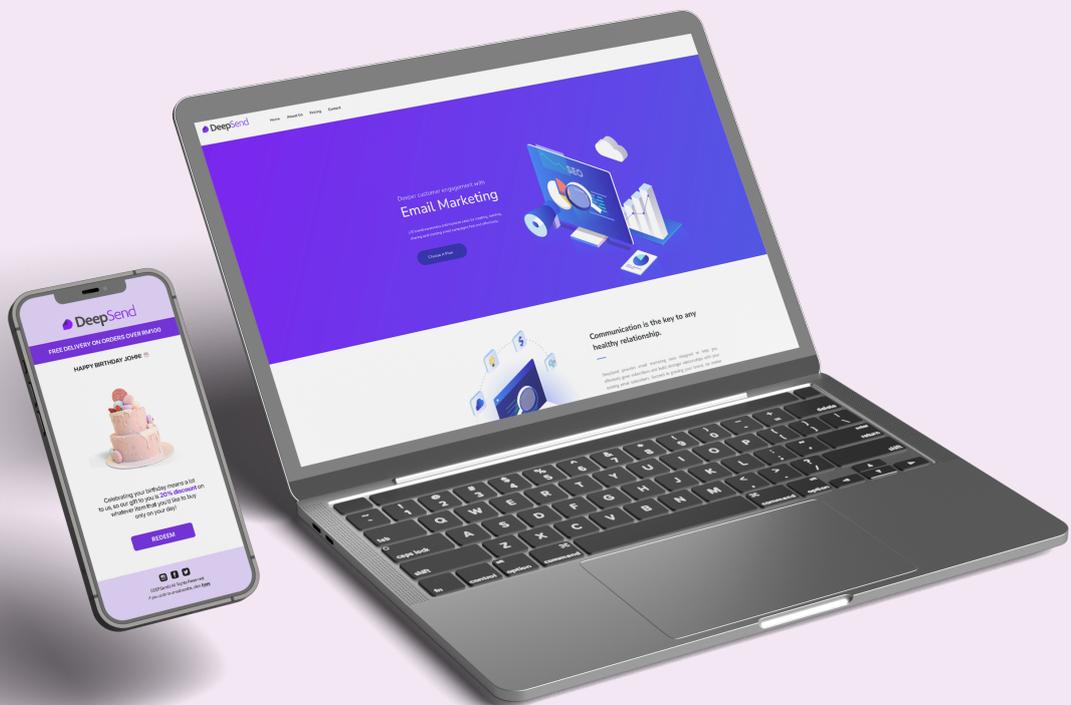


Email Marketing Platform User Guide



What is DeepSend?

DeepSend is a simple email marketing solution for all types of businesses. The key idea behind our solution is simple tools that you can maximise for your business. We provide our customers with a simple content editor, simplified subscriber management and campaign reports to help you with better and more effective marketing strategy.

Getting Started

Sign Up

Let's begin with signing up for a Free plan. Click the Log In button in the top right hand corner.

If you have **already created an account**:

1. Log In using your email and password.

If you **do not have an account**:

1. Click 'Create an account'.
2. You will be redirected to a page to Create your account.
3. Insert details such as **email, name, password, timezone, and preferred language**.
4. Tick the reCAPTCHA box.

Once you're done, click on '**Get Started!**' and you will be redirected to your new DeepSend account.

NOTE: Please take the time to read our **Terms of Use** and **Privacy Policy**. Make sure you have permission from subscribers to send them email campaigns.

Accounts

My Profile

[My profile](#) [Contact information](#) [Billing](#) [Subscription](#) [Logs](#)

Profile Photo



Upload your photo...

Photo should be at least 300px x 300px

[Upload](#)

[Remove](#)

Basic information

First name *

Last name *

Timezone *

(GMT+08:00) Asia/Kuala_Lumpur

Language *

English

Color scheme

System default

Text editor direction

LTR - Left to Right

Account

Email *

New password

Confirm new password

[Save](#)

Profile Photo

1. You can upload or remove your profile photo.
2. To upload, ensure the photo is at least 300px x 300px.
3. Click **Save**.

Basic Information

1. Update details such as **first and last name**, **timezone**, **preferred language**, **colour scheme**, and **text editor direction**.
2. Click **Save**.

Account

1. You can update your **email** and **new password**.
2. Click **Save**.

Accounts

Contact Information

[My profile](#) [Contact information](#) [Billing](#) [Subscription](#) [Logs](#)

Primary account contact

First name *	Last name *	Country *
<input type="text"/>	<input type="text"/>	<input type="text" value="Choose"/>
Email address (at work) *	Company / Organization *	
<input type="text"/>	<input type="text"/>	
Address 1 *	Office phone	
<input type="text"/>	<input type="text"/>	
City *	Zip / Postal code *	Address 2
<input type="text"/>	<input type="text"/>	<input type="text"/>
Website URL	State / Province / Region	
<input type="text"/>	<input type="text"/>	

Billing information

Tax number	Billing address
<input type="text"/>	<input type="text"/>

[Save](#)

Primary Account Contact

1. Update details such as **first and last name**, **work email**, **first address**, **city**, **zip / postal code**, **country**, company / organisation, office phone, second address, state / province / region, and website URL.
2. Click **Save**.

Billing Information

1. Update tax number and billing address.
2. Click **Save**.

Accounts

[My profile](#)
[Contact information](#)
[Billing](#)
[Subscription](#)
[Logs](#)

Billing information

You have no billing addresses yet. Click button below to add one.

Add billing address

Payment method

 Pay with Offline payment Remove
Pay for your subscription outside of the application, via wire transfer or bank deposit for example

Change payment method

Billing

Billing Information

1. Click add billing address.
2. Edit payment method by updating details such as **first and last name, email, address, country, and phone number.**
3. Click **Save.**

Payment Method

1. You can choose your payment method. Currently, only offline payment is available.
2. Click **Save Payment Method.**

Subscription

[My profile](#)
[Contact information](#)
[Billing](#)
[Subscription](#)
[Logs](#)

⚠ You have a pending renew invoice. [Click here](#) to check details

Subscription

Thank you for being with us, you are currently subscribed to Free plan. Your next invoice will be billed in 1 week ago, on Aug 27, 2021.

Cancel

Change plan

Cancel now

Renew Subscription

You're renewing Free plan, and your subscription will be due on Sep 27, 2021

Free	RM0
2,000 Sending credits	
Unlimited contacts	
Tax	RM0

You can change or cancel your subscription plan. Currently, only the Free plan is offered.

1. To cancel, click **Cancel Now** and click **Confirm.**

Invoice / Logs

1. View all payment transactions and details of invoices / billing history.

Plan Details

1. View details of your current plan including plan name, quota, permissions, and other information.

Accounts

Logs

[My profile](#) [Contact information](#) [Billing](#) [Subscription](#) [Logs](#)

Sort by Created at ↓ 🔍 Type All ↓

	The campaign "Test" was started! Campaign	38 minutes ago Sep 09th, 2021 16:33
	The subscriber "naurahnaqistina@gmail.com" belonging to the list "Test" was deleted! Subscriber	44 minutes ago Sep 09th, 2021 16:27
	A new campaign "Test" was created! Campaign	22 hours ago Sep 08th, 2021 18:52
	The list "Test" was created! List	22 hours ago Sep 08th, 2021 18:33

25 ↓ items per page | From 1 to 4. Total 4 records

View recent activity / history.

Lists

My Lists Dashboard

My Lists dashboard is essentially a collection of your audience's contact details that can be segregated into multiple different mailing lists to help you target your email campaigns better.

These are the features that are available to customize your audience list:

- Create List
- Subscribers
 - i. Add New Subscribers
 - ii. Import New Subscribers
- Overview
- Settings
- Segments
- Embedded Form
- Forms / Pages
- Manage List Fields
- Email Verification
- Statistics

Create List

You can change or cancel your subscription plan. Currently, only the Free plan is offered.

1. You can start creating your mailing list by selecting the “**Create List**” button.

Home

☰ My lists

Sort by Custom order ▾

[+ Create list](#)



You have no list

Lists

Create List

- Fill up the details under “**Identity**” by naming your mailing list, set up the email address and a name of which you want to be displayed to the email recipient, and default email subject.

Edit your mail list

Identity

Name *	<input type="text"/>	From email *	<input type="text"/>
Default From name *	<input type="text"/>	Default email subject	<input type="text"/>

- Fill up the “**Contact Information**” details for your company.

Contact information Default from your contact information - Edit

Company / Organization *	<input type="text"/>	State / Province / Region *	<input type="text"/>
Address 1 *	<input type="text"/>	City *	<input type="text"/>
Address 2	<input type="text"/>	Zip / Postal code *	<input type="text"/>
Country *	<input type="text" value="Choose"/>	Phone *	<input type="text"/>
Email *	<input type="text"/>	Home page	<input type="text"/>

- Setup the subscription setting for your mailing list. You will have the option to choose between the three options as shown.

Settings

Subscription

<p>Send subscription confirmation email (Double Opt-In) When people subscribe to your list, send them a subscription confirmation email.</p> <p>Send unsubscribe notification to subscribers Send subscribers a final "Goodbye" email to let them know they have unsubscribed.</p>	<p>Send a final welcome email When people opt-in to your list, send them an email welcoming them to your list. The final welcome email can be edited in the List -> Forms / Pages management</p>
<p><input type="checkbox"/></p> <p><input type="checkbox"/></p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p>

- Click “**Save**” when done and you have successfully created a mailing list to your “**Lists**” dashboard.

Lists

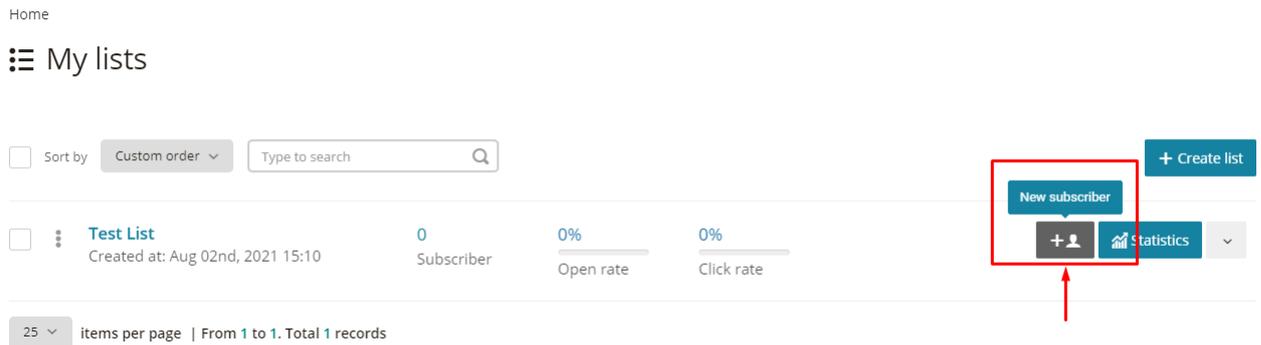
Subscribers

Once you have successfully created a mailing list, next, you need to add your audience contact information to the list. You have two options available to add a new contact (subscriber):

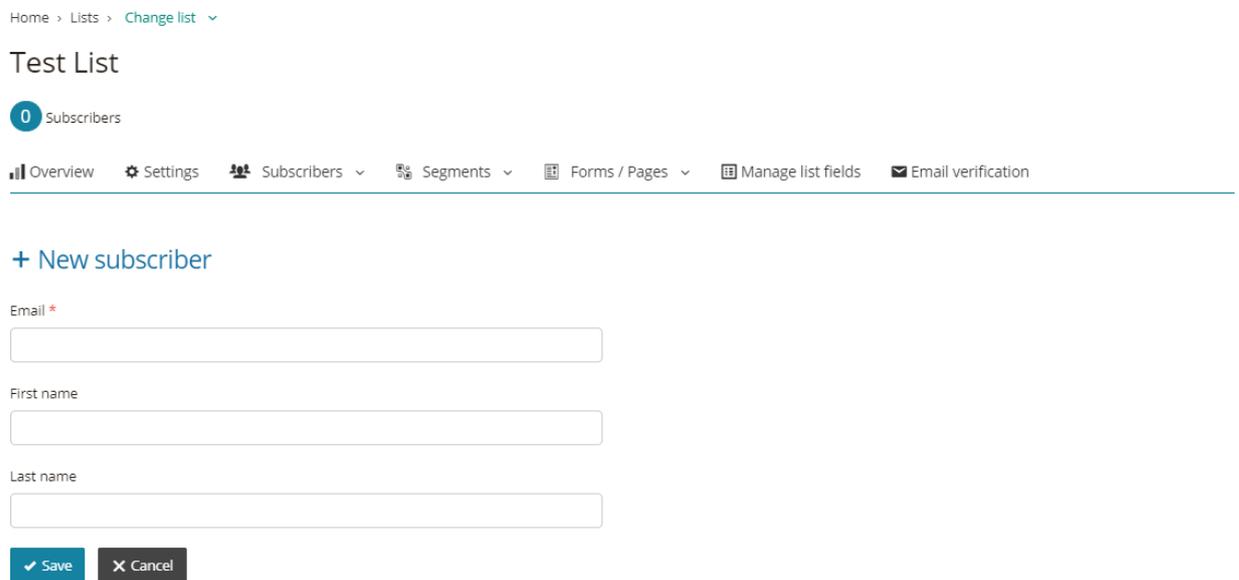
1. By adding new subscribers manually via filling each subscriber details individually,
2. Or by importing new subscribers by uploading any external documents in CSV format.

Add New Subscribers

1. You can start by clicking the “**New Subscriber**” icon.



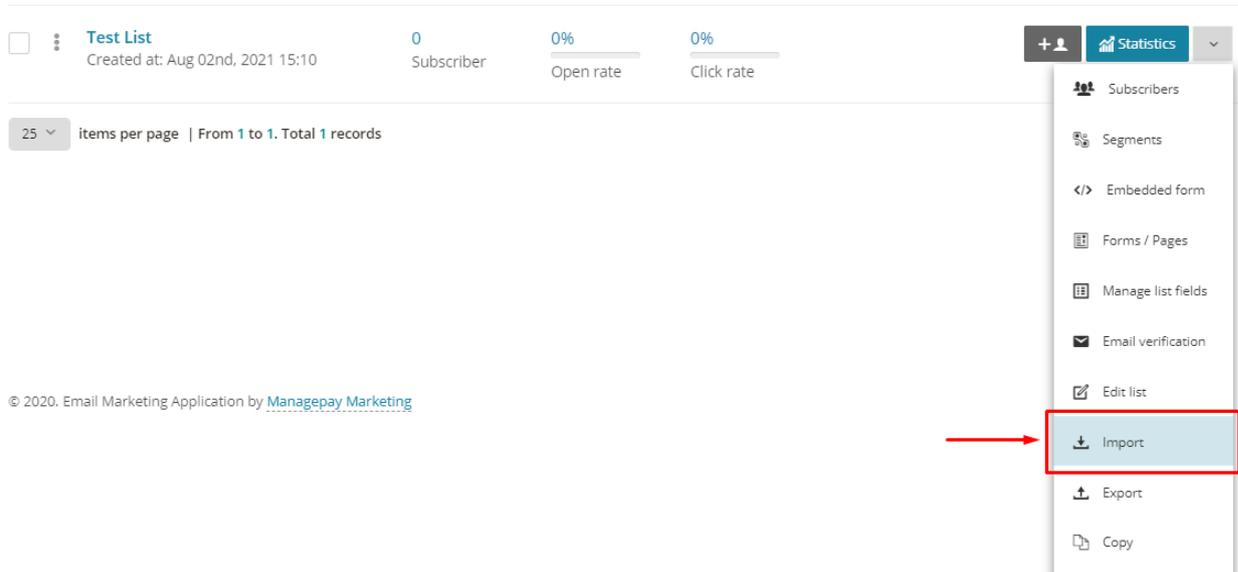
2. Then, fill up the new subscriber details such as email address, first name and last name.



Lists

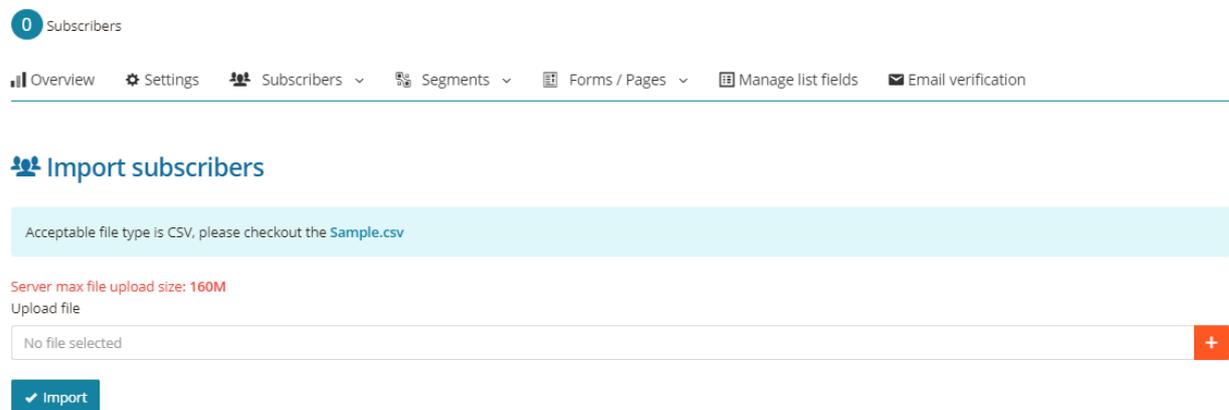
Import New Subscribers

1. Click on the drop-down icon at the end of the right corner of your mailing list and select **“Import”**.



The screenshot shows the 'Test List' interface. At the top, it displays 'Test List' with a dropdown icon, 'Created at: Aug 02nd, 2021 15:10', '0 Subscriber', '0% Open rate', and '0% Click rate'. Below this, there's a pagination bar showing '25 items per page | From 1 to 1. Total 1 records'. At the bottom left, there's a copyright notice: '© 2020. Email Marketing Application by Managepay Marketing'. On the right side, a dropdown menu is open, listing options: 'Subscribers', 'Segments', 'Embedded form', 'Forms / Pages', 'Manage list fields', 'Email verification', 'Edit list', 'Import', 'Export', and 'Copy'. The 'Import' option is highlighted with a red box, and a red arrow points to it from the right.

2. Select the CSV document with your subscriber's contact details that you wish to import into the mailing list and click **“Import”**.



The screenshot shows the 'Import subscribers' form. At the top, it says '0 Subscribers'. Below that, there's a navigation bar with 'Overview', 'Settings', 'Subscribers', 'Segments', 'Forms / Pages', 'Manage list fields', and 'Email verification'. The main heading is 'Import subscribers'. A light blue banner says 'Acceptable file type is CSV, please checkout the [Sample.csv](#)'. Below that, it says 'Server max file upload size: 160M'. There's an 'Upload file' section with a text input field containing 'No file selected' and a red '+' button. At the bottom, there's a blue 'Import' button with a checkmark icon.

Lists

- Once you have successfully imported your subscribers into your mailing list, you will also have the option to “**Download Log**” or “**Import Another**” CSV document.

[Overview](#)
[Settings](#)
[Subscribers](#)
[Segments](#)
[Forms / Pages](#)
[Manage list fields](#)
[Email verification](#)

Import subscribers

Acceptable file type is CSV, please checkout the [Sample.csv](#)

Import complete

100% Complete

Processed: 4 / 4 subscribers
 Success: 4
 Error: 0

[Download log](#)
[Import another](#)

- You can also scroll below to view your import history in “**Recent Import**”.

Recent import

Sort by [Created at](#)

 <p>Import subscribers ⌚ 00:00:38 Run at: Aug 03rd, 2021 17:32 Finished at: Aug 03rd, 2021 17:33</p>	<p>100%</p> <p>Processed: 4 / 4 subscribers Success: 4 Error: 0</p>	<p>DONE</p> <p>Log X</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	----------------------------------------------------------

10 items per page | From 1 to 1. Total 1 records

Lists

Overview

After creating your mailing list, you will be able to choose any of your mailing lists and it will direct you to the mailing list overview where you can view valuable insights including:

- List Performance
 - i. Open Rate
 - ii. Click Rate
 - iii. Subscribe Rate
 - iv. Unsubscribe Rate
 - v. Total Unsubscribers
 - vi. Total Unconfirmed
- List Performance

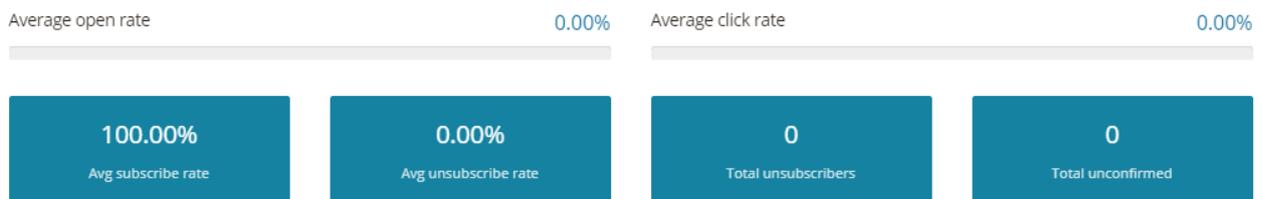
Home > Lists > [Change list](#) ▾

Test List

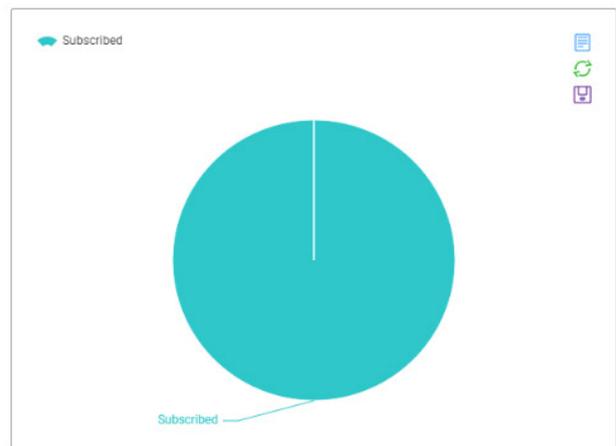
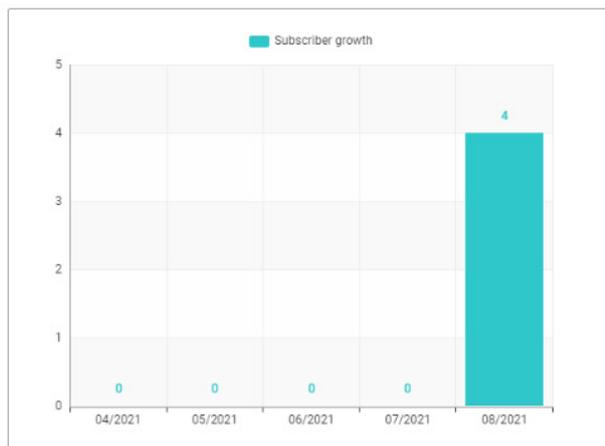
4 Subscribers

Overview
Settings
Subscribers ▾
Segments ▾
Forms / Pages ▾
Manage list fields
Email verification

List performance



List growth



Lists

Settings

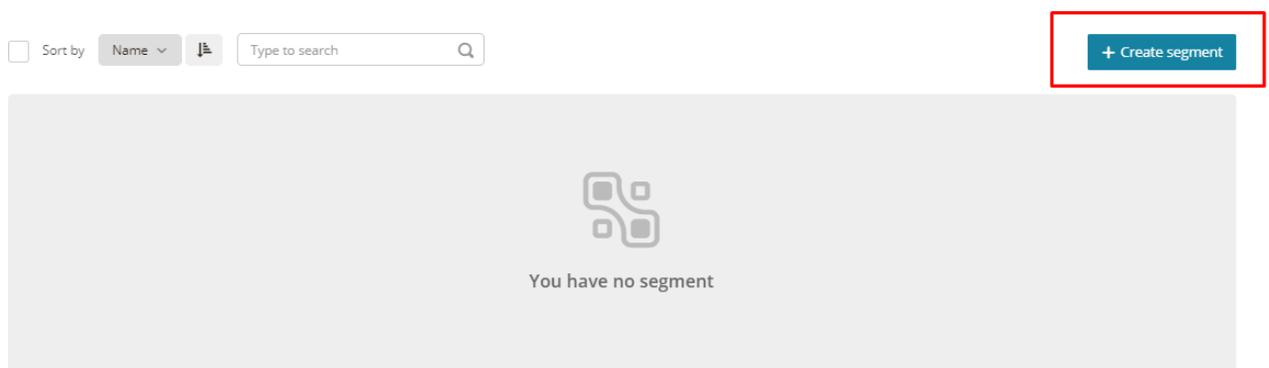
The setting page follows the same steps as Create List (Step 2-5) if you wish to change your mailing list's setting level.

Segments

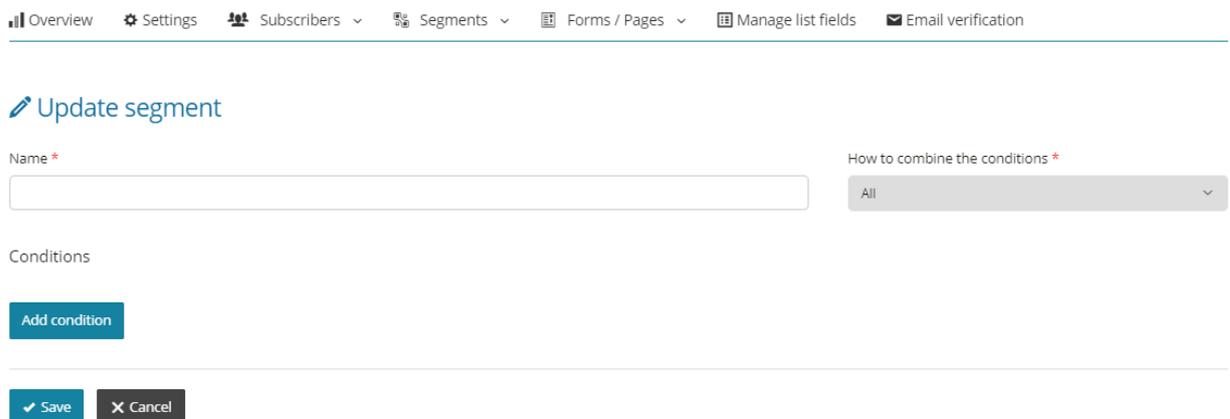
This feature allows you the ability to segment your audience based on set conditions that filter based on specified data. By segmenting your audience, you are able to send targeted email campaigns to subscribers that meet your conditions. You can also create as many segments as you want, and add contacts to multiple segments.

1. Start segmenting your audience by clicking **“Create Segment”**.

Segments



2. Fill up the name of your segment and select the combination setting of your conditions either **“All”** or **“Any”**.
 - All means meeting all the multiple conditions set.
 - Any means meeting any one of the conditions set.



