



***HOW TO
Set Up and Administer
Miva Mailer***

Revision 1.0



Miva Corporation
5060 Santa Fe Street
San Diego, CA 92109

Telephone: 858-490-2570
Telefax: 858-731-4200

<http://www.miva.com>
info@miva.com

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MM1117-01 (Miva Merchant 4.13 and above)

HOW TO Manage Miva Mailer Mailing Lists

Introduction

Would you like to advertise special sales to select customers? Or, send newsletters to registered customers who opt-in?

Use Miva Mailer to create your mailing lists (as many as you need), assign customers and/or affiliates to the lists or let them sign up themselves, compose your content, and send to list. The Miva Mailer server will send your Email to every Email address in your mailing list.

Miva Mailer

1. Click the triangle next to your store name to open the menu.
2. Click the triangle next to Marketing.



3. If you want to
 - sign up, see [“Miva Mailer Sign Up”](#) on page 2.
 - create a new mailing list, see [“Add Mailing List”](#) on page 3.
 - modify an existing mailing list, see [“Edit A Mailing List”](#) on page 6.
 - create your Email contents, see [“Create Email Body Content”](#) on page 8.
 - test Email, see [“Run Mailing List Test”](#) on page 10.
 - send to a Mailing List, see [“Send Email to List”](#) on page 11.
 - change or view Miva Mailer Mailing Lists, Job Status, and Settings, see [“Edit Miva Mailer”](#) on page 5.
 - track Email responses, see [“Track Mailing List Activity”](#) on page 12.

Miva Mailer Sign Up

You can use the Miva Mailer Setup wizard to sign up or do so through the Administration Interface. If you have more than one store, you will need sign up separately for each one to establish separate store accounts. (Customer and Affiliates are associated with a store.)

Sign Up in Setup Wizard

1. Click the triangle next to your store name to open the menu.
2. Click the triangle next to Wizards (directly under your store name).

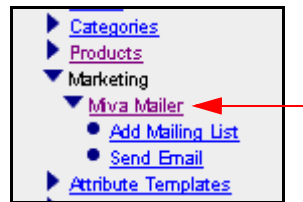


3. Select the Miva Mailer Setup Wizard.



Sign Up in Administration Interface

1. Select the Miva Mailer link.



2. In the Miva Mailer form, select the Settings tab, if necessary.

A screenshot of the 'Miva Mailer' settings form. The form has a title bar 'Miva Mailer' with a logo. Below the title bar are three tabs: 'Mailing Lists', 'Job Status*', and 'Settings'. The 'Settings' tab is selected. The form contains two input fields: 'Account:' with the value 'YourAccountNumber' and a link 'Click Here to Sign up' below it; and 'Server:' with the value 'http://MivaMailerServer' and the text 'Leave blank to restore default' below it. At the bottom of the form are two buttons: 'Update' and 'Reset'.

3. Click the link "Click Here to Sign Up" which will connect you with the Miva Mailer Service. There are several plans available for this mailer service, choose the one which is suitable to the number of customers and affiliates you have, and the number of mailings you plan to send. Follow the instructions on the screen to sign up.

Add Mailing List

The mailing list contains a code (for internal purposes), a prompt (which you can opt to display in your store), and a list of your assigned or subscribed customers and/or affiliates. You can create mailing lists using the administration interface (the procedure below) and using the Miva Mailer Add Mailing List Wizard.

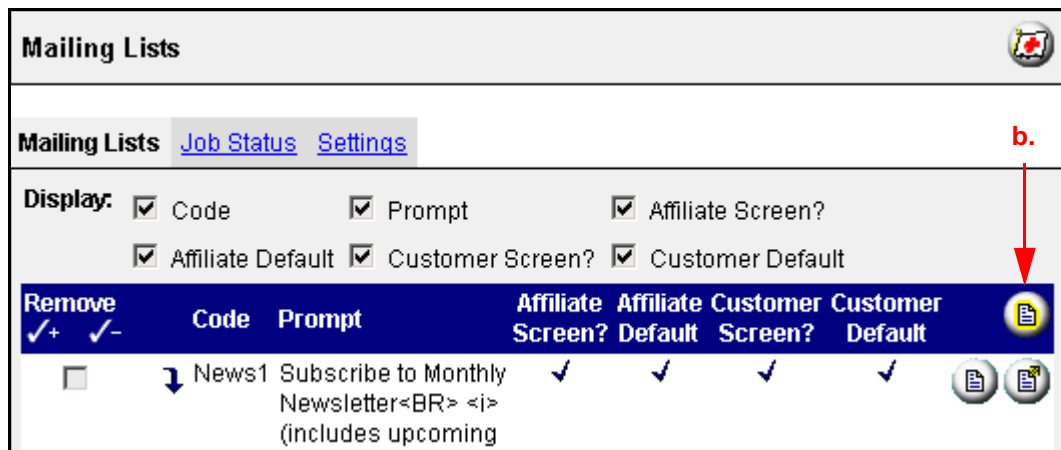
Create a Mailing List in the Administration Interface:

1. Display the Add Mailing List form:
 - a. Select the Add Mailing List link. (If necessary, click the triangle next to Miva Mailer to view the link.)



