



# Mailing Lists

Help Documentation

## Mailing Lists

### Mailing Lists

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. For more information, see [Creating a New Mailing List](#).

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, 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. Users can either subscribe to the mailing list and receive each email sent to the list or to the digest, in which case they receive a summary of all messages sent to the list over a specific period of time. Users can not subscribe to both.

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.

## **Variables**

Mailing Lists support the use of the following variables. These 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 System Messages . Though similar to Subscriber 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 [Creating a New Mailing List](#) .
- **#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.

**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 - Essentially, the "username" for the mailing list. SmarterMail will use the name to create the actual email address that will be associated with the mailing list.
- Moderator - The "owner" of the mailing list. This person will actively manage the mailing list, posts to the list and any replies. The moderator must be an active email user for the 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 add the password to the subject line of the email, enclosed by brackets and colons. For example, [:password:] Attention all subscribers.
- Enabled - Check this box to enable password protection 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 anyone can email the list, regardless of whether they are subscribed to the list or not. In turn, this sends an email to all members. Note: This setting can cause abuse if it is not closely monitored. Therefore, it is recommended to restrict the allowed posters to 'subscribers only', at the very least. For larger lists, allowing Moderator Only is a better idea and will cause less issues.
- 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. This can cause abuse issues as well if you have an active list, so using Subscribers Only should only be used for smaller lists or for digest mode only.
- Moderators Only - If the moderator is set as the post option, the moderator is the only one who can post to the list. This means that no one else, not even list subscribers, will be able to post.
- 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. For example, add a "List- " or "Discussion -" prefix so that users know that the message is posted to an email list. Recipients can then create filters to move those messages to a specific folder or manage them in some other way.

- Enabled - Check this box to enable the subject prefix for this mailing list.
- List To Address - The email address that will display in the To field when a subscriber receives a mailing list message. Setting this to List Address means that the email address associated with the list will display as the To: address when recipients receive the message.
- List From Address - The email address that will display in the From field when a subscriber receives a mailing list message. By default this is set to List Address.
- 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. By default this is set to List Address
- 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.
- Friendly Unsubscribe - The text entered here will be hyperlinked when using the Unsubscribe variable . Without this setting enabled, the unsubscribe link will hyperlink the full URL.
- Enabled - Check this box to enable the friendly text for the unsubscribe URL.
- 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 options:

- Enable Digest Mode - Digest mode is a way to aggregate all postings to a list so that subscribers can receive a single, periodical email instead of individual replies to the list. This is especially useful for very active lists or lists with a larger number of subscribers. 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 confirming their subscription to the list. Note: This is not an opt-in message, only a confirmation email.
- 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 to new subscribers that requires them to confirm that they are subscribing to the list by clicking on an activation link. Using double opt-in is a good way to confirm subscriptions to the list and to help reduce abuse complaints.
- **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. 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. For more information on variables, see Mailing Lists .

### 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 (informatin 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.

## Subscribers

This settings page is only available to domain administrators.
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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 subscribers. Subscribers 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. If an email address has a large

number of bounces, that could be an indication that the subscriber is no longer active and that the email address should be removed from the list of subscribers.

The following actions are available from the content pane toolbar:

- New - Allows you to add a new subscriber.
- Edit - Allows you to edit subscriber details.
- Delete - Allows you to delete a subscriber.
- Search - Allows you to search for a specific subscriber by email address or by any defined subscriber fields.
- Upload - Allows you to upload a list of subscribers to the mailing list. Note: Only .csv files can be uploaded. At a bare minimum, the .csv file must contain a column named "EmailAddress". Any additional columns in the .csv file will be added to the Subscriber Fields for the corresponding subscriber/email address. See example below:
- Download - Allows you 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. For example, if you'd like your messages to be sent out with the subscriber's first name in the message greeting (ex. "Hello John,"), you'd first create the Subscriber Field then add it to each subscriber. To create or manage Subscriber Fields, click the Settings icon . Then expand the Domain Settings and Mailing Lists folders and click Subscriber Fields in the navigation pane.

In general, the following options are available from the content pane toolbar:

- New - Adds a new Subscriber Field
- Edit - Allows changes to be made to the selected Subscriber Field.
- Delete - Remove the selected Subscriber Field(s).

## Adding a New Subscriber Field

To add a new Subscriber Field, click the New button. A modal window will display the following options:

- Name - The name of the Subscriber Field. Note: The text entered here is used as the variable when sending subscriber fields in mailing list messages.

- Default Value - Enter the text that should be automatically entered for current subscribers.

Once the field is created, subscribers can be individually modified to change the value. Note: If a default value is not included, and the subscriber does not have their field configured, the variable will be removed from the message, leaving a blank space in its location.

## Using Subscriber Fields in Messages

A Subscriber Field can be used in mailing list messages as a type of custom variable. To enter Subscriber Fields as variables, the name of the field must be enclosed with a #. For example, if a Subscriber Field was created for "Customer Name", you would enter #Customer Name# in your message.