

# MailList King

Powerful Mailing List Management from your Desktop



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UI Graphics for MailList King were developed by FatCow: <http://www.fatcow.com>

# MailList King

## Powerful Mailing List Management from your Desktop



MailList King brings all the power of a mailing list server to your PC, in an easy-to-use solution to create, manage and communicate with the people interested in your web site, products or organization. MailList King integrates with all popular E-mail software (Outlook, Outlook Express, Windows Mail, Eudora, etc) or directly with your mail servers to retrieve mailing list messages (subscribes, unsubscribes, undeliverable messages, etc) and deliver processing acknowledgments, double opt-in confirmations and the personalized, rich text messages that you create.

If you are trying to manage a mailing list in Excel or Outlook Contacts then MailList King can save you time and money by automatically handling the addition and removal of addresses. You can concentrate on creating compelling newsletters and powerful sales messages and let MailList King do the hard work.

You don't need to be a computer expert to use MailList King. A [step-by-step guide](#) helps you set it up in minutes and our support team will quickly answer any questions you have.

### Key Features

- Automatically process mailing list messages retrieved from your e-mail software or mail server
- Supports subscribe and unsubscribe messages, [undeliverable](#) ("bounce") message reports, [read receipts](#) and [forms](#) submitted from your web site
- [Four sending methods](#), including our blazingly fast multi-threaded, multi-server SMTP engine, a multi-threaded internal SMTP Server (so you don't need to use your ISP's mail server) or integration with your favorite email software [View](#)
- Also integrates with Amazon's Simple Email Service for inexpensive bulk emailing
- [Mail Merge](#): Print personalized letters and postal labels
- Deliver personalized [SMS messages](#) to mobile phones [View](#)
- Built on robust database technology supporting hundreds of thousands of group members, with powerful searching, sorting and filtering
- Supports plain and [HTML messages](#) (rich text formatting, embedded images and a plain text body for older email software)
- Create stylish messages using [HTML stationery](#) or your own HTML template files [View](#)
- [Personalize messages](#) with recipient's name, company, address or your own custom fields
- Rapidly deliver messages all-at-once, in [staggered batches](#) or at a scheduled date
- Automatically [reduce your delivery speed](#) if your ISP has sending limits
- Integrates with all popular e-mail software: Outlook (with an optional mailing list toolbar [View](#)), Windows Mail, Gmail, Outlook Express, Eudora, etc.
- Automatically [synchronize](#) your mailing list with Outlook Contacts [View](#)
- Retrieve addresses [from messages](#) in your e-mail software [View](#) or from files on your computer

- [Double Opt-In and Opt-Out](#) support: Optionally require your users to confirm their subscribe or unsubscribe requests [View](#)
- Send [acknowledgments](#) and welcome messages when members subscribe, unsubscribe or have a birthday [View](#)
- [Discussion Groups](#): Optionally allow your group members to send to your mailing list [View](#)
- [E-mail Address Verification](#): Rapidly check that the addresses in your list are valid and available [View](#)
- [Automatically respond](#) to messages and web forms with personalized e-mails [View](#)
- Powerful [blocking rules](#) to prevent users from certain companies, countries or domains from joining your lists
- Track which users [respond to your messages](#), and the success of your e-marketing campaigns
- Sophisticated graphing and reporting tools to review [statistics](#) for group membership and activity [View](#)
- Customer Relationship Management: View the entire [history](#) of each of your members (subscription activity, phone and contact history, messages they have sent and received, etc) [View](#)
- [Import](#) and [export](#) contacts using Text, CSV and Microsoft Excel and Access files, or directly from other databases via ADO or ODBC [View](#)
- Mail merge directly to your printer or email
- Update your mailing list database with other software (such as Microsoft Access or SQL Server) using ODBC

[compare](#)

## See Also

[Quick Start Guide](#)

[Purchase MailList King](#)

# MailList King

## Quick Start Guide



Take a few moments to read this guide to get the most out of MailList King:

### 1. Configuring MailList King

When you first run MailList King you will be presented with the [Setup Wizard](#) to configure the main settings. The two main ones are:

- **Where will MailList King retrieve your mailing list messages?**

One of the main features of MailList King is maintaining a list of people who want to receive messages from you. To do this it automatically processes the email requests you receive from people wishing to add or remove themselves. You need to advise where these messages will be found. The easiest option is simply to have MailList King connect to your email software and read them from your Inbox (or [other mail folder in Outlook](#)), but advanced users may want to create an email account solely for mailing list messages and MailList King will connect directly to your mail server

- **How will MailList King send your messages?**

The other important feature is sending messages to your mailing list and MailList King offers a variety of [sending methods](#) to do this. The easiest option is to have MailList King connect to your favorite email software and send them from there (as if you have sent them from there yourself) as it requires no configuration at all. Advanced users may prefer to send via the mail server of your ISP/company (which is the fastest method), or directly to the recipient using the built-in SMTP Server (to avoid using your ISP's mail server and thus any limitations they impose).

Once you complete the Setup Wizard you may want to visit the Option dialog (File > Options) to [configure other settings](#).

### 2. Adding your Initial Contacts

You probably already have a handy selection of contacts to add to your list:

- **In a spreadsheet, database or other program**

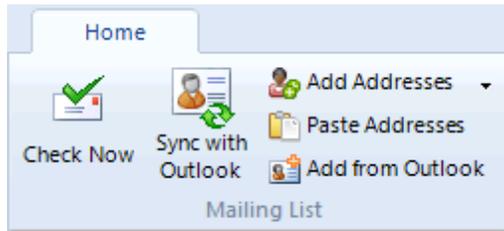
If your contacts are located in another contacts or mailing list program you will want to export them to a file that you can import into MailList King. Almost all programs will have a function such as "File > Export" or "File > Save As" which will allow you to output the contact list as a CSV, Excel or text file.

Once you have your contacts available in a compatible file, use File > [Import](#) to get them into MailList King

- **From contacts in your email software address book**

MailList King can automatically [synchronize with Microsoft Outlook Contacts](#) ("Home" > Mailing List > Sync with Outlook), as well as retrieve contacts from email software such as Outlook Express or Eudora ("Home" > Mailing List > Add from Address Book)

- **From people who have e-mailed you**



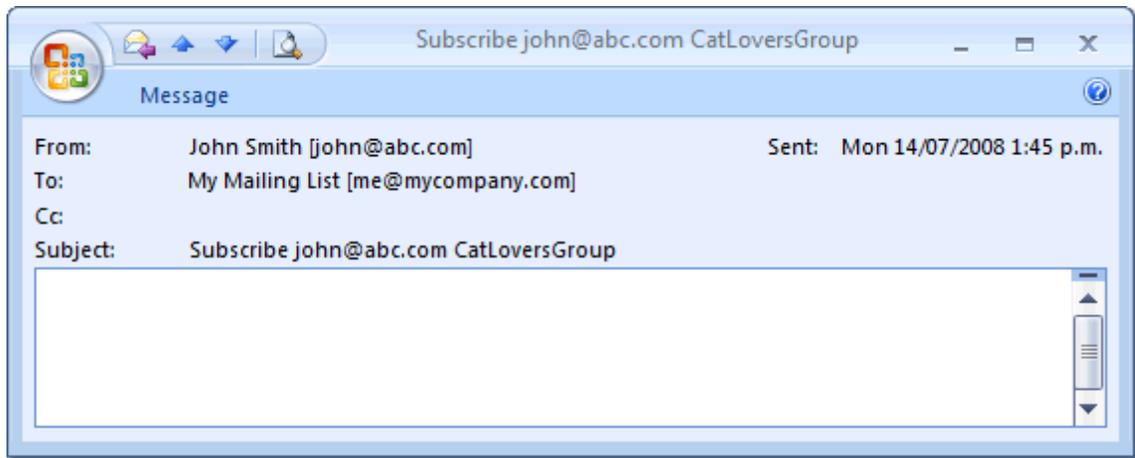
A rich source of contact addresses are people who have emailed you to enquire about your offerings. MailList King allows you select a folder in your email software (any folder in Outlook, Inbox only in other email software) and it will quickly retrieve any addresses found in the messages it contains

### 3. Managing your Mailing List

Now we have a mailing list, but in order for it to grow we need to allow users to join the list. We also need to remove subscribers when they wish to leave or their email address is no longer valid. Typically mailing list changes occur through:

- **Mailing List messages**

MailList King will automatically process any mailing list messages that are found in your [processing folder](#). A mailing list message is an email that contains a command (in the subject box for first few lines of the message), such as SUBSCRIBE or UNSUBSCRIBE.



### Mailing List Command List

Command	Explanation	Examples
<b>Subscribe</b>	<p>Adds the user to the mailing list.</p> <p>If the subscribe address is not specified then the sender address is used.</p> <p>If the subscribe group is not specified then the user is added to the <u>default group</u>.</p>	<p>Subscribe            Subscribe john@email.com            Subscribe john@email.com Some_Group</p>
<b>Unsubscribe</b>	<p>Removes the user from the mailing list.</p> <p>If the unsubscribe address is not specified then the sender address is used.</p> <p>If the unsubscribe group is specified, the user is only removed from that group. If no group or ALL is specified, then the user is removed from all groups in the mailing list (and moved to the <u>removed members list</u>).</p>	<p>Unsubscribe            Unsubscribe All            Unsubscribe john@email.com            Unsubscribe john@email.com            Some_Group</p>
<b>Modify</b>	<p>Finds the address old@email.com in the mailing list and changes it to new@email.com.</p> <p>To update an entire domain specify an asterisk as the user portion (requires confirmation), e.g. Modify *@oldname.com *@newname.com</p>	<p>Modify old@email.com new@email.com            Modify *@oldname.com *@newname.com</p>
<b>Vacation On/Off/90</b>	<p>Turns vacation mode on or off. When vacation mode is enabled then sending is disabled for the member (i.e. they will not receive any messages you send from MailList King).</p> <p>If a number is specified instead of "On" then the vacation will automatically expire after the specified number of days (e.g. "Vacation 30" would disable sending for the user for 30 days and then automatically re-enable it).</p>	<p>Vacation On            Vacation On john@email.com            Vacation 365            Vacation Off</p>

<p><b>SubscribeInfo</b></p>	<p>Responds with a message to the sender describing their subscription details.          If a group name is not specified then information on all the member's subscriptions is returned.          Details include: date joined, sending rights, etc. You can view and send the same information under the Details tab of the <u>member's record</u>.          This command can be <b>disabled</b> in <u>Options</u>.</p>	<p>SubscribeInfo          SubscribeInfo Some_Group</p>
<p><b>GroupInfo</b></p>	<p>Responds with a message to the sender providing a description on the groups in your mailing list (membership, description, etc).          If a group is specified only details on that group are returned.            This command can be <b>disabled</b> in <u>Options</u>.</p>	<p>GroupInfo          GroupInfo Some_Group</p>

**Notes:**

- Commands are **not** case-sensitive. E.g. Subscribe is the same as SUBSCRIBE
- Other synonyms can be specified in Options for subscribe and unsubscribe, such as join, add, remove, change, etc.
- If you have configured MailList King to send out acknowledgements when users subscribe or unsubscribe, sending can be disabled for a message by adding "Silent" to the command, e.g. Unsubscribe john@email.com Silent
- The following [Remote Admin Commands](#) can also be used: ProcessResponse, ProcessRead, BounceSoft, BounceHard, BounceRemove

- **Sign-up forms on your web site**

Key to building a great mailing list is allowing users to sign-up for your mailing list on your web site. You may have a simple "Specify your Email" box, a more sophisticated form that collects details on their language and areas of interest and other forms that allow subscribers to remove themselves from your list or update their email address. These forms work by sending you an email detailing the submission and MailList King can process almost any web form submission message you throw at it.

You can enable [web form processing](#) under File > Options, Web Forms.

- **Processing of Undeliverable Message Reports**

As you will have experienced, when you send an email to an invalid address it will "bounce back" with a message detailing the failure. When you send to a large mailing list you may get hundreds or thousands of these. Some report messages are merely warnings, others indicate a defunct email address. MailList King can automatically process all your undeliverable message reports and remove the member once satisfied that the address is invalid.

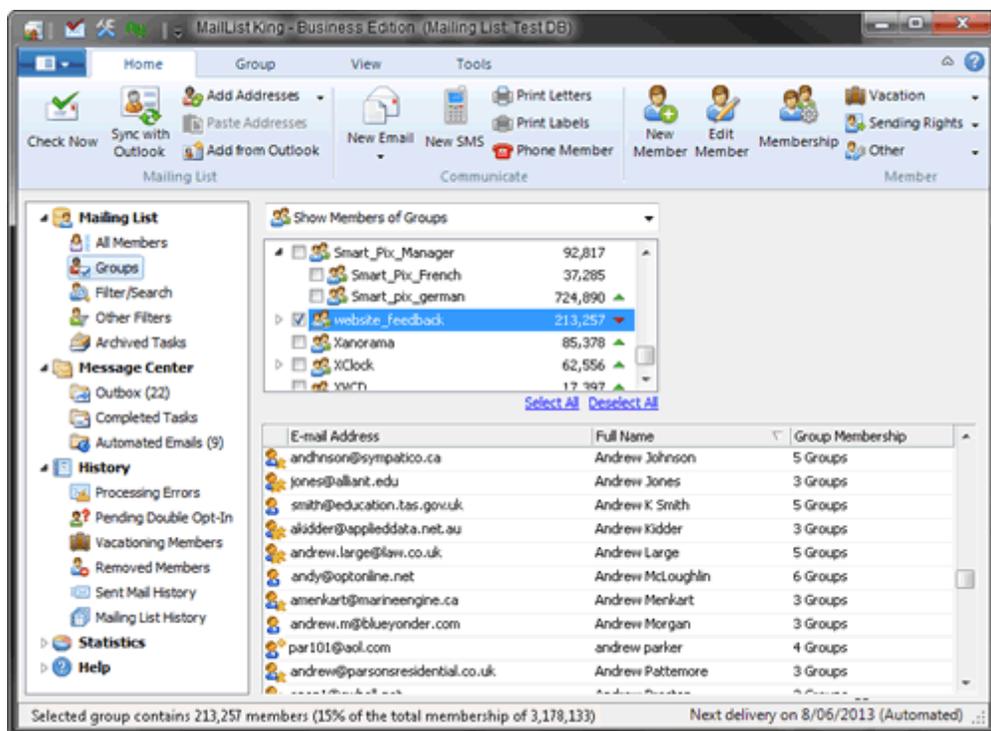
Processing of web form messages in your mailing list processing folder is already enabled. You can configure it further under File > Options, [Delivery Failure](#)



Click "Check Now" to have MailList King process any mailing list messages in your email software/mail account (or enable automatic checking in options)

## 4. Understanding MailList King

Before we get much further, let me acquaint you with MailList King's main window.



Along the left-hand side of the window is a mode selector, which controls what is displayed in the main part of the window.

<b>Mailing List</b>	<b>Modes for categorization and selection of your mailing list members</b>
<b>All Members</b>	Display all contacts within your mailing list
<b>Groups</b>	Display members who belong to specific <a href="#">groups</a>
<b>Filter/Search</b>	Perform searches on your database and filter it by a specific field, e.g. members of certain countries or domain (aol.com)
<b>Other Filters</b>	Perform special searches, such as new members, unreachable recipients, most active members, etc.

 <b>Message Center</b>	<b>Modes for management of messages sent to your mailing list (<a href="#">Info</a>)</b>
 Outbox	Messages you have sent to your mailing list but have not completed delivery
 Completed Tasks	Messages that have been delivered completely to recipients
 Automated Emails	Messages generated automatically by MailList King (Acknowledgements, Welcome Messages, etc.) that are awaiting delivery
 <b>History</b>	<b>Modes to review mailing list and sending history (<a href="#">Info</a>)</b>
 Processing Errors	Attempts by members to subscribe or unsubscribe that have failed (e.g. because they misspell their email address, or are blocked by your <a href="#">rules</a> )
 Double Opt-In	Members that have not yet been subscribed/unsubscribed because they have not confirmed the action (if <a href="#">Double Opt-In</a> is enabled)
 Vacationing Members	Members who have disabled message delivery while they are on <a href="#">vacation</a>
 Removed Members	Members that have unsubscribed from your list, have been removed due to <a href="#">frequent bounces</a> or you have deleted
 Sent Mail History	A log of all messages that have been sent to your mailing list
 Mailing List History	A log of all actions that have occurred in your mailing list
 <b>Statistics</b>	<b>Modes to help understand your mailing list (<a href="#">Info</a>)</b>
 Group Detail	Quick overview of all settings and statistics for your groups
 Group Cloud	A "cloud" view of your group membership
 Group Membership	Membership of your groups
 Group Activity Detail	Activity for your groups (Details)
 Group Activity Graph	Activity for your groups (Graph)
 Member Detail	Analyze membership by field, such as country, state, language, etc.
 Membership History	Group membership over time
 Sending History	Message sending over time

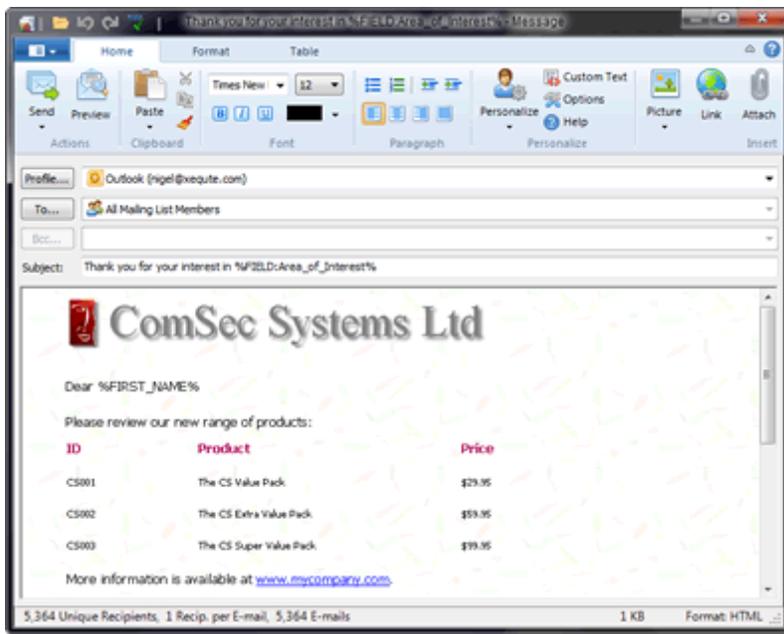
 <b>Help</b>	<b>Modes to assist you with using MailList King</b>
 <b>Features</b>	Advice and quick access to common MailList King features
 <b>Discussion</b>	Discuss MailList King with other users and the support team
 <b>FAQ</b>	Answers to commonly asked questions about MailList King

You may also want to read more on the [toolbar](#) and [keyboard shortcuts](#).

## 5. Sending to your Mailing List

With MailList King, sending to 1,000 recipients is no more difficult than sending to one recipient in your favorite email software.

The key difference is that generally you select your recipients (by displaying them in the main window as described in [Step 4](#)) *before* clicking "[Send Email](#)"



There are a few other differences that should be highlighted:

- You can send a test or **scheduled message** by clicking the down arrow beside "[Send Message](#)"
- You can **personalize** your message with any member field, e.g. Dear %FirstName%, we appreciate the business of %Company%, etc.
- Click the **Preview** button to review the messages as they will be sent and statistics on message size and delivery time
- **Style templates** are available under the "Format" menu

- If you have created your own message or template in another program you can load it from the File menu
- You can edit, exclude or **load recipients** from a file by clicking the To button
- If your ISP imposes **sending limits**, you can have MailList King automatically reduce your sending speed

## 6. Other Functions

Once you have MailList King up and running, there are a few other features you might want to take advantage of:

- **Message Tracking**: Determine which users respond to your message and how successful your mailing campaigns have been
- **Acknowledgment Messages**: You can create messages that are automatically sent when members subscribe and unsubscribe from groups
- **Discussion Groups**: Allow your group members to send to your mailing list
- **Double Opt-In**: Some countries require you to confirm all subscriptions to an email mailing list. You can enable this under File > Options, Double Opt-In
- **Subscription Errors**: Select "Processing Errors" mode (under "[History](#)" in the main window) to review a list of addresses that were not subscribed due to an invalid email address or your [blocking rules](#). You can then edit, reprocess or delete the addresses
- **Mailing List History**: View a log of all mailing list activity under "Mailing List History" mode (under "[History](#)" in the main window). You can also view the History of individual members by selecting "Home" > Edit Member

## Other Resources

Frequently Asked Questions: [www.xeq.ute.c om/s upport/mailinglistking/](http://www.xeq.ute.c om/s upport/mailinglistking/)

Discussions: [www.xeq.ute.c om/forum/](http://www.xeq.ute.c om/forum/)  
 MailList King with other users:

Contact [www](#)  
t the [.xeq](#)  
Xeput [ute.c](#)  
e [om/s](#)  
Suppo [uppo](#)  
rt [rt/](#)  
Team:

### See Also

[Help Contents](#)

[Main MailList King Screen](#)

# MailList King Main Window

## Display Modes

The mode tree on the left of the main window determines your view mode.

The **Mailing List** modes view and filter your contacts in various ways. When you click the "[New Email](#)" button it will send to all view (by default).

**Message Center** modes display active and completed sending tasks for you to [view and manage](#).

**History** modes allow you to review your [mailing list and sending history](#).

**Statistics** modes help you to understand your mailing list and sending with [data grids and graphs](#).

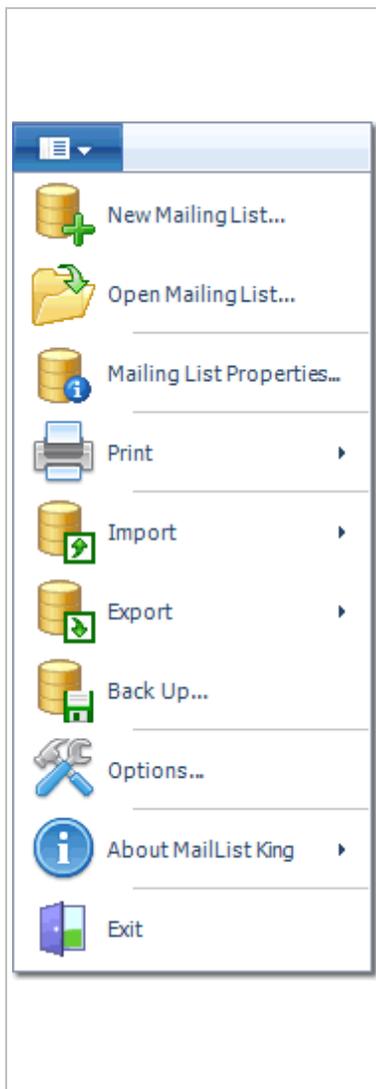
If you have not selected a specific mode, a graph of your membership and details of recent activity will be displayed (Right-click to print it).

