

ListManager Interface Changes 8.8 ->9.0

For users of Version 8.8, 8.9, or 8.95.

Contents

Contents.....	1
New Look and Feel.....	2
Improved Navigation.....	2
Home Page.....	3
Split Testing	4
Report Dashboard	5
Save Table Button	6

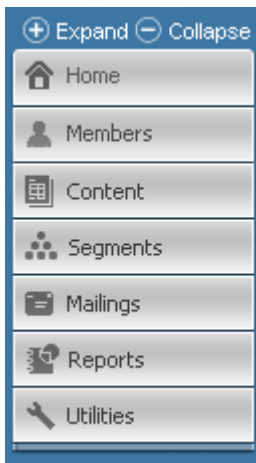
ListManager Interface Changes 8.8 ->9.0

New Look and Feel

The interface has been updated to a more contemporary design.

Improved Navigation

The new left Navigation Bar makes it faster and easier to move through the program. Prior to version 9, you were required to click tabs to navigate to the feature you wanted, causing the screen to refresh each time. With the Navigation Bar, you can click menus and submenus that take you directly to the feature you want without screen refreshes.



ListManager Interface Changes 8.8 ->9.0

Home Page

ListManager has a new homepage which contains information about recent mailings and links to commonly performed tasks.

The screenshot shows the LYRIS ListManager Home page. The interface includes a top navigation bar with the LYRIS logo and 'ListManager' text. On the right, it says 'Welcome admin | Logout' and 'List: saxophonists Language: English'. A left navigation bar contains links for Home, Members, Content, Segments, Mailings, Reports, and Utilities. A 'Shortcuts' section lists 'New List', 'Discussion Forum', 'List Settings Map', 'Site Map', and 'Help'. The main content area features a status message 'Mail sending is normal - there are no delayed or failed mailings', a 'Member Count' of 'Not yet available', and a 'New Mailing' button. Below this is a table of recent mailings with columns for Mailing Name, ID, Sender, Status, and Date Sent. A preview of an email titled 'Saxophones! special offer for regis' is shown, along with a statistics sidebar on the right listing metrics like Unsubscribes, Forwards, Referrals, Unique Opens, Total Clicks, Unique Clicks, Transactions, and Conversion. At the bottom, there are progress bars for 'Avg Mailings Delivered (75%)' and 'Delivered 0/1 (0%)'. The footer contains 'Lyris Technologies, Inc. | Email Marketing Software' and the slogan 'Take Control of Your Email Ma'.

Mailing Name	ID	Sender	Status	Date Sent
4/18/2006 5:23:22 PM	4	"admin" vinnie@lyris.com	Active	2006-04-18 18:23:09
4/18/2006 5:16:35 PM	3	"admin" vinnie@lyris.com	Completed	2006-04-18 17:19:12
4/18/2006 5:15:36 PM	2	"admin" vinnie@lyris.com	Completed	2006-04-18 17:16:31
4/18/2006 5:14:11 PM	1	"admin" vinnie@lyris.com	Completed	2006-04-18 17:15:24

Unsubscribes	0 (0%)
Forwards	0
Referrals	0
Unique Opens	0
Total Clicks	0
Unique Clicks	0 (0%)
Transactions	0
Conversion	0%

1. Login information.
2. Left Navigation Bar.
3. Mailing information.
4. New Mailing button.
5. Recent mailings.
6. Quick links.
7. Email content.

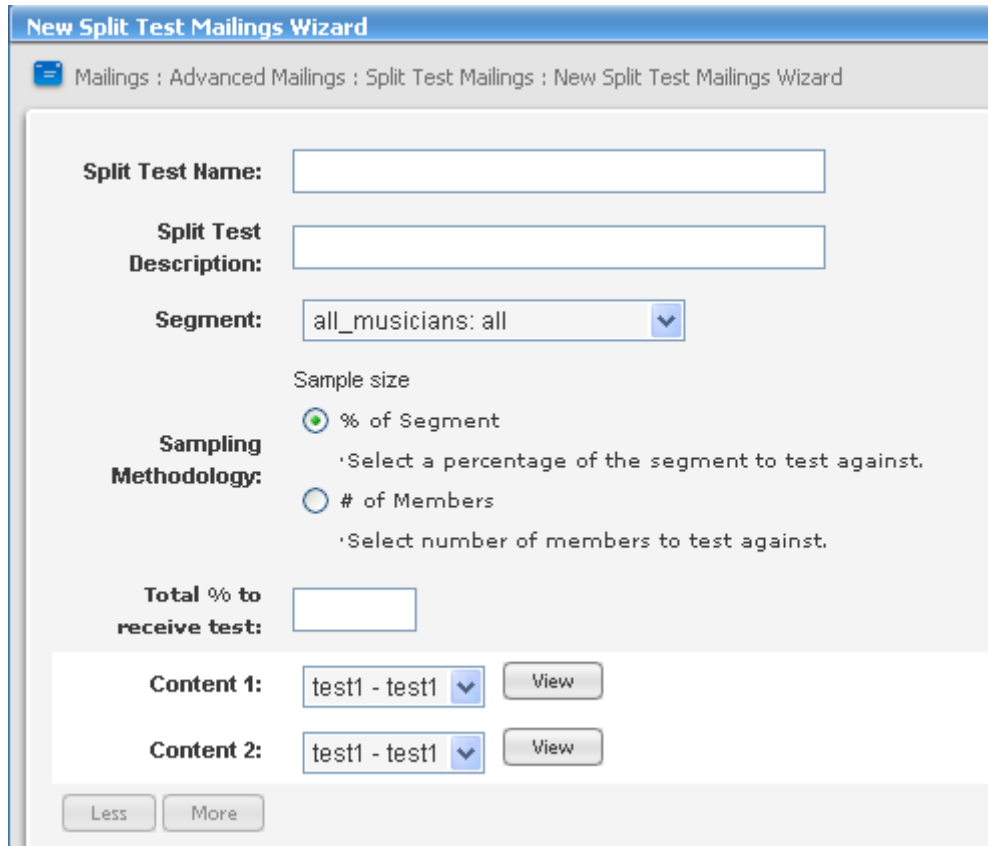
To learn more about the homepage, see the Getting Started guide:

http://www.lyris.com/help/lm_help/gettingstarted90/index.html

ListManager Interface Changes 8.8 ->9.0

Split Testing

ListManager now has improved split-testing capabilities, including randomly generated test segments, concurrent sending of test emails, comparative reporting, and wizard-driven functionality for creating and running your tests.



The screenshot shows the 'New Split Test Mailings Wizard' interface. At the top, there is a blue header with the title 'New Split Test Mailings Wizard'. Below the header, a breadcrumb trail reads 'Mailings : Advanced Mailings : Split Test Mailings : New Split Test Mailings Wizard'. The main form area contains several fields and options:

- Split Test Name:** A text input field.
- Split Test Description:** A text input field.
- Segment:** A dropdown menu currently showing 'all_musicians: all'.
- Sampling Methodology:** A section with the heading 'Sample size' and two radio button options:
 - % of Segment: Select a percentage of the segment to test against.
 - # of Members: Select number of members to test against.
- Total % to receive test:** A text input field.
- Content 1:** A dropdown menu showing 'test1 - test1' and a 'View' button.
- Content 2:** A dropdown menu showing 'test1 - test1' and a 'View' button.

At the bottom of the form, there are two buttons: 'Less' and 'More'.

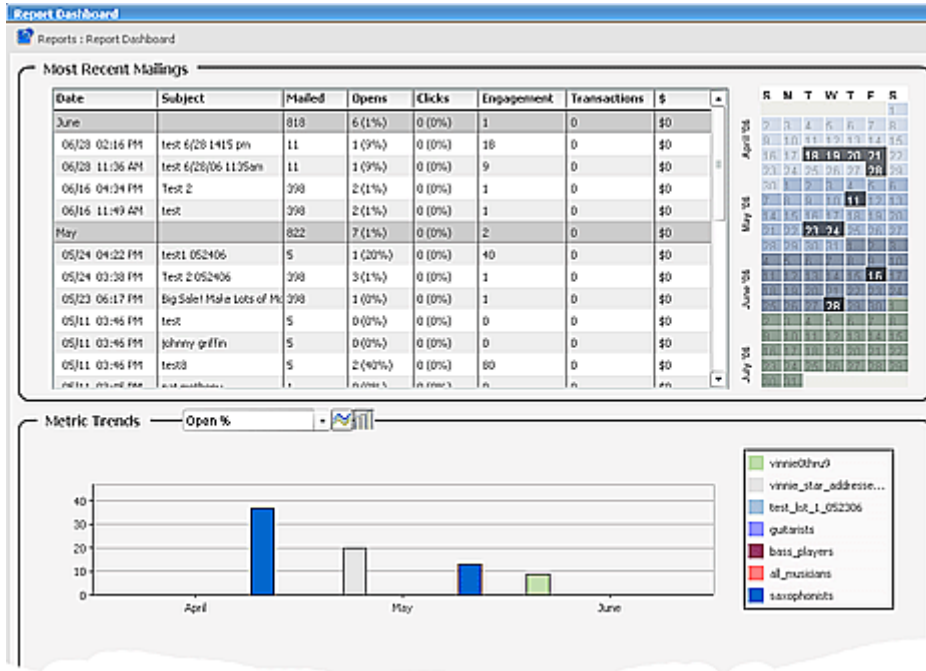
To work with Split Tests

1. In the left Navigation Bar, click **Mailings**, point to **Advanced Mailings**, and then click **Split Test Mailings**.
2. Click **Split Test Mailings Wizard** or **Split Test Results**.

ListManager Interface Changes 8.8 ->9.0

Report Dashboard

The Report Dashboard gives you an overview of your most recent mailings: resulting metric trends, the "health" of your membership (percent that opened your email, clickthrough percentage, how many new members, how many unsubscribes, etc.), which mailings generated the most purchases, and server and ISP performance.



To view the Report Dashboard

In the left Navigation Bar, click **Reports**, and then click **Report Dashboard**.

ListManager Interface Changes 8.8 -> 9.0

Save Table Button

The Save Table button has changed.

Old button:



New button:



The Save Table button, when available, is located in the upper right section of the screen between the Search button and the Help button:

