

EmailAdvisor User's Guide

ListManager-Integrated Version

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What is EmailAdvisor?

EmailAdvisor™ is a hosted service (ASP) that's available to any permission-based marketer. You can access it from within ListManager; it is also compatible with just about every email marketing system out there, from homegrown solutions to commercial software, and from DIY hosting to full-service agencies.

How it works

When you sign up for EmailAdvisor you'll receive a username and password which enable you to use EmailAdvisor from within ListManager. Create a new mailing, and then in the Deliverability tab, choose the EmailAdvisor reports you want. To view the results, go to the EmailAdvisor command on the Reports tab. You will also be sent email with links to the reports.

There are five kinds of EmailAdvisor reports:

1. [Delivery Monitor](#) checks if the message has been received at more than 60 ISPs and email providers, and if so, whether it reached the main mailbox or the bulk folder. It can also show if there have been changes in deliverability during the course of your campaign.
2. [Content Analyzer](#) tests your campaign against thirty spam filters, and shows you what elements of your message make it prone to be filtered as spam.
3. [Inbox Snapshot](#) captures what your message looks like in more than 52 email clients. It shows you what the message looks like both in the preview and main message panes, with and without images. Inbox Snapshot also includes a spell check, HTML validator and link validator to ensure that your message looks right.
4. [Blacklist Monitor](#) checks the all the domains and IP addresses in your message, including those contained in your message content, and sees if any of them are listed in any of over 300 Internet blacklists.
5. [ISP Status](#) checks for email delays at 60 US and European ISPs. You can see if your delivery delays are due to ISP problems or something about your message.

The Basics

When you sign up for the EmailAdvisor service, you will tell your account representative the Username and Password you will use to access the service. You will also provide the email addresses or domains that will be in your email message's From line so they may be registered as Allowed Sender addresses.

When your account has been created, you will receive an email from support. Please keep this email for future reference.

What You'll Need

- A Username and Password.
- An [Allowed Sender address](#) or domain. This address will need to be your email's From: address.

What Is an Audit?

An audit is a test of your email message against one or more of the EmailAdvisor components: Blacklist Monitor, Inbox Snapshot, Delivery Monitor, and Content Analyzer. EmailAdvisor audits your message by sending it to a built-in seed address list, and then reporting the results back to you.

When Should I Audit?

We recommend that you perform at least two audits of every email campaign:

1. Audit your message before sending it to your list, so you can resolve any problems with the message's appearance or content or any Blacklisting issues that may cause it to be filtered.
2. Audit your message when you send it to your email campaign, so you can identify and resolve any delivery problems as they occur.

Setting Up EmailAdvisor

1. In ListManager on the left Navigation Bar, click **Reports**, point to **EmailAdvisor**, and then click **Configuration Wizard**.
2. Click **Create New**.
3. Type in the information requested in the **Customer Name**, **User Name**, and **Password** boxes.
4. Click **Next**.
5. Click **Show Lists**, and select the lists you want to use EmailAdvisor with.
6. Click **Save**.

Auditing Your Message

To audit your message before sending it to your list

1. In ListManager, create a new mailing.
2. After you choose all the settings for your message, click **Save and Test**.
3. Under **Lyris EmailAdvisor Service**, choose the tests you want.
4. Click **OK**.
5. A message appears telling you the test was sent. Click **OK** again.

To view your test results

Do one of the following:

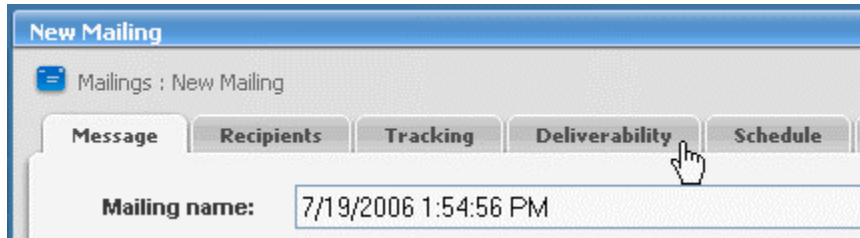
1. In ListManager on the left Navigation Bar, click **Reports**, point to **EmailAdvisor**, and then click the name of the report you want to view.
2. Click the **View Report** command for the mailing you want.

