Dada MAIL

BETA

Manual

v9.0.0 Edition

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A Gentle Introduction To Dada Mail

In the 14 years it has been in development, Dada Mail has grown from a very simple CGI script to a very large and sophisticated web-based application.

What is Dada Mail?

In essence, Dada Mail does two very important things:

- Dada Mail allows a visitor to your site to subscribe to a mailing list.
- Dada Mail allows you to send a mass mailing to your mailing list.

Without these two things, Dada Mail wouldn't be Dada Mail!

A Tour of Dada Mail

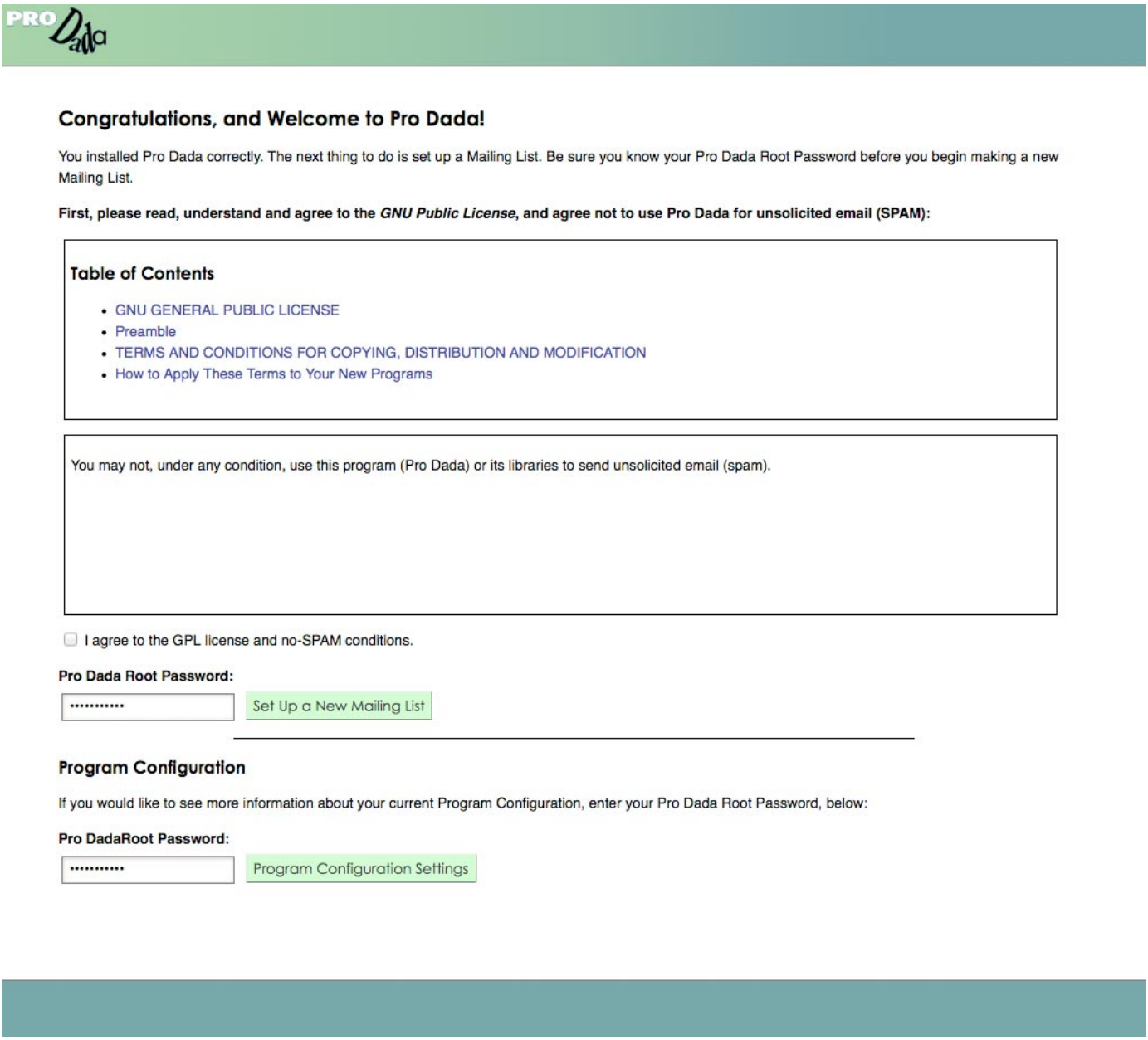
Dada Mail's web-based environment can be divided into two different sections.

The first section are **User Screens**. Everything that's publically accessible in Dada Mail is basically a **User Screen**.

The other section of Dada Mail is the **List Control Panel**. This is where you administrate your Dada Mail mailing lists. This includes: adding/removing subscribers, changing the preferences of your mailing list and sending out mass mailings.

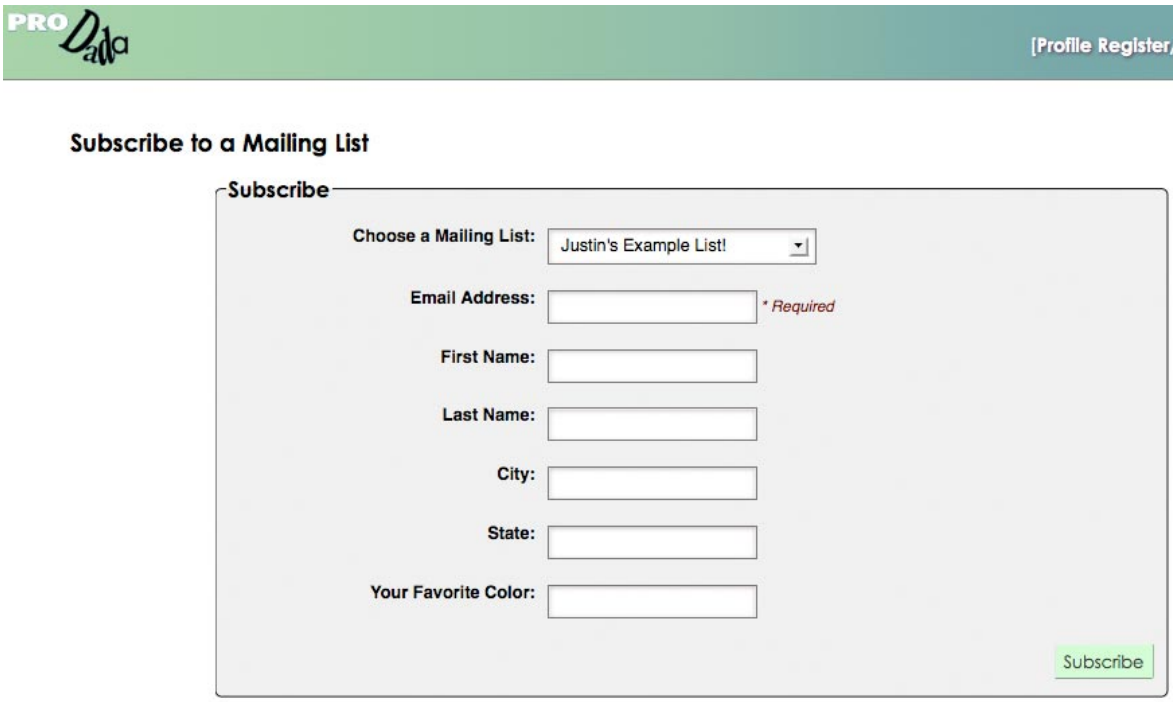
Default Screen

The **Default Screen** is what you see when you first encounter Dada Mail. If you haven't set up a mailing list yet, you'll first see a, *Congratulations* message, with a form to enter the **Dada Mail Root Password**, to create your first Dada Mail mailing list.



The Default Dada Mail Screen, with the, "Congratulations" Message

If you've already created a mailing list, the Default Screen will have a subscription form for all the current mailing lists, as well as a listing of each mailing list, with their descriptions.



