



# Sauced out

**E-newsletters**

[www.saucedout.com.au](http://www.saucedout.com.au)

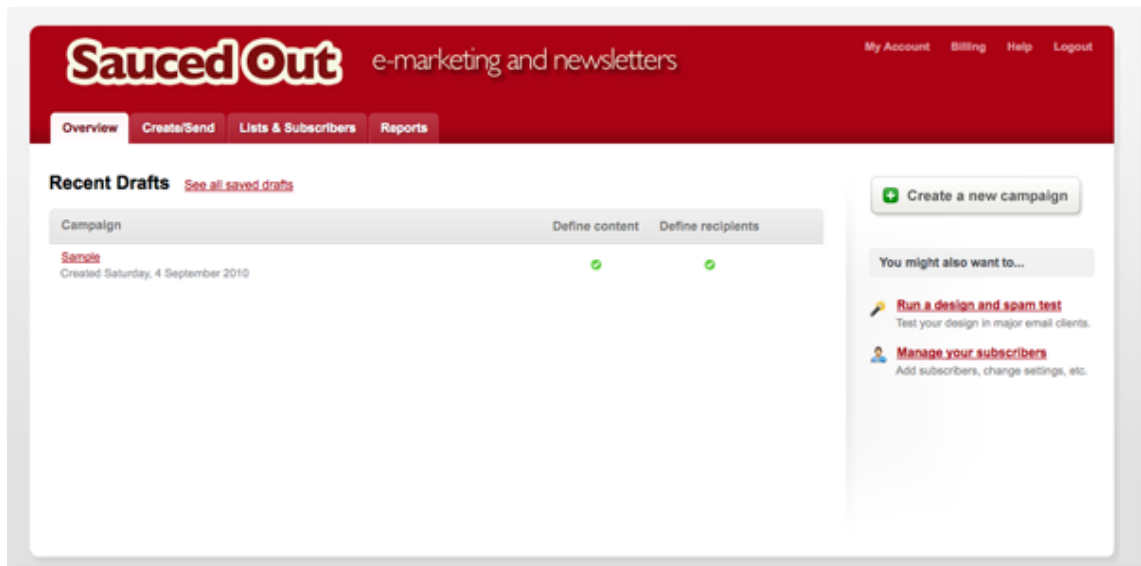
# E-NEWSLETTERS

Go to:

**saucedout.createsend.com**

Enter your username and password

This is the opening screen where you can make new campaigns, manage subscribers, view reports of sent campaigns and adjust your settings.



To set up your billing –

- click on the billing menu item on top row
- then click on 'add your payment details' in sidebar of next page
- you then add your credit card details in the box



Sending a campaign (newsletter)

Click on the create/send tab

Fill in the form with the details of your newsletter

The screenshot displays the Sauced Out e-marketing and newsletters interface. The top navigation bar includes 'My Account', 'Billing', 'Help', and 'Logout'. Below this, a secondary navigation bar features 'Overview', 'Create/Send', 'Lists & Subscribers', and 'Reports'. A breadcrumb trail shows 'Saved drafts' > 'Create new campaign' > 'Edit and resend' > 'Design and spam testing'. The main content area is titled 'Step 1: Define the Campaign and Sender' and includes a progress indicator with four steps: Campaign (1), Content (2), Recipients (3), and Delivery (4). The 'Regular campaign' tab is selected, with an 'A/B split campaign' option also visible. The form consists of five numbered sections, each with a title, a brief instruction, and a text input field:

- 1. Name the campaign**  
Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.  
Campaign Name:
- 2. Enter the email subject line for this campaign**  
This is what will appear in the Subject field in your recipient's email client.  
Subject:  [Personalize](#) the subject with subscriber details
- 3. Give the campaign a from name**  
This is what will appear in the From field of your recipients email client when they receive this campaign.  
From Name:
- 4. Give the campaign a from email address**  
This is the email address your campaign will come from.  
Email:
- 5. Give the campaign a Reply To address**  
If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.  
Send replies to:

A 'Next' button with a right arrow is located at the bottom left of the form.

