

Introduction

Sending emails to various recipients is no problem, but they have one disadvantage: these emails are impersonal and you cannot add personalized information for every recipient. SuperMailer changes that!

SuperMailer creates serial emails like a word processing application, which appears to be a personal email. Just write your email and add some placeholders, SuperMailer replaces these placeholders with personalized information stored for every recipient.

SuperMailer offers

- managing of email addresses in one or more recipients groups, text and attachments in one project
- send text or HTML emails (multipart also possible), easy HTML email creation with built-in HTML WYSIWYG editor.
- send HTML mails with included pictures/files, you can also configure SuperMailer to transfer local files via FTP/HTTP to a web server, so all files can be downloaded from your website.
- send large numbers of attachments (standard version 5, professional version max 1024).
- send personalized attachments.
- import and export recipient data from text files with user-defined field identifiers
- import from your Windows address book (WAB, Outlook Express) or import from SQL databases. (SuperMailer DB Import Module is downloadable on our website)
- import Microsoft Outlook contacts
- import contacts from Exchange public folders
- import addresses from Microsoft Excel
- spell checking and hyperlink validation
- automatically newsletter recipient management (manage subscriptions and unsubscriptions) with the SuperMailer script. Fetch mails with subscriptions/unsubscriptions directly from your POP3/IMAP account and manage your list of recipients. Free script download <http://int.supermailer.de/>
- manual add, change and delete recipients
- save as much data for every recipient as you like
- delete duplicates from your list of all the recipients
- save addresses in global or local block lists to ignore these addresses
- use filters to select special recipients
- use filters to select failed deliveries to send them again
- Tracking function for counting clicks on links or openings of email.
- send emails via SMTP server, SMTP-interface, Microsoft Outlook, directly to the server of recipient or using webspace/dedicated server. Of course with detailed log function.

- insert (randomized) text blocks (only professional version)
- user defined functions, for creating personalized titles (only professional version)
- send via BCC (only Professional Unlimited BCC Version)
- and many more features...

[Register your SuperMailer version.](#)

Register NOW! and you can use all further versions with your license key!

System requirements

If you want to use SuperMailer your PC have to full fill this requirements.

- Pentium 200 or higher
- Operating system Windows 95/98/Me, Windows NT 4 with SP 4; Windows 2000/XP/Vista
On an high amount of emails operating system Windows NT 4 with SP 4; Windows 2000, Windows XP or Windows Vista is necessary
- Internet Explorer 5.5 or higher
- 64 MB RAM
- 4 MB free disk space, more are needed if you want to save the project files
- Screen resolution at least 800x600 pixels with 256 colors (recommended 1024x768 with 16 Mio. colors)

With Windows 95 you will need the following updates:

- [Windows Socket 2 Update](#)
- [DUN Update 1.3](#)

Quick start

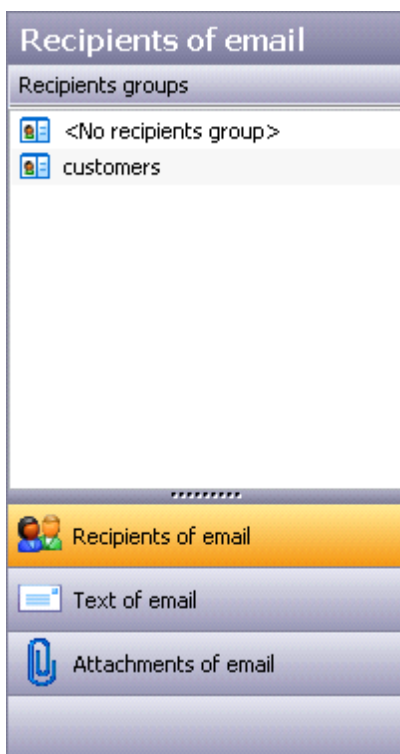
This chapter should help you to create a first project, import recipients, create newsletter text and send the newsletter.

Projects


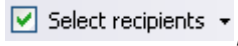
SuperMailer works with projects. All recipients, email texts, email attachments and other settings are saved in one project file.

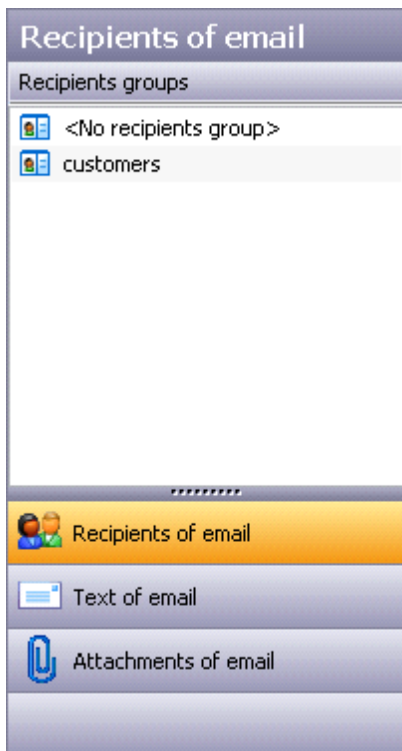
To create a new project click on button .

In order to open an existing project, you must click on .



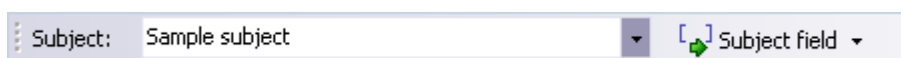
Add recipients to the project

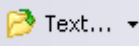
1. Select left in the "Outlook" toolbar "Recipients of email".
2. Choose "Add recipient" to add a recipient to list of recipients. Alternatively you can also click  in order to import a larger number of recipients from an external data source e.g. a plaintext file, Excel, Outlook, SQL databases.
3. Click , in order to select all recipients or filter recipients. SuperMailer will only send emails to recipients with a checkmark. Recipients without a checkmark will **never** get an email.

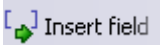


Create an email text

1. Select left in the Outlook toolbar "Text of email".
2. Enter the subject of your email. You can also insert a field that is replaced while sending the emails.




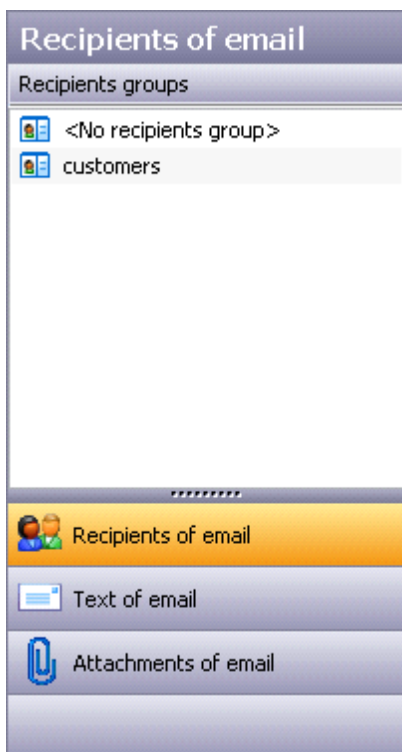
3. Create now your newsletter text directly in SuperMailer or import an external HTML file by clicking on 

4. Use the button  to insert a field for personalization into text of your email. This field will be replaced with recipient specific data before the email will be send.
5. When you want to send a HTML email please check also the email in plaintext format. Click on "Email as plaintext" at the lower edge of the input field and enter the plaintext part of email.



See also [Email in HTML format and email in text format](#)

6. Click  to see how your email in HTML and text format will look in recipients email client. In serial mail preview any fields (placeholders) are already replaced with recipients specific data.



Attachments

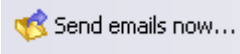
1. Select left in the Outlook toolbar "Attachment of email".
2. Click "Add File" to add an attachment.

3. Click "Personalized Attachment" (only available in Professional versions) to add a personalized attachment. A personalized attachment is a recipients specific attachment e.g. a Word file with name of recipients. Only the recipient will receive the attachment.

Settings for the email sending

1. Click menu Project - "Send settings".
2. Fill out on tab sender data at least senders email address and sender name.
3. Select on tab "Email sending" the desired mode for sending your emails. Often used for email sending is sending over SMTP servers (outbox servers) of email provider or over Microsoft Outlook (not Express!). In case of using variant "Send by SMTP server of the email provider" Outbox server (SMTP server) and SMTP Authentication must be filled out correctly. You can get this data from your email provider.
4. Click "OK" to save the settings.

Send emails

1. Click  in order to send emails.
2. SuperMailer will examine your data and will indicate any errors.
3. If all checked settings are correct and it exist a connection to the Internet then you can click on "Send now" to send the emails.

See also

[Recipients of emails](#)
[Create an email](#)
[Attachments](#)
[Send emails](#)
[Send settings](#)

Recipients groups

SuperMailer supports various recipients groups with managing many recipients at any group. You can use the recipients groups to organize more than one newsletter in one project file. You can also create newsletter subscriptions forms so the recipient can subscribe/unsubscribe to/for more than one newsletters/recipients groups.

Hints

- All recipients groups will have the same field structure of recipients list.
- You can't use differently field structures.
- You should use only a few of recipients groups in one project file. With many recipients groups SuperMailer will work very slow. The better way is to use more than one project file.

Add, rename and remove recipients groups

Right click on the list of recipients groups and select "New recipients group" to create a new recipients group.

To rename a recipients group select the recipients group with left mouse button after than right click on the recipients group an select "Rename recipients group".

To remove a recipients group select the recipients group with left mouse button after than right click on the recipients group an select "Remove recipients group".

Warning: All recipients of recipients group will be deleted!

Move one or more recipients from one recipients group to another

You can move one recipient from one recipients group to another by using Drag'n Drop.


If you want move more than one recipient you must select the recipients or set the check mark to the recipients and select menu Edit - Recipients groups - "Move selected recipients to another recipients group" or "Move all recipients with a check mark to an other recipients group".

See also

[Retrieve Newsletter subscription / unsubscription with SuperMailer](#)

Recipients of emails

Import email recipients

Click at "Recipients of message" on , to import email addresses from various sources.

[Import from text file](#)

[Import from windows address book \(WAB\)](#)

[Import from Vista contacts \(Windows Mail\)](#)

[Import from Microsoft Outlook](#)

[Import from Microsoft Exchange](#)

[Import from Microsoft Excel](#)

[Import from OpenOffice.org Calc](#)

[Import from database](#)

[Import from Internet](#)

[Import from FollowUpMailer](#)

[Import from SMSout](#)

[Import from SuperMailingList](#)

[Import bounced emails](#)

Text direct

Import recipient data from an text block copied into a text field.

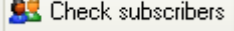
Streaming

This option is used for a large number of recipients, so SuperMailer don't import this data, instead it reads all email addresses as stream during mail delivery.

This text file must only contain email addresses separated via CR/LF.

Newsletter registration on your own web page

We offer a special script, which is used to automatically manage your list of all recipients via

subscribe or unsubscribe mails. Click on , to fetch these registration mails directly from your POP3/IMAP account.

for more information

[Newsletter subscribe and unsubscribe via script SuperMailingList](#)

Add/Edit/Delete fields



Click on "fields" to add, change or delete any field.

hint:

If you delete the field with email addresses you have to tell SuperMailer which field now contains the email address, so click on menu Projects - field containing email.

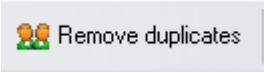
Adding recipients by hand



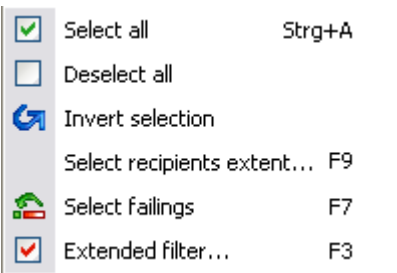
Use button "Add recipient", " Exit recipient" and "Remove recipient" to add, change or delete recipients.

Filter email addresses

Click on Button Select recipients to filter your list of all the recipients of your email.



, to delete duplicates.



Remove duplicates	This option deletes all duplicate email adresse in your recipient list, SuperMailer kept the first one and deletes the second appearance of this email address.
select all	All recipients will be selected, same as CTRL+A.
select none	nothing selected
Invert selection	This will invert your current selection.
recipient in range..	Select all recipients within range 1..n.
Failed	With this function you can select all recipients which failed their delivery in the last two attempts. SuperMailer only saves the results of the last two attempts. The oldest entry will be overwritten after sending emails.

Extended filter	You can filter with an special search string. For example all recipients which contain smith in field name.
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Search & Replace

Try this function to search some recipients and replace their data.

Sorting recipient list

Left click on one field in the header of the recipient list to sort the list ascending or descending. SuperMailer will sort it as strings (ANSI charset).

Sort by contents of columns

Contains the column only numbers (integers or floating point) then hold down the Shift key and left click on the column header to sort it ascending / descending by numbers.






Contains the column a date value (Format must be identical with Windows date format) then hold down the Ctrl key and left click on the column header to sort it ascending / descending by date.

Contains the column a time value (Format must be identical with Windows time format) then hold down the Alt key and left click on the column header to sort it ascending / descending by time.

Do you want to sort by checkmark in the first column then hold down the Ctrl And Shift key and left click on the column header to sort it ascending / descending by the checkmark.

Create an email

Change to "Text of message" to change the text of your email. Please note that you often need the context menu to change HTML specific things.

 Email plaintext  Text...  Email templates  Serialmail preview...  Help	
E-Mail plaintext	<p>If you push this button your email will be created as plain text, otherwise as HTML mail.</p> <p>You can't use pictures or other style elements in text emails.</p>
save/load text	<p>This saves or loads your email text as text file or html file, this depends on the current email type.</p>
email templates	<p>With this button you can load email templates and change the style of your HTML mail. If you use this option for the first time SuperMailer tries to read your Outlook Express templates in following directory c:\program files\common files\Microsoft Shared\Stationery. At the same time your SuperMailer directory will be searched.</p> <p>hints for email templates</p>
Query functions	<p>Opens a dialog to create queries.</p>
serialmail preview	<p>Click on this button and SuperMailer shows you a preview of your email. HTML mails can be shown in our internal browser or in an external browser. If you choose an external browser you can only see the first email. Plain text emails will be previewed in a text browser and you can browse from email to email.</p>










 Insert field        	
Insert field	<p>This inserts a placeholder in your email text. The placeholder will be replaced with data specified in your list of recipients during the delivery. You can choose default field identifiers, text blocks, queries or default fields such as the current date.</p>
Spell checking	<p>This helps you to check your spelling. This function is only available if you have Word 2000 or 2002 installed on your pc.</p>
Link checker	<p>This function validates all hyperlinks in your mail.</p> <p>more info Link checker</p>

table	Adds a table to your mail.
link	This will add a hyperlink to your email.
Picture	<p>There you can add a picture to your email, this picture can be stored local or on a web server.</p> <p>Hint: All files stored on your hard disk and linked to an email will be sent with your email. SuperMailer embeds this files into your email. If you don't want to transfer your files, so you have to upload these files before sending your mails. file upload function</p>

subject



This information have to be filled in. You can also place a placeholder into your subject. Right click on the subject field to delete old subject titles from your list.

Email text

Write your email text in this field, using the context menu or the button "insert field" you can insert placeholders which will be replaced with correct data, while the email is sent. Also use the context menu to change HTML elements, hyperlinks or tables.



With this toolbar (only HTML emails) you can change all font properties, add lists enumerations or lines.

line breaks in HTML emails

To create an paragraph simply press <RETURN>, to create a line break hold <shift> and press <RETURN>.

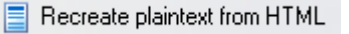
HTML email and text email



Every mail will be send as multipart mail, except you have deactivated this setting under menu Project Send settings "Create multipart emails". Multipart means every mail contains the following parts:

- Header*
- Text part*
- HTML part*
- embedded pictures of the HTML-part*
- Attachments*

This structure ensures that every recipient can read the content of your email. If an email

application doesn't support HTML it will show the text part. It is recommended that you first create the HTML part and then switch to "Email as plaintext" to create the text part. If you leave the text part clear, SuperMailer tries to convert your html mail to text for filling this gap. You can generate the text part out of your HTML part by clicking on  .

Background image, color, Stylesheets

Choose under menu item email - Page / Body properties the desired options.

Change the HTML source

Right click in the email text and choose "Source" from the context menu. Now you can change the HTML source manually. Please note:

- don't change anything within the <header> tag
- Mind the HTML rules and write correct code, if you use incorrect tags, your mail may not be shown properly or recognized as spam.

External files, for example pictures or videos

- files is stored on a web server: http:// necessary, example
http://int.supermailer.de/picture.gif
- file is stored on local hard disk: file:///<directory unix-format>/filename, example
file:///C:/Program files/SuperMailer/supermailer.gif.
- All filename strings have to be enclosed in quotation marks ("<filename>"), especially if they contain blanks.
- You can only use GIF, JPG, PNG as picture file format, these are supported everywhere. **Don't use bitmap file or other formats!**

Email attachments

To manage all attachments of an email, click on attachments.



Add file	shows a file dialog, select the file you want to attach to this email. <u>limits:</u> Attachments are limited to 5 files with SuperMailer Standard and maximal 1024 files with SuperMailer professional.
Personalized attachments	This type of attachment is only activated in SuperMailer professional. Every recipient in your list of all the recipients has personalized information, there you can save a specific filename, for example a special offer. For more Information, please read section Tips for personalized attachments .
Delete file	Delete the selected file from this list of attachments. This file will not be deleted from your hard disk.
File properties	Shows all properties of this file.
Create PDF files	Activate "Create PDF file and send as PDF file" to lets SuperMailer create and send the attachment as PDF file. Hints for creating PDF Files <ul style="list-style-type: none"> ▪ You must install Ghostscript and RedMon for creating PDF files. You can find the install instructions in the internet. ▪ You can only create PDF files from documents if the application supports the "Print To" shell command, e.g. Word and Excel supports this command. ▪ SuperMailer creates first all PDF files in a temporary directory after then it sends the files. Please make sure there is enough free space in the temporary directory available. Settings for creating PDF files

Tips for personalized attachments

Personalized attachments can be used to send every recipient a different file. SuperMailer can create a filename with informations stored in the recipient list for every recipient. It can also replace placeholders in word files or excel files

Sending emails with personalized attachments takes more time because every email has to be coded separately. Normal attachments should be preferred, so don't use personalized attachments as substitute to normal attachments.

Properties of personalized attachments

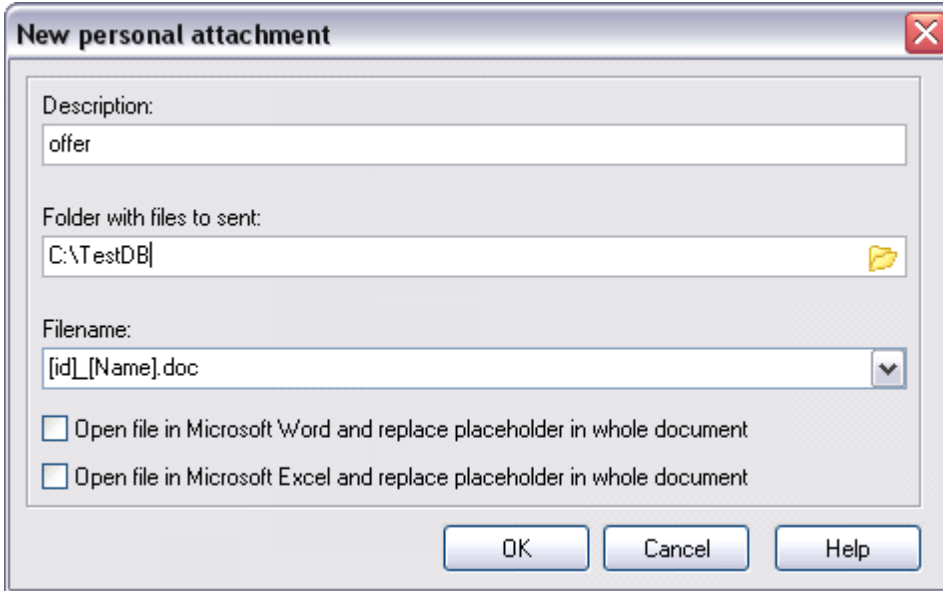
Unique name	Use an unique name for every personalized attachment. This name should not be used in the list of all the recipients, for text blocks or functions.
Folder with files to sent directory	Select the directory which contains files which should be send. You have to fill in this information.
Filename	<p>Please define the rule by which SuperMailer creates the filename of this attachment. You can only use placeholders from your list of recipients, queries or text blocks are not allowed. You can also define folder names: "Folder with files to sent directory" defined as parent directory or drive. for example</p> <p>[name].doc => filename will be created by string in field name and extension .doc</p> <p>[name]\[firstname].doc => The string in field name defines the directory and the filename will be created by string in field firstname and the extension .doc</p>
Open file in Microsoft Word and replace placeholder in whole document	<p>Activate this setting only for MS Word files (.doc) to replace placeholders in the selected file. SuperMailer opens this file and search for a placeholder, after that this placeholder will be replaced with the contents of this placeholder.</p> <p>hint If you send your mails via SMTP server or direct via a server owned by a recipient, then all files will be named at random if the thread number is greater than 1. If the thread number equals 1, then the information given in field "unique name" will be used as filename.</p>
Open file in Microsoft Excel and replace placeholder in whole document	<p>Activate this setting only for MS Excel files (.xls) to replace placeholders in the selected file. SuperMailer opens this file and search for a placeholder, after that this placeholder will be replaced with the contents of this placeholder.</p> <p>hint If you send your mails via SMTP server or direct via a server owned by a recipient, then all files will be named at random if the thread number is greater than 1. If the thread number equals 1, then the information given in field "unique name" will be used as filename.</p>

Example 1

following the list of the recipients:

id	name	email
1	Miller	miller@miller.com
2	Smith	smith@smith.com

▪



- Define new personalized attachment with unique name "offer".
- specified directory C:\TestDB
- The filename will be created by field id, underline, field name and extension .doc.
- no replacements in Word or Excel

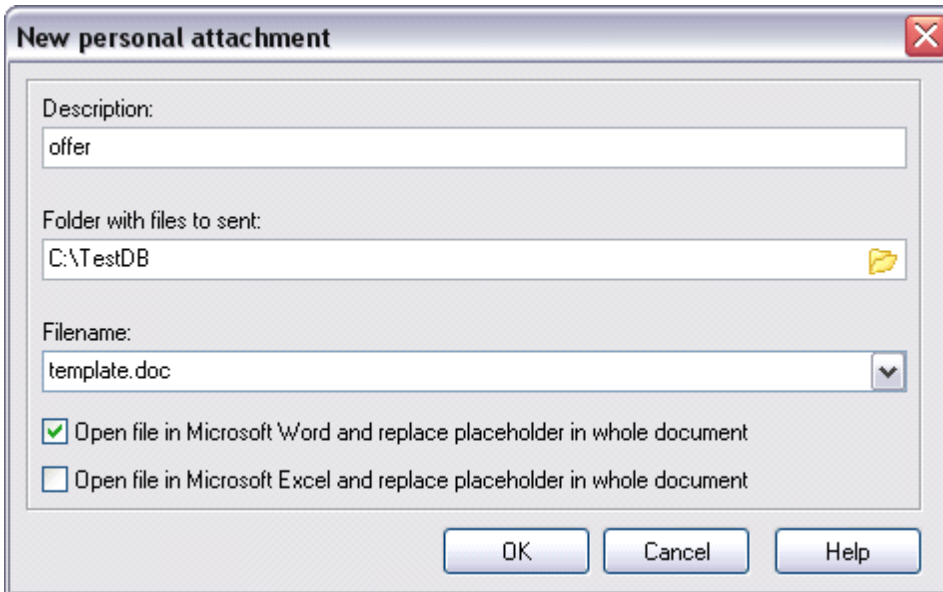
During delivery, SuperMailer will create following attachments

recipient	filename
1	C:\TestDB\1_Miller.doc
2	C:\TestDB\2_Smith.doc

Example 2

following the list of the recipients:

id	name	email
1	Miller	miller@miller.com
2	Smith	smith@smith.com



- Define new personalized attachment with unique name "offer".
- specified directory C:\TestDB
- File template.doc was created in MS Word and contains placeholder [Name], this file is stored in c:\TestDB.
- This file have to be opened in MS Word before sending to replace this placeholder.

email delivery with 1 Thread

recipient	filename
1	offer.doc ([name] in document was replaced with Miller)
2	offer.doc ([name] in document was replaced with Smith)

email delivery with more than 1 thread

recipient	filename (randomized)
1	att3f.doc ([name] in document was replaced with Miller)
2	att3g.doc ([name] in document was replaced with Smith)

Text blocks

Choose in menu Edit - Text blocks. This option is only available in the Professional versions.