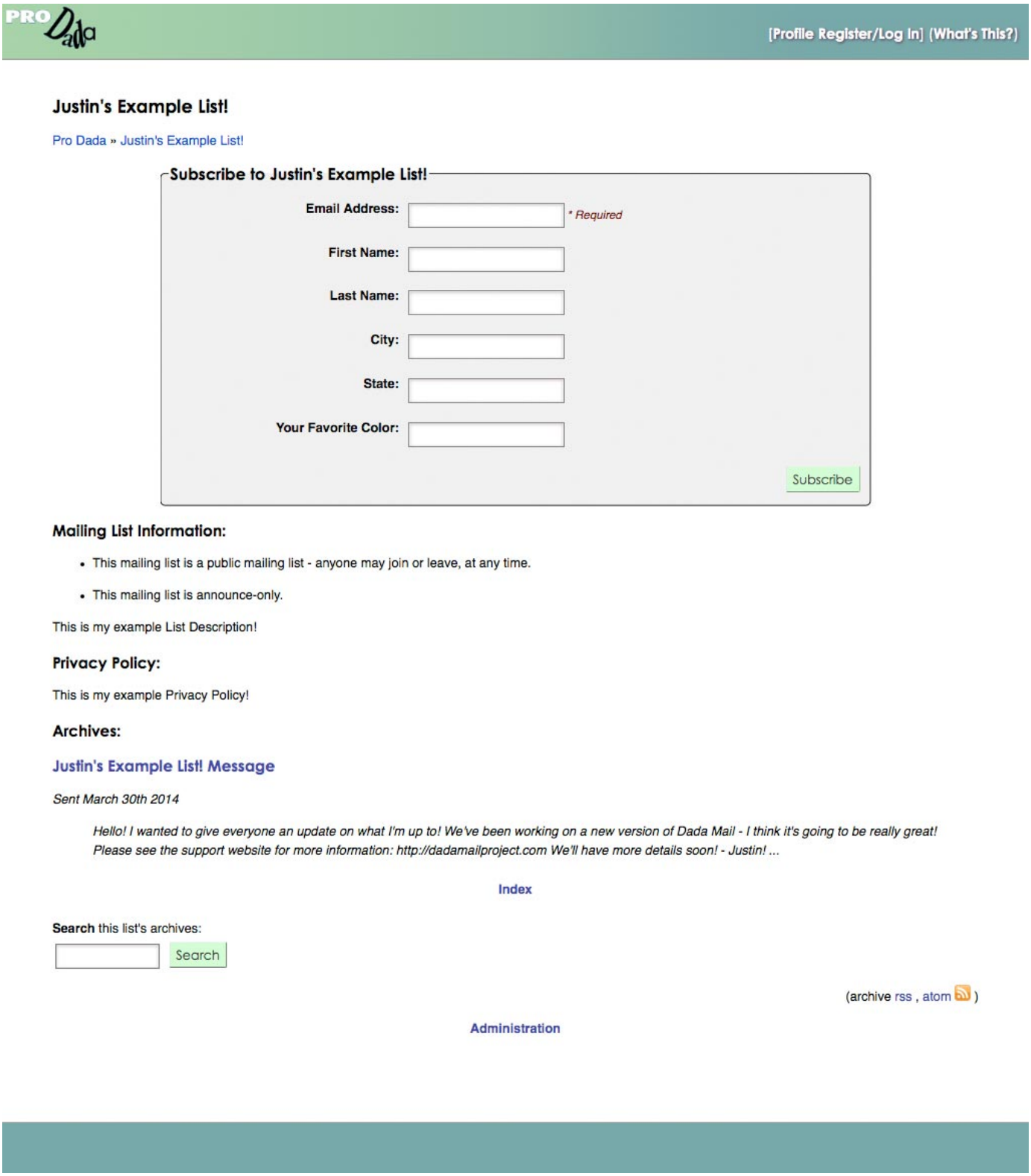
The Default Dada Mail Screen,

Each listing will also have a link to the **List Screen**.

The List Screen

The List Screen is akin to the home page for your Mailing List. It'll have the description of your Mailing List, its Privacy Policy and more information.

This screen should also have a listing of any archived messages available to view, as well as a link to view all the archived messages that are available.