 <b>Mailing List</b>	
 <b>All Members</b>	Display all contacts within your mailing list
 <b>Groups</b>	Display members who belong to specific <a href="#">groups</a>
 <b>Filter/Search</b>	Perform searches on your database and filter it by a specific field. Typical uses: <ul style="list-style-type: none"><li>• Send to all members who have an AOL account, search the e-mail field for @aol.com</li><li>• Send to all members who reside in the United Kingdom, search the country field</li><li>• Find any members who do not have a name specified, select the "Full Name" field and leave the search field blank</li></ul> To search for a range of items separate them with a comma, e.g. Search email for @hotmail,@yahoo,@aol
 <b>Other Filters</b>	Perform special searches, such as new members, unreachable recipients, most active members, etc.
 <b>Message Center</b>	
 <b>Outbox</b>	Messages you have sent to your mailing list but have not completed delivery
 <b>Completed Tasks</b>	Messages that have been delivered completely to recipients
 <b>Automated Emails</b>	Messages generated automatically by MailList King (Acknowledgements, Welcome Messages, etc.) that are awaiting delivery
 <b>History</b>	
 <b>Processing Errors</b>	Attempts by members to subscribe or unsubscribe that have failed (e.g. because they misspell their email address, or are not on the list)

 Double Opt-In	Members that have not yet been subscribed/unsubscribed because they have not confirmed the action (if <a href="#">Double Opt-In</a> )
 Vacationing Members	Members who have disabled message delivery while they are on <a href="#">vacation</a>
 Removed Members	Members that have unsubscribed from your list, have been removed due to <a href="#">frequent bounces</a> or you have deleted
 Sent Mail History	A log of all messages that have been sent to your mailing list
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 Features	Advice and quick access to common MailList King features
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 FAQ	Answers to commonly asked questions about MailList King

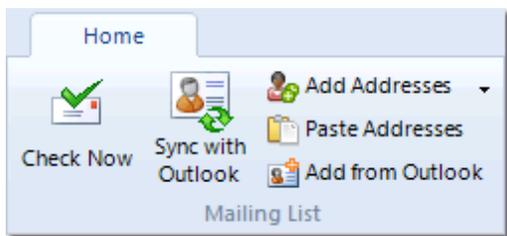
## Toolbar

## File Menu



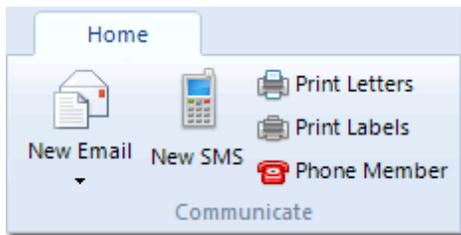
<b>New Mailing List...</b>	Create a new mailing list database
<b>Open Mailing List...</b>	Browse for a database to open
<b>Mailing List Properties</b>	View details of the mailing list
<b>Print</b>	Print the contents of your mailing list, message, member or graph
<b>Import</b>	<a href="#">Import members</a> from a text, CSV or Excel file
<b>Export</b>	<a href="#">Export members</a> of your database to a text, CSV or Excel file
<b>Back Up...</b>	Save all members in the database to a CSV <a href="#">back up file</a> or via e-mail
<b>Options</b>	Set your <a href="#">preferences</a> for MailList King and the current database
<b>About MailList King</b>	Display information about MailList King
<b>Exit</b>	Close MailList King

## Home Menu

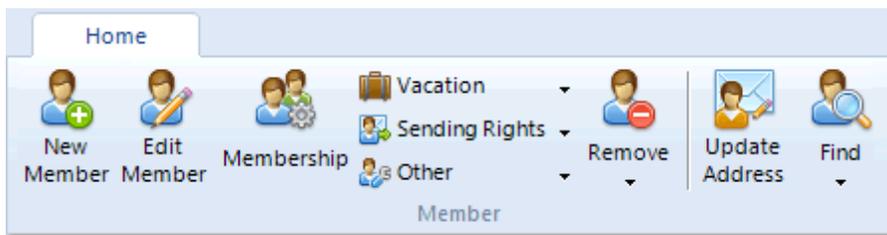


<b>New Email to Mailing List</b>	<a href="#">Send a message</a> to the currently displayed selection of your mailing list
<b>New Email to Contacts File</b>	<a href="#">Send a message</a> to the recipients loaded from an import file (CSV, Excel, etc).
<b>Active Sending Tasks</b>	Commence sending of any pending messages
<b>New SMS</b>	Create and send an <a href="#">SMS text message</a>

<b>Print Letters</b>	<a href="#">Mail merge</a> : Create and print personalized letters
<b>Print Labels</b>	<a href="#">Print labels</a> for your members
<b>Check Now</b>	Checks for new mailing list messages in your e-mail software or mail server
<b>Sync with Outlook</b>	Retrieve addresses from <a href="#">Outlook Contacts</a> or your Windows Address Book
<b>Add Addresses</b>	<a href="#">Add or remove addresses</a> into your mailing list
<b>Paste Addresses</b>	Paste a list of e-mail address from the clipboard (one e-mail address per line) to add or r
<b>Add Addresses from Outlook/Mail Folders</b>	<a href="#">Retrieve addresses from e-mail folders</a> in your e-mail software and add, remove or proce



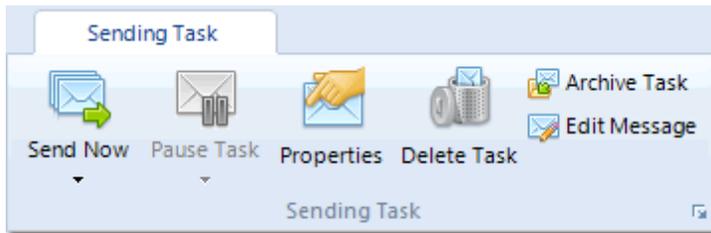
<b>New Email</b>	<a href="#">Send a message</a> to the currently displayed selection of your mailing list
<b>New SMS</b>	Create and send an <a href="#">SMS text message</a>
<b>Print Letters</b>	<a href="#">Mail merge</a> : Create and print personalized letters
<b>Print Labels</b>	<a href="#">Print labels</a> for your members
<b>Phone Member</b>	Dial the telephone number of the member



<b>New Member</b>	Create a new member (you can create new members by adding addresses to your ma functions under the List menu, but this option allows you to specify extra contact deta custom fields)
<b>Edit Member</b>	View and <a href="#">edit details</a> of the currently selected member
<b>Group Membership</b>	Modify the group membership of the selected member(s)
<b>Vacation Status</b>	Disable sending for a member
<b>Sending Rights</b>	Enable or disable the sending rights of the selected members (if you permit members

<b>Other</b>	Advanced member editing functions
<b>Remove Member</b>	Delete the selected member(s) from your mailing list
<b>Update E-mail Address</b>	Update the database when a member has a new e-mail address (has the same function as Remove Member) You can also update entire domains or batches of emails.
<b>Find Member</b>	Search your mailing list for a specific member and displays their record

## Sending Task Menu



<b>Send Now</b>	Send the selected message to the next batch of recipients or restart a task that is paused
<b>Pause Task</b>	Disable delivery of the message. You can recommence it later using the Send Now button
<b>Properties</b>	Display the task properties, message and recipients
<b>Delete Task</b>	Remove the task
<b>Archive Task</b>	Place the task in the Archived folder (it will no longer be deliverable)
<b>Edit Message</b>	Edit the message that is sent for the current task

## Group Menu



<b>New Group</b>	Add a new <a href="#">group</a> to your mailing list
<b>Edit Group</b>	<a href="#">Configure</a> the selected group
<b>Delete Group</b>	Remove the group from your mailing list. Existing members of the group can be deleted
<b>Group List</b>	Edit the <a href="#">groups</a> of your mailing list
<b>Find Group</b>	If you allow sub-grouping, then the find function is useful to locate specific groups

## Tools Menu

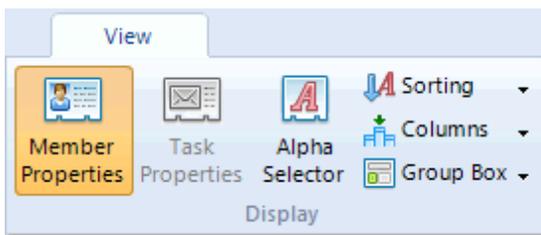


<b>Validate E-mail Addresses</b>	Silently <a href="#">verify the e-mail addresses</a> in your mailing list are valid and still available
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<b>Support Page</b>	Go to the MailList King Support Page
<b>Email Support</b>	Send a message to the Xequte Support team (including the latest sending log)
<b>Check for Updates</b>	Check if an update to the software has been released
<b>Xequte.com</b>	Go to the Xequte Home Page
<b>Start Guide</b>	Display the <a href="#">Quick Start Guide</a>
<b>FAQ</b>	Go to the MailList King FAQ Page

## View Menu



<b>Member Properties</b>	Display a member details panel on the right of the window (member grid mode)
<b>Task Properties</b>	Display a sending task panel on the right of the window ( <a href="#">sending tasks</a> mode)
<b>Alpha Selector</b>	Display an alphabetical selection toolbar to quickly navigate the grid (member grid mode)

<b>Sorting</b>	Specify the sort field for display
<b>Columns</b>	Specify which columns are displayed
<b>Group Box</b>	Specify the position of the group selection box

## Grid Display and Sorting

You can sort the database by clicking on the header of the desired sort column or using the Sort item under "View". You can add and remove columns using "View" > Columns. If you are using the [option](#) to cache all your mailing list records then you can group items by dragging them to the grouping area (to display the grouping area select "View" > Show Grouping Area)

Members will have one of the following icons (in order of priority):

-  **Vacation:** Member has enabled [vacation mode](#) (sending is disabled)
-  **Bouncing:** Messages to the member are frequently being returned as undeliverable
-  **New Member:** No messages have been sent to this member
-  **Star Member:** The member has sent/been sent enough messages for [Star status](#)
-  **Double Star Member:** The member has sent/been sent enough messages for [Double Star status](#)
-  **Default:** Displayed for all other members (that don't match one of the above conditions)

### See Also

[Quick Start Guide](#)

[Keyboard Shortcuts](#)

[Managing your Sending Tasks](#)

# Keyboard Shortcuts

## General

Ctrl+O	Open database
Alt+N	Check for new mailing list messages
Alt+A	Add addresses from <a href="#">messages in your E-mail Software</a>
Ctrl+M	<a href="#">Type/paste addresses to add/remove from your mailing list</a>
Ctrl+V	Paste addresses
Alt+S	<a href="#">Send message to mailing list</a>
Ctrl+Alt+S	Send a message to only the selected members
Ctrl+T	Start the next sending task (if a <a href="#">scheduled or batch task</a> is waiting)
Ctrl+L	Re-open the last message that was sent
Alt+G	Create a new group
Ctrl+F	Search the mailing list for a member
Ctrl+P	Print the mailing list, graph, message, etc.
Alt+O	Display the <a href="#">Options</a> dialog
Ctrl+B	<a href="#">Back up</a> database to a file
Ctrl+Shift+I	Open the current database and settings folders
Ctrl+Shift+P	Safe Mode: All automated actions (checking messages, sending mail) will be confirmed
Ctrl+Shift+C	Display an editor that allows you to enter xscript (a list of <a href="#">mailing list commands</a> )
Ctrl+Shift+R	Re-register all of the DLL files that MLK uses with Windows
Esc	Close the current window
F5	Refresh display (Use Ctrl key to force a refresh of the current search)
Alt+F4	Close MailList King

F1	Display Help
Ctrl+Comma/Period	Show previous/next member, sending task or message
Ctrl+D	Delete the displayed member, sending task or message

## Mailing List Members

Ctrl+A	Select all records
Home/End	Go to the first/last record
Ctrl+C	Copy selected records to the clipboard
Ctrl+G	Change the group membership of the selected member(s)
Ctrl+N	Create a new member
Ctrl+Alt+N	Clone member (Create a new member using the details of the selected member)
Alt+Enter	<a href="#">Edit the selected member</a>
Ctrl+Enter	Set a field of all selected members
Shift+F3	Fix the capitalization of the names of the selected members (e.g. jOHN smITH will be changed to John Smith)
Del/Ctrl+D	Delete the selected member(s)
Ctrl+Shift+D	Delete selected member(s) and add to the <a href="#">blocked address list</a>
Ctrl+Alt+O	<a href="#">Synchronize Contacts with Outlook</a> using your last used settings (no confirmation)

## Sending Tasks

Alt+Enter	Display properties of the selected task
Ctrl+S	Commence sending of the selected task
Ctrl+Shift+S	Commence sending of the selected task <b>ignoring</b> your <a href="#">ISP limiting settings</a>
Del/Ctrl+D	Delete the selected task(s)

## Message Editor

Ctrl+B	Set text as bold *
Ctrl+U	Underline Selection *
Ctrl+I	Italicize selection *
Ctrl+X	Delete selection and copy it to clipboard
Ctrl+C	Copy selection to clipboard
Ctrl+V	Paste text from clipboard
Ctrl+Z	Undo
Ctrl+Y	Redo
Ctrl+F	Find *
Ctrl+A	Select All
F7	Check spelling
Alt+P	Preview the message
Ctrl+P	Print message
Ctrl+L	Add a link to the selected text *
Ctrl+M	New paragraph (double line break) *
Ctrl+T	Increase paragraph indentation *
Ctrl+Shift+T	Decrease paragraph indentation *
Ctrl+K	Toggle positioning of an image between absolute (locked to position) and inline (moves with message text)
Alt+S	Send the message
Ctrl+Alt+S	Toggle the sending method

\* Shortcut only functional when creating [HTML format](#) messages

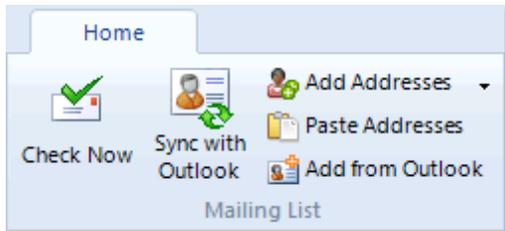
### See Also

[Main MailList King Screen](#)

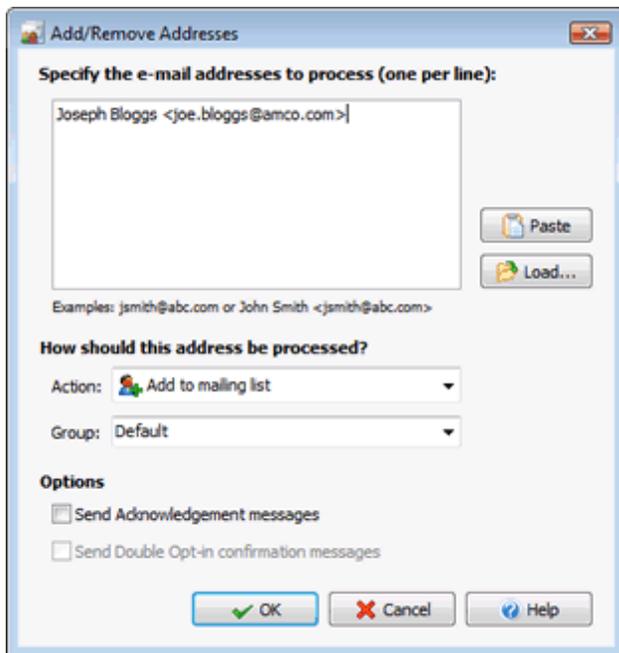
# Adding and Removing E-mail Addresses

You can easily type or paste new members into MailList King:

1. **Select "Home" > Add Addresses on the main toolbar**



2. **Type or paste the addresses to process**



You can also load a list of e-mail addresses from a text file (Note: for formatted import files use the [Import](#) function).

To specify a name, enter the address in the format: "Full Name <email@address.com>"

## Example:

john@company.com  
Jane Smith <jane@somewhere.com>  
Dave <david.smith@somewhat.com>

3. **Specify how to process the addresses:**

## Add to Mailing List

Add each of the addresses to the mailing list group that you have specified (separate multiple groups with a comma)

### **Remove from Mailing List**

Removes each of the e-mail addresses from your mailing list, either from all groups or only the specified group(s)

To remove an entire domain, e.g. all addresses at BadCompany.com, prefix the domain with an asterisk, e.g. unsubscribe \*@BadCompany.com

### **Process as Undeliverable**

Process each of the addresses as if they were undeliverable messages (i.e. increase the bounce count for each of these addresses)

4. **Click "OK"**

### **Options**

- **Send Acknowledgement messages**

If you have enabled Acknowledgement and Welcome messages (under [Options](#)) then a message will be sent to the user informing them of this action

- **Send Double Opt-in confirmation messages**

If Double Opt-in is enabled (under [Options](#)) then a message will be sent to the user requiring them to confirm this action

### **See Also**

[Adding Addresses from Messages in your E-mail Software](#)

[Importing addresses](#)

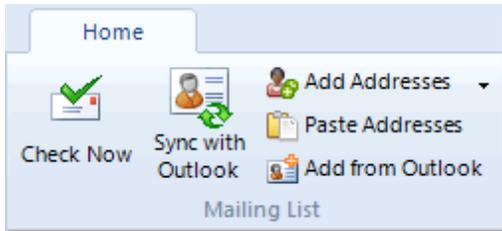
[Quick Start Guide](#)

# Add Addresses from Mail Folders

A common requirement with a new mailing list is to generate a list of people who have made enquiries to your company in the past. With MailList King you can easily retrieve e-mail addresses from messages in the folders of your e-mail software (if your e-mail software is not Outlook you will only be able to retrieve from your Inbox).

This is the process:

## 1. Select "Home" > Add from Outlook in the main window



## 2. Choose the folder to process



## 3. Specify the fields to retrieve addresses from

From Address: Add e-mail addresses in the From field to the list

Recipient Addresses: Add e-mail addresses in the To or CC: fields to the list

Message Body: Add all e-mail addresses found in the message body to the list

Attached messages and files: Add all e-mail addresses found in messages or text files that are attached to the messages

## 4. Click 'Next'

## 5. Specify how to process the addresses:

### **Add to Mailing List**

Add each of the addresses to the mailing list group that you have specified (separate multiple groups with a comma)

### **Remove from Mailing List**

Removes each of the e-mail addresses from your mailing list, either from all groups or only the specified group(s)

To remove an entire domain, e.g. all addresses at BadCompany.com, prefix the domain with an asterisk, e.g. unsubscribe \*@BadCompany.com

### **Process as Undeliverable**

Process each of the addresses as if they were undeliverable messages (i.e. increase the bounce count for each of these addresses)

## 6. Click "OK"

### **See Also**

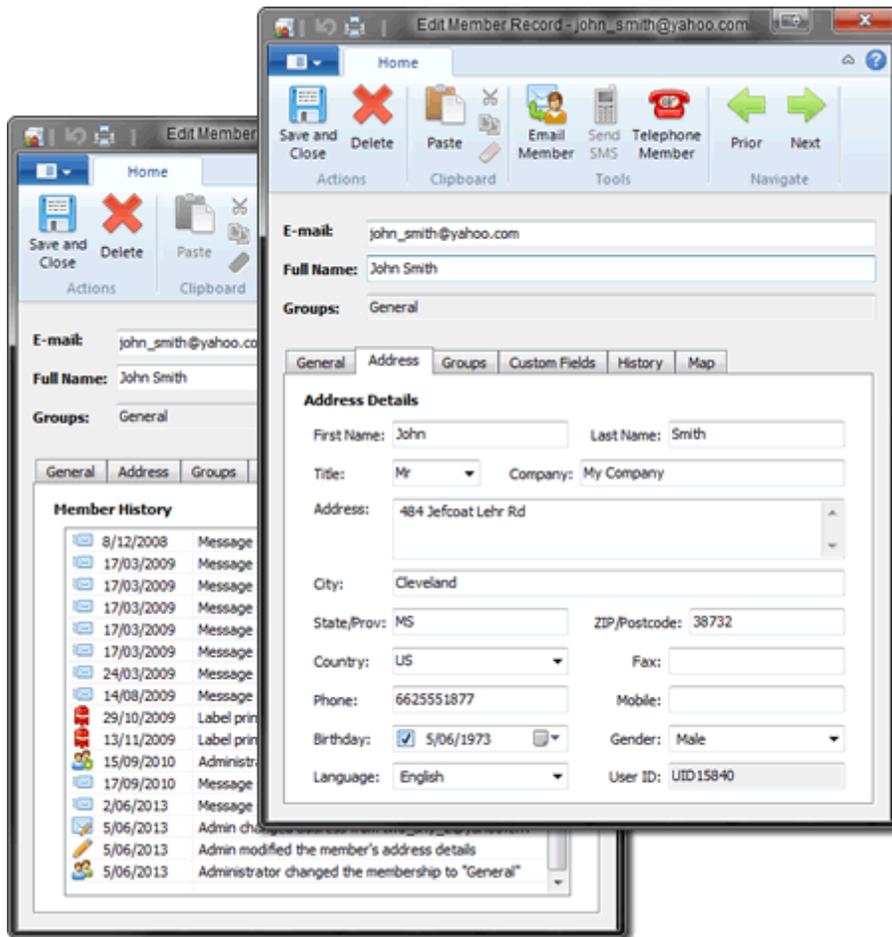
[Quick Start Guide](#)

# Editing a Member's Details

You can view and edit all of the fields for a member by selecting "Home" > Edit Member in the main window. This information is also available permanently in the main window by selecting "View" > Member Properties. This will display a dialog with the following sections:

## General

Mailing list fields for member sending rights (if [member sending](#) is enabled), whether the user has been sent any mailing list messages, the number of times messages to the user have been [returned as undeliverable](#) and a section for your to enter your own comments regarding the member.



## Address

Physical address details for the user

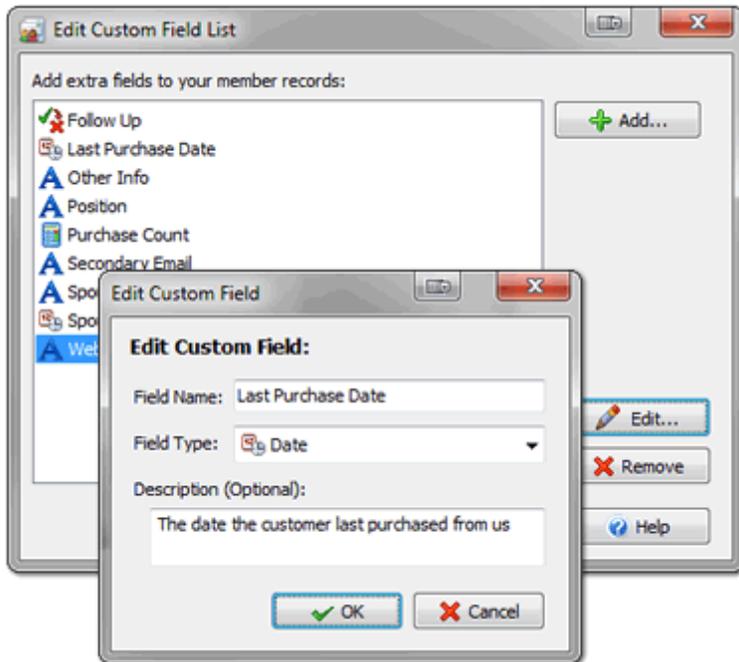
## Groups

The groups that the user belongs to and the date of their subscription to the group. You can change the user's membership by checking the boxes beside the group names

Note: you can change the membership of many members simultaneously by selecting them in the main window and click "Home" > Group Membership

## Custom Fields

If you have your own requirements for member fields that are not met by the standard set then you can add your own "Custom Fields". Click the "Edit Custom Fields" link (at the bottom of the "Custom Fields" tab of Member Details) to modify the available set of fields.



You can use custom fields in the same way as standard fields, when [importing](#), [personalizing messages](#) and [searching](#).

To edit a custom field double click the space beside the name or click Ctrl+E.

## History

Details all of the mailing list history for the member, such as when they subscribed, sent, read or received messages

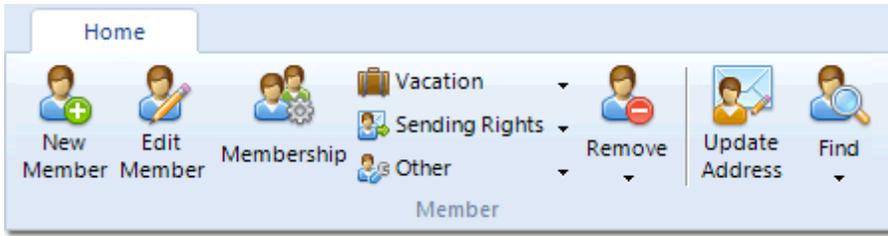
## Details

A summary of all fields for the member. This is the information that is returned if a user submits a [SubscribeInfo](#) request. You can manually send this information to the user by clicking the bottom link

## Map

If an address is specified for the member then a map of their location is available

Functions for managing selected members are also available on the **Home** menu:



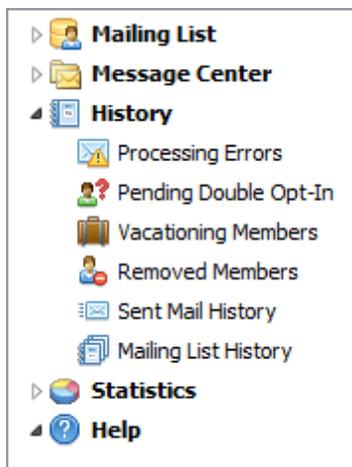
**See Also**

[Manually Adding Addresses](#)

[Quick Start Guide](#)

# Viewing History and Error Reports

The History and Errors modes provide access to other data related to your mailing list.



The following sections are available:

## Processing Errors

When messages with invalidly formatted or [blocked](#) addresses or that specify an [invalid group](#) are encountered while processing they are added to your Errors list. You can review and reprocess the errors if required.

If you are using [POP retrieval](#), messages on the mail server that are not mailing list messages will also be added (if you have specified this option).

## Pending Double Opt-In

If you have enabled either of the [Double Opt-In or Opt-Out](#) options, the "Double Opt-In" tab displays any subscribe or unsubscribe requests that are awaiting confirmation. You can manually process or send out a reminder to the listed items.

Note: This tab is hidden if you are not using the Opt-In or Opt-Out options

## Removed Members

This tab lists all addresses that have been removed from your database (either due to an unsubscribe request, exceeding your [undeliverable message limit](#) or being deleted by the Administrator).

You can instruct MailList King to block the re-addition of any addresses listed in this table (under File > Options, [Blocking](#)).

You can also reprocess or reverse the removal of any listed addresses.

### Importing Removed/Undeliverable Addresses

If you have a list of addresses (or entire domains in the format `*@blockedcompany.com`) you want to block you can import/paste it by clicking the "Import" button.

## Sent Mail History

This tab lists all messages that have been sent by the administrator or by members (if [member sending](#) is enabled) to the mailing list. You can view and resend any of the listed messages.

## Mailing List History

This is a log of all actions that occur with the mailing list. Double-click an item to see more detail.

### Importing Member or Mailing List History

Click File > Import to add entries to the history grid. If you specify the email address of a contact then the history will also appear in the [member history](#) window.

Import files must be in CSV format and formatted as follows:

DATE,EMAIL,HISTORY TEXT

e.g.

12/8/2011,,Created new web site  
8/10/2011,john@xyz.com,Purchased 32 widgets  
9/10/2011,john@xequte.com,Requested a refund

Or

DATE,EMAIL,HISTORY CODE

e.g.

8/10/2011,john@xyz.com,Purchased 32 widgets  
9/10/2011,john@xequte.com,Requested a refund

### Common History Codes

14000	Customer Contact via Telephone: Success
14001	Customer Contact via Telephone: Unreachable
14002	Customer Contact via Telephone: Failure
14003	Customer Contact via Email
14004	Customer Contact via Fax
14005	Customer Contact via Post
14006	Customer Response via Telephone
14007	Customer Response via Email
14008	Customer Response via Fax

14009	Customer Response via Post
14010	Customer Ordered
14011	Customer Cancelled

For a complete list view "HistoryCodes.html" in the MailList King installation folder

**See Also**

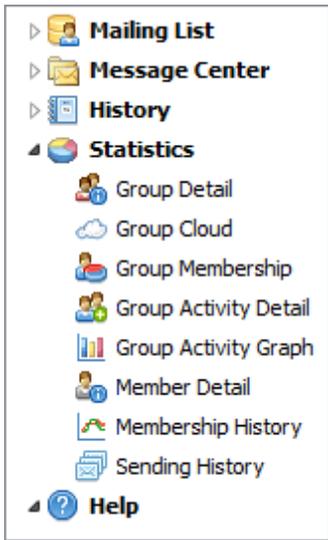
[Quick Start Guide](#)

[Viewing Statistics](#)

# Viewing your Mailing List Graphs and Statistics

MailList King maintains a variety of statistics and graphs to allow you to measure membership trends and group popularity.

You can display them by selecting the relevant mode under "Statistics" in the main window.



There are eight sections:

## Group Detail

Lists each of your groups with their memberships, send and receive counts and other details. The "Settings" display view shows at a glance which groups have [custom messages](#) or sending disabled.

## Group Cloud

Visualize your group membership where text size and color represent the size and status of each group

## Group Membership

A pie-graph displaying the percentage of members in each of your groups.

## Group Activity Detail

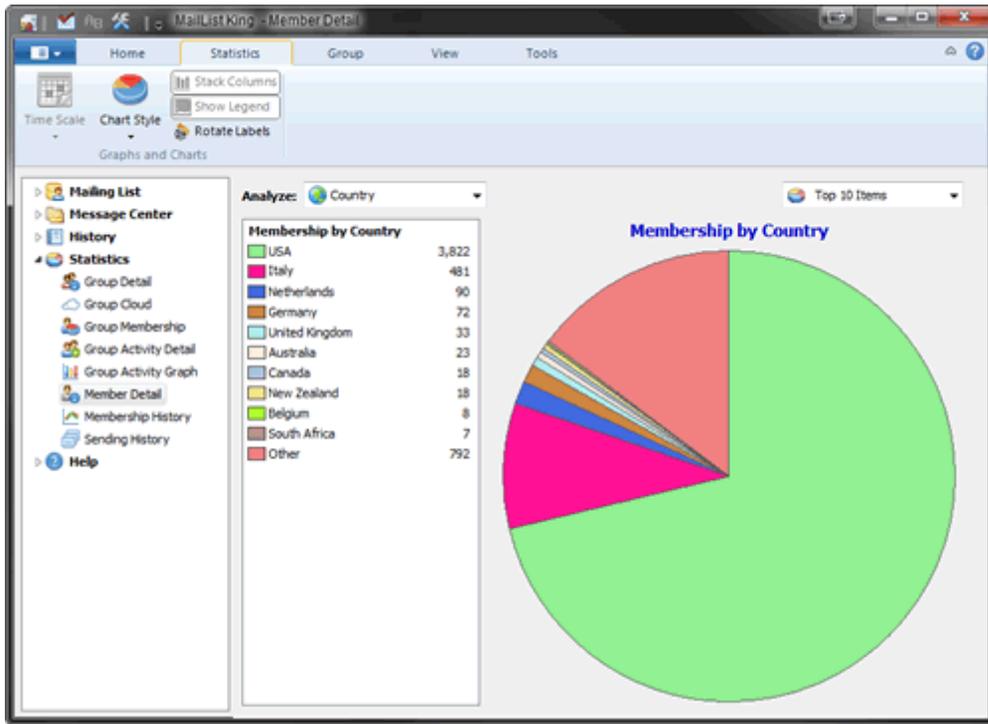
Lists the activity (subscribes, removals and bounces) for your groups over time

## Group Activity Graph

A graphical representation of the above information

## Member Detail

Identify statistical information of your members, e.g. the percentage from each country, state, sex, language, etc.



## Membership History

Displays the number of members in your groups over time

## Sending History Detail

Displays the number of messages sent over time, as well as responses and undeliverable messages

## Sending History Graph

Graphical representation of messages sent over time

Click File > Export to save your graphs to image files and your statistics to Excel spreadsheets.

## See Also

[Quick Start Guide](#)

[Viewing History and Errors](#)

# Folder Processing Tasks

If you are using MailList King with Outlook then you can use this option to automatically access message folders in Outlook and process any addresses retrieved as Subscribes, Unsubscribes or Bounced Messages. A special option to forward all messages in the folder to a mailing list group.

Typical uses are:

Automatically adding the people who email you to your mailing list

When a user e-mails and asks to be removed from the mailing list (as part of a message so is not processed as a normal unsubscribe) you can move the message to a particular folder and use a processing task to automatically check the folder

Handling message delivery errors that MailList King fails to recognize due to malformed message formatting (e.g. no subject line)

To access the Folder Processing Tasks functionality select File > Options from the main toolbar. Select the "[Email Processing](#)" tab and click the "Folder Processing Tasks" button. This will display the list of Processing Tasks Dialog where you can create new tasks and edit your existing ones.

Active tasks are checked. You can disable any task by unchecking it.

Your message responding rules are processed every time you check for mailing list messages (e.g. by selecting "Home" > Check Now on the main toolbar).

## Creating a Folder Processing Task

Click the "Add Task" button to create a new folder processing task (or the "Copy Task" button to create a new task, inheriting the settings of an existing one). You will need to specify the following settings:

### The message folder to process

#### Retrieve e-mail addresses from the following message fields:

- **From Address:** Add e-mail addresses in the From field to the list
- **Recipient Addresses:** Add e-mail addresses in the To or CC: fields to the list
- **Message Body:** Add all e-mail addresses found in the message body to the list
- **Attached messages and files:** Add all e-mail addresses found in messages or text files that are attached to the messages

### How to process the addresses

What should MailList King do with the addresses that are retrieved:

- **Add to Mailing List:** Each of the addresses will be added to the specified group
- **Remove from Mailing List:** Each of the e-mail addresses will be removed from your mailing list, either from all groups or the specified group(s)
- **Process as Undeliverable:** The addresses will be processed as if an undeliverable message was received (i.e. the user's bounce count will be increased)
- **Process as Response:** The addresses will be processed as if a response to the most recent message they were sent (for [Message Tracking](#))
- **Forward messages to group:** Rather than processing the addresses, each message in the folder is forwarded to the specified group(s)

- **Process messages as web forms:** Processes each message using your Web Form Submission options. I.e. by reading the Action field to know whether to subscribe, unsubscribe
- **Output messages to CSV file:** Exports each message as a new line in an export file. If the message contains web form fields MailList King can output each field as a new column in the file

### **Processing Group**

Specify the group that the addresses will be added to/removed from. To specify multiple groups separate them with a comma, e.g. Group\_1,Group\_2

### **What to do with messages after processing**

Specify what should be done with the message after it has been processed. You can choose one of the following options:

- Mark the messages as read
- Delete the message
- Move messages to a specified folder

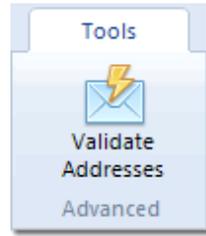
### **See Also**

[Email Processing Options](#)

[Quick Start Guide](#)

# Validating E-mail Addresses

Verify the addresses in your mailing list without sending a mail to the user by connecting to the destination server and then disconnecting before sending any content. This will **not** work with all mail servers so the results should not be considered 100% reliable.



## To validate the addresses in your mailing list:

Select "**Tools**" > **Validate E-mail Addresses** on the main toolbar.

There are three validation options available:

**Quick Validation:** This is the same as Domain Validation, however it skips domains that it checked last time. You can use this option if you frequently validate addresses, however you should still do a full Domain Validation every few weeks to find domains that used to be valid, but aren't any longer

**Domain Validation (Recommended):** This is the most reliable validation method. It checks that the domain is valid (e.g. AOL.COM of john@aol.com), but does not check the username portion.

**E-mail Validation:** Both the username and domain portion of the address are validated, e.g. for john@aol.com, both "AOL.COM" and "john@" are validated. Unfortunately many mail servers these days will not return reliable results to this kind of validation, so its use is **not** recommended

You also need to specify the number of simultaneous checking threads. The ideal setting for this will depend on the speed of your internet connection and computer. A small number will result in less errors, but a higher number will be much faster.

Finally the time-out value is the maximum number of seconds that MailList King will attempt to check each address before giving up.

## To view validated addresses:

In the main window choose the "Custom Filters" tab. From the drop down box choose one of the following filters:

### **Members whose e-mail addresses have been validated**

Lists all addresses that MailList King checked and found to be valid

### **Members whose e-mail addresses failed validation**

Lists all addresses that MailList King checked and encountered an error during validation

**See Also**

## Quick Start Guide

# Remote Administration Commands

The [Business and Corporate Editions](#) of MailList King permit the management of many mailing list functions via e-mail. For example, you can create, lock or allow member sending to a group by sending a command e-mail to MailList King.

To permit processing of Remote Administration Commands select File > Options, [Commands](#) and click the "Remote Admin. Commands" button.

Once enabled any messages containing remote admin. commands found in your mailing list folder (as specified under "[Email Processing Options](#)") will be automatically processed and replied to with a message advising success or failure.

The following options need to be specified:

- **Accept commands from the following addresses or domains:**

Specify the list of e-mail addresses or domains that are permitted to send administration messages (e.g. just messages from me@mycompany.com or \*@mycompany.com for any address of the mycompany.com domain).

You must also specify if the address can manage all mailing list groups or only specific ones.

**Not Recommended:** If **anyone** is allowed to manage your mailing list (including issuing sending commands) you can specify \*@\* as an address

- **Require the following password to be specified...**

To avoid unauthorized users from using Remote Admin Commands maliciously (e.g. by spoofing the e-mail address of an actual administrator) you should enable the password option

This will require you to specify a password after the command in the format Password:MyPassword (or short form PW:MyPassword).

For example CreateGroup NewGroup Password:123456

- **Send a copy of all response messages to...**

When MailList King process a remote admin. command it always sends a message advising the successful or failed processing. Use this option to specify the address of anyone who should receive a copy of every response message.

## Sending Remote Admin Commands

To issue a command to MailList King send a message to the address that handles other mailing list commands (i.e. so that it is placed in the folder specified under "[Email Checking Options](#)").

You need to specify the command **in the subject line of the message**. For the SubscribeList, UnsubscribeList and BounceList commands also need to specify e-mail addresses within the body of the message (one address per line)

## Remote Admin Command List

Command	Explanation	Example Usage
CreateGroup GROUP_NAME *	Create a group of the specified name	CreateGroup NewGroup CreateGroup Group1,Group2,Group3
LockGroup GROUP_NAME	Block new users from joining the specified group	LockGroup SomeGroup LockGroup Group1,Group2,Group3
UnlockGroup GROUP_NAME	Remove blocking of new users from joining the specified group	UnlockGroup SomeGroup UnlockGroup Group1,Group2,Group3
EnableMemberSending GROUP_NAME	Remove blocking of members from sending messages to the specified group (has no effect if you have not <a href="#">enabled member sending</a> )	EnableMemberSending SomeGroup EnableMemberSending Group1,Group2
DisableMemberSending GROUP_NAME	Block members from sending messages to the specified group (has no effect if you have not <a href="#">enabled member sending</a> )	DisableMemberSending SomeGroup DisableMemberSending Group1,Group2
SendToGroup GROUP_NAME	Remotely send a message to your mailing list. Specify the intended message subject after the SendToGroup GROUP_NAME command. The reply address will be that specified under File > Options, <a href="#">Sending</a>	SendToGroup SomeGroup This is my Message SendToGroup Group1,Group2 This is my Message SendToGroup ALL This is my Message to all members
RelayToGroup GROUP_NAME	Same as SendToGroup but uses the e-mail address of the sender (rather than the default admin address)	RelayToGroup SomeGroup This is my Message RelayToGroup ALL This is my Message to all members
SubscribeList GROUP_NAME	Subscribe all addresses contained in body of the email to the specified group. Specify one address per line (optionally specifying a name in the format Full Name <email@domain.com>)	<b>Subject:</b> SubscribeList AGroup <b>Body:</b> john@mycompany.com Jane <jane@mycompany.com> Bill Odie <bill@goodies.com>
UnsubscribeList GROUP_NAME	Unsubscribe all of the addresses contained in the body of the email from the specified group (or the entire mailing list if no group is specified)	<b>Subject:</b> UnsubscribeList ALL <b>Body:</b> Jane <jane@mycompany.com> Bill Odie <bill@goodies.com> john@mycompany.com
BounceList	Process all of the addresses contained in the body of the email as undeliverable (increase their bounce count and remove them if they exceed the <a href="#">maximum bounce count</a> you have specified)	<b>Subject:</b> BounceList <b>Body:</b> Jane <jane@mycompany.com> Bill Odie <bill@goodies.com> john@mycompany.com

ProcessScript *	Process all commands listed in the body of an email. Each line can be a Remote Admin Command or a <a href="#">standard mailing list commands</a>	<b>Subject:</b> ProcessScript <b>Body:</b> Subscribe jane@mycompany.com MyGroup SetMemberField jane@mycompany.com FullName=Jane Doe SetMemberField jane@mycompany.com Company=Has Bean Ltd. Unsubscribe john@smith.com BounceHard jill@smith.com
EnableMemberCanSend EMAIL_ADDRESS *	Permit the specified member to send to your mailing list (has no effect if you have not <a href="#">enabled member sending</a> )	EnableMemberCanSend john@smith.com
DisableMemberCanSend EMAIL_ADDRESS *	Blocks the specified member from sending to your mailing list (has no effect if you have not <a href="#">enabled member sending</a> )	DisableMemberCanSend john@smith.com
SetMemberField EMAIL_ADDRESS FIELD=NEW_VALUE *	Change a value of a field for the specified member. Any database field can be set. For date fields "TODAY" is supported. For number fields you can use plus or minus a prefix to increase or decrease a value.	SetMemberField js@abc.com Name=John Smith SetMemberField js@abc.com LastActivity=TODAY (set Last activity date to today) SetMemberField js@abc.com BounceCount=0 (Reset the member's bounce count) SetMemberField js@abc.com ActivityCount=+1 (increase the member's activity count) SetMemberField js@abc.com BebopsRemaining=-10 (Reduce value of custom field by ten) SetMemberField js@abc.com Group=ABC (Change member's group membership to only "ABC")
AddGroupAdmin EMAIL_ADDRESS GROUP_NAME *	Adds the specified address as a new administrator address (as specified under File > Options, Commands, Remote Admin Commands) so they can manage the specified group using Remote Admin Commands	AddGroupAdmin john@smith.com SomeGroup AddGroupAdmin john@smith.com ALL
RemoveGroupAdmin EMAIL_ADDRESS GROUP_NAME *	Removes the specified address as an administrator address for the specified group or all groups (as specified under File > Options, Commands, Remote Admin Commands)	RemoveGroupAdmin john@smith.com SomeGroup RemoveGroupAdmin john@smith.com ALL
ExportMailingList GROUP_NAME	Export the mailing list or specified group and send it to the reply address	ExportMailingList ALL ExportMailingList SomeGroup
BackupMailingList *	Performs the <a href="#">default backup procedure</a>	BackupMailingList
GetMLKStatus *	Return the current status of MailList King (current mailing list, number of members, subscribes, etc)	GetMLKStatus

BounceSoft EMAIL_ADDRESS	Increase the "Undeliverable Count" for the message sender or specified email address	BounceSoft bill@goodies.com
BounceHard EMAIL_ADDRESS	Increase the "Undeliverable Count" for the message sender or specified email address by 3	BounceHard bill@goodies.com
BounceRemove EMAIL_ADDRESS	Remove the message sender or specified email address from the mailing list due to being undeliverable	BounceRemove bill@goodies.com
DeleteMessagesOfMember EMAIL_ADDRESS	If there are any pending messages to be sent to the specified member (in MLK's Outbox or Automated Emails folder) they will be deleted (the member's record is not affected). Note: Only unique messages to member are deleted, not messages where there are other recipients	DeleteMessagesOfMember bill@goodies.com
ProcessRead EMAIL_ADDRESS/USERID	Marks the member has having read the latest message, in the same way as if a "Read Receipt" message had processed (i.e. updating the members' Read Date and Count fields)	ProcessRead bill@goodies.com ProcessRead UID12345 ProcessRead 12345
ProcessResponse EMAIL_ADDRESS/USERID OPTIONAL_COMMENT	Marks the member has having responded to the latest message so that they can be tracked in <a href="#">Sending Properties</a> (updating the members' Response Date and Count fields). You can optionally specify details that will be available in history	ProcessResponse bill@goodies.com ProcessResponse bill@goodies.com Purchased latest version ProcessResponse UID12345 ProcessResponse 12345 ProcessResponse 12345 Requested further information

**Notes:**

- Of course you can also use all [standard mailing list commands](#), such as Subscribe, Unsubscribe, Update
- Commands marked by an asterisk (\*) can only be issued by administrators who have access to all mailing list groups. Other commands can be issued by administrators of the specified group, or all groups
- Multiple groups can be specified by comma separating them, e.g. CreateGroup Group1,Group2
- For SubscribeList and UnsubscribeList acknowledgement messages, Welcome messages and Double Opt-in messages **will** be sent! You can disable message sending by specifying SILENT after the command, e.g. "SubscribeList SILENT"

**See Also**

[Quick Start Guide](#)



# Sending Messages

The process of sending mail to your database is quite simple:

## 1. Select who to send the message to



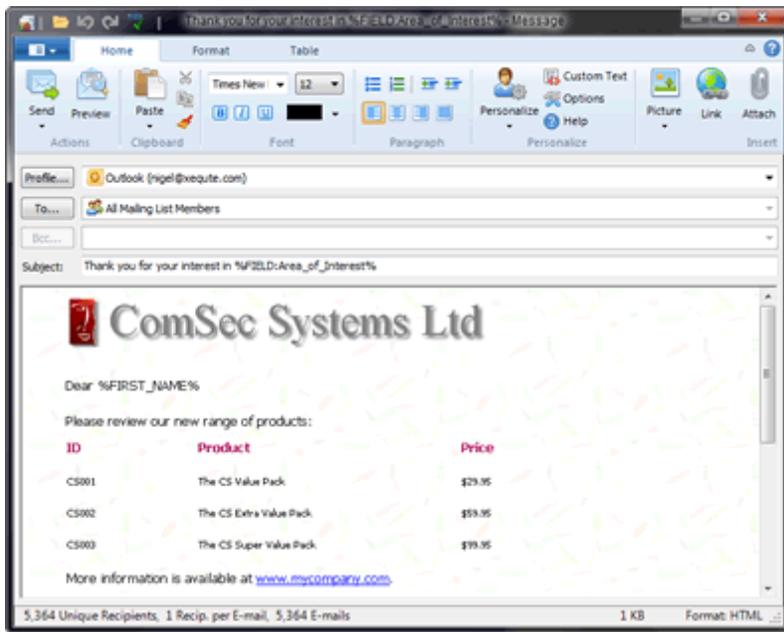
By default, MailList King will send the messages to all recipients in your current view mode. I.e., if you have [filtered your list or selected some groups](#), then the displayed list will be the recipients of your message. Otherwise the created message will be sent to all members of your mailing list.

Note: You can also manually specify recipients or load them from a file. Select these options from the [Message Recipients Dialog](#) by clicking the "To" button in the send dialog

## 2. Select "Home" > New Email on the main toolbar



## 3. Compose your message



Enter the following details for your message:

### Subject

**Message Body:** You can either type a message, paste a message from the clipboard or load it from a text or HTML file on your disk. You can also [personalize your message](#) with the name and other details of the recipient.

**Message Format:** Under "Format" you can specify whether your message is in plain text or [HTML \(Rich Text\)](#) format.

**Attachments** (optional): Add any files that you want sent with the message

**Profile** (optional): Your message will be sent using the method and reply address of your [default sending profile](#). If you have enabled the "[Show Profile Box](#)" you can optionally select an alternative sending profile (to change the delivery method or reply address)

#### 4. Click Send

When 'Send Message' is clicked MailList King will generate a unique list of recipient to ensure that the message is **only sent once to each recipient**.

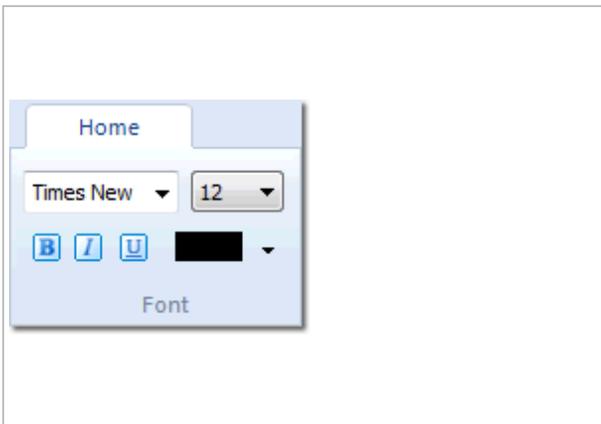
If you click the small down arrow to the right of the "Send Message" button you will be given three sending options:

- **Send Message:** Sends the message to the specified recipients immediately
- [Scheduled Send](#): Delay the sending or send the message in batches
- **Send Test Message:** Sends a single text message using your current sending method so that you can see how your message will appear to recipients

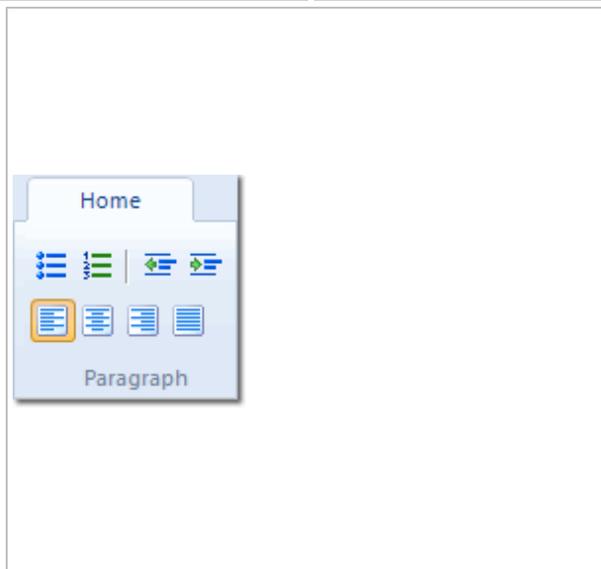
### Message Sending Toolbar

#### Home Tab

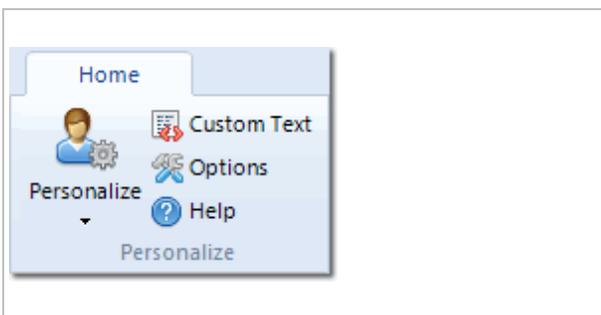
	<b>Send Message</b>	Send the current message. Click the small
	<b>Preview Message</b>	Display the message as it will appear to recipients ( <a href="#">personalization fields</a> )
	<b>Paste</b>	
	<b>Cut</b>	
	<b>Copy</b>	
	<b>Format Painter</b>	



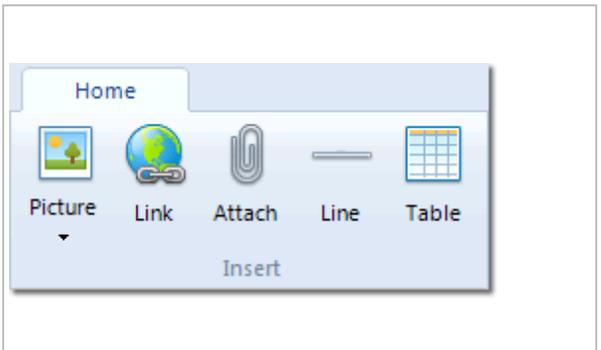
<b>Font</b>	Set the style of the selected text
<b>Font Size</b>	Set the size of the selected text
<b>Bold</b>	Set the selected text as bold
<b>Italicize</b>	Set the selected text as Italicized
<b>Underline</b>	Underline the selected text
<b>Font Color</b>	Set the color of the selected text



<b>Add Bullets</b>
<b>Add Numbering</b>
<b>Unindent</b>
<b>Indent</b>
<b>Align Left</b>
<b>Center</b>
<b>Align Right</b>
<b>Justify</b>

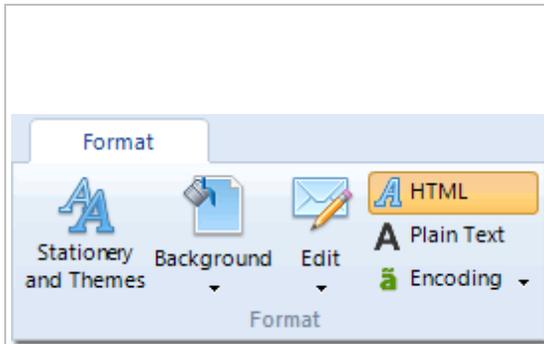


<b>Personalize</b>	Insert a <a href="#">personalization field</a> into your message
<b>Custom Text</b>	Insert text which is conditional dependent on the location of each country
<b>Options</b>	Configure settings related to use of personalization
<b>Help</b>	Display the <a href="#">personalization help page</a>



<b>Picture</b>	Embed an image into your message (either loaded from a file or from the Internet)
<b>Link</b>	Add a web or mail link to your message
<b>Attach File</b>	Add a file to your message
<b>Line</b>	Insert a horizontal line
<b>Table</b>	Insert an HTML table to control the layout of the message

## Format Tab



### Stationery and Themes

Load HTML [stationery](#) to improve the style and layout

### Background

Specify a color or image to use as your background

### Edit

Edit the message in an external editor or in the message body

### HTML

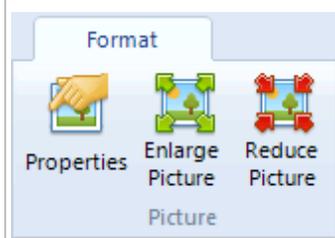
Enable [rich text formatting](#) of your message

### Plain Text

Specify unformatted message format

### Encoding

Specify the encoding for the message format



### Properties

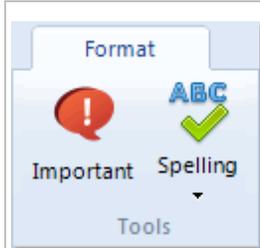
Configure the alignment and other properties of the image

### Enlarge Picture

Display the image at a larger size

### Reduce Picture

Display the image at a smaller size



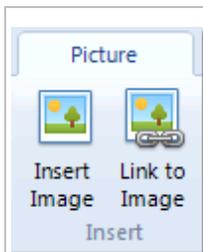
### Important

Specify the priority of the message to high

### Spelling

Check for spelling mistakes in your message

## Picture Tab

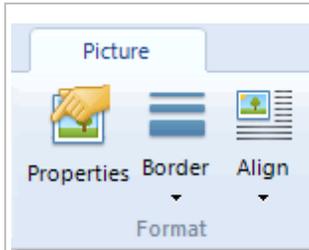


### Insert Image

Embed an image into your message (that is, the image is stored in the message)

### Link to Image

Inserts an image that is based on a web site (the user must view the message)



### Properties

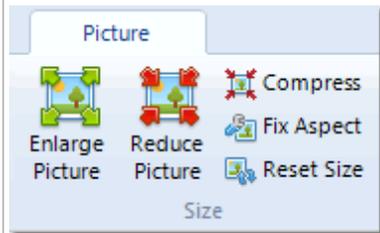
Modify properties of the image

### Borders

Add a border to the image

### Align

Change the way the image aligns with the text



**Enlarge Picture**

Display image at larger size

**Reduce Picture**

Display image at smaller size

**Compress**

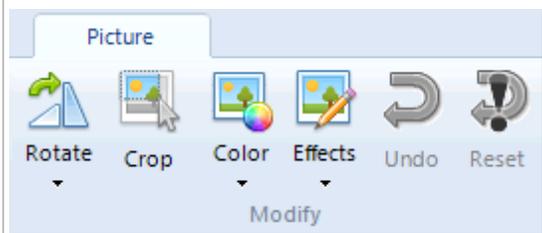
Resize the images in your message to the size you want. You can do this automatically at sending.

**Fix Aspect**

If you have resized the image incorrectly, click this button to return the image to its original aspect ratio.

**Reset Size**

Return the image to its original size



**Rotate**

Rotate the image

**Crop**

Remove unwanted areas of an image

**Color**

Modify and enhance the image color

**Effects**

Perform image effects, such as adding a shadow or a glow.

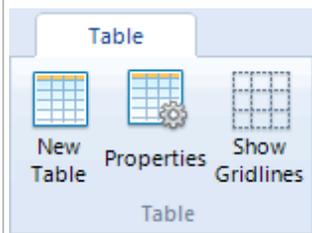
**Undo**

Undo the last change to the image

**Reset**

Undo all changes to the selected image

## Table Tab



**New Table**

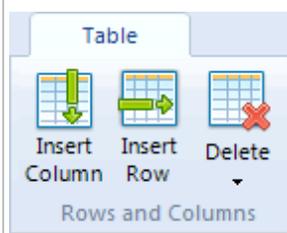
Insert an HTML table to control the layout of text.

**Properties**

Configure borders and other settings of the selected table.

**Show Gridlines**

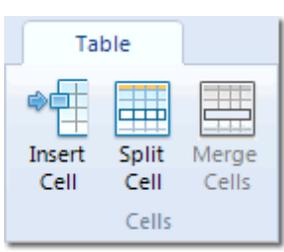
Enables you to view the transparent borders of a table.



**Insert Column**

**Insert Row**

**Delete**

	<b>Insert Cell</b>	Add a cell in the current row
	<b>Split Cell</b>	Undo the merging of multiple cells
	<b>Merge Cells</b>	Join multiple cells into one combined cell

There are also [keyboard shortcuts](#) available for most editing functions

## See Also

[Specifying Message Recipients](#)

[Personalizing your Messages](#)

[Creating HTML \(Rich Text\) Messages](#)

[Scheduled and Batch Sending](#)

[Printing Letters and Labels](#)

[Sending SMS Texts](#)

[How to use MailList King](#)

# Specifying Message Recipients

MailList King provides multiple methods for providing a recipient list for your mailers. You can also easily exclude unsubscribed, recently used and other addresses.

## Specifying Message Recipients

- **Displayed Mailing List Recipients**

Generally your mailing list recipients will be your entire mailing list or a custom selection of groups or results of a message search, so, by default, when you click "New Email" the recipients will be all members in your current view mode. I.e., if you have [filtered your list or selected some groups](#), then the displayed list will be the recipients of your message. If you are in "All Members" mode then the message would be sent to all members of your mailing list.

- **Selected Mailing List Recipients**

If you wish to manually choose members from your list you can either make a selection (Ctrl+Click for multiple selection or Shift+Click to select a row) then right-click and choose "Send to Selected" or you can display the checkbox column ("View" > Columns > Checkbox) and check the members you want to send to. Then click "New Email", click the "To" button and choose the "Checked Members" recipient option.

More information is available on check selection on our [support page](#).

- **Recipients from an Import File**

MailList King is equally capable at sending to recipients that exist only in an import file (Excel, CSV, Text, etc). You can even use other columns in the import file to [personalize](#) the message.

In the main window select "Home" > New Email to Contacts File. Next browse to the file that contains your contacts. MailList King will process the file and ask you which worksheet to import (Excel files) and which column contains email addresses (and optionally contact names).

To use other columns in the import file to personalize select Personalize > Columns from Import File on the message sending toolbar.

- **Pasting Recipients**

For small mailers you may just want to type or paste a list of recipients.

In the main window choose "Home" > New Email. Click the "To" button and choose the "Custom list of recipients" option. Click "Specify" and paste a list of recipients formatted as follows:

```
Mary Test <mary.test@isp.com>  
sales@xequte.com  
Jim Blog <jim@blog.com>
```

## Excluding Recipients

Removing undesirable recipients from a delivery can be as important as choosing the right ones. Nothing sours a customer relationship faster than bombarding them with messages.

To exclude contacts from a mailer click the "To" button in the [Send Message dialog](#) and choose from the following options:

- **Exclude anyone in the Unsubscribers list**

MailList King maintains a list of contacts that have removed themselves from your mailing list in the "[Removals](#)" list (under "History" in the main window). If you have loaded a custom recipient list from an import file you might want to exclude previously unsubscribed members using this option.

Note: You can automatically block Unsubscribed members from being re-subscribed using the relevant setting in File > Options, [Blocking](#).

- **Exclude any members I have contacted in the last x days**

Use this option to avoid emailing your members too frequently.

- **Manually specify excluded members**

Load, type or paste addresses that you want excluded from the current mailer

## Other Message Settings

- **Displayed To Address**

If you are [batch sending your messages](#) (i.e. speeding up delivery with multiple addresses added to each e-mail) then the "**To Address**" is the address that the recipient will see in the To field of messages they receive from your mailing list. It looks more professional to specify an address rather than having a blank To field. For example, you might specify a generic address of your company, such as customerlist@mycompany.com which just goes to an unmonitored user account.

- **Add Cc Address**

Adds an address to **every** message that MLK sends. It will appear in the Cc field and be visible to recipients.

- **Add Bcc Address**

Adds an address to **every** message that MLK sends. The Bcc field will be used so it will **not** be visible to recipients.

- **Override Profile Address**

By default, the reply address from the selected [Sending Profile](#) is used as the sender for the message. You can override this with a different one for the current message

Note: If you frequently change reply address you may find it easier to create a new Sending Profile with that address and display the "[Sender Profile box](#)" in the Send Message dialog

## See Also

[Sending mail to your lists](#)

# Creating HTML Messages

MailList King supports the sending of rich text (HTML) messages (i.e. messages that may contain colored and custom sized fonts, images, web site links and scripts).

To send an HTML message, click the "Edit" item on the [Message Editing toolbar](#) and select the 'Rich Text/HTML' option

You will then be able to select fonts and other rich text options. You can insert images and links using the relevant buttons on the toolbar.

## Stationery and Template Files

To add extra style to your messages you can use HTML stationery. You can specify your default stationery in [Options](#) or you can change your stationery on the fly by selecting the Stationery item under Edit on the toolbar. MailList King supports the same stationery used by Outlook and Outlook Express and automatically provides access to the stationery that is already on your system. You can download more stationery from:

[www.xequite.com/maillistking/stationery/](http://www.xequite.com/maillistking/stationery/)

You can also create your own stationery or HTML templates and add them to MailList King's stationery list. To do this use an HTML editor to create your template (or save a message in MailList King's message editor as an HTML file) then under File > Options, Sending, Other Sending Options, [Stationery](#) tab click the "Select" button and browse for the HTML file you created.

## Creating messages in another program

If you have another HTML editor you may prefer to create your messages in that and load them into MailList King. Just use the Open item under "File" on the [message editing toolbar](#) to select an external HTML file to use. You can also edit a message that you have open in MailList King in an external editor or edit the HTML source directly by selecting "Format" > Edit > Edit HTML Source

## Plain Text Body

HTML messages created in MailList King always include a plain text body part which is used by e-mail software that does not support HTML and also by Outlook to display a preview of the message. MailList King will automatically generate a plain text part (an unformatted version of the HTML message) for the message but you can override this by selecting "Format" > Edit > Edit Plain Text Body

## See Also

[Sending mail to your lists](#)

# Printing Letters and Labels

For postal delivery to recipients, MailList King integrates full letter and label printing functionality.

## 1. Select the recipients for your letters/labels



By default, MailList King will print letters for all recipients in your current view mode that have a postal address. I.e., if you have [filtered your list or selected some groups](#), then the displayed list will be the recipients of your message. You can display only members with postal addresses by selecting "Other Filters" and choosing the "Have Postal Address" filter.

Note: You can also load recipients from a file by clicking the "To" button in the editor

## 2. Select "Print Letters" or "Print Labels" from under "Home" on the main toolbar



## 3. Compose your Letter/Label

### Letters

You can fully format your letter content and optionally include images, as well as load content created by editor such as Microsoft Word. Of course you will want to [personalize your letter](#) with the name and other details of the recipient. You can load or create the default template for all your letters by selecting the relevant option from the file menu.

### Labels

You will need to specify the layout settings to match that of the label sheets you are printing to. Generally your content will include only the personalization field **%PostalAddress%** which inserts a fully formatted postal address (you can configure Postal Address options by clicking the Personalize button and selecting Options) but you may choose to use other text and [personalization fields](#).

## 4. Click Print

Once you have created your letter and previewed it to ensure it is correct, click Print to output the personalized letters to your printer

### See Also

[Sending Messages](#)

[Sending SMS Texts](#)

[Personalizing your Messages](#)

[How to use MailList King](#)

# Sending SMS Messages

MailList King can send SMS messages to any of your contacts with mobile phones. It integrates with most web-based SMS Delivery Services to allow sending to mobile phones anywhere in the world without complications related to variations between Mobile Phone providers. We recommend [Clickatell](#) as it is fast, reliable and cost-effective.

## Enabling and Configuring SMS in MailList King

1. Run MailList King and select File > Options
2. Choose the "Other" tab
3. Check the "Enable Sending of SMS" option
4. Click "Settings"
5. Specify your SMS options:

### SMS Sending Parameters

View our [SMS Configuration FAQ](#) for assistance with configuring your options.

### Reply Phone Number

The number that is used when recipients reply to your text message. Note: You can generally only specify a phone number that you have authorized with your [SMS Delivery Service](#).

### Default Country Prefix

In your mailing list mobile phone numbers can either be in domestic format, e.g. 025-555-8989 or international format +1-25-555-8989 (dashes, spaces and leading plus symbol are all optional). If a number is in domestic format (with a leading zero, e.g. 025-555-8989) then it will be sent with the specified country prefix.

### Recipients per Post

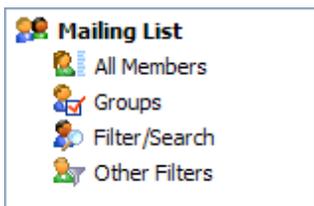
You can speed up delivery by allowing MLK to batch send multiple SMS messages with a single post. However if this is done your failed delivery report will not be reliable as bad phone numbers in a post will cause all numbers to be reported as failed (even though will have been sent).

## Sending SMS Messages

MailList King can send SMS texts to any members in your mailing list that have a valid number specified for the "Mobile Phone" field. Phone numbers can either be in domestic format, e.g. 025-555-8989 or international format +1-25-555-8989 (dashes, spaces and leading plus symbol are all optional).

The process for sending SMS texts is the same as [normal messages](#):

### 1. Select who to send the message to



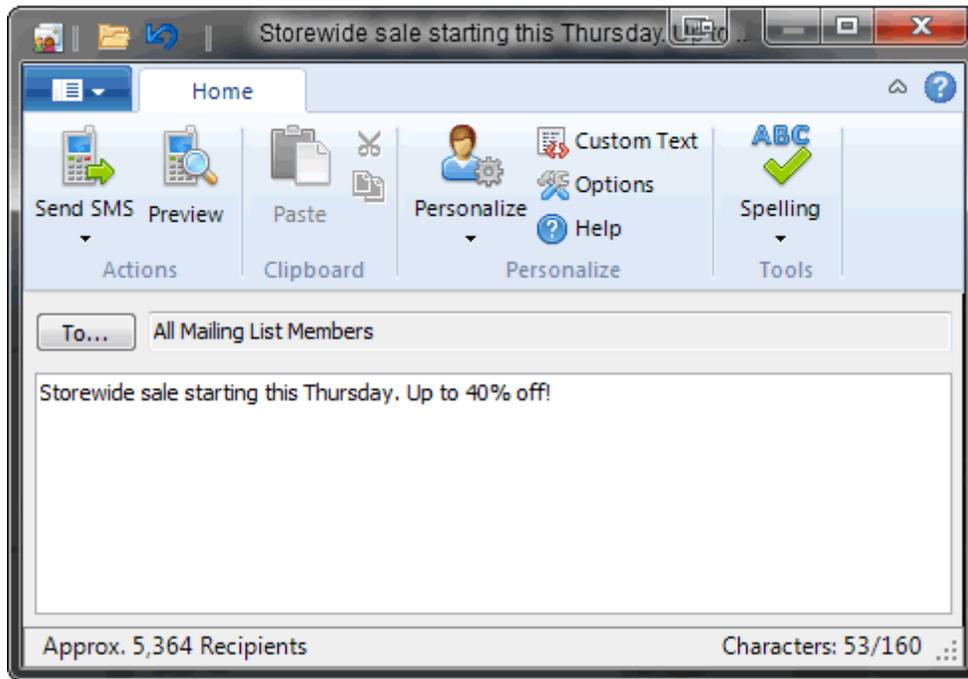
By default, MailList King will send the messages to all recipients in your current view mode. I.e., if you have [filtered your list or selected some groups](#), then the displayed list will be the recipients of your message. Otherwise the created message will be sent to all members of your mailing list.

Note: You can also manually specify recipients or load them from a file by clicking the "To" button in the send dialog

## 2. Select "Home" > New SMS on the main toolbar



## 3. Compose your message



Type the message to send to your recipients taking note of the SMS length restriction shown in the right of the status bar.

You can also [personalize your message](#) with the name and other details of the recipient, but note that the length status may be inaccurate for personalization fields that return long text.

## 4. Click Send

When 'Send Message' is clicked MailList King will generate a unique list of mobile phone numbers.

If you click the small down arrow to the right of the "Send Message" button you will be given three sending options:

- **Send Message:** Sends the message to the specified recipients immediately
- **Scheduled Send:** Delay the sending till a later date
- **Send Test Message:** Sends a single text message using your current settings

**See Also**

[SMS Configuration FAQ](#)

[Personalizing your Messages](#)

[Scheduled and Batch Sending](#)

[How to use MailList King](#)

# Personalizing E-mails

A powerful feature of MailList King is the ability to personalize outgoing messages with the name and other details of the recipient. To take advantage of this feature you need only specify the personalization fields in your text of your message. As the message is sent the fields are replaced with the appropriate value for each message recipient.

You can also [insert custom text](#) into your message depending on a database field of a member, e.g. so you can have a different offer for recipients in the USA, or say "Dear Sir" for men and "Dear Madam" for women.

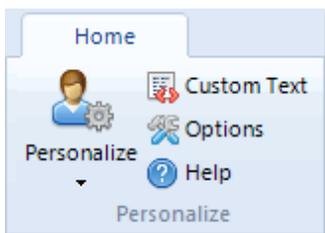
MailList King supports the use of **any** database field for personalization (including any [custom fields](#) that you have created).

Here are some common personalization fields:

<b>%FullName%</b>	Replaced with the Full Name of the member. The Full Name field is filled automatically when retrieving e-mail addresses if the information is available
<b>%FirstName%</b>	Replaced with the First Name of the member. This field is filled when adding new address if you have specified the appropriate setting under <a href="#">Options</a>
<b>%LastName%</b>	Replaced with the Last Name of the member. This field is filled when adding new address if you have specified the appropriate setting under <a href="#">Options</a>
<b>%Company%</b>	Replaced with the company field from your database
<b>%Email%</b>	Replaced with the e-mail address of the user
<b>%Field:MemberID%</b>	Replaced with the Member ID for the user. You might use this to <a href="#">track</a> clicked links in your messages
<b>%Field:CustomFieldName%</b>	Specify any of your custom fields to include your own data in your message. You can fill custom fields in the <a href="#">Edit Member dialog</a> or when <a href="#">importing</a>

## To insert a personalization field

1. Select Home > New Email



2. On the [message editing toolbar](#) click the Personalization button and choose the field to insert

Note: If you have specified that each message has multiple recipients then will confirm changing this to single recipients (as each recipient will have a custom message).

## Example

An example message might look like this:

```
Dear %FirstName%,

It is now %Date%, so isn't it time you were thinking about buying that
%Field:GiftCategory% for Xmas?

Just visit our web site at www.xmas.com for a wide range of cool presents.

Santa
```

For each new message, the fields are replaced with those retrieved from the database, e.g.:

```
Dear John,

It is now July 20, so isn't it time you were thinking about buying that
train set for Xmas?

Just visit our web site at www.xmas.com for a wide range of cool presents.

Santa
```

## Default Field Values

If you use the personalization fields then you should also set the default field values. These will be used whenever a particular user does not have an entry for that field in the database. For example if you have used the %FirstName% field, but a user does not have the first name specified in the database then the default value will be used.

To set the default values, click on the Personalization button on the message editing toolbar and select 'Edit Default Field Values...'

You can also specify the following as default field Values:

**%EMAIL\_USER\_NAME%:**

When a name is not known for a particular user then the user name portion of the e-mail address will be used instead. E.g. if the address is john@mycompany.com, then the 'John' will be used as the name

**%EMAIL\_DOMAIN\_NAME%:**

When a company name is not known for a particular user then the domain portion of the e-mail address will be used instead. E.g. if the address is john@mycompany.com, then the 'Mycompany' will be used as the company name

## Inserting Conditional Text

An advanced personalization feature is the ability to customize your message based on a database field of a member. For example, if the country field is USA or the Messages Sent field is 0 (i.e. they are a new user).

### To insert conditional text:

1. Select Home > New Email
2. On the [message editing toolbar](#) click the Personalization button and choose "Insert Conditional Text"
3. Select the database field to check
4. Choose how to evaluate the field. The following options are available:
  - Is equal to (=): An exact match, e.g. Country=USA
  - Is not equal to (<>): Not an exact match, e.g. BounceCount<>0 (some message to the member have been returned)
  - Is greater than (>): A number larger or a date after that specified (excluding the specified number/date)
  - Is greater than or equal to (>=): A number larger or a date after that specified (including the specified number/date), e.g. RecordDate>=01/01/2000 (members who joined this century)
  - Is less than (<): A number smaller or a date before that specified (excluding the specified number/date), e.g. AdminSentCount<=5 (the members has been sent five or less messages from this mailing list)
  - Is less than or equal to (<=): A number smaller or a date before that specified (including the specified number/date)
  - Contains (\*=): Text is found within the values for the field, e.g. Country\*=Aus would include Australia, Austria, etc.
  - Does not contain (\*<>): Text is not found within the values for the field, e.g. Country\*<>Aus would include all countries except Australia, Austria, etc.
  - Between (>\*<): A number or date that is between the two values which are separated by a comma, e.g. SendCount>\*<10,20 would include text for anyone of a send count more than 10 and less than twenty
  - Not between (\*</>): A number or date that is between the two values which are separated by a comma, e.g. RecordDate\*</>\*01/01/2000,01/01/2010 would include text for anyone who joined the list before 2000 or after 2010

Note: If you have specified that each message has multiple recipients then will confirm changing this to single recipients (as each recipient will have a custom message).

### Example 1: Using Different Links for American Recipients

%CONDITION:Country=USA%For more information, click here:  
<http://www.myco.com/usa/index.html>%CONDITION:ELSE%For more information, click here:

http://www.myco.com/international/index.html%CONDITION:END%

## Example 2: Special Comment for Very Active Members

%CONDITION:UserSentCount>50%We would like to thank you for your active participation in our mailing list!%CONDITION:END%

## Date Fields and Conditional Text

When using date fields to insert conditional text you can specify a fixed date in your windows date format (e.g. 12/25/2012 for the U.S. Christmas) or dates relative to day using the "TODAY" keyword. The date keyword can use [date shifting](#), e.g. Today-1y is one year ago, Today-1w is one week ago.

%CONDITION:PurchaseDate>1/1/2011%You purchased after 2010%CONDITION:END%

%CONDITION:RecordDate>Now-1y%You joined in the last year%CONDITION:ELSE%You joined more than one year ago%CONDITION:END%

## Nested Conditional Fields

You may also place conditions within conditions. Here's an example (with extra line breaks and colorization to make its meaning more obvious):

%CONDITION:Country=United Kingdom%

%CONDITION:SEX=Female%

Dear Madam

%CONDITION:ELSE%

Dear Sir

%CONDITION:END%

%CONDITION:ELSE%

%CONDITION:SEX=Female%

Hi Miss

%CONDITION:ELSE%

Hi Mister

%CONDITION:END%

%CONDITION:END%

## ELSEIF Command

If you have many conditions you can also use the ELSEIF command

%CONDITION:Country=Australia%Giddy

%CONDITION:ELSEIF:Country=New Zealand%Kia Ora

%CONDITION:ELSEIF:Country=Italy%Ciao

%CONDITION:ELSE%Hello

%CONDITION:END%

## Date Fields

Extra options are available when inserting date fields. Date fields include %DATE% (today's date), custom fields of type "Date" or any column in an import file that ends with the name "Date" (e.g. "PurchaseDate").

Firstly, you can customize the appearance of dates to show, for example, just the month, year, or other custom formatting options. This can be configured by selecting Personalization Options on the message sending toolbar.

You can also shift the date, e.g. showing the date tomorrow, or exactly one year ago. To do this insert minus (prior to the date) or plus (after the date), a number and finally the period, e.g. "w" for week before the final %.

### Periods:

d	Day
w	Week
m	Month
y	Year

### Examples:

%Date+1d%	Tomorrow
%Date-3y%	Three years ago
%Field:PurchaseDate+3m%	Three months after the date of purchase (a custom field of the member)
%Column:BirthDate+1w%	One week after their birthday (a column in an recipient's list file)
%DateCode+7d%	An encoded date for one week from today

### Coded Date

A special date field is also available, %DateCode% which inserts a date that cannot be easily readable or changeable by end users. The date can be easily decoded by a script on your web server.

The format is as follows:

AABBCCDD

Where:

Year = 1980 + HexToInt(BB) / 3

Month = HexToInt(CC) / 7 - 21

Day = HexToInt(DD) / 7 - 5

There is also a checksum included to avoid casual modification:

AA = IntToHex(Year + Month + Day mod 200)

For example 2660BDAF would refer to 20 June, 2012.

## Attaching Files Using Personalization Fields

Sometimes when sending you may need to attach files that are different for some recipients than others. MLK allows the use of personalization fields anywhere in path of a file. To do this:

1. Select Home > New Email to display the message editor
2. Hold down the **Shift** key and click the "Attach" button on the message sending toolbar
3. Specify the full path to your attachment. Replacing as required with personalization fields

Example 1: You are sending to recipients in an Excel file and you have a column named "Attachment\_1" that specifies a file to attach:

```
%COLUMN:Attachment_1%
```

Example 2: You have text files for each of your groups in the folder, C:\Attachments\

```
C:\Attachments\%Field:LastGroupJoined%.txt
```

Example 3: Japanese recipients receive C:\Attachments\Japan.txt. All others receive C:\Attachments\Other.txt

```
%CONDITION:Country=Japan%C:\Attachments\Japan.txt%CONDITION:ELSE%C:\Attachments\Other.txt  
%CONDITION:END%
```

### Note:

- If the personalized attachments points to a file that does not exist then MLK will send normally but without the attachment
- You can add as many personalized attachments as you like
- You can use the [default values](#) option to handle unspecified fields

## Personalized Reply Address

MLK also supports personalization of the reply/sender address. To do this:

1. Select Home > New Email to display the message editor
2. Click the "To" button
3. Check the box to "Override the Sender Address"
4. Click "Specify" and enter your personalized email field as required

For example, let's say that we want the sending email to be the destination group name followed by @mycompany.com

%Field:LastGroupJoined%@mycompany.com

5. Optionally enter a personalized sender name

Let's say we want the name to be this recipients case manager which is read from a custom field specified for each user

%Field:Case\_Manager%

6. Click OK

7. Use the [Preview](#) function to check it

**Note:**

- If an invalid email address is specified then the default email for the profile is used
- You can use the [default values](#) option to handle unspecified fields

## Personalization Fields and Web Links

Two field modifiers are available:

**.ENC:** Encode the text so that it is safe in a web link

If you are inserting personalization fields into a web link, you should "encode" the text so that it does not contain unsupported characters (such as spaces). You can instruct MLK to encode the text by specifying .ENC before the final % sign, e.g. %Company.ENC% will return the Company field with all unsafe characters encoded.

Here is an example web link that safely passes the full name and email of the user:

`http://www.mycompany.com/cgi-bin/click.php?Email=%Email.ENC%&Name=%FullName.ENC%`

**.LINK:** Convert a web site or an email address to a link

If you have fields that contain web or email addresses you can have MLK automatically convert them to clickable links in HTML messages by specifying .LINK before the final % sign, e.g. %Field:Web\_Site.LINK% will create a clickable link to the web page specified in "Web\_Site" field.

Note that you can combine both modifiers, e.g. %Field:Extra\_Email.ENC.LINK%

## Inserting Random Text

Sometimes you want your automated messages to appear like you've just typed it and not like impersonal, boilerplate text. One way to handle this is to randomly change the text in your automated messages using the %RANDOM:X% field.

%RANDOM:X% inserts a number between 1 and X, e.g. %RANDOM:3% would insert 1, 2 or 3. You can specify any valid number between %RANDOM:2% and %RANDOM:1000000000%

Note: The random number is guaranteed to stay the same throughout the message to the current recipient (i.e. if you specify %Random:10% five times in your message, the first time MLK encounters

%Random:10% in a message to a new recipient it generates a new random number, say 7, and all other %Random:10% calls in the message will also be replaced with 7. If you want the random number to change everytime the field is used specify "?" before the max range value, e.g. %RANDOM:?100%

This is usually only used in combination with conditional text, e.g.

```
%CONDITION:Random:3=1%  
How is the weather?  
%CONDITION:END%
```

```
%CONDITION:Random:3=2%  
Hope all is going well with you.  
%CONDITION:END%
```

```
%CONDITION:Random:3=3%  
Trust this message finds you in good health!  
%CONDITION:END%
```

## Previewing your Message

You can display a preview of the message that will show each of your recipients and how the personalization fields will be converted by clicking the Preview button on the [message editing toolbar](#) (or Alt+P).

### See Also

[Sending mail to your lists](#)

# Scheduled and Batch Sending of Messages

A powerful feature of MailList King is the ability to schedule sending of messages at a later date or send messages in batches (e.g. to limit the load on your system or network).

**Note:** If you are batch sending your messages to comply with sending limits of your ISP, you can use the "[ISP Limits](#)" option instead.

You can perform a scheduled send in the normal way you send a message by selecting "Home" > [New Email](#). When you have composed your message, click the small down arrow on the "Send Message" button, then choose the "Scheduled Send" option.

You will need to specify the following options:

## When to Start Sending:

**Start Now:** MailList King will start sending message immediately

**Start at Date:** MailList King will not start sending messages until after the date and time specified

**Do not begin until I start:** The message will be saved to your [Outbox](#) but delivery will not occur until you click "Send Now"

## How many recipients do you want to send with each batch:

Breaks your sending up into batches (to minimize load on your server, for example)

**Send Messages to all recipients:** When the scheduled date is reached the message will be sent to all recipients without any delay

**Send Messages to x Recipients:** MailList King will break up the sending into batches of x recipients. I.e. every time a scheduled send time is reached the message will be sent to the number of recipients that you have specified.

- **With a x delay:** Once sending has completed to the number of recipients specified, MailList King will wait the specified delay before starting the sending of the next batch

- **Do not begin:** Once a batch has completed sending, the next batch will not start until you select it in the [Outbox](#) and click "Send Now"

## Sending Options

**Build recipient list when sending starts:** This is an important option when scheduling messages for sending at a future date. If the option is disabled or not selected then the list of recipients is built immediately (once you click OK). This means that if someone adds themselves to the group before sending starts, they will not be included in the delivery because the list has already been generated. Enabling this option advises MailList King not to build the recipient list until sending starts so that it uses the most up-to-date mailing list.

This option is only available when:

- You are sending to all mailing list members or a selection of groups
- You have not specified excluded addresses or enabled the option not to send to recipients that have

been emailed in the last x days

**Note:** Scheduled sending will not occur while MailList King is not running. If a scheduled sending is missed because MailList King is closed, then the schedule will recommence the next time you run it

## Example 1

You want to send all your messages at a later date (6th June):

When do you want to start sending these message?

Start Now

Start at the date: 6/06/2002 8:00:00 a.m.

Do not begin until I start it under View\Scheduled Mail Messages...

How many recipients do you want to send to with each batch?

Send messages to all recipients (at the date above)

Send messages to 1000 recipients

With a 1 hours delay between each batch

Do not begin each batch until I start it under View\Scheduled Mail...

## Example 2

To slow the delivery of a message (e.g. to limit your bandwidth usage) you only want to send to 5000 recipients per day (starting immediately):

When do you want to start sending these message?

Start Now

Start at the date: 6/06/2002 8:00:00 a.m.

Do not begin until I start it under View\Scheduled Mail Messages...

How many recipients do you want to send to with each batch?

Send messages to all recipients (at the date above)

Send messages to 5000 recipients

With a 1 days delay between each batch

Do not begin each batch until I start it under View\Scheduled Mail...

**See Also**

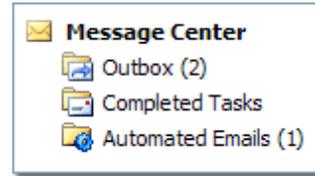
[Viewing Active Sending Tasks](#)

[Sending Mail to your List](#)

[ISP Limits](#)

# Managing your Sending Tasks

You can view the status of your [scheduled or batch messages](#), [automated messages](#) and other sending tasks by selecting the relevant mode in the [main window](#).



Select which sending tasks to display:

<b>Message Center</b>	
<b>Outbox</b>	Display messages you have sent to your mailing list but have not completed delivery
<b>Completed Tasks</b>	Messages that have been delivered completely to recipients
<b>Automated Emails</b>	Messages generated automatically by MailList King (Acknowledgements, Welcome Messages, etc.) that are awaiting delivery

Under the Status column you can determine the current status of each item:

**Not Started:** The message has not been sent to any of its recipients (the initial set date has not been reached or it set to manual start). You can commence Sending by clicking "Send Now"

**Sending Started:** The message is set to send to recipients in batches. It has been sent to some recipients but not all of them.

**Completed:** The messages have been sent to all recipients. You might want to delete the item to reclaim disk space.

**Cancelled:** You aborted the sending. You can recommence it using "Send Now"

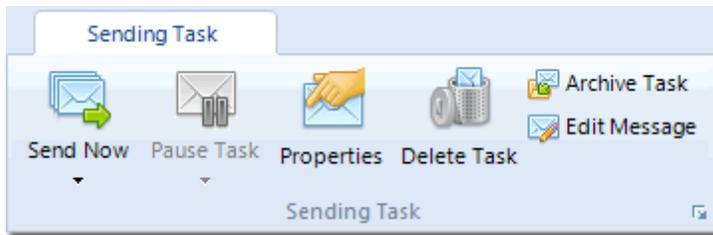
**Error Encountered:** An error was encountered during sending. You can recommence it using "Send Now"

**Sending Paused:** You have put the item on hold. You can recommence it using "Send Now"

**Waiting:** Sending is paused due to your "[ISP Limits](#)" setting and will automatically continue when permitted

## Sending Task Menu

Use the **Sending Task** menu to manage your tasks:



<b>Send Now</b>	Send the selected message to the next batch of recipients or restart a task that is paused or encountered an error
<b>Pause Task</b>	Disable delivery of the message. You can recommence it later using the Send Now button
<b>Properties</b>	Display the task properties, message and recipients
<b>Delete Task</b>	Remove the task
<b>Archive Task</b>	Place the task in the Archived folder (it will no longer be deliverable)
<b>Edit Message</b>	Edit the message that is sent for the current task

**Note:** Send Lists can be quite large so it is recommended that you delete your send tasks after they have completed (you can still review the message in the [Sending Log](#))

**See Also**

[Sending Messages](#)

[Sending Scheduled Messages](#)

# Tracking your Response Rates

An important aspect of email marketing is tracking whether users respond to your messages with action (e.g. purchasing when you send them a special offer or a requesting more information on your web site). The method you use for tracking will depend on the nature of your business, but it is important to communicate this "Response" to MailList King so it will show up when you view [statistics for a sending tasks](#) or the [history of a member](#).

## ProcessResponse Command

The most reliable method of tracking is to have your web site generate a "**Response Message**" when a user clicks a link in your message, or have your order system generate one when a user purchases. A Response Message is simply an email containing a "[ProcessResponse](#)" command (in the subject line or as [web form submission](#)). The command need only specify the email address or Member ID of the relevant user. Optionally it can include a comment regarding the response.

**Standard Email Examples** (as would appear in the message subject):

ProcessResponse bill@goodies.com  
ProcessResponse bill@goodies.com Purchased latest version  
ProcessResponse UID12345  
ProcessResponse 12345  
ProcessResponse 12345 Requested further information

**Web Form Example** (as would appear in the web form message body):

Action: ProcessResponse  
Email: bill@goodies.com  
Comment: Purchased latest version

You can use easily use [personalization fields](#) in your messages to pass details of the response to your web server when the user clicks a link:

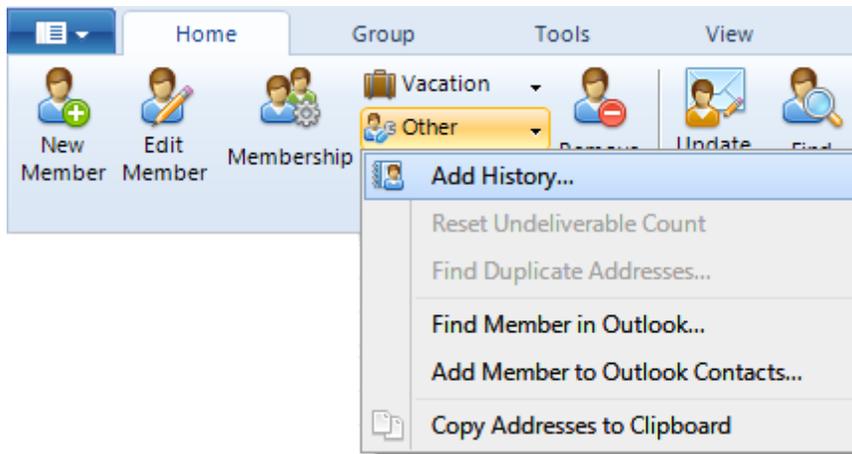
Passing Email Address: <https://www.xequote.com/order/order.cgi?user=%Email%>

Passing Member ID: <https://www.xequote.com/order/order.cgi?user=%MemberID%>

## Other Response Methods

Depending on your business model, you may require a different method to advise MLK of a response:

- Message recipient signs up for more information on your web site: A subscription request is sent to MLK to subscribe them to a group. MLK is [configured](#) to consider any subscriptions to the group as a "response"
- Message recipient emails you for more detail: You put valid response emails in a specific folder in Outlook (or use Outlook rules to do it automatically) and add a [Folder Processing Task](#) to automatically mark the message sender as a "responder"
- Message recipient telephones you for more information: You add a history report for the user that they "responded" by selecting "Home" > Member > Other > Add History



Naturally a combination of these methods can be used, as your business model dictates. The default behavior of MLK is the most inclusive one "Member joins any new group" which simply means that any activity in your mailing list after you have sent a message to a member is treated as a "response." You can change this in [Message Tracking Options](#)

#### See Also

[Sending Messages](#)

[Personalizing Emails](#)

[Message Tracking Options](#)

# Synchronizing Contacts with Outlook

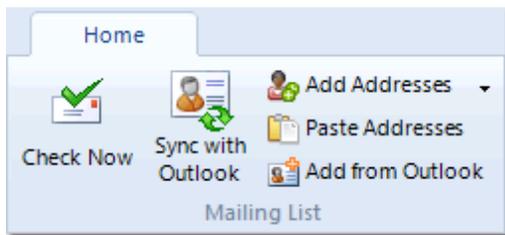
Outlook users may find themselves in a quandary when using contact/list management software. Should they maintain their contacts in Outlook, the other software or both?

MailList King makes it easy for you to cover all your bases with automatic synchronization of your mailing list with Outlook Contacts.

You can also use the tool to **import** Contacts or **export** MailList King members to Outlook.

## Synchronizing your Contacts

### 1. Select "Home" > Sync with Outlook on the main toolbar



### 2. Choose your action:

- **Import Outlook Contacts into MailList King**

All your Contacts in Outlook will be added as new members in MailList King. Any contacts that already exist in MailList King will be updated with details of the contact in Outlook.

- **Export MailList King Members to Outlook**

All MailList King members will be added as new contacts in Outlook. Any contacts that already exist in Outlook will be updated with details of the contact in MailList King

- **Synchronize MailList King and Outlook Contacts**

Outlook and MailList King will be given the same set of contacts

### 3. Synchronization Rules

If you have chosen to synchronize contacts then you will need to specify what should happen when the contacts have changed. Your choices will depend on how you manage your contacts. For instance, if you add/edit/delete contacts only in Outlook and use MailList King just to handle your sending then Outlook is your authoritative source and your selection would be as follows:

If a contact has changed in MailList King and Outlook:

If a contact exists in Outlook that is not in MailList King:

If a contact exists in MailList King that is not in Outlook:

Conversely, if you allow MailList King to manage your mailing list and don't edit your Contacts in Outlook then MailList King is the reliable source and your settings will probably be as follows:

If a contact has changed in MailList King and Outlook:

If a contact exists in Outlook that is not in MailList King:

If a contact exists in MailList King that is not in Outlook:

Note: You **will** be able to confirm the actions for each contact **before** MailList King makes any changes

#### 4. Outlook Options

Specify your Outlook Contacts folder and how Categories should be handled. If you use Outlook Categories to differentiate your Contacts you can have MailList King treat these contacts as if they are MailList King groups (i.e. groups will be created of the same name as all your active categories). Otherwise select the MailList King groups that Contacts are added to

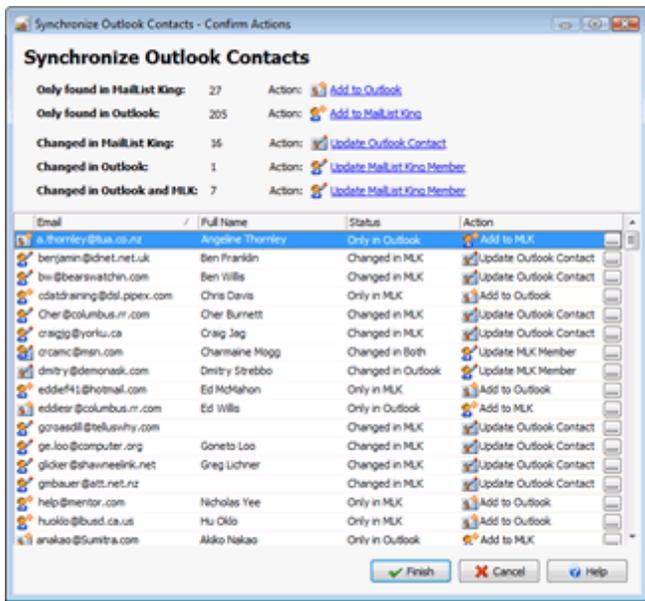
#### 5. Synchronize...

You can choose either to synchronize your contacts now, or automatically every day at a specified time. When performing an automated synchronization there is **no confirmation dialog** so you should always perform an initial manual synchronization to confirm how it will work. You may also want to use the option not to perform any deletions during automatic processing (so you will periodically need to perform a manual synchronization to update any skipped contacts).

If you have enabled [acknowledgement](#) messages then the following will be sent:

- Subscribe Acknowledgements: New contacts found in Outlook and added to MailList King
- Welcome Messages: New Contacts found in Outlook and Outlook Contacts with changed categories (assuming you are using the option to treat Categories as Groups)

#### 6. Confirm Changes



MailList King will then analyze your Outlook Contacts and MailList King members to check for changes (The first time you do this it may take quite a while) and a summary of changes will be displayed allowing you to review the action that will be taken during synchronization.

Each contact will be displayed showing its status and the intended action:



**Only Found in MailList King:** A member exists in MailList King that was not found in Outlook (either because you have not added it to Outlook or have deleted it from Outlook)



**Only Found in Outlook:** A member exists in Outlook that was not found in MailList King (either because you have not added it to MailList King or have deleted it from MailList King)



**Changed in MailList King:** You have edited a member in MailList King (including changing group membership) since it was last synchronized



**Changed in Outlook:** You have edited a contact in Outlook since it was last synchronized



**Changed in MailList King and Outlook:** You have changed a contact in Outlook **and** MailList King since it was last synchronized



**Already Synchronized:** The contact is already identical in Outlook and MailList King (option only shown when...

You can change the action for individual contacts by clicking the right-most button in the Action column. You can change the action for all contacts of a specific status by clicking the blue links at the top.

Click Finish to perform the synchronization.

## Other Synchronization Tips

- When MailList King deletes a contact from Outlook it can be retrieved from the Deleted Items folder. When a member is deleted it can be retrieved from "Removed Members" mode (under "History" in the main window).

- You can review the actions of an automated synchronization in "[Mailing List History](#)" mode (under "History" in the main window), or the Synchronization log in your database folder
- Outlook has a limit on the number of contacts permitted in a folder. This can be as low as 16,000 on versions of Outlook prior to 2003 so Synchronization is not recommended for large mailing lists (you may want to use File > Export Groups to Outlook instead)
- To add an individual member (or selection of members) to Outlook, right-click the selection in the mailing list grid and select "Add Member to Outlook Contacts"
- Click Ctrl+Alt+O to synchronize your contacts using your last settings without displaying the Synchronization Settings wizard

**See Also**

[Quick Start Guide](#)

# Importing Contacts

Add members to your mailing list database from a text (a plain text file with each e-mail address on a separate line), CSV (a text file with each field delimited by a comma) or other common formats such as Microsoft Excel, Microsoft Access, OpenOffice, etc. Business edition users can connect directly to a database via ADO or ODBC.

You can also import a list of [unsubscribed or undeliverable addresses](#) and [member or mailing list history](#).

## Importing Contacts

1. Select File > Import from the main Toolbar.
2. Choose one of the following options depending on the type of file you are importing:

### **File contains a single column of e-mail addresses**

If your file only contains a list of e-mail addresses (one per line). Names can be specified by using the format: "Full Name <email@address.com>"

Example:

```
sales@xequte.com
someone@somewhere.com
John Smith <johnny@bgood.com>
Cathy <cth@meifu.cn>
```

Then select this option and specify the group to add users to

### **File contains multiple columns**

If your file contains multiple fields then select this option. Example entries might be:

```
john@xequte.com,General_List,John McGrail,MyGroup
johnny@bgood.com,General_List,John Davies,MyGroup
cth@meifu.cn,Another_List,Tracy Chapman,AnotherGroup
```

You will need to click "[Map Import Fields](#)" to advise MailList King what information is contained in each column of the import file.

## Note

- Only allows you to **add** members to your database from a file. To **remove** e-mail addresses that are listed in a file, or process them as undeliverable recipients then use the "[Add Addresses](#)" function on the "Home" menu.
- You can also retrieve addresses from [completely unformatted files](#)
- You can pass files to MLK to import them automatically e.g. "C:\Program Files\MailList King\MLKing.exe" "/IMPORT:C:\My Files\MyImport.csv" (the importation will be automatic if MLK's default mapping is used)
- If you only want to update the details of a contact, choose the "Update Only" option. If the email address

of a contact is found their details are changed to match those specified in your import file. Any addresses in your import file that do not exist in your list are ignored

## Options

- **Send Acknowledgement messages**

If you have enabled Acknowledgement and Welcome messages (under [Options](#)) then a message will be sent to the user informing them of this action

- **Send Double Opt-in confirmation messages**

If Double Opt-in is enabled (under [Options](#)) then a message will be sent to the user requiring them to confirm this action

## See Also

[Mapping Import Fields](#)

[Exporting from MailList King](#)

[Quick Start Guide](#)

# Exporting Contacts

Save your e-mail list to a variety of formats such as: text, CSV, Microsoft Excel, Access or HTML.

To export your mailing list:

**1. Select File > Export to File from the main toolbar**

**2. Specify a filename**

**3. Export which members?**

You can specify to export just the displayed entries (available when you have filtered your mailing list), the entire mailing list or just a selected group

**4. Choose which fields to export**

**5. Set your delimit character**

If you are exporting to a plain text file then you will need to specify the character that will separate the fields within each record

**6. Click OK**

## See Also

[Importing into MailList King](#)

[Quick Start Guide](#)

# Backing up your Mailing List

The data in your mailing list is a valuable business asset so it is important that you take precautions against the unexpected. For this reason we recommend that you back up your database and settings on a regular basis.

MailList King also allows you to use the [automated back up options](#) to write an export file automatically on close down, you can even have it e-mailed off-site. The advantage of backing up to a text file is that the data is accessible from any database program, not just MailList King. You can manually back up your mailing list by selecting File > Back Up Database

To restore a mailing list from back up select File > Import Back Up File

## Note:

For your safety the Back Up function exports your database to a CSV file. This file can be opened by any database or spreadsheet program (such as Microsoft Excel). It can also easily be imported back into MailList King, however the back up does **not** include: History, Statistics, unsubscribed and blocked addresses or any settings. Therefore you should also manually back up your database and settings folder

## Full Back Up of your Database and Settings

It is also advisable to back up the database files (data of the members in your mailing list) and the settings files (all of your mailing list and program configuration). With these files you can download MailList King and completely restore your system after a crash.

1. Run MailList King and click Ctrl+Shift+I.
2. From the folder that is displayed check the boxes for configuration and database
3. Click OK
4. Add these two folders to your backup schedule (or regularly copy them to another drive or disk)

## See Also

[Exporting your Database](#)

[Importing your Database](#)

# Options Overview

MailList King options are divided into the following categories:

<a href="#"><u>Groups</u></a>	Groups that categorize members in your mailing list
<a href="#"><u>Email Processing</u></a>	Retrieval of mailing list messages and processing of <a href="#"><u>web submission forms</u></a>
<a href="#"><u>Double Opt-In</u></a>	Require users to confirm subscribe or unsubscribe requests
<a href="#"><u>Automatic Emails</u></a>	Sending of messages to users when they subscribe or unsubscribe
<a href="#"><u>Sending Emails</u></a>	Sending messages to your mailing list
<a href="#"><u>ISP Limits</u></a>	Automatically reduce your sending speed to stay under your ISP's limits
<a href="#"><u>Member Sending</u></a>	Allow members to send to your mailing lists
<a href="#"><u>Commands</u></a>	Mailing list commands
<a href="#"><u>Blocking</u></a>	Blocking addresses and checking for invalid addresses
<a href="#"><u>Delivery Failure</u></a>	Processing of delivery failure messages
<a href="#"><u>Database</u></a>	Database and member settings
<a href="#"><u>Other</u></a>	User interface and other options

## See Also

[Quick Start Guide](#)

[Setup Wizard](#)

# Groups

Groups allow you to categorize your mailing list into different areas of interest. If you enter each address into your database with a different group, then you can easily send a newsletter to just the users in a particular group and can allow list members to [send messages](#) to others in the same group. For example, if you are a company with a range of products, you may have a group for each product and assign customers to the product groups they have purchased so you can easily send out newsletters only to the relevant contacts.

## Creating and Editing Groups

Groups allow you to categorize the members of your mailing list into their area of interest. You can then easily send only to interested members and assign options as relevant.

You can create and edit groups by selecting File > Options, "Groups" tab or by selecting Groups mode in the main window and using the Groups menu.



For each group you can specify the following details:

### General

**Group Name:** The identifier for the group within MailList King and used by mailing list commands (e.g. SUBSCRIBE Some\_Group). Groups cannot contain special characters such as commas and it is recommended that they do not use spaces

**Description:** If you allow use of the [GroupInfo](#) command, the description is returned to users inquiring about the group

**Statistics:** Information about the membership and sending to this group

**Members can join this group:** Uncheck this setting to lock the group so that new users cannot be added. You can use this option to create private groups to which only the Administrator can add users (any other attempts to subscribe will be blocked and added to the [Error list](#))

**Members can send to this group:** If you have enabled [member sending](#), you can uncheck this option for any groups for which member sending is not permitted

### Messages

You can specify the messages that are sent automatically when members perform actions such as subscribing or removing themselves under File > Options, [Automated Emails](#). These settings allow you to specify custom handling for each of your groups, for instance creating a custom welcome message or disabling sending or [double opt-in](#) for a specific group.

**Acknowledgement Messages:** Disable or customize the [Subscribe or Unsubscribe Acknowledgement](#)

**Welcome Message:** Customize the message that is sent the first time a user joins a particular group. Click the **Delayed Messages** button to send multiple messages when a user joins a group, e.g. send a

reminder after 30, 60 and 90 days.

**Double Opt-In and Opt-Out:** If you require your users to confirm subscribes/unsubscribes with [Double Opt-In](#) you can use disable or customize sending for the current group

Note: If you select "Group Detail" mode (under "Statistics" in the main window) then enable the "[Group Settings](#)" column view, then you can see at a glance which groups have custom messages and/or sending disabled.

## History

A log of all activity that has occurred in this group.

## Allow Sub-Groups

Group nesting allows you to categorize your groups within other groups in the same way folders can be arranged in Windows Explorer.

Once you enable the group nesting option all group display windows allow you to click on a group name, drag it and drop it into another group.

## Other Group Options

### Default Group

When no group is given (e.g. an e-mail is received with just the subject "SUBSCRIBE") the group specified here will be used

### Action when a member subscribes to an unknown group

What occurs when a user sends a subscribe request but specifies a group that does not exist. You can choose between adding the user to the Errors List ("Processing Errors" mode under "[History](#)" in the main window), prompting to specify a group, automatically creating the group or using the default group

### Action when no subscribe group is specified

What occurs when a user sends a subscribe request but specifies a group that does not exist. You can choose between adding the user to the Errors list ("Processing Errors" mode under "[History](#)" in the main window), prompting to specify a group or using the default group

### Action when a member unsubscribes from an invalid group

What occurs when a user sends a unsubscribe request but specifies a group that does not exist. You can choose between adding the user to the Errors list ("Processing Errors" mode under "[History](#)" in the main window), prompting to specify a group or completely removing the user from the mailing list

### Action when no unsubscribe group is specified

What occurs when a user sends a unsubscribe request but specifies a group that does not exist. You can choose between adding the user to the Errors list ("Processing Errors" mode under "[History](#)" in the main window), prompting to specify a group or completely removing the user from the mailing list

main window), prompting to specify a group or completely removing the user from the mailing list

### **See Also**

[Next Option Tab](#)

[Options Overview](#)

[Quick Start Guide](#)

# Email Processing Options

Options for processing mailing list command messages (e.g. subscribe and unsubscribe messages) retrieved from your e-mail software or mail server.

## Mailing List Message Source

Specify the location(s) where MailList King will check for subscribe and unsubscribe requests and [Undeliverables](#). You can specify a message folder in Outlook, the Inbox for other email software or a POP account on your mail server. You can specify as many sources as you require.

### Tips

- Outlook: You might want to create a special folder just for MailList King and use [Outlook rules](#) to automatically move messages to the folder
- POP Accounts: You should create a mail server account that is only used by MailList King

## Creating a New Retrieval Account

### 1. Account Type

Choose whether to retrieve messages from your email software or directly from a mail server

### 2. Outlook Folder/POP Settings

For Outlook accounts select a folder to check. For POP accounts you will need to specify the login details for your mail server

### 3. Other Options

After MailList King has processed a message (Subscribe, Unsubscribe, bounce report, etc) what should it do with it?

- Mark it as read (Email software only)
- Delete it
- Move it to another message folder (Outlook only)
- Forward it to an email address (POP only)

When MailList King encounters a message that does not [match any rules](#) what should it do with it?

- Ignore it: It is left in the message folder/on the mail server
- Move it to the Errors list: It is processed using the setting above and listed in the [Errors log](#)
- Move it to another message folder (Outlook only)
- Forward it to an email address (POP only)

## Web Form Messages

A common mailing list requirement is signing up on web page (or unsubscribing, updating contact details, etc). Generally these type of a web form submission pages will send you an email with full details of the submission. MailList King can automatically process these messages that are encountered in your [mailing list message sources](#).