OR

- b. Select the Miva Mailer link, then (in the Mailing Lists form) click the New Mailing List button in the top right corner of the table heading.



2. Enter the Code for the Mailing List. (Use up to 50 alpha numeric characters.)
Enter a meaningful code that you will recognize. For example, if this is the first newsletter you are sending, you might use News1. Or, if this is to announce special sales to a Price Group, use something like PGnameSales1. (Where *name* might be the name of this particular group, if you have more than one.)
3. Enter the Prompt that will display for your customers or affiliates to sign up to this list, if you choose to display it. You may include HTML. (Enter as much text as you want.)

If you are creating a newsletter Mailing list, you might have a prompt, such as the following: Sign up for Monthly Newsletter (*includes featured sales, recent acquisitions, related hobby sites, and new resources*).

4. Check the box next to the options to select whether or not to show the prompt(s) and whether or not to subscribe your affiliates and/or customers. These options are:
 - **Show on Affiliate Screens:** The prompt will display on the Affiliate's Account page.
 - **Show on Customer Screens:** The prompt will display on the customer's Account and Checkout Order Customer Information pages.
 - **Subscribe Affiliate/Customer by Default:** The box next to the prompt will be checked by default. (Therefore, to opt out, the customer would uncheck the box.)

Also, when you create a new customer or affiliate in the Miva Merchant Administration Interface, the assigned box will automatically be checked.
5. Click Update.

Add Mailing List

List Settings

Code:

Prompt:

Show on Affiliate Screens

Subscribe Affiliate by Default

Show on Customer Screens

Subscribe Customer by Default

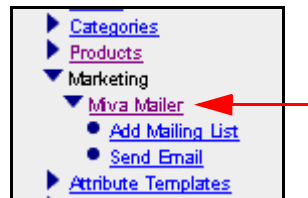
When a customer creates or changes account information in your store, they will see the Mailing List prompt(s) at the bottom of the form, as shown below.


Last Name:	<input type="text" value="Bjorling"/>
Email Address:	<input type="text" value="JBjorling@miva.com"/>
Phone Number:	<input type="text" value="858-321-4321"/>
<i>Fax Number:</i>	<input type="text"/>
<i>Company:</i>	<input type="text" value="Sound Stereo"/>
Address:	<input type="text" value="1 Sound Street"/>
City:	<input type="text" value="Poway"/>
State/Province:	<input type="text" value="California"/>
<i>Other State/Province:</i>	<input type="text"/>
Zip/Postal Code:	<input type="text" value="92064"/>
Country:	<input type="text" value="United States"/>
	<input checked="" type="checkbox"/> Subscribe to Monthly Newsletter <i>(includes upcoming sales specials, new product information, articles on related interests and hobbies, and more!)</i>
	<input type="checkbox"/> Get Featured Products & Sales Info <i>Sign up to be informed about our special sales</i>



Edit Miva Mailer


Mailing Lists Tab

1. If you want to edit a Mailing List, select the Miva Mailer link.





2. Check the boxes for the options you wish to display, and uncheck those you do not want to display, on the customer and/or affiliate account pages.
3. Click the New Mailing List  button (in the top right corner of the list) to add a new list.

4. Click the Edit Here  button to change data within a row.
5. To remove a list, check the box in the Remove column. Click + to check all displayed lists, and – to uncheck all displayed lists.
6. Click the Edit  button to edit all information of an existing list.

Mailing Lists 

Mailing Lists [Job Status](#) [Settings](#)

Display: Code Prompt Affiliate Screen?
 Affiliate Default Customer Screen? Customer Default

Remove	Code	Prompt	Affiliate Screen?	Affiliate Default	Customer Screen?	Customer Default	
<input type="checkbox"/> <input checked="" type="checkbox"/> + <input checked="" type="checkbox"/> -	News1	Subscribe to Monthly Newsletter <i>(includes upcoming	✓	✓	✓	✓	 

Job Status Tab

The Job Status tab accesses the history for all your Mailing Lists from the Miva Mailer server. (You can see the status of a specific list on the Edit Mailing List form.)

Note: Each time you select the Job Status tab, a connection is made to the Miva Mailer server. Therefore, depending on the number of lists you have, there may be a slight delay displaying the page.