3. Click **“Add Condition”** and you will have the option to add the conditions based on:
 - List Fields : Email / First Name / Last Name
 - Email Verification: Verification Result
 - Tag
 - Activities: Last email open / Last link click

Lists

Segments

4. Add more conditions and combine multiple conditions for hyper-targeted email campaigns.
5. Click “**Save**” when done.

[Overview](#)
[Settings](#)
[Subscribers](#)
[Segments](#)
[Forms / Pages](#)
[Manage list fields](#)
[Email verification](#)

 Update segment

Name * How to combine the conditions * Any

Conditions

<input type="text" value="Verification result"/>	<input type="text" value="equal"/>	<input type="text" value="Deliverable"/>	
<input type="text" value="Tag"/>	<input type="text" value="contains"/>	<input type="text" value="Merchant"/>	
<input type="text" value="Last email open"/>	<input type="text" value="Greater than (days)"/>	<input type="text" value="30"/>	

Below are some examples of the use cases for the “**Segment**” feature:

Use Case 1:

You want to offer a discount for first-time purchases for all new subscribers. You can create a tag labelled “New Subscriber” and set the conditions as “Tag > contains > New Subscriber” for example. This will allow you to send the campaign specifically to the new subscribers in your selected mailing lists.

Conditions

<input type="text" value="Tag"/>	<input type="text" value="contains"/>	<input type="text" value="New Subscriber"/>	
----------------------------------	---------------------------------------	---------------------------------------------	---------------------------------------------------------------------------------------

Use Case 2:

You can re-engage with subscribers who have been inactive over a period of time. You can send a remarketing campaign by setting the conditions to “Last email open > greater than (days) > 30” for example. This will allow you to send the campaign specifically to all inactive subscribers in your selected mailing lists.

Conditions

<input type="text" value="Last email open"/>	<input type="text" value="Greater than (days)"/>	<input type="text" value="30"/>	
----------------------------------------------	--------------------------------------------------	---------------------------------	---------------------------------------------------------------------------------------

Lists

Forms / Pages

The Forms/Pages function allows you to embed email subscription forms to your website, while at the same time, allowing you to send automated emails covering web user action including “**Subscribe, Unsubscribe and Update Profile**”. The templates available include:

- Embedded Form
- Subscribe
 - i. Sign-up form
 - ii. Sign-up “Thank you” page
 - iii. Sign-up confirmation email
 - iv. Confirmation “Thank you” page
 - v. Final “Welcome” email
- Unsubscribe
 - i. Unsubscribe form
 - ii. Unsubscribe success page
 - iii. Unsubscribe “Goodbye” email
- Unsubscribe
 - i. Update profile email sent
 - ii. Update profile email
 - iii. Update profile form
 - iv. Update profile success page

Embedded Form

1. Select the “**Embedded Form**” option from the dropdown list of Forms/Pages.

The screenshot displays the DeepSend dashboard with the 'Forms / Pages' dropdown menu open. The dashboard includes sections for 'List performance' and 'List growth'. The 'List performance' section shows metrics for 'Average open rate' (0.00%), 'Avg subscribe rate' (100.00%), and 'Avg unsub' (0.0). The 'List growth' section features a line chart for 'Subscriber growth' and a pie chart for 'Subscribed'. The dropdown menu lists various options under 'Embedded form', 'Subscribe', 'Unsubscribe', and 'Update profile'.

Navigation: Overview, Settings, Subscribers, Segments, Forms / Pages, Manage list fields, Email verification

List performance

Average open rate: 0.00%

Avg subscribe rate: 100.00%

Avg unsub: 0.0

Total unsubscribers: 0

Total unconfirmed: 0

List growth

Subscriber growth

Subscribed

Forms / Pages dropdown menu:

- Embedded form
- Subscribe
 - Sign-up form
 - Sign-up "Thank you" page
 - Sign-up confirmation email
 - Confirmation "Thank you" page
 - Final "Welcome" email
- Unsubscribe
 - Unsubscribe form
 - Unsubscribe success page
 - Unsubscribe "Goodbye" email
- Update profile
 - Update profile email sent
 - Update profile email
 - Update profile form
 - Update profile success page

Lists

Embedded Form

- Fill up the Form Title, and set your settings to either show or hide required fields, stylesheet, javascript, and invisible field(s).

Embedded form

Form options

Form title <input type="text" value="Subscribe to our mailing list"/>	Show only required fields <input type="checkbox"/>	Include javascript <input checked="" type="checkbox"/>	Custom CSS <pre>.subscribe-embedded-form { color: #333 } .subscribe-embedded-form label { color: #555</pre>
Custom redirect url <input type="text" value="Leave blank for default thank you page"/>	Include stylesheet <input checked="" type="checkbox"/>	Show invisible field(s) <input type="checkbox"/>	

- Once you have set up the fields in your form, you can copy and paste the provided HTML source code to your website.

Copy/paste onto your site

```
<link href="http://app.startupmalaysia.com/css/embedded.css" rel="stylesheet"
type="text/css">
<style>.subscribe-embedded-form{color: #333}.subscribe-embedded-form label{color:
#555}</style>
<div class="subscribe-embedded-form">
<h2>Subscribe to our mailing list</h2>
<p class="text-sm text-right">
<span class="text-danger"> * indicates required</span>
<form action="http://app.startupmalaysia.com/lists/61079a5bd2958/embedded-form-
subscribe-captcha" method="POST" class="form-validate-jqueryz">
<div class="form-group control-text">
<label> Email <span class="text-danger"> *</span>
</label>
<input id="EMAIL" placeholder="" value="" type="text" name="EMAIL" class="form-
control required email ">
</div>
<div class="form-group control-text">
<label> First name </label>
<input id="FIRST_NAME" placeholder="" value="" type="text" name="FIRST_NAME"
class="form-control ">
</div>
```

Preview

Subscribe to our mailing list

* indicates required

Email *

First name

Last name

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Subscribe Templates

The subscribe email templates will be sent when your audience opt to subscribe to your company’s marketing emails. The default flow of your **“Subscribe”** automated emails would be as follows:

Sign-up form > Sign-up “Thank you” page > Sign-up confirmation email > Confirmation “Thank you page” page > Final “Welcome” email

Note that this flow is customizable according to your preference.

Lists

Sign-up form Template

1. Fill up the “**Subject**” of your template.

Sign-up form

Sign-up form URL
<http://app.startupmalaysia.com/lists/61079a5bd2958/sign-up>

Subject

Sign up

2. Edit “**Content**” accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.

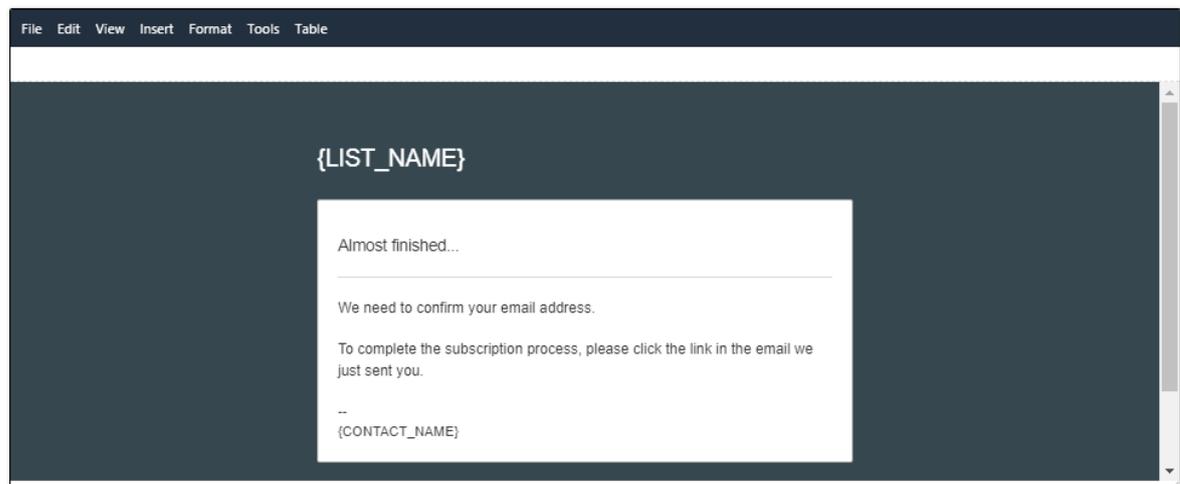
Built-in page

Use the application's web page

Subject

Thank you

Content



3. Ensure that your template has all required tags inserted.

Required tags:

`{FIELDS}`

`{SUBSCRIBE_BUTTON}`

Available tags:

`{SUBSCRIBER_EMAIL}`

`{SUBSCRIBER_FIRST_NAME}`

`{SUBSCRIBER_LAST_NAME}`

`{LIST_NAME}`

`{CONTACT_NAME}`

`{CONTACT_STATE}`

`{CONTACT_ADDRESS_1}`

`{CONTACT_ADDRESS_2}`

`{CONTACT_CITY}`

`{CONTACT_ZIP}`

`{CONTACT_COUNTRY}`

`{CONTACT_PHONE}`

`{CONTACT_EMAIL}`

`{CONTACT_URL}`

Lists

Sign-up form Template

- You can customize your template further by utilizing all other available tags.

Required tags:

{EMAIL_FIELD} {UNSUBSCRIBE_BUTTON}

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

- Click “**Preview**” to view your form sample.
- Click “**Save Change**” when done.

Sign-up “Thank you page”

This template offers you the options to use “**Custom URL**” that redirects to an external landing page or to use “**Built-in**” page via DeepSend.

- Add your custom link in the field below if you select Custom URL and click “**Save Change**” when done.

Sign-up "Thank you" page

Custom URL

Redirect to the URL below

http://your-custom-url.com

✓ Save change

OR

If you select “**Built-in page**”, follow the same steps as setting up the Sign-up form template from Step 1 - Step 6.

Content



Lists

Sign-up Confirmation Email

Your audience will receive this email template to notify them to confirm their email subscription with your company.

1. Follow the same steps as setting up the Sign-up form template from Step 1- Step 6.

Sign-up confirmation email

Subject

Sign-up confirmation

Content

File Edit View Insert Format Tools Table

{LIST_NAME}

Please Confirm Subscription

Click the link below to confirm your subscription:
[{SUBSCRIBE_CONFIRM_URL}](#)

If you received this email by mistake, simply delete it. You won't be subscribed if you don't click the confirmation link above.

For questions about this list, please contact:
[{CONTACT_EMAIL}](#)

© 2020. {CONTACT_NAME}, [{CONTACT_URL}](#)

Required tags:

{SUBSCRIBE_CONFIRM_URL}

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

Lists

Confirmation “Thank You” Page

After your audience has confirmed their subscription, this email will be sent to prompt them to either click on “**Continue to our website**” or “**Manage your preference**”.

This template offers you the options to use “**Custom URL**” that redirects to an external landing page or to use “**Built-in**” page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click “**Save Change**” when done.

Confirmation "Thank you" page

Custom URL

Redirect to the URL below

OR

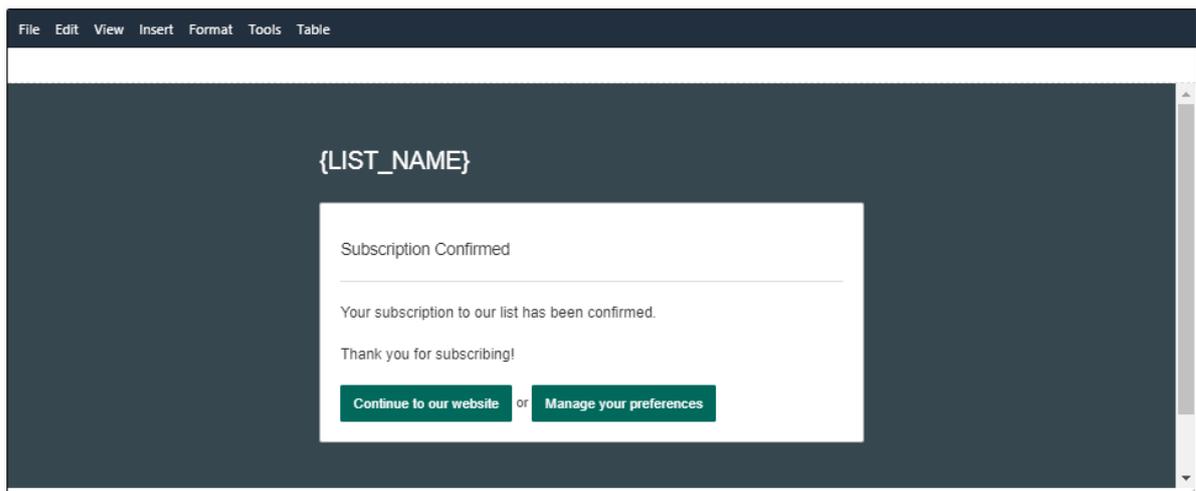
If you select “**Built-in page**”, follow the same steps as setting up the Sign-up form template from Step 1 - Step 6.

Built-in page

Use the application's web page

Subject

Content



Lists

Final “Welcome” Email

The final welcome email template marks as the final email throughout the overall email subscription flow.

1. Follow the same steps as setting up the Sign-up form template from Step 1- Step 6.

Final "Welcome" email

Subject

Welcome

Content

File Edit View Insert Format Tools Table

{LIST_NAME}

Your subscription to our list has been confirmed.

For your records, here is a copy of the information you submitted to us...

{SUBSCRIBER_SUMMARY}

If at any time you wish to stop receiving our emails, you can:
[Unsubscribe here](#)

You may also contact us at:
[{CONTACT_EMAIL}](#)

© 2020. {CONTACT_NAME}. [{CONTACT_URL}](#)

Required tags:

{UNSUBSCRIBE_URL}

Available tags:

{SUBSCRIBER_EMAIL}

{SUBSCRIBER_FIRST_NAME}

{SUBSCRIBER_LAST_NAME}

{LIST_NAME}

{CONTACT_NAME}

{CONTACT_STATE}

{CONTACT_ADDRESS_1}

{CONTACT_ADDRESS_2}

{CONTACT_CITY}

{CONTACT_ZIP}

{CONTACT_COUNTRY}

{CONTACT_PHONE}

{CONTACT_EMAIL}

{CONTACT_URL}

Lists

Unsubscribe Form

1. Fill up the “**Subject**” of your template.

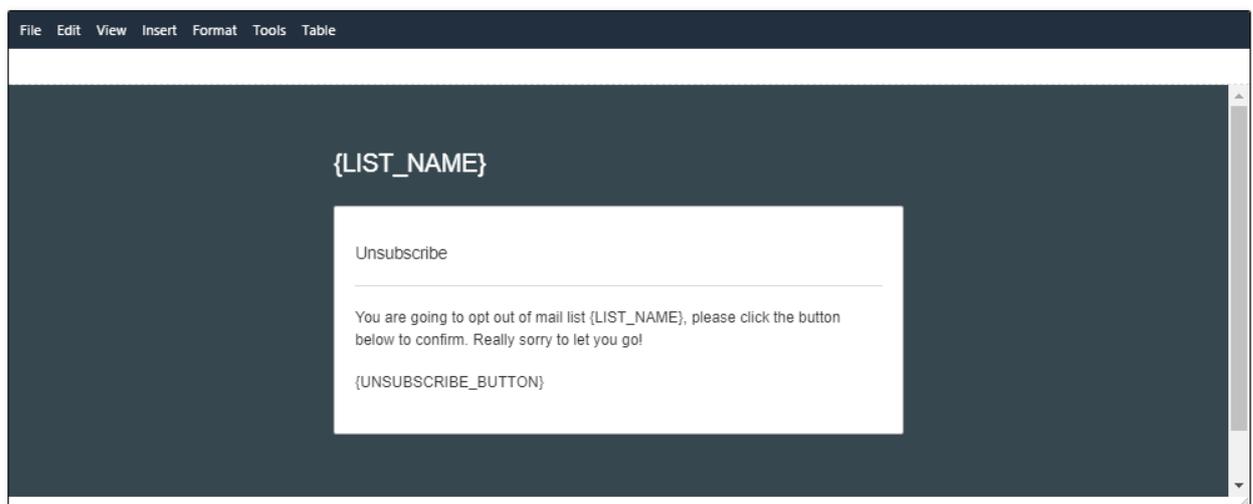
Unsubscribe form

Subject

Unsubscribe

2. Edit “**Content**” accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.

Content



3. Ensure that your template has all required tags inserted.

Required tags:

{EMAIL_FIELD}	{UNSUBSCRIBE_BUTTON}
---------------	----------------------

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

4. You can customize your template further by utilizing all other available tags.

Required tags:

{FIELDS}	{SUBSCRIBE_BUTTON}
----------	--------------------

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

5. Click “**Preview**” to view your form sample.
6. Click “**Save Change**” when done.

Lists

Unsubscribe Success Page

After your audience has confirmed to unsubscribe, they will receive this template to indicate that the unsubscription process is successful. This template offers you the options to use “Custom URL” that redirects to an external landing page or to use “Built-in” page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click “Save Change when done.

Unsubscribe success page

Custom URL
Redirect to the URL below

OR

2. If you select “**Built-in page**”, follow the same steps as setting up the Unsubscribe form template from Step 1- Step 6.

Built-in page
Use the application's web page

Subject

Content

File Edit View Insert Format Tools Table

{LIST_NAME}

Unsubscribe Successful

You have been removed from {LIST_NAME}.

{CONTACT_NAME}, {CONTACT_URL}

Lists

Unsubscribe “Goodbye” Email

The unsubscribe goodbye email template marks as the final email throughout the overall email unsubscription flow.

1. Follow the same steps as setting up the Unsubscribe form template from Step 1- Step 6.

Unsubscribe "Goodbye" email

Subject

Unsubscribed

Content

File Edit View Insert Format Tools Table

{LIST_NAME}

We have removed your email address from our list.

We're sorry to see you go.

Was this a mistake? Did you forward one of our emails to a friend, and they clicked the unsubscribe link not realizing they were in fact unsubscribing you from this list? If this was a mistake, you can re-subscribe at: [Subscribe](#)

For questions or comments, please contact us at:
[{CONTACT_EMAIL}](#)
 {CONTACT_NAME}, [{CONTACT_URL}](#)

Required tags:

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

Update Profile Templates

The update profile templates are a set of automated emails to notify your audience to update their subscription preferences. There are 3 default flows of your update profile automated emails as shown below:

- **Flow 1 (Initiated by you)**
Update profile email sent > Update profile success page
- **Flow 2 (Initiated by your audience)**
Update profile email > Update profile success page
- **Flow 3 (Initiated by your audience)**
Update profile form > Update profile success page

NOTE: You can choose any of these flows or customize your email flow according to your preference.

Lists

Update Profile Email Sent

The update profile templates are a set of automated emails to notify your audience to update their subscription preferences. There are 3 default flows of your update profile automated emails as shown below:

This template offers you the options to use “**Custom URL**” that redirects to an external landing page or to use “**Built-in**” page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click “**Save Change**” when done.

Update profile email sent

- Custom URL
Redirect to the URL below

OR

If you select “**Built-in page**”, start by filling up the “**Subject**” of your template.

- Built-in page
Use the application's web page

Subject

2. Edit “**Content**” accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.

- Built-in page
Use the application's web page

Subject

Content

Lists

Update Profile Email Sent

- You can customize your template further by utilizing all other available tags.

Required tags:

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}
{CONTACT_STATE}	{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}
{CONTACT_COUNTRY}	{CONTACT_PHONE}	{CONTACT_EMAIL}	{CONTACT_URL}	

- Click **“Preview”** to view your form sample.
- Click **“Save Change”** when done.

Update Profile Email

The update profile email is a template that will be sent once you receive a request from your audience to change their subscription preferences.

- Fill up the **“Subject”** of your template.

Update profile email

Subject

- Edit **“Content”** accordingly. You will also have the option to select File, Edit, View, Insert, Format, Tools, and Table on the top bar of your content editor to help you edit your content further.

Content

File
Edit
View
Insert
Format
Tools
Table

{LIST_NAME}

We received a request to change your subscription preferences for List 1.

If you made this request, and would like to change your preferences, use the link below

[Update your preferences](#)

If you did not make this request, it was probably submitted by someone else by mistake. You can ignore this email, and no changes will be made to your subscription preferences.

For questions about this list, please contact:

[{CONTACT_EMAIL}](#)

{CONTACT_NAME}, [{CONTACT_URL}](#)

Lists

Update Profile Email

3. Ensure that your template has all required tags inserted.

Required tags:

{UPDATE_PROFILE_URL}

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

4. You can customize your template further by utilizing all other available tags.

Required tags:

{UPDATE_PROFILE_URL}

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

5. Click **“Preview”** to view your form sample.
6. Click **“Save Change”** when done.

Update Profile Form

The update profile form will be sent to your audience when they click the link or button to update their subscription preferences.

1. Follow the same steps as setting up the Update Profile Email template from Step 1- Step 6.

Update profile form

Subject

Update profile

Content

Required tags:

{FIELDS}	{UPDATE_PROFILE_BUTTON}	{UNSUBSCRIBE_URL}
----------	-------------------------	-------------------

Available tags:

{SUBSCRIBER_EMAIL}	{SUBSCRIBER_FIRST_NAME}	{SUBSCRIBER_LAST_NAME}	{LIST_NAME}	{CONTACT_NAME}	{CONTACT_STATE}
{CONTACT_ADDRESS_1}	{CONTACT_ADDRESS_2}	{CONTACT_CITY}	{CONTACT_ZIP}	{CONTACT_COUNTRY}	{CONTACT_PHONE}
{CONTACT_EMAIL}	{CONTACT_URL}				

Lists

Update Profile Success Page

The update profile success email template marks the final email throughout the update profile flow. It will be sent after your audience has successfully updated their subscription preferences.

This template offers you the options to use “**Custom URL**” that redirects to an external landing page or to use “**Built-in**” page via DeepSend.

1. Add your custom link in the field below if you select Custom URL and click “**Save Change**” when done.

Update profile success page

Custom URL

Redirect to the URL below

OR

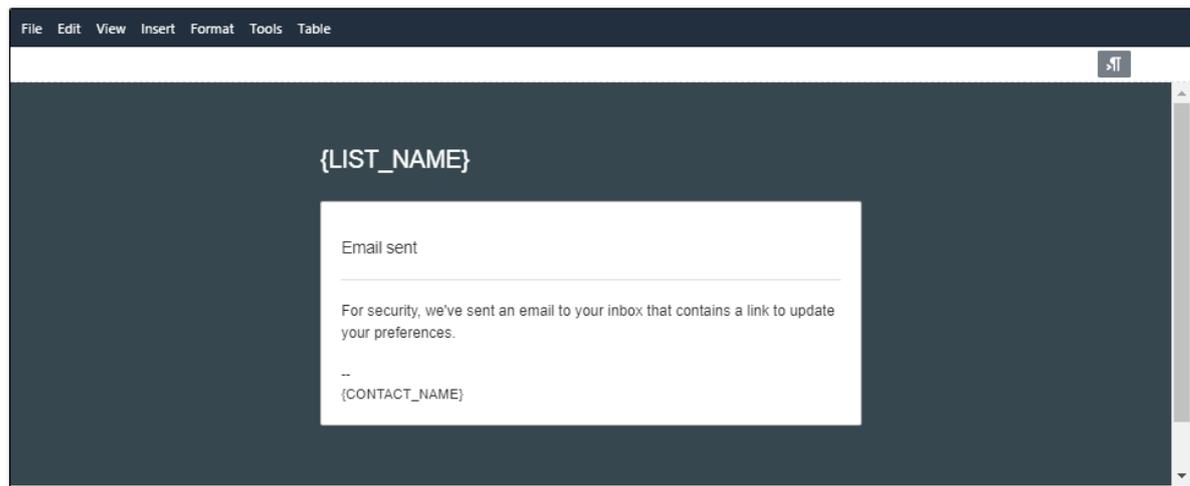
If you select “**Built-in page**”, follow the same steps as setting up the Update Profile Email Sent template from Step 1- Step 6.

Built-in page

Use the application's web page

Subject

Content



Lists

Manage List Fields

This feature allows you to customize your mailing list fields to capture and display audience data beyond the default fields of “**Email, First Name and Last Name**”. You will have the option to set your field according to

- Label and Type
- Required or Not Required
- Visible or Hidden
- Tag
- Default Value

Manage list fields

Here you can manage the fields available to your list's subscribers.

Label and Type	Required?	Visible?	Tag	Default value	
 Email <input type="text"/> Text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	{SUBSCRIBER_ EMAIL }	<input type="text"/>	
 First name <input type="text"/> Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	{SUBSCRIBER_ FIRST_NAME }	<input type="text"/>	
 Last name <input type="text"/> Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	{SUBSCRIBER_ LAST_NAME }	<input type="text"/>	

New field

- Text
 Number
 Dropdown
 Multiselect
 Checkbox
 Radio
 Date
 Datetime
 Textarea

 Save change

You can maintain the default setting or you can add “**New Field**” for additional audience data that you have to further. The format options available for your additional field include:

- Text
- Number
- Dropdown
- Multiselect
- Checkbox
- Radio
- Date
- Datetime
- Textarea

Add a New Field by selecting any one of the formats available.

New field

- Text
 Number
 Dropdown
 Multiselect
 Checkbox
 Radio
 Date
 Datetime
 Textarea

Lists

Manage List Fields

Below is an example of the use case for the “**New Field**” feature:

Use Case:

You have a list of subscribers with data consisting of email address, first name, and last name with additional contact numbers. Therefore, you can add Contact No. as a New Field and in your Manage List Fields by setting “Label and Type as Contact Phone > select required > select visible > add Tag {SUBSCRIBER_CONTACT_PHONE}” for example. This will ensure your mailing list will collect and display contact information as well.



Email Verification

This feature allows you to use your own third-party email verification server to verify your email list. You will have to add one from here and assign the particular server to the email list and then you will be able to start the verification process.

Overview Settings Subscribers Segments Forms / Pages Manage list fields Email verification

Verification status

No verification process is running. 0/4 emails verified

List verification

To verify your list, choose a verification service below and click Verify button *

Select email verification server

Start verification process

Lists

Statistics

By clicking the Statistic button of your mailing list, it will redirect you to the Overview dashboard of your mailing list showcasing insights and audience performance. Refer to the guides on Overview for more details.