There can be an unlimited number of text defined as a text blocks. All text blocks are valid for any project because they will be stored in the registry of windows system. The text block function can only be used for fixed texts e.g. for the unsubscribe string from newsletter.

Adding new text block

1. Click on "Add", to create a text block.
2. Give your new text block an unique name that is be used as a placeholder.
3. Now specify the content of the text block. For plaintext mails there can be only text.
4. Click on "OK", to store the text block.

Change a text block

1. Select the text block that you want to change and click on "Edit".
2. The next steps are the same as adding a text block.

Remove a text block

1. Select the text block that you want to remove and click on "Delete"

See also

[Dynamic text blocks](#)

Dynamic text blocks

Choose in menu Edit - Dynamic text blocks. This option is only available in the Professional versions.

You can create dynamic text blocks to use contents of SQL tables in your email text directly. You must have SQL knowledge to create text blocks.

You can create an unlimited number of text blocks. All text blocks are valid for any project because they will be stored in the registry of windows system.

Adding new text block

1. Click on "Add", to create a text block.
2. Give your new text block an unique name that is be used as a placeholder.
3. Create the connection with the SQL database.
See also: [Import from database](#)
4. Create your SQL query and test it.
The SQL query must return an unique result that SuperMailer can be use in the email text.
5. Click on "OK", to store the text block.

Change a text block

1. Select the text block that you want to change and click on "Edit".
2. The next steps are the same as adding a text block.

Remove a text block

1. Select the text block that you want to remove and click on "Remove"

See also

[Text blocks](#)

[Import from database](#)

Hints to create own email templates

SuperMailer supports email templates, those can be added with a click on button "email templates"

You can create your own email templates. These templates including pictures and style sheets have to be saved to the following directories: c:\program files\common files\Microsoft Shared\Stationery or the SuperMailer program directory. A html template is a simple html file, which can also contain placeholders (see example file: SuperMailer example.htm within the SuperMailer directory).

If you want this template exchangeable, then this file must only contain a header. To allow changing an email template without destroying any content, you must add `` before the closing `<body>`-tag into your html file. This tag is used by SuperMailer to append a new template. This tag is also used by Outlook Express so you can use OE templates also in SuperMailer.

Using query functions

Select menu Project - Query functions. This option is only available in the professional version.

You can specify any amount of query functions. All determined functions are for the current project.

Add new function

1. Click "Add".
2. Define a unique name for your function, this name will be used as place holder.
3. Add now the required conditions. You can add unlimited conditions. If a condition isn't true SuperMailer will check the next condition (IF ... THEN ... ELSE, IF ... THEN ...).
4. Click "OK" to save the query.

Change a functions

1. Select the function that you want to change and click "Change".
2. The next steps are similar as if you would add a function.

Delete a function

1. Choose the function that you want to delete and click "delete".

Hint:

If you send plain text emails the text of a condition should only contain plain text, in HTML emails the text can contain HTML code. To send multipart emails and the text of condition contains HTML code you must create 2 functions. One function with HTML code and one function with plain text.

Import a function

With this function you can import defined queries from other SuperMailer programs.

Important

SuperMailer didn't verify the correctness of your query functions. Please validate your queries yourself.

Using wildcards

The wildcard symbol * can be used in the comparison text, but only for the comparison "equals" (=) and "not equals" (<>). You can use this symbol only at the beginning or the end of the comparison text.

Examples:

Compare name = M* , this is full filled if the name of the field name begins with M

Compare name = *m , this is full filled if the name of the field name ends with m

*Permitted is name = M*M!*

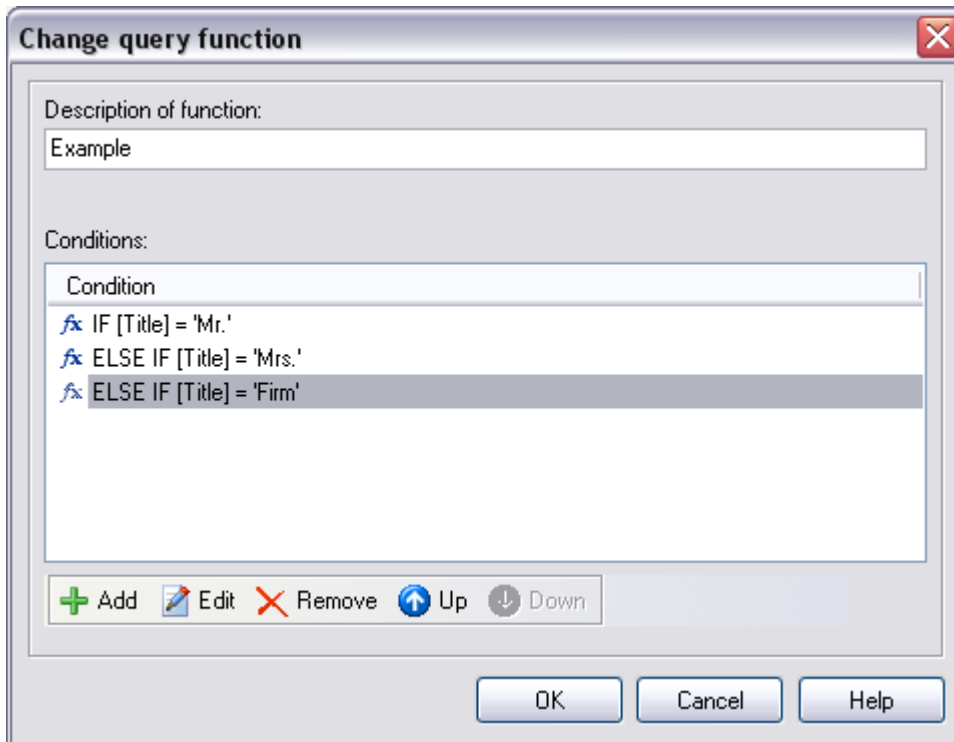
Examples

For this example the following field declarations given.

Name	Title	order code	email
Miller	Mr.	1	miller@...
Smith	Mrs.	2	smith@...
Grey Inc.	Firm	1	grey@...
Meyer	Mr.		meyer@....

A suitable address in a email is to be used for each person.

Create functions as follow:



The conditions:


Change condition ✖


IF

Field: Comparison operator: Comparison character string:

GIVE OUT

Dear Mr. [Name] ,

 Formatting

 Insert field


Change condition ✖


IF

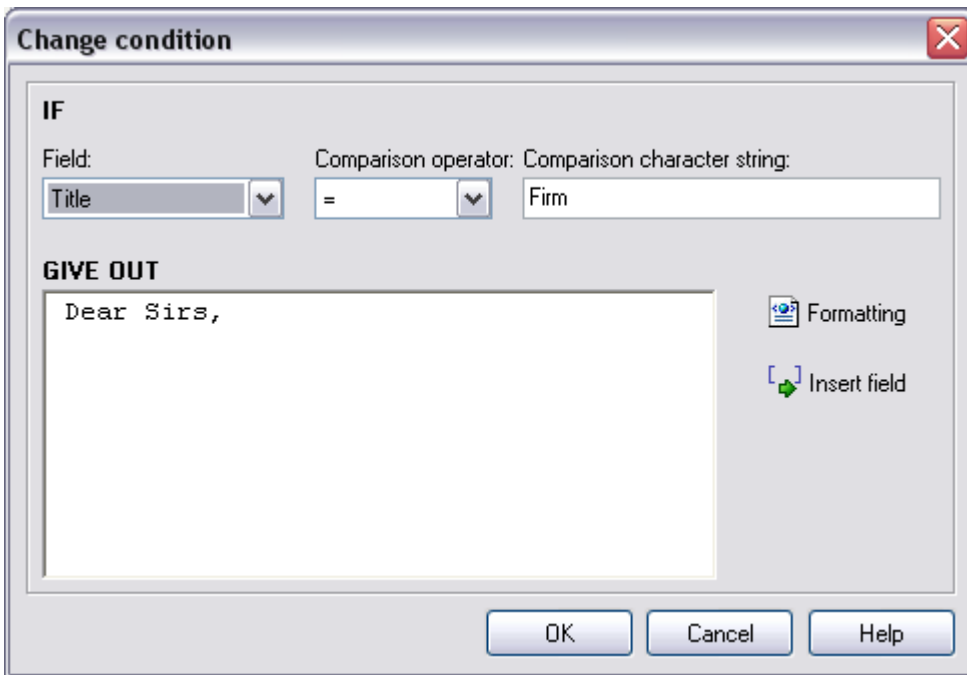
Field: Comparison operator: Comparison character string:

GIVE OUT

Dear Mrs. [Name] ,

 Formatting

 Insert field



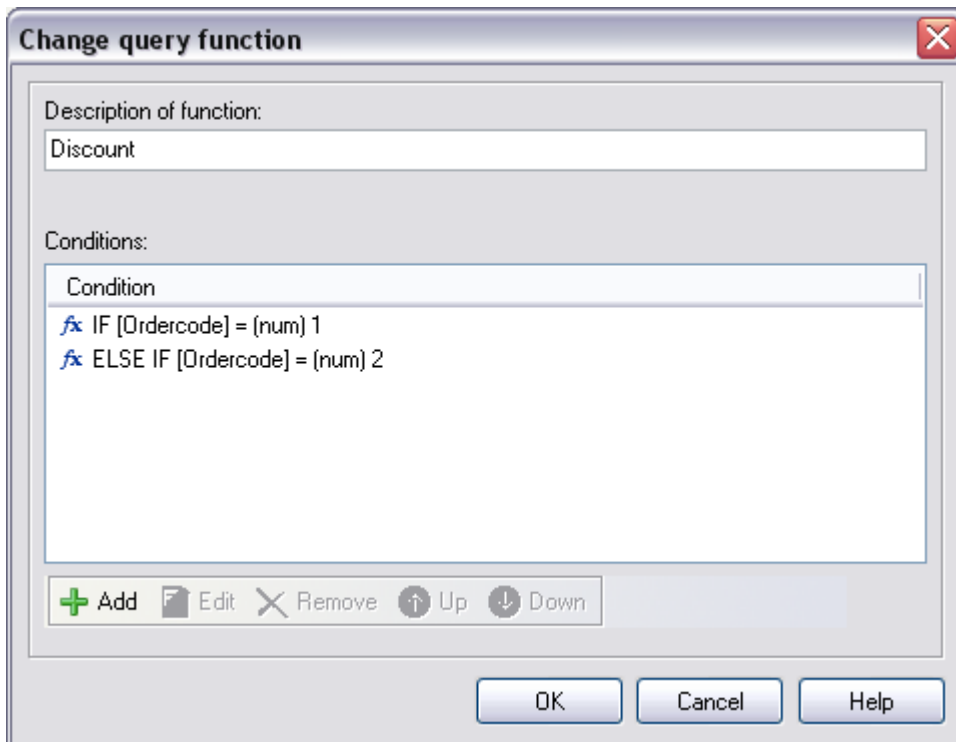
You can insert the new function [Example] now into your email text over the button "Add field" and check the result e.g. in the massmail preview

Result of the function for each recipient:

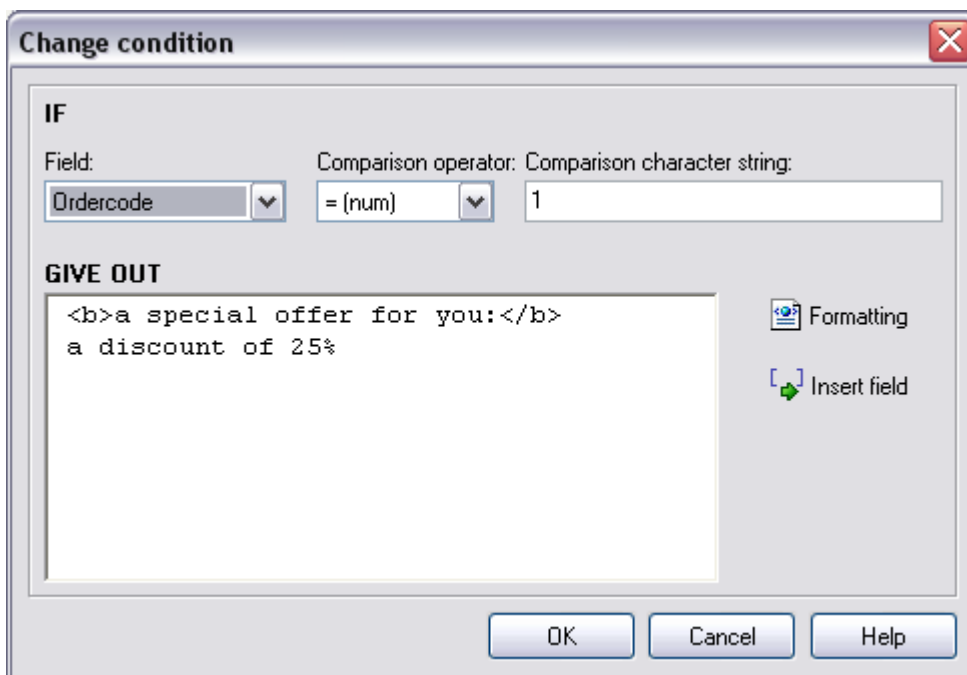
Dear Mr. Miller,
Dear Mrs. Smith,
Dear Sirs,

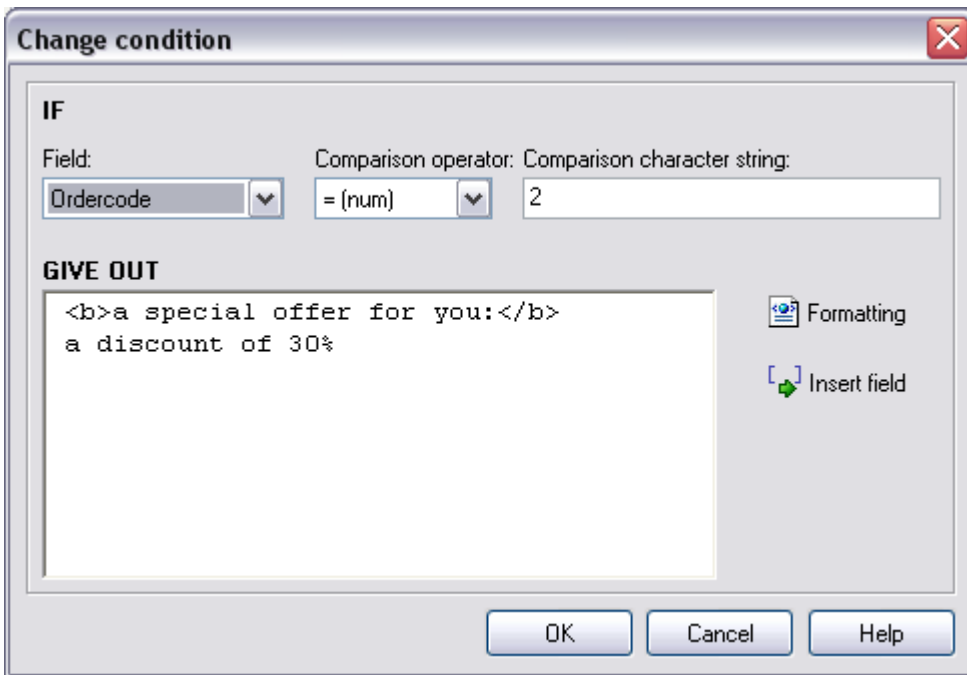
As last example a discount of 25% is to be granted to each customer, if the customer contains the 1 in the field order code. Customers those order code contains 2, are to receive 30% discount. Customers without order code do not receive a discount.

Here is the solving :



The conditions:





You can insert the new function [Discount] into your email text and check the result e.g. in the mass mail preview

Result (inclusive address from example 1):

Dear Mr. Miller,

a special offer for you:
a discount of 25%...

Dear Mrs. Smith,

a special offer for you:
a discount of 30%...

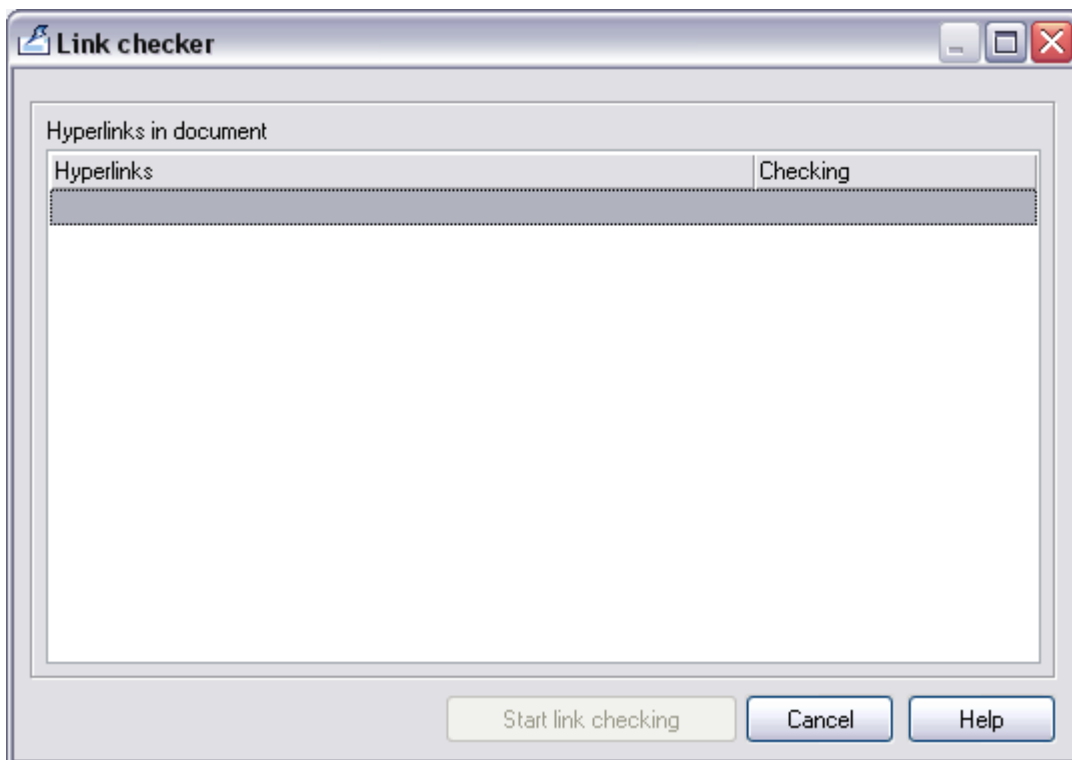
Dear Sirs,

a special offer for you:
a discount of 25%...

Dear Mr. Meyer,

How to use the link checker

To validate all hyperlinks use the link checker. This function validates only the html part of your email, you have to check all links in the text part manually.
To start the link checker click in menu Tools on link checker.



Click on "Start link checking" to start the link checker.

please note:

- If you use dial-up network connections, you have to be connected to your provider otherwise the validation will fail.
- If you use a proxy server, please configure your proxy server under menu Tools - Settings, tab proxy server/socks server.
- Email addresses or URLs which not start with http:// won't be validated.
- SuperMailer uses the HTTP command called HEAD to validate a URL. If any web server doesn't support this command (rare!) you will get an error message.

Read the result

All error codes less than 400 are okay, that means URL is correct. Error codes between 400 and 499 means this page doesn't exists or you need a login/password to get access. Any error code greater than 499 indicate problems with this web server.

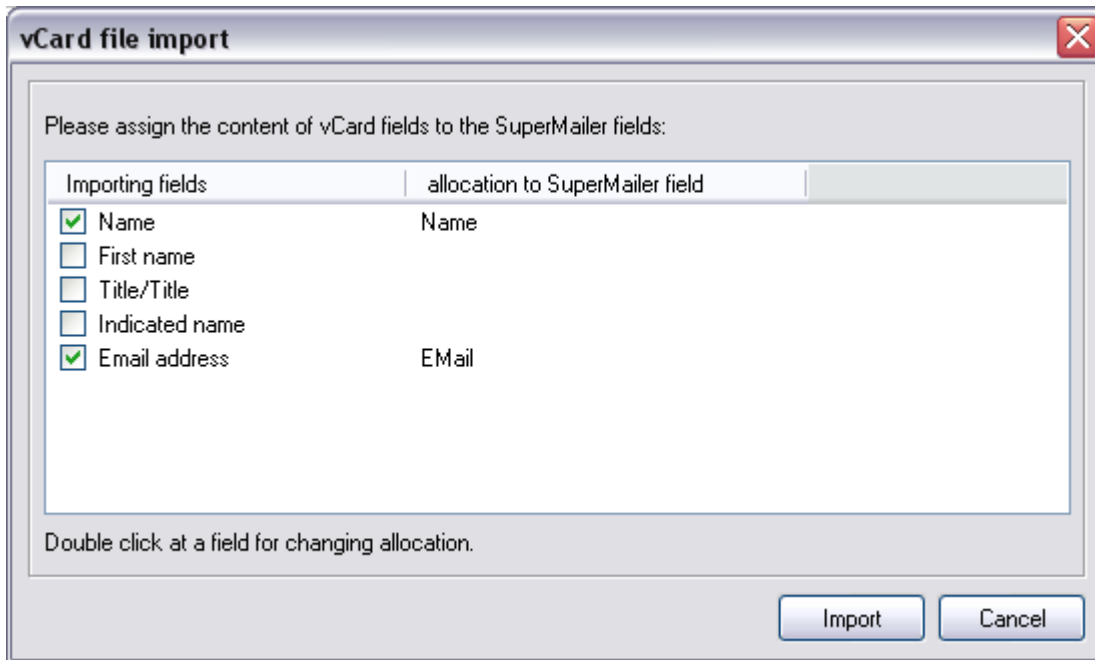
A list of HTTP error codes you can find on: http://int.supermailer.de/http_reply_codes.htm

Import recipient via drag'n drop

SuperMailer has various options to import recipients via drag'n drop.

import VCF files (virtual business card)

If you drag a .vcf file over SuperMailer main window, following window will pop up:



1. Activate all checkboxes in front of the field identifiers you wish to import
2. Perform a double click on a field identifier to define their corresponding SuperMailer field identifier.
3. If **all** allocations are made, then start the transfer by clicking on "Import".

Import your windows address book (WAB)

You can import recipients via drag and drop directly from your windows address book. Please note: Windows stores any recipient first as .vcf file in your temp directory and then transfers data to SuperMailer. Creation and saving this .vcf files may take some time, depending how many recipients you have selected.

