



Mailing Lists

Help Documentation

Mailing Lists

Mailing Lists Overview

This settings page is only available to Domain Administrators, Mailing List Administrators and System Administrators with the proper permissions.

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.

Mailing Lists can be managed by System Administrators with Manage Domains permissions, Domain Administrators and the List Administrators themselves. Accessing Mailing Lists is dependent on the role you possess:

List Administrators

To view your mailing lists, log in with your username and navigate to your Settings. Then click on Mailing Lists in the navigation pane. The Mailing Lists you administer will be listed here.

Domain Administrators

To view the mailing lists for a domain, log into SmarterMail as a Domain Administrator and navigate to the Domain Settings. Then click on Accounts in the navigation pane. If mailing lists are enabled for the domain, they'll be listed here.

System Administrators

To view the mailing lists for a domain, log in to SmarterMail as a System Administrator and click on the Manage icon, then click on Domains in the navigation pane. Select the domain from the list to edit it. If you have domain management permissions, you'll see a number of tabs displayed. Click on the Accounts tab, then the Mailing Lists sub-tab. The mailing lists for the domain will be listed here.

Regardless of your role, 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#

- Unsubscribe Link (#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 (#Recipient#) - The email address of the subscriber who was sent the message.
- Sender (#Sender#) - The email address of the user sending the message.
- Domain Date Now (#DomainDateNow#) - The current date (in shorthand) according to the domain's new user time zone defaults found in User Defaults. Ex: 07/13/2015.
- Domain Time Now (#DomainTimeNow#) - The current time according to the domain's new user time zone defaults found in User Defaults. Displayed in 24-hour format.
- Domain Date Time Now (#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.

- Domain Day Now (#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.
- Domain Month Now (#DomainMonthNow#) - The current month (in numeric value) according to the domain's new user time zone defaults found in User Defaults. Ex: 07.
- Domain Year Now (#DomainYearNow#) - The current year according to the domain's new user time zone defaults found in User Defaults. Ex: 2015.
- Domain Day Name Now (#DomainDayNameNow#) - The current day of the week according to the domain's new user time zone defaults found in User Defaults. Ex: Monday.
- Domain Month Name Now (#DomainMonthNameNow#) - The current month (by its name) according to the domain's new user time zone defaults found in User Defaults. Ex: July.
- Moderator Date Now (#ModeratorDateNow#) - The current date (in shorthand) according to the Moderator's time zone. Ex: 07/13/2015.
- Moderator Time Now (#ModeratorTimeNow#) - The current time according to the Moderator's time zone. Displayed in 24-hour format.
- Moderator Date Time Now (#ModeratorDateTimeNow#) - The current date and time according to the Moderator's time zone. Displayed in shorthand and 24-hour format.
- Moderator Day Now (#ModeratorDayNow#) - The current date (date alone, without month and year) according to the Moderator's time zone. Ex: 13.
- Moderator Month Now (#ModeratorMonthNow#) - The current month (in numeric value) according to the Moderator's time zone. Ex: 07.
- Moderator Year Now (#ModeratorYearNow#) - The current year according to the Moderator's time zone. Ex: 2015.
- Moderator Day Name Now (#ModeratorDayNameNow#) - The current day of the week according to the Moderator's time zone. Ex: Monday.
- Moderator Month Name Now (#ModeratorMonthNameNow#) - The current month (by its name) according to the Moderator's time zone. Ex: July.
- Server Date Now (#ServerDateNow#) - The current date (in shorthand) according to the server's system time zone. Ex: 07/13/2015.
- Server Time Now (#ServerTimeNow#) - The current time according to the server's system time zone. Displayed in 24-hour format.
- Server Date Time Now (#ServerDateTimeNow#) - The current date and time according to the server's system time zone. Displayed in shorthand and 24-hour format.
- Server Day Now (#ServerDayNow#) - The current date (date alone, without month and year) according to the server's system time zone. Ex: 13.
- Server Month Now (#ServerMonthNow#) - The current month (in numeric value) according to the server's system time zone. Ex: 07.