☰ My lists

☐ Sort by Custom order

☐	☰ Test List Created at: Aug 02nd, 2021 15:10	4 Subscribers	0% Open rate	0% Click rate	<input type="button" value="+"/> <input type="button" value="Statistics"/> <input type="button" value="v"/>
---	--------------------------------------------------------	------------------	-----------------	------------------	-------------------------------------------------------------------------------------------------------------

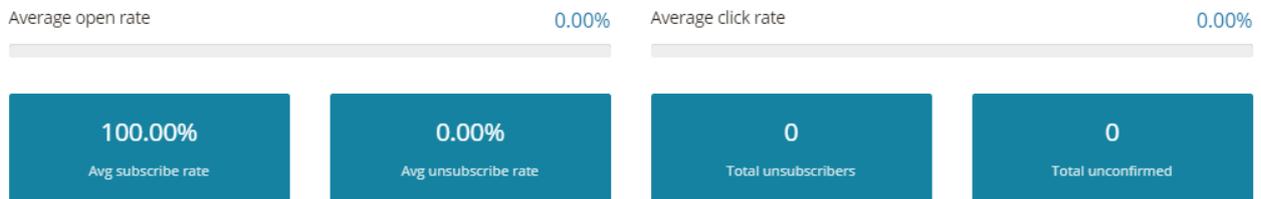
Refer to the guides on Overview for more details.

Home > Lists > Change list

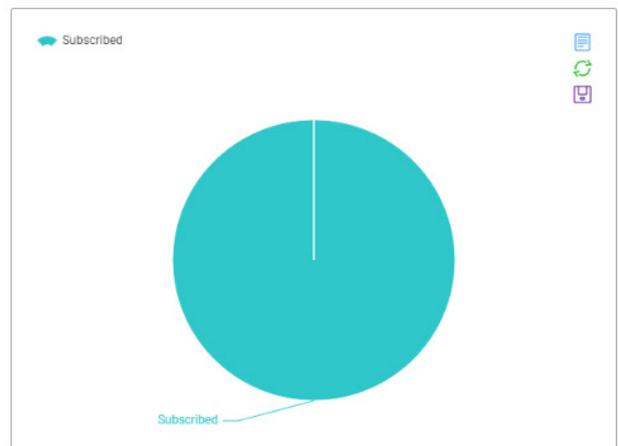
Test List

4 Subscribers

List performance



List growth



Email Campaign

A Campaign is an email newsletter that you create and send to your selected subscribers.

Email Delivery

To create your first campaign:

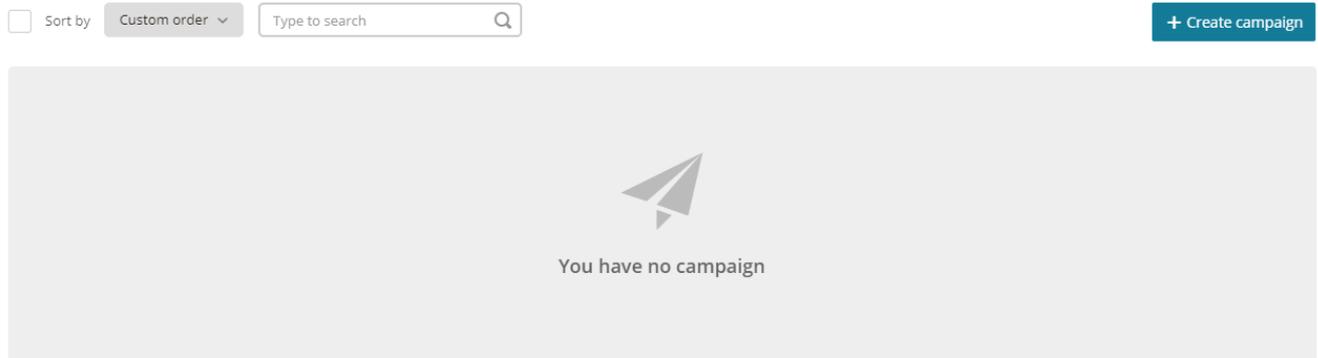
1. Click the Campaigns tab.



2. Click Create campaign.

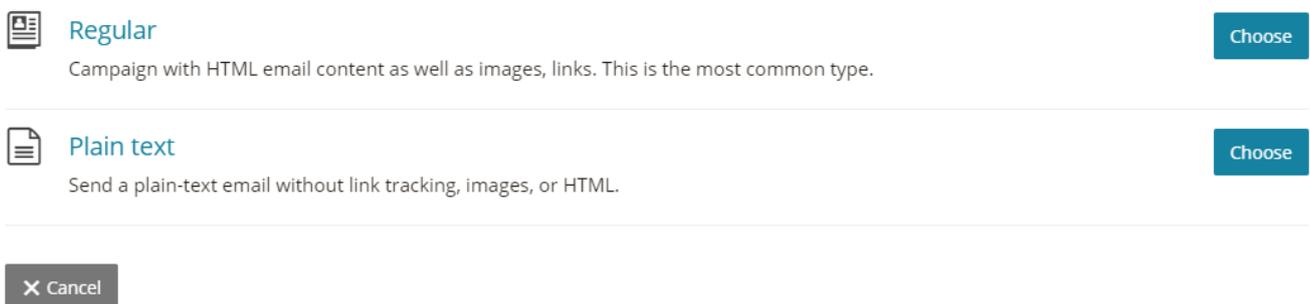
Home

☰ Campaigns



3. Select the type of campaign you want to create.

🕒 Select campaign type



Email Campaign

4. Choose a List as recipients for the email campaign. See section on Lists to create a new List. Click **'Save & Next'**.

Home > Campaigns

Untitled

Recipients > Setup > Template > Schedule > Confirm

Choose one or more lists/segments for sending email

Set as default list

Default

To which list shall we send?

Choose

Choose

Test (0 subscribers)

[+ New list/segment](#)

[Save & Next →](#)

5. Enter a campaign name (for internal reference), email subject, and sender information (your company), and an email address to be replied to. Click **'Save & Next'**.

Advanced: You can also set detailed reporting such as track opens, track clicks, add DKIM signature, and a custom tracking domain.

Home > Campaigns

Untitled

Recipients > Setup > Template > Schedule > Confirm

<p>Name your campaign *</p> <input type="text"/>	<p>Track opens</p> <p>Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded.</p> <input checked="" type="checkbox"/>
<p>Email subject *</p> <input type="text"/>	<p>Track clicks</p> <p>Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.</p> <input checked="" type="checkbox"/>
<p>From name *</p> <input type="text"/>	<p>Add DKIM signature</p> <p>Sign your email with your sending domain (if any), telling receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your email, improving delivery rate.</p> <input checked="" type="checkbox"/>
<p>From email *</p> <input type="text"/> <p><input type="checkbox"/> Use sending server's default value</p>	<p>Custom Tracking Domain</p> <p>Using a tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from this application hostname), making your email more authentic and more likely to reach recipients INBOX.</p> <input type="checkbox"/>
<p>Reply to *</p> <input type="text"/>	

[Save & Next →](#)

6. You can now start designing your email before sending it out to your subscribers.

Email Campaign

Template

To customise the design and content of your emails in DeepSend.

1. Select the editor in which you want to build your campaign. You can choose from the build from a layout draft, customise a template, or upload a new template. Click ‘**Start**’ for any of the options.

Home > Campaigns

Test

Recipients > Setup > **Template** > Schedule > Confirm

Content Management

Email Content

Create your email from scratch or start from our pre-built templates / themes. Customize the content the way you desire with our powerful but easy-to-use HTML email builder.



Build from a layout draft
Craft your email based off a pre-built layout we made for you

Start



Customize a template
No need to create an email from scratch. Start from a beautiful template we have



Upload a new template
Upload your own template in ZIP format

2. Choose a layout / theme / upload your own template that suits your content.

Choose layout for campaign template

Layouts Themes Upload

 Blank	 Pricing Table	 Listing & Tables	 1-2-1 column layout	 1-2 column layout	 1-3-1 column layout
 1-3-2 column layout	 1-3 column layout	 One column layout	 2-1-2 column layout	 2-1 column layout	 Two columns layout

Email Campaign

Template

2. (cont'd)

OR

Choose layout for campaign template

Layouts Themes Upload

From

Gallery

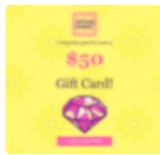
Sort by

Custom order

Type to search



Untitled template



Gift Card!



Color Print -
Your Print
Companion



Certified
Yoga
Therapist

25

items per page | From 1 to 4. Total 4 records

OR

Choose layout for campaign template

Layouts Themes Upload

Please upload your plugin file. Select your plugin archive and upload it

Upload file

No file selected

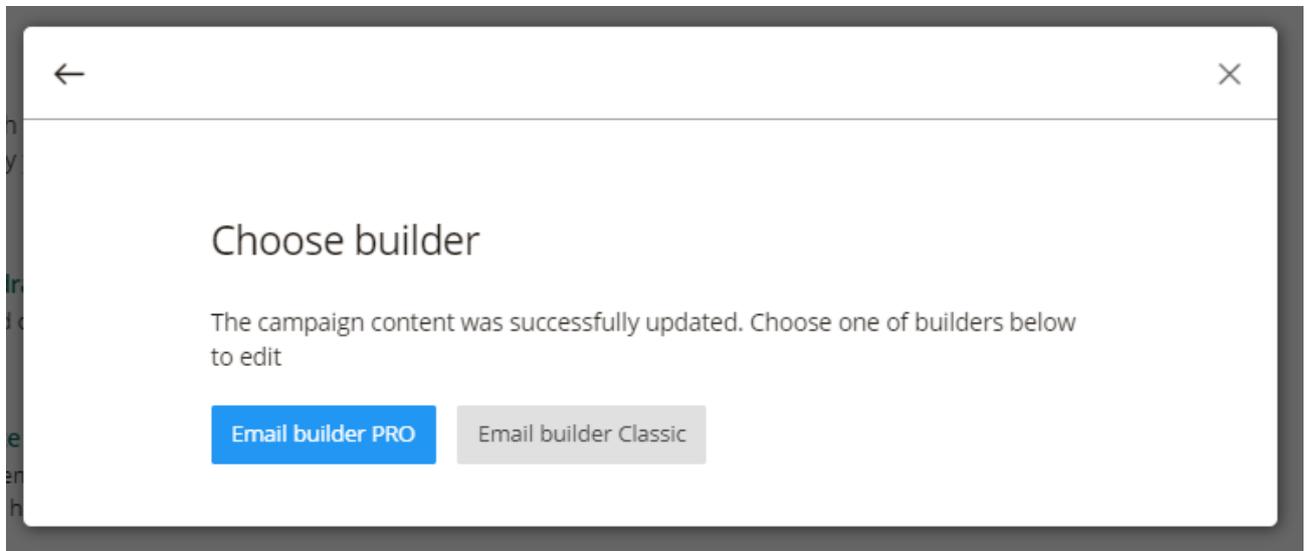


Upload

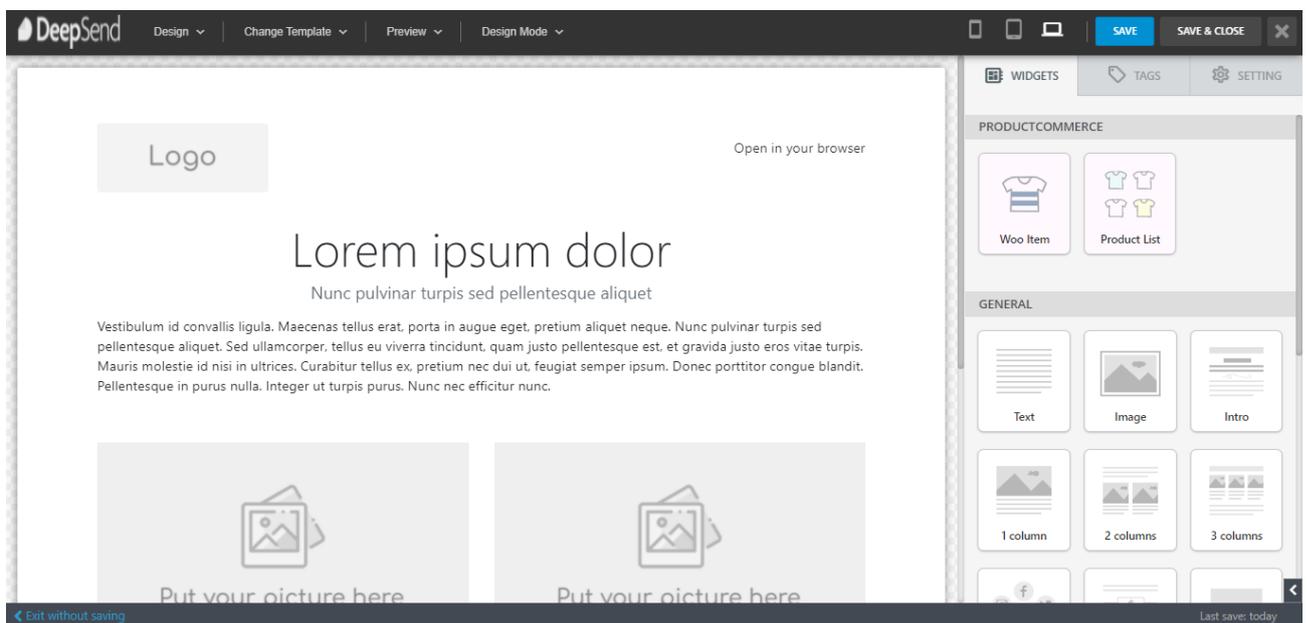
Email Campaign

Template

3. After choosing your template, choose Email builder PRO (advanced user) or Email builder Classic.



4. Email builder PRO allows you greater editing freedom with drag and drop elements.

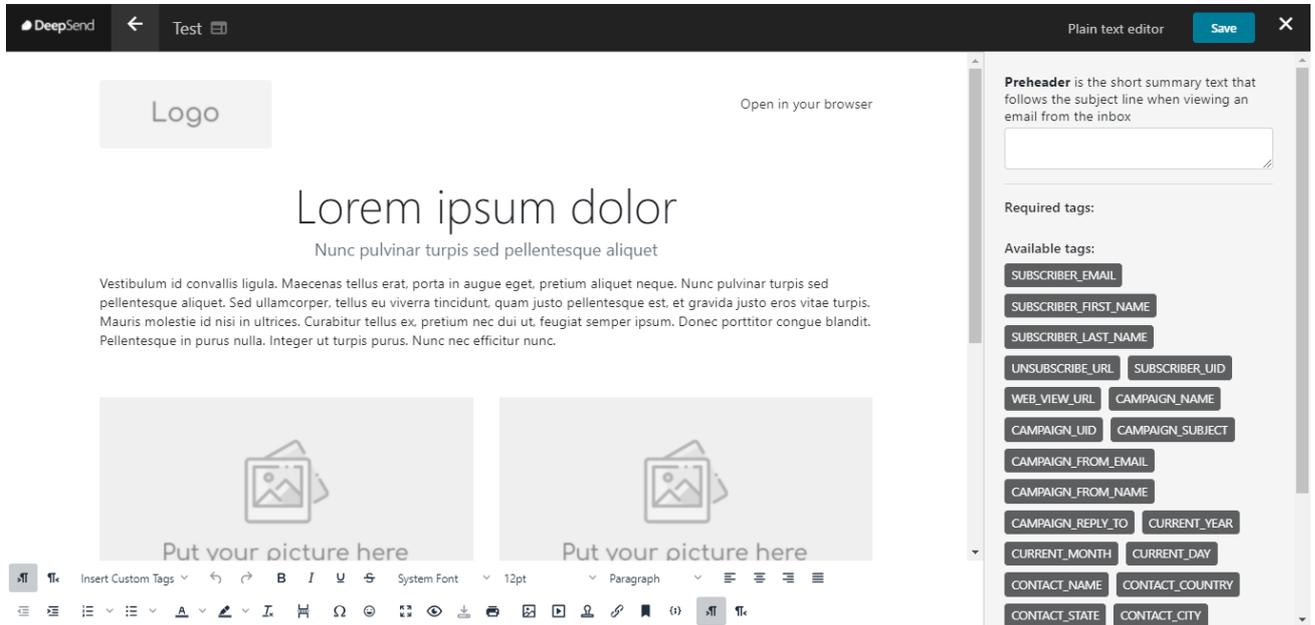


5. Email builder Classic brings you a neat editing format which allows you to focus editing the content that matters.

Email Campaign

Template

- Email builder Classic brings you a neat editing format which allows you to focus editing the content that matters.



- After editing the email template, you can still change templates or edit the email campaign before sending it out.

Home > Campaigns

Test

Recipients > Setup > **Template** > Schedule > Confirm

Content Management

Create your email from scratch or start from our pre-built templates / themes. Customize the content the way you desire with our powerful but easy-to-use HTML email builder.

HTML Email

Last edited on Sep 09th, 2021 15:45

Change Template | **Email builder PRO** | Email builder Classic

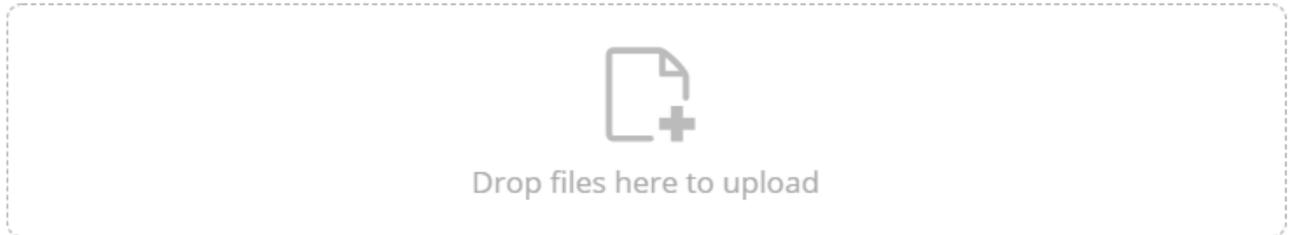


Email Campaign

7. You can also add attachments to be sent as part of the email campaign by clicking or dropping the files in the box.

Attachment

Email will be sent with the follow files below. Drag and drop your local files to upload zone to attach files into the campaign email.



8. Click '**Next**' to move on to schedule the campaign.

Email Campaign

Schedule

Configure delivery date and time of email campaign.

Home > Campaigns

✈ Test

👤 Recipients > ⚙ Setup > 📄 Template > ⌚ Schedule > ✓ Confirm

Delivery date *

2021-09-09



Delivery time *

09:00



Save & Next →

Confirm Campaign

1. Review the feedback before launching your campaign. Red 'X' icons indicate incomplete or error in configuration. Click edit until all items show '✓'.

Home > Campaigns

✈ Test

👤 Recipients > ⚙ Setup > 📄 Template > ⌚ Schedule > ✓ Confirm

You're all set to send!

Review the feedback below before sending your campaign.

✓	Spam Score PASSED 0.0770	Edit
✗	0 Recipients Test	Edit
✓	Email subject Test	Edit
✓	Reply to marketing@startupmalaysia.com	Edit
✓	Tracking Opens, Clicks	Edit
✓	Run at Sep 09th, 2021 09:00	Edit

Email Campaign

- Once all items are approved, you can preview email / send test email / send your email campaign.

You're all set to send!
Review the feedback below before sending your campaign.

✓ Spam Score PASSED 0.0/7.0	Edit
✓ 1 Recipients Test	Edit
✓ Email subject Test	Edit
✓ Reply to marketing@startupmalaysia.com	Edit
✓ Tracking Opens, Clicks	Edit
✓ Run at Sep 09th, 2021 09:00	Edit

Preview Send a test email Send

- After an email campaign has been sent, you can view the history / activity log and see statistics such as emails sent, open rate, and click rate. Detailed statistics can be accessed by clicking on **'Statistics'** for each campaign.

Home

☰ Campaigns

Sort by Custom order + Create campaign

<input type="checkbox"/>	Test Regular 1 Recipients Run at: 🕒 Sep 09th, 2021 09:00	0.00% 0 / 1 Sent	0.00% Open rate	0.00% Click rate	QUEUED	Edit Statistics
--------------------------	--------------------------------------------------------------------------	------------------------	--------------------	---------------------	----------------------------------------------------------------------	-------------------------------------------

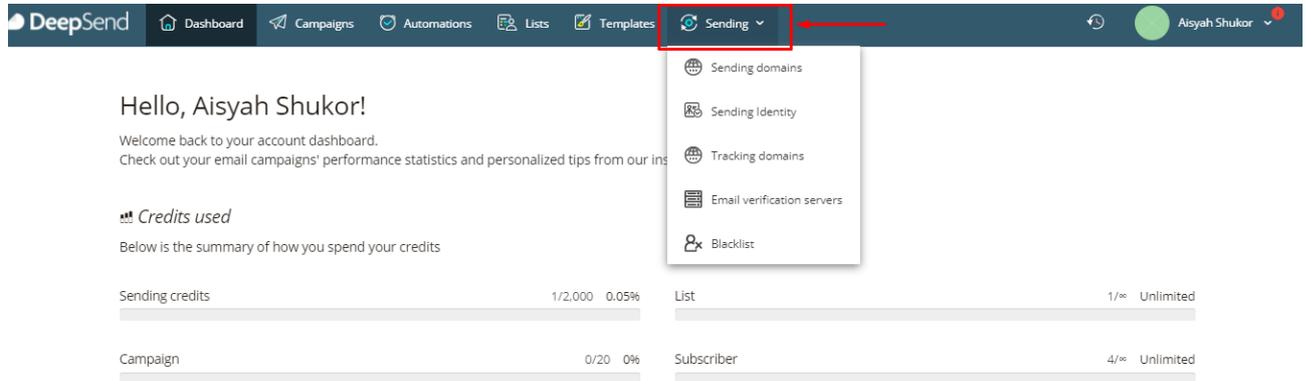
25 items per page | From 1 to 1. Total 1 records

Sending

The sending feature allows you to set your sending domain / identity, tracking domain, email verification servers, and blacklist.

Sending Feature

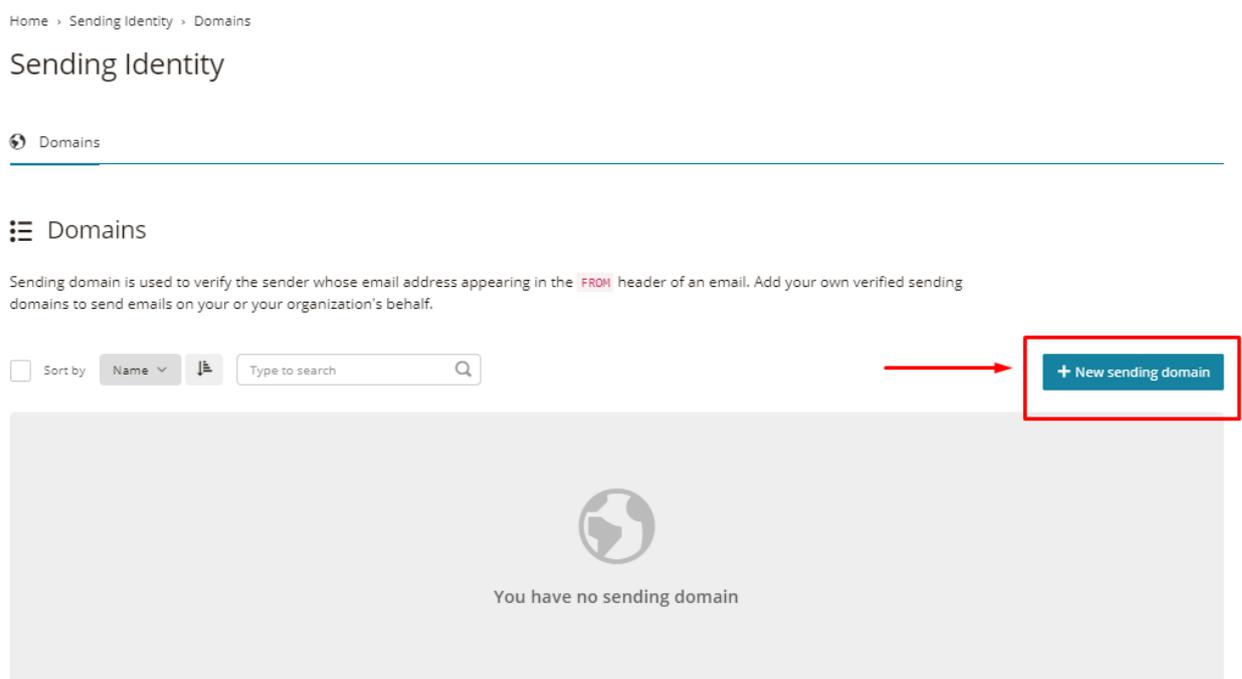
1. Select the “**Sending**” option on the top panel of your dashboard.



Sending Domain / Identity

The sending domain is used to verify the sender whose email address appears in the “**FROM**” header of an email. You can add your own verified sending domains to send emails on your or your organization’s behalf.

1. Start by clicking the “**New Sending Domain**” button.



Sending

Sending Domain / Identity

2. Fill up your sending domain and select enabled for the **“Signing enabled”** toggle.

Home > Sending Identity > Domains

Sending Identity

Domains

+ New sending domain

Sending domain is used to verify the sender whose email address appearing in the **FROM** header of an email. Add your own verified sending domains to send emails on your or your organization's behalf.

Sending domain

Domain name *

Signing enabled

Sign outgoing emails if the FROM email address matches this domain



Save

3. Click **“Save”** once done.

Tracking Domain

Using tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from DeepSend hostname), making your email more authentic and more likely to reach recipients INBOX.

1. Start by clicking the **“Create Tracking Domain”** button.

Home > Tracking domains

Tracking domains

Using a tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from this application hostname), making your email more authentic and more likely to reach recipients INBOX.

Sort by Name

+ Create Tracking domain



You have no tracking domain

Sending

Tracking Domain

2. Fill up your domain name, i.e., URL. You will also have the option to activate DNS verification to enhance email campaign delivery.

Home > Tracking domains

Create Tracking domain

Using a tracking domain causes all the links and URLs in your emails to be overwritten as if they come from your own brand's domain (rather than from this application hostname), making your email more authentic and more likely to reach recipients INBOX.

Domain name DNS verification

Verify this domain through DNS update. You will need to have access to your DNS control panel

3. Click **“Save”** once done.

Email Verification Servers

This feature allows you to connect to third-party email verification services / servers. After adding the verification services / servers, you can go to the List setting page to manage the verification process.

1. Start by clicking the **“Create New”** button.

Home

Email verification servers

This feature allows you to connect to 3rd email verification services/servers. After adding the verification services/servers, you can go to the Mail List's setting page to manage verification processes

Sort by Name Type All



You have no email verification server

Sending

2. Create a name and select the service types. Then, set your limit value, limit base and limit unit. For example, 2,000 emails every 5 minutes, therefore fill up as follows;
 - Limit Value: 2,000
 - Limit Base: 5
 - Limit Time Unit: Minute

Home > Email verification servers

+ Create new

Name *

Service type * Choose

Checking limit

The configuration setting below allows you to set a limit on email verification speed. For example, to limit verification speed to 2,000 emails every 5 minutes, you can set Limit value = 2000, Limit base = 5, and Limit unit = minute accordingly

Limit value *

Limit base *

Limit time unit * Choose

✓ Save ✕ Cancel

3. Click **“Save”** once done.

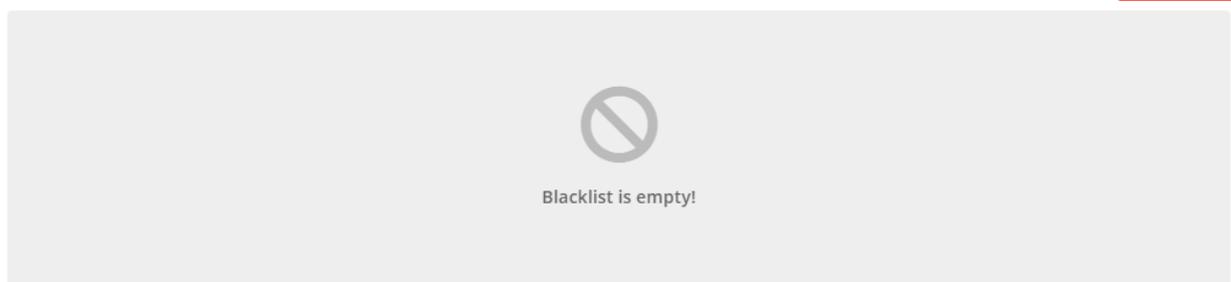
Blacklist

1. You can click **“Import”** to import your blacklisted mailing lists and all email campaigns would not be sent to the listed emails. Limit Value: 2,000

Home

☰ Blacklist

Select Sort by Created at 🔍



2. Click **“Save”** once done.

Email Automation

Send one-to-one e-commerce emails and automated transactional emails with Transactional Email's delivery service

Automation

Automation is a feature in DeepSend that allows you to automatically send emails to your subscribers without having to create new email campaigns and send them out one by one each time. The automated emails will be pushed out to your subscribers based on your preset triggers.

Why Email Automation

Email automation allows you to automate your email marketing processes, help save time and improves the overall experience of your subscribers. Email automation also helps you to scale without the need to expand on your resources.

Automation Trigger

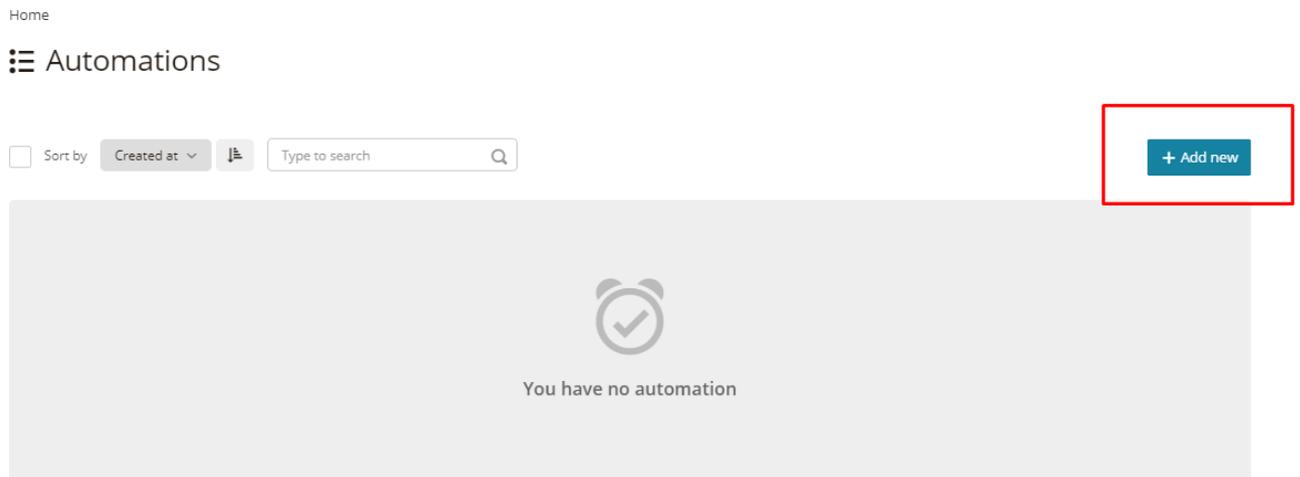
A trigger is an action that starts automation. For example, the system can trigger an automated email when someone subscribes or unsubscribes to your email marketing. We offer a wide selection of preset automation types with built- triggers including:

- **Welcome New Subscribers:**
Introduce yourself/your organization to people when they sign up as your audience.
- **Say "Happy Birthday":**
Celebrate with an exclusive offer or cheerful message that is sent based on the birthday field in your audience.
- **Subscriber Added Date:**
Send an email based on when a subscriber joined your audience.
- **Specific Date:**
Send a one-time message based on an individual date field, like an appointment.
- **Say Goodbye to Subscriber:**
Send an email to say sorry when a subscriber unsubscribes from your audience.
- **Weekly Recurring:**
Schedule your campaign to automatically send weekly, on a particular weekday you choose.
- **Monthly Recurring:**
Schedule your campaign to automatically send monthly, on a particular day of the month.
- **API 3.0:**
Trigger an email series with an API call from your application, if you have a developer on hand.

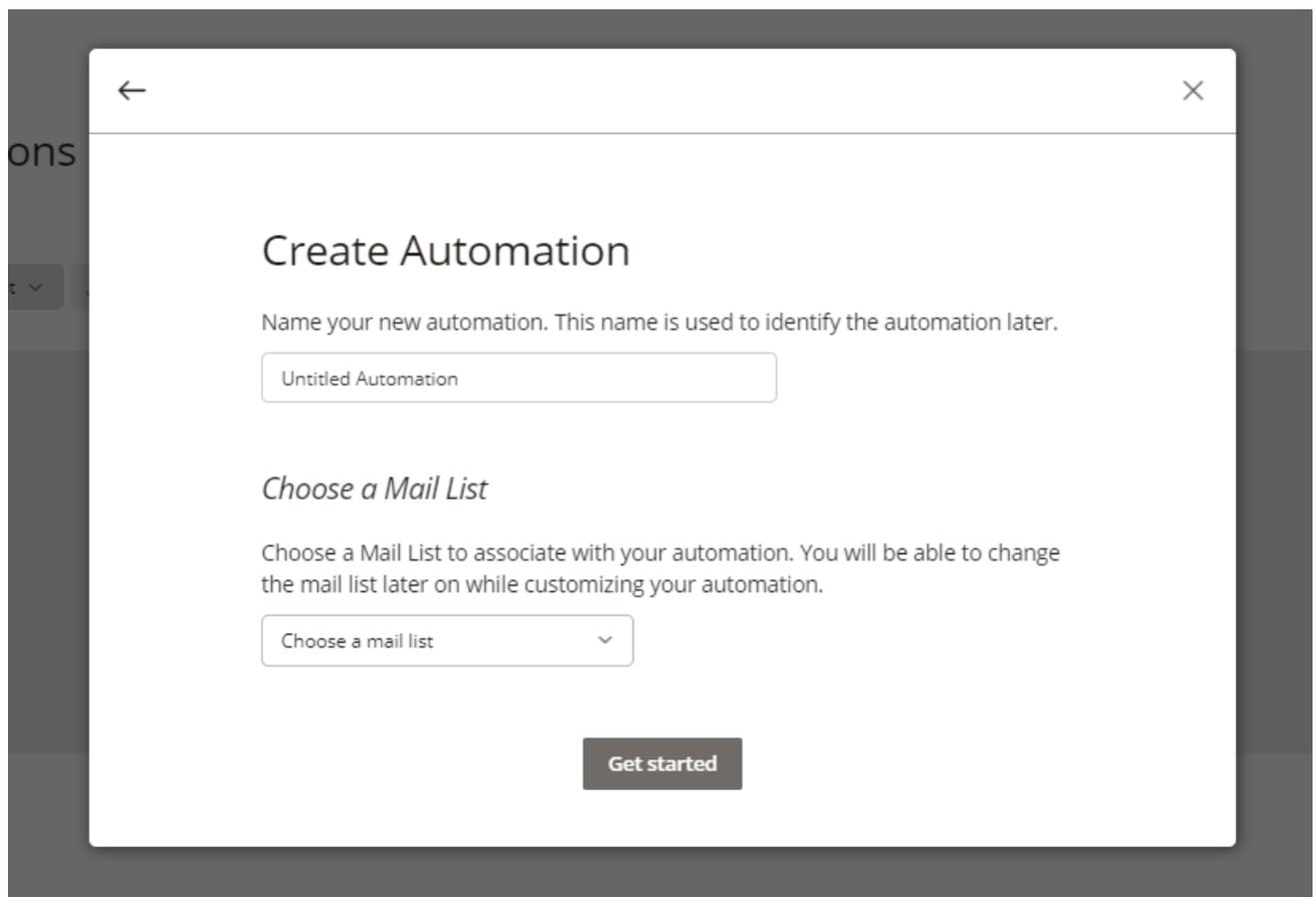
Email Automation

Create Automation

1. You can start creating your email automation by selecting the “Add New” button.

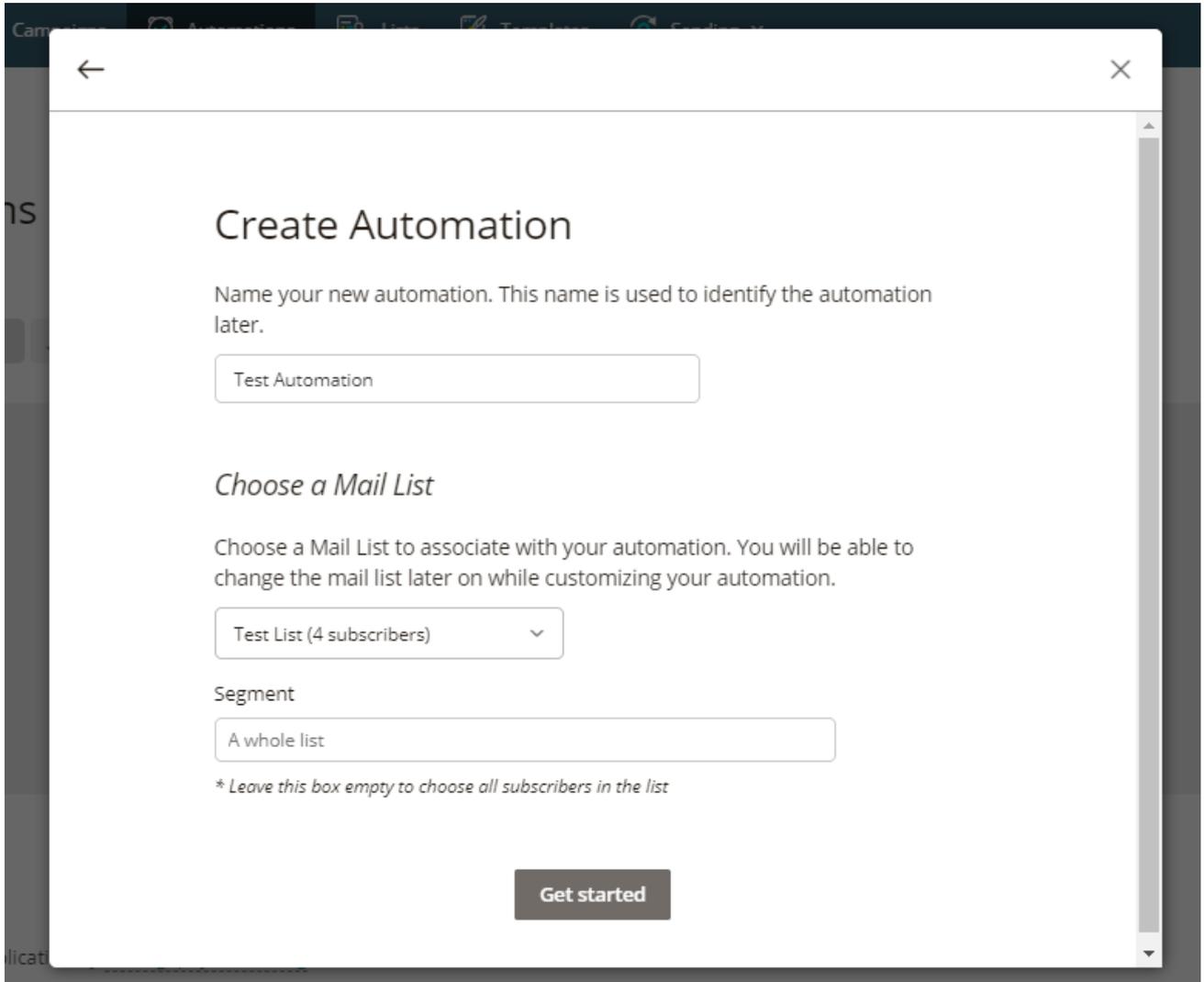


2. Fill up the name of your automation and select the mailing list applicable for the automation.

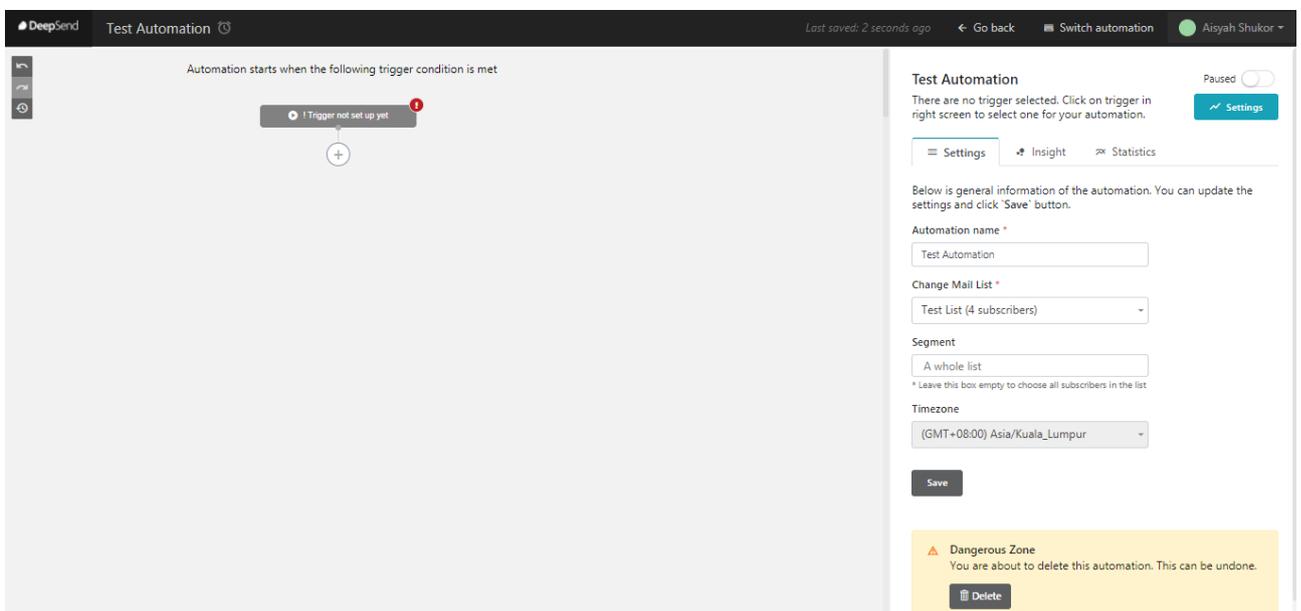


Email Automation

- Optional) You can also select a specific segment in your mailing list. Leave the “Segment” box empty if you wish to apply automation to all subscribers in the list.



- Click “**Get Started**” and you will be directed to your Automation dashboard.

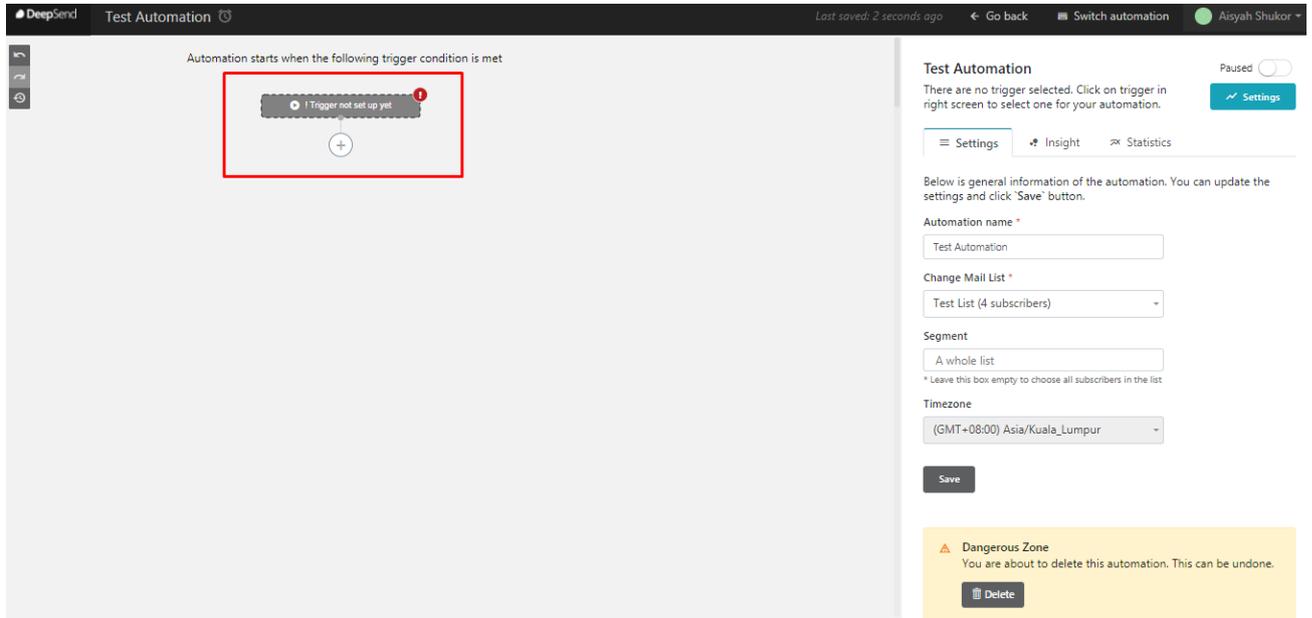


Email Automation

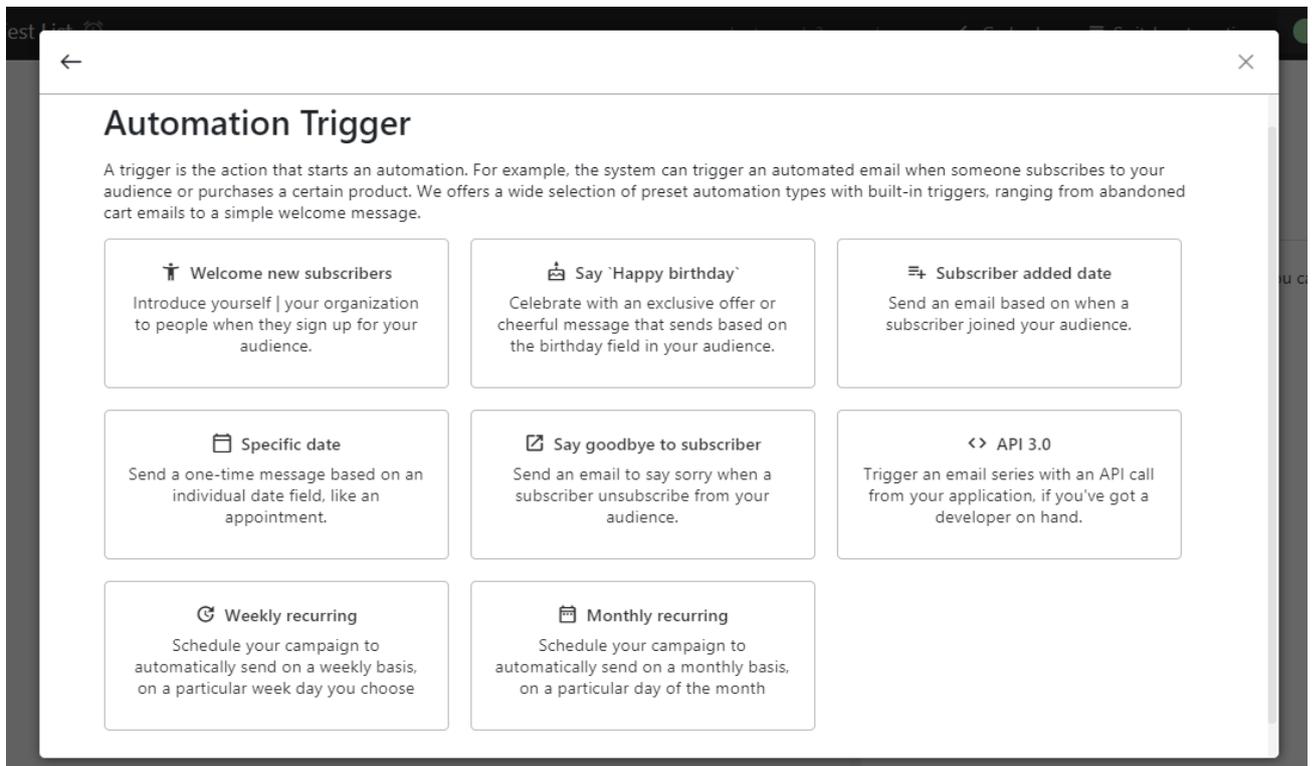
Automation Dashboard

The automation dashboard shows the flow of your automation trigger on the left panel and the settings on the right panel.

1. Start creating your automation flow by clicking the first box written with “! Trigger not set up yet”.



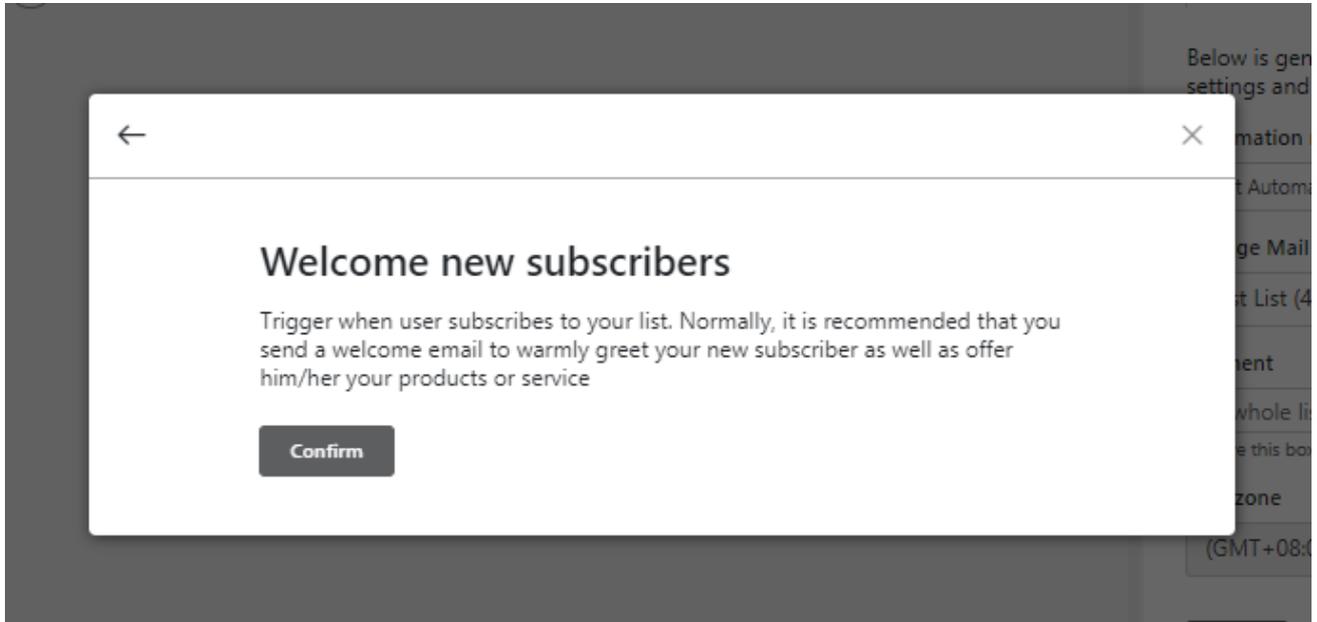
2. Then it will prompt you to choose the type of automation trigger that you wish to set up.



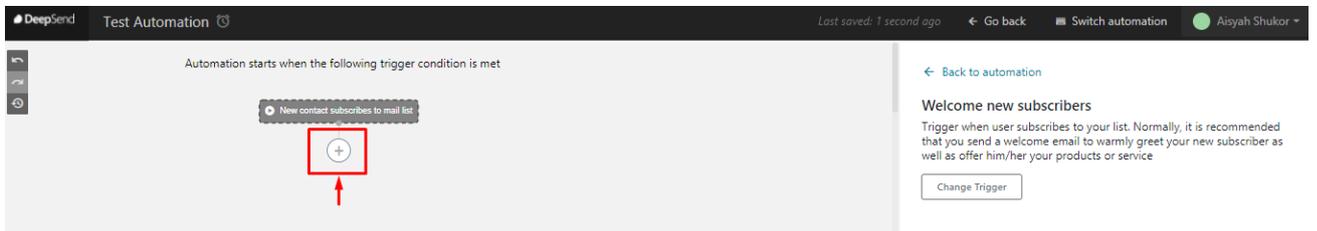
Email Automation

Automation Trigger: Welcome New Subscriber

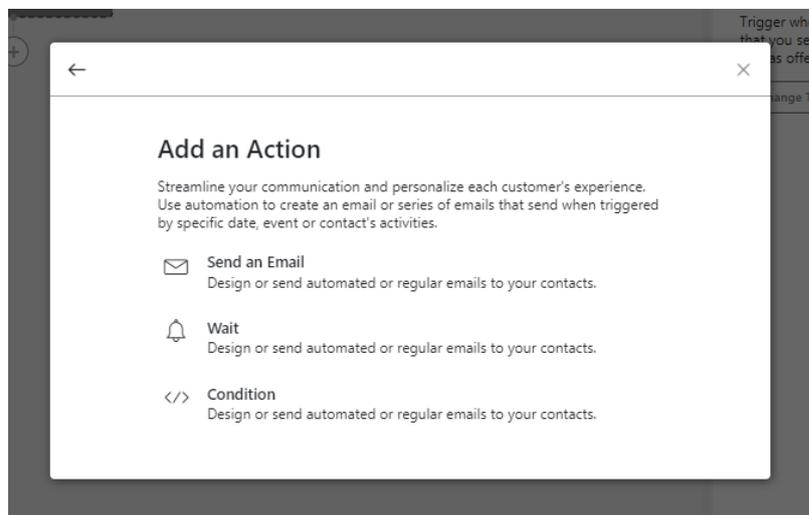
- For example, if you wish to create automation for new subscribers, you can select the **“Welcome New Subscribers”** trigger and click confirm in the following prompt.



- Once you have set the trigger, click on the plus button to add the next course of action for your automation.



- Select your desired action. You can set to send an email immediately to subscribers after subscribing or you can click wait to send the email after a predetermined period. You can also set conditions to be met for the trigger to send out email campaigns.



Email Automation

Add an Action: Send an Email

1. If you select “**Send an Email**”, continue by filling up all the required information for your email campaign in the “**Setup**” section.

Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Back to Workflow](#)

Setup Email Content Confirm

Email Setup

Please fill-up email information below. They will be used to apply to all emails that send to customers.

Email subject *
Eg. Welcome to our mail list

From name *
Eg. David Encoteg

From email *
Eg. noreply@domain.com

Reply to
Eg. noreply@domain.com

Track opens
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded.

Track clicks
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.

Add DKIM signature
Sign your email with your sending domain (if any), telling receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your email, improving delivery rate.

Custom Tracking Domain
Sign your email with your tracking domain (if any), telling receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your email, improving delivery rate.

[Save & Next >](#)

Email Automation

Add an Action: Send an Email

- You can also set up to track your email performance and improve your delivery rate by choosing any of the options available below:
 - Track opens: Discover who opens your email campaigns
 - Track clicks: Discover which campaign links were clicked, the frequency of clicks and who clicked.
 - Add DKIM signature: Sign your email with your sending domain (if any).
 - Custom Tracking Domain: Sign your email with your tracking domain (if any).

Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Back to Workflow](#)

Setup | Email Content | Confirm

Email Setup

Please fill-up email information below. They will be used to apply to all emails that send to customers.

Email subject *
Eg. Welcome to our mail list

From name *
Eg. David Encoteg

From email *
Eg. noreply@domain.com

Reply to
Eg. noreply@domain.com

Track opens
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded.

Track clicks
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.

Add DKIM signature
Sign your email with your sending domain (if any), telling receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your email, improving delivery rate.

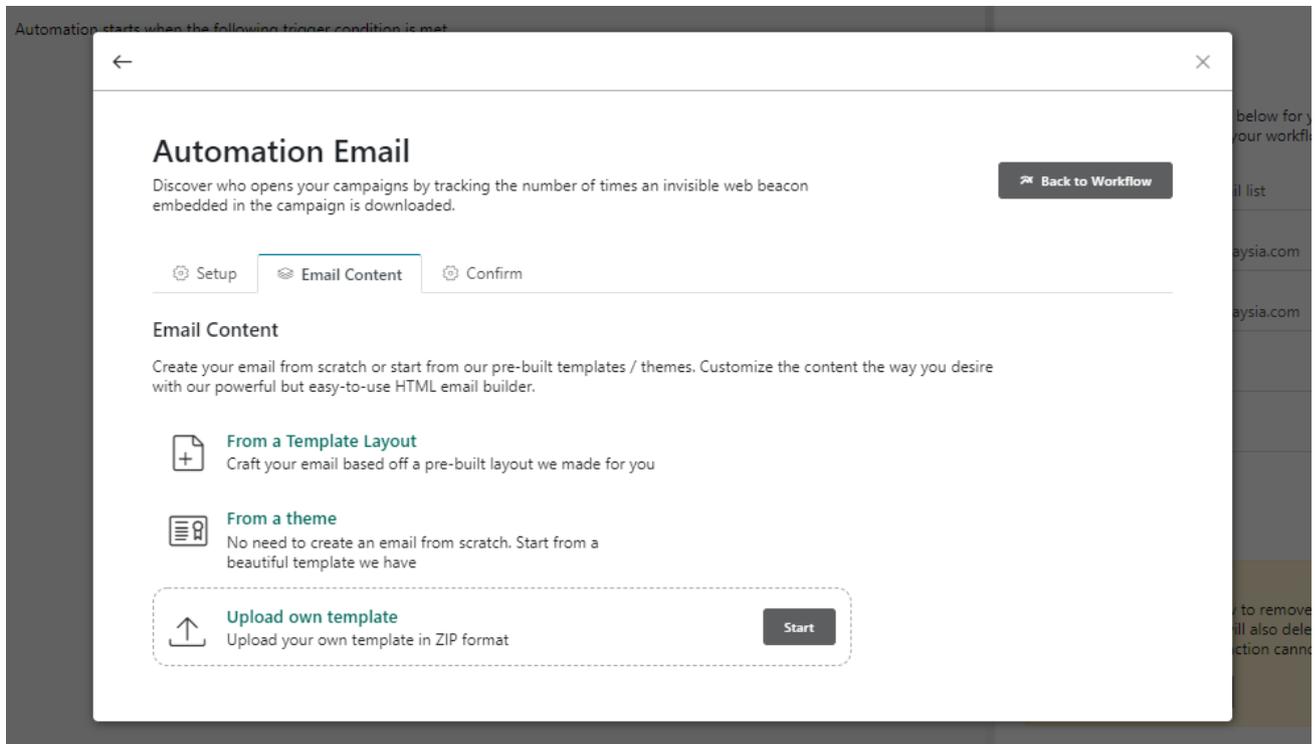
Custom Tracking Domain
Sign your email with your tracking domain (if any), telling receiving email servers that your email is actually coming from you. This is to help establish the authenticity of your email, improving delivery rate.

[Save & Next >](#)

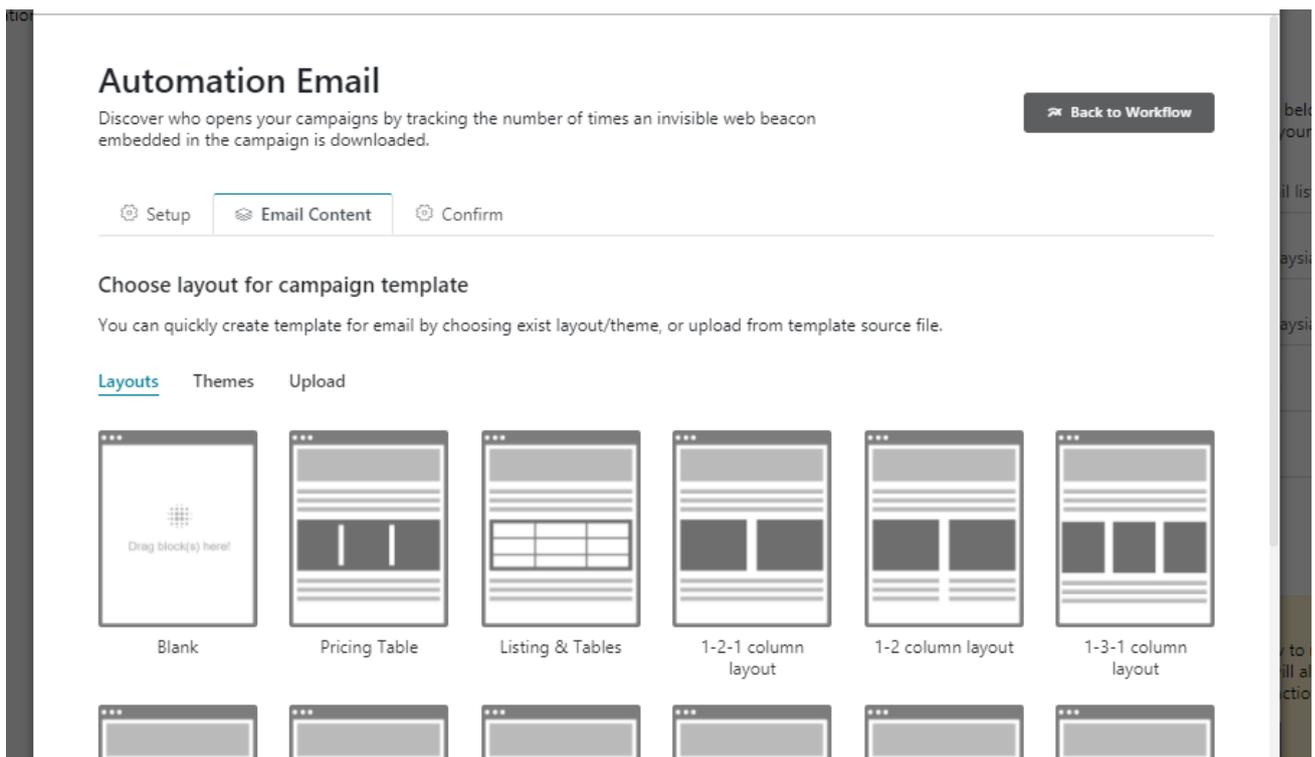
- Once completed, click **“Save & Next”**.

Email Automation

4. Next, you can add your welcome email. The 3 options available for you to create your email content are by:
 - Creating from a template layout
 - Creating from a theme
 - Uploading your own template (for ZIP format only)

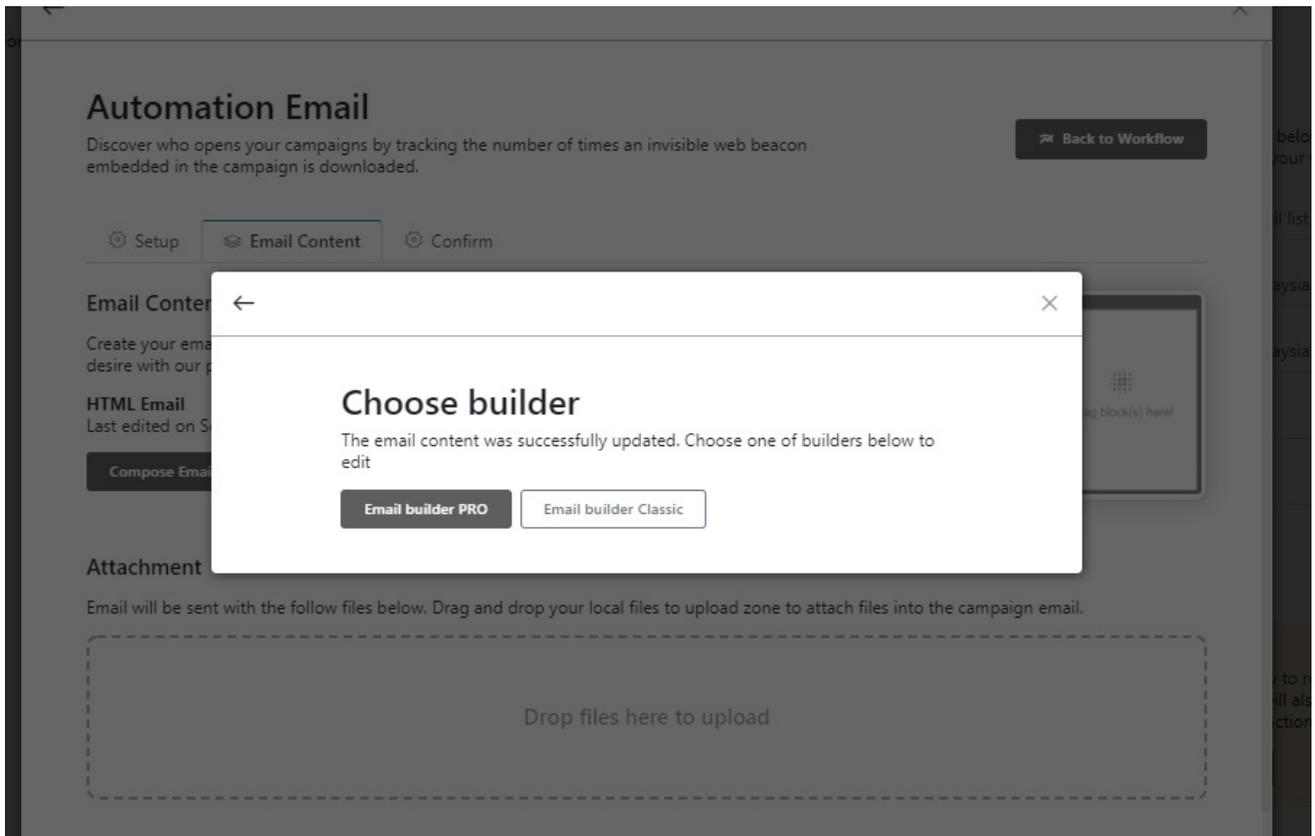


5. If you select “**From a Template Layout**” or “**From a Theme**”, you can choose pre-built templates/themes from our content library.

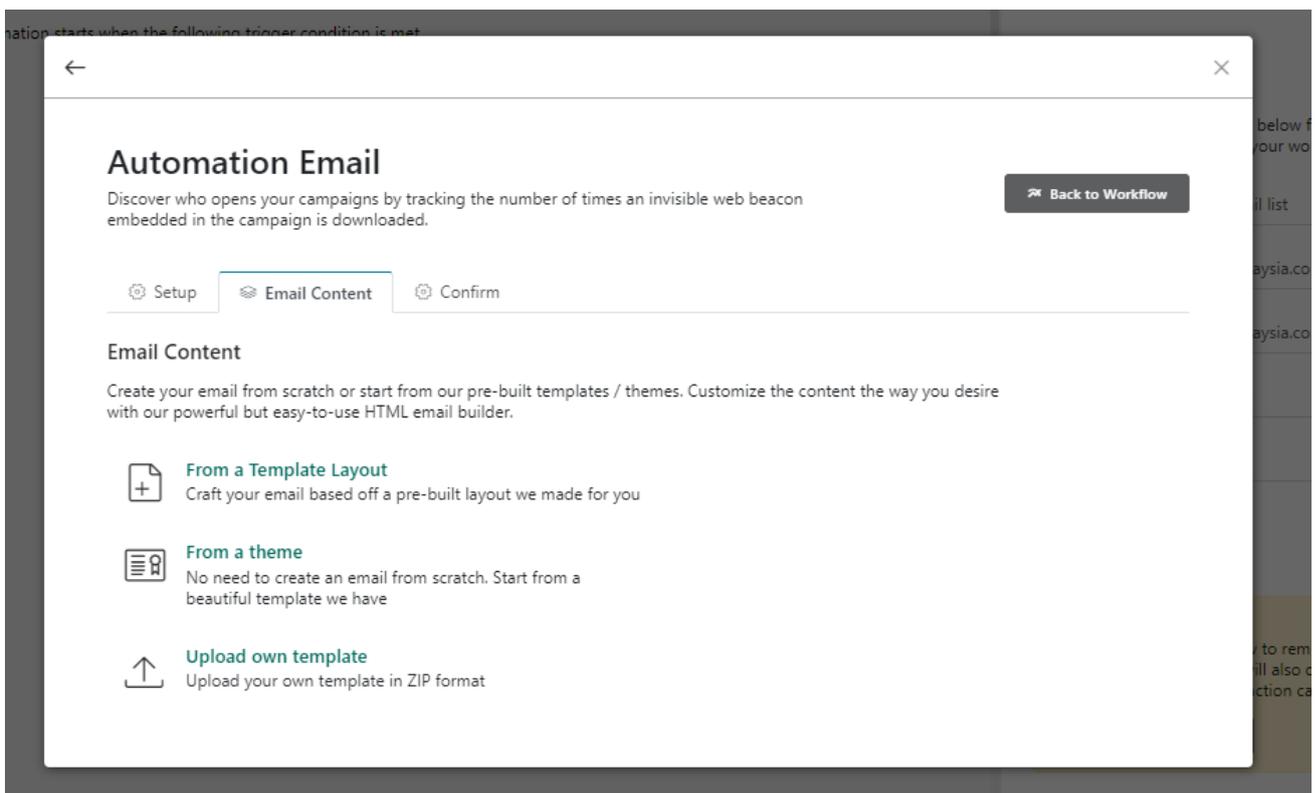


Email Automation

6. Select a template or a theme and choose your email builder. We recommend you use the **“Email Builder PRO”** as it is easier and more user friendly.



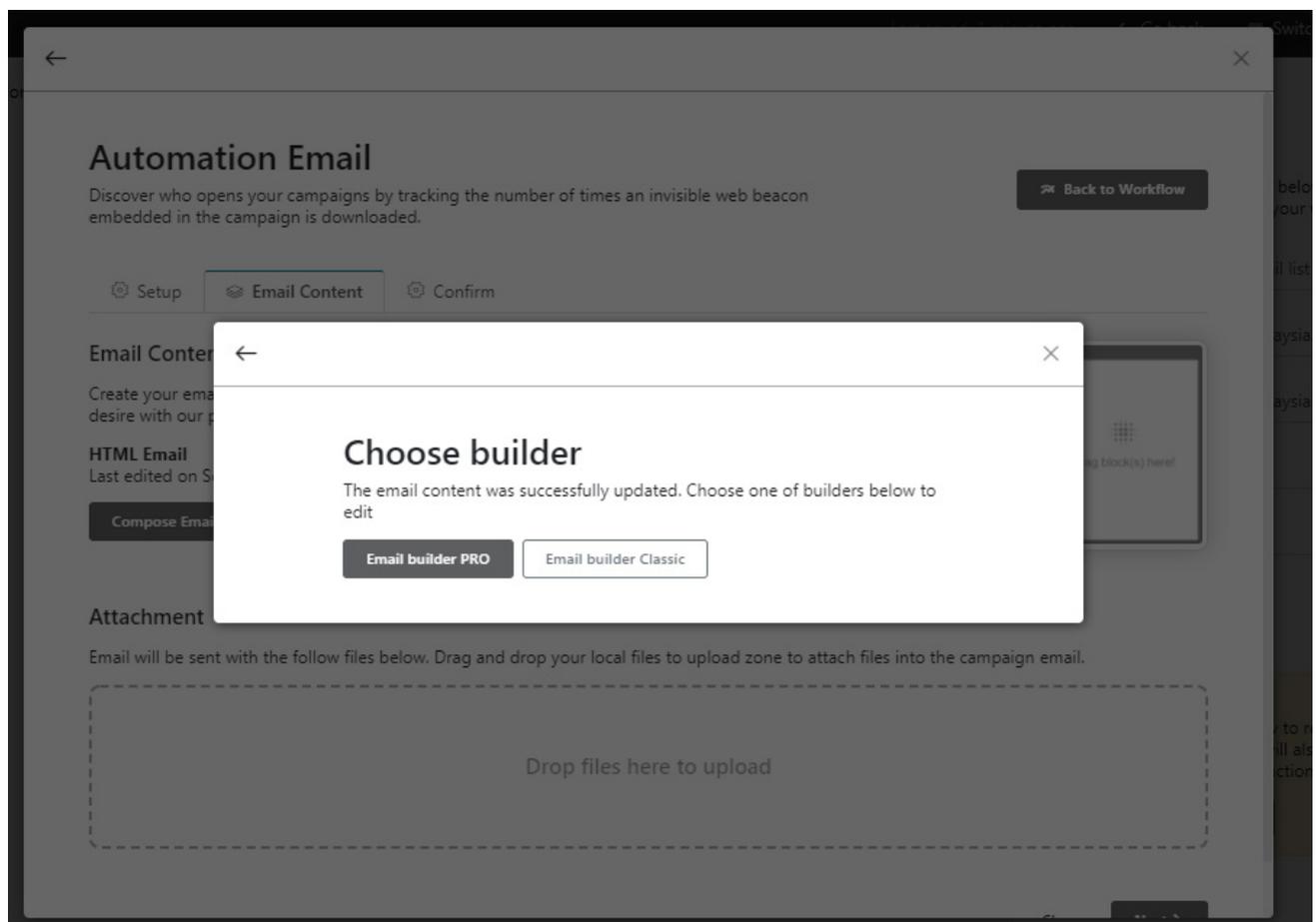
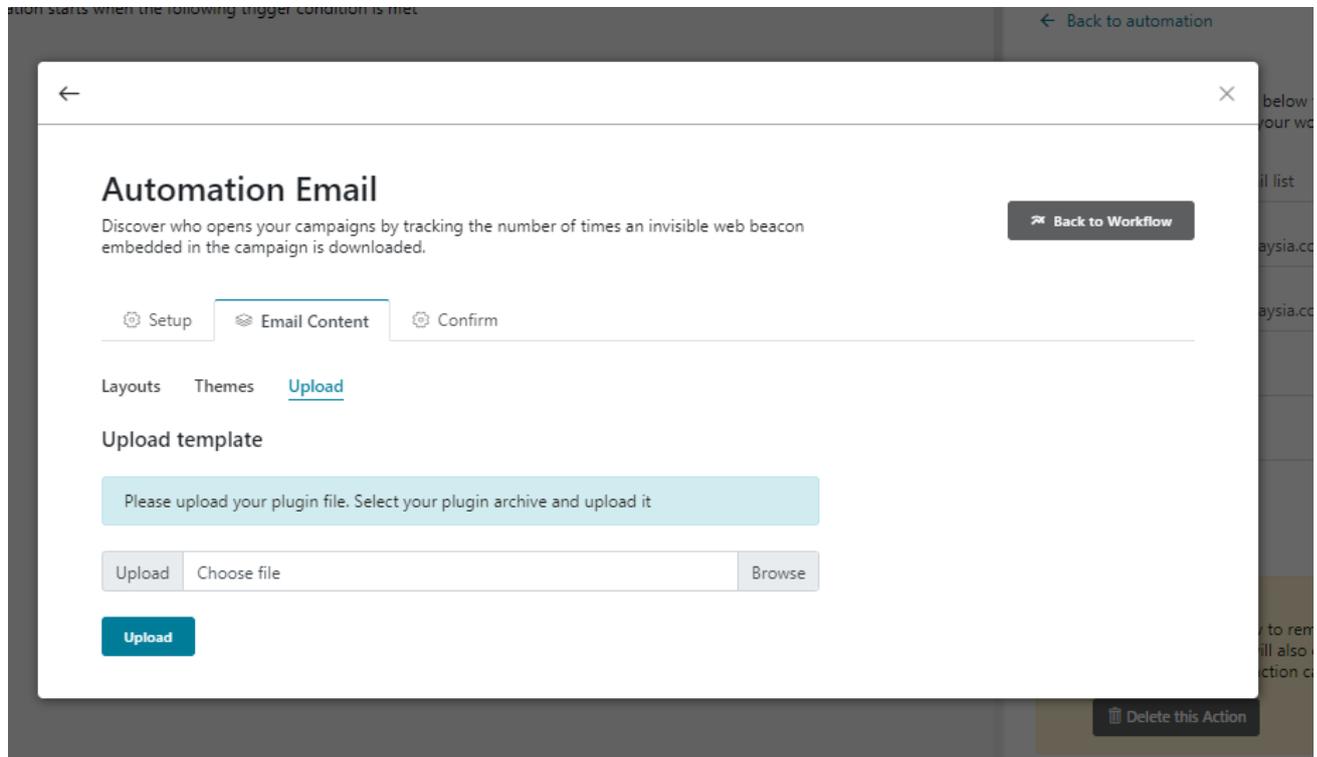
7. If you select **“Upload own template”**, you can choose and upload your email template. However, do note that the system will only accept ZIP format for the email template.



Email Automation

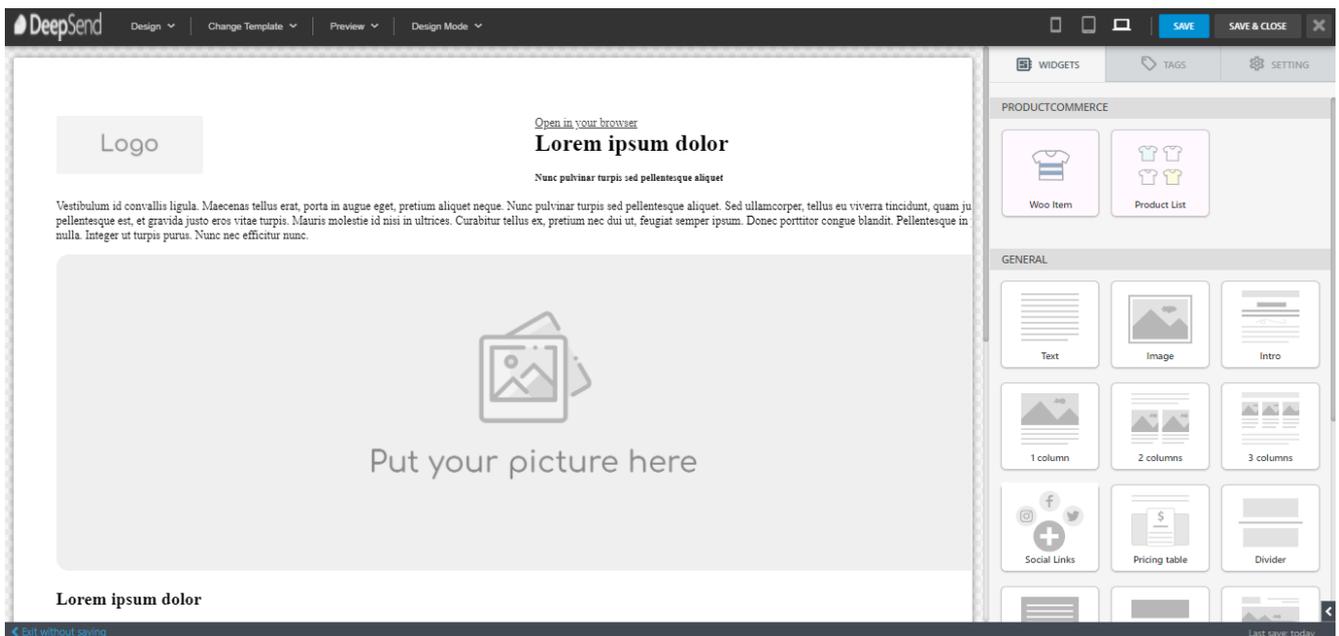
Add an Action: Send an Email (cont'd)

- Click **“Upload”** once done selecting and choose your email builder. We recommend you use the **“Email Builder PRO”** as it is easier and more user friendly.