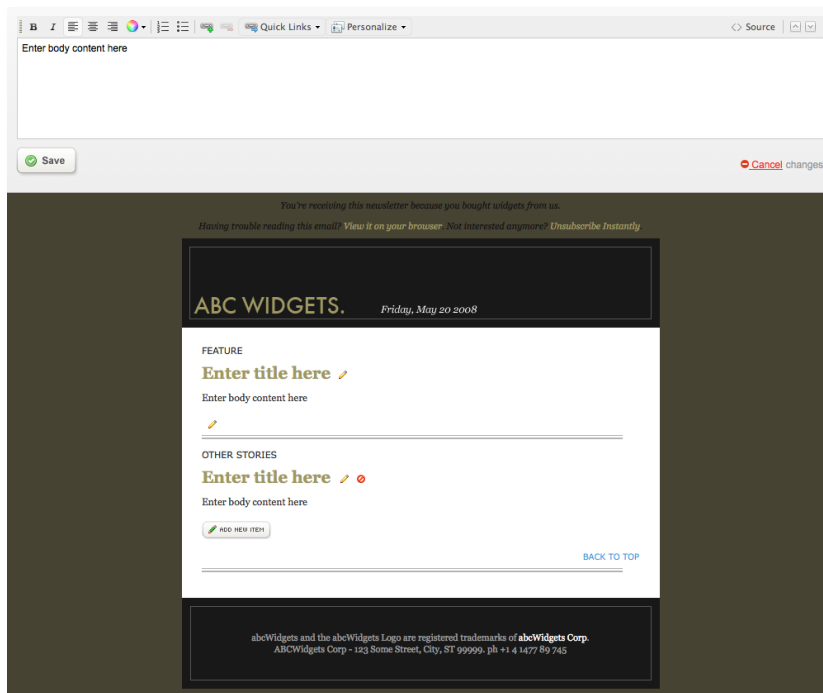
Step 2 – select the template you wish to use

The screenshot shows the Sourced Out e-marketing and newsletters interface. The top navigation bar includes 'Clients', 'Billing', 'Customize', 'Account Settings', 'Help', and 'Logout'. The main header features the 'Sourced Out' logo and 'e-marketing and newsletters' text, along with a user profile 'ABC Widgets'. Below the header, there are tabs for 'Overview', 'Create/Send', 'Lists & Subscribers', and 'Reports'. A secondary navigation bar includes 'Templates' and 'Client Settings'. The main content area is titled 'Step 2.1: Select the format for this campaign' and shows a progress indicator with four steps: Campaign, Content (selected), Recipients, and Delivery. The content area offers three options: 'HTML and plain text', 'Plain text only', and 'Use one of my templates' (which is selected). A preview of a template is shown below the 'Use one of my templates' option. At the bottom, there are 'Next' and 'go back' buttons.

This will open a preview for you. You can edit the text and titles by clicking on the pencil next to each item. If you want to delete something then click on the red crossed circle. To add a new item – click on 'add new item'

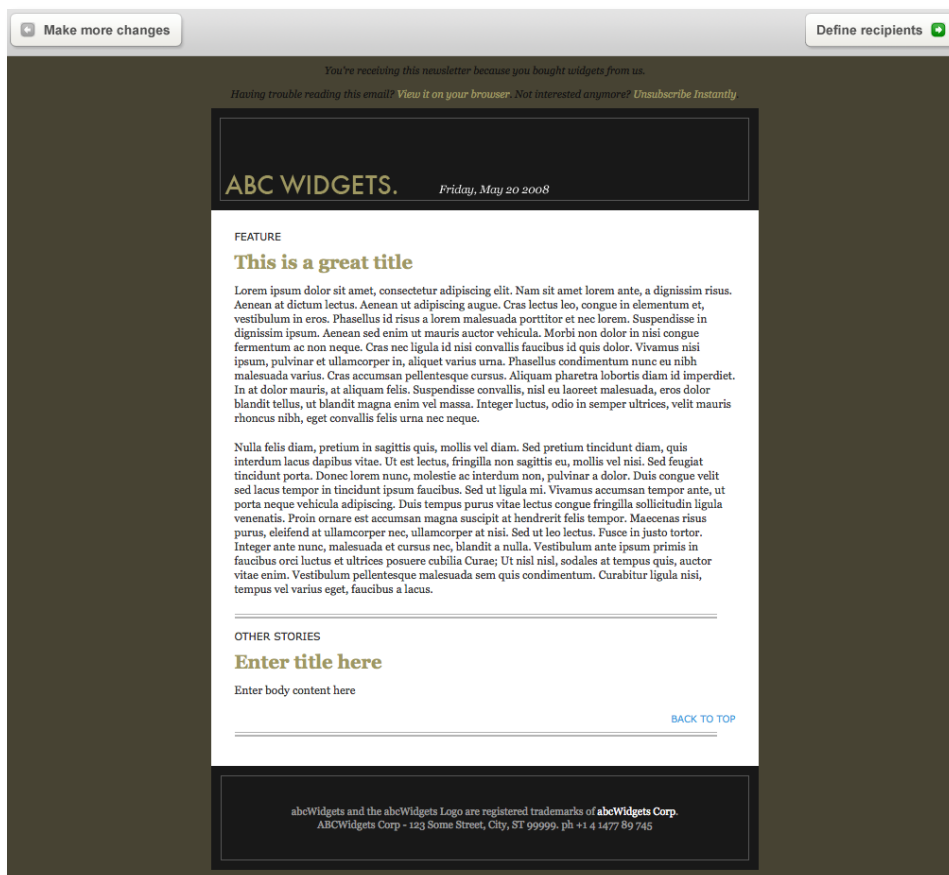
The screenshot shows a preview of a newsletter. At the top, it says 'You're receiving this newsletter because you bought widgets from us.' Below that, it says 'Having trouble reading this email? View it on your browser. Not interested anymore? Unsubscribe Instantly.' The main header features the 'ABC WIDGETS.' logo and the date 'Friday, May 20 2008'. The content is divided into two sections: 'FEATURE' and 'OTHER STORIES'. The 'FEATURE' section has a title 'This is a great title' with a pencil icon for editing, followed by a text area 'Enter body content here' and a horizontal line. The 'OTHER STORIES' section has a title 'Enter title here' with a pencil icon and a red crossed circle for deletion, followed by a text area 'Enter body content here' and a horizontal line. At the bottom of the content area, there is an 'ADD NEW ITEM' button and a 'BACK TO TOP' link. The footer contains the text: 'abcWidgets and the abcWidgets Logo are registered trademarks of abcWidgets Corp. ABCWidgets Corp - 123 Some Street, City, ST 99999. ph +1 4 1477 89 745'.

When you choose to edit something it will open an edit box above the preview. Make your changes here.



When you choose to 'add new item' it will also open an edit box above for you to add text or upload an image.

Once you've made your changes, click on the 'preview email' button on top right hand side of screen



If you are happy with your newsletter then click on the 'define recipients' button.

Choose your recipient list from the menu or type in a new list

The screenshot shows the Sauced Out interface for Step 3.1, "Select the recipients for this campaign". The page title is "Great newsletter". The navigation bar includes "Clients", "Billing", "Customize", "Account Settings", "Help", and "Logout". The main header features the Sauced Out logo, "e-marketing and newsletters", and "ABC Widgets". The navigation menu has "Overview", "Create/Send", "Lists & Subscribers", "Reports", "Templates", and "Client Settings". Below the navigation menu, there are links for "Saved drafts", "Create new campaign", "Edit and resend", and "Design and spam testing". The main content area has a progress indicator with four steps: "1 Campaign", "2 Content", "3 Recipients", and "4 Delivery". The "Recipients" step is currently active. There are two radio button options: "My recipients are from an existing subscriber list" (selected) and "I will type in the recipients manually". Under the first option, there is a checked checkbox for "ABC widgets list (1 subscribers)". Under the second option, there is a note: "Use this method if you want to type in or copy and paste recipients manually." At the bottom, there is a "Next" button with a right arrow and a "go back" link.

Always test your campaign!

You can send as many test emails as you wish – free of charge

The screenshot shows the Sauced Out interface for Step 4.1, "Test your campaign". The page title is "Great newsletter". The navigation bar includes "Clients", "Billing", "Customize", "Account Settings", "Help", and "Logout". The main header features the Sauced Out logo, "e-marketing and newsletters", and "ABC Widgets". The navigation menu has "Overview", "Create/Send", "Lists & Subscribers", "Reports", "Templates", and "Client Settings". Below the navigation menu, there are links for "Saved drafts", "Create new campaign", "Edit and resend", and "Design and spam testing". The main content area has a progress indicator with four steps: "1 Campaign", "2 Content", "3 Recipients", and "4 Delivery". The "Delivery" step is currently active. There are two tabs: "Manual test" (selected) and "Complete design and spam test". Below the tabs, there is a paragraph of text: "Because most email clients will display your email design differently, we recommend sending yourself a few tests before scheduling the final campaign. For a more complete check, you can use our [design and spam testing service](#) to see screenshots of your design in dozens of the most popular email clients and run it through key spam filters with a single-click." Below this text, there is a section titled "Send the test campaign to...". It includes an "Email" input field with the value "anna@abcwidgets.com.au" and a note: "Send to up to 5 addresses at once by separating them by a comma". Below the input field, there is a section titled "Some recent test addresses you've already used..." with a checkbox and the value "admin@saucedout.com.au". At the bottom, there is a "Send the test email" button and a "Skip the test" button with a right arrow and a "return to snapshot" link. Below the "Skip the test" button, there is a note: "This will not send your campaign".

