



Mailing Lists

Help Documentation

Mailing Lists

Mailing Lists

This settings page is only available to domain administrators.

A mailing list is a collection of names and email addresses used by an individual or an organization to send messages to multiple recipients. For example, many companies use mailing lists to email newsletters, promotional offers, or information about product updates to subscribers. 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.

To view the mailing lists for your domain, click the settings icon . Then expand the Domain Settings and Mailing Lists folders and click Mailing Lists in the navigation pane. A list of the mailing lists for the domain will load in the content pane.

In general, the following columns are available:

- Checkbox - Use these boxes to select multiple mailing lists. Mailing lists must be selected before choosing an action from the actions toolbar.
- List Name - The name of the mailing list.
- Moderator - The "owner" of the mailing list.
- Description - A brief summary of the mailing list.
- Subscribers - The number of people currently subscribed to the mailing list.
- Digest Subscribers - The number of subscribers that receive a digest of mailing list postings.

The following actions are available from the content pane toolbar:

- New - Clicking this button will allow the domain administrator to create a new mailing list.
- Edit - Clicking this button will allow the domain administrator to edit an existing mailing list's settings.
- Delete - Clicking this button will allow the domain administrator to delete an existing mailing list.
- Send Digest - Clicking this button will allow the domain administrator to send a digest of mailing list postings.

Mailing List Messages

SmarterMail's mailing list feature combines the functionality of discussion and announcement lists and

can be used to send both types of messages. To create a new mailing list message, simply compose a new email message and send it to the mailing list email address.

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.

Create a New Mailing List

This settings page is only available to domain administrators.

To view the mailing lists for a specific domain, click the settings icon . Then expand the Domain Settings and Mailing Lists folders and click Mailing Lists in the navigation pane. To create a new mailing list, click the New button in the content pane toolbar. You can also edit an existing mailing list by selecting the desired mailing list and clicking the Edit button in the content pane toolbar.

List Settings

Use this tab to edit the following mailing list settings:

- Name - The name of the mailing list. SmarterMail will use the name to create the email address associated to this mailing list.
- Moderator - The "owner" of the mailing list. The moderator must be a user in your domain.
- Password -To restrict subscribers from sending emails to a mailing list, type a password in this field. Note: To send emails to a mailing list that is password protected, you must send the password in the subject enclosed by brackets and colons. For example, Subject: [:password:] Attention all subscribers).
- Enabled - Check this box to enable password protection for this mailing list.
- Subject Prefix - The optional text that will appear in the subject line. SmarterTools recommends using a subject prefix for discussion lists to help subscribers easily filter through posts.
- Enabled - Check this box to enable the subject prefix for this mailing list.
- Allowed Posters - An email that is sent to the mailing list (and therefore to its subscribers) is considered to be "posted". Use this field to specify who has access to post to the list.
- Anyone - Setting the list to "anyone" means that when anyone, regardless of whether they are subscribed to the list or not, sends an email to the list, it will be sent out to all members. Note:

This setting can cause abuse if it is not closely monitored.

- Subscribers Only - Setting the list to "subscribers only" allows the list subscribers, and only the list subscribers, to send and receive posts. The moderator will still be permitted to post.
- Moderators Only - If the moderator is set as the post option, only the moderator will be able to post to the list. This means that no one else, not even list subscribers, will be able to post.
- List To Address - The email address that will display in the To field when a subscriber receives a mailing list message.
- List From Address - The email address that will display in the From field when a subscriber receives a mailing list message.
- List Reply To Address - The email address that will display in the Reply To field when a subscriber receives a mailing list message. When a subscriber hits 'Reply' to the message, this address will receive the reply. If a subscriber hits 'Reply All' all list recipients will receive the reply.
- Max Message Size - The maximum number of KBs a message can be. If the message exceeds this size, it will not be posted. By default, the max message size is unlimited.
- Disable Mailing List - Check this box to disable the mailing list.
- Description - A brief summary of the mailing list.