Settings Tab

The fields identify your Miva Mailer Account Number, and the address for the Miva Mailer Server. After you have signed up, there should be little or no need for you to visit this tab.

Edit A Mailing List

List Settings Tab


These are the same fields that displayed when you initially created the list. When you edit the fields, remember the following:

- The Code can be up to 50 alpha numeric characters.
- The prompt displays to your customers and/or affiliates. You may include HTML and enter as much data as you require.
- Click update after making changes.

Customers and Affiliates Tabs

All your current customers and affiliates will not be subscribed by default to any of your Mailing Lists. However, there is a way for them to sign up for your mailing list(s). In the Mailing List, List Settings, you can check the option “Show on Customer (or Affiliate) Screens” and your customers will see the prompt(s) on the Customer Account and on Checkout Order Customer Information pages. Your affiliates will see the prompts on the Affiliate Account page.

A list of all your customers and affiliates are displayed in their respective tabs. Select the appropriate tab, and complete the following steps to assign them to a list.

1. In the Edit Mailing List form, select the Customers or Affiliates tab (link).
2. Check the box next to the customers or affiliates you want to assign to this Mailing List.
 - a. If you need to locate a customer, enter the criteria into the search box, then click the Search  button.
 - b. If you want to assign all, click the + icon in the Subscribe column.
3. Click Update.

Edit Mailing List: News1 

[List Settings](#) **Customers** [Affiliates](#) [Job Status](#)

Search: 

Subscribe	Email	Login	First Name	Last Name	
✓+ ✓-					
<input checked="" type="checkbox"/>	jamesbjorling@miva.com	jamesb	james	bjorling	
<input checked="" type="checkbox"/>	marycparker@miva.com	MaryP	Mary	Parker	
<input type="checkbox"/>	JohnEastman@miva.com	JohnE	John	Eastman	

1-3
10


Job Status

The Job Status tab accesses the history for this Mailing List from the Miva Mailer server. (You can see the status of all jobs on the Miva Mailer form.)

Note: Each time you select the Job Status tab, a connection is made to the Miva Mailer server. Therefore, depending on the number of lists you have, there may be a slight delay displaying the page.

Edit Mailing List: News1 						
List Settings Customers Affiliates Job Status*						
Submitted	Completed	Subject	Status	Total	Sent	Errors
5/06/02 17:12	5/06/02 17:12	JAT News...Update	finished	2	2	0
5/06/02 17:11	5/06/02 17:11	JAT News...aka Just A Test News	finished	2	2	0

Create Email Body Content

You may want to create your Email content in a text editor or word-processor in which you can run spell-checker. If you are sending your email in HTML format, remember to validate it for proper HTML code.

Create a professional, concise, and well organized email, whether it is formatted in Text or HTML. The quality of your email will reflect the quality of your store and its products.

In the Emails you send, you most likely want to include opt-in and opt-out information, use your customers' names, city, or other data, and track the responses you get from your Emails. This section describes these topics.

Opt-In and Opt-Out

Within each Email you send, you should provide information as to why the recipient is receiving this Email or how they opted-in (such as “you signed up to receive our *Seashells and Hobbies Newsletter* from **The Shells by the Bay Hobby Store**).

Be sure to also include unsubscribe information, particularly if you assign your customers and affiliates to a Mailing List(s). The Mailing List Send form includes an unsubscribe token (variable) that you can include in the subject or body content of your Email. For information about tokens, see [“Available Tokens” on page 10](#).

When a recipient unsubscribes, the information is stored on the Miva Mailer Server and is passed to your Miva Merchant store during the Synchronization process (which occurs when you select the Send Email link).

Registered Customers to your store will see the Mailing Lists to which they are subscribed on the Customer Account and on Checkout Order Customer Information pages. Your affiliates will see the prompts on the Affiliate Account page.

Track Responses with Affiliate Link

```
http://www.yourdomain.com/merchant2/  
merchant.mv?Screen=SFNT&Store_Code=stor2&Affiliate=news1
```

The above link would go to the welcome page of your store front. In the sample above we used the affiliate login “news1” which we previously created to use with the Email Newsletters. If you want to go to a different page, get the appropriate URL (refer to the Miva Merchant guide *Integrate Miva Merchant into an Existing Web Site*), and append the affiliate login to the URL. For example, the following would go to a specific product:

```
http://www.yourdomain.com/merchant2/  
merchant.mv?Screen=PROD&Store_Code=stor2&Product_Code=I-01&Affiliate=mmp
```

For information on setting up affiliates to track your email responses, see [“Track Mailing List Activity” on page 12](#).

Available Tokens

Tokens are variables that point to your customer's or affiliate's first name, last name, company, and other fields from the customer shipping and billing information, and from the affiliates' contact information. Thus, adding a more personal quality to your Emails.