Defining field identifiers and specifying the information to import works like [Import of VCF files](#)

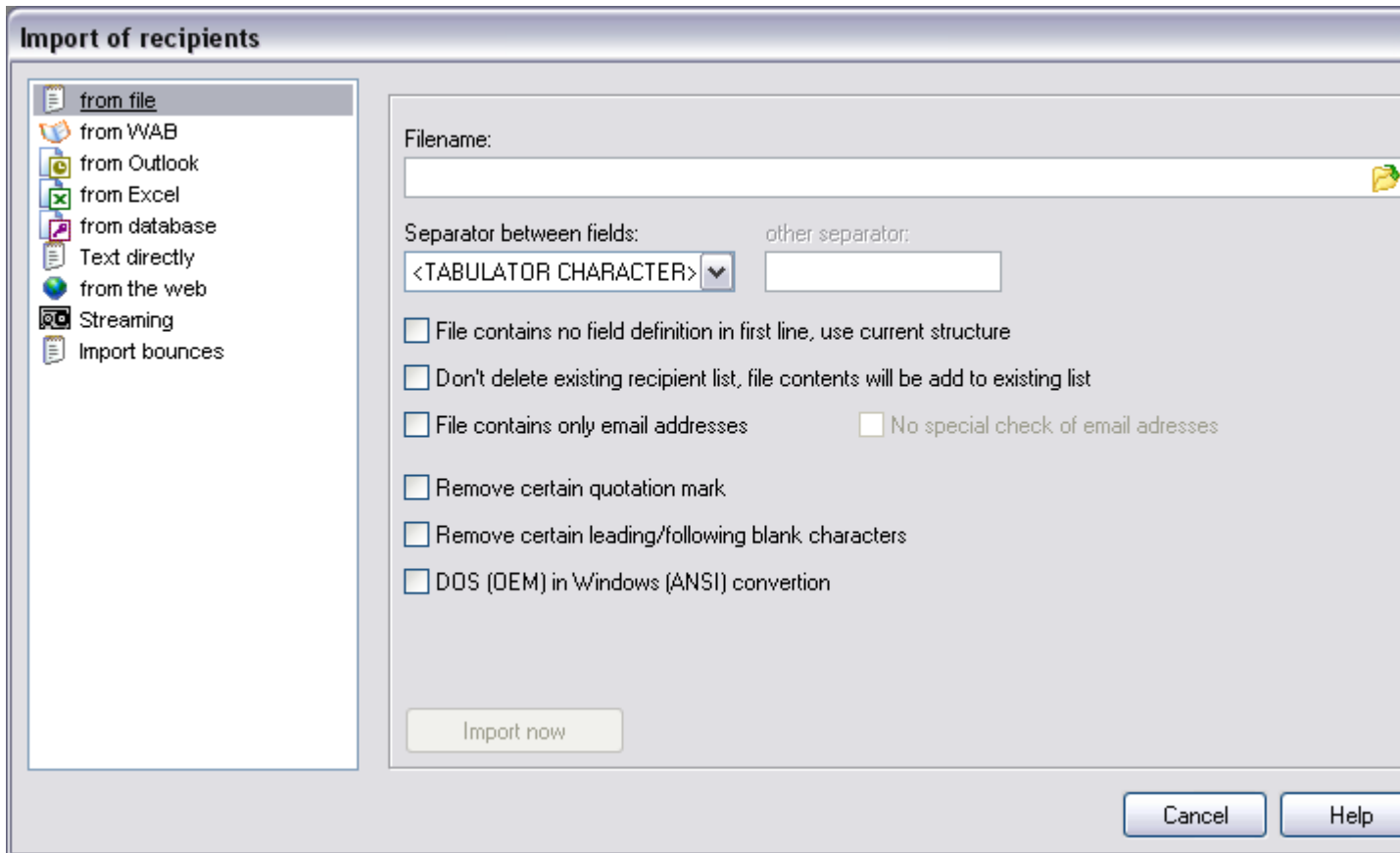
Import complete emails

If you use Outlook Express, then you can transfer emails directly to an directory on your hard disk via drag and drop. Select these emails and drag them on SuperMailer main window. SuperMailer now scans all emails and adds their recipient email addresses to your list of recipients.

Please note: only email addresses will be saved, all other information will be ignored.

Import from a text file

Click "Import" to open the dialog.



Filename	Indicate to the file names of the text file, which is to be imported.
Separator between fields	The fields in the text file must be provided with a clear separator. With the export from a data base you should use the indication <Tabulator> or semicolon. Select in this field the separator or indicate your own separator
File contains no field definition in the first line, uses current structure	Select this attitude, if the file contains no field definition in the 1. Line. Hint: You must put on the field definition in the SuperMailer before correctly, otherwise the import fails
Don't delete existing recipients list, file contents will be add to existing list	Activate this attitude, in order not to let the present recipients delete. Hint: All recipients in the list remain containing, however the structure must of the file must correspond to the structure in the SuperMailer, Doubles can occur, click therefore among recipients of the email on "Remove duplicates", in order to remove these on the list of all the recipients

File contains only email addresses	Activate this attitude, so that the import of the recipients is accelerated. You may only activate this option however if the file really contains only email addresses. If "No outside examination of the email addresses" is activated then the import even more accelerates.
Remove certain quotation marks	Removed with the import quotation mark from the field which can be imported.
Remove certain leading / following blank characters	Remove all prominent and/or following blanks from the field which can be imported..
DOS (OEM) in windows (ANSI) conversion	This option may be only activated, if it concerns a file in the MS-DOS format. This is found hardly nowadays.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

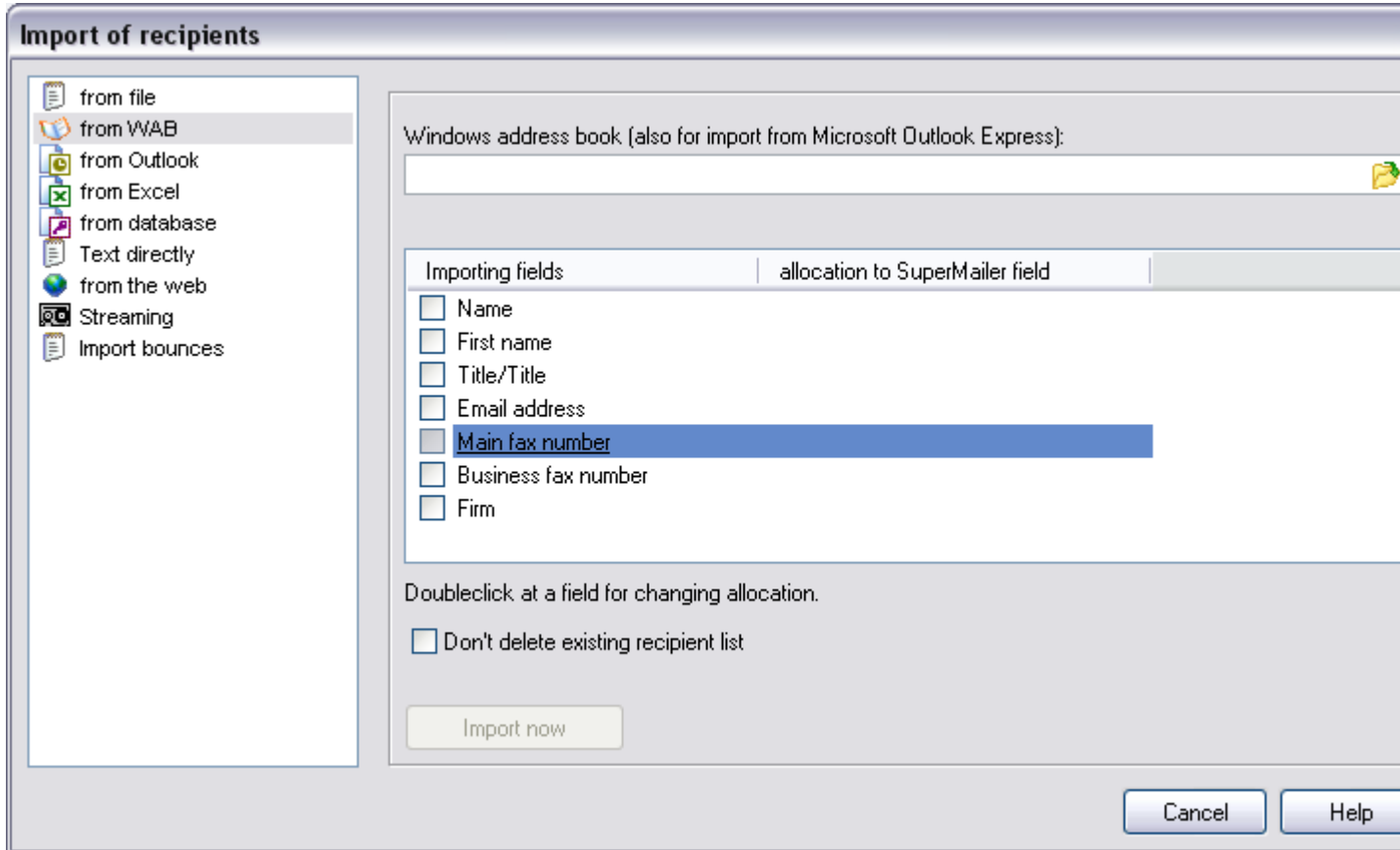
Example of the format of a text file

Name; First name; email
Smith; Peter; peter@smith.com

The instructions name, first name and email are the field identifiers. The instructions Smith, Peter and peter@smith.com are the field content. All data are separated with the indication semicolon.

Import from a windows address book (WAB)

Click on "Import", to open the import dialog. This feature is only available if it is installed on your system this should be so at Windows 98 and higher. At Windows Vista and newer Windows versions the WAB import is not supported any more. Use the import variant from [Vista contacts](#). Outlook Express stores e.g. the recipient data in the windows address book.

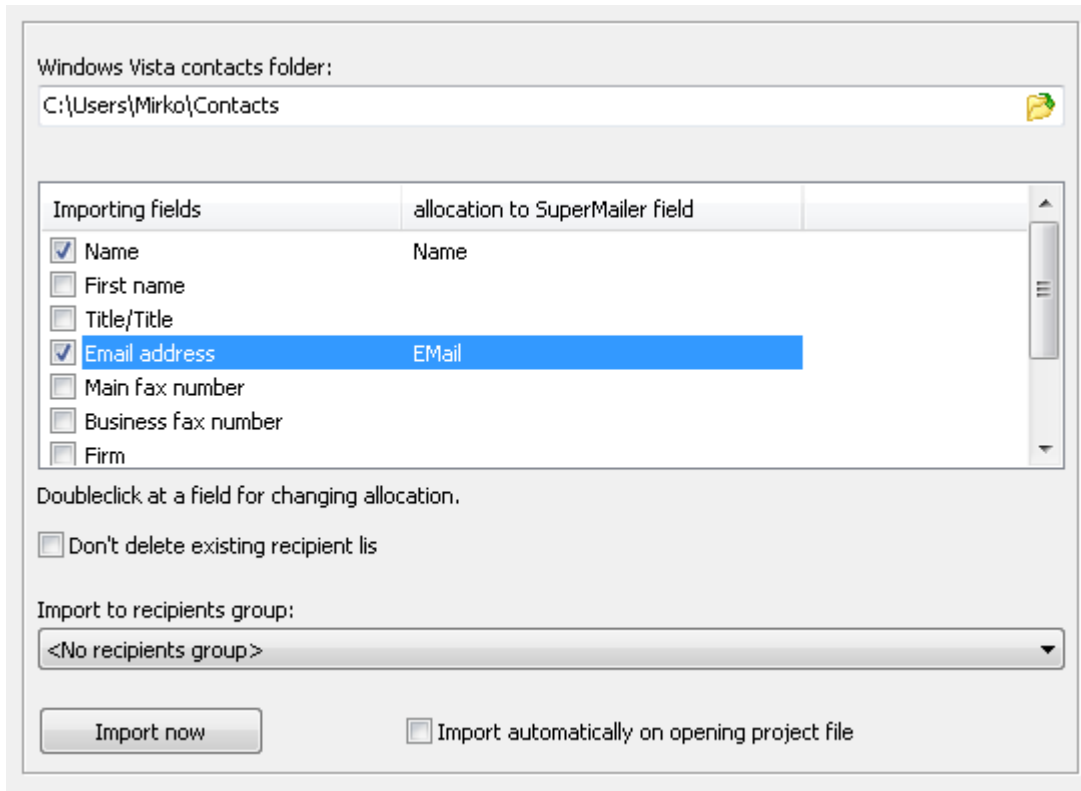


Windows address book	Enter the folder and path to the windows address book. SuperMailer tries to use the standard windows address book of the user and determines this.
Import fields allocation to SuperMailer fields	You can import from the windows address book Name, First name, Title, email address, fax number and firm. Double click on one fields to assign the SuperMailer field to WAB field.
Don't delete existing recipients list	Activate this and SuperMailer will only add the new recipients to the recipient list and will not delete the recipient list.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

Import from Vista contacts (Windows Mail)

Click on "Import", to open the import dialog.

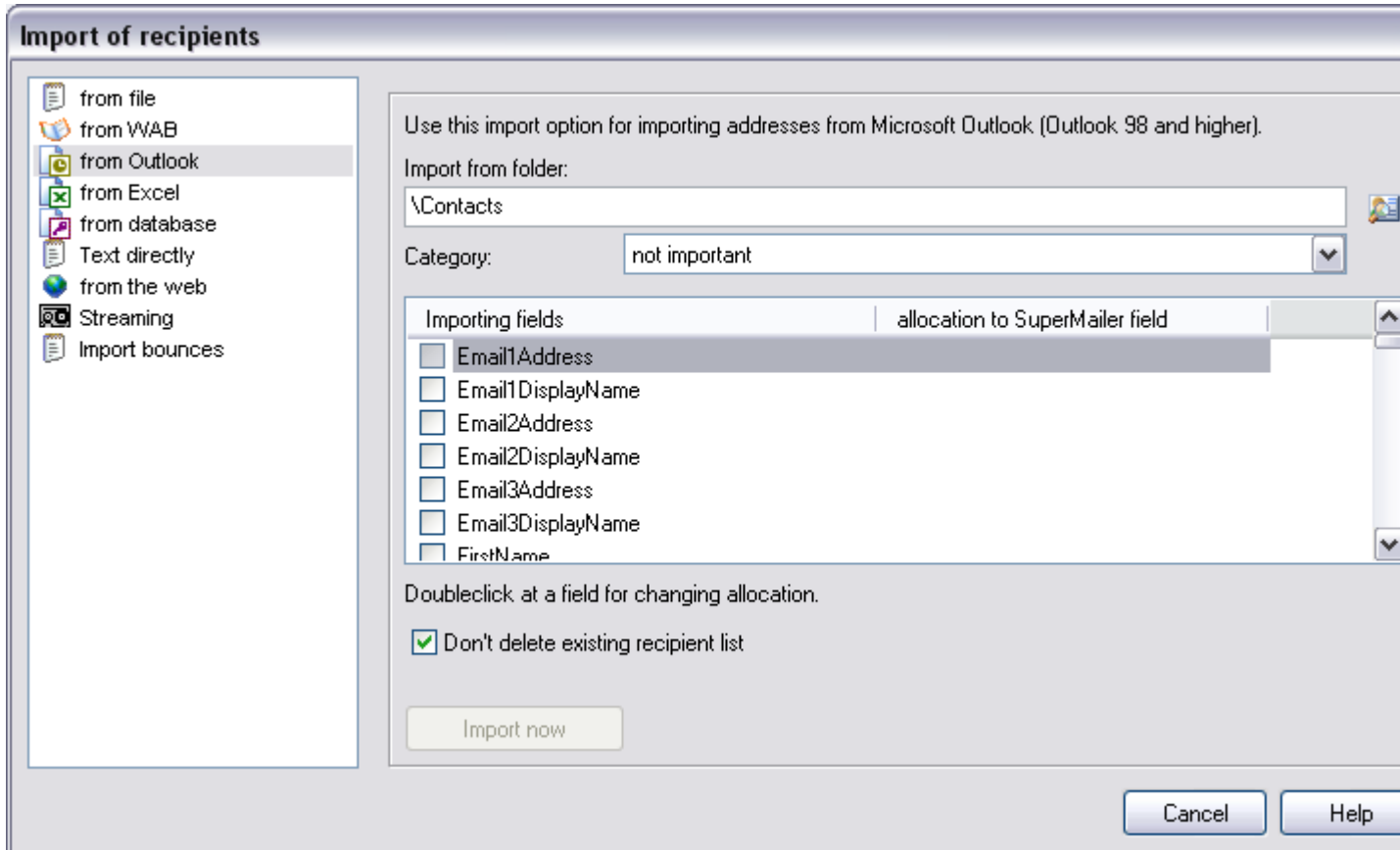
You can only use this import variant on Windows Vista or newer operating system. On Windows Vista Windows Mail saves all contacts in the contact folder. On older Windows versions you must import from [Windows address book](#).



Windows Vista contacts folder	Select the Windows Vista contacts folder. Normally SuperMailer should show the correct folder.
Import fields allocation to SuperMailer fields	You can import from Vista contacts book Name, First name, Title, email address, fax number and firm. Double click on one fields to assign the SuperMailer field to contacts field.
Don't delete existing recipients list	Activate this and SuperMailer will only add the new recipients to the recipient list and will not delete the recipient list.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

Import from Microsoft Outlook

Click on "import" to open the import dialog. This import is only active if Microsoft Outlook (min. 98) is installed on your system.



Import from folder	Select the folder which contains the contact data.
Category	<p>Choose a category whose recipients should be imported. Select "not important" or leave the field blank to import all contacts.</p> <p><u>Use more than one category name</u></p> <p>Use the special char + (plus) to import recipients that must contain the specified category names. Sample: Favorites+High day imports recipients with category names Favorites and High day.</p> <p>Use the special char ; (semicolon) to import recipients that can contain the specified category names. Sample: Favorites;High day imports recipients with category names Favorites or High day.</p>
Fields to import and whose allocation	<p>You have the possibility to import name, first name, title, email address, fax number, fax number business, company name...</p> <p>First you have to create corresponding field identifiers within SuperMailer.</p> <p>If the structure exists activate a field and perform a double click on</p>

	<p>it, now you can define the corresponding SuperMailer field identifiers.</p> <p>For example: field name could be assigned to your SuperMailer field identifier name.</p>
don't delete existing list	Activate this setting if you don't want to override your existing list of recipients, all new records will be added.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

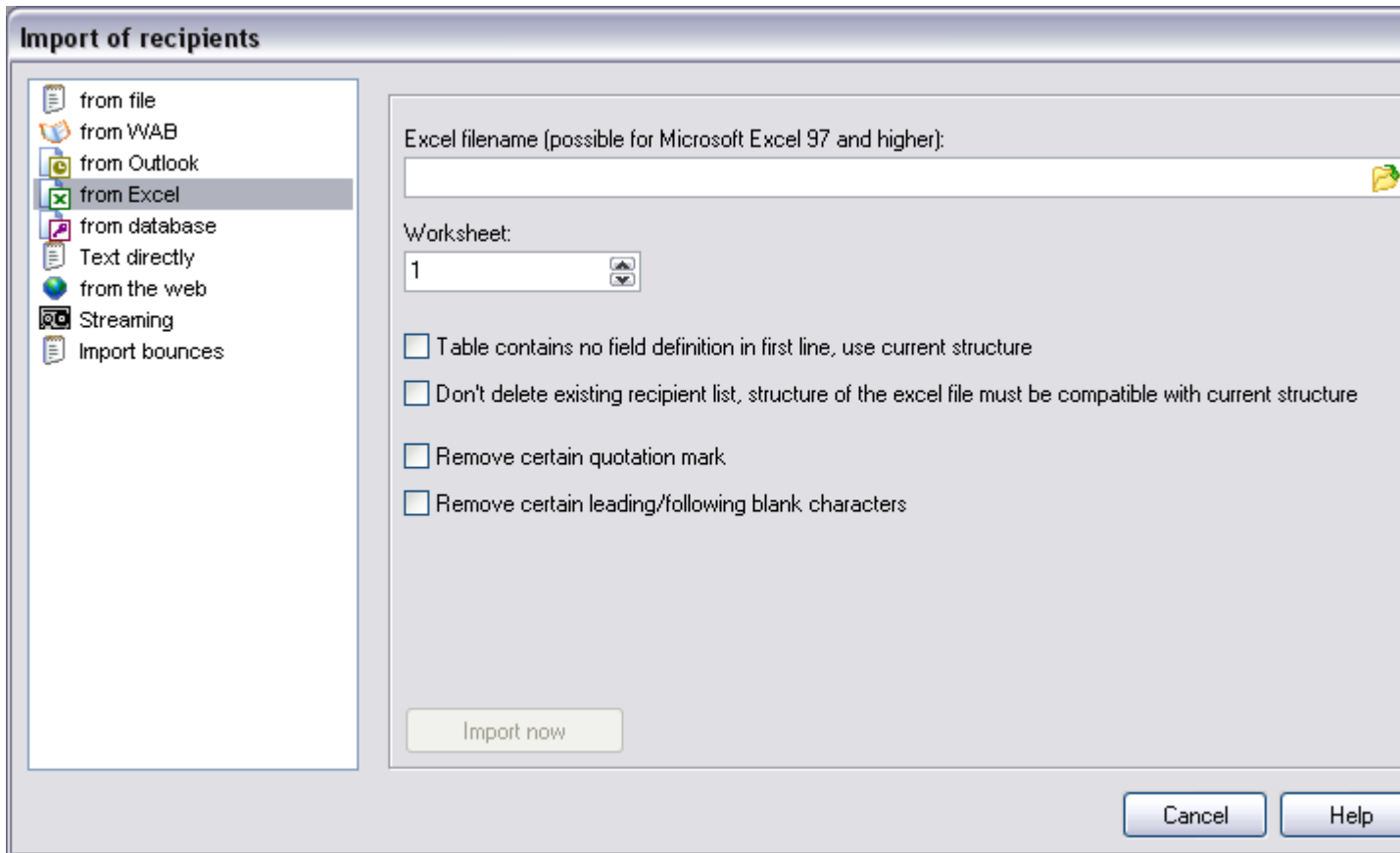
Import from Microsoft Exchange with Microsoft Outlook

Click on "Import" to open the import dialog. To use this kind of import Microsoft Outlook (2000 or higher) connected to a Microsoft Exchange server is required.

Import from folder	Select the directory which contains the data. Click on the combo box to import all level 1 directories. You also can import all level 1 contacts any deeper level is not available.
Category	<p>Choose a category whose recipients should be imported. Select "not important" or leave the field blank to import all contacts.</p> <p><u>Use more than one category name</u></p> <p>Use the special char + (plus) to import recipients that must contain the specified category names. Sample: Favorites+High day imports recipients with category names Favorites and High day.</p> <p>Use the special char ; (semicolon) to import recipients that can contain the specified category names. Sample: Favorites;High day imports recipients with category names Favorites or High day.</p>
Fields to import and whose allocation	<p>You can import various informations from the Microsoft Exchange public folders. Please pay attention: Microsoft Outlook stores information, depending on the software version, in various fields so it is possible that's SuperMailer can't find all information.</p> <p>First you have to create corresponding field identifiers within SuperMailer.</p> <p>If the structure exists activate an field and perform a double click on it, now you can define the corresponding SuperMailer field identifier.</p> <p>For example: field name could be connected to your SuperMailer field identifier name.</p>
don't delete existing list	Activate this setting if you don't want your existing list of all the recipient overwritten, all new records will be added.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

Import from Microsoft Excel

Click on "Import" to open the import dialog.

