content the way you desire /L email builder.
+	From a Template Layout Craft your email based off a	pre-built layout we made for you
	From a Template Layout Craft your email based off a From a theme No need to create an email beautiful template we have	pre-built layout we made for you from scratch. Start from a

5. If you select "From a Template Layout" or "From a Theme", you can choose pre-built templates/themes from our content library.

Discover who opens embedded in the ca	your campaigns by trackir mpaign is downloaded.	ng the number of times an	invisible web beacon		M BACK to Worknow
🐵 Setup 🛛 📾	Email Content 💿 C	Confirm			
Choose layout f	or campaign templa	te			
You can quickly crea	te template for email by c	hoosing exist layout/them	e, or upload from templa	ate source file.	
You can quickly crea	ite template for email by c Upload	hoosing exist layout/them	e, or upload from templa	ate source file.	
You can quickly created the second seco	ite template for email by c Upload	hoosing exist layout/them	e, or upload from templa	***	
You can quickly created the second seco	te template for email by c	hoosing exist layout/them	e, or upload from templa		
You can quickly created the second se	te template for email by c	hoosing exist layout/them	e, or upload from templa		
You can quickly created the second se	ite template for email by c Upload	hoosing exist layout/them	e, or upload from templa		



6. Select a template or a theme and choose your email builder. We recommend you use the "**Email Builder PRO**" as it is easier and more user friendly.

embedded in the camp	ur campaigns by tracking the number of times an invisible web beacon aign is downloaded.	Dack to Horkitow
③ Setup 🛛 😂 E	mail Content © Confirm	
Email Conter 🔶		×
Create your ema desire with our p HTML Email Last edited on S Compose Email	Choose builder The email content was successfully updated. Choose one of builders below to edit Email builder PRO Email builder Classic	ag block(s) here!
Email will be sent with	the follow files below. Drag and drop your local files to upload zone to attach files into the c	campaign email.

7. If you select "**Upload own template**", you can choose and upload your email template. However, do note that the system will only accept ZIP format for the email template.

when the following trigger condition is met		
	$\times$	
Automation Email	_	belo /our
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded.		il list
③ Setup ⊗ Email Content ③ Confirm		aysia
Email Content		aysia
Create your email from scratch or start from our pre-built templates / themes. Customize the content the way you desire with our powerful but easy-to-use HTML email builder.		l
+ From a Template Layout Craft your email based off a pre-built layout we made for you		l
From a theme No need to create an email from scratch. Start from a beautiful template we have		
Upload own template     Upload your own template in ZIP format		/ to r ill als



#### Add an Action: Send an Email (cont'd)

8. Click "**Upload**" once done selecting and choose your email builder. We recommend you use the "**Email Builder PRO**" as it is easier and more user friendly.