- Server Year Now (#ServerYearNow#) - The current year according to the server's system time zone. Ex: 2015.
- Server Day Name Now (#ServerDayNameNow#) - The current day of the week according to the server's system time zone. Ex: Monday.
- Server Month Name Now (#ServerMonthNameNow#) - The current month (by its name) according to the server's system time zone. Ex: July.

Options

This settings page is only available to Domain Administrators, Mailing List Administrators and System Administrators with the proper permissions.

To view the mailing lists for a specific domain, click the Settings tab, then click Mailing Lists in the navigation pane.

This page consists of a number of tabs, and each tab has its own page:

- Options - The configuration options for an individual mailing list.
- 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

Creating a New Mailing List

To create a new mailing list, click the New button in the content pane toolbar. You can also edit an existing mailing list by clicking on it. When you click the New button, a modal window opens with the following fields:

- List Address - This is the "email address" that will be used for the list. A List Address is similar to a new Account address: it simply needs to be whatever will be appended to the left of the domain name. For example, "MarketingNewsletter". Posters, then, send messages to "MarketingNewsletter@domain.com". Therefore, just as with accounts, list names should not include spaces, special characters, etc.
- List Administrator - This is the existing Account that will act as the administrator of the list. Select a user from the drop down.

Once the new list is created, its options will open, where you can edit the list as needed. These cards and options are discussed below.

Options Tab

Options

- Name - This matches the List Address that's set when the mailing list is created. Essentially, it's the "username" for the mailing list. Posters, then, send messages to "name@domain.com" to post messages to the list. Therefore, just as with accounts, list names should not include spaces, special characters, etc.
- Status - New mailing lists default to a status of Enabled. To temporarily prevent postings to this list, change the status to Disabled.
- List Administrator - The "owner" of the mailing list. This person will actively manage the mailing list, posts to the list and any replies. The administrator must be an active email user for the domain.
- Show in Global Address List - There are times when you may want a mailing list to show up in the Global Address List so that all of your subscribers can send to it. If that's the case, enable this setting.
- Description - A brief summary of the mailing list.

Message Options

- 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
- Text to show in unsubscribe link - The text entered here will be hyperlinked when using the Unsubscribe variable . If this field is left blank, the unsubscribe link will hyperlink the full URL.
- Webmail URL - The URL for the SmarterMail login page. This setting can be used to override the server's configured hostname for mailing list communications. Note: URLs should include the https:// prefix. For example: https://mail.example.com/
- 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. This email is only sent when subscribe is initiated by the listserv command. If an administrator manually adds a subscriber to a list via the web interface, via the

API or by importing via CSV, this email is not sent to the subscriber(s).

- **Send Unsubscribe Email** - Select this option to automatically send an email response to unsubscribe requests. This email is only sent when unsubscribe is initiated by the listserv command. If an administrator manually removes a subscriber from a list via the web interface, via the API or by importing via CSV, this email is not sent to the subscriber(s).
- **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. This email is only sent when double opt-in is initiated by the listserv command. If an administrator manually adds or removes a subscriber from a list via the web interface, via the API or by importing via CSV, this email is not sent to the subscriber(s).
NOTE: If Double Opt-in is disabled for a list, any unverified subscribers will be removed from the list. A warning appears noting this for list administrators prior to making this change.
- **Disable List Error Replies** - Select this option to prevent the system from automatically replying to incorrect listserv commands.

Posting

- **Password** - To restrict people 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 add the password to the beginning of the subject line of the email, enclosed by brackets and colons. For example, if "password" is entered into this field, the subject line of the email would need to begin with [:password:].
- **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. Note: Email addresses specified on the Posters tab will override this field.
- **Anyone** - 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** - 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.
- **List Administrators Only** - The List Administrator(s) is/are the only one(s) 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.

Commands

- 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.