- or -

- Check your email for messages that contain links to your reports.

To audit your message while sending it out to your list

1. In ListManager, create a new mailing.
2. On the **New Mailing** screen, click **Deliverability**.



3. Under **Lyris EmailAdvisor Service**, choose the tests you want.
4. Confirm that the email address in the **Reports Sent To** box is the one you want.
5. To continue creating your mailing, click **Message** or one of the other tabs. When you are finished, click **Save**.
6. Click **OK**.
7. Send your message.
8. Check EmailAdvisor's reports.

Note

ISPs may change how they filter your mail as you send out your campaign, so delivery from a test run is not a guarantee of delivery when sending out the actual campaign. If the audit addresses are distributed evenly throughout your list, Deliverability Monitor can show success rates at the beginning, middle and end of your send.

Allowed Sender

To audit a message with EmailAdvisor, it must come from an address or domain that has been registered with us as an Allowed Sender. The Allowed Sender address or domain must be in every message you want to audit with EmailAdvisor; otherwise, EmailAdvisor will ignore the message.

To Register an Allowed Sender Address

Contact EmailAdvisor support to register an email address or domain as an Allowed Sender.

Seed Addresses

Seed addresses are special email addresses EmailAdvisor monitors so it can report its results to you. Many of these addresses, such as those used for Delivery Monitor and Content Analyzer, are actual email addresses at the ISPs or services being monitored. Others are trigger addresses that are unique for your organization. When you use EmailAdvisor from within ListManager, the seed addresses work "behind the scenes"; you do not see them while you are creating messages and choosing audits.

Different seed addresses trigger different audits. You may not wish to perform all EmailAdvisor audits at the same time for every email you send. For example, you may want to use Inbox Snapshot when testing your content, and wait to use Delivery Monitor for the actual send to your list.

The addresses for the Blacklist Monitor and Inbox Capture will remain the same. However, the addresses for Delivery Monitor and Compatibility Analysis may change, because these are seed email addresses at different email providers.

Determining Your Charges

Your EmailAdvisor contract specifies the number of audits included in the package for a monthly fee. An overage fee is assessed if more audits are used than allotted in the package. Unused audits do not roll over to the next month.

An audit consists of one available report (Black List Monitor, Delivery Monitor, Inbox Snapshot or Content Analyzer). The report that is utilized the most determines your monthly charges.

Please note that Content Analyzer is a free report.

Example:

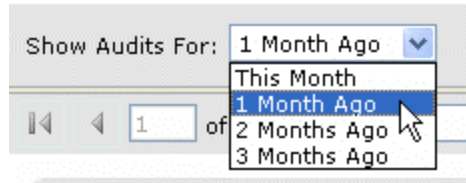
| Audit Types | Usage |
|---------------------------------|-----------|
| Blacklist Monitor | 6 |
| Delivery Monitor | 10 |
| Inbox Snapshot | 6 |
| Content Analyzer (unlimited) | 30 |
| Total Audits | 10 |
| Total Billable Audits: | 10 |

Finding and Viewing Reports

When viewing reports, you can use the View Reports bar to change the view and find different reports.

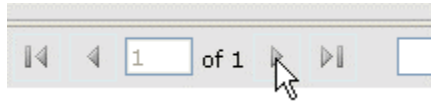
To view audits from a different month

Click the **Show Audits For** box, and then select the month you want.



To move to a different page of audits

On the Navigation Toolbar, click the appropriate button. The buttons, from left to right, are: First Page, Previous Page, Next Page, and Last Page.



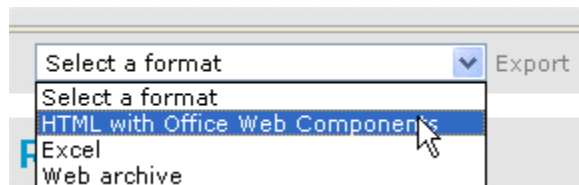
To find a report

1. In the box to the left of **Find**, type a word or phrase to search for.
2. Click **Find**.
3. To find the next instance of the word or phrase, click **Next**.