				×
Automation Er	nail			
Discover who opens your cam embedded in the campaign is	paigns by tracking the number of times an invisible web downloaded.	beacon	≈ Back to Workflow	
⊚ Setup 🛛 😣 Email Co	ontent 💿 Confirm			
Layouts Themes <mark>Uplo</mark>	ad			
Upload template				
Please upload your plugin	file. Select your plugin archive and upload it			
Upload Choose file		Browse		
Upload				
			🛱 Databa Mila	
			U Delete this	Action
Automation En Discover who opens your cam embedded in the campaign is	nail aigns by tracking the number of times an invisible web downloaded.	beacon	≈ Back to Workflow	
Automation En Discover who opens your cam embedded in the campaign is Setup Setup Email Co	nail baigns by tracking the number of times an invisible web downloaded. Itent ③ Confirm	beacon	≈ Back to Workflow	
Automation En Discover who opens your cam, embedded in the campaign is Setup Setup Email Co Email Conter Create your ema	nail paigns by tracking the number of times an invisible web downloaded. itent © Confirm	beacon	A Back to Workflow	
Automation En Discover who opens your cam embedded in the campaign is © Setup © Email Co Email Conter ← Create your ema desire with our r HTML Email	nail paigns by tracking the number of times an invisible web downloaded. ntent Oconfirm Choose builder	beacon		
Automation En Discover who opens your cam embedded in the campaign is Setup Email Co Email Conter ← Create your ema desire with our p HTML Email Last edited on S	nail paigns by tracking the number of times an invisible web downloaded. ntent © Confirm Choose builder The email content was successfully updated. Choose edit	beacon one of builders below to		
Automation En Discover who opens your cam embedded in the campaign is Setup © Email Co Email Conter ← Create your ema desire with our ; HIML Email Last edited on S- Compose Emai	nail baigns by tracking the number of times an invisible web downloaded. Intent © Confirm Choose builder The email content was successfully updated. Choose edit Email builder PRO Email builder Classic	beacon	X	
Automation En Discover who opens your cam embedded in the campaign is Setup Email Co Email Conter ← Create your ema desire with our r HIML Email Last edited on S Compose Emai Attachment	nail paigns by tracking the number of times an invisible web downloaded. ntent  Confirm Choose builder The email content was successfully updated. Choose edit Email builder PRO Email builder Classic	beacon one of builders below to	A Back to Workflow	
Automation En Discover who opens your cam embedded in the campaign is Setup Email Co Email Conter Create your ema desire with our p HTML Email Last edited on S Compose Emai Attachment Email will be sent with the follo	nail         paigns by tracking the number of times an invisible web         downloaded.         ntent <ul> <li>Confirm</li> </ul> Choose builder         The email content was successfully updated. Choose edit         Email builder PRO         Email builder PRO         Email builder DRO         w files below. Drag and drop your local files to upload it	one of builders below to	Back to Workflow      X      g block(s) heref      campaign email.	
Automation En Discover who opens your cam embedded in the campaign is Setup © Email Co Email Conter ← Create your ema desire with our p HTML Email Last edited on S Compose Email Attachment Email will be sent with the follo	nail         paigns by tracking the number of times an invisible web downloaded.         ntent <ul> <li>Confirm</li> </ul> Choose builder         The email content was successfully updated. Choose edit         Email builder PRO       Email builder Classic         w files below. Drag and drop your local files to upload :         Drop files here to upload	one of builders below to	Reack to Workflow         X       ag block(s) here!   e campaign email.	
Automation En Discover who opens your cam embedded in the campaign is Setup © Email Co Email Conter ← Create your ema desire with our p HTML Email Last edited on S Compose Email Attachment Email will be sent with the folk	rail         paigns by tracking the number of times an invisible web downloaded.         ntent <ul> <li>Confirm</li> </ul> Choose builder et al.         The email content was successfully updated. Choose edit         Email builder PRO       Email builder Classic         w files below. Drag and drop your local files to upload and Drop files here to upload	one of builders below to	Reack to Workflow         X         iiiii   ig block(s) here! e campaign email.	



9. Next, edit and customize your welcome email content accordingly by using the drag and drop builder.



10.Click "Save & Close" once you are done editing.

11.Next, you can click "Preview" to view your email content.

Automa	tion Email						
Discover who op embedded in th	pens your campaigns ł e campaign is downlo	by tracking the number aded.	r of times an invisibl	e web beacon		R Back to V	Vorkflow
Setup		Confirm					
Email Conte	nt					•••	
Create your email	ail from scratch or star	t from our pre-built ten	mplates / themes. C	ustomize the conten	t the way you		
HTML Email Last edited on S	ep 02nd, 2021 15:33					Previ	iew
Compose Ema	il Builder Classic	Change Template					
Attachment							
Email will be ser	nt with the follow files	below. Drag and drop y	your local files to up	pload zone to attach	files into the cam	oaign email.	
		Dro	op files here to	upload			

#### Add an Action: Send an Email (cont'd)

12.If you wish to change the template, you can click "**Change Template**" and start over with a new template.

	×	Switc
Automation Email Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded.		belo your v
<ul> <li>Setup Setup Setu</li></ul>		il list
Email Content Create your email from scratch or start from our pre-built templates / themes. Customize the content the way you desire with our powerful but easy-to-use HTML email builder. HTML Email Last edited on Sep 02nd, 2021 15:33 Compose Email Builder Classic Change Template		aysia. aysia.
Attachment Email will be sent with the follow files below. Drag and drop your local files to upload zone to attach files into the campaign email.		I
Drop files here to upload		to re ill als iction
Close Next >		



#### Add an Action: Send an Email (cont'd)

13. You can also add files as attachments to your email campaign.

Discover who opens yo embedded in the camp	r campaigns by tracking th ign is downloaded.	number of times an invisible web beacon	A Back to Workflow
③ Setup 🛛 😂 Er	ail Content 💿 Confi	1	
Email Content			
Create your email from desire with our powerfu	cratch or start from our pr but easy-to-use HTML em	built templates / themes. Customize the content the way you il builder.	
HTML Email Last edited on Sep 02nd	2021 15:33		
Compose Email			
compose cinali	Builder Classic Change	emplate	
compose chian		emplate	
Attachment	suilder Classic Change	emplate	
Attachment Email will be sent with t	te follow files below. Drag	emplate	npaign email.
Attachment Email will be sent with t	e follow files below. Drag	emplate	npaign email.
Attachment Email will be sent with t	te follow files below. Drag	nd drop your local files to upload zone to attach files into the car Drop files here to upload	npaign email.
Attachment Email will be sent with t	e follow files below. Drag	nd drop your local files to upload zone to attach files into the car Drop files here to upload	npaign email.