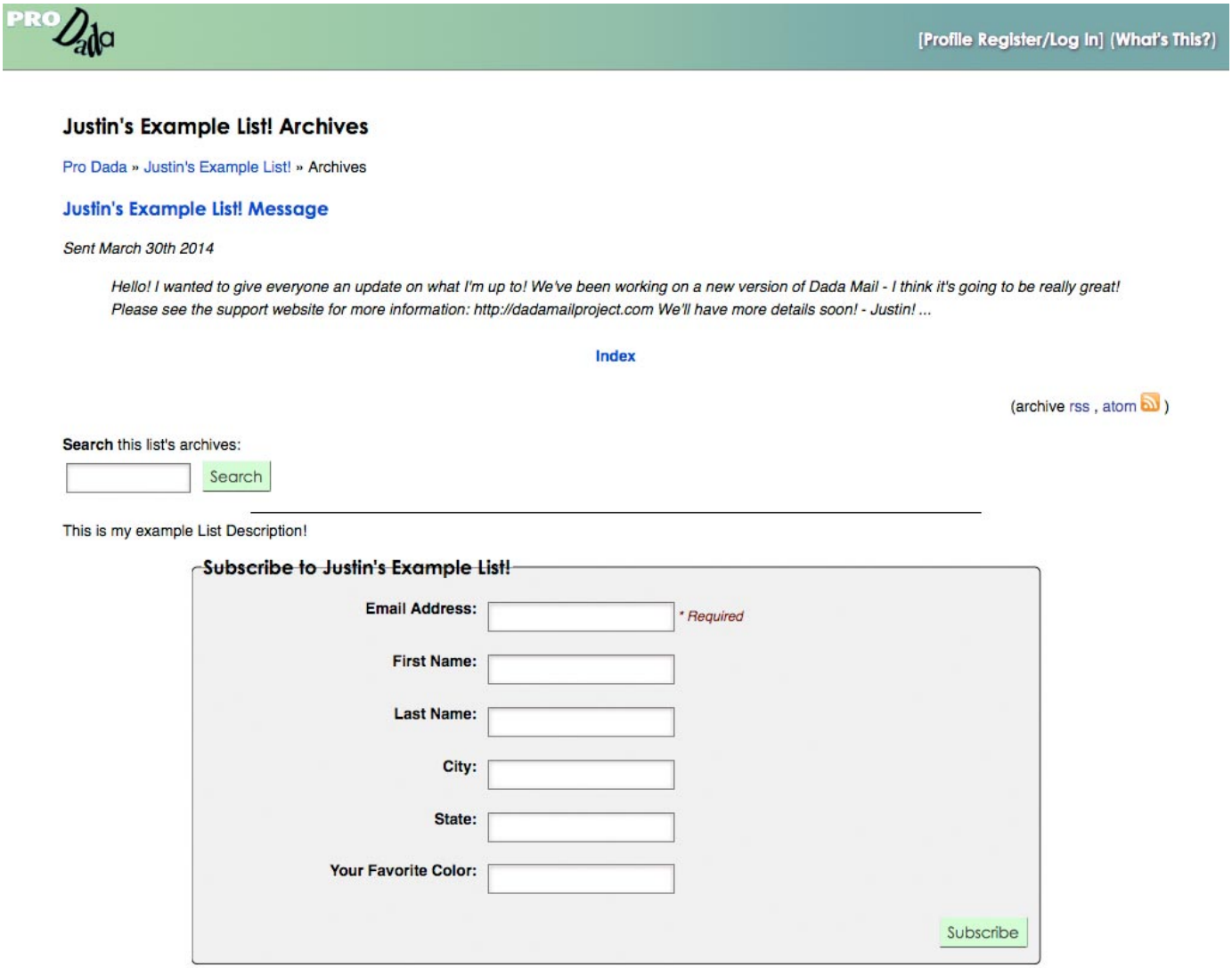


The List Screen

The Mailing List Archives Screen

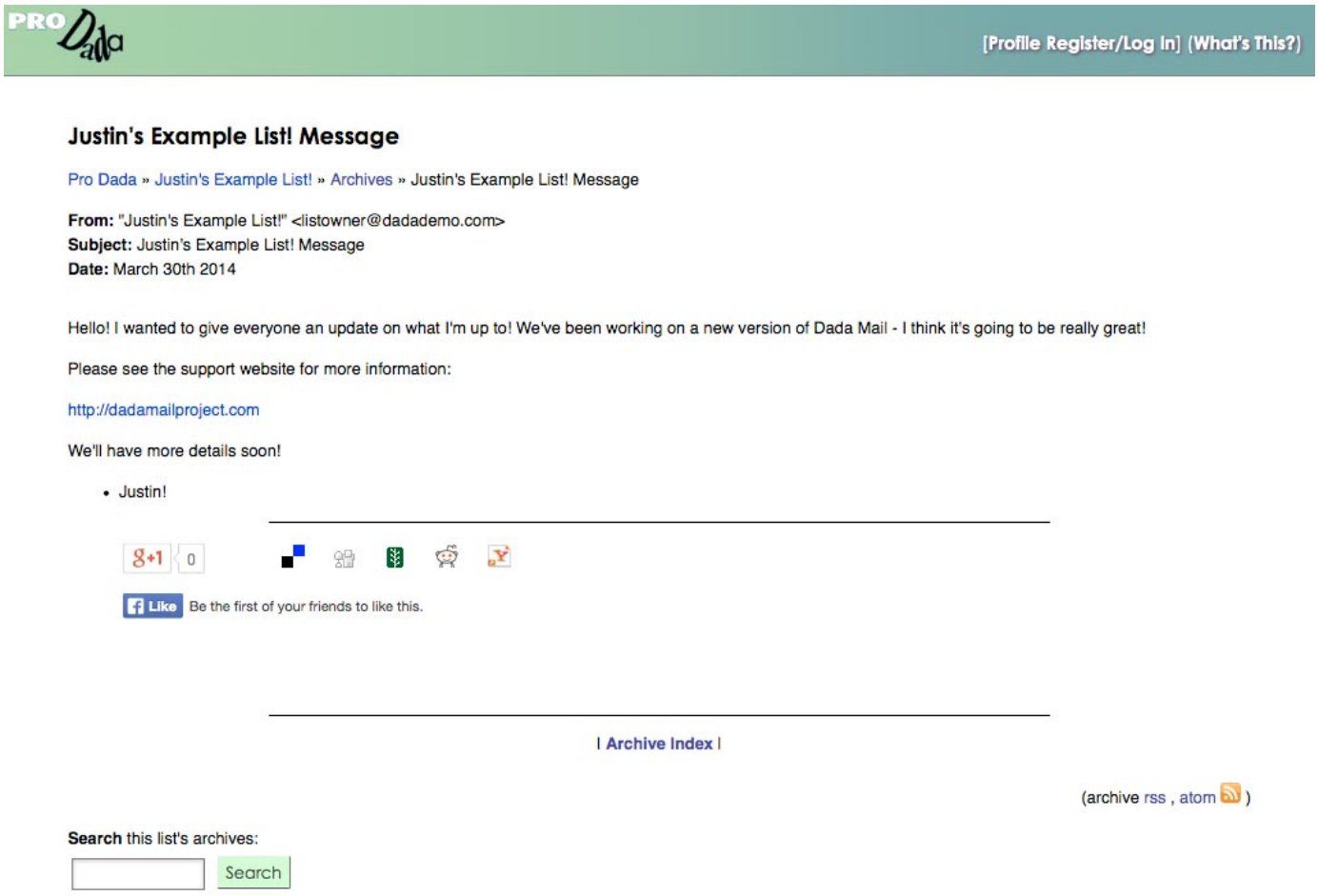
The Mailing List Archives Screen shows all the archived messages available.

Messages are archived from past mailings and are viewable from within Dada Mail.



The List Archives Screen

Individual archived messages will have their own screen, with a search form, to search through the mailing list's archived messages and a Dada Mail Subscription Form, so your users can send each other copies of the archived messages.



An Individual Archive Screen

Dada Mail Profiles

Dada Mail Profiles gives a user one place to manage their own Dada Mail subscriptions.

Subscribers with Profiles will be able to View their subscriptions, unsubscribe from individual Mailing Lists and update the email address used for their subscriptions.

PRO Dada

Profile

[Logout]

Hello, me@justinsimoni.com!

Profile Fields

First Name: Justin

Last Name: J

City: Denver

State: CO

Your Favorite Color: red

Update Information

Your Mailing List Subscriptions

Justin's Example List!

This is my example List Description!

- Public Mailing List
- Announce-only list.
- View Archives
- Unsubscribe from Justin's Example List!

Update Your Profile Email Address

The Profile Email Address and Subscriptions using your current email address (me@justinsimoni.com) will be replaced with this new email address, where it's allowed:

Your New Profile Email Address:

Confirm and Update Your New Profile Email Address

Change Your Profile Password

New Password: ••••••••••

New Password Again:

Change Password

Delete This Profile

Deleting your profile will remove all your profile information, but all your subscriptions to subscribed mailing lists will remain.

Delete Your Profile

An Individual User's Profile

See Also

The Dada Mail Support Docs on *Profiles*.

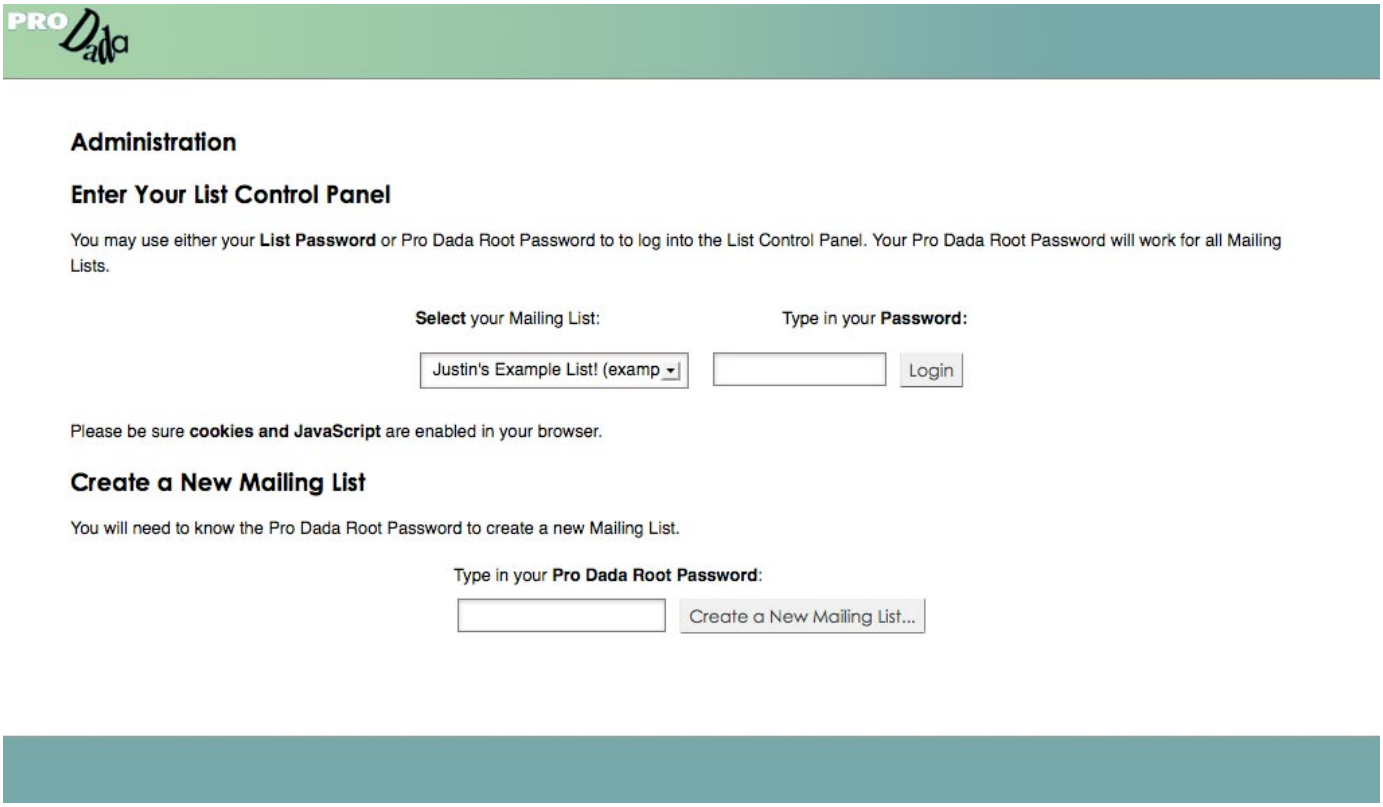
Administration

On the Default Screen, there's a link labeled, *Administration* on the very bottom. If you follow this link, you'll go to the Administration Screen, which will allow you to log into lists you've already have created and allow you to create a new mailing list.