Options

Use this tab to enable or disable the following mailing list optionsL

- Enable Digest Mode - Select this option to enable digest mode. For more information, see the Digest Settings tab.
- Enable Header - Select this option to append header text to the beginning of the mailing list message. Note: To edit the header text, click the System Messages tab and edit the appropriate system message.
- Enable Footer - Select this option to append footer text to the end of the mailing list message. Note: To edit the footer text, click the System Messages tab and edit the appropriate system message.
- Send Subscribe Email - Select this option to automatically send an email to new subscribers.
- Send Unsubscribe Email - Select this option to automatically send an email response to unsubscribe requests.
- Enable Poster Whitelist - Select this option to allow whitelisted email addresses to post to the mailing list.
- Enable SUBSCRIBE Command - Select this option to allow people to subscribe to the mailing list by emailing a listserv command to the command address. For more information, refer to Listserv Commands . Note: If this option is disabled, only list administrators can add new subscribers to the mailing list.

- **Enable LIST Command** - Select this option to allow people to receive a list of the mailing list subscribers by emailing a listerv command to the command address. For more information, refer to Listserv Commands . Note: It is recommended that you leave this option disabled, as people or automated systems could use the user list for malicious purposes.
- **Enable Unsubscribe from Subject** - Select this option to allow subscribers to unsubscribe from the mailing list by sending an email to the list with the word "unsubscribe" in the subject line. It is recommended that you usually keep this option enabled, as it will reduce complaints of abuse by giving subscribers a way to quickly opt-out of the mailing list.
- **Enable Double Opt In** - Select this option to automatically send an email confirmation to new subscribers.
- **Disable List Error Replies** - Select this option to prevent the system from automatically replying to incorrect listserv commands.

Digest Settings

To reduce the number of emails mailing list subscribers receive, domain administrators can allow subscribers to sign up for digest mode or normal mode. Essentially, digest mode condenses all the messages sent to the list into a single email that is sent to subscribers on a monthly, biweekly, weekly, daily, or other defined basis. Use this tab to edit the following digest settings:

- **Last Sent** - The date and time a digest email was sent to subscribers.
- **Subject** - The subject line for the digest email.
- **Trigger Type** - The frequency of the digest emails.
- **Digest Format** - The format (HTML, text, etc.) in which digest emails are sent.
- **Disable non-text attachments in digest** - Select this option to remove non-text attachments from the digest email.
- **Enable Header** - Select this option to append header text to the beginning of the mailing list message. Note: To edit the header text, click the System Messages tab and edit the appropriate system message.
- **Enable Separator** - Select this option to place a separator between messages in a digest email.
- **Enable Footer** - Select this option to append footer text to the end of the mailing list message. Note: To edit the footer text, click the System Messages tab and edit the appropriate system message.

System Messages

Use this tab to edit system messages for mailing lists. Note: This tab is not visible if you are creating a new mailing list. Variables can be used in the footer, header and subscribe system messages.

Throttling

Throttling allows domain administrators to limit the number of messages and/or how much bandwidth a mailing list can use. Use this tab to edit the following throttling settings:

- Outgoing Messages per Hour - The number of messages sent by the mailing list per hour. By default, the number of outgoing messages is 5,000.
- Enabled - Check this box to enable throttling for outgoing messages.
- Outgoing Bandwidth per Hour - The total number of MBs sent by the mailing list per hour. By default, the outgoing bandwidth is 100.
- Enabled - Check this box to enable throttling for bandwidth.

System Messages

Use this tab to edit system messages for mailing lists. Some system messages, such as headers and footers, are viewable by list subscribers. Other messages are only viewable when emailing listserv commands to the mailing list username. These messages are noted below, and more information is available to system administrators in their section of the SmarterMail help documentation. Note: This tab is not visible if you are creating a new mailing list. Variables can be used in the footer, header and subscribe system messages.

Mailing List System Messages

- digestfooter - This is the footer that is displayed when digest emails are sent to digest list subscribers.
- digestheader - This is the header that is displayed when digest emails are sent to digests list subscribers.
- digestseparator - This is the character set (e.g., dashes) that will be used to separate messages within digest emails.
- disabledlistemail - This message is returned when a user attempts to post to a list that is no longer active.
- doubleoptin - This message is sent to subscribers to verify their subscription request when your mailing list utilized a double opt-in subscription model (recommended).
- doubleopinreply - This message is sent to subscribers notifying them that they were successfully subscribed to the list when the double opt-in subscription model is used.
- faildtosetdigestmode - LISTSERV COMMAND ONLY. This message is returned when the list command attempts to set digest mode but digest mode is not enabled for the specific list.
- failedtosetstandardmode - LISTSERV COMMAND ONLY. This message is returned when the list command tries to set the mode for a subscriber that is not actually subscribed to the list.