14. Click "Next" once you are done with the email content.



15. Make sure everything is correct and in order in the "**Confirm**" section. Click on "**Setup**" or "**Update**" if you wish to make any changes.

		Last saved: 1 second ago	← Go back	
<u>,</u>				$\times$
Au Disco emb	Itomation Email over who opens your campaigns by tracking the number of times an invisible web beacon edded in the campaign is downloaded.	🎘 Back	to Workflow	
(0)	9 Setup			
You	're all set to send!			
Revie	ew the details below before sending your email.			
	Subject Hi! Welcome to our mail list			
۲	From Setup marketing@startupmalaysia.com			
*	Reply to Setup			
≣D	Content Last edit: 9 seconds ago			
6	Tracking Opens, Clicks			
	ose			

- 16.Click "Close" or "Back to Workflow" if all is good.
- 17. Then, you can view that the email campaign is added in your automation flow in your automation dashboard.

DeepSend	Test Automation 🔞	Last saved: 1 second ago 🗧 🗲 Go back 🛛 🛋 Switch automation 💦 Aisyah Shukor 👻
2 5	Automation starts when the following trigger condition is met	← Back to automation
9	<ul> <li>New contact subscribes to mail list</li> <li>+</li> <li>Send email 'Hi Welcome to our.</li> <li>+</li> </ul>	Send an Email         Choose one of the conditions below for your workflow. We will evaluate the condition and branch off your workflow accordingly.         Subject         Hill Welcome to our mail list         Setup         marketing@startupmalaysia.com         Benly to



#### Add an Action: Send an Email (cont'd)

18. You can continue to grow your automation flow by adding more triggers or you can complete the automation by clicking on the "Pause" toggle button to activate the automation.

DeepSend	Test Automation 🗇	Last saved: 1 second ag	🧿 🗲 Go back	Switch automation	🔵 Aisyah Shukor 👻
	Automation starts when the following trigger condition is met	Te Au trig ma Bel set Au Ch T See L a t I T In I I	est Automation Itomated email marks ggered for new subsc ail list = Settings 4 elsow is general inform titings and click 'Save stomation name * Test Automation ange Mail List * Test List (4 subscriber gment A whole list aves this box empty to ch mezone (GMT+08:00) Asia/Ku Save	eting campaign which is riber, applied for "Test List" Insight R Statistics lation of the automation. You button. s) • cose all subscribers in the list ala_Lumpur •	Paused
			▲ Dangerous Zon You are about to	e o delete this automation. Thi:	; can be undone.

19. Click "**OK**" in the prompt and your Welcome New Subscribers email automation is activated.

		Au
ļ A	Are you sure? X	
У	ou are about to enable `Test Automation` automation.	Ch
	<b>OK</b> Cancel	Sei
		* Le
		Beld
A	utomation Started 🔗	Auto
Co	ngratulations! Your automated campaign is now up and running. We ep track of your individual contacts activities as well as overall	Cha
car mo	mpaign performance. Check out your Insight and Statistics reports for ore details.	Te
	ок	Seg
		× Lea
		Tim



20. You can click on the toggle again if you wish to pause the automation at another time.





#### Add an Action: Wait

1. If you select "**Wait**", you can set the time gap before adding the next action. This means that once a subscriber performs an action with triggers, there will be a wait time before they receive an automated email from you. Click "**Confirm**" once done.

←		×
	Wait	t
	Set your automation workflow wait for a while before proceeding with next	o
	1 minute *	
	Confirm	
		z
		(GM

2. Next, you can view that the "Wait" action is added in your automation flow in your automation dashboard.

DeepSend	Test Automation 🗇	Last saved: 23 seconds ago 🔸 Go back 🔳 Switch automation 📀 Aisyah Shukor 👻
2	Automation starts when the following trigger condition is met	← Back to automation
0	New contact subscribes to mail list	Wait         Set your automation workflow wait for a while before proceeding with next action. How long do you want to wait, please choose below.         1 minute       -         Save Change
		Dangerous Zone Delete this action will also delete all its children. This action cannot be undone           Image: Delete this Action

3. You can continue adding actions in your flow by following the same steps as setting up "Add an Action: Send an Email" from Step 1- Step 18.



