



Mailing Lists Overview

Help Documentation

Mailing Lists | Overview

This settings page is only available to domain administrators.

Mailing Lists are a great way to allow users to communicate with a number of different individuals via a single email address. For example, many companies use mailing lists to email newsletters, promotional offers, or information about product updates to subscribers. Unlike an Alias, a mailing list allows people to subscribe to, or unsubscribe from, email communications. In addition, mailing lists can be public or private, be replied to by all users or managed by a single list administrator and more. NOTE: SmarterMail can accommodate mailing lists of up to 75,000 subscribers. Anything greater than that should be managed by a third-party mailing list service provider such as Constant Contact or MailChimp.

Using a mailing list is as simple as sending a standard email: the allowed posters simply send an email to the list address, which takes the form of the list name appended to the domain name. For example, if you create a mailing list called "newsletter" you send a message to `newsletter@example.com`. If there are other requirements, such as a password, etc. those need to be taken into account as well.

By default, when a subscriber reads a mailing list message, the From field in the subscriber's inbox will display the email address of the individual that sent the mailing list message; the To field will display the list name or mailing list email address; and the Reply To field will display the mailing list email address or the email address of the individual that sent the message, depending on the list settings. Note: Domain administrators and mailing list moderators can customize the From, To, and Reply To fields by editing the mailing list settings.

To view the mailing lists for your domain, log into SmarterMail as a Domain Administrator and use the Menu icon to navigate to the Domain Settings section. Then click on Mailing Lists in the navigation pane. Whether creating a new mailing list or modifying an existing one, the following options will be available:

- Options - Configure the mailing list options and permissions
- Subscribers and Digest Subscribers - Add subscribers who will receive the standard mailing list postings or digest emails.
- Posters - Whitelist email addresses or domains who can post to the mailing list
- Banned Users - Prevent specific email addresses or domains from posting to the mailing list
- Messages - Configure the header and footer for postings as well as the replies sent to listserv commands
- Custom Fields - Customize list postings with subscriber custom fields

Variables

Emails that are posted to a mailing list support the use of the following variables. These variables can be used in the body or subject line of emails that are sent to the mailing list subscribers and also in the footer, header and subscriber Messages . Though similar to Custom Fields in format, these variables need no additional configuration. Simply enter the variable below to display its associated information. Variables will always follow this format: #Variable#

- #UnsubscribeLink# - An unsubscribe variable is included to allow users to unsubscribe from the mailing list with a URL. Note: This URL can also be given friendly hyperlink text (rather than linking the URL) by modifying the Friendly Unsubscribe setting when configuring or modifying a mailing list. For more information, see Mailing List | Options .
- #Recipient# - The email address of the subscriber who was sent the message.
- #Sender# - The email address of the user sending the message.
- #DomainDateNow# - The current date (in shorthand) according to the domain's new user time zone defaults found in User Defaults. Ex: 07/13/2015.
- #DomainTimeNow# - The current time according to the domain's new user time zone defaults found in User Defaults. Displayed in 24-hour format.
- #DomainDateTimeNow# - The current date and time according to the domain's new user time zone defaults found in User Defaults. Displayed in shorthand and 24-hour format.
- #DomainDayNow# - The current date (date alone, without month and year) according to the domain's new user time zone defaults found in User Defaults. Ex: 13.
- #DomainMonthNow# - The current month (in numeric value) according to the domain's new user time zone defaults found in User Defaults. Ex: 07.
- #DomainYearNow# - The current year according to the domain's new user time zone defaults found in User Defaults. Ex: 2015.
- #DomainDayNameNow# - The current day of the week according to the domain's new user time zone defaults found in User Defaults. Ex: Monday.
- #DomainMonthNameNow# - The current month (by its name) according to the domain's new user time zone defaults found in User Defaults. Ex: July.
- #ModeratorDateNow# - The current date (in shorthand) according to the Moderator's time zone. Ex: 07/13/2015.
- #ModeratorTimeNow# - The current time according to the Moderator's time zone. Displayed in 24-hour format.
- #ModeratorDateTimeNow# - The current date and time according to the Moderator's time zone. Displayed in shorthand and 24-hour format.
- #ModeratorDayNow# - The current date (date alone, without month and year) according to the Moderator's time zone. Ex: 13.

- #ModeratorMonthNow# - The current month (in numeric value) according to the Moderator's time zone. Ex: 07.
- #ModeratorYearNow# - The current year according to the Moderator's time zone. Ex: 2015.
- #ModeratorDayNameNow# - The current day of the week according to the Moderator's time zone. Ex: Monday.
- #ModeratorMonthNameNow# - The current month (by its name) according to the Moderator's time zone. Ex: July.
- #ServerDateNow# - The current date (in shorthand) according to the server's system time zone. Ex: 07/13/2015.
- #ServerTimeNow# - The current time according to the server's system time zone. Displayed in 24-hour format.
- #ServerDateTimeNow# - The current date and time according to the server's system time zone. Displayed in shorthand and 24-hour format.
- #ServerDayNow# - The current date (date alone, without month and year) according to the server's system time zone. Ex: 13.
- #ServerMonthNow# - The current month (in numeric value) according to the server's system time zone. Ex: 07.
- #ServerYearNow# - The current year according to the server's system time zone. Ex: 2015.
- #ServerDayNameNow# - The current day of the week according to the server's system time zone. Ex: Monday.
- #ServerMonthNameNow# - The current month (by its name) according to the server's system time zone. Ex: July.