To export your report to another format

1. Click the box to the left of **Export**, and then select the format you want. The choices are:

- HTML with Office Web Components*
- Excel*
- Web Archive*
- Acrobat (PDF) Format*
- TIFF File*
- CSV (Comma Delimited)*
- XML with Report Data*



2. Click **Export**.
3. Click **Open** or **Save**.

If you choose **HTML with Office Web Components**, you do not have to open or save; the report appears in a new window.

To refresh the report

Click the Refresh Report button.



To print the report

Click the Print Report button.



Delivery Monitor Summary Report

Delivery Monitor checks if the message has been received at more than forty ISPs and email providers, and if so, whether it reached the main mailbox or the bulk folder. It can also show if there have been changes in deliverability during the course of your campaign.

The Delivery Summary Report shows an overview of deliverability results for your mailings.

Date of Audit (EST)

The date the message was audited.

Inbox

The percentage of messages received in the inbox.

Undeliv

The percentage of messages not received at all.

Bulk

The percentage of messages received and filtered in the bulk folder.

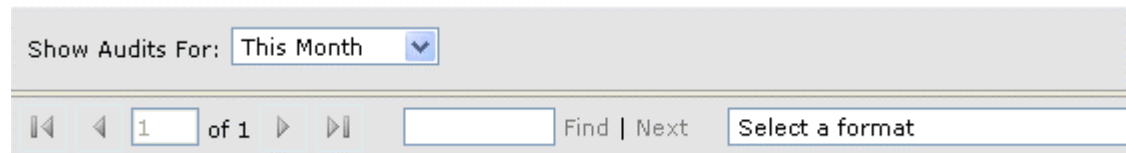
Subject

The subject of the message audited. Click on the subject to see the [Delivery Monitor Detail](#) for this message.

From Address

The address in this message's From: header.

You can use the View Reports bar to [find and view reports](#).



Delivery Monitor Detail

This report shows detailed deliverability information for a particular message. It shows which ISPs accepted or rejected the message, and if accepted whether it was received in the inbox or bulk folder.

[Audit Chart](#)

[Audit Information](#)

[Delivery Details](#)

Audit Chart

This pie chart summarizes the delivery results.

% Deliverability

This percentage of messages was delivered successfully to the inbox.

***n* Delivered to Inbox (%)**

This number of messages was delivered successfully to the inbox.

***n* Have Not Arrived (%)**

This number of messages have not yet arrived.

***n* Are Bulk, Junk, or Spam (%)**

This number of messages have arrived, but have been filtered to a bulk, junk, or spam folder.

Audit Information**From Address**

The From: address of the message.

Subject

The subject of the message.

Date Sent

The date the send was started, Eastern Standard Time.

Time Sent

The time the send was started, Eastern Standard Time.

Seeds

The seed addresses this message was sent to.

Message ID

The message ID of this message.

View Message in Browser

Click to view the message audited in a new browser window.

Delivery Details**Delivery Results Icon**

The icon indicates the delivery results for this message:



Received and not considered spam



Received and considered spam



Not received within average response time





Not yet received



Newly added ISP

ISP

The name of the ISP or email provider. Click  to expand the view and see the results for each seed at this ISP; click  to hide them.

Seed

The message seeds for the ISP.

Location

Where the message was delivered to; the inbox, or a bulk mail folder.

Headers

When available, allows you to view all of the message headers as received by the ISP.

Location Arrival Time (EST)

The date and time the message was received at this seed address, Eastern Standard Time.

Time to Domain

The length of time it took for the message to be received by the ISP. In some cases, there may be a delay between receipt by the domain and delivery to the inbox.






Time to Location

The length of time it took for the message to be delivered to its final destination (inbox or bulk folder), in hours:minutes:seconds format.