A List of the available tokens are included in the Send Email form. Just copy the one(s) you want and paste them into your Email content.



The image shows a screenshot of a web form for sending an email. It has two main sections: 'Type:' with a dropdown menu set to 'Text', and 'Content *:' with a large text area. Below the text area, there is a red arrow pointing to a blue hyperlink that reads '*Click here for a list of available tokens.'.

Run Mailing List Test

Before sending your Email to your full Mailing List, it would be a good idea to send a test or tests to yourself first, so you verify that you are getting the results you expected.

1. Create test customer(s), using your email address(es).
2. Create a Test Mailing List. Do not show any prompts. (You might keep this Test List so you can perform tests for other Miva Merchant Marketing Email you might want to send in the future.)
3. Add the test customer(s) to your Test Mailing List.
4. See "[Send Email to List](#)" on page 11 to enter the Email content.
5. When you receive the Email, verify that it looks the way you want.

After you have achieved the results you want, you are ready to send it to your customers and/or affiliates.

Send Email to List

After you create your Mailing Lists, assign customers/affiliates, compose the text for your Email, and test it, you will be ready to send to your List.

1. Select Send Email. (A new browser window will open, in which Miva Mailer performs synchronization.)

Caution: Do not close the Miva Mailer Synchronization window, until the process is complete. Your data and the server's data (new customers or affiliates you assigned to existing list(s), new mailing lists you created, and unsubscribers) are compared and updated.



2. Select the Mailing List to which you want to send.

Note: Be sure to select the correct list for the content you will be sending. So, if you are sending your newsletter, select its Mailing List code.

3. If desired, change the From Email. (By default, this is the Store Owner's Email Address.)
4. Enter the Subject.
5. Select the Type of format.
6. If you created your content in a text editor or word processor (which is recommended), paste your Email into the Content field.
See ["Create Email Body Content" on page 8](#) for options to include.
7. Click Send. (Miva Mailer will send to the Email addresses in your list within seconds.)

The mail is sent to the Email address identified in the “Email Lost Passwords To” entry. This is the same email address to which order information is sent.

Send Email 	
Send	
Mailing List:	News1 <input type="button" value="v"/>
From Email:	news@writeshoppe.com
From Name:	The Write Shoppe
Subject *:	Write Shoppe Monthly Newsletter: Save 25%
Type:	Text <input type="button" value="v"/>
Content *:	<pre>Dear #Customer_BillFirstName# #C We are pleased you signed up at beneficial information for you.</pre>
<p>*Click here for a list of available tokens.</p>	

Track Mailing List Activity

You can create an affiliate to track responses to your Emails. Then, include a link to your store which has the corresponding affiliate login appended) in your Email content. When the recipient clicks the store link and completes an order, the applicable data is recorded in Affiliate Earnings.

Note: You will not be actually paying out any earnings. The affiliates you create to track Mailing List activity are for your internal use only.

1. Activate Affiliate Program
2. Create an affiliate.
 - Enter the Login

You may want to use the Mailing List Code for this Affiliate login, which will help you correlate the two.
 - Enter the Password.
 - Select “Approved” for the Application Status

No data is needed in the Info tab, although you might want to enter the Affiliate Login in the Site Name.

3. Enter the following in the Commissions tab. (This assumes you will use this Affiliate Login in a Mailing Content.)
 - Commission per Referral: 1
Referrals are approximately equivalent to the individual number of shoppers referred to your store by the particular Mailing List.
 - Commission Flat Fee Per Order: 1
The approximate number of shoppers who placed an order and were referred to your store by the particular Mailing List.
 - Commission Percent of Order: 100
Approximately equivalent to the total monetary amount of orders placed by shoppers who were referred to your store by the particular Mailing List.

Note: Remember, in the affiliate configuration you can set whether the Percent of Order is based on the Subtotal (which does not include taxes and shipping) or the Entire Total (which does include taxes and shipping).

Of course, you will not actually pay out these commissions! You create them as a quick way for you to track the responses to your mailings.

4. If you send newsletters or notices regularly, you might want to do one of the following to continue recording the Email responses via an affiliate:
 - Create a new tracking affiliate for this month's (week's) newsletter or other notice, while also retaining the previous tracking affiliate.
In this way, you will know if a customer is responding to the current or previous email.
 - Keep the same tracking affiliate(s).
If it does not matter whether a customer/affiliate is responding to the current or previous Email, use the same affiliate from one mailing to the next.
5. Total and clear the tracking Affiliate's Earnings.
You do this by performing a payout (the payout provides a way for you to see the total amount of revenue received as a result of this particular Email). See the Miva Merchant guide *Administer Affiliate Program* for details.