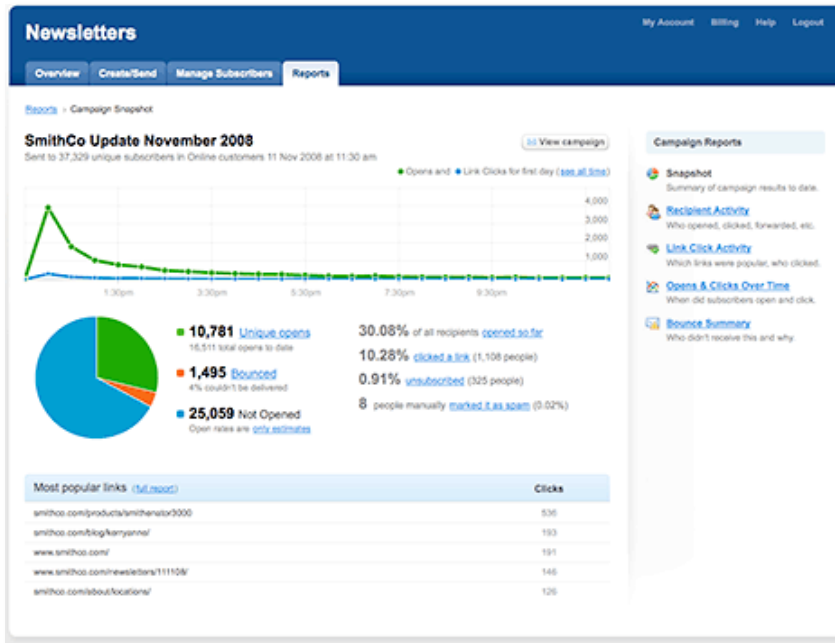
Once you are happy with the campaign then you can 'skip the test' and choose when you want to send your newsletter. It can do it immediately or at a scheduled time – up to you!

The screenshot shows the Suced Out e-marketing and newsletters interface. The top navigation bar includes 'Clients', 'Billing', 'Customize', 'Account Settings', 'Help', and 'Logout'. The main header features the Suced Out logo, 'e-marketing and newsletters', and 'ABC Widgets'. Below the header is a navigation menu with 'Overview', 'Create/Send', 'Lists & Subscribers', 'Reports', 'Templates', and 'Client Settings'. A secondary navigation bar contains 'Saved drafts', 'Create new campaign', 'Edit and resend', and 'Design and spam testing'. The main content area is titled 'Step 4.2 - Schedule campaign delivery' for a 'Great newsletter' campaign. A progress indicator shows four steps: '1 Campaign', '2 Content', '3 Recipients', and '4 Delivery' (highlighted in green). Two delivery options are presented: 'Deliver the campaign immediately' (selected) and 'Deliver at the following time'. The 'Deliver at the following time' option includes a date picker set to 'Oct 7 2010', a time picker set to '1:00 pm', and a time zone dropdown set to '(GMT+10:00) Canberra, Melbourne, Sydney'. Both options include a 'Send confirmation to' field with the email 'andrea@sucedout.com.au'. At the bottom, there is a green 'Send campaign immediately' button with a right-pointing arrow, followed by 'or go back'. A note below the button states: 'Clicking this button will immediately deliver your campaign'.

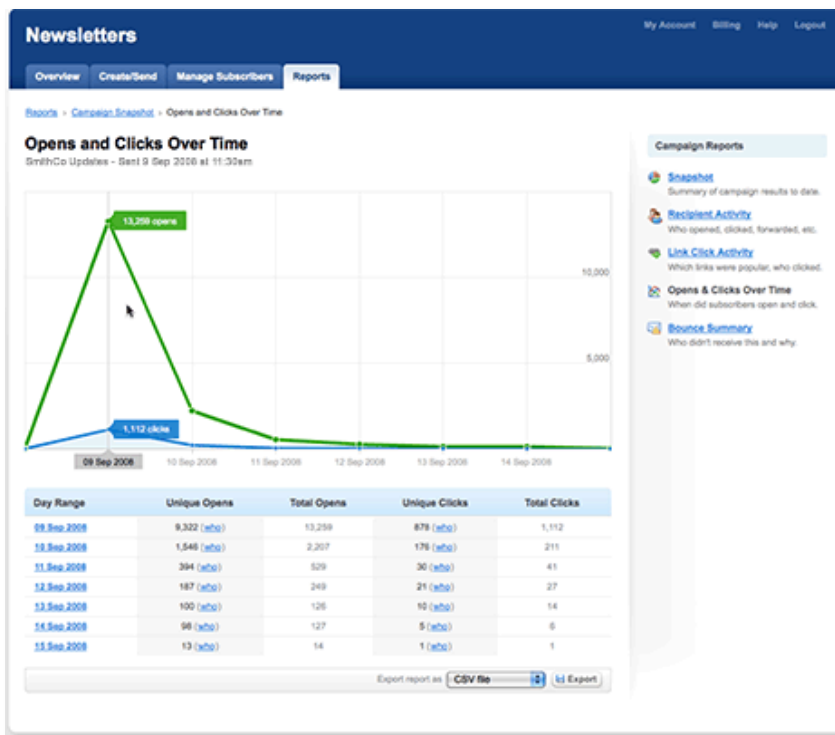
## Reports

You can only view reports once your campaign has been sent. Click on the 'reports' tab to access reports.

Here's some generic info from Campaign Monitor about what's in the reports



Opens and clicks over time – tells you when and what people are clicking and who opens your newsletter





Recipient activity – who is opening your email, what they are doing etc

**Newsletters** My Account Billing Help Logout

Overview Create/Send Manage Subscribers Reports

Reports > Campaign Snapshot > Recipient Activity

### Recipient Activity

SmithCo Updates - Sent 11 Nov 2008 at 11:30 am

Search recipients

All recipients: **37,335**

Covered	Clicked	Unsubscribed	Forwarded	Mailed as spam
10,781	1,108	325	0	18

Email address	Name	Opens	Clicks
<a href="mailto:aaron.a@activemotel.co.uk">aaron.a@activemotel.co.uk</a>	Aaron Prohacek	44	1 (which links)
<a href="mailto:richard@beck.com.au">richard@beck.com.au</a>	Richard Pateman	41	0
<a href="mailto:daniel@bluewin.ch">daniel@bluewin.ch</a>	Daniel Maeno	39	1 (which links)
<a href="mailto:rich@vision.com">rich@vision.com</a>	Ben Vickers	36	1 (which links)
<a href="mailto:eric@supercat.co.uk">eric@supercat.co.uk</a>	Eric Morehead	26	1 (which links)
<a href="mailto:mike@bolton.com">mike@bolton.com</a>	Mike Bolton	25	6 (which links)
<a href="mailto:adrian@zeta.edu.au">adrian@zeta.edu.au</a>	Adrian Jelopne	25	0
<a href="mailto:shirley@smovies.co.uk">shirley@smovies.co.uk</a>	Shirley Straight	24	1 (which links)
<a href="mailto:noah@formstech.com">noah@formstech.com</a>	Noah Bennett	23	1 (which links)
<a href="mailto:albert@themovies.com">albert@themovies.com</a>	Albert Pachinko	22	0

Show 10 per page 1 2 3 4 5 ... 3734 Next

Export all as [CSV file](#) [Export](#)

**Campaign Reports**

- [Snapshot](#)  
Summary of campaign results to date.
- [Recipient Activity](#)  
Who opened, clicked, forwarded, etc.
- [Link Click Activity](#)  
Which links were popular, who clicked.
- [Opens & Clicks Over Time](#)  
When did subscribers open and click.
- [Bounce Summary](#)  
Who didn't receive this and why.

Link activity – track the most popular links in your newsletter

**Newsletters** My Account Billing Help Logout

Overview Create/Send Manage Subscribers Reports

Reports > Campaign Snapshot > Link Click Activity

### Link Click Activity

SmithCo Updates - Sent 9 Sep 2008 at 11:30 am

<b>1,108</b> people clicked Giving you a 16.28% click rate.	<b>1,412</b> total clicks Made by 1,108 people.
<b>1.27</b> clicks per person Average of all those who clicked.	<b>9,673</b> didn't click That's 89.72% of all those who opened.

Link (URL)	Unique	Total
<a href="http://smithco.com/products/smitherator3000">smithco.com/products/smitherator3000</a>	470 (46%)	501
<a href="http://smithco.com/magic-bus/">smithco.com/magic-bus/</a>	160 (46%)	203
<a href="http://smithco.com/blog/kerryanne">smithco.com/blog/kerryanne</a>	167 (46%)	191
<a href="http://www.smithco.com/">www.smithco.com/</a>	164 (46%)	170
<a href="http://smithco.com/newsletters">smithco.com/newsletters</a>	117 (46%)	126
<a href="http://www.agentsmithco.com/">www.agentsmithco.com/</a>	116 (46%)	122
<a href="http://smithco.com/contact/">smithco.com/contact/</a>	72 (46%)	73
<a href="http://www.smithco.com/specials/hot.html">www.smithco.com/specials/hot.html</a>	26 (46%)	26

**Campaign Reports**

- [Snapshot](#)  
Summary of campaign results to date.
- [Recipient Activity](#)  
Who opened, clicked, forwarded, etc.
- [Link Click Activity](#)  
Which links were popular, who clicked.
- [Opens & Clicks Over Time](#)  
When did subscribers open and click.
- [Bounce Summary](#)  
Who didn't receive this and why.