For further details view the [Web Form documentation](#).

## Message Checking Schedule

### Check for new messages every x minutes

MailList King will check your e-mail software or mail server for new mailing list messages at the frequency specified (MailList King must be running for this to work). You can also specify a period when processing is disabled

### Perform automated daily tasks at x:xx

The time that automatic tasks, such as [Outlook synchronization](#), database optimization, [birthday message](#) delivery, will occur (this is a recommendation only, if MLK cannot perform the task at the specified time, it will do it later that day)

## Folder Processing Tasks

If you are using MailList King with Outlook then you can use this option to automatically access other message folders in Outlook and process any addresses retrieved as Subscribes, Unsubscribes or Bounced Messages. You can also forward all messages in the folder to a mailing list group.

Review the [Folder Processing Tasks page](#) for more information.

### See Also

[Next Option Tab](#)

[Options Overview](#)

[How to use MailList King](#)

# Web Form Processing

MailList King can parse all the fields in a submission message from a web form and input the details into your database.

For advice on setting up web forms on your site visit:

## [MailList King Web Form FAQ](#)

If you enable web form processing then when checking for new messages (Home > Check Now), MailList King will search for messages submitted from your web site and process them.

To use this function:

Specify the unique text that appears in the **subject line of every submission messages** (e.g. A form was submitted on your web site). MailList King uses this to recognize messages that are web submissions.

If you specify the partial matching option then MailList King will process messages that contain the specified text anywhere in the subject line, e.g. if you specified "Web Submission" then a message of the subject "Web Submission Message from your Site" would also be processed.

Alternatively if all of your web submission messages have a unique sender address, then you can specify:

Sender:websub@mycompany.com

Then any messages sent by websub@mycompany.com will be processed as web submissions.

Specify **the name of each field** as it appears in the message. For example, your web submission message may have the field 'E-mail:' specifying the e-mail address in the submission. All fields, except e-mail, are optional, so if the message does not contain a field then a default or blank value is used (see [examples](#) below).

## Special Notes

<b>Action Field</b>	Expects to find one of the <a href="#">permitted web form actions</a> , or be blank. If blank, the entry will be subscribed. You can also specify the text "None" if no action should be performed
<b>E-mail Field</b>	This field is required. Note: MLK also accepts a valid <b>Member ID</b> in place of an e-mail address. If you specify %USE_MESSAGE_SENDER% the sending address of the web form will be used
<b>Group</b>	Multiple groups can be subscribed to by separating them with a comma (e.g. List_1,List_2). If the entry is blank your <a href="#">default group</a> will be used.
<b>Full Name Field</b>	If this field is not specified then it will be built from First and Last Name
<b>First Name Field</b>	Will be extracted from the full name, if you have set the <a href="#">relevant option</a>

<b>Last Name Field</b>	Will be extracted from the full name, if you have set the <a href="#">relevant option</a>
<b>Other Fields</b>	Can be blank

### Also add any custom fields in the message

If your web forms contain custom fields then you can use this option to advise MailList King to process any custom fields in the message and add them to the user record. You will need to specify the character that separates the field name and its value, e.g. if you have a message line that reads:

Web Site: www.xequte.com

Then the separation character would be a colon

Note: MailList King will **only** process custom fields that have been specified for the database. To add new custom fields click the "Edit Custom Fields" link

## Permitted Actions

The following items can be specified in the Action field:

<b>Subscribe</b>	Adds the user and all their details to the mailing list. If the user already exist any changed fields in the web form will replace those in the database
<b>Unsubscribe</b>	Removes the member of the specified email address from your mailing list
<b>UpdateEmail</b>	This is the same as <a href="#">Modify</a> command used to update an e-mail address in the mailing list. The old email address need to be specified in the "E-mail" field. The new email address must be a field named the same as "E-mail" field but with the prefix, "New" (e.g. Email: old@xequte.com and NewEmail: new@xequte.com) (all other fields are ignored).
<b>UpdateUserDetails</b>	Allows you to offer a web form where users can update their address details. MLK will locate the member of the specified e-mail address (or Member ID) and update the address, custom and other fields with those in the web form message. If the address does not exist in the mailing list the user is subscribed. If your web form contains a field of the same name as the "E-mail" field but with the prefix, "New" (e.g. NewEmail: new_email@xequte.com) then the user's email address will be updated too.

<b>UpdateUserGroups</b>	<p>Allows you to offer a web form where users can select which groups they belong to. MLK will process the form and set the membership to the group(s) specified (comma separate multiple groups).</p> <p>If the address does not exist in the mailing list the user is subscribed.</p> <p>NOTE: If the group field is blank the member will be <b>removed</b> from all groups (i.e. unsubscribed from the mailing list)</p>
<b>UpdateUserDetailsAndGroups</b>	<p>A combined version of UpdateUserDetails and UpdateUserGroups so you can use a web form for a user to change their address, group membership and other details</p>
<b>SubscribeInfo</b>	<p>Sends the members subscription information (optionally for only a specified). Same as the <a href="#">SubscribeInfo</a> command</p>
<b>GroupInfo</b>	<p>Sends information on the specified group (or all groups). Same as the <a href="#">GroupInfo</a> command.</p>
<b>VacationEnable</b>	<p>Enables the member's vacation mode, i.e. they will be excluded from any messages you send. You can optionally specify an expiry period for the vacation (in days) by using the "Full Name" field</p>
<b>VacationDisable</b>	<p>Disables the member's vacation mode, i.e. the member will be included in messages you send</p>
<b>Vacation</b>	<p>Enable, disable or set an expiry date for the member's vacation mode by specifying the new status in the "Full Name" field (either "Enable" or "Disable" or a number of days such as "90")</p>
<b>ProcessResponse</b>	<p>Marks a member as having responded to a message you have sent (for message tracking). You can pass a comment describing the response using a field with the name "Comment"</p>
<b>ProcessRead</b>	<p>Marks a member as having read a message you have sent (for message tracking). You can pass a subject describing the message they read using a field with the name "Comment"</p>
<b>None</b>	<p>No action is taken (the user is not added or changed in the mailing list)</p>

## Sending of Double Opt-Ins and Acknowledgements

Web Form messages will follow your standard settings with regard to delivery of [Processing Acknowledgement](#) and [Double Opt-In messages](#). You can override this functionality by adding one of the following to your web form:

<b>Verbosity: Normal</b>	Default option (so it is assumed if the Verbosity field is not found). Acknowledgements and Double Opt-Ins are sent as per your settings
<b>Verbosity: NoOptIns</b>	Acknowledgements are sent (if enabled in <a href="#">Options</a> ). Processing occurs <b>without</b> requiring <a href="#">Double Opt-In confirmation</a>
<b>Verbosity: NoAcks</b>	Double Opt-In messages are sent (if enabled in <a href="#">Options</a> ). <a href="#">Processing Acknowledgement messages</a> are <b>not</b> sent
<b>Verbosity: Silent</b>	<a href="#">Processing Acknowledgement</a> and <a href="#">Double Opt-In messages</a> are <b>not</b> sent

Note: In this example the field separator is shown as a colon, however the separator you have specified for custom message processing is used, i.e. if you have specified "=" as the custom field separation character then the Verbosity field would appear as: Verbosity=Normal

### Example Form 1: Subscribe Form with Full Address

Your web submission message looks like this:

Subject: **Web form submission**

---

**Action: Subscribe**  
**Email: jsmith@abc.com**  
**Group: Group\_1,Group\_2**  
**First Name: John**  
**Last Name: Smith**  
**Company: ABC**  
**Address: 123 Some St.**  
**City: Springfield**  
**State: QD**  
**Zip: 40014**  
**Country: USA**

---

**In the Web Form Message Formatting dialog set up as follows:**

(The space after the colon will be ignored)

**Web Form Field Delimiter**

Character that separates a field name and its value:

---

**Web Form Message Fields**

Field names in your message:

Action, e.g. "Subscribe" (defaults to Subscribe if blank)	Action	
E-mail (REQUIRED FIELD)	Email	
Group (can be multiple groups separated by commas)	Group	
Full Name (can either use this field or the next two)		
First Name	First Name	
Last Name	Last Name	
Company	Company	
Address	Address	
City	City	
State/Province	State	

Also add any custom fields in the message [Edit Custom Field List](#)

### Example Form 2: Simple Subscribe Form

Your web submission message looks like this:

Subject: `web form submission on 11/7/02 3:45`

---

`E-mail=jsmith@abc.com`  
`Group=Group_1`  
`Full Name=John J Smith`

---

In the Web Form Message Formatting dialog set up as follows:

**Web Form Field Delimiter**

Character that separates a field name and its value:

---

**Web Form Message Fields**

Field names in your message:

Action, e.g. "Subscribe" (defaults to Subscribe if blank)		
E-mail (REQUIRED FIELD)	E-mail	
Group (can be multiple groups separated by commas)	Group	
Full Name (can either use this field or the next two)	Full Name	
First Name		
Last Name		
Company		
Address		
City		
State/Province		

Also add any custom fields in the message [Edit Custom Field List](#)

### Example Form 3: Form for Updating an Email Address

Subject: Web form submission

---

Action: UpdateEmail  
 Email: old@address.com  
 Full Name: new@address.com

---

### Example Form 4: Form for Changing Group Membership

Subject: Web form submission

---

Action=UpdateUserGroups  
 Email=jsmith@abc.com  
 Group=Group\_1,Group\_2,Group\_3

---

### Example Form 5: Disabling Double-Opt-In and Acknowledgements

Subject: Web form submission

---

Action: Subscribe  
 Email: jsmith@abc.com  
 Group: Group\_1,Group\_2,Group\_3  
 Verbosity: Silent

---

### Example Form 6: Enabling Vacation Mode for 90 Days

Subject: Web form submission

---

Action: Vacation  
Email: jsmith@abc.com  
Full Name: 90

---

### Example Form 6: Disabling Vacation Mode

Subject: Web form submission

---

Action: Vacation  
Email: jsmith@abc.com  
Full Name: False

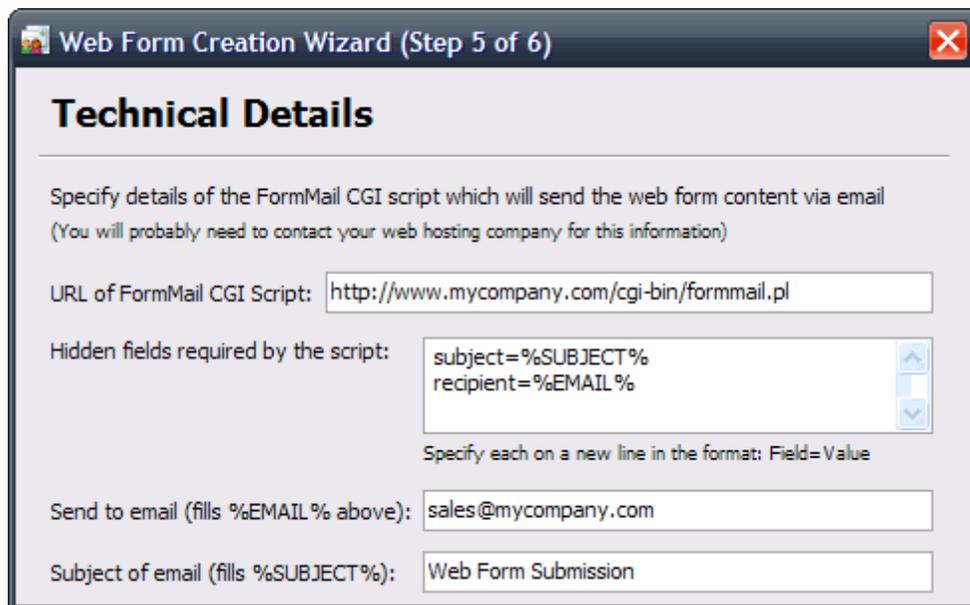
---

## Web Form Creation Wizard

MailList King includes a wizard to generate the base HTML for all standard mailing list tasks.



The wizard makes the process much simpler, but you may be unsure what details to specify for the "Technical Details" step.



The FormMail CGI URL will differ for all web hosts, so you will need to confirm with your web host provider what to specify. It will be something like:

`http://www.mycompany.com/cgi-bin/formmail.pl`

You will also need to specify some hidden fields to pass details such as the message subject and destination email address, e.g.

```
subject=%SUBJECT%
recipient=%EMAIL%
```

(%SUBJECT% and %EMAIL% are fields that MailList King will automatically replace with the "Send to Email" and "Subject of Email" values you specify).

If your web host provider does not provide a FormMail script you can sign up for a third party service. For more details and other advise visit:

[MailList King Web Form FAQ](#)

### See Also

[Email Processing Options](#)

[Web Form FAQ](#)

[Options Overview](#)

[How to use MailList King](#)

# Double Opt-In and Opt-Out

Double Opt-In/Opt-Out is a common mechanism to minimize the false addition/removal of addresses from your mailing list. It requires the user to confirm the subscription or removal of their address to the mailing list by replying to an email.

## Users must confirm their subscription to the mailing list

When a user attempts to subscribe themselves to your mailing list a message is sent to them which they must reply to in order for the address to be added to the mailing list.

Click the Edit button to change the text of the confirmation message.

## Users must confirm their removal from the mailing list

When a member attempts to unsubscribe themselves to your mailing list a message is sent to them which they must reply to in order for the address to be removed from the mailing list.

Click the Edit button to change the text of the confirmation message.

### Note:

You can disable opt-in for **specific groups** or customize the message that is sent by selecting File > Options, Edit Group, [Messages](#) tab

A tag will be added to the subject line (e.g. MLK-ID:12345) to enable MailList King to track the message

The %RESULT% field can also be used to insert the tag into the message body (however the tag in the body will not be processed in any way)

You can view all opt-in/opt-out requests that are awaiting confirmation by selecting "Pending Double Opt-In" mode (under "[History](#)" in the main window)

## Options

### Send a reminder message after **x** days

If a user has not confirmed their subscription/removal within the specified number of days, MailList King will send a reminder message (a reminder message is the same as the message specified above, but contains REMINDER in the subject line)

### Automatically delete confirmation records that are not confirmed within **x** days

You can automatically delete opt-in/opt-out requests after a specified time period by setting this option.

## See Also

[Next Option Tab](#)

[Options Overview](#)

[Quick Start Guide](#)

# Automatic Email Options

Without Acknowledgement messages, changes to the mailing list are processed "silently" without any advice given to the user whether they have successfully joined/left the list. Enable Acknowledgement so a confirmation is sent by e-mail to the user when changes are made to the list. View the [comparison of automatically sent messages](#) for a better understanding of acknowledgement and welcome messages.

## Sending of Acknowledgements

Acknowledgement messages advise users of the outcome of any mailing list changes they have requested:

- **Subscribe:** When a user tries to add him/herself
- **Unsubscribe:** When a user tries to remove him/herself
- **Modify:** When they request an update of their email address
- **Vacation:** When they temporarily disable or re-enable sending using the Vacation command

These commands are explained in the [Quick Start Guide](#).

## Customizing Messages for your Groups

The message you specify is the *default* message for the mailing list, so it is used for any group for which you have not specified a custom message. You can customize the message for a group or disable sending altogether by selecting File > Options, Edit Group, [Messages](#) tab

### %Result% Field

By default, the message body contains the field %RESULT%. During processing this text will be replaced with a short summary of the process success or failure, e.g.

When subscribing: "The address, jsmith@abc.com, was successfully added to the group, SomeGroup"

When unsubscribing: "There is no record of the e-mail address, jsmith@abc.com, in the group, SomeGroup"

This field is optional (you can leave it out if you prefer). You can change the text that is used for the result field by editing the Localize.txt file (the language can also be modified, see below).

You can also specify the %GROUP% field which will be replaced by the name of the group the user is joining or leaving

### Conditional Text

You can specify text in your message that is only displayed when the action is successful or not. For example, offering some advice when an unsubscribe fails because the address cannot be found in the mailing list.

Specify your conditional text between %CONDITION:SUCCESS=TRUE% and %CONDITION:END%

Optionally specify alternative text using %CONDITION:ELSE%

For example:

```
%CONDITION:SUCCESS=TRUE%We are sad to see you leaving our mailing list!%CONDITION:ELSE%Check that you have specified that address with which you signed up to our mailing list. If you have any problems please email the webmaster.%CONDITION:END%
```

**Note:** Vacation messages are a special case, whereby %CONDITION:SUCCESS=TRUE% indicates the user enabled vacation mode and %CONDITION:SUCCESS=FALSE% indicates they disabled it

## Options

### Send a Copy of Failures

If a user's attempt to subscribe, unsubscribe, etc failed then you can specify an address to CC the acknowledgement message to

Note: You can also access this information in "Processing Errors" mode, under [History](#) in the main window

### Processing Summary Language

You can select the language that is used for the processing summary by selecting it from the drop-down box (replacing the %Result% field).

The text that is used for the processing summary is stored in the file, Localize.txt. Edit this file to customize the text or add a language

If you specify a foreign language for the processing summary, you can also include an English translation of the text by specifying the %ResultInEnglish% field in your message (in addition to the %Result% field which will be filled with the text in your selected language).

## Other Messages

### Welcome Messages

Welcome messages are sent the first time a user joins a particular group. They differ from Subscribe Acknowledgement messages in that:

Welcome Message are **only** sent the **first time** that a user is **successfully** added to a group

The %RESULT% field is not supported

The message you specify is the only the *default* welcome message for the mailing list, so it is used when someone subscribes to a group for which you have not specified a custom welcome message.

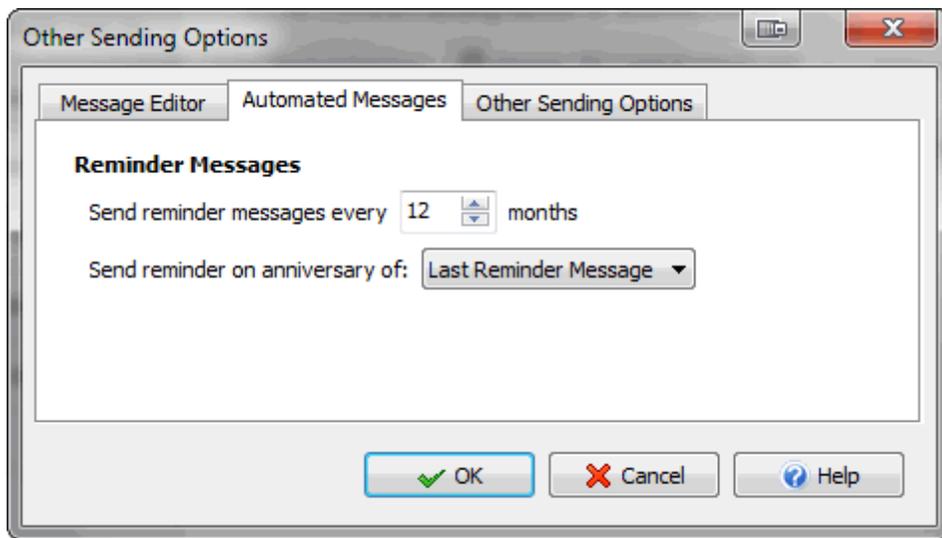
You can **customize the welcome message for a group by selecting File > Options, Edit Group, [Messages](#) tab**

Use the **Delayed Messages** button to send multiple messages when a user joins a group, e.g. send a follow-up after 60 days.

## Reminder Messages

Reminder messages are follow-up messages that are sent on the anniversary of a user joining a group (e.g. every 12 months after they joined). Typically these are used to remind a subscriber about the group and the options available to them, but they could also be used to handle delivery of annual accounts, etc.

You can specify the frequency of reminders as well as whether the reminder is delayed when you send them their regular messages. These options are located under File > Options, Sending, Other Sending Options.



The message you specify is the only the *default* reminder message for the mailing list, so it is only used if you have not specified custom reminder messages for *any* of the groups to which the members is subscribed. You can **customize the reminder message for a group by selecting File > Options, Edit Group, [Messages](#) tab**

The actual date that the message is sent to each member is controlled by the "Last Reminder" field. If you want to delay the sending of a reminder for some recipients, select them then choose "Home", Member, Other, Update Field of Members. Set the "Last Reminder" date to something more recent than your reminder period

## Birthday Greeting

Specify a special message to be sent to members on their birthday (if it has been specified for the member)

## Automatic Message Responding

If you frequently respond to messages with common text, you might have a need for auto-responder functionality. This function detects messages containing certain text and responds with your pre-built message. This is particularly useful for web forms that invite a user to provide their e-mail address for further information. You can even use [Personalization fields](#) so that the response is customized with the user's name, for example.

Review the [Automatic Message Responding page](#) for more information.

**See Also**

[Next Option Tab](#)

[Options Overview](#)

[Comparison of Automatically Sent Messages](#)

[Quick Start Guide](#)

# Comparison of Automatically Sent Messages

MailList King includes three main types of messages that are automatically generated in response to a user action:

## Acknowledgements

[Acknowledgements](#) are advisory messages that are sent to users when they attempt to change their mailing list record (i.e. subscribe, unsubscribe or modify their e-mail address in the list) or have a birthday.

Acknowledgement messages are sent whether the action succeeds or fails and include the result within the message, e.g.

When subscribing: "The address, jsmith@abc.com, was successfully added to the group, SomeGroup"

When unsubscribing: "There is no record of the e-mail address, jsmith@abc.com, in the group, SomeGroup"

## Welcome Messages

[Welcome messages](#) are sent to users when they subscribe to a group in your mailing list. They are only sent when the subscription **succeeds**, i.e. the user does not already exist in the group and is not [blocked](#) in any way. They are typically used to thank users for joining the group and provide information on how to unsubscribe, send to the list, etc. Each group can have a different welcome message (or none at all).

## Reminder Messages

[Reminder messages](#) are sent on the anniversary of a members subscription to your mailing list, e.g. once every year after they join. They are typically used to remind users about the subscription and provide and reacquaint them with details on how to unsubscribe, send to the list, etc. Each group can have a different reminder message (or none at all).

## Automatic Responses

[Automatic responses](#) are replies sent automatically to messages that match a sets of rules that you have specified (e.g. have certain text in the subject line or body). They are often used in combinations with web forms, e.g. on your web site you might offer to send an informational e-mail to users if they specify their e-mail address (you might also include a check box for them to join your mailing list for future newsletters).

You can configure these settings under File > Options, [Acknowledgements](#)

## Delayed Messages

With [Welcome messages](#) and [Automatic responses](#) you can scheduled the delivery of multiple messages at any point in the future. For example you might want to send reminders after 30, 60 and 90 days or have an e-training course that you deliver by e-mail once a week for ten weeks.

Note: The sending method for automatically sent messages can be different from your default sending method (i.e. for messages that you send). You can specify it under File > Options, [Sending](#), Other Sending Method.

### **See Also**

[Acknowledgement and Welcome Message Options](#)

[Sending Options](#)

[Automatic Message Responding](#)

[How to use MailList King](#)

# Automatic Message Responding

If you frequently respond to messages with standard reply, then you might have a need for auto-responder functionality. This function automatically detects messages containing certain text and responds with your pre-built message. This is particularly useful for web forms that invite a user to provide their e-mail address for further information. You can even use [Personalization fields](#) so that the response is customized with the user's name, for example.

To access the Automatic Message Responding functionality, select File > Options from the main toolbar. Select the "[Automatic Emails](#)" tab and click the "Automatic Message Responding" button. This will display the Responding Rules Dialog where you can create new rules and edit your existing ones.

Active rules are checked. You can disable any rule by unchecking it.

Your message responding rules are processed every time you check for mailing list messages (e.g. by selecting "Home" > Check Now on the main Toolbar).

## Auto-Responder Folder

Specify the mail folder to check for any messages that match your responder rules (Outlook only). You can use the same folder as for your normal message processing, but ensure that your rules do not clash with any of MailList King's command processing rules (e.g. use the word Subscribe). After messages are processed they will be disposed of using the [same method as your normal message processing](#).

Note: If you are using e-mail software other than Outlook, you will only be able to use your default folder (Inbox).

If you are using POP mail server retrieval, then your default POP account will be used (i.e. same as that used for normal message processing).

## Creating your Auto-Responder Rules

Click the "Add Rule" button to create a new autoresponder rule (or the "Copy Rule" button to create a new rule, inheriting the settings of an existing one). You will need to specify the following settings:

### Rule Name

Specify a name to help you identify this rule

### Messages Matching Rules

Specify one or more of the following rules that will determine a message that this rule applies to:

- Messages sent to the following address:

Rule applies to messages with the specified e-mail address in the to field

- Messages containing a specific word or phrase in the subject:

Rule applies to messages that contain a word or phrase in the message subject (the case does not matter, e.g. word and WORD are considered the same)

- Messages containing a specific word or phrase in the body:

Check this option if the rule should apply to messages that contain a word or phrase in the message body (the case does not matter, e.g. word and WORD are considered the same)

### **Other Conditions**

These are optional conditions that you can use to further refine your auto-responding rules:

- Message sender is a member of the following group:

The rule will only apply when the message sender exists in the specified group

- Message sender is not a member of the following group:

The rule will only apply when the message sender does **not** exist in the specified group

### **What is the format of the message**

Specify whether the message is a standard e-mail (sent by a user) or a web form with embedded fields (sent from a web server)

- Standard E-mail

Select this option for normal e-mail messages. The sender address of the message (and name if available) will be used for the response that MailList King generates. You can also specify that the address should be added to a group of your mailing list.

- E-mail is a web submission form

Select this option to process messages that are sent automatically by forms submitted on your web site. MailList King will retrieve the e-mail address from a web form field within the body (and any other fields, such as name, group, etc). The message will be parsed using the same formatting rules specified in Options, [Web Forms](#) tab.

The value of the Action field will specify how the message is processed, by default the user is added to your mailing list. Set the Action to "None" (e.g. as a hidden field in your web form) to specify that the user should **not** be added to your mailing list

Note: If you are also processing [Web Forms](#) for normal subscriptions (under the "Email Processing" tab) and retrieving messages for auto-responding from the same location, ensure the subjects for your auto-responder messages do **not** match those specified for normal web form messages (i.e. as listed under "Email Processing" tab, Web Form Messages, Edit Message Format).

### **Send the following message**

This is the message that will be sent in response to any messages that match the rules specified. You can specify [personalization fields](#) to customize the content for each user (if the message being responded to is a standard e-mail then you should only use the name and e-mail personalization fields).

### **Delayed messages**

Send multiple messages, e.g. a ten week training course that is sent by e-mail once a week, click

the "Delayed Messages" button and specify when and what messages to send.

**See Also**

[Automatic Email Options](#)

[Quick Start Guide](#)

# Sending Options

## Sending Profiles

[Sending Profiles](#) allow you to select a sending method, reply address and signature for delivery of your messages. For simple sending requirements one profile may be enough, however advanced users may want to create multiple sending profiles for different requirements (e.g. to have different reply address for different groups or use a faster server for non-automated tasks).

### Profile for sending mail to your list

Select a [sending profile](#) to specify the method, reply address and signature that is used when **you** send mail to your list (using "Home" > [New Email](#)).

### Use a different sending method for automatic emails

Optionally specify an alternative [sending profile](#) for messages that MLK automatically sends, e.g. [acknowledgements](#) and forwarding of [members' messages](#)

## How should messages be sent?

### Send separate e-mail to each address

A single e-mail is used for every address you are sending to. This may take quite a long time if you have a large mailing list depending on the speed of your Internet Connection, however it allows you to add personalization fields to each message (such as, Dear Richard).

### Add multiple addresses (hidden) to each e-mail

Multiple addresses are added to each e-mail to make the delivery of your messages much quicker. The addresses are placed in the BCC field, so that they are invisible to other recipients.

For the option "**Maximum number of recipients per message**" specify the number of recipients that should be added to each sent message. It is recommended you use a value of no more than 49. Many ISP's impose limits on the number of recipients per message (100 or 200 are the most common limits, but with 49 you are unlikely to have problems).

The "**To Address**" is the address that the recipient will see in the To field of messages they receive from your mailing list. It looks more professional to specify an address rather than having a blank To field. For example, you might specify a generic address of your company, such as customerlist@mycompany.com which just goes to an unmonitored user account

## Other Sending Options

### Display summary after completion of sending

Whether a summary is displayed when the sending of a message completes

### E-mail a summary after sending completes

Whether the sending summary is e-mailed after the sending of a message completes

## [More Sending Options](#)

### **See Also**

[ISP Sending Limits](#)

[Other Sending Options](#)

[Next Option Tab](#)

[Options Overview](#)

[How to use MailList King](#)

# Sending Profiles

Sending Profiles allow you to select a sending method, reply address and signature for delivery of your messages. For simple sending requirements one profile may be enough, however advanced users may want to create multiple sending profiles for different requirements (e.g. to have different reply address for different groups or use a faster server for non-automated tasks).

You can create sending profiles by selecting File > Options, [Sending](#), Edit Sending Profiles. Also a Profile selector can be displayed when sending messages by enabling the relevant setting in "[Other Sending Options](#)".

Each sending profile can use one of the following sending methods (new users should review our [recommendations](#)):

## Send with Default Email Software

Generally used when integrating MailList King with an e-mail program other than Outlook (such as Outlook Express, Windows Mail or Eudora). MailList King uses MAPI to send via your default e-mail software is used (you can change the default by going into the Windows Control Panel, selecting the Internet Icon, Programs tab and changing the setting for the E-mail Software)

**Advantages:** Does not require configuration

**Disadvantages:** Does not support rich text (HTML) e-mail

## Send via Outlook

Integrates MLK with Outlook (**not** Outlook Express). Your messages are sent directly from the Outlook "Outbox" folder

**Advantages:** Does not require configuration

**Disadvantages:** Only works with Outlook

## SMTP Sending

Communicates directly with a SMTP server for sending of your messages. You will need to specify your [SMTP server settings](#).

This is the fastest sending option, particularly if you enable multiple connections.

Business and Corporate Editions Only: For even faster throughput you can specify multiple SMTP servers so that a different server is used for each connection thread (has no effect if the multiple sending connections option is not used). Specify the servers by separating them with a comma, e.g. smtp.host1.com,smtp.host2.com,smtp.host3.com. If the servers have different login details separate them with a comma too, e.g. LoginHost1,LoginHost2,-

**Advantages:** Fast! Particularly when using multiple connection threads and multiple servers

**Disadvantages:** Need to specify your SMTP settings

## SMTP Server (Registered Version Only)

Use MailList King's internal SMTP server to send messages directly to your recipients so that you do not need to use the server of your company or ISP.

**Advantages:** Avoids use of the mail server of your ISP or company.

**Disadvantages:** Only available in the [registered version](#). You may need to check that your ISP and firewall do not [block usage of a local mail server](#).

## Recommendations

If you are **not** technically minded or just getting started with MailList King then you should use the **Outlook** or "**Default Email Software**" sending method as they do not require any configuration.

If you need to avoid using your ISP's mail server (e.g. because of your usage policy preventing the sending of commercial e-mails) then you should use the **Internal SMTP Server**.

If your main priority is speed, then send via **standard SMTP** (using multiple sending threads if your mail server supports it).

## See Also

[Sending Options](#)

[Other Sending Options](#)

# Other Sending Options

## Message Editor

### Allow One-click Sending

Whether clicking the Send button in the send message dialog instantly sends the current message, or displays a drop down list of the three sending options requiring you to select one

### Always check spelling before sending

When you click Send, MailList King will check to ensure there are no spelling mistakes in your message

### Always Show Preview of Message before Sending

The Preview Message dialog will be displayed when you click the Send Message button so you can view the message as it will be displayed to recipients and confirm the delivery

## Clip Art

MailList King includes a selection of clip art for insertion into your messages. If you would prefer to use your own clip art, select its folder.

## Stationery

MailList King supports the use of standard HTML stationery such as that used by Outlook and Outlook Express. By default MailList King will use the stationery folder of these applications to provide access to the stationery that is already on your system. You can download more stationery from:

[www.xequite.com/maillistking/stationery/](http://www.xequite.com/maillistking/stationery/)

Stationery adds extra style and layout to your messages. You can use the select option to specify the stationery file to use as the default when creating a new message. You can also create your own stationery or HTML templates and add them to MailList King's stationery list. To do this use an HTML editor to create your file (or save a message in MailList King's message editor as an HTML file) then under File > Options, Sending, Other Sending Settings, Stationery section click the "Select" button and browse for the HTML file you created.

## Automated Messages

### Reminder Messages

If you have enabled delivery of [messages reminding a user of their subscription](#) you can specify how frequently they should be sent.

### If delivery of an automated message fails, retry x time(s)

Specify how many times MailList King will re-attempt to send an automated message (e.g. Welcome message or Subscribe Acknowledgement) when it fails to send. Also enter the time delay between send attempts

## Image Options

### Quality for JPEG saving

Specify the quality of JPEG images when automatic saving is performed. 70% will provide reasonable quality with small file size, whereas 90% provides much better quality

### Convert images to HTML supported formats

HTML, which is used to display messages, does not support all image formats. MLK can automatically convert non-compatible formats to a compatible one

### Reduce large images

Images can be very large and tend to slow down delivery of messages. Enabling this option will advise MLK to automatically reduce an image to its display size for faster sending (the reduction will not be apparent to the message reader). You can also do this manually by clicking the "Compress" button on the [message sending toolbar](#)

### Save Image To

The folder where MLK will save images that are automatically converted or compressed. You optionally choose to copy all images to the folder to prevent problems whereby you delete the original images prior to sending

## Advanced Sending Options

### Always show sending errors

Controls whether MailList King immediately displays a warning message when an error occurs during sending. If unchecked warning messages are suppressed and not displayed until the sending task completes

### Insert Outlook compatible background textures

If you insert an image background into your message it may not display correctly on some versions of Outlook. Enable this option so that code is inserted into your message to make it display correctly in Outlook

### Embed Member ID in header of sent messages

Whether the field "x-mailer-uid" will be added to sent messages with the Member ID of the recipient. This makes it easier to determine the actual recipient when the e-mail address is not available

Note: Only applies when sending via SMTP or SMTP server with a single recipient per message

### Amazon SES Sending Method

If you are sending via the Amazon SES service, you can choose whether to send via SMTP or API. SMTP is recommended

### Send active tasks

Specify whether active tasks in your Outbox are sent in the order they were created or in turn

## Identify Sending Software As...

Specify the sending software (XMailer) that is listed in the header of messages sent via SMTP

### See Also

[Options Overview](#)

[How to use MailList King](#)

# ISP Sending Limits

To prevent Spam, many ISPs impose limits on the number of messages you can send within a certain period. MLK provides a variety of settings that allow you to stay within the limits imposed by your ISP.

## Sending Frequency

### Do not send to more than x recipients every x minutes

If your ISP has a hard sending limit use this option to throttles the speed at which MailList King sends its messages

Note:

- Ensure you specify a number that is somewhat lower than your ISP's limits. In this way you won't exceed your limit by other emails you send (such as personal emails you send from your email software)
- This limit will also affect messages that MailList King forwards from members and automated messages

### Stagger Sending

MailList King will add a delay between the sending of each message to minimize the load on your mail server/network

## Sending Times

### Do not send any messages between x and y

If bulk sending is not permitted on certain times and/or days, you can specify when MailList King will disable its delivery

## Advanced

### Don't apply these limits to the Internal SMTP Server

Whether the ISP Limits also apply to the Internal SMTP Server (which does not use your ISP's servers)

### Strict Limiting

The default method used to limit your sending speed (unchecked) means that **on average** MLK will not exceed the values specified above (e.g. if your limit is 1200 messages per hour, then within a one hour period more than 1200 message might be sent, but over a whole day it will be less than 1200). If you enable Strict Limiting then it will prevent all sending for the specified time once each batch is complete (e.g. if your limit is 1200 messages per hour, it will send out 1200 then wait an hour before sending again).

## See Also

[Next Option Tab](#)

[Sending Options](#)

[Options Overview](#)

[Quick Start Guide](#)

# Member Sending Options

This option permits members to send messages to your mailing list.

You can also use web page e-mail scripts to allow people to send messages via your web page.

## Members Messages Source

The message folder that is checked for new messages to be sent to your mailing list (Outlook only). You should use rules to move all members' messages in your Inbox to this folder (similar to [that which are used](#) for moving your Subscribe/Unsubscribe messages).

Note: If you are using e-mail software other than Outlook, you will only be able to use your default folder (Inbox)

If you are using POP mail server retrieval then this option allows you to specify the details of your POP server.

## Which Messages to Send

### All messages in the above folder

Every message found in the folder will be forwarded to the mailing list

### Messages with the text [GROUP\_NAME] in the subject

Only messages which contain a group name within square brackets will be forwarded to your mailing list, e.g. if you have groups of the name General\_List and Support\_List then relevant messages might be:

[General\_List] Where can i download the latest version of Widget 5.0

Re: [Support\_List] Problems accessing drill option in Widget v 5.0

### Messages with the group name in the To address

Only messages which contain a group name before the @ symbol of the To address will be forwarded to your mailing list, e.g. if a message has been sent to:

SOME\_GROUP@myorg.com

And "SOME\_GROUP" is a valid group in your mailing list then the message will be forwarded to all members of "SOME\_GROUP"

## Sending Rights

MailList King offers various options for limiting access to your mailing list:

### Anyone can send to your mailing list

There is no checking the validity of anyone sending to your lists. All messages are accepted

### Anyone with sending rights in the database can send to your mailing list

The sender must exist in your mailing list and have their sending rights enabled to send to your list. They do not need to belong to the group they are sending to

### **Anyone with sending rights in the group being posted to can send to your mailing list**

The sender must exist in your mailing list, belong to the group they are sending to and have their sending rights enabled to send to your list

### **Only senders with a specific address or domain can send to your mailing list**

Generally used when only you or your company are allowed to send to the list. You will need to specify either an e-mail address (e.g. john@mycompany.com), multiple addresses separated by a comma (e.g. john@mycompany.com,jane@mycompany.com) or a domain (e.g. mycompany.com)

### **Only members of a "Sending Group"**

Create a group in MLK just for senders. Anyone who is added to the group will be able to send to your mailing list

### **Do not allow members to send until accepted**

Specify the default Sending Rights option for new mailing list members. When checked members cannot send until you permit them, otherwise by default members can send to your mailing list.

## **Destination Group**

Specify how MailList King should determine which group the message should be forwarded to:

### **From the Subject, e.g. '[GROUP\_NAME] My Feedback'**

The message is only forwarded to members of the group specified in the subject line, e.g. a message with the subject "Re: [Support\_List] Problems with Widget v5.0" will be forwarded to all members of the group, 'Support\_List'

### **From the e-mail stem, e.g. 'GROUP\_NAME@myorg.com'**

The message is only forwarded to members of the group specified in the stem of the e-mail address, e.g. if a message is sent to 'General\_List@myorg.com' then it will be forwarded to all members of the group, 'General\_List'

### **Use the Group(s) that the sender belongs to**

The message is forward to all other members of the groups that the sender belongs to

NOTE: If the member belongs to multiple groups then it is forwarded to ALL the groups of the member

### **Always Send to All**

Messages are forwarded to all members of your mailing list

### **If Group is not specified**

Specify a default group that is used if one is not specified

### **Send to all sub-Groups**

If you have enabled [sub-grouping](#) this will advise MLK to include any recipients of sub-groups of the destination group

## Advanced Member Sending Options

### Sender Address/Name for Forwarded Messages

Specify the name and address that appears as the sender of the message (and will be used if the member chooses to reply to the message).

Note: If you select the "Custom Name" option, you can specify any text and include the following variables: %GROUP%, %FULLNAME%, %FIRSTNAME% and %LASTNAME%. For "Custom Email" you can use the variable %GROUP% in the format %GROUP%@yourcompany.com

Note: This option can only be specified if your [Alternative Sending Method](#) is SMTP, SMTP Server or Outlook (with the Custom Sender option specified)

### Moderate Messages

Every time a message is sent to your list it will be displayed for you to edit and confirm its sending

### Subject of forwarded messages

Specify whether the group name is added or removed from forwarded messages

### Allows members to attach files to messages

If a member attaches files to a message they are not included when it is forwarded to other members

### Send warning email if message cannot be sent

Send an advisement email to members when they send a message for the mailing list but it is rejected due to a rule violation

## Headers and Footers

### Add Header block to messages' messages

A header block is placed above any messages forwarded to your list from users in your mailing list. Typically it will include personalization fields to insert such details as the e-mail address of the sender and the date

### Add the following footer/disclaimer to messages' messages

Specify any text that appears below and messages forwarded to your list from users in your mailing list.

## FAQ

### How do I set a member's sending rights?

Unless you allow anyone to send to your mailing list you will need to specify whether a member can

send or not send to your lists. To do this select the member(s) in the main window and then click "Home", Member > Sending Rights. You can also specify the sending rights in the [member details](#) dialog.

The default option for new members is specified above.

To display all members without sending rights, select the "Other Filters" tab in the main window and select the relevant option from the drop down list

### **How do I set the sending rights of a group?**

By default, all groups permit member sending but you can configure the member sending status for individual groups by Selecting File > Options, [Group](#) tab, choosing the group and clicking "Edit"

#### **See Also**

[Next Option Tab](#)

[Options Overview](#)

[Quick Start Guide](#)

# Command Options

Mailing list commands are specific words that when found in an e-mail message instruct MailList King to perform a certain action (such as add an email address to your list).

## Command Synonyms

The list of common synonyms and misspellings of the mailing list commands.

### Subscribe Synonyms:

List of words that will have the same effect as "SUBSCRIBE"

Also if you have a special subscribe address, such as [subscribe@mycompany.com](mailto:subscribe@mycompany.com), you can specify that any messages sent to that address are processed as subscribes

### Unsubscribe Synonyms:

List of words that will have the same effect as "UNSUBSCRIBE"

Also if you have a special unsubscribe address, such as [unsubscribe@mycompany.com](mailto:unsubscribe@mycompany.com), you can specify that any messages sent to that address are processed as unsubscribes

### Modify Synonyms:

List of words that will have the same effect as "MODIFY"

**Note:** See the [Quick Start Guide](#) for a definition of the above mailing list commands

## Ignore Words

Click "Edit Ignore Words" to edit the list of words that MailList King ignores when processing command lines (e.g. by default "Please" and "Me" are ignore words so that a message with the subject "Remove Me Please" is just processed as "Remove").

## Additional Commands

### Members can retrieve group information using the "GroupInfo" command

Whether members can obtain information on a group by sending a message with the subject [GroupInfo](#)

### Members can retrieve their subscription details using the "SubscribeInfo" command

Whether members can obtain details on the groups they are subscribed to by sending the [SubscribeInfo](#) command. They will be sent back a message describing which groups they are subscribed to and when they joined

## Remote Admin Commands

[Remote Admin Commands](#) are a powerful set of commands that to manage your mailing list via email

**See Also**

[Next Option Tab](#)

[Options Overview](#)

[How to use MailList King](#)

# Remote Administration Commands

The [Business and Corporate Editions](#) of MailList King permit the management of many mailing list functions via e-mail. For example, you can create, lock or allow member sending to a group by sending a command e-mail to MailList King.

To permit processing of Remote Administration Commands select File > Options, [Commands](#) and click the "Remote Admin. Commands" button.

Once enabled any messages containing remote admin. commands found in your mailing list folder (as specified under "[Email Processing Options](#)") will be automatically processed and replied to with a message advising success or failure.

The following options need to be specified:

- **Accept commands from the following addresses or domains:**

Specify the list of e-mail addresses or domains that are permitted to send administration messages (e.g. just messages from me@mycompany.com or \*@mycompany.com for any address of the mycompany.com domain).

You must also specify if the address can manage all mailing list groups or only specific ones.

**Not Recommended:** If **anyone** is allowed to manage your mailing list (including issuing sending commands) you can specify \*@\* as an address

- **Require the following password to be specified...**

To avoid unauthorized users from using Remote Admin Commands maliciously (e.g. by spoofing the e-mail address of an actual administrator) you should enable the password option

This will require you to specify a password after the command in the format Password:MyPassword (or short form PW:MyPassword).

For example CreateGroup NewGroup Password:123456

- **Send a copy of all response messages to...**

When MailList King process a remote admin. command it always sends a message advising the successful or failed processing. Use this option to specify the address of anyone who should receive a copy of every response message.

## Sending Remote Admin Commands

To issue a command to MailList King send a message to the address that handles other mailing list commands (i.e. so that it is placed in the folder specified under "[Email Checking Options](#)").

You need to specify the command **in the subject line of the message**. For the SubscribeList, UnsubscribeList and BounceList commands also need to specify e-mail addresses within the body of the message (one address per line)

## Remote Admin Command List

Command	Explanation	Example Usage
CreateGroup GROUP_NAME *	Create a group of the specified name	CreateGroup NewGroup CreateGroup Group1,Group2,Group3
LockGroup GROUP_NAME	Block new users from joining the specified group	LockGroup SomeGroup LockGroup Group1,Group2,Group3
UnlockGroup GROUP_NAME	Remove blocking of new users from joining the specified group	UnlockGroup SomeGroup UnlockGroup Group1,Group2,Group3
EnableMemberSending GROUP_NAME	Remove blocking of members from sending messages to the specified group (has no effect if you have not <a href="#">enabled member sending</a> )	EnableMemberSending SomeGroup EnableMemberSending Group1,Group2
DisableMemberSending GROUP_NAME	Block members from sending messages to the specified group (has no effect if you have not <a href="#">enabled member sending</a> )	DisableMemberSending SomeGroup DisableMemberSending Group1,Group2
SendToGroup GROUP_NAME	Remotely send a message to your mailing list. Specify the intended message subject after the SendToGroup GROUP_NAME command. The reply address will be that specified under File > Options, <a href="#">Sending</a>	SendToGroup SomeGroup This is my Message SendToGroup Group1,Group2 This is my Message SendToGroup ALL This is my Message to all members
RelayToGroup GROUP_NAME	Same as SendToGroup but uses the e-mail address of the sender (rather than the default admin address)	RelayToGroup SomeGroup This is my Message RelayToGroup ALL This is my Message to all members
SubscribeList GROUP_NAME	Subscribe all addresses contained in body of the email to the specified group. Specify one address per line (optionally specifying a name in the format Full Name <email@domain.com>)	<b>Subject:</b> SubscribeList AGroup <b>Body:</b> john@mycompany.com Jane <jane@mycompany.com> Bill Odie <bill@goodies.com>
UnsubscribeList GROUP_NAME	Unsubscribe all of the addresses contained in the body of the email from the specified group (or the entire mailing list if no group is specified)	<b>Subject:</b> UnsubscribeList ALL <b>Body:</b> Jane <jane@mycompany.com> Bill Odie <bill@goodies.com> john@mycompany.com
BounceList	Process all of the addresses contained in the body of the email as undeliverable (increase their bounce count and remove them if they exceed the <a href="#">maximum bounce count</a> you have specified)	<b>Subject:</b> BounceList <b>Body:</b> Jane <jane@mycompany.com> Bill Odie <bill@goodies.com> john@mycompany.com

ProcessScript *	Process all commands listed in the body of an email. Each line can be a Remote Admin Command or a <a href="#">standard mailing list commands</a>	<b>Subject:</b> ProcessScript <b>Body:</b> Subscribe jane@mycompany.com MyGroup SetMemberField jane@mycompany.com FullName=Jane Doe SetMemberField jane@mycompany.com Company=Has Bean Ltd. Unsubscribe john@smith.com BounceHard jill@smith.com
EnableMemberCanSend EMAIL_ADDRESS *	Permit the specified member to send to your mailing list (has no effect if you have not <a href="#">enabled member sending</a> )	EnableMemberCanSend john@smith.com
DisableMemberCanSend EMAIL_ADDRESS *	Blocks the specified member from sending to your mailing list (has no effect if you have not <a href="#">enabled member sending</a> )	DisableMemberCanSend john@smith.com
SetMemberField EMAIL_ADDRESS FIELD=NEW_VALUE *	Change a value of a field for the specified member. Any database field can be set. For date fields "TODAY" is supported. For number fields you can use plus or minus a prefix to increase or decrease a value.	SetMemberField js@abc.com Name=John Smith SetMemberField js@abc.com LastActivity=TODAY (set Last activity date to today) SetMemberField js@abc.com BounceCount=0 (Reset the member's bounce count) SetMemberField js@abc.com ActivityCount=+1 (increase the member's activity count) SetMemberField js@abc.com BebopsRemaining=-10 (Reduce value of custom field by ten) SetMemberField js@abc.com Group=ABC (Change member's group membership to only "ABC")
AddGroupAdmin EMAIL_ADDRESS GROUP_NAME *	Adds the specified address as a new administrator address (as specified under File > Options, Commands, Remote Admin Commands) so they can manage the specified group using Remote Admin Commands	AddGroupAdmin john@smith.com SomeGroup AddGroupAdmin john@smith.com ALL
RemoveGroupAdmin EMAIL_ADDRESS GROUP_NAME *	Removes the specified address as an administrator address for the specified group or all groups (as specified under File > Options, Commands, Remote Admin Commands)	RemoveGroupAdmin john@smith.com SomeGroup RemoveGroupAdmin john@smith.com ALL
ExportMailingList GROUP_NAME	Export the mailing list or specified group and send it to the reply address	ExportMailingList ALL ExportMailingList SomeGroup
BackupMailingList *	Performs the <a href="#">default backup procedure</a>	BackupMailingList
GetMLKStatus *	Return the current status of MailList King (current mailing list, number of members, subscribes, etc)	GetMLKStatus

BounceSoft EMAIL_ADDRESS	Increase the "Undeliverable Count" for the message sender or specified email address	BounceSoft bill@goodies.com
BounceHard EMAIL_ADDRESS	Increase the "Undeliverable Count" for the message sender or specified email address by 3	BounceHard bill@goodies.com
BounceRemove EMAIL_ADDRESS	Remove the message sender or specified email address from the mailing list due to being undeliverable	BounceRemove bill@goodies.com
DeleteMessagesOfMember EMAIL_ADDRESS	If there are any pending messages to be sent to the specified member (in MLK's Outbox or Automated Emails folder) they will be deleted (the member's record is not affected). Note: Only unique messages to member are deleted, not messages where there are other recipients	DeleteMessagesOfMember bill@goodies.com
ProcessRead EMAIL_ADDRESS/USERID	Marks the member has having read the latest message, in the same way as if a "Read Receipt" message had processed (i.e. updating the members' Read Date and Count fields)	ProcessRead bill@goodies.com ProcessRead UID12345 ProcessRead 12345
ProcessResponse EMAIL_ADDRESS/USERID OPTIONAL_COMMENT	Marks the member has having responded to the latest message so that they can be tracked in <a href="#">Sending Properties</a> (updating the members' Response Date and Count fields). You can optionally specify details that will be available in history	ProcessResponse bill@goodies.com ProcessResponse bill@goodies.com Purchased latest version ProcessResponse UID12345 ProcessResponse 12345 ProcessResponse 12345 Requested further information

**Notes:**

- Of course you can also use all [standard mailing list commands](#), such as Subscribe, Unsubscribe, Update
- Commands marked by an asterisk (\*) can only be issued by administrators who have access to all mailing list groups. Other commands can be issued by administrators of the specified group, or all groups
- Multiple groups can be specified by comma separating them, e.g. CreateGroup Group1,Group2
- For SubscribeList and UnsubscribeList acknowledgement messages, Welcome messages and Double Opt-in messages **will** be sent! You can disable message sending by specifying SILENT after the command, e.g. "SubscribeList SILENT"

**See Also**

[Quick Start Guide](#)



# Address Blocking Options

## Address Blocking

### Blocked addresses and domains

Specify any addresses or domains that can never be added to your mailing list.

For example, if you specify:

john@xequte.com  
\*@badco.com

Then john@xequte.com or any address from badco.com will be blocked from joining your mailing list.

### Blocked Countries

If your mailing list is specific to particular countries then you can specify the countries that can subscribe. If you are using a web form you can require the user to specify their country of origin. For standard e-mails MailList King determines a user's country from the TLD of their e-mail address.

### Unsubscriber Blocking

Specify whether members who have unsubscribed (and are listed in the [Removed Members](#) list under "History" in the main window) can be added back into the mailing list (you can block them just from rejoining the group they unsubscribed or you can block them from the entire mailing list)

### Block email addresses with invalid Top-Level Domains

Specify whether MailList King will check that the "Top Level Domain" (e.g. com, .ca or .uk) is known

### Block any addresses containing the following text

Specify any exception text; if the address contains the entered text it will not be inserted.

For example, you might block common text specified for fake addresses, such as nothanks and asdf, or block top level domains, such as ".edu"

**Note:** Rejected addresses are added to the "[Processing Errors](#)" list (under "History" in the main window) and can be reviewed, and reprocessed if necessary.

## See Also

[Next Option Tab](#)

[Options Overview](#)

[How to use MailList King](#)

# Delivery Failure Options

When sending an email to an invalid/outdated address you will invariably receive an "Undeliverable Message" report detailing the failure. MailList King can automatically process the messages to determine which addresses in your mailing list are no longer valid.

## Automatically process Delivery Failure messages

MailList King will check in your [mailing list message folder](#) for Delivery Failure messages and each time a message to a particular recipient is returned, their Bounce Count will be increased. For Soft Bounces (temporary failures) the bounce count is increased by one. For Hard Bounces (permanent failures) the bounce count is **increased by three**. You can view a members bounce count in the "[Edit Member](#)" window.

### Delivery Failure Subject lines

Specify what to search for in the subject line to determine the message is a bounce

## Soft vs Hard Bounces

Undeliverable message reports are usually categorized as either "Soft" or "Hard" bounces.

A **Soft Bounce** occurs if the mail server recognizes the address but can't deliver the message, either because the mailbox is full, the server is down or breaks the connection, or the user has abandoned the mailbox. Soft bounces are often temporary failures. You may find that when you send to the address again the message will get through. Soft bounces usually have an error code in the format 4.x.x.

A **Hard Bounce** is a message that's permanently undeliverable because the address is invalid or because the recipient's mail server is blocking your server. Resending a message to this recipient will generally fail. Usually hard bounces have an error code in the format 5.x.x. MailList King treats a hard bounce as three soft bounces. For example, if you have specified that MLK is to remove an address after six bounces, in actuality two hard bounces will remove the address.

## Other Delivery Failure Options

### Remove e-mail addresses that have bounced more than x times

When a particular e-mail address has bounced more than the specified number of times the address will be automatically removed (and added to the [Removed](#) List). Multiple bounces from the same recipient [within a short period](#) are ignored. Note this setting refers to *Soft Bounces* (read [Soft vs Hard Bounces](#)).

### Reset bounce count if no delivery errors encountered in x months

If all messages to a specific address have not bounced in x months then the bounce count should be reset to zero

## Out-of-Office Messages

### Automatically delete Out of Office Messages

When a message is encountered that is an "Out of Office" automatic response it is automatically deleted.

### **Edit Subjects**

Edit the list of phrases that MailList King searches for in the subject of a message to determine if it is an "Out of Office" message.

**Note:** You can also manually process all the messages in a mail folder as bounces:

Manually: By using the function "Home", Mailing List, [Add from E-mail Software](#) and choosing the "Process as Undeliverable" option

Automatically: By using [Automatic Processing Tasks](#) function (Outlook only)

### **See Also**

[Next Option Tab](#)

[Options Overview](#)

[How to use MailList King](#)

# Database Options

## Database Settings and Performance

### Usage Profile

For best performance MLK optimizes its settings based on the size of your database. Once it becomes large (more than 20,000 members) MLK will stop caching the entire database into memory and instead only cache as many records are relevant to the current display or search. Scrolling speed will be slightly reduced, however it will greatly improve start up and mode changing speed.

If you are **sharing your database with other users on the network** then it is important that you change the setting to "Network Shared Mailing List". This will ensure that MailList King will strictly save database changes immediately to disk. This lowers performance, but minimizes the risk of data corruption ([Business and Corporate Editions only](#)).

### Automatically start searching when changing modes or selecting groups

This setting determines whether MailList King will automatically commence a search when changing [modes in the main window](#) or selecting a group in "Groups" mode:

- When Checked: Every time you check or uncheck a group MailList King instantly searches and displays the selection
- When Unchecked: A "Display Groups" button is displayed and MailList King will not start searching for groups until the button is clicked

### Use a different configuration for each mailing list database

MailList King allows you to create multiple mailing list groups. Typically this is used to separate the mailing lists you manage for different companies or organizations. Specify whether each database will have its own settings, e.g. different reply addresses and sending methods

### Database optimization

To reduce the size of your database and improve performance you should regularly optimize it. MLK can do this automatically every few days or you can initiate it manually by clicking "Optimize Now"

## Database Records

### Allow members without an email address

If you are only using MailList King to manage an e-mail address database then uncheck this option. If you want to also manage physical addresses (where an e-mail address may not be available) then check it

### Allow members with duplicate email addresses

Whether to block duplicate email addresses from being added to the mailing list, i.e. you will get an error if you attempt to add a new member with the same email address as an existing member. This is the recommended usage of MailList King.

If you enable this option then an address can be listed multiple times in your database if the member's name is different.

Note: Duplicate email address limitations:

- Vacation mode may set the incorrect the contact if a full name is not specified
- Member sending rights may not be read/set for correct contact if a full name is not specified
- Unsubscribe removes ALL instances of the address (regardless of the name)

Also specify whether to **only send once to duplicate addresses**. If you disable this option then MLK will **not** generate a unique recipient list when sending, i.e. if you have three members with the same email address in the mailing list then three copies of your emails will be sent to their address.

#### **Automatically correct mistyped e-mail addresses**

Whether to automatically fix e-mail addresses that have common formatting errors, such as sales@xequte..com or sales2xequte.com

#### **When a country field is not supplied, guess from the e-mail address**

When a member is being added to a mailing list and the country is not specified (Countries can only be specified when using web forms) then the country will be determined by the e-mail address. This option also controls whether the automatic assignment of the Language field (based on the member's country)

## **Back Up Options**

### **How should the database be backed up?**

How MailList King should back up your data when using File > Back Up or the automatic back up options (below). You can choose to save your back up to a file and/or send it to an e-mail address (for off-site back up). Note that when saving the month and year will be applied to the save filename (e.g. BackUp-2008-10.csv)

### **Automatic Back Up**

- Specify whether MailList King should automatically back up your database. You can select either:
- Back up when closing MailList King or opening a new database
  - Back up at least once a day (will occur on closure if back up has not been performed that day)

## **Advanced Options**

Modify other [other database and member settings](#).

### **See Also**

[Next Option Tab](#)

[Options Overview](#)

[How to use MailList King](#)

# Advanced Database Options

## Advanced Member Options

### Members can belong to multiple groups

Specify whether a user can join multiple groups or only a single group.

Note: Even if you have users that belong to many groups and you send to your entire mailing list, each recipient will only receive one copy of the message (i.e. duplicate addresses are ignored when generating the send mail list).

### Extract first and last name from the full Name

When inserting members in your database and a full name is specified but the first or last name are not, MailList King will attempt to extract them from the full name value

### Reset member's vacation status after x days

Automatically resume sending after a certain period if a member has enabled vacation status

## Star Member Status

In the main window the Icon column (you can display it using "View" > Columns) gives you a quick view of the status of the user: new user, user with frequent bounces or a star or double star user. Specify whether star status applies to messages sent by users or sent to users, and the thresholds at which they are applied

## Advanced Database Options

### Save subscription messages to the database

Enables the saving of the message that was used to subscribe a user to the mailing list. This is required as part of the data retention policy of some organizations to prove the validity of a particular mailing list subscription.

You can view the message used for a subscription by displaying the [record of a member](#) and selecting the History tab.

### Prompt to confirm the subscription of all addresses to the mailing list

Whenever a subscribe request is received you will need to confirm the addition of the user to the mailing list.

If you cancel the insertion the record is added to the errors list

### Disable all logging of history, message delivery and statistics

For fastest performance you can disable the logging of history and message delivery and the maintaining of statistics

## Other Advanced Options

### **Beep upon completion of slow operations**

MailList King emits a small beep after it finishes processing of an operation that has taken a significant time.

### **Always show details when manual processing errors are encountered**

When you are using the functions to manually add/remove addresses to/from your mailing list, this option specifies whether a report is displayed at completion when processing errors were encountered

### **Ignore the domain(s)**

Specify any domains for which no mailing list command should be performed (for example your own domain). This has the same effect as blocking a domain but there is no logging of the action

### **Extra Advanced Options**

Debugging and other advanced options. Usage is not supported except under advisement from Xequite Software.

### **See Also**

[Database Options](#)

[Options Overview](#)

[How to use MailList King](#)

# Other Options

## Interface Options

### User Interface Style

Modify the look of the toolbars that are used in the application to one of three common styles

### Help Page

Specify what is displayed when choosing the [Help mode](#) in the main window

### Do not close, send to system tray

MailList King will continue running from the system tray (without displaying a window) when you close it. This is useful if you have setup MailList King to automatically check for new messages or are performing a scheduled sending. Click the MailList King icon in the system tray to relaunch the application.

### Always confirm the deletion of members by administrator

When you delete a member in the main MailList King window you will be prompted to confirm the deletion. Otherwise you are only prompted to confirm deletion of **multiple** members

## E-mail Software Integration

### Email Software

Specify your e-mail software so MailList King can enable the best integration options

### Outlook Options

Configure settings for [Outlook integration and sending](#).

### Email Software Wizard

Display the [Setup Wizard](#) to configure the mailing list message retrieval and sending options that MailList King uses.

## SMS Text Messaging

### Enable SMS Sending

Adds an option to send [SMS messages](#) to the mobile phones of your mailing list members.

## Message Tracking

### Treat as "Response"

An important aspect of email marketing is tracking whether users respond to your messages with action (e.g. purchasing when you send them a special offer or a requesting more information on your web site).

To do this MailList King must be notified of "responses". The best method is to configure your web site or order software to generate a "[ProcessResponse](#)" command message whenever a relevant action occurs. MLK will automatically process such messages (when found in a [mailing list message source folder](#)) and update your database.

Other methods are also available to advise MLK of a response:

- Member joins any group: Any subscribe or subscribe attempt will be considered a response from the user (default)
- Member joins specific group: Specify the groups that will be treated as a response (e.g. subscription to your sign-up group)
- Read Receipt is processed: If you are having MLK automatically process read-receipts then you can treat these as responses

More information: [Tracking your Response Rates](#)

### **Automatically request and process "Read Receipts" (Not recommended)**

Sets the mail flag of the messages you send that causes most e-mail software to send a "message read" confirmation when the recipient opens the message. MLK will then check your email processing folder for Read Receipt messages and update the read status of that user in the database.

Notes:

- Read Receipts should be used with caution as some e-mail software configurations require users to **confirm** the sending of Read Receipts. Also many e-mail systems and software do not even return Read Receipt messages, so the results are not reliable
- Unless you disable the automatic processing of read receipts in your e-mail software then MailList King will not be able to access them. If you are unable to do this then you should use POP message retrieval.

### **See Also**

[Options Overview](#)

[How to use MailList King](#)

# Outlook Options

## Outlook Integration

### **Use Extended MAPI for enhanced Outlook functionality**

For extra functionality MLK uses Extended MAPI when integrating with Microsoft Outlook. This option should always be enabled unless using Outlook 64 bit.

### **Outlook is connected to Microsoft Exchange**

If you are using MailList King on an Exchange network and want to manage internal addresses (which will normally appear as Exchange formatted addresses) then enable this option to obtain the SMTP address when an Exchange one is given.

### **MailList King Toolbar in Outlook**

Adds a toolbar to Outlook so you can quickly add or send to members of your mailing list and forward a message. You can also specify whether the toolbar is only displayed on the main Outlook Window or also on message and contact windows.

Note: Changes will not take effect until you restart Outlook

### **Deletion of Outlook messages**

Whether MailList King should permanently delete Outlook messages [after processing them](#).

## Outlook Sending Options

### **Activate "Send/Receive" in Outlook to immediately send messages**

Once MLK has created its messages in Outlook it will activate the Send/Receive function to immediately commence sending

### **Delay sending when there are messages in the Outlook Outbox**

If Outlook still has messages waiting to be delivered then MailList King will hold off its own deliveries till the backlog is cleared

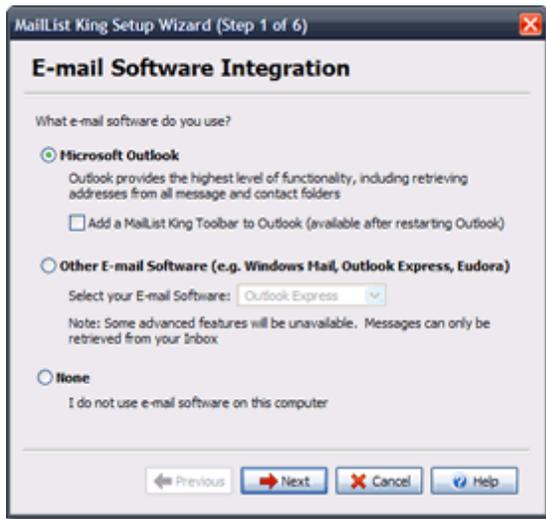
### **Delete any messages from Outlook that MailList King sends**

After a message has been sent, Outlook will not save a copy to the "Sent Items" folder

## See Also

[Options Overview](#)

# MailList King Setup Wizard



The Setup Wizard configures the main options in MailList King. You can change these and other settings under File > [Options](#).

To redisplay the Setup Wizard select File > Options, Other, Email Software Options, Email Software Wizard.

These are the steps of the wizard:

## 1. Specify your E-mail Software

For the best integration, we recommend using Microsoft Outlook with MailList King (the main difference is that MailList King can access any e-mail or contacts folder in Outlook, but only the Inbox of other e-mail software).

## 2. Mailing List Retrieval Method

One of the main features of MailList King is maintaining a list of people who want to receive messages from you. To do this it automatically processes the email requests you receive from people wishing to add or remove themselves. You need to advise where these messages will be found. The easiest option is simply to have MailList King connect to your email software and read them from your Inbox or other folder, but advanced users may want to create an email account solely for mailing list messages and MailList King will connect directly to your mail server.

## 3. Specify the Outlook folder which MailList King will check for Mailing List messages (Outlook Integration Option)

When you select "Home" > Check Now, MailList King will open Outlook and process all the messages in the specified folder, checking for subscribe and unsubscribe commands (as well as undeliverable message warnings, etc, as you may set under [Options](#)). Advanced users should create a folder specifically for use by MailList King and use [Outlook rules](#) to automatically move relevant messages into the folder. In this way your Inbox will not be cluttered with mailing list messages.

## 4. Specify the settings of your POP Mail Server (POP Retrieval Option)

If you have specified the option to retrieve messages directly from a mail server, you will need to specify the

server address and your username and password.

NOTE: It is **not** recommended that you use the same POP account as for your general mail. You should create a POP account dedicated solely to your mailing list messages.

## 5. Specify your Sending Method

The other important feature is sending messages to your mailing list and MailList King offers a variety of [sending methods](#) to do this. The easiest option is to have MailList King connect to your favorite email software and send them from there (as if you have sent them yourself) as it requires no setup at all.

Advanced users may prefer to send via the mail server of your ISP or company (which is the fastest method), or directly to the recipient using the built-in SMTP Server (to avoid using your ISP's mail server and thus any limitations they impose).

## 6. Specify your SMTP Settings (SMTP Sending Option)

If you have specified the SMTP sending option then you will need to specify your SMTP server details (alternatively you can do this under File > Options, [Sending](#)).

You can look up your SMTP server details in your [e-mail software](#).

## 7. Sending Options

Specify the address that appears in the From box of the messages you send. It will be used if a recipient chooses to reply to a message and also for sending of delivery failure reports.

Also choose whether MailList King sends each of your message individually to each recipient or batches them with multiple recipients per message (hidden in the Bcc field). If your list is not large it is recommended to send each message individually (it looks better to recipients and you can personalize the message with fields, such as their name). If you have a large mailing list you should use the multiple recipients option as it will make your sending much faster.

If you choose the multiple recipients option you should specify a "To Address" which recipients will see in the To field of messages. It looks more professional to specify an address rather than having a blank To field. For example, you might specify a generic address of your company, such as customerlist@mycompany.com (which just goes to an unmonitored mail account)

## 8. Finish

You have now configured MailList King's main settings. What are your next steps?

- [Import addresses](#) from a Text, CSV or Excel file
- [Synchronize](#) with Outlook Contacts
- [Add addresses](#) of people who have emailed you

### See Also

[Quick Start Guide](#)

## MailList King Options

# Why Should I Purchase?

## 1. EXTRA FUNCTIONALITY

Removal of limit of 10,000 e-mail addresses

Retrieval of addresses from message bodies and attachments

Automated back-up options

Exporting and printing of mailing lists

Unregistered warnings are not added to sent messages

Sending with MailList King's own SMTP Server

Validation of e-mail addresses

## 2. TECHNICAL SUPPORT

If you should have any problems with the program you can contact us for assistance.

## 3. SUPPORT FURTHER DEVELOPMENT

Purchasing your software allows us to spend more time developing it.

## 4. HAVE YOUR SAY

To ensure that MailList King performs to your requirements, purchase your software and ply us often with your recommendations for enhancements and new features.

## See Also

[How can I purchase?](#)

# How Can I Purchase?

There are three ways you can purchase MailList King:

## 1. Order online with our Secure Server (Credit Card only)

Visit our order page: [www.xequte.com/order/](http://www.xequte.com/order/)

## 2. Via standard Post

Print out the order form and send with payment to:

Xequte Software  
PO Box 83-087  
Johnsonville 6440  
New Zealand

## 3. Via E-mail (Credit Card only)

Go to the [order form](#) and copy all the text. Then paste it into an e-mail and fill in the details.

Forward to [sales@xequte.com](mailto:sales@xequte.com)

For extra security you might like to send the part of the credit card in your main e-mail and the rest in another. (e.g. write your number as 4545-5555-xxxx-xxxx in the first e-mail and then xxxx-xxxx-2121-2121 in the second)

## Cost

**MailList King - Personal Edition, Single Licence: \$99.50**

**MailList King - Business Edition, Single Licence: \$199.50**

**MailList King - Corporate Edition, Single Licence: \$899.50**

[compare](#)

### Includes

- \* Fully registered version of MailList King
- \* Unlimited e-mail and web support
- \* Free Updates
- \* Discounts on other Xequte products and upgrades

## Payment by

Credit card (**Visa, MasterCard, American Express, etc**)

Personal Check

Cash (Do not send coins, only notes)

Bank transfer (contact [sales@xequte.com](mailto:sales@xequte.com) for details)

### **Notes on payment in your own currency**

If you are sending currency other than US dollars (or sending checks):

Using a currency converter ([www.oanda.com/converter/classic](http://www.oanda.com/converter/classic)), convert the US\$ value to your own currency using the US\$ buy price.

Record the date at which you worked out the conversion rate.

If paying by cash, do not send coins! Round the cost up to the nearest paper note(s)

Alternatively [e-mail us](#) for a quote in your local currency

### **See Also**

[Compare MailList King Editions](#)

[MailList King Order Form](#)

# Compare MailList King Editions

	Personal Edition US\$99.50	Business Edition US\$199.50	Corporate Edition US\$899.50
<b>Message Processing:</b>			
Integrates with mail servers and popular e-mail software (Outlook, Outlook Express, Gmail, Eudora, etc.)	✓	✓	✓
Processes Subscribe and Unsubscribe requests	✓	✓	✓
Processes undeliverable ("bounced") message reports	✓	✓	✓
Processes forms submitted from your web site	✓	✓	✓
Supports Double Opt-In and Opt-Out Confirmation <a href="#">View</a>	✓	✓	✓
<b>Message Sending:</b>			
Sending via your favorite email software <a href="#">View</a>	✓	✓	✓
Sending via our blazingly fast multi-threaded SMTP engine	✓	✓	✓
SMTP engine can send simultaneously to multiple servers	✗	✓	✓
Sending via a multi-threaded Internal SMTP Server (don't need to use your ISP's mail server)	✗	✓	✓
Rapidly delivers messages all-at-once, in staggered batches or at a scheduled date	✓	✓	✓
Can automatically slow delivery to stay under your ISP's sending limits	✓	✓	✓
Personalize messages with recipient's name, details and your own custom fields	✓	✓	✓

Supports plain and HTML messages (with rich formatting, embedded images, etc.)	✓	✓	✓
Create stylish messages with HTML stationery or your own template files <a href="#">View</a>	✓	✓	✓
<b>Mailing List Management:</b>			
Send acknowledgment and welcome messages when members subscribe, unsubscribe or have a birthday <a href="#">View</a>	✓	✓	✓
Auto-Responders: Automatically reply to messages and web forms with personalized e-mails <a href="#">View</a>	✓	✓	✓
Powerful blocking rules to prevent users from certain companies, countries or domains from joining your lists	✓	✓	✓
E-mail Address Verification: Rapidly check that the addresses in your list are valid and still available <a href="#">View</a>	✓	✓	✓
Remote Administration Commands so you can manage your mailing list from anywhere	✗	✓	✓
<b>Mailing List Tools:</b>			
Discussion Groups: Optionally allow your group members to send to your mailing list <a href="#">View</a>	✓	✓	✓
Retrieve addresses from messages in your favorite email software <a href="#">View</a>	✓	✓	✓
Mail merge directly from Text, CSV and Excel files to your printer or email	✓	✓	✓
Optional Mailing List toolbar for Outlook <a href="#">View</a>	✓	✓	✓

<b>Reporting:</b>			
Sophisticated tracking and reporting tools to review membership and activity statistics <a href="#">View</a>	✓	✓	✓
Monitor which users are reading your mailers and how often	✓	✓	✓
Display the entire membership and message history of each of your contacts <a href="#">View</a>	✓	✓	✓
<b>Import/Export:</b>			
Automatically synchronize mailing list with Outlook Contacts <a href="#">View</a>	✗	✓	✓
Import and export database records using Text, CSV and Microsoft Excel and Access files <a href="#">View</a>	✓	✓	✓
Send and import contacts from other database software via ADO or ODBC	✗	✓	✓
Access your mailing list database with other software (such as Microsoft Access or SQL Server) using ODBC	✗	✓	✓
<b>Mailing List Database:</b>			
Built on robust database technology supporting hundreds of thousands of group members	✓	✓	✓
Powerful searching, sorting and filtering of members	✓	✓	✓
Multiple users: Sharing of databases over a network	✗	✓	✓
<b>Support:</b>			
Unlimited Email and Web Forum Support	✓	✓	✓
Telephone Support *	✗	✗	✓

Expert setup and configuration of your software/mailling list **	✘	✘	✔
	<b>Personal Edition</b> <b>US\$99.50</b> 	<b>Business Edition</b> <b>US\$199.50</b> 	<b>Corporate Edition</b> <b>US\$899.50</b> 

\*

Up to 500 minutes phone support for the first 12 months during

\*\*

We will connect to your network remotely to install the software and meet the requirements (for your initial mailing list). Your network must be open to the internet.

**See Also**

[Why Should I Purchase?](#)

[MailList King Order Form](#)

# Order Form

## MAILLIST KING ORDER FORM

### Customer Details

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Confirm your e-mail  
(or an alternative e-mail) \_\_\_\_\_  
Street: \_\_\_\_\_  
Suburb: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Province: \_\_\_\_\_  
ZIP/Postal Code: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_

### Payment Method

#### CREDIT CARD

Visa  
 Mastercard/Eurocard  
 American Express  
 Discover/Novus  
 Diners Club/Carte Blanche  
 Other: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_/\_\_\_\_ (MM/YY)  
Name on card: \_\_\_\_\_

#### CHECK

Name on check: \_\_\_\_\_  
Check number: \_\_\_\_\_  
Currency (if not US\$): \_\_\_\_\_  
Conversion rate (if not US\$): \_\_\_\_\_  
Date of this rate (if not US\$): \_\_\_\_\_

### Order Items

MailList King - Personal Edition, \_\_\_\_\_ copies at US\$ \_\_\_\_\_  
US\$99.50 \_\_\_\_\_

MailList King - Business Edition, _____ copies at	US\$_____
US\$199.50	—
MailList King - Corporate Edition, _____ copies at	US\$_____
US\$899.50	—
Total	US\$_____
	—

(You can use the world currency converter at [www.oanda.com/converter/classic](http://www.oanda.com/converter/classic) to convert this into your own currency)

**See also:**

[Compare MailList King Editions](#)

[How can I purchase?](#)



## License Agreement

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This shareware software may be freely distributed, provided that:

1. Such distribution includes only the original archive supplied by Xequite. You may not alter, delete or add any files in the distribution archive.
2. The distribution does not include a registration number or information on disabling the registration features. You are also forbidden from distributing a registered version of MailList King.
3. No money is charged to the person receiving the software, beyond reasonable cost of packaging and other overhead.

For further information about redistribution of Xequite products, e-mail us at [sales@xequte.com](mailto:sales@xequte.com)

### 2. License

By receiving and/or using Xequite software products, you accept the following Evaluation and Registered User Agreement. This agreement is a binding legal agreement between Xequite and the purchasers, users or evaluators of Xequite's software and products.

### 3. Evaluation (Unregistered) and Registered User Agreement

You may evaluate MailList King for maximum of thirty calendar days, after which you must [purchase](#) the software from Xequite or remove it from your computer.

You may allow other users to evaluate copies of the unregistered Shareware. All evaluation users are subject to the terms of this agreement.

The evaluator/user/buyer/owner is not allowed to attempt to reverse engineer, disassemble or decompile Xequite software and products.

Xequite's name and any logo or graphics file that represents our software may not be used in any way to promote products other than our software. All parts of Xequite software and products are copyright protected. No program, code, part, image, video clip, audio sample, text or computer generated sequence of images may be copied or used in any way by the user except as intended within the bounds of the single user program.

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## Contact Us

For technical support visit our support page at:

[www.xequote.com/support/](http://www.xequote.com/support/)

Which provides links to Frequently Asked Questions, the User Discussion Forum and Contact Forms for our Technical Support Team.

For other matters please e-mail us at [sales@xequote.com](mailto:sales@xequote.com)

# Program Updates

Updates can be downloaded from our web page at:

[www.xequte.com](http://www.xequte.com)

We send information about updates and upgrades to all registered users via e-mail, including details such as what additional features have been added.

Others can add themselves to our mailing list by sending a message to [sales@xequte.com](mailto:sales@xequte.com) with the subject **Subscribe**