ISP Status at Time of Send

The ISP Status displays for email delays at major US and European Internet service providers at the time you are sending, allowing you to compare your results with the sending conditions at the time you were sending.

The report displays the name of the ISP, the average length of time it took between the sending of a message and its receipt, and an icon indicating the status:

-  No delays
-  Slight delays (10+ minutes)
-  Moderate delays (30+ minutes)
-  Excessive delays (50+ minutes)
-  Severe delays (2+ hours)




Content Analyzer Summary

Content Analyzer tests your message against thirty spam filters, and shows you what elements of your message make it prone to be filtered as spam.

The Content Analyzer Summary page displays recently audited messages and their spam scores.

Content Analyzer Results Icon

The icon indicates the spam score for this message:

-  Not considered spam
-  Considered questionable
-  Considered spam

Date of Audit

The date the message was audited.

Content Score

The spam score assigned to this message. Higher numbers indicate a higher likelihood of being considered spam.

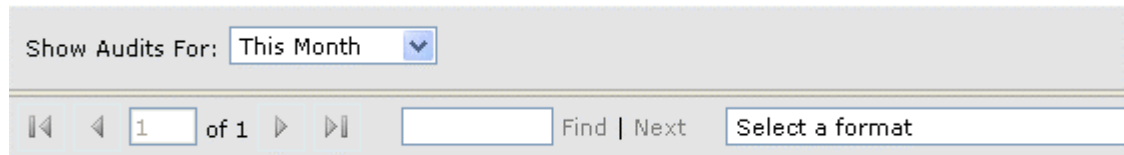
Subject

The subject of the message audited. Click on the subject to see the [Content Analyzer Detail](#) for this message.

From Address

The address in this message's From: header.

You can use the View Reports bar to [find and view reports](#).



Content Analyzer Detail

The Content Analysis helps you identify what elements of your message may cause it to be flagged as spam.

Audit Information**From Address**

The From: address of the message.

Subject

The subject of the message.

Date Sent

The date the send was started, Eastern Standard Time.

Time Sent (EST)

The time the send was started, Eastern Standard Time.

Seed Version

The seed this message was sent to.

Message ID

The message ID of this message.

Content Risk Assessment Score

The likelihood that this message will be filtered as spam. A score of five or higher is generally considered to be spam, but what is considered spam varies by ISP or recipient.

View Message in Browser

Click to view the message audited in a new browser window.

EmailAdvisor Content Risk Analysis

The Risk Analysis breaks down what in the message is most likely to cause the message to be filtered as spam.

Score

The number of points assigned due to this problem.

Significance

What percentage of points are due to this problem.

Region

Where in the message the problem occurs.

Trigger Description

A description of what is causing the spam points to be assigned.

Recommendation

Advice on how to resolve the problem.

Spam Filters

EmailAdvisor analyzes your message against three types of spam filters:

Client Spam Filter Results

These filters are installed on recipients' computers, and they filter mail before the mail is received by the recipients' email client.


Server Spam Filter Results

These filters are installed on a server that filters mail before the mail is downloaded by recipients.

ISP Spam Filter Results

These filters are run by Internet service providers and filter mail before it is downloaded by recipients.

Filter

The spam filter used for this test. Click  to expand the view and see details; click  to hide them.

Setting

The optional setting used when testing your message. Some spam filters have settings that determine how strict they should be in filtering spam.

Result

An icon and score (when available) indicating whether the message was considered spam by this filter. The options are:



Considered valid (not spam)

Considered spam



Results not in

Headers

When available, allows you to view all of the message headers as received by the filter or ISP.

Description

Any details provided by the spam filtering software. Note that many anti-spam programs do not provide reasons why a message has been flagged or rejected as spam.

Inbox Snapshot Summary

Inbox Snapshot captures what your message looks like in more than 52 email clients. It shows you what the message looks like both in the preview and main message panes, with and without images. Inbox Snapshot also includes a spell check, HTML validator and link validator to ensure that your message looks right.

The Inbox Snapshot Summary displays recently audited messages and the number of issues found.

Date of Audit

The date the message was audited.

