



# Mailing Lists

Help Documentation

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# Mailing Lists

## Mailing Lists | Overview

This settings page is only available to domain administrators.
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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.

## Mailing Lists | Options

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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.

### Options

- 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.
- Status - New mailing lists default to a status of Enabled. To temporarily prevent postings to this list, change the status to Disabled.

- 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.
- Description - A brief summary of the mailing list.

## List Settings

- 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
- 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 http:// prefix. For example: http://mail.example.com/

## 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 - 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 only 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.

- **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.
- **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.
- **Friendly Unsubscribe** - 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.

## 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.

- **Outgoing Messages per Hour** - The number of messages sent by the mailing list per hour. By default, the number of outgoing messages is 500.
- **Outgoing Bandwidth per Hour** - The total number of MBs sent by the mailing list per hour. By default, the outgoing bandwidth is 50MB.
- **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.

## Message Options

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

- **Enable digest mode** - To enable digest mode, toggle the slider to the right. The remaining settings will become available.
- **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.

## Mailing Lists | Subscribers and Digest Subscribers

This settings page is only available to Domain Administrators.
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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 a Domain Administrator and use the Menu icon to navigate to the Domain Settings section. Then click on Mailing Lists in the navigation pane and open a mailing list's configuration options.

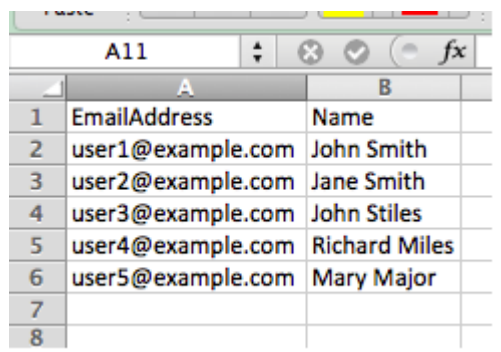
Subscribers are categorized into two sections: the Subscribers tab stores the subscribers for standard mailing list postings and the Digest Subscribers tab stores subscribers for condensed digest emails.

Note: Subscribers are automatically removed from a mailing list after 3 bounce messages are received.

## Adding Subscribers

To add a new subscriber, click on New . Email addresses can be added individually or in bulk, with one email address per line break. Note: When uploading email addresses from Gmail.com, be sure to enter the From address of the email account. If the address contains periods, they must be included in these fields.

To upload a list of subscribers to the mailing list, click on the Actions (...) button, then Import CSV File . 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 Custom Fields for the corresponding subscriber/email address. See example below:



	A	B
1	EmailAddress	Name
2	user1@example.com	John Smith
3	user2@example.com	Jane Smith
4	user3@example.com	John Stiles
5	user4@example.com	Richard Miles
6	user5@example.com	Mary Major
7		
8		

## 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 .

## Mailing Lists | Posters

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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](#) .

Domain Administrators 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 whitelisted posters.

To add additional posters to a mailing list, 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 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](#) .

## **Mailing Lists | Banned Users**

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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](#) .

Domain Administrators 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 a Domain Administrator and use the Menu icon to navigate to the Domain Settings section. 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.

## Mailing Lists | Messages

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 a complete understanding of how mailing lists work, please see Mailing Lists Overview .

Domain 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.

- 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).
- doubleoptinreply - 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.
- faildtoresetdigestmode - 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.

## Mailing Lists | Custom Fields

This settings page is only available to Domain Administrators.
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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 a Domain Administrator and use the Menu icon to navigate to the Domain Settings section. 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 "STServ@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.