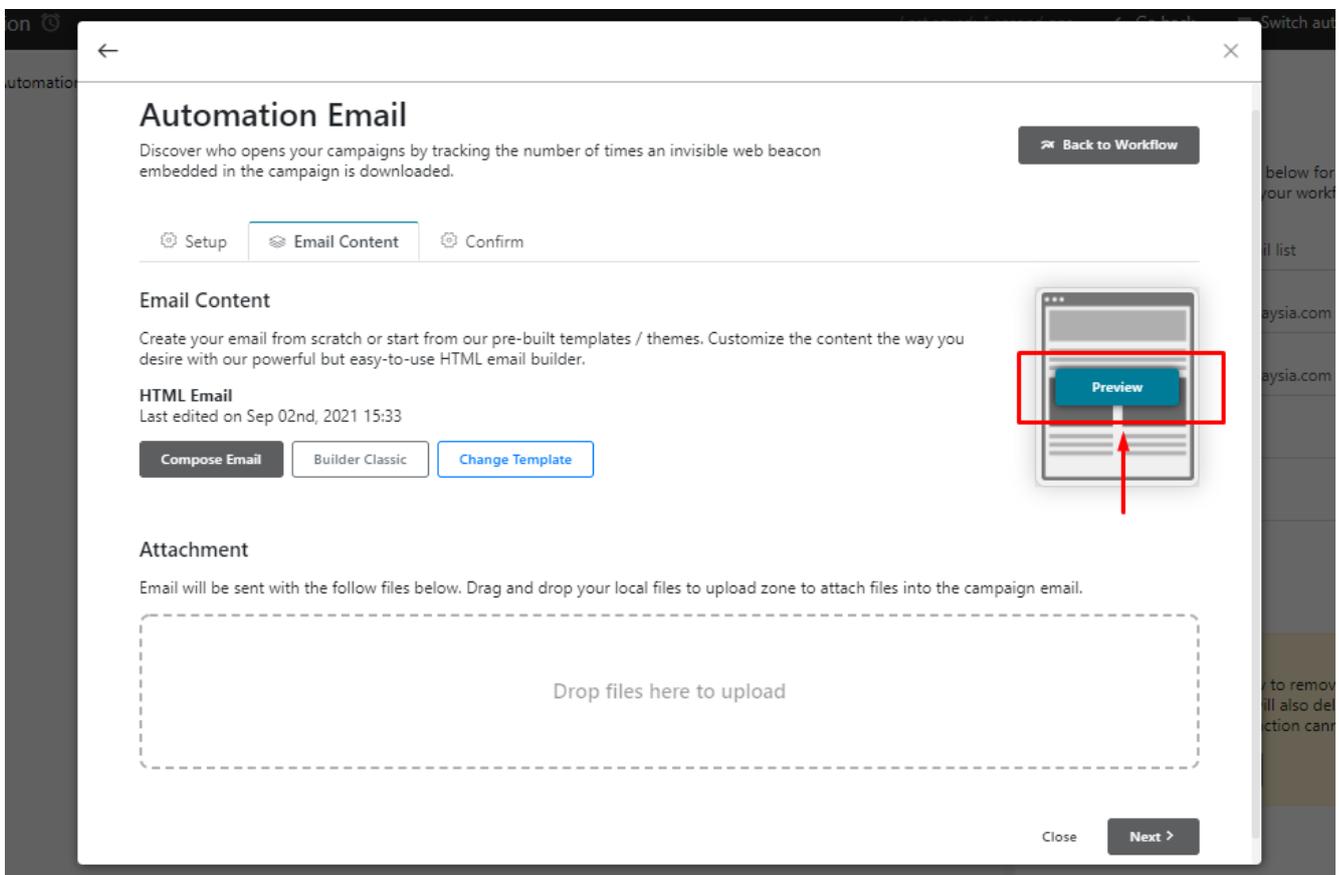
Email Automation

- Next, edit and customize your welcome email content accordingly by using the drag and drop builder.



- Click **“Save & Close”** once you are done editing.

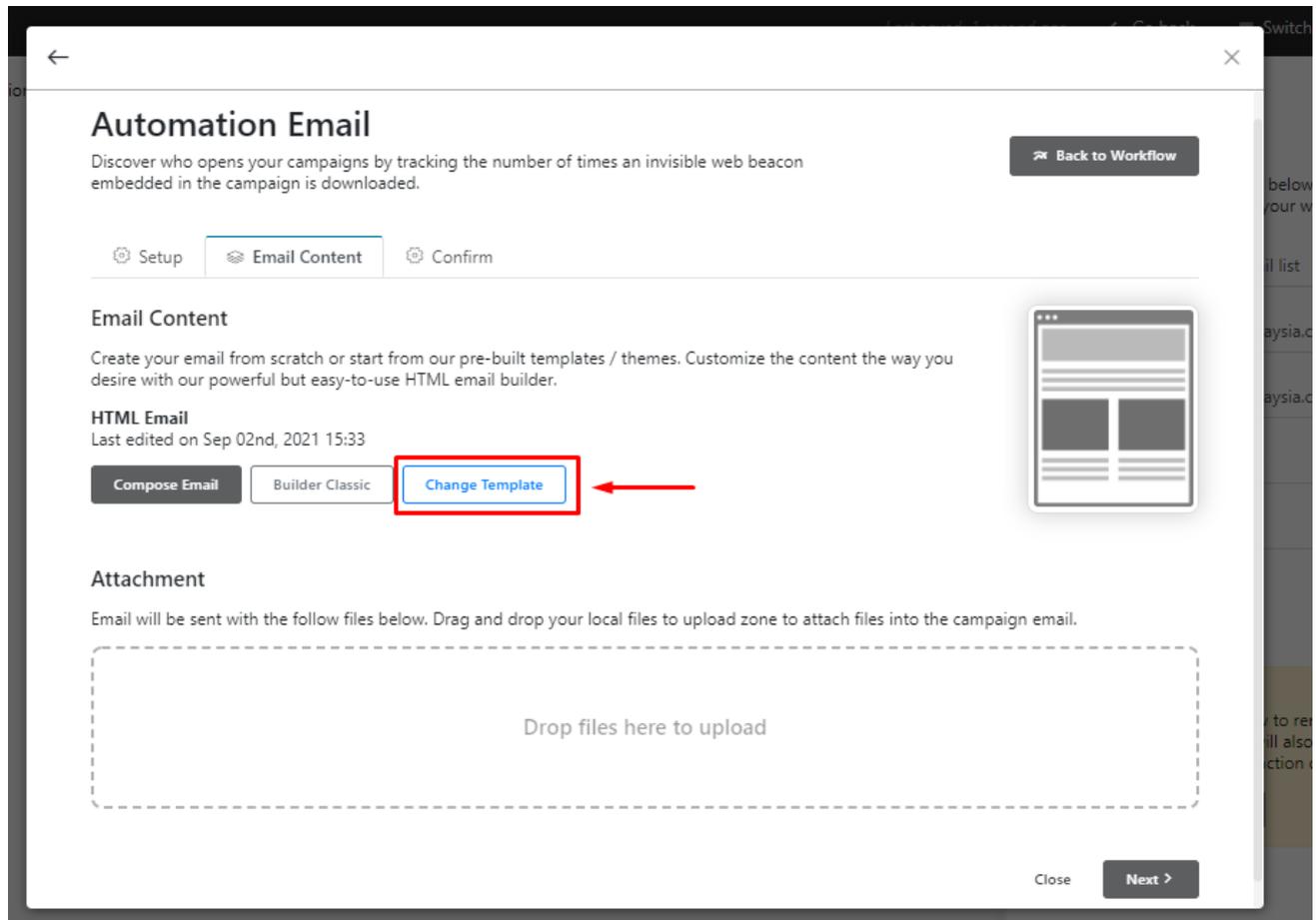
- Next, you can click **“Preview”** to view your email content.



Email Automation

Add an Action: Send an Email (cont'd)

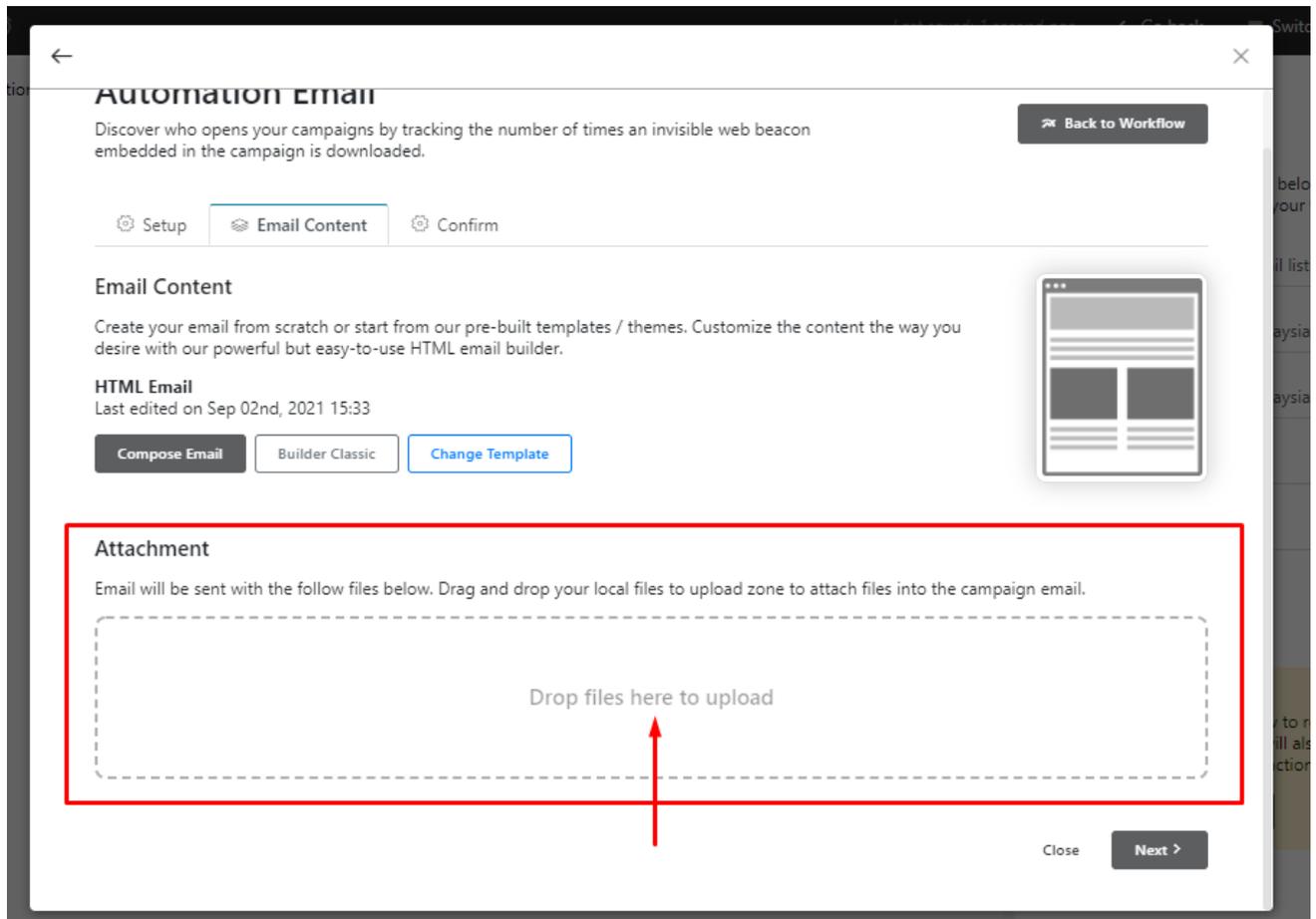
12.If you wish to change the template, you can click “**Change Template**” and start over with a new template.



Email Automation

Add an Action: Send an Email (cont'd)

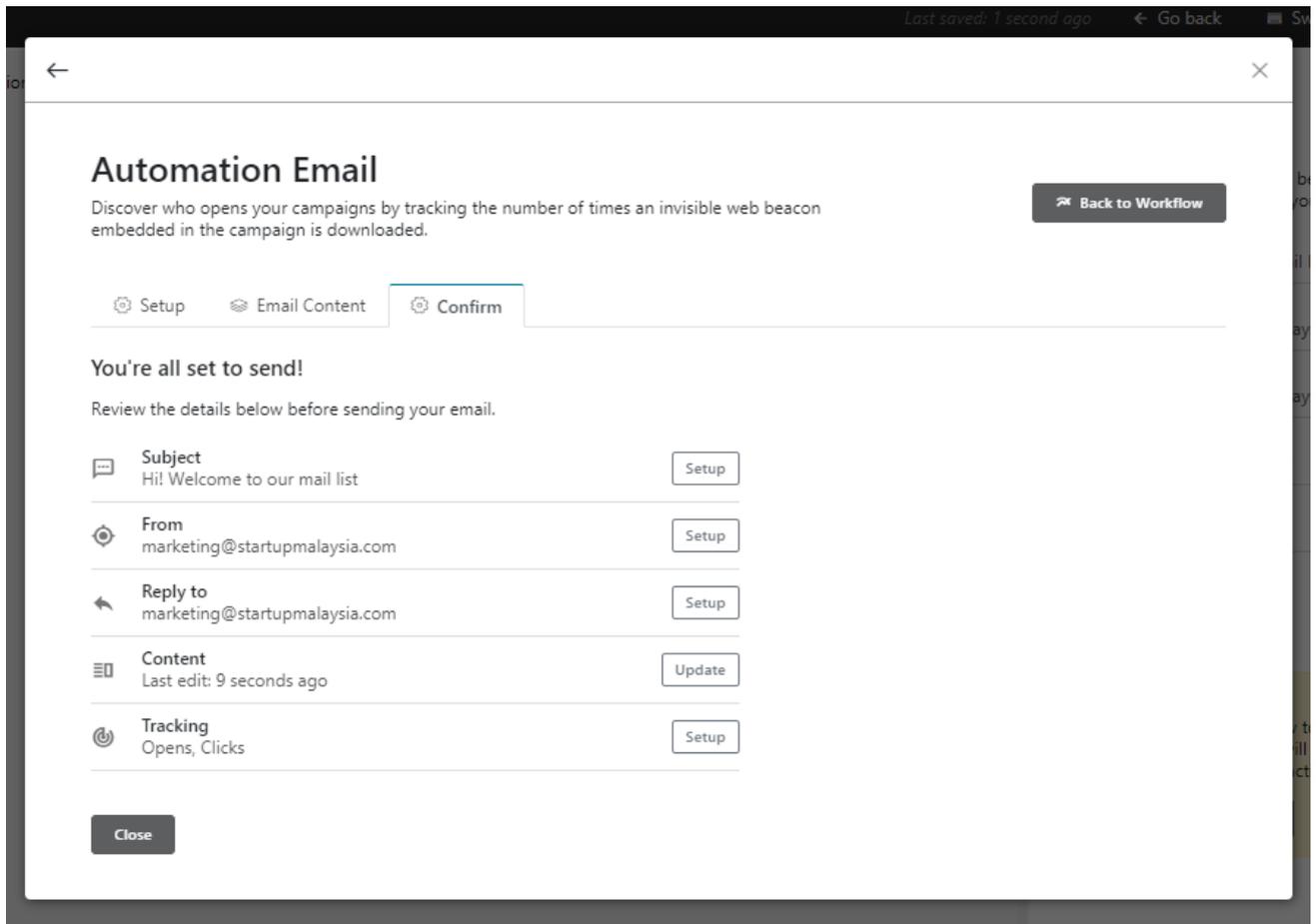
13. You can also add files as attachments to your email campaign.



14. Click “**Next**” once you are done with the email content.

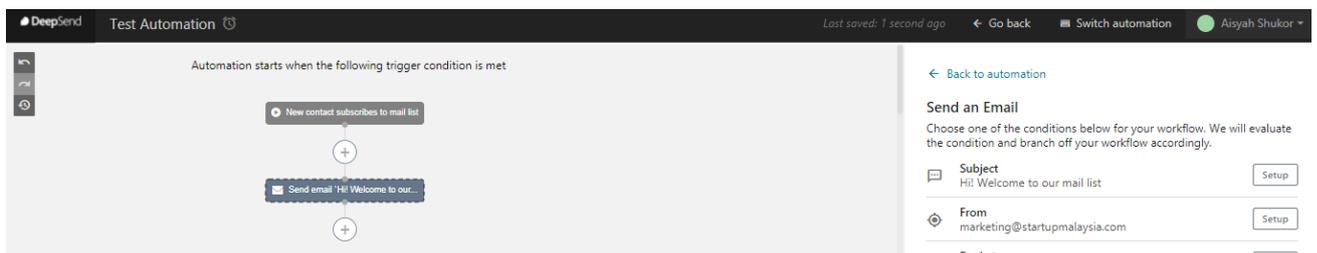
Email Automation

15. Make sure everything is correct and in order in the “**Confirm**” section. Click on “**Setup**” or “**Update**” if you wish to make any changes.



16. Click “**Close**” or “**Back to Workflow**” if all is good.

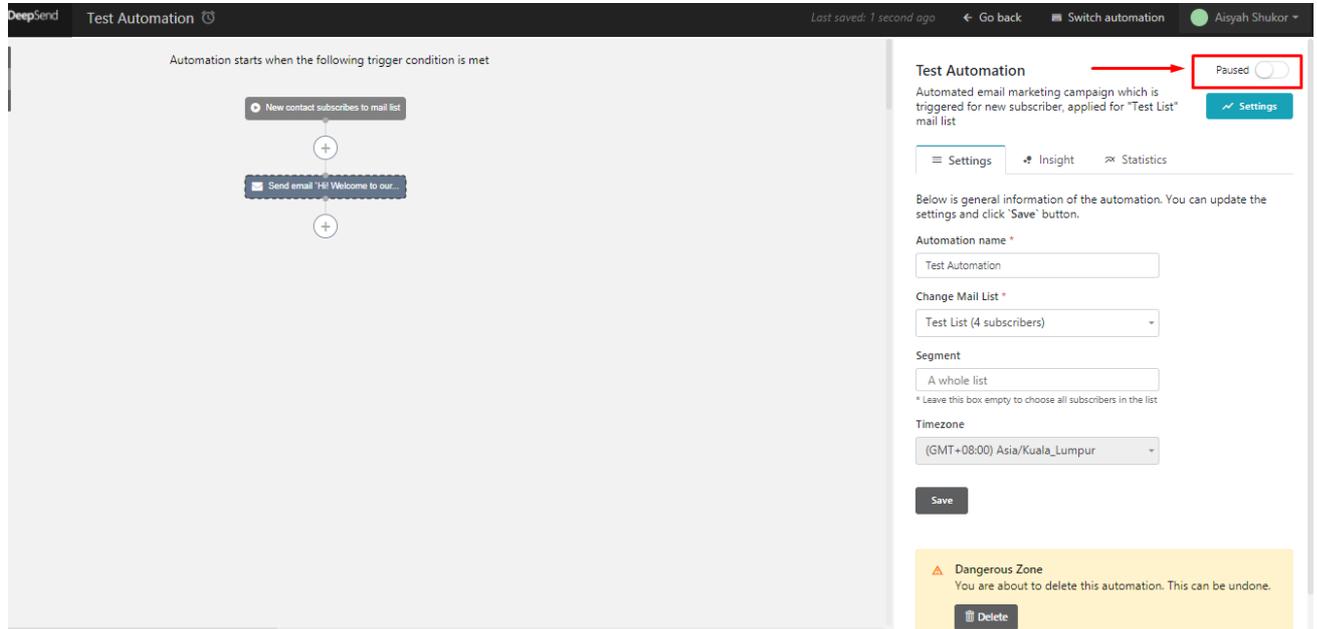
17. Then, you can view that the email campaign is added in your automation flow in your automation dashboard.



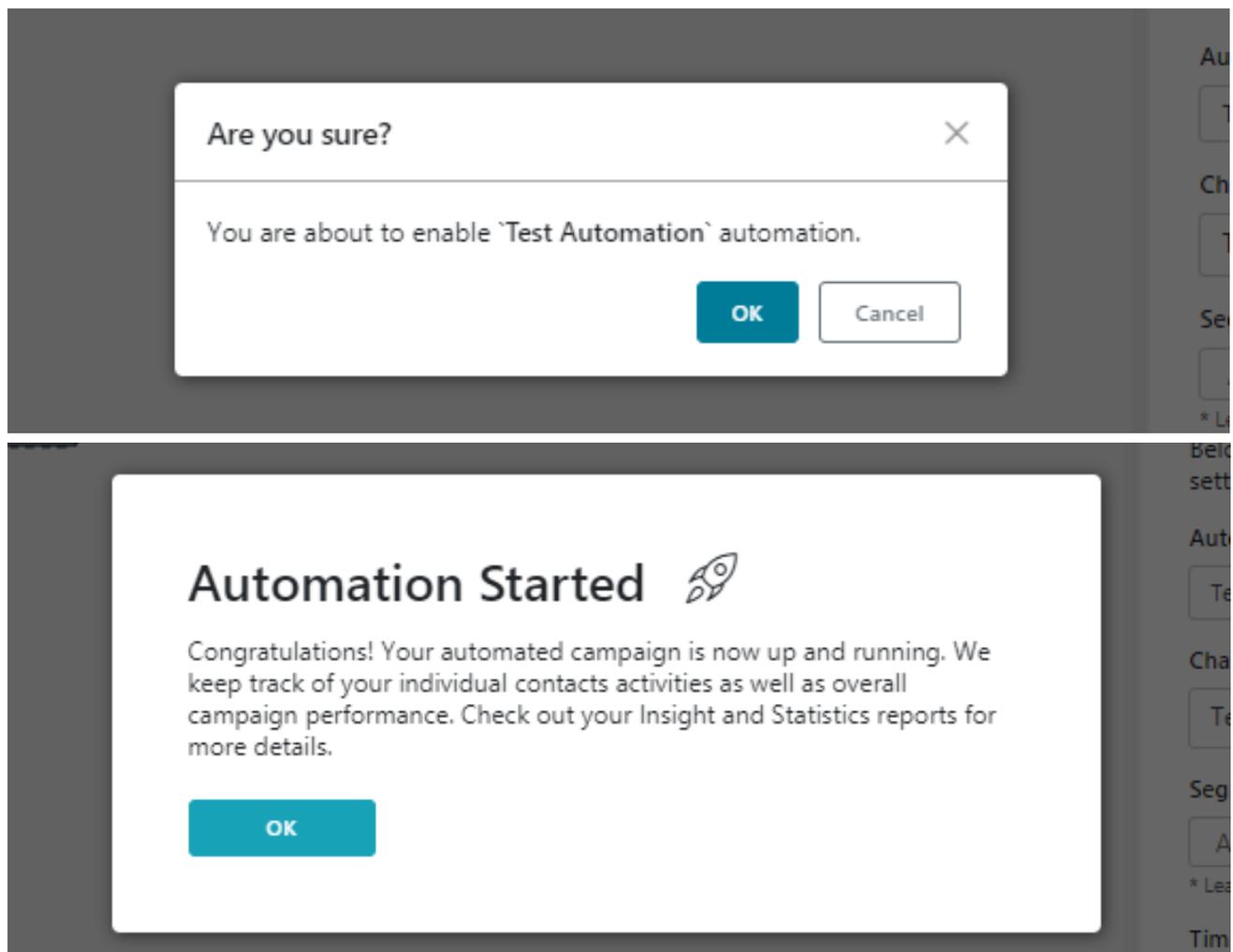
Email Automation

Add an Action: Send an Email (cont'd)

18. You can continue to grow your automation flow by adding more triggers or you can complete the automation by clicking on the “Pause” toggle button to activate the automation.

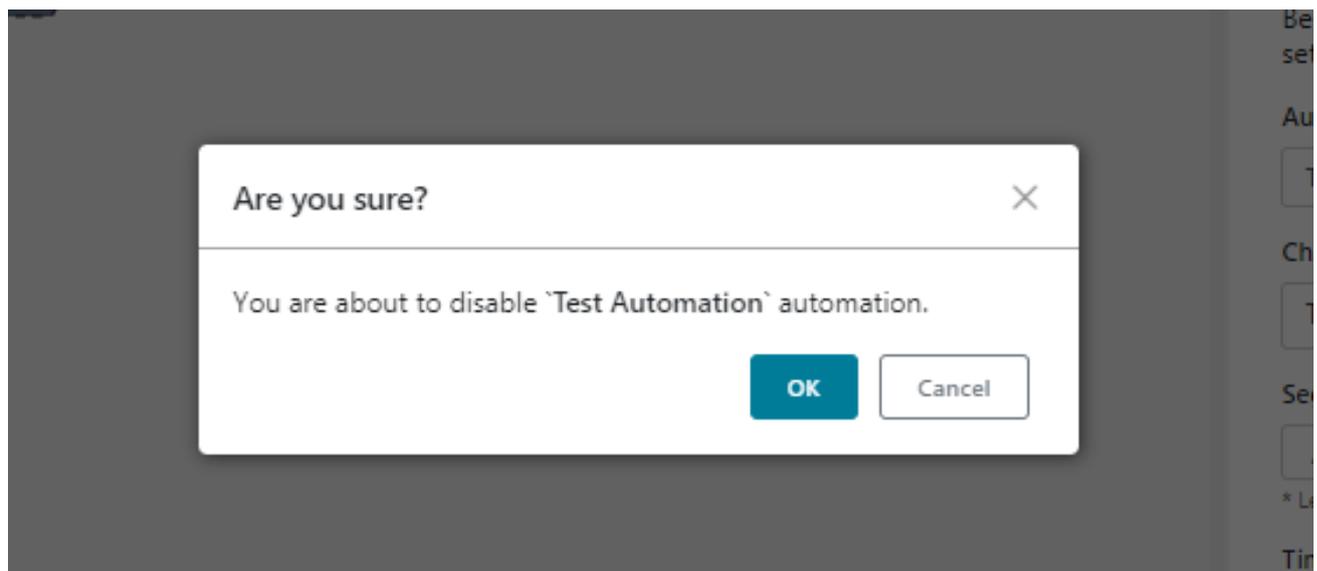
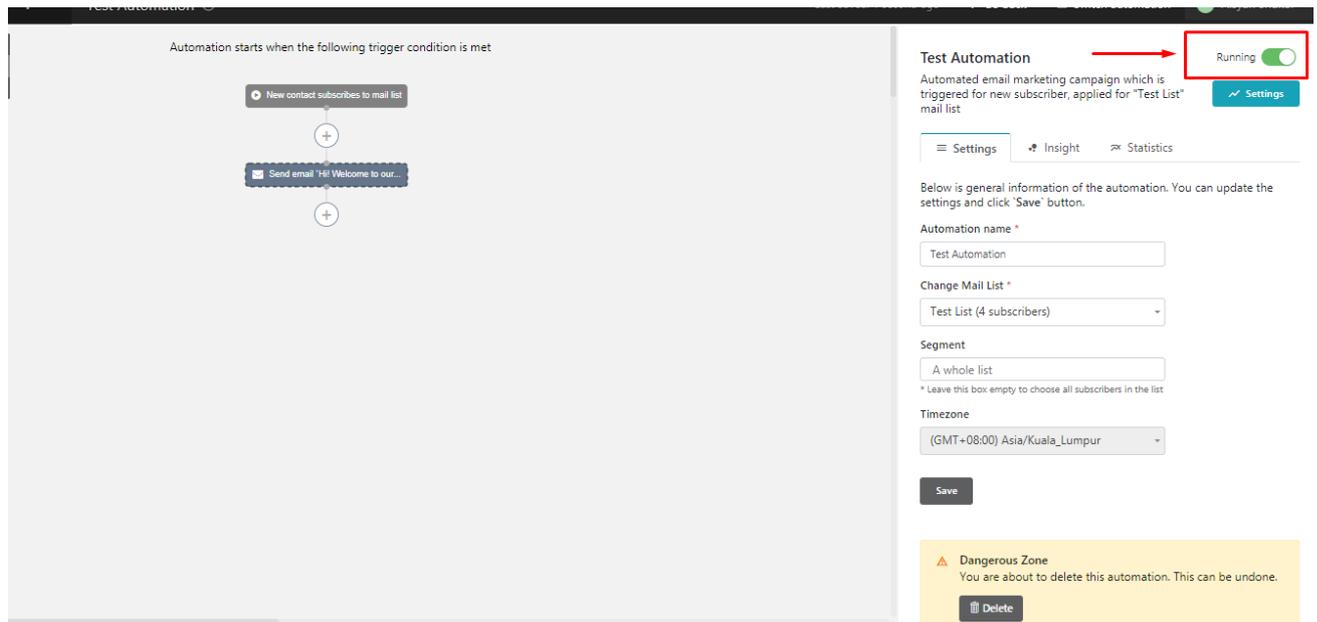


19. Click “OK” in the prompt and your Welcome New Subscribers email automation is activated.



Email Automation

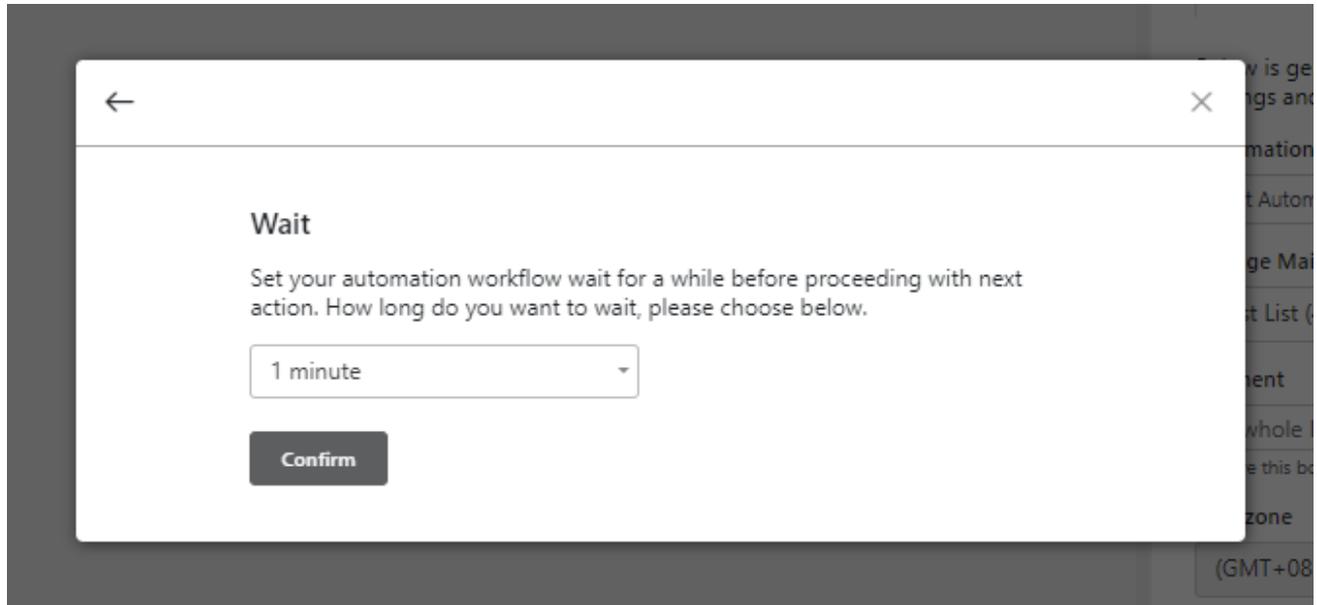
20. You can click on the toggle again if you wish to pause the automation at another time.