Bounce activity – tells you if addresses are bouncing and then you can delete them from your list

**Newsletters** My Account Billing Help Logout

Overview Create/Send Manage Subscribers **Reports**

Reports > Campaign Snapshot > Bounce Activity

### Bounce Activity

SmithCo Updates - Sent 9 Sep 2008 at 11:30 am

The following subscribers did not receive this campaign. Soft bounces are those that temporarily failed but the actual address is still valid, such as a full mailbox. Hard bounces are permanent and mean the email address is no longer valid. We automatically remove all hard bounces from your list. You can read [more about bounces](#).

Soft bounces: **1,184** | Hard bounces: 311 | Bounce domains: 2

Search all bounces (Email or name) [Search]

Email Address	Name	Bounced	Reason
phil@smithco.biz	Phil Knowmore	9 Sep 2008	General Bounce (Get me more)
travis@smithco.ca	Travis Bely	9 Sep 2008	Soft Bounce - General (Get me more)
ken.guyan@benadria.be.com.au	Ken Guyan	11 Sep 2008	Soft Bounce - Dns Failure (Get me more)
dave@smithco.com	Dave Greenear	13 Sep 2008	Soft Bounce - Dns Failure (Get me more)
bob@smithco.ca	Bob Scary	13 Sep 2008	Soft Bounce - Dns Failure (Get me more)
scott@smithco.ca	Scott Delivery	14 Sep 2008	Soft Bounce - General (Get me more)
tom@smithco.ca	Toby Greywater	14 Sep 2008	Soft Bounce - General (Get me more)
hockey@smithco.com.au	Jason Hockey	14 Sep 2008	Soft Bounce - General (Get me more)
patrick@smithco.com	Michael Peterson	15 Sep 2008	Soft Bounce - General (Get me more)
ben@smithco.com	Ben Ishamborn	14 Sep 2008	Soft Bounce - General (Get me more)

Show 10 per page | 1 2 3 4 5 | 119 | Next | Export all soft bounces as CSV file | Export

Compare your campaigns over time

**Newsletters** My Account Billing Help Logout

Overview Create/Send Manage Subscribers **Reports**

Reports > Compare Campaigns

### Compare Campaign Results

Comparing results across 6 different campaigns. [Select new campaigns](#) to compare.

Line chart showing performance metrics (Opens, Clicks, Bounces, Unsubscribes, Complaints) across six campaigns. The Y-axis ranges from 0% to 40%.

Campaign	Opens	Clicks	Bounces	Unsubscribes	Complaints
1 SmithCo Episode 11	34.73%	20.44%	2.65%	0.84%	0.08%
2 Two and a half Smiths	30.69%	11.48%	2.11%	0.5%	0.02%
3 Ever Smithed a Smither?	28.24%	13.66%	2.02%	0.55%	0.03%
4 You are what you Smith	24.76%	10.43%	4.69%	0.79%	0.13%
5 Midyear Madness	25.34%	13.13%	4.59%	2.04%	0.38%
6 SmithCo Updates	30.08%	10.28%	4%	0.91%	0.05%
<b>Averages across all 6 campaigns</b>	<b>28.97%</b>	<b>13.23%</b>	<b>3.34%</b>	<b>0.94%</b>	<b>0.11%</b>

Export this report as a CSV file | Export

# How do I import subscribers from a file?

Provided you have obtained the [correct permission](#) from your subscribers, importing your subscriber list into your account is a really simple and straight-forward process. To get started, your subscribers need to be in a comma or tab delimited text file. This is a standard format for storing data and is supported by most applications, including [Microsoft Excel](#), [Microsoft Outlook](#), [Outlook Express](#), [ACT!](#) and [GoldMine](#).

Here's an example of the way a CSV (Comma Separated Values) file needs to be formatted before importing it into your account:

Ren Stichardson, rens@abcwidgets.com, Surfing Sharon Greiner, sharong@abcwidgets.com, Skateboarding Joseph Hockey, joeh@abcwidgets.com, Reading

Each field is separated by a comma, and each subscriber is on a new line.

Please note: If you have a really big CSV file (over about 10mb) you could run into problems trying to upload that through the browser. In that case it is best to split your file into smaller chunks and upload them one at a time

## How to import your file, step 1:

Select the list you wish to add subscribers to from the "Lists & Subscribers". Next, click the "Add Subscribers" button on the right sidebar.

The screenshot shows the ABC Design Widget Factory interface. The top navigation bar includes 'Overview', 'Create/Send', 'Manage Subscribers', and 'Reports'. The 'Manage Subscribers' tab is active, showing the 'Widget Fans' list. A graph displays subscriber activity over time, with a peak around 3pm. The sidebar on the right contains the following options:

- Add new subscribers** (highlighted with a yellow arrow)
- Manage list**
  - Remove subscribers**: Unsubscribe or delete members.
  - Custom fields**: Store additional subscriber details.
  - Segments**: Target sub-groups of subscribers.
  - Export subscribers**: Export your list to a CSV or text file.