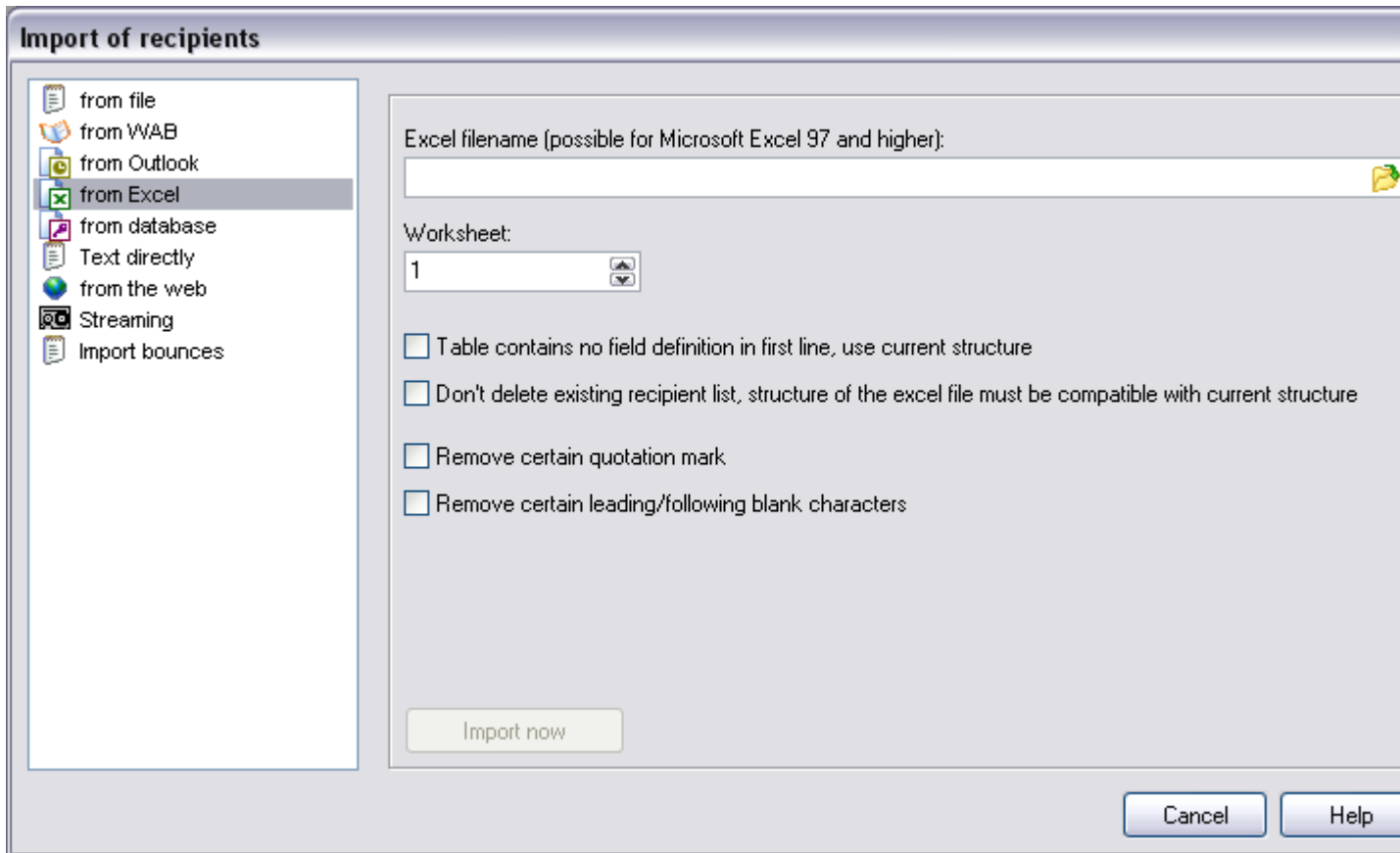


Filename	Insert the filename of the file which should be imported. hint: You need Microsoft Excel 97 or higher installed on your system.
Worksheet	Contains a table more than one worksheet, then choose the correct one.
Table contains no field definition in the first line, use current structure.	Activate this setting if your excel file contains no structure information. hint: You have to define correct SuperMailer field identifiers, otherwise the import will fail.
Don't delete existing recipient list, structure of the excel file must be compatible with current structure	Activate this setting if you don't want to delete your existing list of recipients. hint: New data will only be appended, but your SuperMailer structure have to be the same like the one in your excel file.
Remove certain quotation marks	All quotation marks in imported strings will be deleted.

Remove certain leading/following blank characters	All leading or following blanks in an imported string will be deleted.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

Import from OpenOffice.org Calc

Click on "Import" to open the import dialog.



Filename	Insert the filename of the file which should be imported. hint: You need OpenOffice.org Calc 2.0 or higher installed on your system.
Worksheet	Contains a table more than one worksheet, then choose the correct one.
Table contains no field definition in the first line, use current structure.	Activate this setting if your file contains no structure information. hint: You have to define correct SuperMailer field identifiers, otherwise the import will fail.
Don't delete existing recipient list, structure of the file must be compatible with current structure	Activate this setting if you don't want to delete your existing list of recipients. hint: New data will only be appended, but your SuperMailer structure have to be the same like the one in your file.
Remove certain quotation marks	All quotation marks in imported strings will be deleted.

Remove certain leading/following blank characters	All leading or following blanks in an imported string will be deleted.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

Import from database

Click on "Import" to start the import wizard.

Database connection	<p>SuperMailer needs a connection string for every database access to connect with your database server. Click on "New connection" to create a new database connection.</p> <p>hint: Every connection string can be modified by hand, but please, only if you know what you are doing.</p>
Button "New connection"	<p>Click this button to create a new connection or to change the selected one.</p> <p>Now a wizard ("Database connection properties") will pop up, please follow the instructions in this window. This wizard has its own help functions provided by Microsoft.</p>
Button "Connect"	<p>If you have insert a connection string correctly, then click on "Activate connection" . After that SuperMailer creates an connection to this database.</p> <p>hint: If the connection fails, then please check all parameters within the connection string.</p>
List of tables	<p>This list contains all tables in the selected database, select a table to load all field definitions to define all import field identifiers.</p>
Button "Get structure"	<p>If you click this button, all existing recipients will be deleted from your list of the recipients. After that, SuperMailer imports the field</p>

	structure of this table.
Button "SQL query"	You can create your own SQL query, to perform complex table queries or to import recipients with special conditions. If you don't create your own query SuperMailer will ever use the query <code>SELECT * FROM <table name></code> .
Allocation to SuperMailer field	Select (activate the checkbox) on all fields which should be imported. After that, perform a double click on every fieldname to define the corresponding SuperMailer field identifier. For example table field "name" could be imported to SuperMailer field identifier "name" in your list of recipients. If you start the import, SuperMailer will transfer all data to this field name.
don't delete existing recipients list	Activate this setting and SuperMailer will not delete your existing list, instead it will only append new data. Hint: To avoid duplicates use the function "Remove duplicates".
Import to recipients group	Select the recipients group the recipients should be imported.
Button "Import now"	Click on this button to start the import. This button is only active, if at least one field identifier is assigned to a table field and you have an active database connection.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

ODBC driver

Various ODBC driver are already installed on your windows system, for example MS Access ODBC driver. Many drivers can be downloaded on their manufacturer homepages, other drivers will be installed automatically if you install a database client or server. A MySQL ODBC driver can be found on <http://www.mysql.com/>.

Example Microsoft Access Database

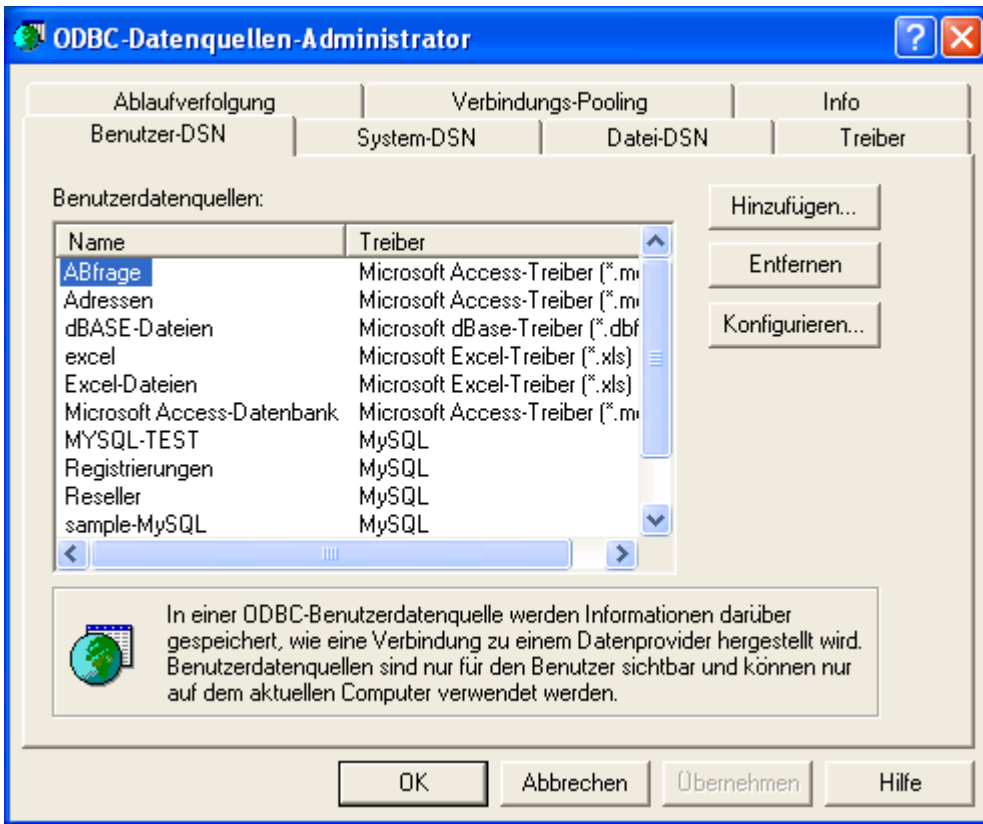
Create a database called addresses. This database contains a table customers. The table has following structure:

fieldname	data type
ID	auto increment
name	char (50)
firstname	char (50)
email	char (50)

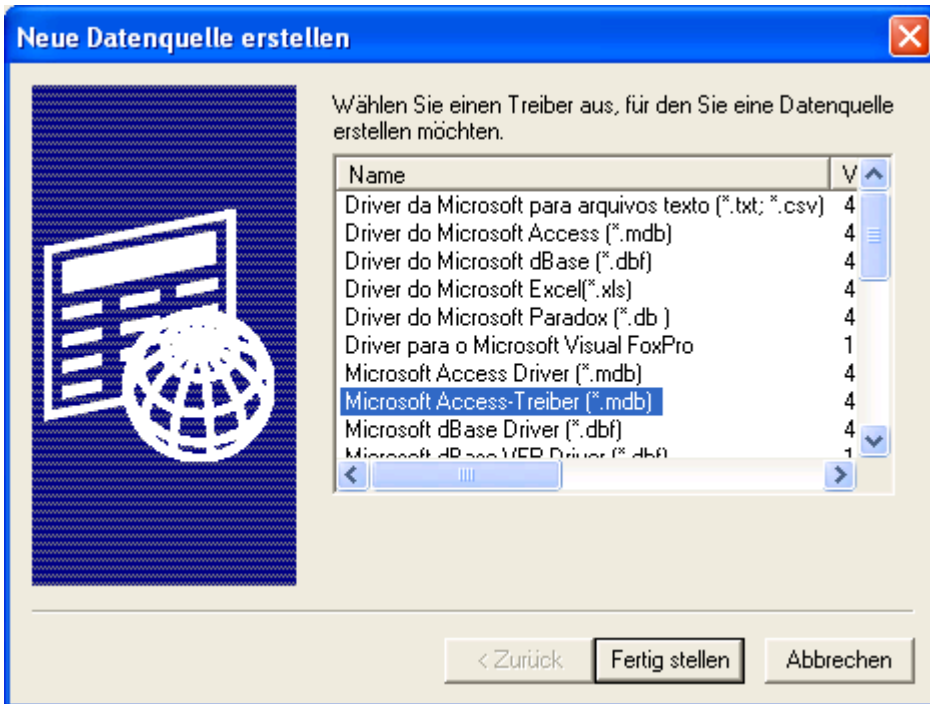
create database alias

Open system panel and click on "data sources (ODBC)" , you also can start odbcad32.exe.

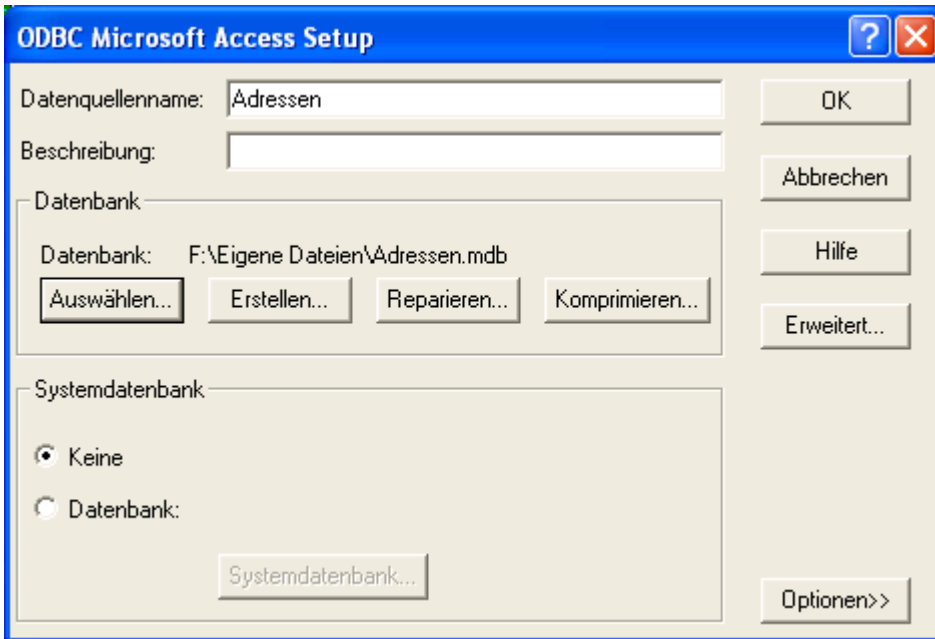
The following screenshot is system specific, here the german variant.



Click in tab User DSN on button "Add".



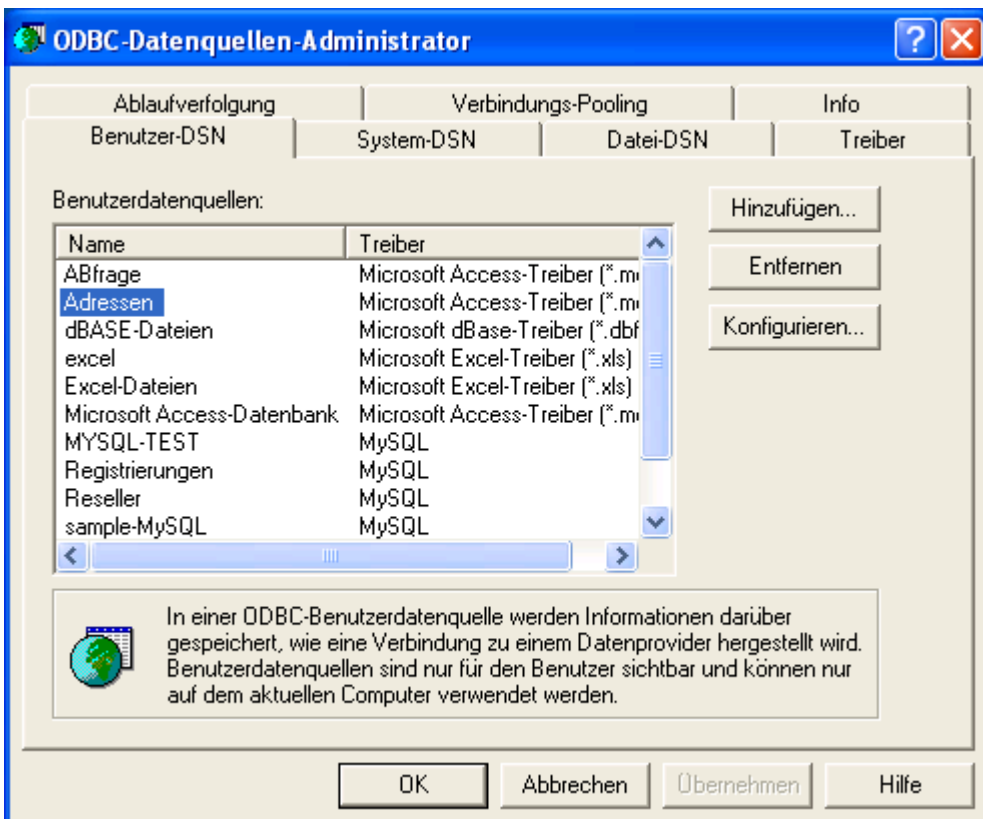
Now choose "MS Access driver" and click on button "finish".



Insert name "addresses" in field "datasource name" or insert any other alias name without spaces.

Click on "Browse" to search for your database name addresses.mdb and select it. The other options are depends on your database manufacturer, because every driver or database system uses other properties.

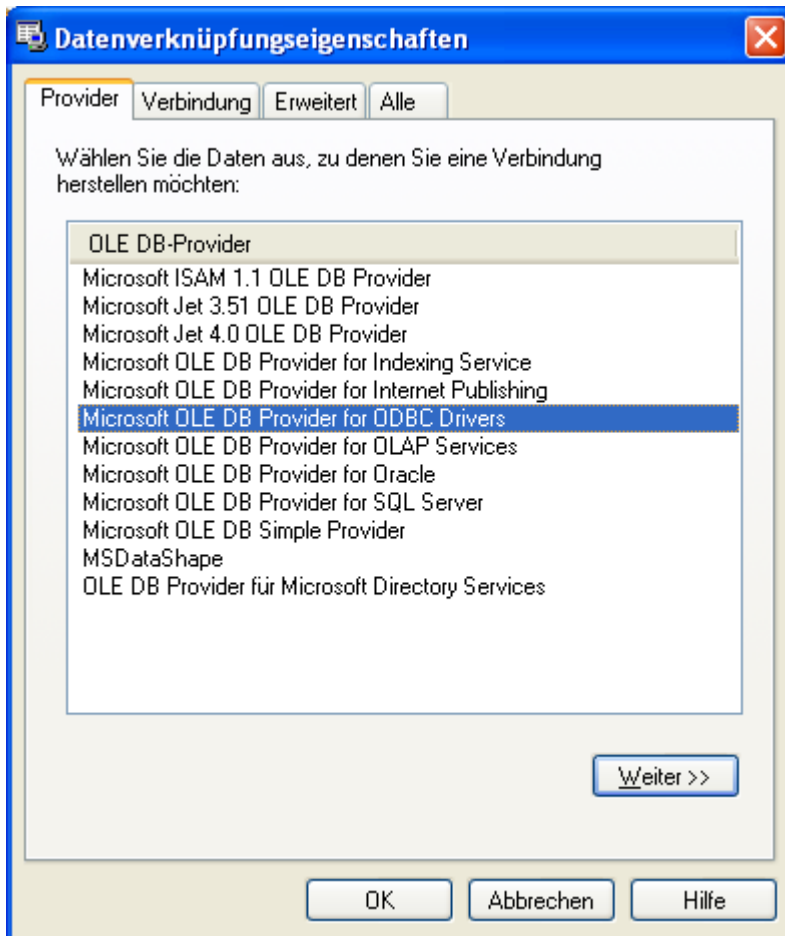
Click on "OK" to save this alias.



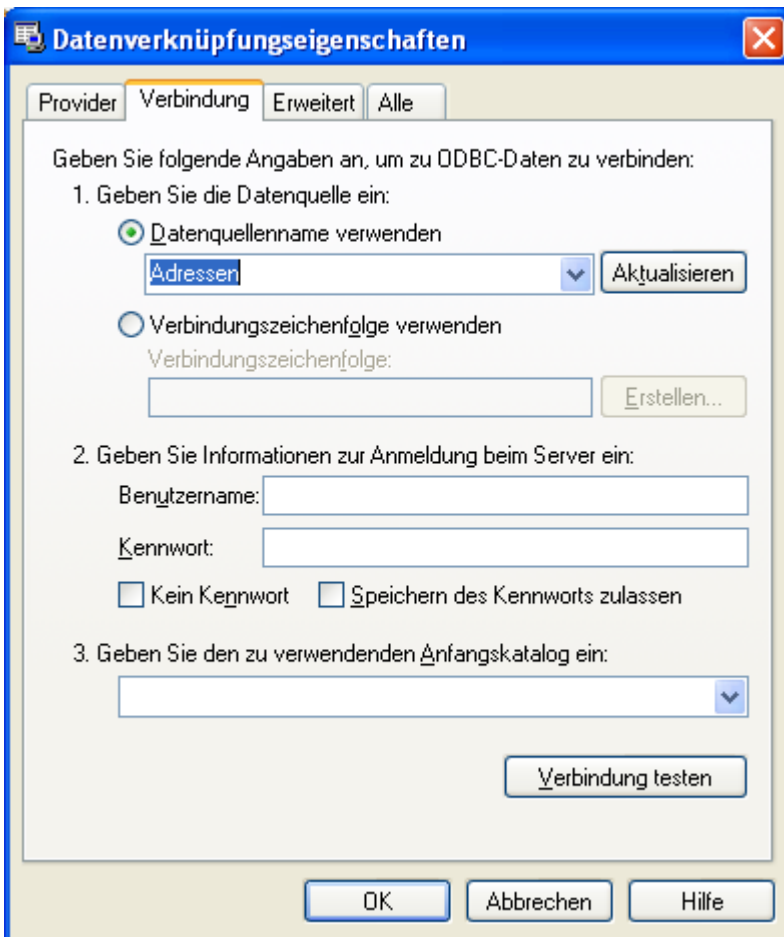
Click on "OK", to close the wizard. Now you can define this database connection within SuperMailer.

Create Database connection

Click on button "New connection", the following dialog pops up.



Choose tab connection

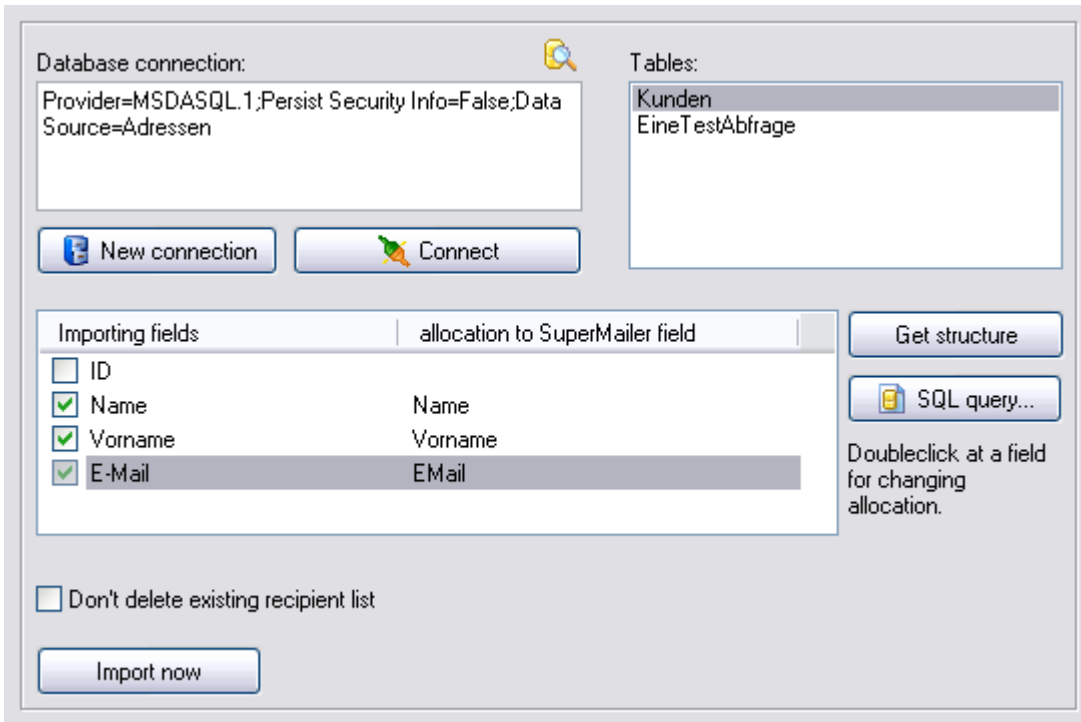


Now select first the alias name as data source, here "addresses".

Click on "OK" to save this connection.