Content Issues

The number of issues for this message (e.g., possible spelling errors).

Rejected Previews

The number of rejected issues you have registered for this message while reviewing the Inbox Preview for the message.

Subject

The subject of the message audited. Click on the subject to see the [Inbox Snapshot Detail](#) for this message.

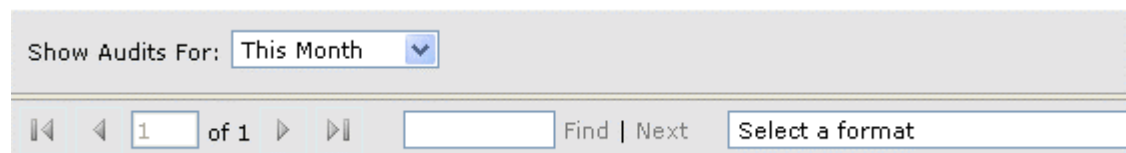
From Address

The address in this message's From: header.

Inbox Preview

Click to see the [Inbox Preview](#) for this message.

You can use the View Reports bar to [find and view reports](#).



Inbox Snapshot Detail

Audit Information

From Address

The From: address of the message.

Subject

The subject of the message.

Date Sent

The date the send was started, Eastern Standard Time.

Time Sent (EST)

The time the send was started, Eastern Standard Time.

Message Size

The total size of the message, in bytes. Note that the size includes header and encoding information that may not be visible in an email client.

Snapshot Issues

A list of the issues this message has.

Inbox Preview Issues

The number of issues found when reviewing the Inbox Previews.

Possible HTML Issues

The number of potential HTML code problems. Problems with the HTML code may cause the message to render incorrectly in some email clients, or to be filtered as spam.

Possible Spelling Issues

The number of spelling errors found by the Spelling Check.

Link Issues

The number of dead links found.

Total Snapshot Issues

The total number of issues found for this message.

Inbox Preview Report

Click to be taken to the [Inbox Preview](#) for this message, where you will be able to view the message in various email clients and be able to accept or reject them.



View Raw Message

Click to see what the message looks like as sent. This view will show all the code, including message headers and boundaries.

View Message in Browser

Click to view the message in your web browser. Keep in mind that the message may look very different when viewed in email clients.

Inbox Preview Report

The Inbox Preview Report displays a summary of the [Inbox Previews](#) viewed, accepted or rejected. Click  to expand the view and see all results; click  to hide them.

Status Icon

A colored icon indicating the status for each view. The possible statuses are:



Ready, but not viewed



Viewed

Accepted

Rejected

Inbox Previews error

Client

The name of the email client (e.g., Outlook). Click  to expand the view and see results for all possible views; click  to hide them.

Status

Displays the status you assigned on the [Inbox Preview](#) page.



Last Modified

The date on which you last modified the status.

Comment

Any comment about this view. Comments may be added when rejecting a proof in [Inbox Preview](#).

Link Validation

Inbox Snapshot checks all the URLs in your message to ensure they are valid and working correctly. Click  to expand the view and see all results; click  to hide them.

Link

The URL tested for its validity.

Note: This only appears when there are links in the message.

Status

The validity of this URL. The statuses are:

OK

Not Found

Type

The type of link: image/gif, text/html or unknown.

Size

The size in bytes of the download link.

Description

A description of the problem found with the link.

HTML Validation

The HTML Validator report analyzes the HTML content of the message and advises of any problems with the HTML. Some email providers filter messages that contain HTML errors. Click to expand the view and see all results; click to hide them.

Line(s)

The line number(s) where the potential problem was detected.

Issue

Any HTML code that may cause problems for some recipients; for example, Internet Explorer features that will not render properly in Netscape. The message is tested against the HTML 1.1 specification.

Spelling Check

This report shows suspected misspelled words and suggests corrected spellings. Note that the spell check results will not identify words that are spelled correctly but are incorrect grammatically. Click to expand the view and see all results; click to hide them.

Misspelled Word

The word identified as misspelled.

Location

Where in the message the word was found (subject or body).