#### Add an Action: Condition

- 1. If you select "**Condition**", your subscribers have to meet the conditions that you have predetermined before an automated email is sent out to them. The conditions available are:
  - · If a subscriber has read an email or not, or
  - If a subscriber clicks on a link
- 2. If you select the condition "**Subscriber read an Email**", choose as well which email is to be read.

+ Hi! Welco	$\leftarrow$	×
+	Cot un vour condition	v is gen ngs and
	Choose one of the conditions below for your workflow. We will evaluate the condition and branch off your workflow accordingly.	mation t Autom
	Select criterion	ge Mail
	Subscriber read an Email v	hent
	Hi! Welcome to our mail list -	whole li
	Confirm	zone //T+08:0
		_

 If you select the condition "Subscriber clicks on a Link", choose as well which link is to be clicked.

Velco ←		×
	Set up your condition	m
	Choose one of the conditions below for your workflow. We will evaluate the condition and branch off your workflow accordingly.	t
	Select criterion	g
	Subscriber clicks on a Link -	st
	Which Link subscriber clicks	ne
		~
	Choose link •	e
	Confirm	z
		N



#### Add an Action: Condition

- 4. Click "**Confirm**" once done.
- 5. The outcome would be based on "**Yes**" and "**No**" in the automation flow in the automation dashboard.

DeepSend	Test Automation 🗇	Last saved: 1 second ago 🔶 Go back 🛛 🖷 Switch automation 🛛 🌔 Aisyah Shukor 👻
2	Automation starts when the following trigger condition is met	← Back to automation
•9	New contact subscribes to mail list	Set up your condition
	(+)	Choose one of the conditions below for your workflow. We will evaluate the condition and branch off your workflow accordingly.
	Conditioned 2 10 Millionen to our	Select criterion
	Serio entan Pir Vectorine to out	Subscriber read an Email *
	+	Which email subscriber reads
	Condition: Open previous email?	Hi! Welcome to our mail list
		Save Change
		▲ Dangerous Zone     Delete this action will also delete all its children. This action     cannot be undone     ① Delete this Action

6. Click "**Save Change**" and you can add an action such as "**Send an Email**" or "**Wait**" before you send an email under the "**Yes**" and "**No**" branch. Your email content can be customised to suit your subscriber's actions.

# **Email Automation**

#### Automation Trigger: Say "Happy Birthday"

1. You can set an automation trigger to send email based on your subscriber birthday date that will allow you to send exclusive offers and birthday wishes. First, select "**Say 'Happy Birthday**'".



2. Select the time to send the email either on the same day or up to 2 months before the birthday date. Select the specific time and select "**Date of Birth**" field from your mailing list.

<del>(</del>		×
	Say `Happy birthday`	
	Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your audience.	
	Before *	
	0 day (on the same day) •	
	At *	
	10:00 AM	
	If your mail list has `Date of Birth` field, please choose it from the list below	
	Choose a list field 🔹	
	Confirm	

3. Click "Confirm" once done and your automation is activated.

# **Email Automation**

# Automation Trigger: Subscriber Added Date

1. You can send an automation trigger to subscribers based on the date they start subscribing as your audience. Do note that this automation trigger applies annually.



2. Set the trigger either before or after the specific date of subscription and select the time.

<i>←</i>		×
	Subscriber added date	u
	Automation starts yearly on your subscribers joining date. Sometimes you may want to trigger the automation prior to the date. You can schedule it accordingly below	
	Before or After *	J to
	At *	
	Confirm	ng



#### **Automation Trigger: Specific Date**

1. You can set a one-time message based on an individual date field like an appointment.



2. You will have the option to set the email campaign to be sent immediately or schedule ahead. Set the time and date accordingly.

$\leftarrow$		e
	Specific date	
	<ul> <li>Start a marketing campaign immediately or schedule it for a particular date/time. Automation will be triggered accordingly for all contacts in the selected mail list</li> </ul>	
	Date *	
	2021-09-08	tc
	At *	
	10:00 AM 🛛	
		Ig
	Confirm	

# **Email Automation**

#### Automation Trigger: Say Goodbye to Subscriber

1. You can send a goodbye email to your subscriber who opt to unsubscribe by selecting the "Say goodbye to subscribers" trigger.