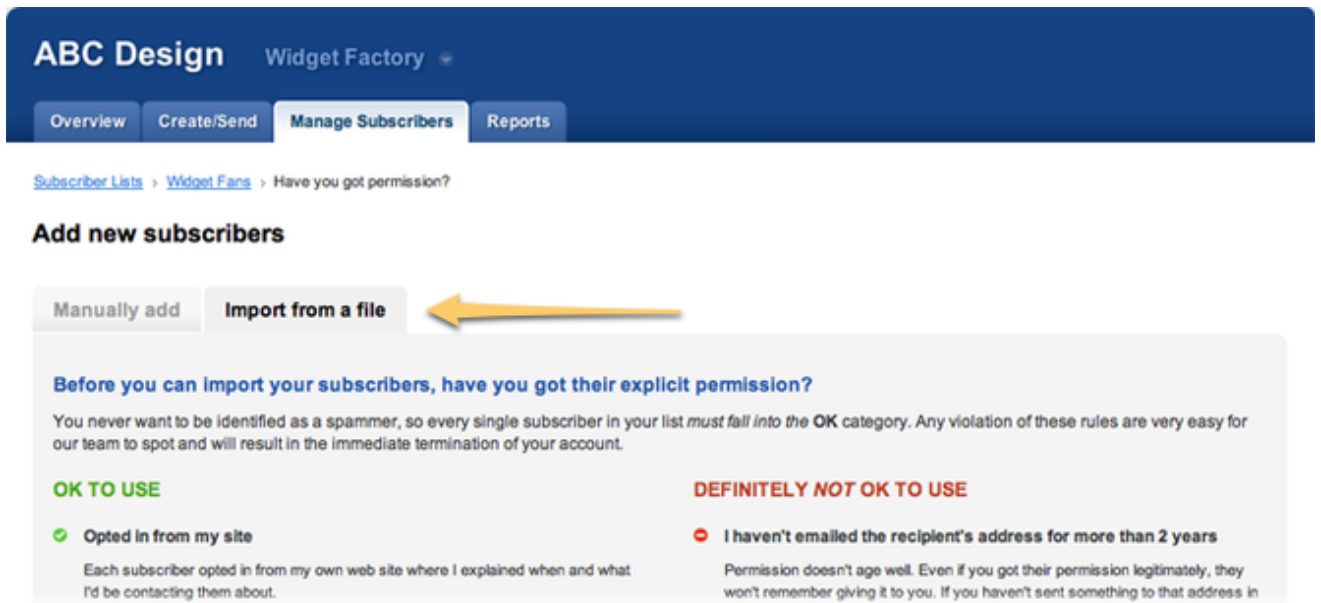
At the bottom, there is a summary table and a search bar:

Active	Unsubscribed	Bounced	Deleted
357	70	0	11

Search list: Email or name [Search]

Step Two:

Select the "Importing from a file" tab. Your subscribers must adhere to our strict [permission policy](#). If you cannot adhere to the 3 list requirements on this page, you cannot import that list into your account. If your list does meet all requirements, check each requirement and click the "Proceed with the import" button.