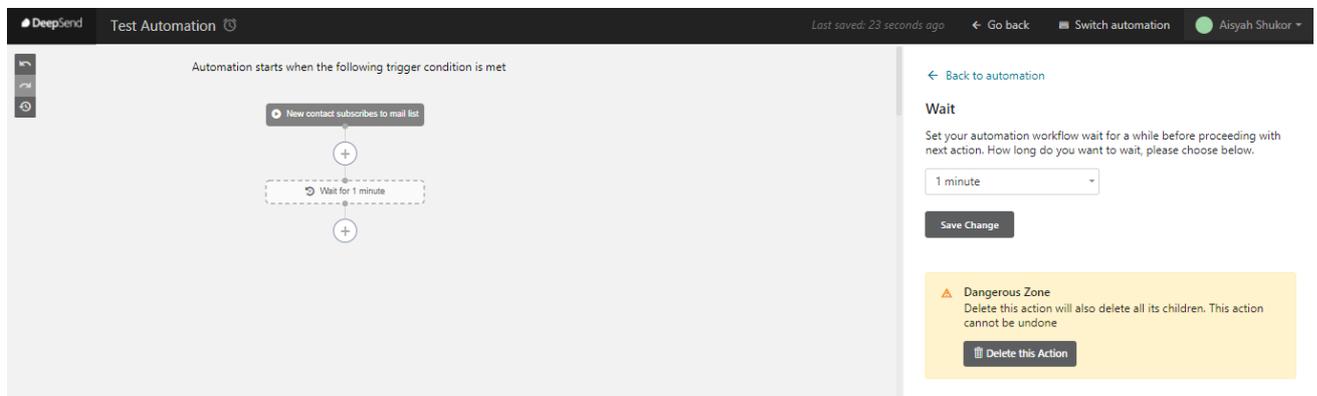
Email Automation

Add an Action: Wait

1. If you select **“Wait”**, you can set the time gap before adding the next action. This means that once a subscriber performs an action with triggers, there will be a wait time before they receive an automated email from you. Click **“Confirm”** once done.



2. Next, you can view that the **“Wait”** action is added in your automation flow in your automation dashboard.

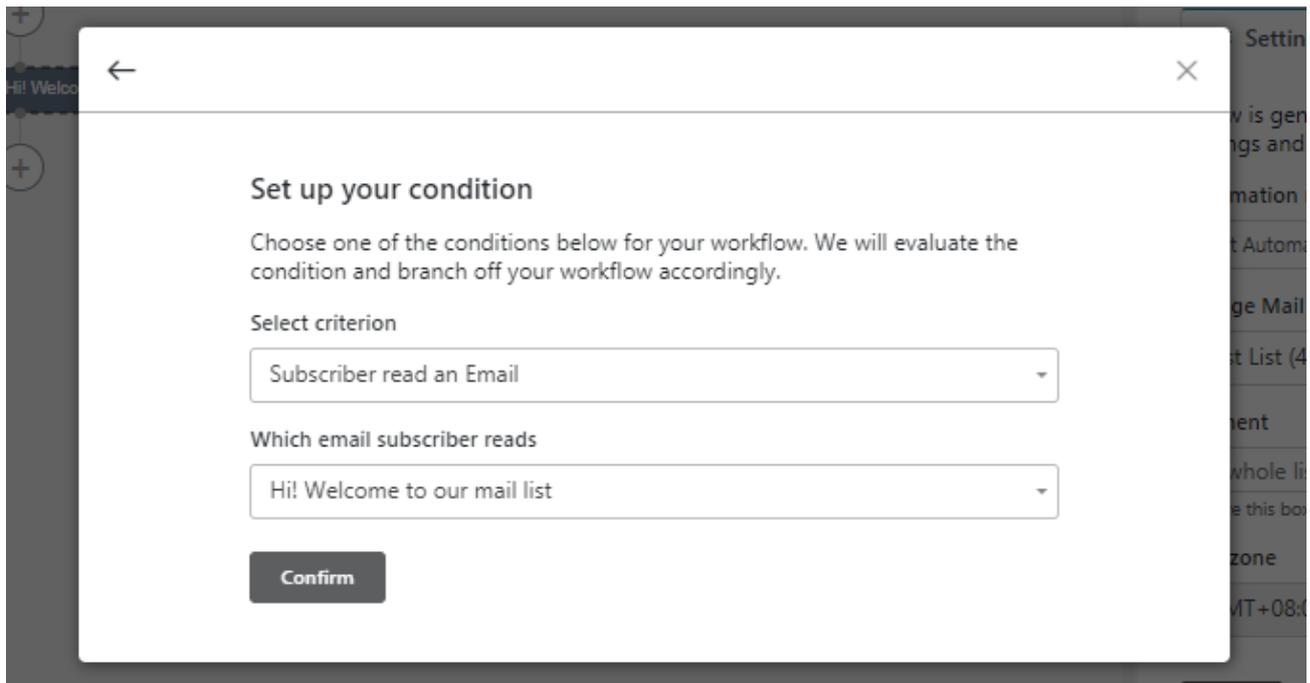


3. You can continue adding actions in your flow by following the same steps as setting up **“Add an Action: Send an Email”** from Step 1- Step 18.

Email Automation

Add an Action: Condition

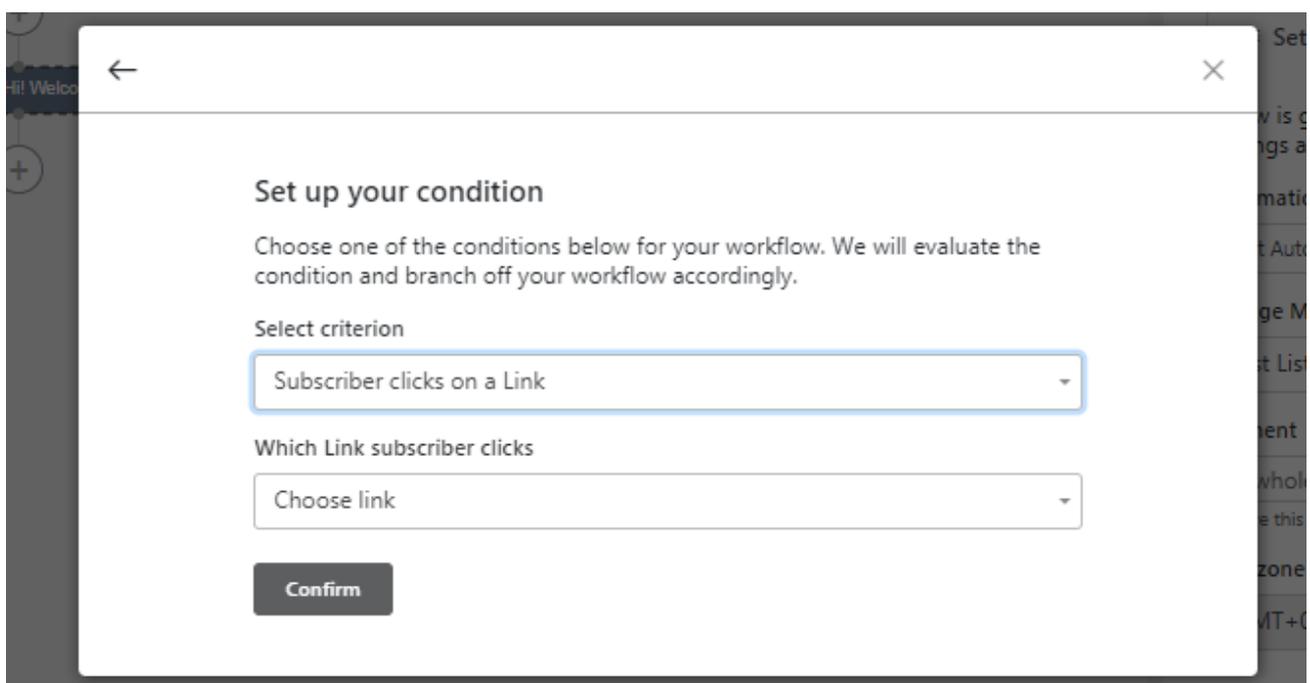
1. If you select “**Condition**”, your subscribers have to meet the conditions that you have pre-determined before an automated email is sent out to them. The conditions available are:
 - If a subscriber has read an email or not, or
 - If a subscriber clicks on a link
2. If you select the condition “**Subscriber read an Email**”, choose as well which email is to be read.



The screenshot shows a modal dialog box titled "Set up your condition". It contains the following elements:

- A back arrow icon on the top left and a close 'X' icon on the top right.
- The title "Set up your condition".
- Instructional text: "Choose one of the conditions below for your workflow. We will evaluate the condition and branch off your workflow accordingly."
- A label "Select criterion" above a dropdown menu.
- The dropdown menu is currently set to "Subscriber read an Email".
- A label "Which email subscriber reads" above another dropdown menu.
- The second dropdown menu is currently set to "Hi! Welcome to our mail list".
- A dark grey "Confirm" button at the bottom.

3. If you select the condition “**Subscriber clicks on a Link**”, choose as well which link is to be clicked.



The screenshot shows a modal dialog box titled "Set up your condition". It contains the following elements:

- A back arrow icon on the top left and a close 'X' icon on the top right.
- The title "Set up your condition".
- Instructional text: "Choose one of the conditions below for your workflow. We will evaluate the condition and branch off your workflow accordingly."
- A label "Select criterion" above a dropdown menu.
- The dropdown menu is currently set to "Subscriber clicks on a Link".
- A label "Which Link subscriber clicks" above another dropdown menu.
- The second dropdown menu is currently set to "Choose link".
- A dark grey "Confirm" button at the bottom.

Email Automation

Add an Action: Condition

4. Click “**Confirm**” once done.
5. The outcome would be based on “**Yes**” and “**No**” in the automation flow in the automation dashboard.

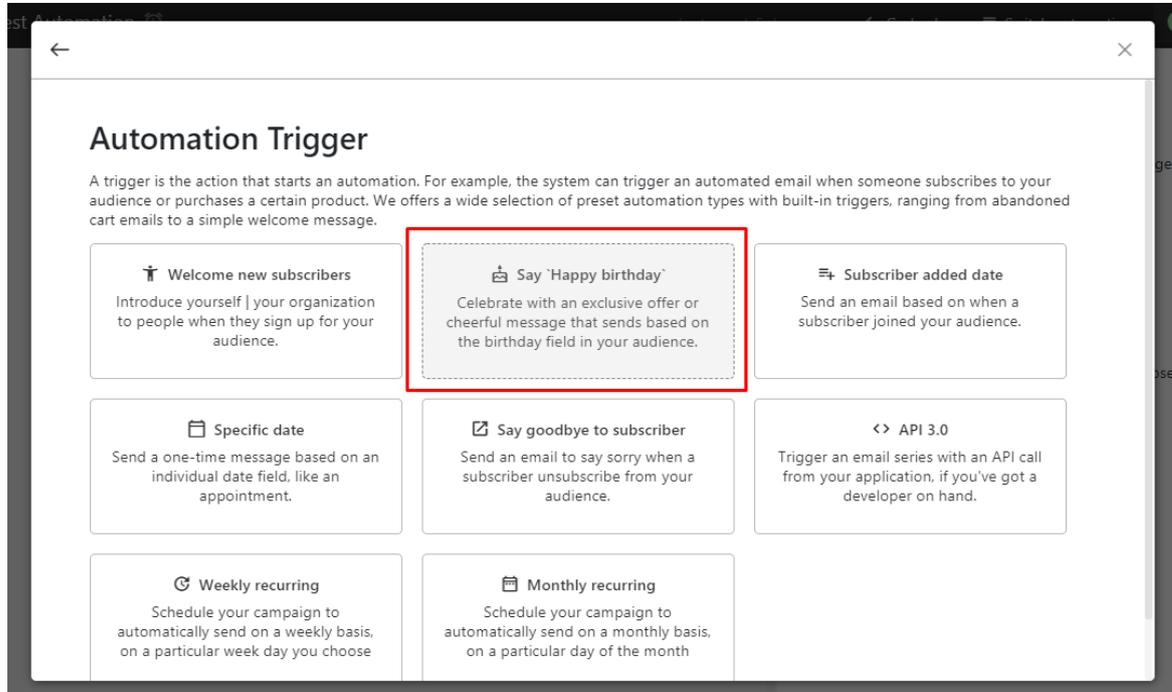
The screenshot displays the DeepSend automation editor interface. The main workspace shows a vertical flowchart starting with a trigger condition: "New contact subscribes to mail list". This is followed by an action: "Send email 'Hi! Welcome to our...'", and then a condition step: "Condition: Open previous email?". Below the condition step, the flow branches into two paths: a "Yes" path (marked with a 'Y' in a circle) and a "No" path (marked with an 'N' in a circle), each ending with a plus sign indicating further actions can be added. On the right-hand side, a configuration panel titled "Set up your condition" is visible. It includes a "Back to automation" link, instructions to choose conditions, a "Select criterion" dropdown menu set to "Subscriber read an Email", and a "Which email subscriber reads" dropdown menu set to "Hi! Welcome to our mail list". A "Save Change" button is located below these options. At the bottom of the panel, a yellow "Dangerous Zone" warning states: "Delete this action will also delete all its children. This action cannot be undone." with a "Delete this Action" button.

6. Click “**Save Change**” and you can add an action such as “**Send an Email**” or “**Wait**” before you send an email under the “**Yes**” and “**No**” branch. Your email content can be customised to suit your subscriber’s actions.

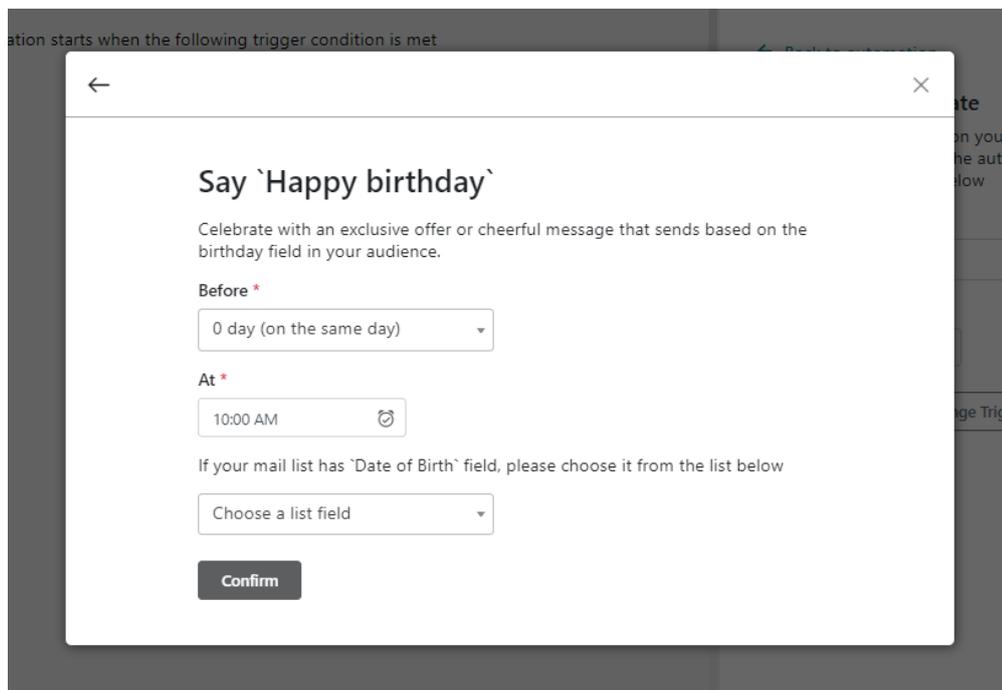
Email Automation

Automation Trigger: Say “Happy Birthday”

1. You can set an automation trigger to send email based on your subscriber birthday date that will allow you to send exclusive offers and birthday wishes. First, select “Say ‘Happy Birthday’”.



2. Select the time to send the email either on the same day or up to 2 months before the birthday date. Select the specific time and select “Date of Birth” field from your mailing list.

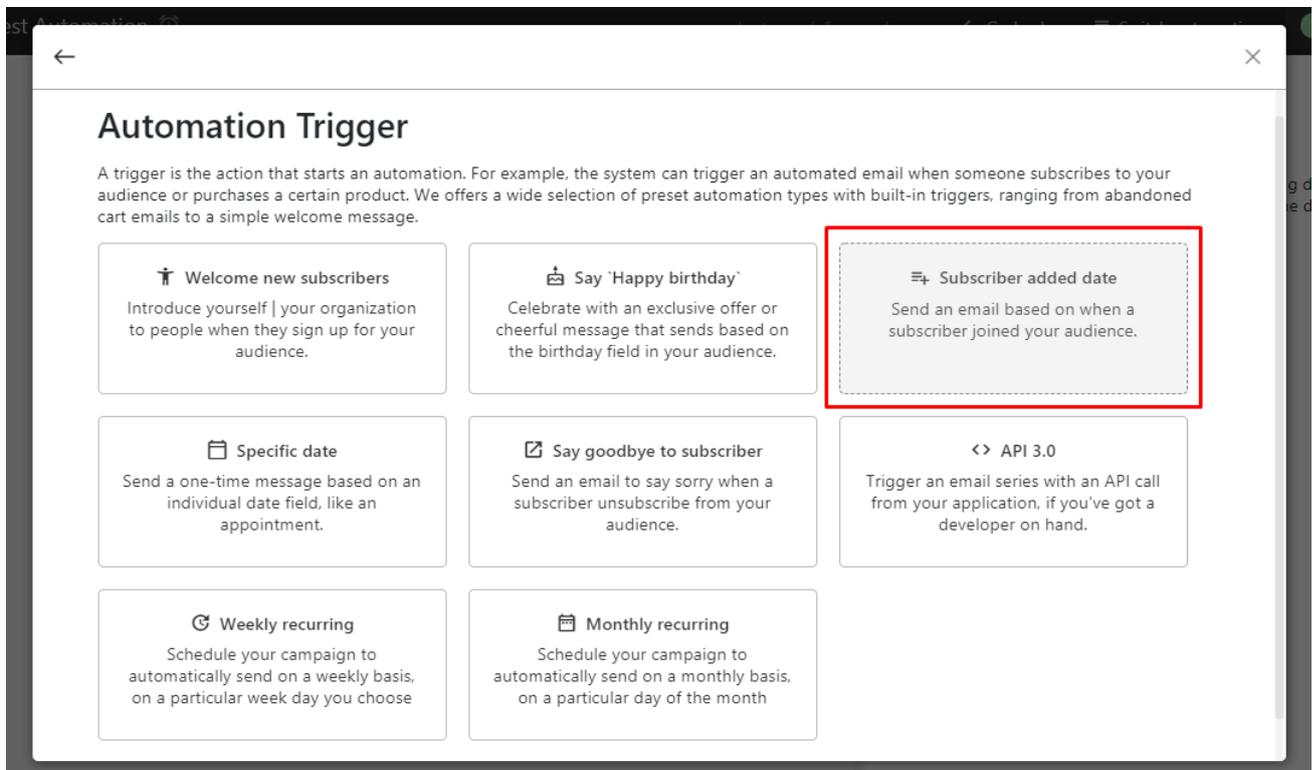


3. Click “Confirm” once done and your automation is activated.

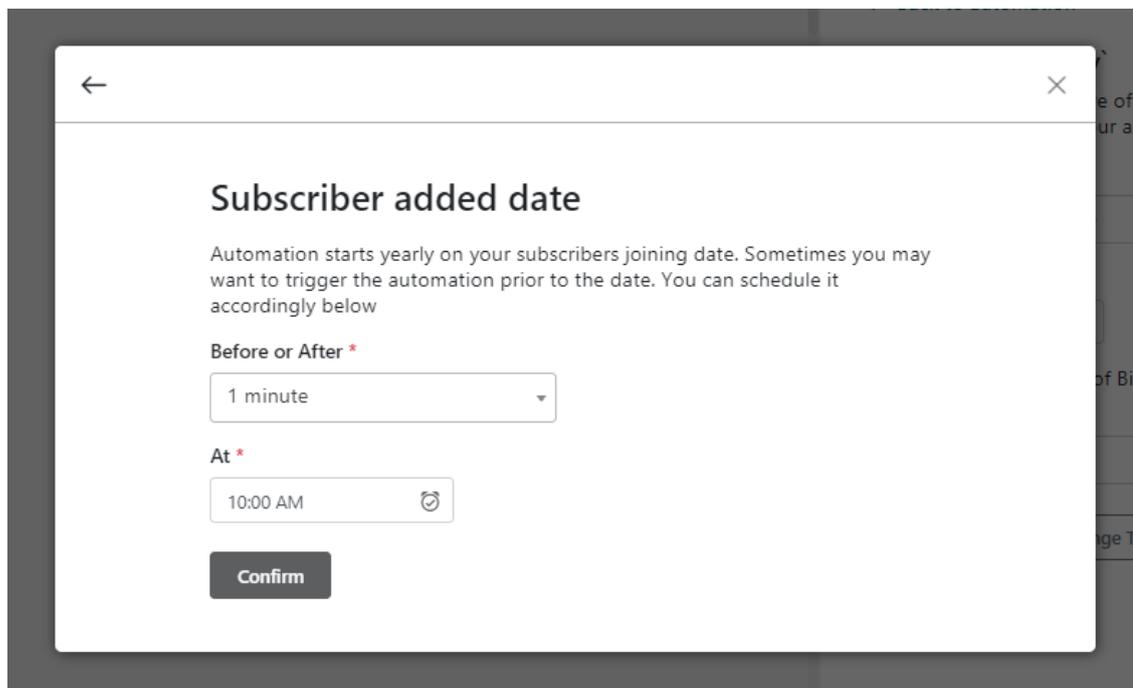
Email Automation

Automation Trigger: Subscriber Added Date

1. You can send an automation trigger to subscribers based on the date they start subscribing as your audience. Do note that this automation trigger applies annually.