Throttling

Throttling limits the number of messages sent per hour and/or the amount of bandwidth used per hour to send messages. Domain Administrators can use this feature to ensure a mailing list does not send out massive amounts of email through out the day, thereby possibly getting the domain blacklisted.

- Outbound Messages per Hour - The number of messages sent by the mailing list per hour. By default, the number of outgoing messages is 500.
- Message Throttling Action - When using either message or bandwidth throttling, administrators can select an action for SmarterMail to take once the particular throttling level is reached. Domain Administrators can elect to do nothing at all, or they can either Delay or Reject messages until the amount of mail being sent falls beneath the throttling limit that is set. By default, mailing lists are set to Delay messages once the threshold has been reached.
- Outbound Bandwidth MB per Hour - The total number of MBs sent by the mailing list per hour. By default, the outgoing bandwidth is 50MB.
- Bandwidth Throttling

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. This is especially useful for very active lists or lists with a larger number of subscribers.

- Enable digest mode - Enable this setting to view and modify the remaining Digest settings.
- Subject - The subject line for the digest email.
- Trigger Type - The frequency of the digest emails: Daily, Weekly, Biweekly, Monthly or Manual. If Manual is selected, digest emails will only be sent when using the Send Digest button.
- 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.
- Send Digest - Allows an administrator the ability to send the Digest manually. 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. --%>

Subscribers and Digest Subscribers

This settings page is only available to Domain Administrators, Mailing List Administrators and System Administrators with the proper permissions.

Mailing Lists are a great way to allow users to communicate with a number of different individuals via a single email address. For a complete understanding of how mailing lists work, please see [Mailing Lists Overview](#).

Individuals that sign up to receive messages from the mailing lists are called subscribers. To view a list of the mailing list subscribers, log into SmarterMail as an Administrator (List, Domain or System) and go to the Settings area based on your role. Then click on Mailing Lists in the navigation pane. Then click on the Subscribers tab.

Subscribers are categorized into two sections: the Subscribers stores the subscribers for standard mailing list postings and the Digest Subscribers stores subscribers for condensed digest emails.

Manually Adding Subscribers

There are two primary methods for manually adding subscribers -- either regular list subscribers or digest subscribers -- to a mailing list:

- If there are only a few emails to add to the mailing list, List Administrators, Domain Administrators or System Administrators with the proper domain management permissions can manually add subscribers.
- If there are a large number of emails to add to a mailing list, Domain Administrators or System Administrators with the proper domain management permissions can upload a .CSV file containing all of the subscriber emails.

Adding individual subscribers to a mailing list:

- Log in to SmarterMail as a List Administrator, Domain Administrator or System Administrator.
- List Administrators access their mailing list(s) by clicking on Mailing Lists in the navigation pane; Domain Administrators access mailing lists in the Accounts area for their domain -- there is a Mailing Lists tab; System Administrators first have to select the Domain that has the mailing list they want to manage, then click the Accounts tab for that domain where they will see the Mailing Lists tab, just as Domain Administrators do.
- Regardless of how you get there, click on the desired mailing list. The mailing list settings will load in the content pane.
- Click the Subscribers tab. A list of subscribers to this mailing list will load in the content pane.
- Click New .
- In the Email Address field, type the subscriber(s) email address(es), one per line.
- Once all addresses have been added, click Save .

Adding multiple subscribers to a mailing list at once:

It's also possible to add multiple users to a list at one time by uploading a list of users using a .CSV file. 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. The Import from CSV option can be used to:

- Add new Subscribers, with or without Custom Field data.
- Update/overwrite the Custom Field values for existing Subscribers.
- Add new Custom Fields to existing Subscribers.

NOTE: If you import a CSV that contains existing Subscribers, their Custom Field data will be overwritten with the contents of the CSV.

- Log in to SmarterMail as a List Administrator, Domain Administrator or System Administrator.
- List Administrators access their mailing list(s) by clicking on Mailing Lists in the navigation pane; Domain Administrators access mailing lists in the Accounts area for their domain -- there is a Mailing Lists tab; System Administrators first have to select the Domain that has the mailing list they want to manage, then click the Accounts tab for that domain where they will see the Mailing Lists tab, just as Domain Administrators do.
- Regardless of how you got there, click on the desired mailing list.
- When the list's Options open, click on the Subscribers tab. A list of current subscribers to this

mailing list will load in the content pane, if there are any.