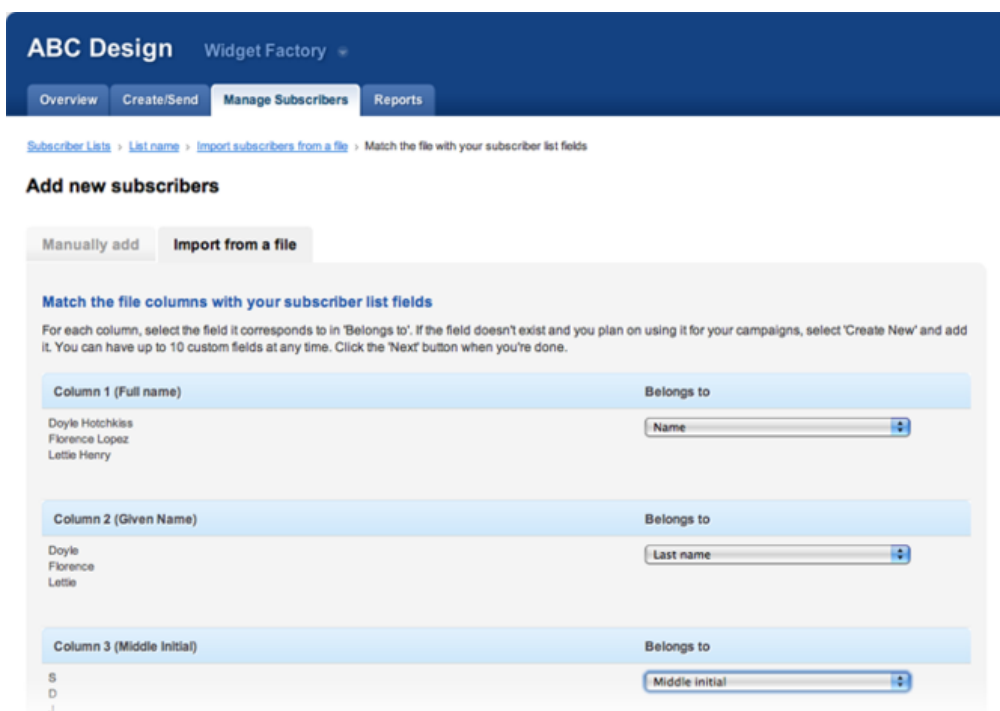


Step Three:

Click the "Browse" button and browse to the location of the Subscriber text file on your computer or network. After you have selected the file, click the "Import these Subscribers" button.

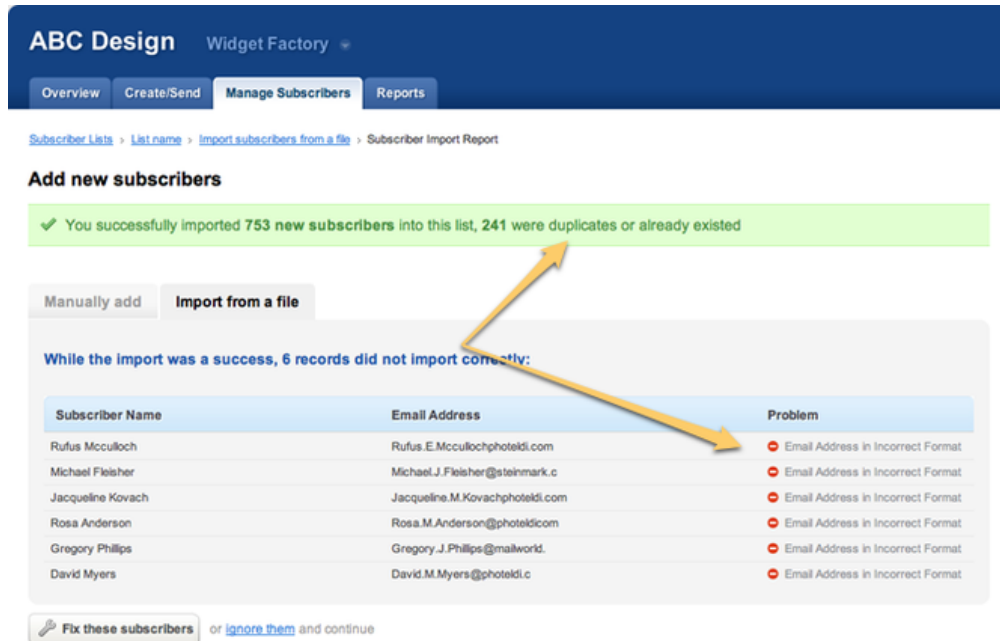
Step Four:

If your file is in the correct format (.txt or .csv), you will be asked to match the columns in your file with your Subscriber List fields. You can even create new custom fields for your list for each column as you go. Once you're done, click the "Next >" button.



## Step Five:

If any errors were found in your file, you will be presented with the Subscriber Import Report, which displays all of the errors found and gives you the option of either fixing each invalid email address, or ignoring them. If you choose to fix them, you can do so from within your account.



**ABC Design** Widget Factory

Overview Create/Send **Manage Subscribers** Reports

[Subscriber Lists](#) > [List name](#) > [Import subscribers from a file](#) > Subscriber Import Report

### Add new subscribers

✔ You successfully imported 753 new subscribers into this list, 241 were duplicates or already existed

Manually add **Import from a file**

While the import was a success, 6 records did not import correctly:

Subscriber Name	Email Address	Problem
Rufus Mcculloch	Rufus.E.Mccullochphoteldi.com	Email Address in Incorrect Format
Michael Fleisher	Michael.J.Fleisher@steinmark.c	Email Address in Incorrect Format
Jacqueline Kovach	Jacqueline.M.Kovachphoteldi.com	Email Address in Incorrect Format
Rosa Anderson	Rosa.M.Anderson@photeldicom	Email Address in Incorrect Format
Gregory Phillips	Gregory.J.Phillips@mailworld.	Email Address in Incorrect Format
David Myers	David.M.Myers@photeldi.c	Email Address in Incorrect Format

[Fix these subscribers](#) or [ignore them](#) and continue