Activate connection

Click on button "Connect" to establish a connection to your database. SuperMailer will add all database tables to the list of tables



If you select a table in this list, for example table customer, then the structure of this table will be scanned and shown below.

Select every field which have to be imported and define an SuperMailer field identifier corresponding to this field.

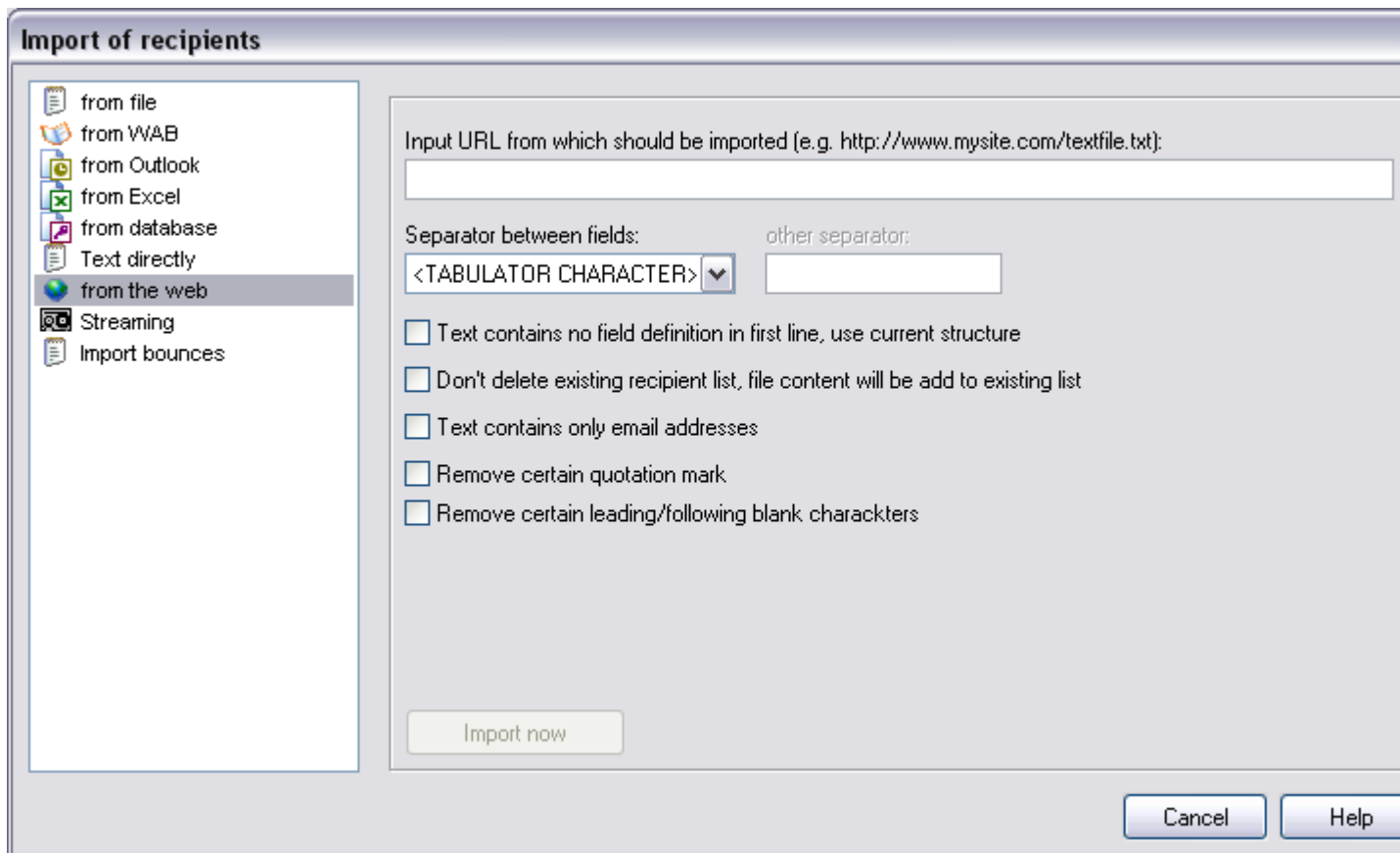
Click "start import" to transfer the data to SuperMailer.

IMPORTANT!

SuperMailer imports only tables, whose table name contains no spaces or special characters. If you try to import an table name which contains spaces or special characters, SuperMailer will abort the import.

Import from Internet

Click "Import" to open the import dialog



To import data from the internet, you have to gain direct access to an downloadable text file or an script which generates raw text.

URL	Insert a URL, where SuperMailer can download the data.
Field separator	Every field content has to be clearly separated. If you want to export data from a database, you should use <TAB> or semicolon. Choose your separator in this field or insert your own character.
File contains no structure in first row	Activate this setting if your data file contains no structure information. hint: You have to define SuperMailer field identifiers correctly, otherwise this import will fail.
Don't delete existing recipient list	Activate this setting if you don't want your existing list of all the recipients deleted. hint: New data will only be appended, but your SuperMailer structure have to be the same like the one in your data file. There can be duplicates, so click on tab recipients of message on "Remove duplicates" to delete them from your list.

File contains only email addresses	Activate this setting if your text file contains only email addresses, this will speed up the import.
Remove quotation marks	All quotation marks in imported strings will be deleted.
Remove leading/following space	All leading or following blank characters in an imported string will be removed.
Import to recipients group	Select the recipients group the recipients should be imported.
Import automatically on opening project file	Activate this option to let SuperMailer import your recipients on opening the saved project file automatically.

Example file structure

```
name; firstname; email
Miller; Peter; peter@miller.com
```

The strings name, firstname and email are field identifiers. Everything else is field content, all fields are separated with semicolon.

This Software is only in german language available therefore the help is only in german available.

Import aus SMSout

Sollten Sie den SMS-Dienst [SMSout](#) nutzen, dann können Sie die Kontaktdaten aus SMSout importieren und Newsletter an die Empfänger versenden lassen. Bei Verwendung der SMS-Newsletter-Funktion ist der Import der Kontaktdaten in SuperMailer die einfachste Möglichkeit um Newsletter an die Empfänger zu versenden.

Klicken Sie auf "Importieren", um den Import Dialog zu öffnen.

SMSout-Empfängergruppe:
Privat

zu importierende Felder	Zuordnung zu SuperMailer Feld
<input type="checkbox"/> Kundennummer	
<input type="checkbox"/> Firma	
<input type="checkbox"/> Geschlecht	
<input type="checkbox"/> Anrede	
<input checked="" type="checkbox"/> Vorname	Vorname
<input type="checkbox"/> 2. Vorname	
<input checked="" type="checkbox"/> Nachname	Name
<input type="checkbox"/> Geburtstag	

Klicken Sie doppelt auf ein Feld um die Zuordnung zu ändern.

Bestehende Empfängerliste nicht löschen

Importieren in Empfängergruppe:
<Keine Empfängergruppe>

Bei jedem Öffnen des Projekts automatisch importieren

SMSout-Empfängergruppe	Wählen Sie die SMSout-Empfängergruppe aus der die SMSout-Kontaktdaten importiert werden sollen.
Zu importierende Felder und Zuordnung zu SuperMailer Feld	Aktivieren Sie das Feld welches importiert werden soll und ordnen Sie ein SuperMailer-Feld zu, in welches die Daten importiert werden sollen. Sie müssen im SuperMailer entsprechende Felder anlegen, bevor Sie den Import durchführen können. Sollte die Feldstruktur festgelegt sein, dann aktivieren Sie das zu importierende Feld und klicken Sie anschließend doppelt auf das zu importierende Feld. Jetzt können Sie das Feld aus der SMSout-Empfängergruppe dem SuperMailer Feld zuordnen.
Bestehende Empfängerliste nicht löschen	Aktivieren Sie diese Einstellung, damit SuperMailer die existierenden Empfänger beim Import nicht entfernt, sondern die neuen Daten hinzufügt. Hinweis: Es können Duplikate auftreten, klicken Sie unter "Empfänger der E-Mail" auf "Duplikate entfernen", um diese auf der Empfängerliste zu entfernen.

Importieren in Empfängergruppe	Wählen Sie die Empfängergruppe, in die die Empfänger importiert werden sollen.
Bei jedem Öffnen des Projekts automatisch importieren	<p>Aktivieren Sie diese Einstellungen damit SuperMailer beim Öffnen des Projekts automatisch die Empfängerdaten anhand der eingestellten Parameter importiert.</p> <p>Hinweis: Je nach Einstellung der Parameter kann dies zum Löschen der Empfänger in allen Empfängergruppen führen, damit ist z.B. Empfängertracking nicht mehr möglich.</p>

Retrieve Newsletter subscription / unsubscription with SuperMailer

Manual subscription/ unsubscription

SuperMailer can recognize on the base of subject of email whether it is subscription or unsubscription of the recipients list. Therefore a certain word must be specified e.g. "subscribe" to let SuperMailer correctly detect the mailing list action. In text of email the text

email: <email address>

must be present. If SuperMailer does not find this text than the sender email address of the email is used for adding or removing from recipient list.

See also

[Structure of an email](#)

Scripts for subscription/ unsubscription

With the SuperMailer Script you have automated newsletter subscription and unsubscription. In addition you merge a HTML form for the newsletter subscription and/or unsubscription on your web page and use a script. You can find more information to this script on the site <http://int.supermailer.de/smscript.htm>

Requirements for using the script

- Homepage with PHP 3, 4, 5, Perl 5 or ASP
- Its own email account for the newsletter registrations and newsletter unsubscription is recommendable, though you do not fetch this message by mistake with your normal email program.
- The Script is available also with double-opt-in procedures

Hint:

The functionality of changing recipients data by the Script are not supported. You must implement this functionality if necessary.

See also

[Structure of emails](#)

[SuperMailingList](#)

If you cannot implement scripts...

We host the script for you at the disposal, more information can be found under <http://int.supermailer.de/smscripthosting.htm>

Configuration of SuperMailer

Select on menu Project - Mailboxes and add one or more POP3/IMAP accounts or Outlook folders on which the newsletter messages will be arrive. You must specify the subjects of emails to let SuperMailer recognize newsletter subscriptions and unsubscriptions. The default subjects are "SUBSCRIBE" and "UNSUBSCRIBE". If you use our newsletter scripts this subjects should not be changed.

Hint

Enter several subjects separated with semicolon (;).

In Microsoft Outlook you should save all Subscribe/Unsubscribe mails in an own folder, e.g. with a Outlook mail rule otherwise SuperMailer will check all the mails in the folder and will add all unknown mails as subscribe mails.

On base of subject of email SuperMailer recognizes that the emails contains a newsletter subscription and/or newsletter unsubscription. All other emails where ignored by SuperMailer and are not deleted from mailbox.

Block list

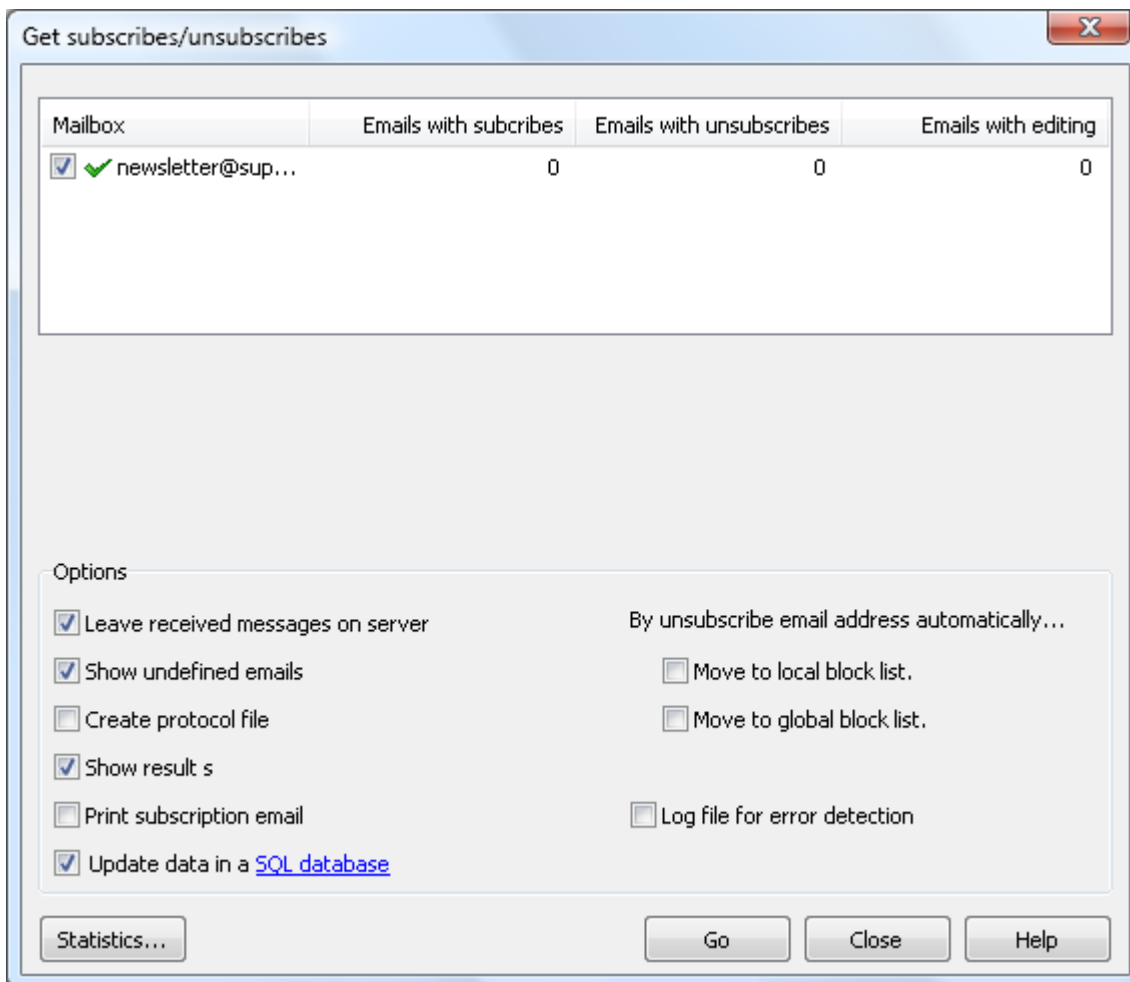
In the block list you can specify email addresses to which no newsletter should be send anymore.

See also

[Global and local block list](#)

Check for new subscriptions and unsubscriptions

Click "Recipients of message" and after than on "Check subscribers " in order to connect to your mailbox(es). SuperMailer will fetch all messages with defined subject from the mailbox and will add, remove or change the email recipients.



Options

Leave received messages on server	If this option is activated SuperMailer will not delete the fetched up from your mailbox. It is nor recommended to activate this option. In Microsoft Outlook SuperMailer can't delete the mails they will be moved to folder "Deleted Objects".
Show undefined emails	Indicates the emails to you which could not assign by SuperMailer automatically. They can add and/or delete (only the email address) manually to the list of all the recipients ..
Create protocol file	This makes the production for a log file possible in the text format. You must indicate a file name before fetching up the emails.
Show results	Shows the numbers of subscription and unsubscription in a list at the end of the fetch up. This can be stored as text file.
Print subscription email	Prints the subscription email to the defined printer.

<p>Update data in a SQL database</p>	<p>Activate this settings and click on "SQL database" to the define the database connection and SQL queries. In SQL queries you must use the same placeholders as defined in SuperMailer recipients list. By using the "edit" feature of the script you must use the placeholder [NewEMail] to save the new email address.</p> <p>Sample:</p> <p>On the website a HTML form with fields firstname, lastname, title and EMail will be used. A sample database was create in Microsoft Access with a table with name mytable.</p> <p>SQL query to add a new recipient to database:</p> <pre>INSERT INTO mytable (lastname, firstname, title, EMail) VALUES ('[lastname]', '[firstname]', '[title]', '[EMail]')</pre> <p>SQL query to remove a recipient from database:</p> <pre>DELETE FROM mytable WHERE EMail='[EMail]'</pre> <p>SQL query to edit/change customers data can be:</p> <pre>UPDATE mytable SET EMail='[NewEMail]' WHERE EMail='[EMail]'</pre>
<p>Move to local block list</p>	<p>The email address will be added automatically to the local black list (only valid for the current project). Even if a renewed registration with this email address takes place, SuperMailer will send no email to the recipient.</p> <p>See also Global and locale block list</p>
<p>Move to global block list</p>	<p>The email address will be added automatically to the global block list (valid for all projects). Even if a renewed registration with this email address takes place, SuperMailer will send no email to the recipient.</p> <p>See also Global and locale block list</p>
<p>Log file for error detection</p>	<p>Activate this setting only if you have communication problems between SuperMailer and your inbox server. Is this settings activated then SuperMailer will write a file pop3.log for POP3 inbox servers or imap.log for IMAP servers to the temporary folder.</p> <p>Please delete the log file after analyzing it. In the log file you can see the username and password in plain text.</p>

Undefined emails

Emails, which cannot be processed by SuperMailer automatically, can be worked on manually. You can add only the email address to the list of all the recipient and/or delete the email address. You have to add further data manually to the recipient list by changing the recipient.

Click "Add to recipients list". If you click a twice on a email becomes a "normal" emails. This email will remain in the mailbox

Choose "remove from recipients list", in order to instruct SuperMailer to look for the sender email address in the recipient list and to let the recipient be removed from the list.

Click "Remove email", in order to let the email be deleted without further actions. Note the fact that this function is only available, if the option "Keep messages on the server" **not** activated.

Hint

If option "Keep messages on the server" is activated, then no emails are deleted from the server. If this option should be deactivated, then SuperMailer will delete the email from the mailbox, which were assigned manually by the functions "Add to recipient list" and "Remove from recipient list"

Subjects of emails for detecting newsletter subscription and unsubscriptions

All messages will be send by email to a mailbox. SuperMailer will fetch the mails in this mailbox and detects with help of the subject of email the recipient should be added, changed or removed from the recipient list. Each email must contain the text email: <email address> and other field values separated by a line break.

Hint:

All fields must be specified as name of the field in recipients list followed by a value, e.g. Name: Meter.

Example of an email to subscribe to the newsletter

From: max@mustermann.de
T: mailbox@meinebox.de
Subject: SUBSCRIBE

Email: max@mustermann.de

Example of an email to subscribe to the newsletter with the field Name:

From: max@mustermann.de
To: mailbox@meinebox.de
Subject: SUBSCRIBE

Email: max@mustermann.de
Name: Meyer

Example of an email to unsubscribe from the newsletter

From: max@mustermann.de
An: mailbox@meinebox.de
Subject: UNSUBSCRIBE

Email: max@mustermann.de

Example of an email to change the recipient

From: max@mustermann.de
To: mailbox@meinebox.de
Subject: EDIT

Email: max@mustermann.de

Example of an email to change the recipient and changing the email address

From: max@meyer.com
To: mailbox@mybox.com
Subject: EDIT

Email: max@meyer.com
New email: max_new@meyer.com

Hint: "Email:" is the actual email address. "New email:" has to be the new email address.

Example of an email to change the recipient and changing the name

From: max@meyer.com
To: mailbox@mybox.com
Subject: EDIT

Email: max@meyer.com
Name: Max Meyer

Hint: The field Name must be present in the SuperMailer list of all the recipients. Contents of the field Name of the recipient are overwritten with new contents, also then if the field Name is empty afterwards

SuperMailingList

SuperMailingList allows management of newsletter recipients online with a MySQL database and PHP scripts in mailing lists. The difference to [SuperMailer newsletter scripts](#) are the live management of recipients and sending confirmations at subscription or unsubscription of mailing list.

More information to SuperMailingList you can find in internet at <http://www.supermailinglist.de/> .

For importing recipients from SuperMailingList open the Import dialog in SuperMailer and select "from SuperMailingList". Specify the HTTP URL auf export script and username and password. The name of script is ever supermailer_import.php, e.g.

http://www.supermailinglist.de/maillinglisten_verwaltung_demo/supermailer_import.php

The screenshot shows a dialog box titled "With SuperMailinglist you can manage your newsletter recipients online. Information to SuperMailinglist you can find at <http://www.supermailinglist.de/>." The dialog contains the following fields and controls:

- HTTP URL of SuperMailingList export script:
- Username: Password:
- Connect button
- Mailinglist(s):
- Import recipients from following groups:

SuperMailingList Group	Import to SuperMailer group
<input type="checkbox"/> Gruppe 1	
<input type="checkbox"/> Gruppe 2	

- Import all fields, current recipients list will be deleted!
- Import special fields only [Field assignment](#)
- Import now button
- Import automatically on opening project file

1. Select mailing list from which recipients should be imported.
2. If there are groups created you can assign SuperMailingList groups to SuperMailer groups. For assigning groups you must set checkmark and select SuperMailer group. When there are no groups selected than all recipients will be imported to current selected SuperMailer recipients group.
3. Select "Import all fields, current recipients list will be deleted" to let SuperMailer import all fields with all information. In this case SuperMailer recipients list will be deleted completely. Select variant "Import special fields only" and click on "Field assignment" to assign SuperMailingList fields to defined SuperMailer fields to keep your current recipients list.

Recommendation for using SuperMailer and SuperMailingList together

- Name all mailing lists without special chars and blanks.
- Don't use groups in SuperMailingList.
- In SuperMailer create recipients groups with same name of mailing lists in SuperMailingList. You should use the same name because of simpler usage of unsubscription link.
- Select in SuperMailer the correct recipients group and import the recipients from same named SuperMailingList mailing list.

Unsubscribe link

Use the unsubscribe link showed in SuperMailingList Website - Subscription/Unsubscription forms. In SuperMailer copy the unsubscription link (HTML- and plaint text variant) in the fields you can find on menu Project - Unsubscribe link. Modify the script parameter ML=X to ML=[Recipients_group] in unsubscribe link to let SuperMailer use the correct recipients group name in unsubscribe link.

Sample: showed unsubscribe link in SuperMailingList for mailing list Demo_Mailing_List

*http://www.supermailinglist.de/maillinglisten_verwaltung_demo/nl.php?ML=**Demo_Mailing_List**&F=1&Action=unsubscribe&IsHTMLForm=0&EMail=[EMail]*

After modifying the link

*http://www.supermailinglist.de/maillinglisten_verwaltung_demo/nl.php?ML=**[Recipients_group]**&F=1&Action=unsubscribe&IsHTMLForm=0&EMail=[EMail]*

Insert placeholder [UnsubscribeLink] to your newsletter text (HTML and plaintext variant). SuperMailer will send the correct unsubscribe link to your recipients and they can be unsubscribe from mailing list.

See also

[Retrieve Newsletter subscription / unsubscription with SuperMailer](#)

Global and local block lists

Your global or local block list contains all email addresses, which should be ignored for your mailings and this addresses will not be accepted for a newsletter registration. The global block list is used for all SuperMailer projects while the local block list is only used for your active project.

Open your global block list via the menu item Tools. if its open you can add, change and delete email addresses, furthermore you can import email addresses from an text file. The menu item Tools - local block list opens the local block list. This dialog is normally used to setup your POP3/IMAP accounts to fetch [register/sign off newsletter](#) mails.

Add recipient to block list

You can configure SuperMailer to automatically add an email address to your global or local block list, by receiving an [unsubscribe newsletter](#) mail. Alternatively you can add an email address by selecting a recipient in the list of all the recipients , open the context menu and choose "Add to global block list".

Saving your block list

A local block list will be saved with your project file. The global block list is stored in the following directory: <your profile>\application data\SuperMailer. If you click on "Save Program options" in the menu Files, your block list will be saved also.

Send settings

Click in the menu project on "Send settings". The settings in this dialog are valid only for current opened project.