- Click on the Actions (...) button.
- From the dropdown menu, select Import CSV File . the Upload Subscribers modal window opens.
- You can either drag-and-drop a CSV file into the modal window, or click inside the window to open File Explorer to find and "open" the file. Click Upload in the content pane toolbar.

Managing Subscribers

Once a subscriber has been added to the list, you can modify their custom field values, review the other mailing lists to which they are subscribed, see the history of bounce messages they've received and reviewed the history of messages they've received.

To download the list of subscribers as a text file, click on the Actions (...) , then Export CSV File .

Posters

This settings page is only available to Domain Administrators, Mailing List Administrators and System Administrators with the proper permissions.

Mailing Lists are a great way to allow users to communicate with a number of different individuals via a single email address. For a complete understanding of how mailing lists work, please see [Mailing Lists Overview](#) .

List Administrators, Domain Administrators and System Administrators (with the proper Manage Domains permissions) can restrict the posting privileges for a mailing list to Anyone, Subscribers Only or Moderators Only. In addition, they can use the Posters section to specify additional list subscribers who can post messages to the list -- these special subscribers are considered "Whitelisted" as they've been given special permission to post messages, in addition to, say, Moderators Only.

To add additional posters to a mailing list, log into SmarterMail as an Administrator (List, Domain or System) and go to the Settings area based on your role. Then click on Mailing Lists in the navigation pane and open a mailing list's configuration options. Then click on the Posters tab.

To add a new poster, click New . Enter the email address(es) of the people who can post messages to the mailing list.

Uploading/Downloading Subscribers

In addition to manually adding new subscribers, it's possible to upload a text file that contains subscriber emails and any Custom Fields assigned to your subscribers. Text files should be in Comma Separated Value (.CSV) format.

Of course, since you can upload a subscriber list, you can also download one. This is especially convenient if the subscribers for one list -- or a subset of those subscribers -- is interested in another list you start up. Downloading your list subscribers, then editing it if needed, makes it simple to add subscribers to a new list.

Banned Users

It's also possible to keep a list of users who are banned from posting to your mailing list. You can import subscribers to this list as well as download that list to use in others you've created. For more information, see the section on Banned Users .

Banned Users

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Administrators (List, Domain or System) can restrict the posting privileges for a mailing list to Anyone, Subscribers Only or Moderators Only. In addition, they can use the Banned Users section to specify additional blacklisted posters.

To prevent users from posting to a mailing list, log into SmarterMail as an Administrator (List, Domain or System) and go to the Settings area based on your role. Then click on Mailing Lists in the navigation pane and open a mailing list's configuration options. Click on the Banned Users tab.

To add a new banned user, click [New](#) . Enter the email address(es) of the people who cannot post messages to the mailing list.

Messages

This settings page is only available to Domain Administrators, Mailing List Administrators and System Administrators with the proper permissions.

Mailing Lists are a great way to allow users to communicate with a number of different individuals via a single email address. For a complete understanding of how mailing lists work, please see [Mailing Lists Overview](#) .

Administrators can customize the system messages used 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. For more information, please see Listserv Commands .

Note: Variables can be used in the footer, header and subscribe system messages. For more information on variables, see Mailing Lists Overview .

To edit a particular message, simply click on it from the list. When you do, a modal opens that will allow you to fully customize the message, as well as how that message is presented using a complete HTML editor. Once you've made your changes, be sure to save them.