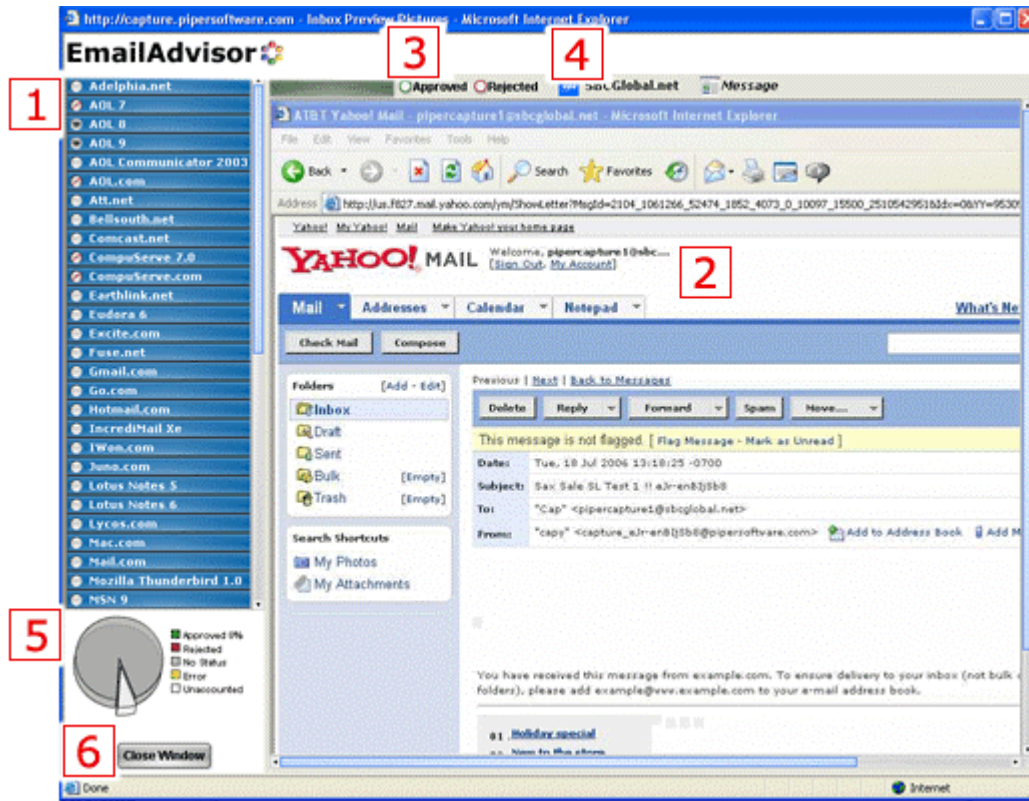
Suggestions

Suggested corrected spellings for the misspelled word.

Note: Foreign languages are not supported.




Inbox Preview

Inbox Preview displays a screenshot of your message in nearly forty email clients. You may approve or reject each proof, and add comments which you may then review in the [Inbox Snapshot Detail](#).



1. Selects which email client to view the message in. Some clients (e.g., Outlook) may have several views.

The color indicator icon for each client shows whether the view for that client is available, and whether it has been viewed.

-  Not viewed
-  Viewed
-  Image not available

When viewing a message, you can select an icon to approve or reject the proof, or to report an Inbox Previews error in rendering the message for that client.



- Approved
- Rejected
- Inbox Previews error

In the case of a rejection or error, you may add optional comments about the problem. The status you assign, along with any comments, will be visible in the Inbox Snapshot Summary.

2. A screenshot of the message rendered in the client selected. Depending on the size of the image, you may be able to scroll to see more of the message.
3. Select whether to approve or reject the proof. After assigning a status, the next proof will be automatically loaded for your review.
4. Displays the email client, and the view. Some clients may have several views--e.g., a preview, or a view without images displayed.
5. A piechart of the review results thus far.
6. Closes the window.

Blacklist Monitor Summary

Blacklist Monitor analyzes all of the domains and IP addresses in your message, including those in URLs included in the content of the message. It then checks more than 300 Internet blacklists to see if any of them are listed. If they are, some ISPs may block your message.