Tab Email addresses

Sender email address	<p>Specify the email address which should appear as sender of the message.</p> <p>Hint: Many Providers examines the email address and permit only message sending if the email address were assigned correctly.</p> <p>If you send emails by MS Outlook this option is ignored, Outlook will use the default Outlook account settings.</p>
Displayed sender name	<p>Type in your real name in this field. This name is shown as real name when the email arrives by the recipient.</p> <p>If you send emails by MS Outlook this option is ignored, Outlook will use the default Outlook account settings.</p>
Replies are sent to email address (Reply to)	<p>Specify a valid email address to which the answer is to be sent if the recipient answers to this email.</p> <p>Hint: Not all email programs support the Reply-To function.</p>
Send a visible Copy (Cc:) of each email to this email address(es)	<p>Specify a valid email address or more than one email address separated by a comma to which a visible copy of the email should be send. This option can be used to inform an other person of email sending.</p> <p>It is not recommend to use this option because the Cc recipient is visible to the recipient of email.</p> <p>Hint: This option will be ignored if you send emails by SMAPI or directly to the server of recipient.</p>
Send a blind copy of each email to this email address(es)	<p>Specify a valid email address or more than one email address separated by a comma to which a blind copy (not visible to the recipient) of the email should be send. This option can be used to inform an other person of email sending.</p> <p>Hint: This option will be ignored if you send emails by SMAPI or directly to the server of recipient.</p>
Creation of recipient name (only by sending via SMTP server)	<p>Enter a text or insert place holders for creating the visible recipient name. This recipient name is be shown in the recipients email program.</p>

Create multipart emails	<p>Activate this option so SuperMailer will create multipart emails. SuperMailer sends a HTML part and a plaintext part to each recipient. Additional information can be found under Create an email.</p> <p>It is recommended to use these option on HTML emails.</p>

Tab EMail sending

Send by SMAPI Interface

Use this option in order to let the messages send over the SMAPI interface (simple mail API). It must be installed an appropriate SMAPI able application on your PC and setup correctly, e.g. Microsoft Outlook, Microsoft Outlook express or Lotus Notes.

A further configuration for the email sending is not necessary.

Hint:

- The sending of messages can take more time than sending by SMTP server, directly to the server of recipient or by using the own webspace/server.
- You can only send plaintext emails.

Send by Microsoft Outlook (98 or newer)

Use this option in order to let the messages send with help of Microsoft Outlook. Microsoft Outlook (not Express!) must be installed on your PC and accessible by SuperMailer.

Hint:

- The sending of messages can take more time than sending by SMTP server, directly to the server of recipient or by using the own webspace/server.
- The sender address will Outlook set automatically to the default email account. Activate the option "Send emails on behalf of another exchange user" to send the emails with another email address or with the given exchange username.
- You can specify a date and time on which the emails should be send out. This option can only be used with MS Outlook and MS Exchange server or with MS Outlook 2007 or newer.

Send directly to the server of recipient

This variant permits the sending of the emails directly to the server of the recipient. SuperMailer provides all functions of a SMTP server. This means SuperMailer does necessary DNS lookups to determine the responsible MX (Mail Exchange) server of the recipient domain and sends the email directly to this server.

Hint:

- The email sending takes more time than the sending by SMTP server, since the DNS

lookup takes some time. To accelerate this SuperMailer creates a DNS Cache with the last 1000 resolved domains and associated MX entries.

- It can be that errors "Relaying denied" or "sorry, that domain isn't in my cunning OF allowed rcpt hosts" are displayed. The email cannot be sent then. It is recommended to send the failed emails by the SMTP server of the email provider.
- Pay attention to the correct configuration of your Firewall, at least Port 25 and Port 53 must be accessible.
- Deactivate antivirus software before the email sending, the antivirus software or the PC can be crash if you send mass emails.

Send by SMTP server of email provider

Select this setting in order to send the emails with help of a SMTP server. Pay attention to the correct configuration of your Firewall, at least Port 25 and Port 53 have to be accessible. Deactivate antivirus software before the email sending, the antivirus software or the PC can be crash if you send mass emails.

Timeout	The time indicates how long SuperMailer should wait before sending of the current email is to be canceled.
Number of threads	<p>The number of threads (simultaneous transfer channels) indicates how much emails SuperMailer should send at the same time. The minimum amount is 1 thread, the maximum 10 threads and the default value 3 threads.</p> <p>Hint: If there problems with the email transfer then you have to reduce the number of threads. With sending the emails by BCC (only Professional Unlimited BCC Version) the Thread number does not play a role.</p> <p>Determine the optimal number of threads</p> <p>To determine the optimal thread number you must send the email to your own account (test email). Thereafter retrieve the email and check the size of email. To get the optimal number of threads you divide your upload rate in Kbytes by the size of the email.</p> <p><u>Example DSL with 128 KBit Upload and a email size of 2 KByte</u> As a result of the conversion Kbits in Kbytes you get a maximum upload rate of 16 Kbytes per second. Divided by 2 Kbytes (size of the email) the optimal number of threads is 8. The value of 8 is a theoretical optimum, you may stop all other internet activities during email sending and the SMTP server must ever have the same speed.</p>
Outbox server (SMTP)	Indicate the address of the SMTP server, this can be a IP address or the name of the SMTP of server, a e.g. mail.gmx.de. A List of often used SMTP servers can be found here .
Port	Define the Port on which SuperMailer should communicate with the SMTP server. This is normally Port 25, this setting should not be changed.

Server requires secure connection (SSL/StartTLS)	This option should only be activated if the server this supports! Activate this setting to use a secure connection to the SMTP server.								
Authentication at SMTP server necessarily	Activate this setting to use SMTP authentication. Enter the username and password correctly. Hint: Username and password are stored encoded in the project file.								
Button "Authentication at POP3 Server"	This setting is mostly not necessary.								
	<table border="1"> <tr> <td>Authentication at POP3 Server before email sending necessary</td> <td>You must activate this option and enter the authentication data for your POP3 account. This option is only necessary if your provider requires an authentication at the POP3 server before email sending. The most providers uses SMTP authentication.</td> </tr> <tr> <td>Inbox server (POP3)</td> <td>Enter the address of your POP3 server, this can be an IP address or a server name. A List of often used pop3 servers can be found here.</td> </tr> <tr> <td>Port</td> <td>Enter the port with which SuperMailer should communicate with the POP3 server. This is normally port 110, this setting should not be changed.</td> </tr> <tr> <td>Username and password</td> <td>Enter username and password for your POP3 mailbox. Hint: Username and password are stored encoded within the project file.</td> </tr> </table>	Authentication at POP3 Server before email sending necessary	You must activate this option and enter the authentication data for your POP3 account. This option is only necessary if your provider requires an authentication at the POP3 server before email sending. The most providers uses SMTP authentication.	Inbox server (POP3)	Enter the address of your POP3 server, this can be an IP address or a server name. A List of often used pop3 servers can be found here .	Port	Enter the port with which SuperMailer should communicate with the POP3 server. This is normally port 110, this setting should not be changed.	Username and password	Enter username and password for your POP3 mailbox. Hint: Username and password are stored encoded within the project file.
	Authentication at POP3 Server before email sending necessary	You must activate this option and enter the authentication data for your POP3 account. This option is only necessary if your provider requires an authentication at the POP3 server before email sending. The most providers uses SMTP authentication.							
	Inbox server (POP3)	Enter the address of your POP3 server, this can be an IP address or a server name. A List of often used pop3 servers can be found here .							
	Port	Enter the port with which SuperMailer should communicate with the POP3 server. This is normally port 110, this setting should not be changed.							
Username and password	Enter username and password for your POP3 mailbox. Hint: Username and password are stored encoded within the project file.								
Button "Test email sending"	Click on this button to send an email to test email sending. With this function you can simply find errors in authentication data. The test email will be send to the email address specified on tab Email addresses.								
Button "More outbox servers"	Click on this button to add one or more outbox servers (SMTP servers). You can also specify a limit for each outbox server (e.g. 200 emails for the first server and the next 250 emails over the second server). <u>Use outbox server several times</u>								

	This option is only usable when there are not servers with "unlimited" email count is defined. Activate this option to let SuperMailer use the defined outbox servers more than one times when count of emails are greater than the defined limits of servers. Optionally you can activate "Random usage" to let SuperMailer use the defined servers randomly.
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Use own web space/dedicated server to send emails

This can be used to send emails by using web space or a dedicated server. The web space/server must provide PHP4/5 support. This send options can't be used in the Standard Version or in the trial version.

[More information](#)

Tab Extended

On tab extended you can setup the email delivery. Most settings are only important if the emails are send over a SMTP server of your provider.

Always return receipt	Activate this setting so that every recipient send a notice of receipt as soon as the message was read. Hint: Not all providers and/or email application supports this function.
Send blind copy of each email to my sender address	Use this setting in order to receive a copy from each sent email. The recipient of the email won't see that you have received a copy. Hint: If you send e.g. 10000 emails, then you will receive 10000 emails!
Use ESMTTP	Activate this setting only if your email provider and/or email server requires this. This is an outdated authentication standard for SMTP servers and is only rarely used.
Save error codes and error text to recipient list	Activate this option and select two field names in your list of recipients. SuperMailer will save the error code and error text in this fields while sending the emails.
Save date of last email sending to recipient list	Activate this option and select a field name in your list of recipients. SuperMailer will save the date of email sending in this field while sending the emails.

Tab BCC sending

This settings are **only** available to customers of the **Professional Unlimited BCC version**. By sending per BCC (blind carbon copy) an email can be sent to several recipients at the same

time. You can use this function only if you are using the sending options "by Microsoft Outlook", "by SMTP server of email provider" or "use own webspace/dedicated server". Your email provider must support the sending of BCC emails. While using this function no fields for personalization of message can be used.

maximally number of blind copies should be sent at once	Specify the number of recipients (email addresses) to which a blind copy are to be sent at the same time. A larger number of recipients are resulting in a faster email sending. Hint: Not every email provider supports the transfer by BCC and/or the number of BCC recipients is limited. Request your email provider if you have problems while sending emails as BCC messages.
Which email address should be used in the "To" field?	An email must own a sender and a recipient. Both addresses are visible to the recipient of an email. The blind copies recipients are invisible for the recipient of the blind copy. Define the email address which will be visible in the "To" field of the email and so to each recipient.

Tab Limits

Pause between each email	Specify a time value to let SuperMailer make an break between each email that should be send.
Activate break of message sending	With this option you can stop the email sending for a certain time. You can use this function to let SuperMailer wait if your provider limits email sending e.g. within 5 minutes only 500 mails.
Limit bandwidth usage while sending emails	Activate this options and specify a value in Kbit/s to limit the bandwidth usage while sending emails. You can click on button "Hint" to get informations for calculating Byte to Bit values. Reduction of bandwidth usage will result in a slower email sending process.
Limit to send emails	Use this option when your outbox server does only accept a defined count of emails in a time interval e.g. 1000 emails in 30 minutes. Specify the emails that SuperMailer can send in the defined interval. Is email sending quicker than SuperMailer will wait for remaining time.

Tab Header of email

This function can only be used in professional versions.

You can add own email header fields to your email e.g. customer numbers. The header fields are not applicable with sending options "SMAPI" and "Microsoft Outlook". If you specify your

own header fields the email could be identified as a spam mail therefore test with several email servers the correct delivery.

The following header fields are reserved you can't use or modify this fields:

Message-Id, X-Mailer, X-Mailer-Version, X-Sender, Status, X-MimeOLE, Sender Return-Path, Received, X-ClientAddr, DomainKey-Signature, From, To, Cc, BCC, References, Subject, Date, MIME-Version, Content-Type, Content-Transfer-Encoding, X-Priority, X-MSMail-Priority, content-class, X-MS-Has-Attach, X-MS-TNEF-Correlator, Thread-Topic, Thread-Index, X-OriginalArrivalTime, X-MIME-Autoconverted, X-MSMail-Priority, Priority, X-Originating-IP, X-Originating-Email, Importance, In-Reply-To, Reply-To, X-ID, X-TOI-MSGID, X-Spam-Checker-Version, X-Spam-Level, X-Spam-Status, X-UIDL, UIDL

Profiles

With profiles you can save your send data (email addresses, SMTP server...) to use in new projects. By creating a new project you can load the saved data and must not input the data again.

Hint:

The profiles are stored encoded in the Windows registry so that unauthorized accesses is not easily possible. With reinstallation of SuperMailer or new installation of windows these data will be lost.

Examples of SMTP and POP3 server of some Provider

Provider	POP3-Server	POP3-Port	SMTP-Server	SMTP-Port	username
eplus-online.de	mail.eplus-online.de	110	mail.eplus-online.de	25	Your username
1&1	pop.profilmailer.de	110	smtp.profilmailer.de	25	Your username
1&1	pop.onlinehome.de	110	mail.onlinehome.de	25	Your username
1&1/Puretec	pop.puretec.de	110	smtp.1und1.com mit SMTP Auth	25	Your mailbox number
arcor.de	pop3.arcor.de	110	mail.arcor.de postman.arcor.de	25	Your username
cityweb.de	pop3.cityweb.de	110	SMTP.cityweb.de	25	Your username
compuserve.de	pop.compuserve.de	110	smtp.compuserve.de	25	Your username
freenet.de	pop3.freenet.de	110	mx.freenet.de mit SMTP Auth	25	Your username
gmx.net; gmx.de	pop.gmx.net	110	mail.gmx.net mit SMTP Auth	25	Your customer number
lycos.de	pop.lycos.de	110	smtp.lycos.de	25	Your username
ngi.de	pop.ngi.de	110	smtp.ngi.de	25	Your customer number
t-online.de	pop.t-online.de	110	mailto.t-online.de	25	Your customer number
vr-web.de	mail.vr-web.de	110	mail.vr-web.de	25	Your username
web.de	pop3.web.de	110	smtp.web.de	25	Your username

					without @web.de
yahoo.de	pop.mail.yahoo.de	110	smtp.mail.yahoo.de	25	Your username without @Yahoo.de
tiscalinet.de	pop.tiscalinet.de	110	smtp.tiscalinet.de	25	Your username
	pop.nikocity.de	110	smtp.nikocity.de	25	Your username
	pop.addcom.de	110	smtp.addcom.de	25	Your username
	pop.worldonline.de	110	smtp.worldonline.de	25	Your username
	mail.surfeu.de	110	mail.surfeu.de	25	Your username
	pop.planet-interkom.de	110	mail.planet-interkom.de	25	Your username
	pop.12move.de	110	smtp.12move.de	25	Your username
	mail.tiscali-dsl.de	110	mail.tiscali-dsl.de	25	Your username

Send your emails

If all [recipients](#) are defined, your [email created](#) and all [files attached](#) you can send your emails. Check in menu Project - [Send settings](#) the settings for the email addresses, your Real name and the Message sending options.

Click on button "Send messages now" or select on menu Project "Send messages now" to start the email sending.

SuperMailer will now check all your settings, is one setting not correct the button "Send now" will be grayed and you will found errors in the list "Conclusion and error checking".

Hint: To see all errors you can maximize the window.

Errors and solvings

Error	Solving
The field "X" does not exist.	<p>Check the email text (Email as HTML and Email as plaintext) for correct writing of fieldnames.</p> <p>All values in angularly brackets [] are fields in SuperMailer. If you have used text in brackets then change it to round brackets () or comment out the brackets with a backslash \. Sample: [value] can be changed to \[value\], if SuperMailer sends the message it will be changed back to [value].</p> <p>Should you use pictures with e.g. [1] in the filename then rename the picture on your hard disk and remove the [1]. In SuperMailer right click on the picture, select Picture properties and change the filename.</p> <p>JavaScript often contains values in angularly brackets, remove the JavaScript block completely. JavaScript will not executed in the email program or the email program is'nt show the email.</p>
You didn't select any email recipient!	Click in the left SuperMailer "Outlook" bar on "Recipient of message" and set one (or more) checkmarks to the recipients.
You have not entered a subject for the email.	Click in the left SuperMailer "Outlook" bar on "Text of message" and enter the subject of message.
Your email contains no text.	Click in the left SuperMailer "Outlook" bar on "Text of message" and type in a text of message for the HTML and plaintext part.
The attachment X was not found.	<p>One ore more attachments exists (anymore) or SuperMailer hasn't enough access rights to read the file.</p> <p>Change the rights for the file or copy the file to another folder so SuperMailer can access the file.</p>
%s contains an UNC name, this is'nt supported yet. Please	Files on network shares without a drive letter can't be used. Assign a driver letter or copy the file to the local computer. After then right click on the picture and change the location to the new drive or

use only drive letters e.g. Z:\pic.gif.	folder.
Personalized attachments are not usable by sending per BBC	Personalized attachments can't be used by sending emails with the BCC option. Open menu Project - Send settings and remove the checkmark at the BCC option.
The sending per BCC is only possible if the email is send by SMTP server of email provider, by Microsoft Outlook or with help of your webspace/dedicated server	Open menu Project - Send settings and select the correct send option.

Is the email correct and the button "send now" is click able, then you should send a test email. Click on button "Test email" to send a test email to the entered email address. SuperMailer ever sends the email with recipient data of the first recipient only the email address will be replaced to the entered one.

It is recommended to send a test email!

Is the test email correct then you can click on "Send now" to send the emails to all recipients of you recipient list with a checkmark.

Hints:

- If you have files attached to your email, then they will be encoded with the first email. Depending on file size it may take some time. The attachments will be encoded only once a time, every other email will use this encoded content.
- SuperMailer will send one email after another, so this takes depending on your internet connection some time.
- The most SMTP servers validates an email address before sending them to the target server, so if this address isn't correct it will not accepted by the server. Every not accepted email will be marked as "failed". You can try again later to send them by clicking on "select recipients" -> "Select failings".
- SuperMailer shows a progress bar during his work and shows an ETF. After finishing the mail sending you can save a text or HTML report to a file.

Use file upload

The build in upload function can be used to upload local files to the internet before sending the emails. This feature is only for HTML emails, attachments won't be uploaded. If you don't use this feature all local files included in your HTML email will be send with the email, so your email grows bigger. On the other hand your recipient can read your email without an internet connection.

Upload settings

You can change this settings by clicking on menu item Projects - File upload, these settings are only valid for the current project.

Upload local pictures before sending	Activate this setting and your pictures will be uploaded to the internet before your mails are send.
Domain incl. directory (http://int.supermailer.de/bilder/)	Please insert a complete URL containing: http://<domainname>/<subdirectory>/. These information helps SuperMailer to convert local path to web addresses. hint: If your input isn't correct your recipient won't see any pictures. Please test this function with an test email.

You can upload your files via FTP or via a HTTP upload script. It is recommended that you use

FTP. If you use a company network FTP can be blocked with a firewall, so you can use the HTTP upload script.

FTP Upload setup

FTP Server	Insert Server name or IP address of your FTP server. If you don't know it, ask your webspace provider
login / password	Insert your username and your FTP password. If you don't know it, ask your webspace provider
FTP directory	Define the directory in which SuperMailer should change if you want to upload files. To choose a directory you must enter a FTP server and provide your login and password. hint: FTP directory and domain including subdirectory have to be correct, so that any email application can find your pictures. If you don't know it, ask your webspace provider
Use passive transfer	If you have problems uploading your files activate this setting.

HTTP upload setup

Call of upload script	insert HTTP URL including the name of this script. more information: setting up upload the script
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setting up the upload script

You can use our upload script upload.php as substitute for FTP transfers. This script can be found in your SuperMailer directory. You have to upload this script once via FTP to your web space, after that you can upload files without FTP. This script should be reconfigured before uploading it, so that your upload files are copied into the right directory.

hint

You should change the filename of this script, because that not everyone can put files on your web space.

You can also use this script for [tracking purposes](#) and to upload files.

changing the script configuration

1. open this script with an text editor (not Word or WordPad!)
2. search for:

```
# Upload directory with / at the end of path
# the upload directory is the complete directory from the root directory
# the directory can be differ from ftp upload directory
# under linux you should chmod the directory with rights 777
```

```
$UPLOADDIR="/home/www/tracking/";
```

3. Change the value of \$UPLOADDIR from /home/www/tracking to your directory.
4. Save this script and upload it on your server/webpace.

If you don't know the correct directory, then ask your webspace provider

more information:

[Setting up the tracking function](#)

Setting up the tracking function

The tracking function makes possible to determine how often HTML newsletters opened and how often Hyperlinks in the newsletter where clicked.

Conditions of using the tracking function

- Own Web space or own Web server with support for PHP 4/5, MySQL 3.2x and newer or MSSQL Server 2005 and newer. The login data to the SQL data base and for the access by FTP must be present.
- The newsletter must be in HTML format. Only if the recipient opens the newsletter in HTML format the tracking function works.

References to the tracking function

As soon as the tracking function was set up, before the sending of the emails the necessary scripts are transferred to your Web space / server and the necessary tables are created, if these does not exist yet. For each email sending new tracking IDs are produced, so that you can create a statistic for each email campaign afterwards. It is not possible to use the IDs of an old campaign.

The tracking function is only available starting from the SuperMailer Professional Limited version.

Prepare the project for the tracking function

Click in the menu Project on Tracking to open the assistant for setup the tracking function parameters.

In the showed window you must select "Set/modify this project, so that the tracking function is possible" a

Select the transfer mode, which SuperMailer should use to upload the tracking scripts. Select FTP in order to let the data directly transferred by FTP. This is the recommended variant.

In firms it is often not possible to set up a direct FTP connection, in this case you should select the transn
[also: setting up the upload script](#)

Click "Next" to fill in the needed data.

If you have selected the type of the transmission over FTP.

Enter the FTP server, FTP user name and FTP password. The option "Use passive mode" should be selected for (A)DSL connection or if problems occur while uploading the scripts.

Enter the FTP upload folder or create/select the folder by clicking on the button. It is recommended to create a sub folder. In the sub folder SuperMailer should place the tracking scripts.

At the end you must enter the HTTP request inclusive sub directory, so that SuperMailer must add only the name of the scripts for the request by HTTP.

Click "Next" to enter the data for the MySQL Server connection.

If you have decided to use the variant to transmit the scripts per upload script. See also [setting up the upload script](#)

Enter the HTTP request inclusive name of the upload script.

At the end you must enter the HTTP request inclusive sub directory, so that SuperMailer must add only the name of the scripts for the request by HTTP.

Click "Next" to enter the data for the MySQL Server connection.

Select the database type. In most cases it should be a MySQL database.

Enter to the name of the SQL database server, this can be the name of the SQL server itself or an IP address, the complete server name with \ e.g. my-server\sqlexpress.

Enter to the name of the SQL database, into the installation script can create the necessary tables.

If a user name and a password is necessary for the access to the SQL database, then enter these data.

Hint

The password is saved encoded in the SuperMailer project.

Click "Next" to select tracking options for this campaign.

Input a name for the campaign and enter a password for the campaign.

Hint: The indication of the password is not necessary, however a password should be entered, so that the persons.

The IP blocking option

IP blocking can be used for correct counting of email opening rate. If the recipient opens your email more than once, it is counted only once a time.

Select which statistics are to be produced. Available are

- Opening statistics without date / time, only the sum of the openings of email is counted
- Opening statistics with date / time, it is logged the sum of the openings after date and time. In the log it is also recorded which time your email was opened.
- Counting of the clicks on hyperlinks without storage of date / time, produced is a sum of the clicks
- Counting of the clicks on hyperlinks with storage of date / time, every click is logged with date and time and to which time hyperlinks were clicked.

Click on "Define picture" to select an own picture from your email text. This picture will be used instead of the default picture if possible.

Click "Next" to select hyperlinks, which are to be included in the tracking statistic.

URGENT INFORMATION:

The usage of recipient tracking can be contradict against privacy terms of your country. You must read the privacy terms of your country and you are responsible for all legal measures.

Activate the option "Use recipient tracking" and select an unique field identifier. The field must contain a unique value for each recipient.

Click "Next" to select hyperlinks, which are to be included in the tracking statistic.

SuperMailer will select and show all hyperlinks of your HTML document. Hyperlinks with a hyperlink symbol and with checkmark are used in the tracking statistic.

Hint: Hyperlinks, which are provided with a red cross, does not exists in the document. This is only the case, if you call the assistant a second time.