- Command help email -- 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.
- Digest footer - This is the footer that is displayed when digest emails are sent to digest list subscribers.
- Digest header - This is the header that is displayed when digest emails are sent to digets list subscribers.
- Digest separator - This is the character set (e.g., dashes) that will be used to separate messages within digest emails.
- Double op-in successful email - 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.
- HELP response - 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.
- LIST members response - disabled - 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.
- LIST members response - enabled - LISTSERV COMMAND ONLY. This returns a list of subscribers for a partiular list. This requires the LIST command to be set.
- LIST response - LISTSERV COMMAND ONLY. This reutrns a list of the mailing lists for a particular domain. This requires the LIST command to be set.
- Post failure - insufficient permissions - 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.
- Post failure - invalid list password - When a list is password-protected, this message is returned when a person posting to the list provides the incorrect information.
- Post failure - list disabled - This message is returned when a user attempts to post to a list that is no longer active.
- Post failure - message too big - This is returned when a message posted to a list is larger than

the maximum size set for messages.

- Posted message footer - This is the footer (information at the very bottom of the message) that is displayed on messages that are sent to list subscribers.
- Posted message header - This is the header (information at the very top of the message) that is displayed on messages that are sent to list subscribers.
- SET MODE DIGEST response - failed - LISTSERV COMMAND ONLY. This is returned when the list command that sets the digest mode for a subscriber fails.
- SET MODE DIGEST response - ok - LISTSERV COMMAND ONLY. This is returned when the list command sets the digest mode for a subscriber.
- SET MODE STANDARD response - failed - 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.
- SET MODE STANDARD response - ok - LISTSERV COMMAND ONLY. This is returned when the list command sets the standard mode (one email per list post) for a subscriber.
- SUBSCRIBE response - double opt-in required - This message is sent to subscribers to verify their subscription request when your mailing list utilized a double opt-in subscription model (recommended).
- SUBSCRIBE response - list is private - 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.
- SUBSCRIBE response - subscribed - This is sent to a list subscriber when they subscribe to a specific list.
- UNSUBSCRIBE response - This is sent to a user when they unsubscribe from a specific list.

Mailing Lists | Custom Fields

This settings page is only available to Domain Administrators, Mailing List Administrators and System Administrators with the proper permissions.

Mailing Lists are a great way to allow users to communicate with a number of different individuals via a single email address. For a complete understanding of how mailing lists work, please see [Mailing Lists Overview](#).

Mailing lists can utilize Custom Fields in order to manage information about subscribers. When a custom field has been created, a value can be applied to a specific subscriber. Then, the custom field is used as a variable in a mailing list message in order to display that custom information about the subscriber. 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 Custom Field then add a value for each subscriber.

To create or manage Custom Fields, log into SmarterMail as an Administrator (List, Domain or System) and go to the Settings area based on your role. Then click on Mailing Lists in the navigation pane. Open a mailing list's configuration options and click on the Custom Fields tab.

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. For example, if you enter "First Name" in this field, you will need to enter #First Name# as the variable in the mailing list message.
- Default Value - Enter the text that should be automatically entered for current and new 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 Custom Fields in Messages

A Custom Field can be used in mailing list messages as a type of custom variable. To enter Custom 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.

Listserv commands

Listserv commands allow you to control the list through commands sent in email messages to the listserv command address. By default, the command address for a domain is "listserv@example.com", where example is the name of your domain. However, your system administrator may change this command address.

To send a command, compose an email to the command address with the command in the body of the message. The subject of the message is ignored.

Available Commands

Note: Any references to listname should be replaced with the list you are trying to use.

Help listname - Replies to the email with the contents of the Help system message for that list.

List - Replies to the email with a list of all available lists.

List listname - Replies to the email with a list of all subscribers for a particular list. Note: This command can be disabled by the domain administrator.

Subscribe listname - Adds your email address to the subscribers list of the mailing list. Note: This command can be disabled by the domain administrator.

Unsubscribe listname - Removes your email address from the subscribers list for the mailing list referenced by listname.

Set mode digest listname - Sets your email address to receive emails in digest mode, which will send all messages for the list combined into one email at regular intervals.

Set mode standard listname - Sets your email address to receive emails in standard mode (the default), which will send messages one at a time to your email account.