The columns in the report tell you the following:

Status Icon

A colored icon indicating whether any IP addresses are blacklisted. The possible statuses are:



- No IP addresses blacklisted
- One or more IP addresses blacklisted

Date of Audit (EST)

The date the message was audited, Eastern Standard Time.

Blacklists

The number of blacklisted items in the message. If an IP address is found on multiple blacklists, this number shows each blacklist for the IP address.

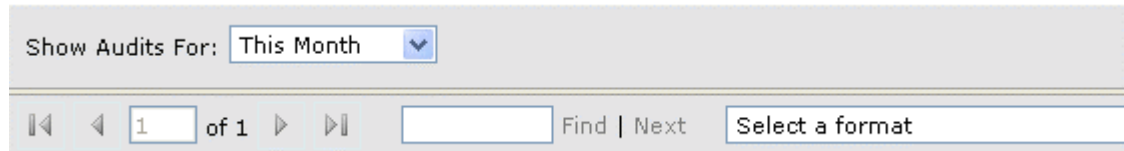
Subject

The subject of the message audited. Click on the subject to see the [Blacklist Monitor Detail](#) for this message.

From Address

The address in this message's From: header.

You can use the View Reports bar to [find and view reports](#).



Blacklist Monitor Detail

Audit Information

From Address

The From: address of the message.

Subject

The subject of the message.

Date Sent

The date the send was started, Eastern Standard Time.

Time Sent (EST)

The time the send was started, Eastern Standard Time.



Blacklisted Items

The total number of blacklists hit. Every domain in the message is resolved to its TCP/IP address, and then tested against hundreds of blacklists. The same IP address may be blacklisted on several blacklists, or different IP addresses in the same message may trigger the same blacklists.

Blacklist Occurrences by Domain

This section displays which blacklists were triggered by domains or IP addresses in your message.

Domain Name

The domain of the link that is blacklisted (e.g., example.com). Click  to expand the view and see details about the blacklist; click  to hide them.

IP Address

The IP address that is blacklisted (e.g., 192.168.0.1).

Blacklist Name

The name of the blacklist the domain or IP address was found on. Click on the blacklist name to find out more information about the blacklist (if available) and how to remove your IP address from it. In some cases, there is no information

because the blacklist owner does not remove IP addresses.

FAQ

Click to view information about this blacklist.

Removal

Click to learn how to get your IP address removed from this blacklist.

Blacklist URL

The URL used to check this blacklist.

Information






Basic information about this blacklist.

ISP Status

ISP Status checks for email delays at North American and European Internet service providers, allowing you to see current mailing conditions. If there are significant delays, you may wish to postpone sending a message to particular domains or to your entire list.

Average Delivery Times

The report displays the name of the ISP, the average length of time it took between the sending of a message and its receipt, and an icon indicating the status:

-  No delays
-  Slight delays (10+ minutes)
-  Moderate delays (30+ minutes)
-  Excessive delays (50+ minutes)
-  Severe delays (2+ hours)

Troubleshooting

My Message Does Not Appear in Reports

- Make sure you are using the correct Allowed Sender email address in your message's From: field.

EmailAdvisor only "knows" a message is from you if the message uses an address or domain that has been registered as an Allowed Sender address.

If you are using a different From: address, please inform support so they may create another Allowed Sender address for your account.

- Make sure you are sending to the most recent audit addresses.

We are constantly updating the EmailAdvisor service to provide you with the most accurate information possible. To take full advantage of the service, you must update the audit addresses periodically in your email marketing system.

To learn if the audit addresses you are using are up to date, check the **Recent News** box on your **Company Dashboard**.

- If the message is blocked at an ISP, you will not be able to view the results in Inbox Preview.
- If you have forgotten your password, click **Forgot your Password?**. You will be prompted for your login name, and instructions on how to retrieve your password will be emailed to you.

If you continue to have problems, contact your account representative or go to:

<http://www.lyris.com/support/emailadvisor>

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