Click "Next" and "Finish"

setting up the upload script

You can use our upload script `upload.php` as substitute for FTP transfers. This script can be found in your SuperMailer directory. You have to upload this script once via FTP to your web space, after that you can upload files without FTP. This script should be reconfigured before uploading it, so that your upload files are copied into the right directory.

hint

You should change the filename of this script, because that not everyone can put files on your web space.

You can also use this script for [file uploading purposes](#).

changing the script configuration

1. open this script with an text editor (not Word or WordPad!)
2. search for:

```
# Upload directory with / at the end of path
# the upload directory is the complete directory from the root directory
# the directory can be differ from ftp upload directory
# under linux you should chmod the directory with rights 777
```

```
$UPLOADDIR="/home/www/tracking/";
```

3. Change the value of `$UPLOADDIR` from `/home/www/tracking` to your directory.
4. Save this script and upload it on your server/web space.

If you don't know the correct directory, then ask your web space provider

See also

[Create tracking statistics](#)

[Using the file upload](#)

[Usage of own webspace/dedicated server to send emails](#)

Create a tracking statistic

If you have dispatched your mails and you are of the opinion that the first users have read it, you can fetch the stats

1. Click on menu Project on Tracking.
2. Choose "Call tracking statistic from web" and click on "proceed".
3. The name of the Campaign is shown, type your password if you have selected one.
4. Click on "Update list", SuperMailer will fetch the stats.
5. Choose the date and the time of the dispatch for that you want the statistics.
6. Click on "Create statistics" to display the statistic.

Hints

- In the statistic window you can see the different kinds of statistics. On the left side there is a list where you can change the kind of statistics
- If you want to fetch the statistic of a designated day, click on the button to choose the date. Then you will see a calendar. On this calendar there are all days marked where a statistic is available. Only for this day you can have a statistics.
- To store the statistics as a HTML file, click on "Save as HTML ". Note that the size of the graphic is as big as the size of the statistic window

Retrieve statistics with your browser

You can also see the statistics in plain text with your browser. Enter the tracking HTTP URL with scriptname webstat.php in your browser's addressbar.

Sample: Tracking HTTP URL is <http://int.supermailer.de/tracking/> then you must enter <http://int.supermailer.de/tracking/webstat.php> to see the statistics in your browser.

Setting up newsletter archive

You can use the newsletter archive to let your website visitors take a look of your old newsletters.

Requirements

- Web space/dedicated server with PHP4/5 support
- Possibility to upload files per FTP or HTTP (upload script)
- caching of pictures and attachments must be activated in the program options (default is activated)

Changing the layout of newsletter archive

It is recommended to change the layout of newsletter archive so it looks like your website. You must edit the files `na_start.htm`, `na_year.htm`, `na_day.htm` and `na.css` in the SuperMailer program folder. This files should be copied in an own folder and this folder should be specified as template folder.

The HTML files are containing placeholders as HTML comments. This comments will be replaced by the script. Rules for replacements:

1. Values in comments `<!--NAME/-->` will be replaced by strings defined in file `strings.inc.php`.
2. Values in comments blocks `<!--NAME_BEGIN/-->` and `<!--NAME_END/-->` will be used more than once. e.g. to show more than one year or entries of archive.
3. Values in comments blocks `<!--NAME_IF_FIRST_BEGIN/-->`, `<!--NAME_IF_FIRST_END/-->`, `<!--NAME_IF_LAST_BEGIN/-->`, `<!--NAME_IF_LAST_END/-->` will only be used if it is the first or last entry.

All comments are file specific, you can only use the comments they are predefined in the template file.

Request of script

If you call the script without parameters it will show the start page of newsletter archive. You should use this variant to link it with your own website.

Setup of newsletter archive

On menu Project you must select "Newsletter archive" to configure the script.

Urgent hints

- You should use an own directory on your web space because the archive will be consists of many files.
- For each project you must create an own newsletter archive. It is not possible to move files from one archive to another.
- Do not access with more than one SuperMailer instance to the newsletter archive files this can cause data loss.
- Attachments of the email will not be saved in the newsletter archive.

Tab informations

Option	Hints
Activate newsletter archive function	Activate this option to use the newsletter archive. SuperMailer will upload the files and scripts to your website before the email sending process will start.
Folder with template files (blank = program folder)	To use more than one project with an own newsletter archive you can use different newsletter archive template files. Should you use only one project than you can leave the filed blank. In this case SuperMailer will use the template files from the program folder. If you use more than one project file you should copy the template files na.css, na_day.htm, na_start.htm and na_year.htm in own folders and change the layout of these files. This folder you must specify as templates folder.
Username/Password	Specify username and password to protect the newsletter archive. This data will be used by removing entries from the newsletter archive.

Tab Upload

Option	Hints
Domain incl. directory	Enter the complete URL with http:// and directory. The directory must be corresponded with the FTP directory or the upload directory in the script upload.php . Hint: Is the URL not correct than SuperMailer will generate an error message and you must correct the URL.
Filename of script	Enter the name of PHP script. The script must have the file extension .php otherwise it will not be executed. In the filename of the script you should only use the letters A-Z (a-z), the numbers 0..9 and underline or hyphen.
<p>Select the transfer mode which SuperMailer should use to upload the files and the script. Select FTP in order to let the data directly transferred by FTP. This is the recommended variant.</p> <p>In firms it is often not possible to set up a direct FTP connection, in this case you should select the transmission with help of the upload script by HTTP. See also: setting up the upload script</p>	

FTP upload

FTP Server	Enter the FTP server name or IP address of FTP server. Informations for the FTP server you can get from your ISP.
FTP Username / FTP Password	Enter username and password for FTP access. Informations for the FTP server you can get from your ISP.
FTP directory	Select the FTP directory to upload the files and the script. In order to select the directory you must specify FTP server, username and password. Hint: FTP directory and domain incl. directory must correspond.
Use passive mode	The option "Use passive mode" should be selected for (A)DSL connection or if problems occur while uploading the scripts.

HTTP Upload

URL of upload script	If you have decided to use the variant to transmit the scripts per upload script. See also setting up the upload script Enter the HTTP request inclusive name of the upload script.
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Tab Appearance

Activate the option "Change colors and fonts (by using own layouts you must deactivate it)" to change the colors and fonts. You must deactivate it if you have defined your own style sheets in file na.css.

Tab Default texts

The default texts can be change as you like. Please do not specify to long texts this can be cause problems on the website.

Placeholders

In the field "Headline of page after selecting a year" you can specify the placeholder \$NewsletterYear\$, the script will replace this placeholder with the selected year.

In the field "Text for one email entry" you can use the placeholders:

- [NewsletterDate] = Sent date of email
- [NewsletterYear] = Sent year of email
- [NewsletterMonth] = Sent month of email

- [NewsletterDay] = Sent day of email

Tab Imprint

Should the script show on each webpage your imprint than activate the option "Show imprint" and type in (or copy in) your imprint.

Tab Replacements

In personalized emails you can use placeholders for the name or title this placeholder must be replaced with neutral texts. You can now specify default texts for the placeholders.

Tab Header

This values will be written in the invisible header of the HTML page. The values can improve the search engine position.

See also

[Remove entries from newsletter archive](#)

Setting up the upload script

You can use our upload script upload.php as substitute for FTP transfers. This script can be found in your SuperMailer directory. You have to upload this script once via FTP to your web space, after that you can upload files without FTP. This script should be reconfigured before uploading it, so that your upload files are copied into the right directory.

hint

You should change the filename of this script, because that not everyone can put files on your web space.

You can also use this script for [file upload](#), [tracking](#) or the [newsletter archive](#).

changing the script configuration

1. open this script with an text editor (not Word or WordPad!)
2. search for:

```
# Upload directory with / at the end of path
# the upload directory is the complete directory from the root directory
# the directory can be differ from ftp upload directory
# under linux you should chmod the directory with rights 777
```

```
$UPLOADDIR="/home/www/tracking/";
```

3. Change the value of \$UPLOADDIR from /home/www/tracking to your directory.
4. Save this script and upload it on your server/web space.

If you don't know the correct directory, then ask your web space provider

Remove entries from newsletter archive

Removing entries from newsletter archive is only possible if the newsletter archive is configured and one or more emails are sent. To remove entries from archive you must click on "Remove entries from newsletter archive..." to see all entries.

Hints

- Do not access with more than one SuperMailer instance to the newsletter archive files this can cause data loss.
- All selected years and entries will be deleted after clicking on the button "save". After clicking on "Save" it can take some time before SuperMailer has updated the newsletter archive files.
- Removed years or newsletter archive entries are not recoverable, all HTML files and informations will be removed on the webspace. Images and other files will not be deleted because they can be used in other HTML files.

Removing years

On the list you must select a year after than click at button "Remove Year" to remove the year and the newsletter archive entries for this year. After than you can click on "Recall Year" to undelete the year an newsletter archive entries.

To remove the year and newsletter archive entries permanently you must click on button "Save".

Remove single entries

On the email list select the entry which should be deleted. Click at button "Remove entry" to remove the entry. You can click on "Recall entry" to undo this action.

To remove the newsletter archive entries permanently you must click on button "Save".

See also

[Setting up newsletter archive](#)

FTP Username / FTP Password	Enter username and password for FTP access. Informations for the FTP server you can get from your ISP.
FTP directory	Select the FTP directory to upload the files and the script. In order to select the directory you must specify FTP server, username and password. Hint: FTP directory and domain incl. directory must correspond.
Use passive mode	The option "Use passive mode" should be selected for (A)DSL connection or if problems occur while uploading the scripts.
HTTP Upload	
URL of upload script	If you have decided to use the variant to transmit the scripts per upload script. See also setting up the upload script Enter the HTTP request inclusive name of the upload script.

Tab Replacements

Select "Let fields for personalizing in the email text, link should contain the fields" to create a personalized browser link.

Hints

If your email text contains to many fields than the link could be cut by the browser in this case not all fields will be submitted to the script.

The variant "Remove all fields for personalizing" removes all personalizing fields from the email text the email could be unreadable.

Use the variant "Replace with following texts (undefined fields will be deleted)" to define replacements for the personalizing fields.

setting up the upload script

You can use our upload script upload.php as substitute for FTP transfers. This script can be found in your SuperMailer directory. You have to upload this script once via FTP to your web space, after that you can upload files without FTP. This script should be reconfigured before uploading it, so that your upload files are copied into the right directory.

hint

You should change the filename of this script, because that not everyone can put files on your web space.

You can also use this script for [file upload](#), [tracking](#) or the [newsletter archive](#).

[changing the script configuration](#)

1. open this script with an text editor (not Word or WordPad!)
2. search for:

```
# Upload directory with / at the end of path
# the upload directory is the complete directory from the root directory
# the directory can be differ from ftp upload directory
# under linux you should chmod the directory with rights 777
```

```
$UPLOADDIR="/home/www/tracking/";
```

3. Change the value of \$UPLOADDIR from /home/www/tracking to your directory.
4. Save this script and upload it on your server/web space.

If you don't know the correct directory, then ask your web space provider

Program options

Click in menu Tools on Options. The settings in the dialog are valid for every project.

Tab General

Default folder to save project files...	Specify a folder where SuperMailer should change to when you save or open a project. If no folder is specified SuperMailer will use the folder suggested by Windows. Mostly it is the folder Personal files.
Reopen last project file on start up	Opens the last open project (see menu File - Open new) on the next start of SuperMailer.
Show email text on opening project	If this setting is activated then SuperMailer shows the text of an email after opening a project, else the list of the recipients is shown.
Increase deletion speed by exchange rows	Activate this option to speed up the erasing of recipients. If this option is activated than SuperMailer replaces all selected recipients with the last recipient in the list and deletes following recipient. This exchange procedures speed up the erasing but leads to new sort of your list of all the recipients. This option is only usefully if you have a bigger amount of recipients (1000 or more).
Auto detect hyperlinks	Activate this setting to make SuperMailer change entered URL or email addresses automatically to hyperlinks.
Use <div> on pressing <ENTER> key	Activate this option to let SuperMailer usw the <div> HTML tag instead the <p> HTML tag (new paragraph) if you press the <ENTER> key.
Preview serial mails in internal browser	If this option is activated the serial mail preview is shown with the build in browser else in the extern browser, e.g. Internet Explorer.
Save last send report automatically	Is this option checked then SuperMailer will create a HTML report after sending emails automatically. You can open the report by choosing menu Project - Report of last email sending. Activate "Additionally save report as text file (separator ;)" to let SuperMailer create a report as text file. The filename of this text file is the project filename with file extension .txt.

Tab Extended

Cache pictures and attachments (recommended!)	<p>These option should ever activated. SuperMailer encodes all pictures once and reuse the encoded content for each email. With this option SuperMailer can send emails quicker and needs lesser CPU usage.</p> <p>You you deactivate this option only if you want send personalized pictures (for each email another picture)</p>
Optimize HTML source code before sending emails	<p>Is this option activated SuperMailer will optimize the HTML source code (remove blanks, line breaks...) before sending the emails. The email will be smaller and will be send quicker.</p> <p>It is recommended to activate this option.</p>
Optimize HTML source code for elements in HTML comments	<p>With activated option SuperMailer removes blanks and tabs from HTML code in comments <!-- and -->. Normally this are CSS statements and/or JavaScript.</p> <p>Hint: You should never use JavaScript in your emails. Email programs will block this code.</p>
Word wrap in plaintext emails on column	<p>Line breaks plaintext mails on the given position before sending, the recommended value is 76 (only on dispatch over SMTP server)</p>
Allow sending emails without written text	<p>When you want to send an email with an image only than you must activate this option to send the emails. It is recommended to send emails with written text to minimize Spam detection.</p>
Don't allow email sending when fields are missing in email text	<p>This option activates field checking (Default activated). Is this option activated than each field in email text must exists as field in recipients list, as text block or query function. Is one field missing than SuperMailer will deny email sending.</p>
Use Nagle Algorithm to send emails	<p>The Nagle Algorithm inhibits the dispatch of to many little TCP Segments. This algorithm is often called Small-Packet-Avoidance-Algorithm. Through the Nagle Algorithm the TCP packages are buffered till a full data segment can be transmitted. Trough an other control algorithm the length can be reduced. Both algorithms are responsible for an essentially relief of the strain on the transmitter layer.</p> <p>The activation of this algorithms can cause a problem while sending emails on some PC. On other PCs it reduces problems. This option is Standard.</p>
Disconnect from server after sending one email (very slow!)	<p>Activate this setting SuperMailer will disconnect after each email from SMTP Server. If SuperMailer will send the next email SuperMailer must connect to server again, this is slower as reuse the established connection.</p>

Create log file by sending via SMTP server to find errors	This setting is only for error detection if you have problems to send emails to the server of your email service provider. Activate this setting to let SuperMailer write a log file with name sm_smtp_log_threadid<number of thread>.log to the assigned temporary folder of current logged in user. After sending your email(s) you can see the communication between SuperMailer and the server.
SMTP Helo name (leave blank to use the computer name)	Leave this option blank to let SuperMailer use your computer name to say "hello" to the SMTP server. If you want another name you must type in a correct existing domain name.
Name of email client in header	Choose the title of the email program that SuperMailer should use in the header It is recommended not to use any program because most Spam filters know the headers of there programs and though they know that it can't be from this program.
Options for HTML code generation	Click on this button to modify the options for HTML code generation. By activating the options for HTML code generation the HTML code will have a bigger size therefore the email sending process will takes more time.

Tab View

Hottrack	Activate this setting to use mark up entries without clicking the mouse.
Show grid in recipient list	Displays grid lines in the list of all the recipients to enhance readability
Color of marked column with email addresses	You can choose the color of the column header that SuperMailer should use to show you that this is the column with the email addresses

Tab Proxy server / Socks server

The specification of a proxy server is mostly useful in company networks. If possible you should do without.

Fill out the fields of the proxy server and the proxy port, username and password are optional.

If a proxy server is necessary for HTTP connection then you should fill out the fields, without it the link checker can't be used for online updates

Various features

Online Update

You can use the online update to update SuperMailer directly.

If you use an proxy-server you have to configure this server under menu Tools - Settings tab proxy server/socks server.

Print recipients and email text

Click on menu Files - Print. Now a wizard will open, follow the instructions on the screen. To print email text or your list of recipients you need Word/Excel 2000 or higher otherwise you can't print anything.

Save and restore program settings

This feature can be reached over menu Files. All program settings, text blocks and your global block list will be saved. If you want to reinstall SuperMailer or reinstall your system, you can save all settings to a file and restore it if needed.

Archiving projects

SuperMailer includes a simple archiving function.

Archiving a project

You can archive an open not changed project file by calling menu File - Archive project. SuperMailer creates a subfolder behind the specified folder with name SM_Archive_yyyymmddn (yyyy=year; mm=month; dd=day; n=number from 1 to infinite). In this folder SuperMailer will copy the project file and other reports files. After archiving the project you can work with the opened project the copied file will not be modified

Open a project from archive

Select on menu file - Archived projects. Now select the project you want to open.

Attention: When you modify the opened file than the archived file will be modified if you save the file.

Global and local block lists

Your global or local block list contains all email addresses, which should be ignored for your mailings and this addresses will not be accepted for a newsletter registration. The global block list is used for all SuperMailer projects while the local block list is only used for your active project.

Open your global block list via the menu item Tools. if its open you can add, change and delete email addresses, furthermore you can import email addresses from an text file. The menu item Tools - local block list opens the local block list. This dialog is normally used to setup your POP3/IMAP accounts to fetch [register/sign off newsletter](#) mails.

Add recipient to block list

You can configure SuperMailer to automatically add an email address to your global or local block list, by receiving an [unsubscribe newsletter](#) mail. Alternatively you can add an email address by selecting a recipient in the list of all the recipients , open the context menu and choose "Add to global block list".

Saving your block list

A local block list will be saved with your project file. The global block list is stored in the following directory: <your profile>\application data\SuperMailer. If you click on "Save Program options" in the menu Files, your block list will be saved also.

Check email addresses

With this feature you can validate all email addresses. If an address is not valid any more it can be deleted. SuperMailer uses syntax checking and/or DNS lookup (convert hostname to IP address). It checks all MX entries (Mail Exchange) for this entry, to get the valid email server and validates the email addresses.

validate how-to

1. Select recipients via email recipients within the SuperMailer main window. Now click on "Check email addresses" under menu Project.
2. Select "Only syntax checking" to check the syntax of email addresses.
3. Select "Syntax checking, check the server is reachable and email address exists on server" if you want to check the syntax of the email address and after then connect to the email server of recipient to verify the email address.
4. Not for syntax checking: Insert your DNS server, so SuperMailer can check his MX-entries.
SuperMailer tries to find out a default DNS server of your system configuration. Only if this fails you have to insert a DNS server name by hand.
If you use any kind of dial in connection, first of all connect to your provider and then start email address check, because only with an active internet connection SuperMailer can automatically detect your DNS server.
5. Not for syntax checking: Define the number of threads (parallel channels), you can use maximal 100 threads. Please note that a high number of threads results in a high system load. On systems running Windows 9x/ME more than 16 threads can cause system crash's.
6. Click on "Check now" to start this procedure.
7. After validation has finished, you get a list of all addresses, every address with a negative validation is marked. You can mark further email addresses by hand. Click on "Delete selected emails", to delete all marked email addresses from you list of recipients.

Problems during validation

- If the mail server of a recipient is temporarily not available, then this email address gets a negative validation.
- If MX entries are not defined correctly on an mail server, all emails registered to this server will be marked as not valid. At the same time this user can not receive any emails.
- Some Provider doesn't support this validation, in this case you will get an error messages "Relaying denied" and it is not possible to determine if this email address is correct or not. Otherwise some provider completely ignores such request and defines every given email address as correct or incorrect.
- You can only validate email addresses from other providers than your own. for example if you use T-online or 1&1, then all T-online or 1&1 addresses can not be validated.

Use SuperMailer in your applications

This section is only for software developer, which are interested in including SuperMailer in their own applications, to handle email communication.

One possibility to control SuperMailer in your application is through an ini file. All commands in this file will be used as command line parameter. An default ini file can be found in your SuperMailer directory as _AUTOCFG.ini.

Execute SuperMailer with a ini file

Execute SuperMailer with parameter /AUTOCFGFILE:<directory and ini filename>, i.e.. c:\program files\supermailer\sm.exe /AUTOCFGFILE:c:\ainifile.ini

hint: contains a directory or a file name of your ini file blanks so enclose them in quotation marks,

example: c:\program files\supermailer\sm.exe /AUTOCFGFILE:"c:\template for an email\myfile.ini"

You can start SuperMailer via ShellExecute(params), CreateProcess(params) or WinExec(params), all parameters have to be correct.

See also

[Command line parameters](#)

Retrieve SuperMailer install path

To retrieve the install path read the value InstallPath from registry key HKEY_CURRENT_USER\Mirko Boeer Software\SuperMailer\Options . The name of executable file is always sm.exe.

Check if SuperMailer is up and running

SuperMailer should be only started once a time. To check SuperMailer is running you can check the mutex SuperMailer32 are exists.

Example in Delphi 7

```
Var
  hnd : THandle;

hnd := CreateMutex(nil, True, 'SuperMailer32');

If (GetLastError = ERROR_ALREADY_EXISTS) Then
  // SuperMailer is running
else
  CloseHandle(hnd); // SuperMailer doesn't run, free handle
```

Ini file structure

This ini file contains of more than one section, which contains informations and parameters.

hint:

- Please be aware of the correct spelling of all Fields. all fields are case sensitive

- If some parameters are incorrect, then SuperMailer will stop and no emails will be sent.
- There is no order among this sections, but note the file size of this files must not be greater than 64kb.

Section/Parameter

description

[COMMON]

VERSION=1.0

Please state version 1.0, this maybe important for later changes.

[OPTIONS]

PROJECTFILENAME=

define directory and filename of your project-file. if file exists and OPENEXISTING=TRUE then this file will be opened.

hint: An existing file will be overwritten without warning.

State TRUE to open an existing project file. FALSE to create a new one.

OPENEXISTING=TRUE | FALSE

hint: if your statement is TRUE, then section [SENDOPTIONS] will be ignored. your projecfile must contain settings about send-options and whose properties.

MAILSUBJECT=

state the subject of your mail **state a subject if want your mail send**

SENDMAILS=TRUE | FALSE

state TRUE if you want SuperMailer closed after delivery or FALSE if not

CREATEREPORT=TRUE | FALSE

state TRUE if you want an HTML-report file after email delivery

EMAILCOLUMNNAME=

state the field identifier containing the email address. This information is important to SuperMailer to know where it can find the column containing all email addresses, if its left blank or has incorrect data the user will be ask to choose a field.

RECIPIENTSGROUP=

Name of recipients group. This option will used only for existing project files (OPENEXISTING=TRUE) . Leave this option blank to use the first recipients group.

[MAILTEXT]

FORMAT=HTML | TEXT

These defines the email-type: state HTML for HTML-mail and TEXT for plain text mail.

HTMLFILE=

If you have chosen HTML-type, you can now define a HTML-file including path which should be used as email text.

TEXTFILE=

define an text file including path. If you have chosen HTML as type this text file

will be used as alternative text part.

[ATTACHMENTS]

FILE1=

define all file attachments: <unique name>=<complete path and filename>
example

FILE1=c:\autoexec.bat
FILE2=c:\config.sys

[SENDOPTIONS]

(see Menu Projects - email settings)

MAILCHARSET=iso-8859-1|iso-8859-2|iso-8859-3|iso-8859-4|windows-1251
|iso-8859-6|iso-8859-7|iso-8859-8|iso-8859-9|iso-8859-10

Define email encoding, all possible identifiers are stated. default is iso-8859-1 this is valid for all European emails.

MAILPRIORITY=NORMAL|HIGH|HIGHEST

state mail priority

FROM=

state sender email-address

REALNAME=

state shown name

REPLYTOADDRESS=

state reply email address.