# **Email Automation**

#### **Automation Trigger: Weekly Recurring**

1. You can send recurring email on a weekly basis on a specified date by selecting the "Weekly recurring" automation trigger.



2. Schedule your weekly email by selecting the date, time and time zone.

n starts when the	following trigger	condition is n	net	-	-	-		Packto	outomotion - )	
$\leftarrow$									×	cr
									n	а
	Weekly	recurrin	g						1a 3 I	y re
	Schedule you particular wee	r campaign to ek day you cho	automatica ose	ally send o	on a wee	ekly basis	s, on a			
	Days of week*									
	Sun N	Ion Tue	Wed	Thu	Fri	Sat				
	At *									
	05:46 PM	Ø								
	Timezone									
	(GMT+08:00	)) Asia/Kuala_L	.umpur					•		
	Confirm									

# **Email Automation**

#### **Automation Trigger: Monthly Recurring**

1. You can also send recurring email on a monthly basis on a specified date by selecting the "**Monthly recurring**" automation trigger.



2. Schedule your monthly email by selecting the day of the month, time and time zone.

Mor	nthly	recu	urrin	g					
Schedu particu	le your c lar day o	ampaig f the m	gn to au Ionth	utoma	tically	send on	a month	ıly basis,	on a
Days of	month*								
1	2	3	4	5	6	7	8	9	10
11	12	13	14		15	16	17	18	19
20	21	22	2	3	24	25	26	27	28
29	30	31							
At *									
05:47	PM		Ø						
Timezo	ne								
(GMT	+08:00)	Asia/Ku	uala_Lui	mpur					

# **Email Automation**

#### Automation Trigger: API 3.0

 If you wish to create automation triggers from your application through API call, select the "< > API 3.0" trigger option. Do note that this will require coding and would be best for you to have a developer to set it up.



2. Automation is triggered manually or from another application using API 1.0. Make an HTTP POST request to the API endpoint below.



3. Click "**Confirm**" once done and test out if the automation works by completing the specified action on your application.



#### Reports

You can view your report directly on your dashboard. The report is essentially a statistics of your email performance based on your list performance and list growth. From your report, you can track your list growth and list performance based on;

- Open Rate
- Click Rate
- Subscribe Rate
- Unsubscribe Rate
- Total Unsubscribers
- Total Unconfirmed

#### How to Read Your Report Dashboard

1. First, you can view your credit status tracked based on your sending credits, number of campaign, list and subscriber. Your credit limit depends on the package subscribed. You can also view your campaigns that are recently sent.

Hello, Aisyah Shukor!				
Welcome back to your account dashboard. Check out your email campaigns' performance statistics an	id personalized tips from our ir	nsight reports.		
🛍 Credits used				
Below is the summary of how you spend your credits				
Sending credits	1/2,000 0.05%	List	1/∞	Unlimited
Campaign	0/20 0%	Subscriber	4/∞	Unlimited
𝕊 Recently sent campaigns				
	There are no se	ent campaigns		

2. Next, can view each list's average open rate, average click rate, total unsubscribers and total unconfirmed.

t List (4 subscribers)		~		
age open rate		0.00% Averag	ge click rate	0.00
100.00% Avg subscribe rate	0.00 Aug unsubse	96 ribe rate	0 Total unsubscribers	0 Total unconfirmed
5	Subscriber growth	•	Subscribed	। इ ष्ट्र
3				

#### Reports

3. Last part of the report, you will be able to see your top 5 performing campaigns based on unique campaign opens, campaign clicks and clicked links. Then, you will be able to monitor your activity log - especially beneficial if the account is accessed by multiple users.

n∎ Top 5			
🗄 Campaign opens	也 Campaign clicks	P Clicked links	
		There are no records yet!	
の Activity log			
Aisyah Shuko The page "Sigr	or n-up "Thank you" page" belong	ng to the list "Test List" was updated!	1 month ago
Aisyah Shuko The page "Upo	or date profile success page" belo	iging to the list "Test List" was updated!	1 month ago
Aisyah Shuko A new segmen	or nt "Test List" has been added t	the list "Test List"!	1 month ago
Aisyah Shuko The import pro	or ocess for list "Test List" finishe	, 4 record(s) imported, errors!	1 month ago


- end of user guide -

## **Contact Us**

Customer Helpdesk

- +603 8023 1880
- ➤ enquiry@mpsb.net



## DeepSend User Guide Version 1.0 Created on: 23 September 2021

73