- footer - This is the footer (information at the very bottom of the message) that is displayed on messages that are sent to list subscribers.
- header - This is the header (information at the very top of the message) that is displayed on messages that are sent to list subscribers.
- help - LISTSERV COMMAND ONLY. This can be used to return information about the list, such as its creation date, last updated date, etc. or any other information the domain or list owner wants returned.
- helpmessage - LISTSERV COMMAND ONLY. This is the default message that is returned when a listserv command is sent to the mailing list username but the command is not recognized. By default it returns information on how to properly format commands.
- insufficientpostingpermissionemail - This email is sent to posters that do not have the proper permission to post to the list. For example, this is returned to list subscribers who reply to the list but only moderators are allowed to post.
- invalidlistpasswordemail - When a list is password-protected, this message is returned when a person posting to the list provides the incorrect information.
- listcommandresponse - LISTSERV COMMAND ONLY. This returns a list of subscribers for a particular list. This requires the LIST command to be set.
- listoflists - LISTSERV COMMAND ONLY. This returns a list of the mailing lists for a particular domain. This requires the LIST command to be set.
- maxmessagesizeexceededemail - This is returned when a message posted to a list is larger than the maximum size set for messages.
- nolistcommand - LISTSERV COMMAND ONLY. This is returned when a particular list is set to not allow a list of subscribers to be returned. That is, the LIST command is not enabled for that list.
- privatelist - This is returned when anyone tries to subscribe to the list but the list doesn't allow for automatic subscriptions. Instead, the list owner will need to add the subscriber manually.
- setdigestmode - LISTSERV COMMAND ONLY. This is returned when the list command sets the digest mode for a subscriber.
- setstandardmode - LISTSERV COMMAND ONLY. This is returned when the list command sets the standard mode (one email per list post) for a subscriber.
- subscribe - This is sent to a list subscriber when they subscribe to a specific list.
- unsubscribeemail - This is sent to a user when they unsubscribe from a specific list.

Throttling

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- Outgoing Messages per Hour - The number of messages sent by the mailing list per hour. By default, the number of outgoing messages is 5,000.
- Enabled - Check this box to enable throttling for outgoing messages.
- Outgoing Bandwidth per Hour - The total number of MBs sent by the mailing list per hour. By default, the outgoing bandwidth is 100.
- Enabled - Check this box to enable throttling for bandwidth.

Subscribers

This settings page is only available to domain administrators.

Individuals that sign up to receive messages from the mailing lists are called subscribers. To view a list of the mailing list subscribers, click the settings icon . Then expand the Domain Settings and Mailing Lists folders and click Subscribers in the navigation pane. A list of subscribers will load in the content pane.

In general, the following columns are available:

- Checkbox - Use these boxes to select multiple mailing lists. Mailing lists must be selected before choosing an action from the actions toolbar.
- Email Address - The email address of the subscriber.
- Bounces - The number of bounced messages to the subscriber.

The following actions are available from the content pane toolbar:

- New - Clicking this button will allow the domain administrator to add a new subscriber.
- Edit - Clicking this button will allow the domain administrator to edit subscriber details.
- Delete - Clicking this button will allow the domain administrator to delete a subscriber.
- Search - Clicking this button will allow the domain administrator to search for a specific subscriber by email address or by any defined subscriber fields.
- Upload - Clicking this button will allow the domain administrator to upload a list of subscribers to the mailing list. Note: Only CSV files can be uploaded.
- Download - Clicking this button will allow the domain administrator to download the list of subscribers as a text file.

For step-by-step instructions on adding subscribers to a mailing list, please refer to the KB article [How To - Add Subscribers to Mailing Lists](#). To edit an existing subscriber's details, select the desired subscriber from the list and click Edit in the content pane toolbar.

Note: Individuals that opted to receive the digest mode will not be included in the Subscribers list. To view a list of digest subscribers, click the settings icon . Then expand the Domain Settings and Mailing Lists folders and click Mailing Lists in the navigation pane. Select the desired mailing list and click Edit. Then click Subscribers in the content pane toolbar and click Digest Subscribers .

Subscriber Fields

This settings page is only available to domain administrators.

Use subscriber fields to create custom fields to gather and manage information about subscribers. Subscriber fields are also used as variables in mailing list messages and can be used to include personal information about the subscriber when conducting a mail merge.