MULTIPART=TRUE|FALSE

only for HTML-emails. state TRUE to create an multipart email and FALSE to send an pure HTML-mail.

SMAPI=TRUE|FALSE

state TRUE to send via Simple Mail API

OUTLOOK=TRUE|FALSE

state TRUE to send via Microsoft Outlook

SMTP_DIRECT=TRUE|FALSE

state TRUE to send directly to a mail server used by the recipient

SMTP=TRUE|FALSE

state TRUE to send via SMTP server owned by your provider

SMTP_SERVERNAME=

define SMTP servers name.

SMTP_PORT=25

define SMTP port default 25.

TIMEOUT=60

define SMTP server timeout default 60sek.

THREADS=

define number of threads for mail delivery; default is 5

SMTP_AUTH=TRUE|FALSE

TRUE SMTP authentication necessary

SMTP_USERNAME=

SMTP username for SMTP authentication

SMTP_PASSWORD=

SMTP password for SMTP Authentication

POP3_AUTH=TRUE|FALSE

TRUE use pop3 authentication.

POP3_SERVER=

define pop3 server

POP3_PORT=110	define pop3 port default 110
POP3_USERNAME=	username for pop3 server
POP3_PASSWORD=	password for pop3 server
RETURN_RECEIPT=TRUE FALSE	TRUE - notice of receipt
BCCTOMYSELF=TRUE FALSE	TRUE - BC of every mail to your own email address
ESMTP=TRUE FALSE	this should be ever FALSE .
BREAK=1	time between two mails: default 1 ms
MAILSEENDBREAK=TRUE FALSE	break between a number of mails?
MAILBREAKAFTER=2	break after X emails
MAILBREAKAFTERWAITTIME=1	break in seconds
BCCSEND=TRUE FALSE	TRUE delivery with BCC active
BCCMAXRECIPIENTSPERMAIL=1	max number of BCC recipients, number have to be > 0!
BCCTOEMAILADDRESS=	define the email address in field "An/To" this statement have to be correct!

[DEFAULTFIELDS]

0=Name	Define all default fields, which SuperMailer should show in your list of all the recipients. If you don't import field-structures so you have to define an field structure for the chosen import type in section [<code><importvariant>_FIELD_ASSIGNMENT</code>] If you import a text file you have to define a structure in this text file.
1=Vorname	
2=EMail	
3=Anrede	

[IMPORT]

TEXTFILE=	This import section will be scanned in this order, if an import type is not left blank, than all other types will be ignored. define path and file name of the import file.
XLSFILE=	define path and file name of the import excel file.
WABFILE=	define path and file name of the import WAB file (windows address book).
OUTLOOKIMPORT=TRUE FALSE	TRUE, import Outlook data
DBIMPORT=TRUE FALSE	TRUE, import from database

[TEXTFILE_IMPORT_OPTIONS]

define options for text file import

SEPARATOR=	separator between data values: example ;. for tab use \t
NOHEADLINE=TRUE FALSE	TRUE, there is no structure information in the first row
DONTCLEARCURRENTLIST=TRUE FALSE	TRUE, don't deletes current list, appends data
ONLYEMAILADDRESSES=TRUE FALSE	TRUE, list contains email addresses only, one per row
NOEMAILCHECK=TRUE FALSE	TRUE, no email address validation
REMOVEQUOTES=TRUE FALSE	TRUE, deletes quotation marks
TRIMSPACES=TRUE FALSE	TRUE, delete leading or following space_characters
OEMTOANSI=TRUE FALSE	TRUE, convert DOS to ANSI; default FALSE

[WABFILE_IMPORT_OPTIONS]

	only for WAB import
DONTCLEARCURRENTLIST=TRUE FALSE	TRUE, don't delete current list

[WABFILE_FIELD_ASSIGNMENT]

	only for WAB import
NAME=	define a field name which exists in SM field identifiers. left blank - no import
FIRSTNAME=	define a field firstname which exists in SM field identifiers. left blank - no import
TITEL=	define a field title which exists in SM field identifiers. left blank - no import
EMAIL=	define a field email which exists in SM field identifiers. left blank - no import
MAINFAXNUMBER=	define a field mainfaxnumber which exists in SM field identifiers. left blank - no import
BUSINESSFAX=	define a field businessfax which exists in SM field identifiers. left blank - no import
COMPANYNAME=	define a field companyname which exists in SM field identifiers. left blank - no import

[OUTLOOK_IMPORT_OPTIONS]

	only Outlook import
OUTLOOKFOLDERNAME=	name contact folder, default Contacts
OUTLOOKCATEGORY=	define category, if any then all contacts will be imported.
DONTCLEARCURRENTLIST=TRUE FALSE	TRUE, don't delete current list

[OUTLOOK_FIELD_ASSIGNMENT]

	only outlook import, one assignment necessary!
email address 1=	See example file SuperMailer_AUTOCFG.INI
Name email-Adresse 1=	
email-Adresse 2=	

Name email-Adresse 2=
email-Adresse 3=
Name email-Adresse 3=
FirstName=
LastName=
Firstname and LastName=
Nick Name=
Title=
usw.

define SM field identifier after the equation
mark example email address 1=E-Mail

[XLSFILE_IMPORT_OPTIONS]

only excel import.

WORKSHEET=1..N

define excel spreadsheet: default is 1.

NOHEADLINE=TRUE | FALSE

TRUE, Excel file has no structure info in first row

DONTCLEARCURRENTLIST=TRUE | FALSE

TRUE, don't delete current list.

REMOVEQUOTES=TRUE | FALSE

TRUE, delete quotation marks

TRIMSPACES=TRUE | FALSE

TRUE, delete leading and following blanks

[DB_IMPORT_OPTIONS]

only database import.

CONNECTIONSTRING=

define database connection string.

TABLENAME=

define table which should be imported.

ASSIGN_TABLE_STRUCTURE=TRUE | FALSE

TRUE, if table structure and SM field identifier are 1:1 the same

DONTCLEARCURRENTLIST=TRUE | FALSE

TRUE, don't delete current list, deleted if new structure.

[DB_FIELD_ASSIGNMENT]

only for database import, statement is necessary if ASSIGN_TABLE_STRUCTURE=FALSE

define a fieldname from your table, followed by an equation mark and state the corresponding SM fields identifier. example:

TABLE_FIELD_NAME1..n=RECIPIENT_LIST_FIEL
D_NAME1..n

left table structure... middle equation mark...
right SM field identifier.

Name=Name
FirstName=FirstName
E-Mail=E-Mail

Command line parameters

SuperMailer project file drive:\folder\ <name>.smp< td=""> <td>Opens the given project file.</td> </name>.smp<>	Opens the given project file.
/AUTOCFGFILE: <ini file>	See also Use SuperMailer in your applications
/AUTOSUBMIT:drive:\folder\ <name>.smp< td=""> <td>Opens the given project file and starts email sending process. This parameter will be used by the SuperMailer Scheduler . The usage of parameters /AUTOSUBMIT and /AUTOSENDSMS are not allowed at once a time.</td> </name>.smp<>	Opens the given project file and starts email sending process. This parameter will be used by the SuperMailer Scheduler . The usage of parameters /AUTOSUBMIT and /AUTOSENDSMS are not allowed at once a time.
/AUTOSENDSMS:drive:\folder\ <name>.smp< td=""> <td>Opens the given project file and starts SMS sending process. This option is not available in the english version. The usage of parameters /AUTOSUBMIT and /AUTOSENDSMS are not allowed at once a time.</td> </name>.smp<>	Opens the given project file and starts SMS sending process. This option is not available in the english version. The usage of parameters /AUTOSUBMIT and /AUTOSENDSMS are not allowed at once a time.
/AUTOCREATEREPORT	Saves the report as HTML file after finishing the email sending process. The filename of HTML file is <project file without .smp>.html. This parameter is only suitable by using parameters /AUTOSUBMIT and /AUTOSENDSMS.
/AUTOSHUTDOWN	Shuts down Windows after finishing email sending process. This parameter is only suitable by using parameters /AUTOSUBMIT and /AUTOSENDSMS.
/AUTORECIPIENTSGROUP: "Name of recipients group"	Selects the recipients group before email sending will start. The name of recipients groups must be specified in quotation marks. This parameter is only suitable by using parameters /AUTOSUBMIT and /AUTOSENDSMS.
/AUTORETRSUBUNSUB	After opening the project file SuperMailer will retrieve all newsletter subscriptions / unsubscriptions automatically.
/AUTORETRSUBUNSUBAND QUIT	After opening the project file SuperMailer will retrieve all newsletter subscriptions / unsubscriptions automatically. SuperMailer will then save the project file and will exit itself.
/IGNOREDUPS	You can specify this parameter to suppress the request to remove duplicate recipients. In this case SuperMailer will never remove duplicate recipients.

Retrieve SuperMailer install path

To retrieve the install path read the value InstallPath from registry key HKEY_CURRENT_USER\Mirko Boeer Software\SuperMailer\Options . The name of executable file is always sm.exe.

Check if SuperMailer is up and running

SuperMailer should be only started once a time. To check SuperMailer is running you can check the mutex SuperMailer32 are exists.

Example in Delphi 7

```
Var  
  hnd : THandle;  
  
hnd := CreateMutex(nil, True, 'SuperMailer32');  
  
If (GetLastError = ERROR_ALREADY_EXISTS) Then  
  // SuperMailer is running  
else  
  CloseHandle(hnd); // SuperMailer doesn't run, free handle
```

SuperMailer-Bounce

SuperMailer-Bounce can be used for retrieving undeliverable emails. In SuperMailer 4.70 and newer you can click behind the recipients list on "Bounces" to let SuperMailer retrieve all hard bounce emails.

This import option can be used for older SuperMailer-Bounce versions or for importing email addresses (one email address per row) to let SuperMailer search and remove the specified recipients.

check subscribers Sub-/ unsubscriptions

SuperMailingList

SuperMailingList allows management of newsletter recipients online with a MySQL database and PHP scripts in mailing lists. The difference to [SuperMailer newsletter scripts](#) are the live management of recipients and sending confirmations at subscription or unsubscription of mailing list.

More information to SuperMailingList you can find in internet at <http://www.supermailinglist.de/> .

For importing recipients from SuperMailingList open the Import dialog in SuperMailer and select "from SuperMailingList". Specify the HTTP URL auf export script and username and password. The name of script is ever supermailer_import.php, e.g.

http://www.supermailinglist.de/maillinglisten_verwaltung_demo/supermailer_import.php

With SuperMailinglist you can manage your newsletter recipients online. Information to SuperMailinglist you can find at <http://www.supermailinglist.de/>.

HTTP URL of SuperMailingList export script:

Username: Password:

Mailinglist(s):

Import recipients from following groups:

SuperMailingList Group	Import to SuperMailer group
<input type="checkbox"/> Gruppe 1	
<input type="checkbox"/> Gruppe 2	

Import all fields, current recipients list will be deleted!
 Import special fields only [Field assignment](#)

Import automatically on opening project file

1. Select mailing list from which recipients should be imported.
2. If there are groups created you can assign SuperMailingList groups to SuperMailer groups. For assigning groups you must set checkmark and select SuperMailer group. When there are no groups selected than all recipients will be imported to current selected SuperMailer recipients group.
3. Select "Import all fields, current recipients list will be deleted" to let SuperMailer import all fields with all information. In this case SuperMailer recipients list will be deleted completely. Select variant "Import special fields only" and click on "Field assignment" to assign SuperMailingList fields to defined SuperMailer fields to keep your current recipients list.

Recommendation for using SuperMailer and SuperMailingList together

- Name all mailing lists without special chars and blanks.
- Don't use groups in SuperMailingList.
- In SuperMailer create recipients groups with same name of mailing lists in SuperMailingList. You should use the same name because of simpler usage of unsubscription link.
- Select in SuperMailer the correct recipients group and import the recipients from same named SuperMailingList mailing list.

Unsubscribe link

Use the unsubscribe link showed in SuperMailingList Website - Subscription/Unsubscription forms. In SuperMailer copy the unsubscription link (HTML- and plaint text variant) in the fields you can find on menu Project - Unsubscribe link. Modify the script parameter ML=X to ML=[Recipients_group] in unsubscribe link to let SuperMailer use the correct recipients group name in unsubscribe link.

Sample: showed unsubscribe link in SuperMailingList for mailing list Demo_Mailing_List

*http://www.supermailinglist.de/maillinglisten_verwaltung_demo/nl.php?ML=**Demo_Mailing_List**&F=1&Action=unsubscribe&IsHTMLForm=0&EMail=[EMail]*

After modifying the link

*http://www.supermailinglist.de/maillinglisten_verwaltung_demo/nl.php?ML=**[Recipients_group]**&F=1&Action=unsubscribe&IsHTMLForm=0&EMail=[EMail]*

Insert placeholder [UnsubscribeLink] to your newsletter text (HTML and plaintext variant). SuperMailer will send the correct unsubscribe link to your recipients and they can be unsubscribe from mailing list.

See also

[Retrieve Newsletter subscription / unsubscription with SuperMailer](#)

Usage Problems of the SuperMailer

How can I get help with the SuperMailer

Please visit the [support board](#) and look after an answer of your problem.

Alternatively you can send an email to our [support](#) or call our [Hotline](#).

SuperMailer displays the message "Error on loading Winsock2 library (WS2_32.dll)"

Please download and install the [Windows Socket 2 Update](#) for Windows 95.

Every time I get the message "Socket-Error:..."

This can be caused by two things:

1. Verify the data of POP3 and/or SMTP servers on menu Project - Send settings or on menu Project - Mailboxes
2. Verify if you are connected to the internet
3. If you use any firewall please verify, if you have permitted the outgoing connections for SuperMailer (Port 25, 53).
4. Activate or deactivate the usage of the Nagle Algorithm under menu Tools - Options.

Problems with Norton Antivirus

Deactivate Norton Antivirus **before** you send any email or you deactivate the examination of outbound emails on Norton Antivirus, this could create problems or your computer could crash, because Norton antivirus can't process that amount of emails

I get the message "Permission denied" on demanding the subscribe / unsubscribe messages

Verify username and password for this POP3/IMAP mailbox on menu Project - Mailboxes. If you can't find any error, look on the homepage of your provider, mostly you can find an how to to set up your Outlook or Outlook Express on this page. There you can find the correct usage of your username.

Message 250 OK is displayed

This isn't an error. Code 250 shows that your email was send successfully

Error 354 (Start mail input; end with <CRLF>.<CRLF> Exception: Attached file not found or access denied. is displayed)

Verify all links to images in an HTML email and attachments. If your attachments aren't available resp. access is denied by another application, then this error is displayed. Activate / deactivate the Nagle Algorithm on menu Tools - Options.

Error 421 <domain> Service not available, closing transmission channel is displayed

The SMTP server can't get more domain names for IP addresses, because the daemon of this application denies all further requests. 2 possible causes:

- This SMTP server has a technical malfunction, this can only be solved by your Provider
- The Server is flooded with too much emails, reduce the amount of threads under menu Project - Send settings.

Error 500 or 501 Syntax error on email outbound

1. Verify under menu Project - Send settings the correct writing of your email address
2. Verify on the tab email recipient, if the correct field is selected. If it isn't then click on menu Project "Field with email address" to correct it.
3. Verify the name of your computer, there mustn't be any blanks, special character. Windows XP: To change your computer name please open system settings. Change to tab computer name and click on change. Other operating systems use similar steps.

Error 530 Authentication required

You don't have activated the SMTP or POP3 authentication. Click on menu Project - Send settings and activate the SMTP authentication (or POP3 authentication) and define the required data. Ask your provider for all types available authentication types, mostly it is the SMTP authentication (SMTP Auth).

Strato

If you use an Strato mail server, there can occur an error after 20 minutes. To avoid this you can read the "help" pages of your own email application. Let your email application check your inbox automatically after 10 minutes. Alternatively you can use this software: [SuperSpamKiller](#) to check your email account every 10 minutes.

Error 550 Requested action failed: mailbox unavailable [E.g., mailbox not found, invalid domain, no access]

This message is returned by an SMTP server if an email address doesn't exist, therefore this email address is not valid.

Error 552 Requested mail action aborted: exceeded storage allocation

On the SMTP server isn't any available space to queue your mails. You have to cancel the sending and try it later time. You can inform your provider though that problem can be solved.

If you send mails the BCC mails aren't send

Try how many BCC recipients your email provider allows. This setting differs between various providers.

By sending via BCC the adjusted amount of email recipients is transmitted as erroneous.

One of the email addresses in your list is erroneous or has not the right format. This email won't be sent, because the SMTP server cancels the transfer. After sending you can select erroneous mails and try to transfer them separately to determine which address caused this problem.

Special error codes, only used by SuperMailer

Code meaning

- 624 Sending was cancelled, transfer thread was closed, no status is available.
- 700 There is no SMTP server defined.
- 720 Opening and encoding of file attachments failed, e.g. file not available or access denied.
- 800 Encoding of the file attachments failed.
Only during validation of email addresses. An error occurred on communication with the mail server of the email recipient
- 999
- 9998 transfer was cancelled by user.

More standardized SMTP error codes

Code meaning

- 200 (nonstandard success response, see rfc876)
- 211 System status or system help reply
- 214 Help message
- 220 <domain> service ready
- 221 <domain> service closing transmission channel
- 250 Requested mail action okay, completed
- 251 User not local; will forward to <forward-path>
- 354 Start mail input; end with <CRLF>.<CRLF>
- 421 <domain> service not available, closing transmission channel
- 450 Requested mail action not taken: mailbox unavailable
- 451 Requested action aborted: local error in processing
- 452 Requested action not taken: insufficient system storage
- 500 Syntax error, command unrecognized
- 501 Syntax error in parameters or arguments
- 502 Command not implemented
- 503 Bad command sequence
- 504 Command parameter not implemented
- 521 <domain> does not accept mail (see rfc1846)

Code meaning

- 530 Access denied (???)a Sendmailism)
- 535 SMTP Authentication unsuccessful / Bad username or password
- 550 Requested action not taken: mailbox unavailable
- 551 User not local; please try <forward-path>
- 552 Requested mail action aborted: exceeded storage allocation
- 553 Requested action not taken: mailbox name not allowed
- 554 Transaction failed

how to contact us

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SuperMailer website: <http://int.supermailer.de>

At this time we provide only support per email.

[ICQ UIN](#): 193477

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The licenser points out expressly that before the installation of any new software on your system a data protection should be made, in order to prevent a possible loss of your data. This safety precaution should take place also with the installation of this software. If you should not have your data yet secured, we guess urgently to break off the installation immediately your data to secure and only following the installation again to start. Beyond that it is recommendable to safe your data in regular intervals.

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A guarantee for an error free functionality of the program is not taken over of the licensors. The licenser ensures the perfect legibility of the medium for the case of the transmission of the program on a data medium at the time of the delivery, as far as the employment takes place via the licensee under normal operating conditions and considering usual maintenance measures of the data-processing system.

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You recognize the Shareware version by the fact that with the program start a Shareware reference display window with the remaining test days and/or the reference is "This Version is Shareware" appears. This window must be confirmed with each program start, before the software can be used.

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The free use of the software is limited to 35 days.

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The licensor grants for the duration of the available contract a simple, not exclusive and personal right, the software to **one** individual personnel computer to the licensee and only at a place to use. Each large use is not permitted.

It is in particular forbidden to the licensee,

- to pass on the software or individual program sections third on or make accessible in other way, in particular in form borrows or rent;
- to transfer the software over a net or a transfer layer from a computer to another computer;
- to amend to translate to back-develop to decompile or disassemblage the software;
- to provide derived works;

The licensee receives the property at a physical data medium by the acquisition of the program alone, as far as the hiring of the license material on the way of the long-distance data transmission does not take place. With both hiring alternatives an acquisition is not connected of large rights as the designated.

Making (only) of a backup copy is permissible only for safeguard purposes, if the software on a data medium was supplied..

4. Duration of the contract

The contract is closed on indefinite time. Each offence of the licensee against the license regulations incurs the loss the right to use, without it requires a notice on the part of the

licenser.

5. Payment of damages during violation of contract

The licensee is responsible for all financial damages, which the licenser develops due to injuries of copyright or an injury of these clauses of a contract.

6. Changes and actualizations (updates)

The licenser is entitled to update the software after own discretion. It is not obligated to place to the licensee any actualizations to the order. Any actualizations of the software are always free.

The licensee is informed by email about product innovations, if a valid email address was indicated for licensing of the software. The licensee can decide freely whether he loads the actualization of the software at own expense from the Internet and the actualization installed.

7. Product name and registered trade mark

All in this text, the documentation and the software used product name and registered trade marks are recognized hereby as property of their owners, independently of whether they are characterized as such or not.

8. Other

It is not permitted to use SuperMailer for the dispatch of so-called spam mails (unasked forwarding of emails) . If one of the regulations, these license regulations, should be ineffective then of it the effectiveness of the remaining regulations is not affected. In place of the ineffective regulations such effective regulations apply as agreed upon, which come in their sense of the intention of the ineffective regulations in favor of the licenser next.

Leipzig, July 2003

Registration of SuperMailer

For completely hasty ones the [Bank account is here](#) However please inform first about the different program versions.

SuperMailer is distributed as shareware.

With this shareware version you have the possibility to test SuperMailer in all details. You can see whether the program fulfills your requirements. After the 35 days test period you must decide whether you would like to use the program further or not. If you should decide to use the program anymore you must remove it from the computer. If you like to use the program further you must register and buy a license.

How much is the registration fee?

With the registration (and payment) of the registration fee for the software SuperMailer you acquire the unlimited right to use the current software version incl. all future versions.

The license is a registration key that must be entered in the trial version. Should you forget the key then you can write an email to our [support email address](#).

Amount of registration fee

SuperMailer is offered in different versions:

Kind / version of the license	registration fee for one workstation
Standard This version is ideal for private people or non-profit associations who have up to 500 recipients. A commercial use of this version is not permitted.	Internet
Professional limited This version is for a higher number of recipients. The number of recipients is limited to 5000.	Internet
Professional unlimited This version is for more than 5000 recipients. The number of receivers is not limited*.	Internet
Professional unlimited BCC This version is identical to the Professional Unlimited additionally the sending with BCC option is possible.	Internet
Informations about multi user licenses can be found on the internet	

<http://int.supermailer.de/>

Limits of versions

Version / Program function	Shareware	Standard	Professional Limited	Professional Unlimited	Professional Unlimited BCC
Max. Amount of email recipients	25	500	5000	unlimited*	unlimited*
Amount of attachments	5	5	1024 ¹	1024 ¹	1024 ¹
Personalized attachments	Yes, tryable	No	Yes	Yes	Yes
Dynamic text blocks	Yes, tryable	No	Yes	Yes	Yes
Text blocks	Yes, tryable	No	Yes	Yes	Yes
Query function	Yes, tryable	No	Yes	Yes	Yes
Tracking function	Yes, tryable	No	Yes	Yes	Yes
Usage of own webspace/dedicated server to send emails	No	No	Yes	Yes	Yes
Defining own email header values	No	No	Yes	Yes	Yes
Sending via BCC	No	No	No	No	Yes

* Value depends on available resources of your PC; approx.. 370,000 to 1 Million receivers can be managed

¹The number of 1024 is a fixed value.

Advantages of the registration

- You get the right for long term use of the program SuperMailer this includes also future updates of our software. The updates can be downloaded at any time free of charge from the site <http://int.supermailer.de/>
- The nag screen on the start of the SuperMailer disappears.
- The trial version texts "Send with <http://int.supermailer.de/> " are no longer present in the emails
- You are informed about new versions by email.
- On problems you receive to support by email or ICQ.

How can you order the license?

The ordering of one license is very simple:

1. Start the online registration directly in the program SuperMailer click in menu ? on "Online registration". You will be connected with the internet site <http://int.supermailer.de/> On this page you can find any informations.
2. Registration directly on the web page simply browse to <http://int.supermailer.de/> .