2. Set the trigger either before or after the specific date of subscription and select the time.

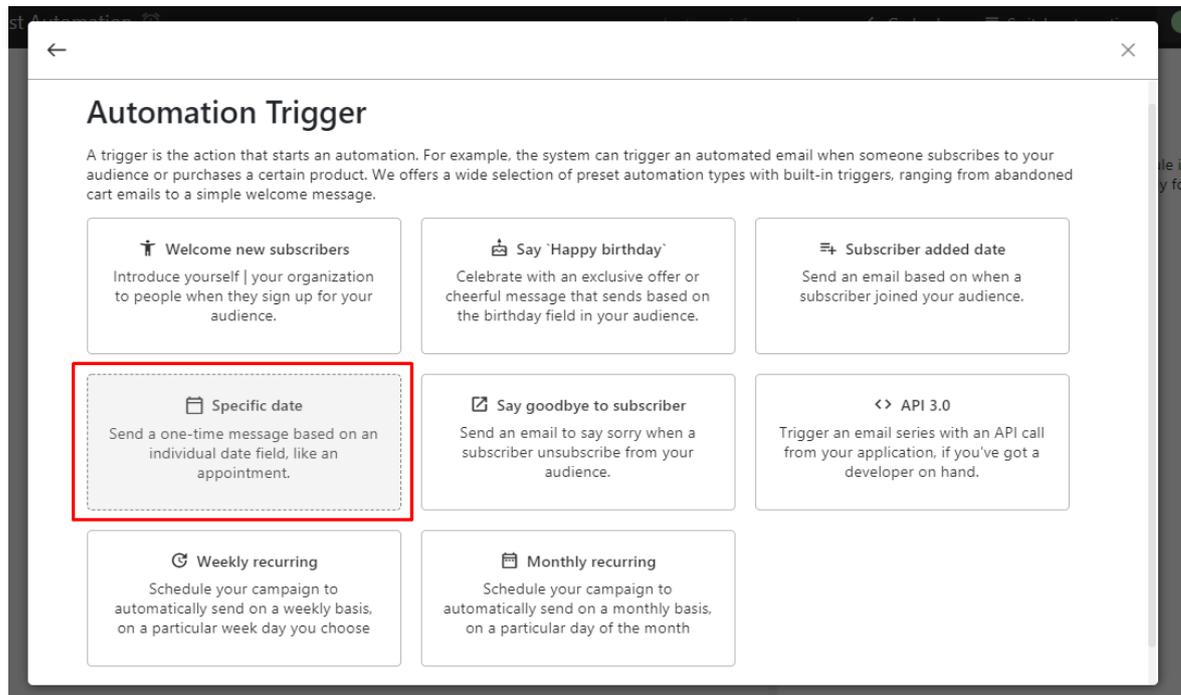


3. Click “**Confirm**” once done and your automation is activated.

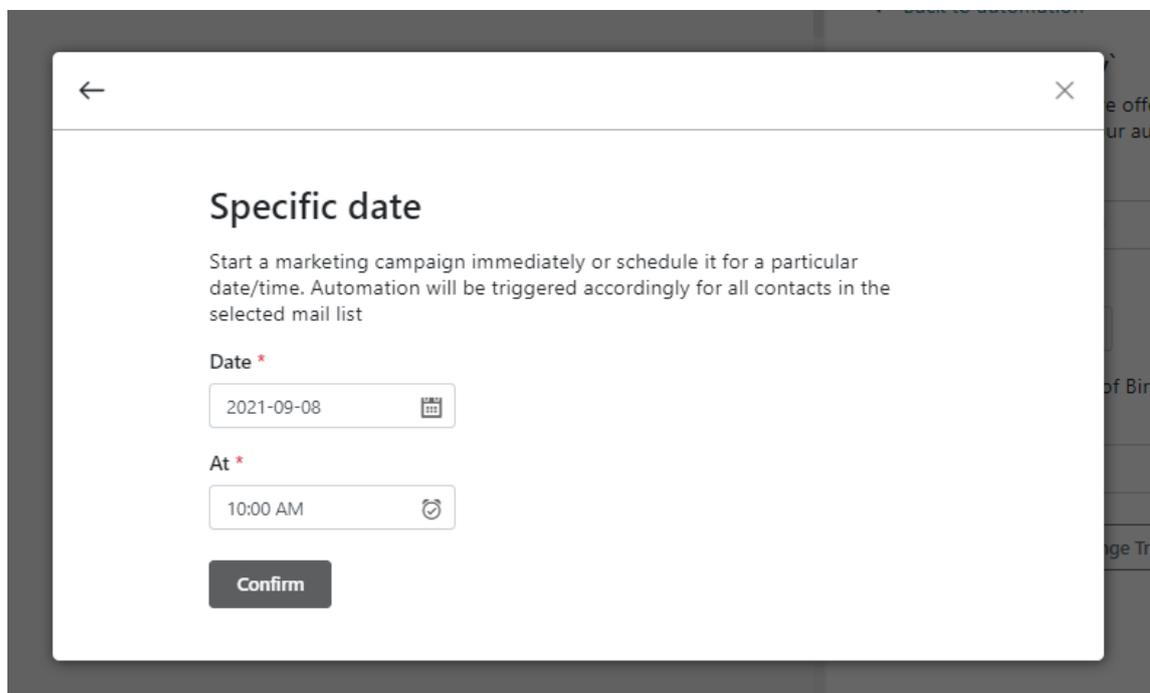
Email Automation

Automation Trigger: Specific Date

1. You can set a one-time message based on an individual date field like an appointment.



2. You will have the option to set the email campaign to be sent immediately or schedule ahead. Set the time and date accordingly.

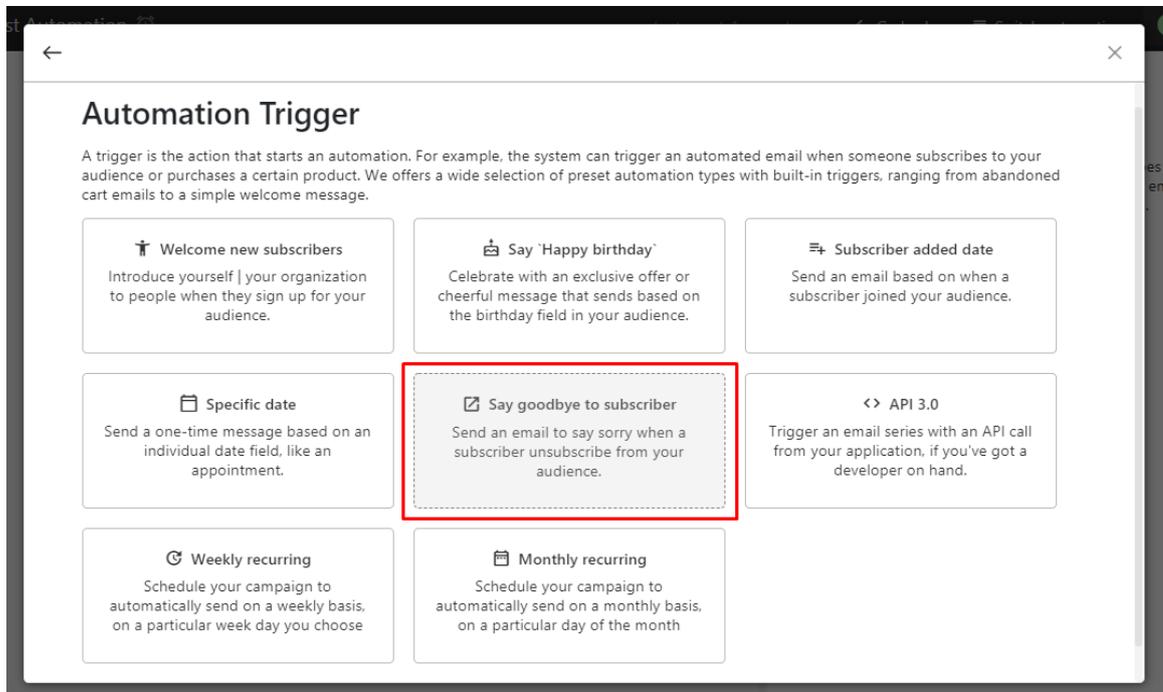


3. Click “**Confirm**” once done and your automation is activated.

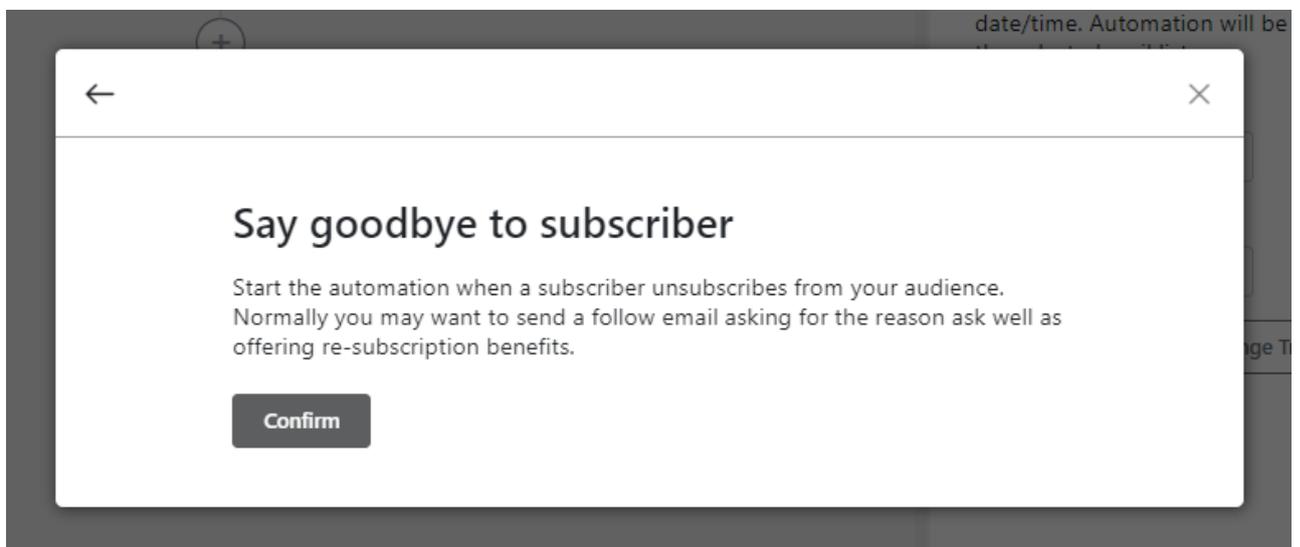
Email Automation

Automation Trigger: Say Goodbye to Subscriber

1. You can send a goodbye email to your subscriber who opt to unsubscribe by selecting the “**Say goodbye to subscribers**” trigger.



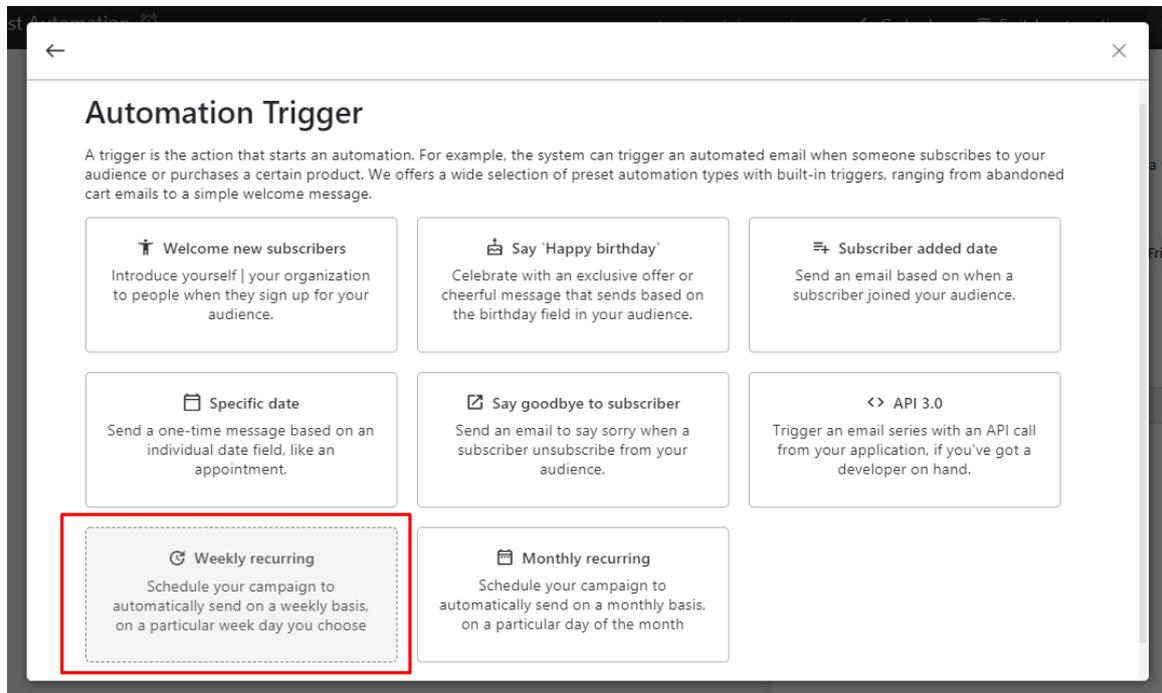
2. Click “**Confirm**” once done and your automation is activated.



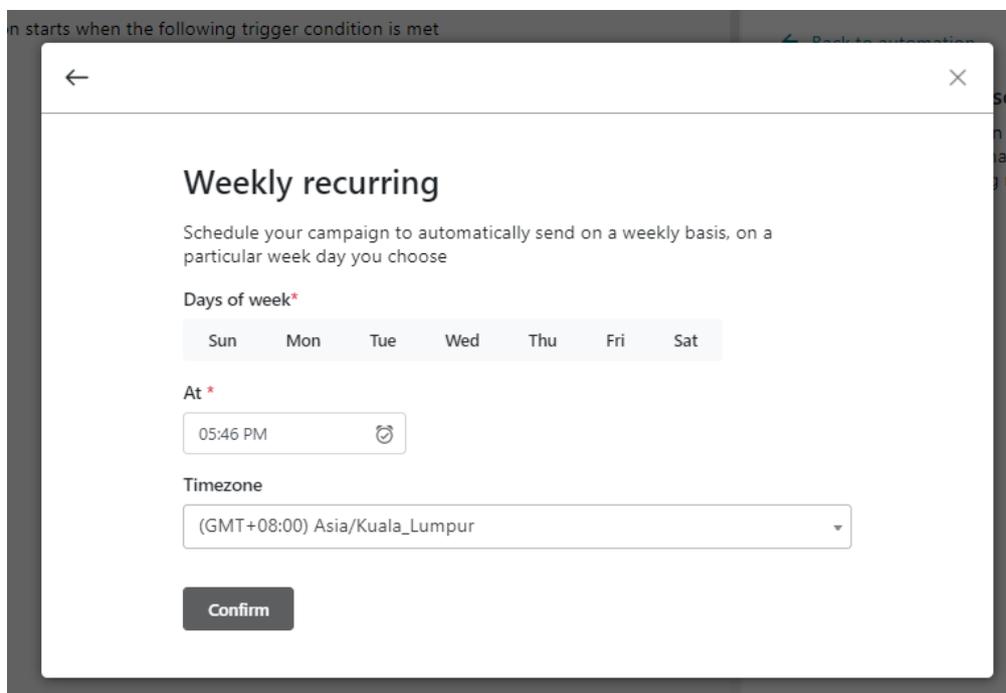
Email Automation

Automation Trigger: Weekly Recurring

1. You can send recurring email on a weekly basis on a specified date by selecting the “Weekly recurring” automation trigger.



2. Schedule your weekly email by selecting the date, time and time zone.

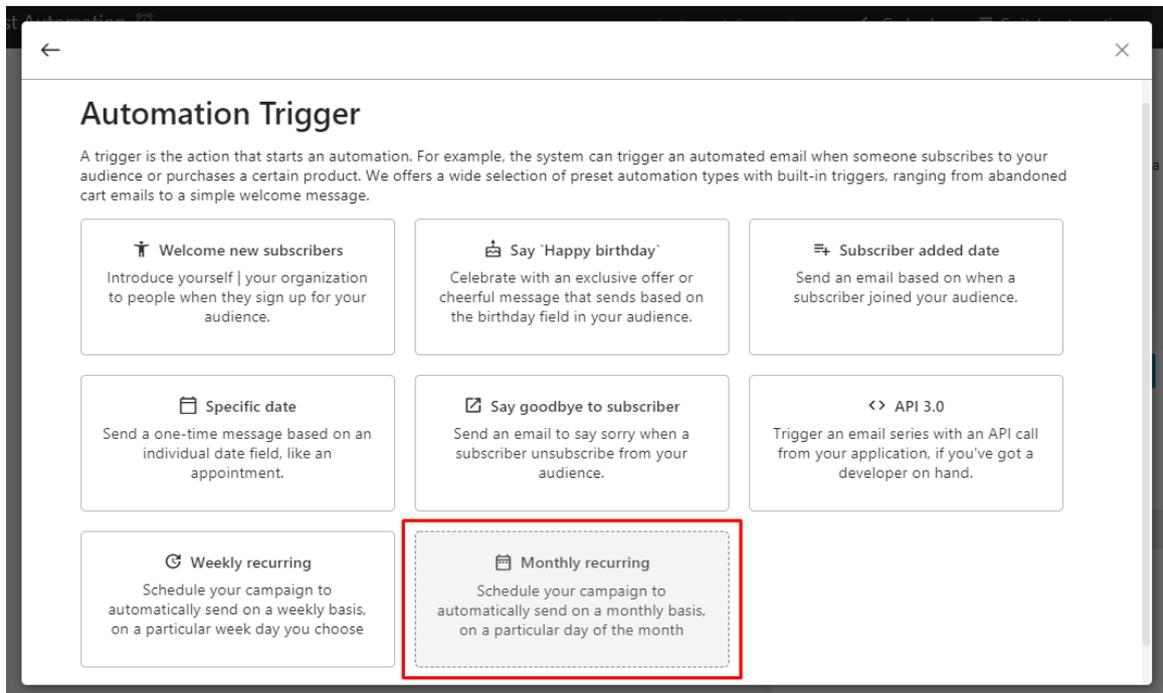


3. Click “**Confirm**” once done and your automation is activated.

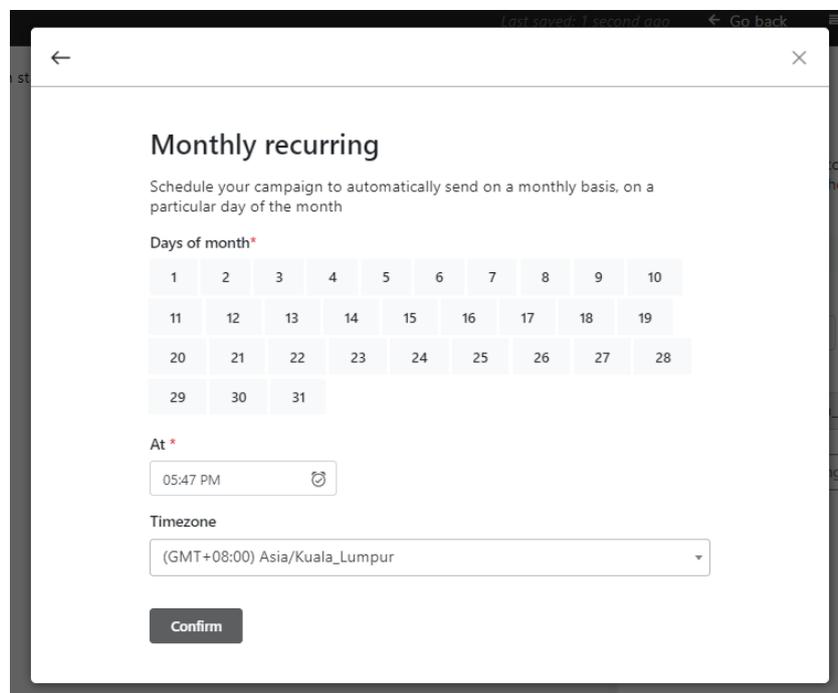
Email Automation

Automation Trigger: Monthly Recurring

1. You can also send recurring email on a monthly basis on a specified date by selecting the **“Monthly recurring”** automation trigger.



2. Schedule your monthly email by selecting the day of the month, time and time zone.

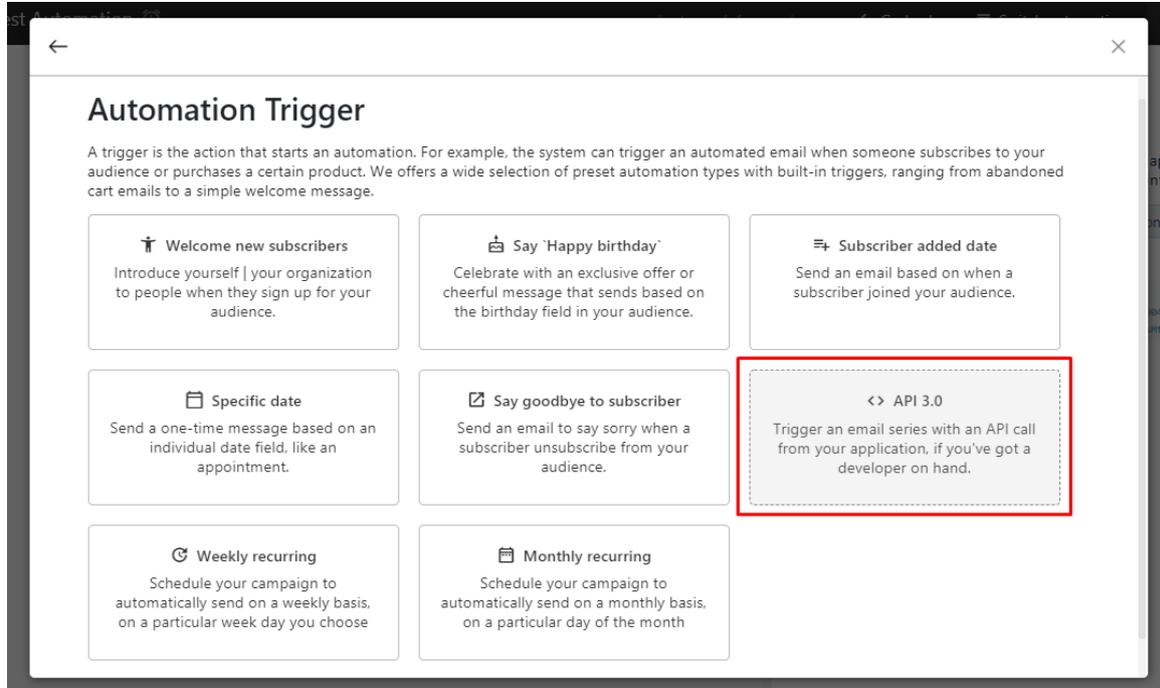


3. Click **“Confirm”** once done and your automation is activated.

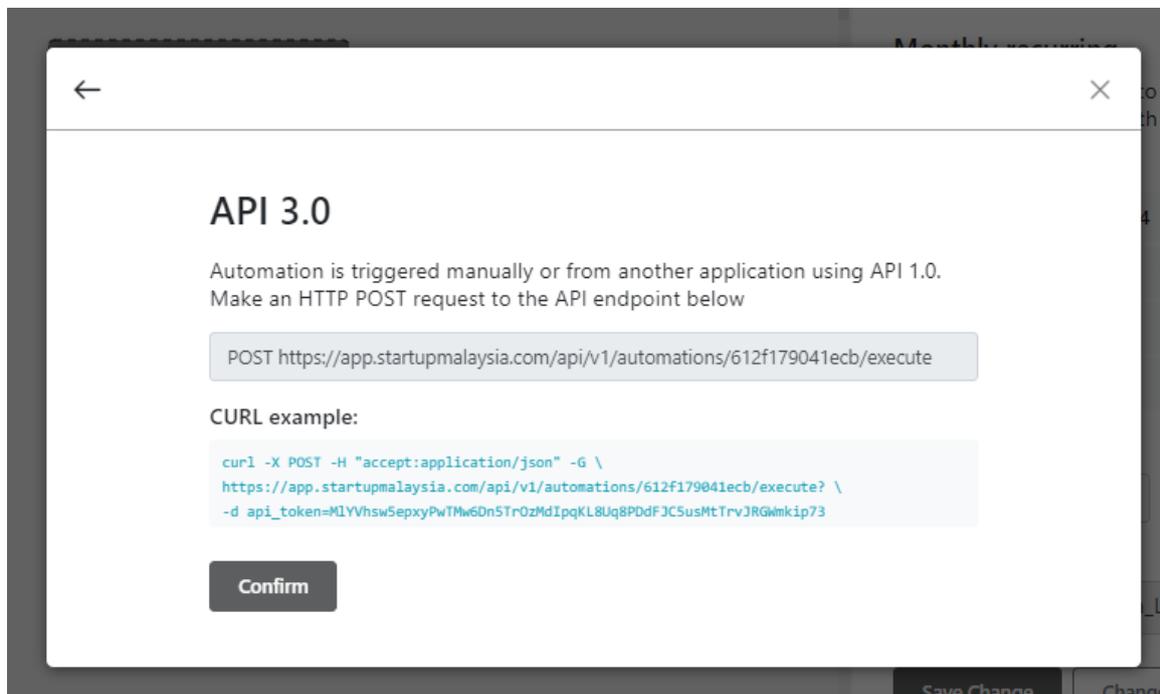
Email Automation

Automation Trigger: API 3.0

1. If you wish to create automation triggers from your application through API call, select the “<> API 3.0” trigger option. Do note that this will require coding and would be best for you to have a developer to set it up.



2. Automation is triggered manually or from another application using API 1.0. Make an HTTP POST request to the API endpoint below.



3. Click “**Confirm**” once done and test out if the automation works by completing the specified action on your application.

Reports

You can view your report directly on your dashboard. The report is essentially a statistics of your email performance based on your list performance and list growth. From your report, you can track your list growth and list performance based on;

- Open Rate
- Click Rate
- Subscribe Rate
- Unsubscribe Rate
- Total Unsubscribers
- Total Unconfirmed

How to Read Your Report Dashboard

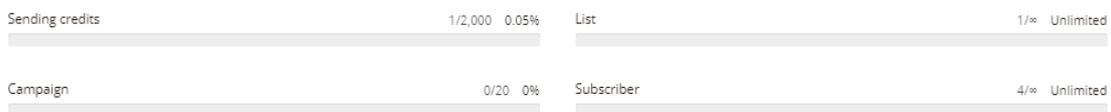
1. First, you can view your credit status tracked based on your sending credits, number of campaign, list and subscriber. Your credit limit depends on the package subscribed. You can also view your campaigns that are recently sent.

Hello, Aisyah Shukor!

Welcome back to your account dashboard.
Check out your email campaigns' performance statistics and personalized tips from our insight reports.

Credits used

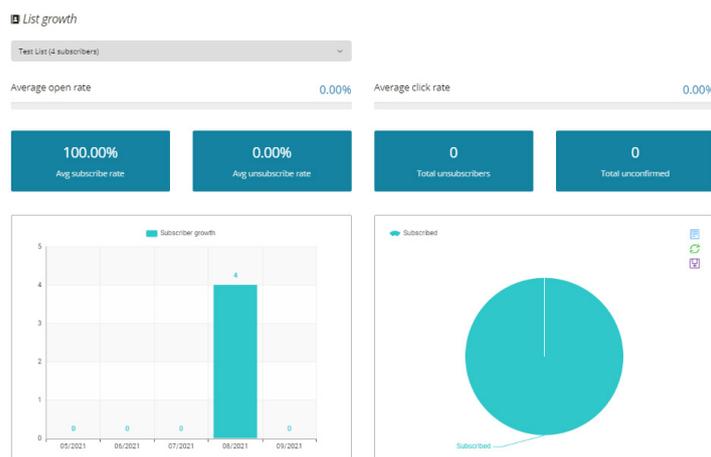
Below is the summary of how you spend your credits



Recently sent campaigns



2. Next, can view each list's average open rate, average click rate, total unsubscribers and total unconfirmed.



Reports

- Last part of the report, you will be able to see your top 5 performing campaigns based on unique campaign opens, campaign clicks and clicked links. Then, you will be able to monitor your activity log - especially beneficial if the account is accessed by multiple users.

Top 5

Campaign opens

Campaign clicks

Clicked links

There are no records yet!

Activity log

- Aisyah Shukor

The page "Sign-up "Thank you" page" belonging to the list "Test List" was updated!

🕒 1 month ago
- Aisyah Shukor

The page "Update profile success page" belonging to the list "Test List" was updated!

🕒 1 month ago
- Aisyah Shukor

A new segment "Test List" has been added to the list "Test List"!

🕒 1 month ago
- Aisyah Shukor

The import process for list "Test List" finished, 4 record(s) imported, errors!

🕒 1 month ago

- end of user guide -

Contact Us

 **Customer Helpdesk**

 **+603 8023 1880**

 **enquiry@mpsb.net**



DeepSend User Guide Version 1.0

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