This is the gateway between the **User Screens** and the **List Control Panel**.

When you log into a mailing list that's already created, you do have the option of logging in using the **List Password**, which is set during mailing list creation, or the **Dada Mail Root Password**, which is set during installation of Dada Mail itself.

The Dada Mail Root Password will allow you to log into any mailing list you'd like and may give you special, "*Super User*" abilities.



The Administration Screen

The List Control Panel

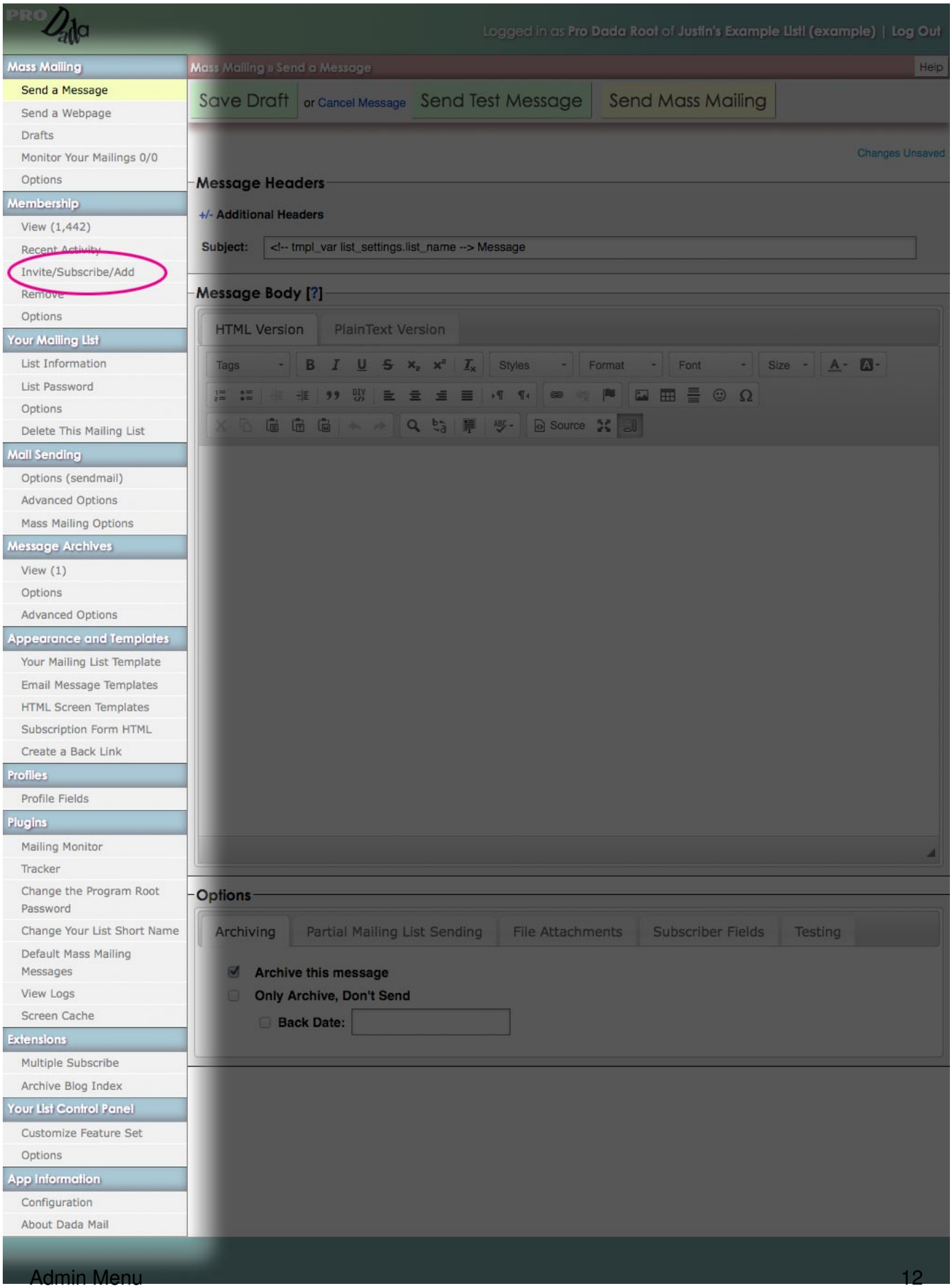
The **List Control Panel** has a great number of screens that allow you to interact with your mailing list. Not only can you send out a mass mailing, you can also set preferences for your mailing list, as well as add/remove subscribers.

Each separate mailing list will have different preferences associated with it, each mailing list is fairly separate from each other Mailing List.

Admin Menu

The various screens can be accessed from the list control panel menu.

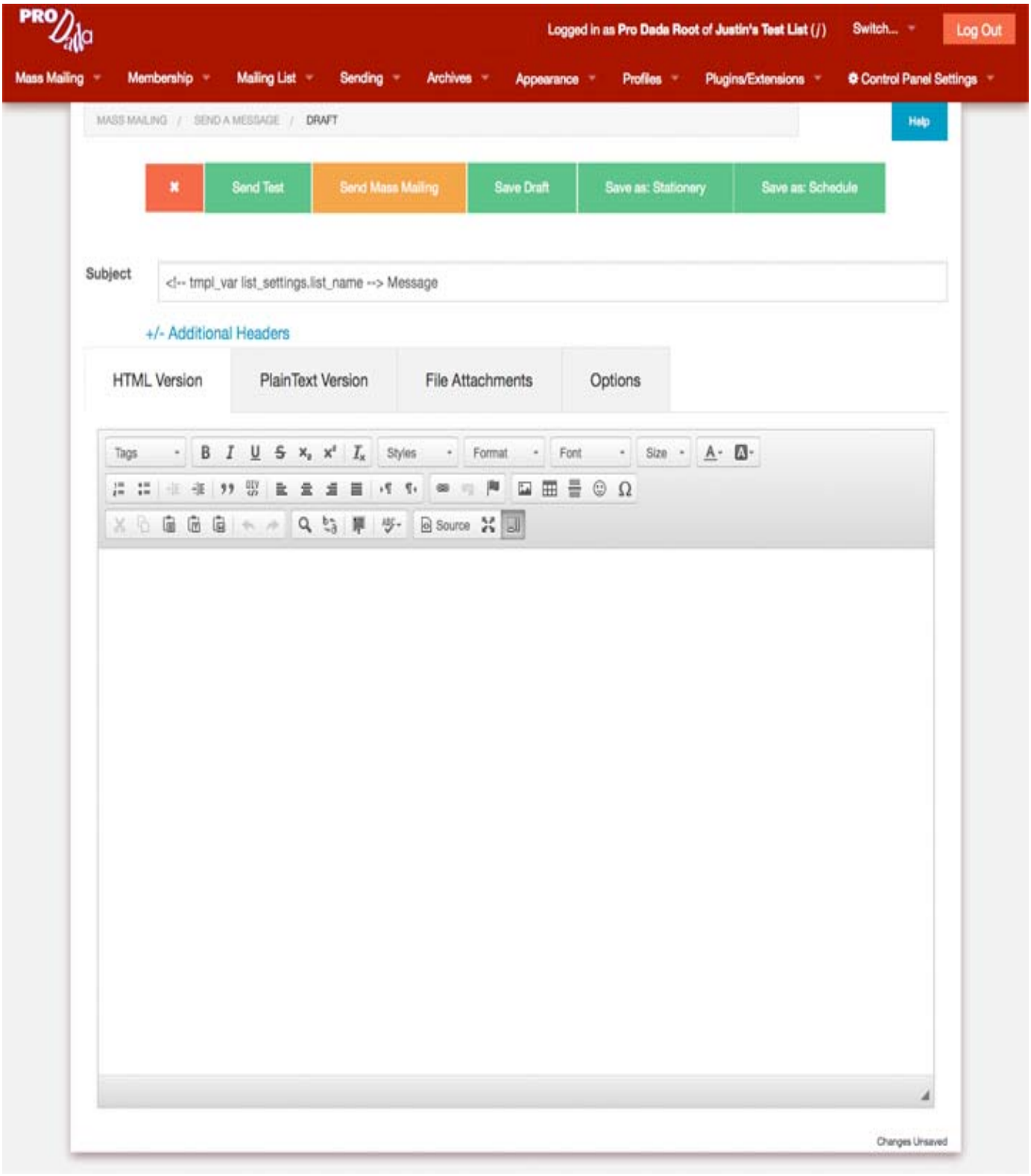
We'll routinely give directions on how to access certain administration screens, by giving the Header and Subheading on where they're located. For example, **Memnbership - Invite/Subscribe/Add** would be located at:


Logged in as Pro Dada Root of Justin's Example List! (example) | Log Out
Mass Mailing
Send a Message
Send a Webpage
Drafts
Monitor Your Mailings 0/0
Options
Membership
View (1,442)
Recent Activity
Invite/Subscribe/Add
Remove
Options
Your Mailing List
List Information
List Password
Options
Delete This Mailing List
Mail Sending
Options (sendmail)
Advanced Options
Mass Mailing Options
Message Archives
View (1)
Options
Advanced Options
Appearance and Templates
Your Mailing List Template
Email Message Templates
HTML Screen Templates
Subscription Form HTML
Create a Back Link
Profiles
Profile Fields
Plugins
Mailing Monitor
Tracker
Change the Program Root Password
Change Your List Short Name
Default Mass Mailing Messages
View Logs
Screen Cache
Extensions
Multiple Subscribe
Archive Blog Index
Your List Control Panel
Customize Feature Set
Options
App Information
Configuration
About Dada Mail
Mass Mailing » Send a Message
Help
Save Draft
or Cancel Message
Send Test Message
Send Mass Mailing
Changes Unsaved
Message Headers
+/- Additional Headers
Subject:
<!-- tmpl_var list_settings.list_name --> Message
Message Body [?]
HTML Version
PlainText Version
Tags
Styles
Format
Font
Size
Source
Options
Archiving
Partial Mailing List Sending
File Attachments
Subscriber Fields
Testing
Archive this message
Only Archive, Don't Send
Back Date:

Finding the, "Membership -> Invite/Subscribe/Add" Screen

Sending a Mass Mailing

When you log into the List Control Panel, the first you'll see is the, *Send a Message* screen. This screen will allow you to send out a mass mailing to everyone that's subscribed on your mailing list.



The Send a Message Screen

Dada Mail can handle quite a few different message formats (PlainText, HTML, Both), attachments, custom headers, mailing list message templates and a whole lot more. You don't have to know about any of these to start though, just fill out the Subject of your message, write out the message itself and press, **Send Mass**

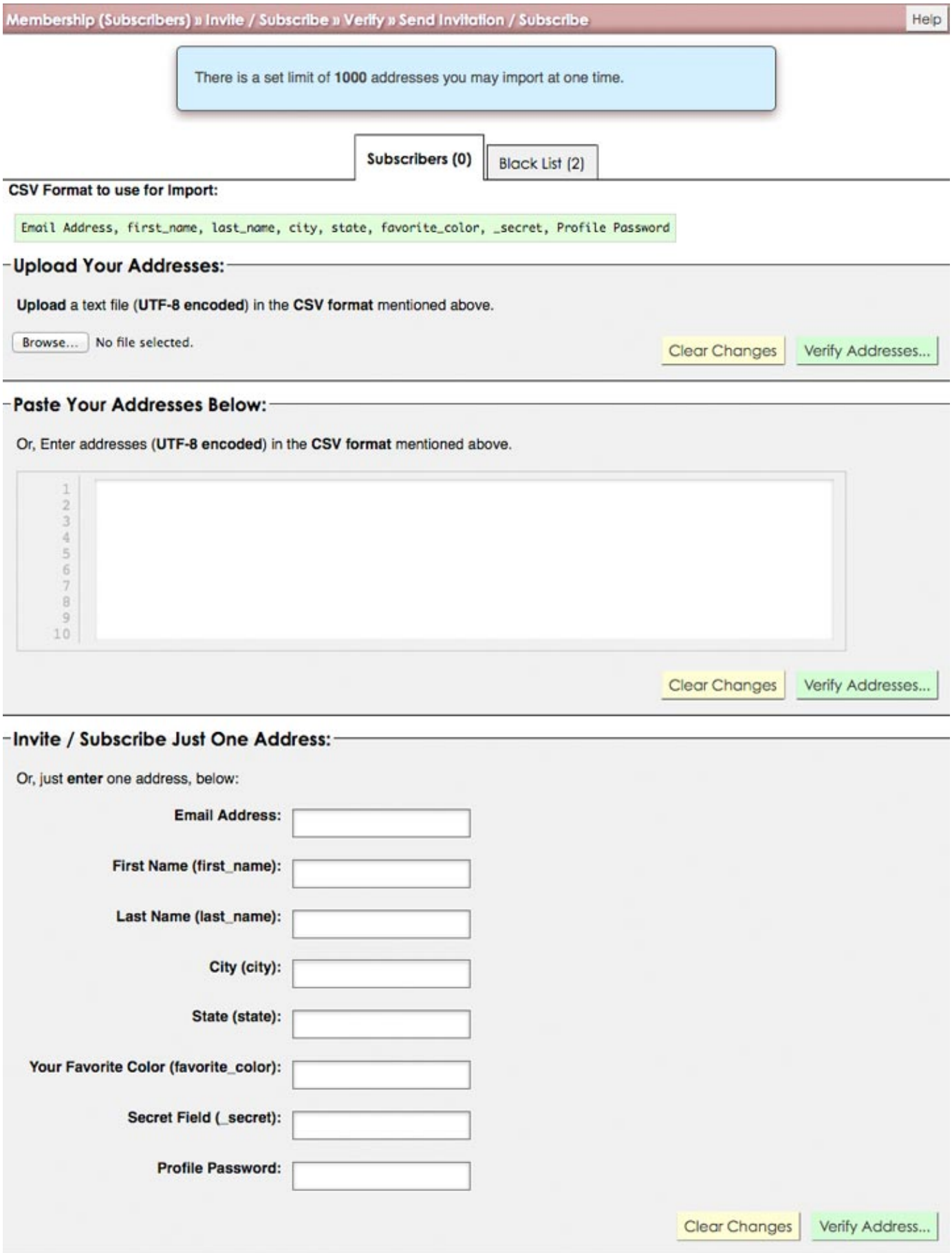
Mailing

See Also

(Try this!) The Chapter on the *Send a Message* screen.

Adding Subscribers in the List Control Panel

If you're importing a mailing list from another system, you can add subscribers en-mass in the List Control Panel's, **Memnbership - Invite/Subscribe/Add** screen.


Membership (Subscribers) » Invite / Subscribe » Verify » Send Invitation / Subscribe
Help
There is a set limit of 1000 addresses you may import at one time.
Subscribers (0)
Black List (2)
CSV Format to use for Import:
Email Address, first_name, last_name, city, state, favorite_color, _secret, Profile Password
Upload Your Addresses:
Upload a text file (UTF-8 encoded) in the CSV format mentioned above.
Browse...
No file selected.
Clear Changes
Verify Addresses...
Paste Your Addresses Below:
Or, Enter addresses (UTF-8 encoded) in the CSV format mentioned above.
1
2
3
4
5
6
7
8
9
10
Clear Changes
Verify Addresses...
Invite / Subscribe Just One Address:
Or, just enter one address, below:
Email Address:
First Name (first_name):
Last Name (last_name):
City (city):
State (state):
Your Favorite Color (favorite_color):
Secret Field (_secret):
Profile Password:
Clear Changes
Verify Address...

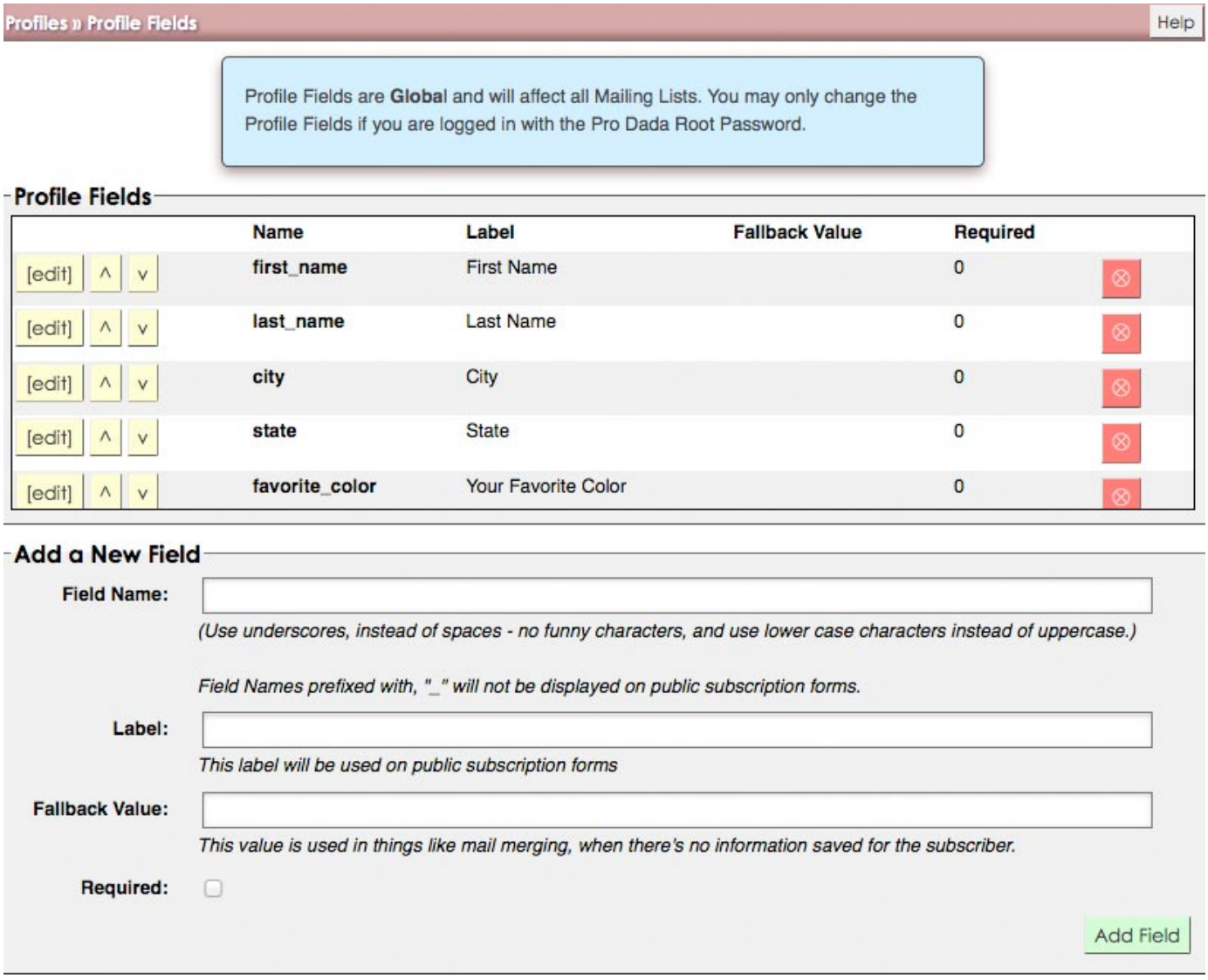
The Membership - Invite/Subscribe/Add Screen

See Also

The Chapter on the *Membership - Add* screen.

Profile Fields

Dada Mail Subscribers can also have Profile Fields associated with them, allowing you to store things like the name, of a subscriber, or anything else you'd like to capture. Profile Fields can also be set as being required.



Profile Fields

Dada Mail Subscription Forms

The Dada Mail Subscription Form is the HTML code that you'll need to put a subscription form on any page of your web site. It can be copied from the, *Appearance and Templates - Subscription Form HTML* screen.

Full Subscription Form

HTML

Copy the code in the text box and add it to any page on your site.

```
      <fieldset>
      <legend>
       Subscribe  to Justin's Example List!
      </legend>
  <input type="hidden" name="list" id="list" value="example" />

<p>
<label for="email" class="label_profile_fields" >
Email Address:
</label>

      <input type="email" name="email" id="email" value="" required /><span class="error">* Required</span>
```

Working Preview

Subscribe to Justin's Example List!

Email Address:		** Required*
First Name:		
Last Name:		
City:		
State:		
Your Favorite Color:		

Subscribe

Minimal Subscription Form

HTML

Copy the code in the text box and add it to any page on your site.

```
<form action="http://secret.dadademo.com/cgi-bin/dada/mail.cgi" method="post" accept-charset="UTF-8">
 <input type="hidden" name="f" value="s" />
 <input type="hidden" name="l" value="example" />
 <input type="text" name="email" value="" />
 <input type="submit" value="Subscribe" />
</form>
```

Working Preview

Subscribe

The Dada Mail Subscription Form HTML

See Also

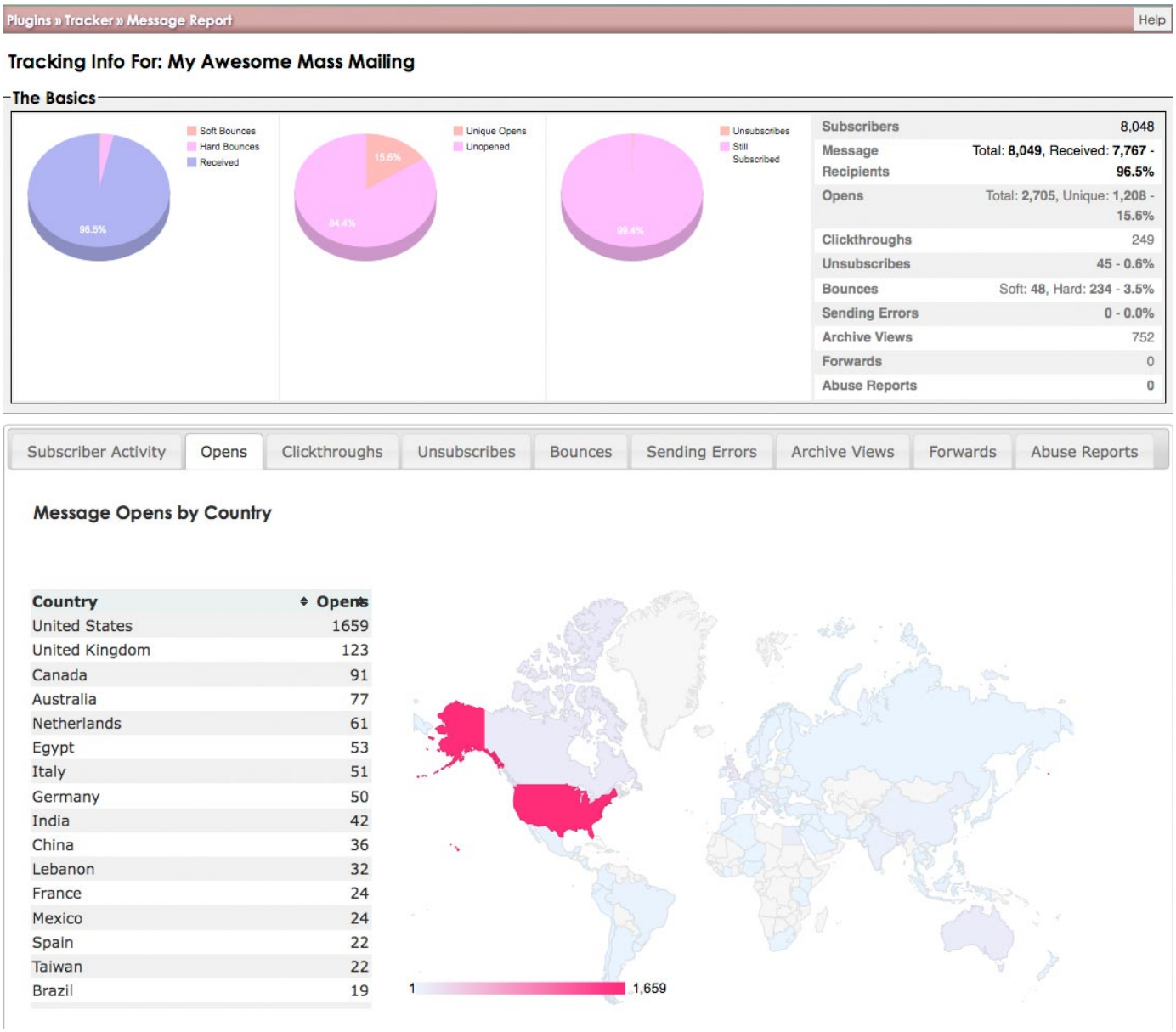
The Chapter on the *Manage Appearance -> Subscription Form HTML* screen.

Plugins

Additional functionality of Dada Mail is done using Dada Mail's simple plugin system. All plugins available for Dada Mail are shipped with the distribution, and can be installed with the included web-based installer. These plugins are tightly integrated with the core of Dada Mail, and also work together to provide even more features.

Tracker

The **Tracker** plugin creates analytic reports based on data collected about your mass mailings: things like messages opens, clickthroughs, bounces, forwards, archive views, etc.



Tracker Plugin

See Also

Using Tracker Chapter.

Bounce Handler

The **Bounce Handler** plugin allows you to easily and efficiently deal with the inevitable bounce back of messages sent to mailing list subscribers.

See Also

Using Bounce Handler Chapter.

Bridge

Bridge allows you to both send Announce Only messages from your mail reader, as well as set up a Discussion Lists, where all members of your mailing list can join in and start talking to each other via email.

See Also

Using Bridge Chapter.

Create a New List

In Dada Mail, a Mailing List is the top-level thingy that you work with. It is comprised of your list of subscribers, the archive of sent messages and also things like the settings and preferences for working with that subscription list and even things like schedules for mail sending, clickthrough logs, etc.

Creating a new list is pretty easy to do in Dada Mail. The form to create a new list can be accessed either by clicking the, "Administation" link at the bottom of the default page of Dada Mail, or by visiting a URL that looks like this:

http://example.com/cgi-bin/dada/mail.cgi/admin

(If you have not created a new list for Dada Mail yet, you'll be asked to create a new list, shortly after agreeing to the terms of the license and entering your Dada Mail Root Password.)

On that specific screen, there are two forms. The first form is to log into a list that already exists. The second form is the one under the header, "Create a New Mailing List". That's the one we want to use. Enter your Dada Mail Root Password and click the button labeled, "Create a New List..."

Required Fields

To create a new list, you need to fill out the necessary fields on the, *Create a New List screen*. They are:

List Name

Your List's Name is what's used to identify one list from another in your Dada Mail install. List Names don't have to be unique, but we suggest that you make them different from one another for your own convenience. Keep them short and simple, like,

Joe's List

and not thoroughly descriptive, such as,

Ken's List for the Support of the West Virginian Audubon Society, Ninth Chapter, Sixth District

Descriptions like that can be added later in the, *Description* text area.

List short name

The List short name is the other field used by Dada Mail itself to identify one list from another. Unlike the List Name, it is required that this field be unique from all your other lists. Dada Mail uses the List short name internally when storing your subscribers, creating new files and basically relating data to itself.

This field cannot be changed later.

Because the field cannot be changed, be careful when selecting a List short name. A bad List short name on a live list would be something like, *test*, for various reasons.

The List short name is also a little more strict on what it can be: make it 8 characters or less, made up of letters and numbers and you'll be fine. The List short name is basically used internally, so it's beauty isn't absolutely critical.

One place you'll see the List short name though, is in the subscripton/unsubscription confirmation URL's Dada Mail sends out when a subscriber requests a subscription.

Password

The password for your list is used to log into your list's adminsitration control panel. The various guidelines to passwords in general should be followed for your List Password as well.

One note about some of the peculiarities of Dada Mail:

In Dada Mail, there's the main password, called the, **Dada Mail Root Password**. It's sort of like a skeleton key, where it opens everything, including being able to log into any List's Administration Control Panel. It can also access items in each List Control Panel that *may not even be accessible* when you log into your list using the List Password, which is what we're setting up in this field.

Because of this, make sure to always set your List Password to something different that your Dada Mail Root Password. If you set your List Password to be the same as your Dada Mail Root Password, attempting to log into your list with this password will have this password lose it's, "magic" of being the Dada Mail Root Password, for that particular list, in your List Control Panel. I know. It's a little confusing.

List Owner

The List Owner is a very important concept in Dada Mail. Dada Mail basically works like a servant *on behalf of* the List Owner. Most all email messages sent using Dada Mail, including subscription and unsubscription requests will look as if they are coming from the email address you set up as the List Owner.

This is *not* the email address you'll use to send messages *to* Dada Mail to be broadcasted to your list.

Some things you'll want to make sure to double-check when setting your List Owner:

- The email address actually exists

  It may sound silly, but sending problems can occur if you fill in an email address that looks correct, but doesn't actually exist! Make sure, simply, that the email address you use exists.
- Should it be an already existing address?

  Maybe.

  I do suggest using a dedicated email address, specifically for your list. That way, if someone else has to take over the operation of the mailing list, you won't have the problem of unsticking their email correspondences with that of the list.
- Make it Belong to your own domain.

  It suggested that if you install Dada Mail on the domain, `yourdomain.com` that your List Owner also belong to that domain. For example, `you@yourdomain` would belong to, `yourdomain.com`

This makes the messages Dada Mail sends out for your list a lot more legitimate looking, instead of messages sent with a List Owner set to a Hotmail, Yahoo!, or Gmail address.

Description

The Descripton of your list is basically the place to let your potential subscribers know what your list is all about. This is the place to be flowerly and verbose.

Some things you may want to include in your List's Description include:

- Generally, what to expect when receiving messages
- How may times a week/month/year you plan on sending a message out
- If you're list is a announce-only or discussion list, and if it is a discussion list, what the List Address (the address you email to, to start a discussion) is

Privacy Policy

Setting a good Privacy Policy for your list is incredibly important, for the simple reason that you're using someone elses personal information and storing that personal information. You must make a simple, clear and complete privacy policy on exactly what you're going to use this information for. If you have a site-wide privacy policy, add a link to it, in the Dada Mail privacy policy

Generally, you'll want to tell your subscribers that the information that they provide will *only* be used for your mailing list and won't be bought, sold, traded for rum sailing out of the West Indies on tall ships, etc.

It's also vitally important that you do not do anything that you said you wouldn't do in your privacy policy. Doing so will destroy all trust from your subscribers in your mailing list.

Physical Address

The Physical Address is needed for legal purposes. In the US at least, mailing lists are required to be associated with a physical address. Just make sure it is correct and current.

Advice on Using Dada Mail

A Public Announce-Only List and Why Closed-Loop Opt-in Is So Important

Most people who set up Dada Mail do so to use it as a Public Announce-Only Mailing List.

In this setup, you have a subscription form available and visitors to your site will subscribe to your list, by filling out the subscription form with their email address and going through a Closed-Loop Opt in subscription confirmation process.

When you're ready, you can then write a message within Dada Mail and this message will be sent to all the people who have subscribed.

This is a pretty simple setup and we think, pretty effective, as long as you exercise some common sense on subscriptions, what you send and how many times you send it.

Subscriptions

In a public announce-only mailing list, one of the only ways that your users should be added to your mailing list is by letting them fill out the Dada Mail subscription form with their email address and going through what's called: the, **Closed-Loop Opt-In process**.

This term is ridiculously obtuse-sounding, but it just means that once a subscription request is made, a confirmation email is then sent to the email address that was just entered, with instructions on how to confirm the subscription they've just asked for.

In Dada Mail, users will have to click a URL, within an email message. This is called the, **Subscription Confirmation Email** Once this URL is clicked on, the user will then be subscribed to the mailing list. Easy as that!

It's a pretty simple process and I'm sure you've done a similar process for other web sites and services, but it's **vitally important** - if not *THE* most important part of a mailing list's health. Here's why:

Why Close-Loop Opt-in Is So Important

- The mailing list subscription confirmation process makes sure the user wants their email address subscribed to the mailing list
- The mailing list subscription confirmation process makes sure the email address is valid: No message received to an actual email inbox, no subscription.
- The confirmation process leaves a, "Paper Trail" of the subscription, giving both the user and the List Owner evidence of the subscription (Dada Mail also logs this type of activity)
- The confirmation process also allows you to easily adhere to laws, like the CAN-SPAM Act, easily.

Unverified email addresses on a mailing list should be considered much like **poison** for the mailing list itself. It can kill a perfectly healthy mailing list in very, very small doses.

Imagine having a mailing list with half of the email addresses on it unverified. This means that your mailing list will take twice as long to send out and probably will be half as effective. There's also a major issue that these unverified addresses won't be valid and then you have the problem with email messages that you send, bouncing back. Unverified addresses that are valid may result in you receiving spam reports, which could potentially have the email system for your website blocked.

This one issue is the one major problem people make for themselves, when running a mailing list and the solution is very simple: **use the Closed-Loop Opt-in system**.

Further Outside Reading

Confirmed Opt In - A Rose by Any Name

Closed Loop Confirmed Opt In is the full technical term for the best opt-in subscription practice around. But whether you call it Confirmed, Verified, Double or any other adjective it still means the same thing: "Hey you! Subscriber! Is this really you who signed up for this list? Unless you respond, we won't send you more mail." The subscriber's response completes the loop and confirms their desire to start receiving that bulk e-mail stream.

Keep Reading: http://www.spamhaus.org/news.lasso?article=635

Mailing Lists -vs- Spam Lists

Solicited Bulk Email is an important mechanism for keeping consenting customers informed of products or service news. When Bulk Email is Solicited it is valuable to the recipient and therefore also to the sender. When it's Unsolicited it's purely Spam, an unwanted and unwelcome nuisance to the recipient, unfairly forcing the recipient to assume the cost of receiving, storing and removing the unwanted adverts.

The difference between senders of legitimate bulk email and spammers couldn't be clearer, the legitimate bulk email sender has verifiable permission from the recipients before sending, the spammer does not.

Keep Reading: http://www.spamhaus.org/whitepapers/mailinglists.html

Confirmed Opt-in Myths Exposed

Numerous myths have circulated regarding confirmed opt-in and its effects. There are many misconceptions out there, and we'd like to help clear those up.

Keep Reading: http://www.aweber.com/blog/email-deliverability/confirmed-opt-in-myths-exposed.htm

What if Someone Gave Me Permission to Subscribe Them?

There may be a time when an individual asks to be subscribed to your mailing list, or you've asked them and they've said, "No Problem". You may also have an in-store sign up sheet for your mailing list. What should you do in these circumstances?

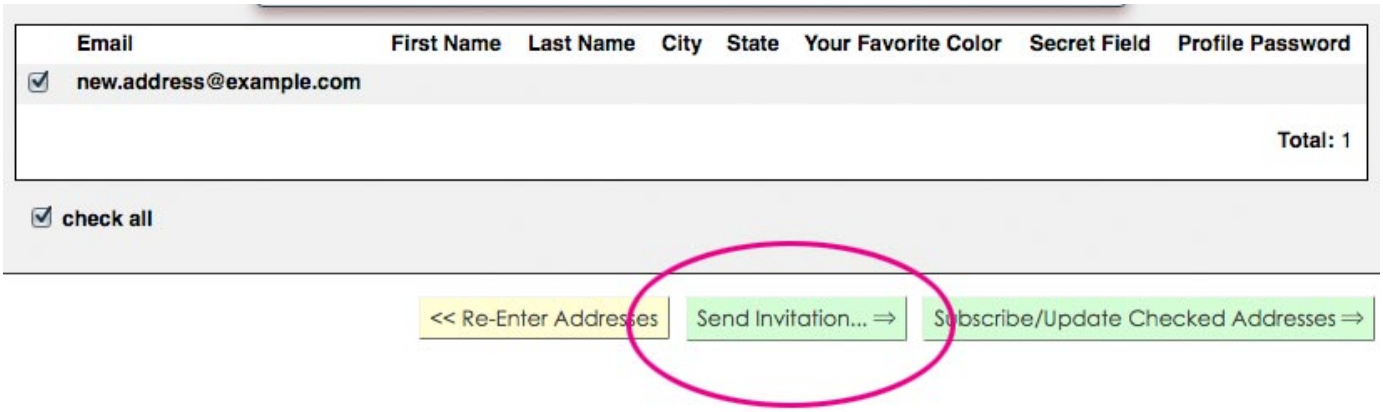
It would be very strange to have to tell them to go to your website, find the subscription form, fill it out, click on the confirmation link in the email they receive, etc. It would be a lot more convenient for them if you did all the work, for them.

My advice would still be: **Never** subscribe an email address, without the would-be subscriber going through the **Closed-Loop Opt-in Subscription Process.**

Send a List Invitation

One feature that Dada Mail does have is called a, **List Invitation**. A List Invitation is almost like sending out a confirmation email to one or more people

This can also be done in the List Control Panel, under: Membership -> Invite. Once the addresses are verified, you can then click the button entitled, *Send Invitations...* on the Verification screen.



Send Invitation...

In our example of an in-store sign up, whoever's managing the mailing list would take the new batch of in-store sign ups and send them an invitation to subscribe to your mailing list. These addresses would then receive the invitation to subscribe and click on the list subscription confirmation link to subscribe.

This creates a double opt-in system: The first part of the confirmation is the customer signing up to be subscribed, the second part of the confirmation process is them receiving the invitation and clicking on the confirmation link. Brilliant!

Further Outside Reading

Permission Pass

You have collected thousands of opt-in email addresses from your website and added them to your mailing list without properly verifying if the address owners actually consented to be subscribed to your list. You sent out a bulk mailing to the list and now you're blacklisted by ISPs and spam filter systems for spamming. How can you now fix the problem?

The solution is to conduct a Permission Pass to rid your list of those addresses which should not be on there. A Permission Pass involves sending out a new bulk email to your list asking the recipients to confirm they wish to remain subscribed to it. Only those who confirm are then kept on the list, those who do not answer (or whose addresses bounce because they're filtering you due to the previous spam, or never actually existed as users) are deleted from your list. The resulting clean list is a 100% Confirmed Opt-in list, infinitely more

valuable than what you started with.

Keep Reading: http://www.spamhaus.org/whitepapers/permissionpass.html

See Also

The Chapter on the *Membership -> Invite* screen.

What Should I Send?

The content of your mailing list message can be varied as your business or your own personality - there's no hard and fast rules on what a newsletter has to have in it, but it's a good question to ask yourself: what exactly is your mailing list for? Here's some ideas for Public, Announce-Only Mailing Lists

Basic Website News Update

This is the simplest type of mailing list message - just write about updates to whatever the Public Mailing List is set up to be about. Easy enough.

Status of Future Service

Many times, you'll see a new website pop up, but not complete, with a mailing list for you to subscribe to, once the website is complete.

When it is, this is a great time to write message to your list, to tell everyone interested that what they've been waiting for is here!

This may also be a very short-lived list. If that's all its purpose is for, you can then delete it.

Special Offers, only available through the mailing list

Many people use Public, Announce-Only Mailing Lists as a way to offer special discounts and coupons for merchandise they sell online. Having these offers available only for your subscribers is quite the incentive to be subscribed.

How Many Times Can I Send Out a Mass Mailing?

The amount of email messages you should send out really does depend on what you'd like to do with your mailing list and what other tools you're using for your website.

As a general rule of thumb, less is probably better. Whatever you decide, though, make sure to give a rough estimate of how many messages you're probably going to send, in your List's Description. That way, your would-be subscribers will have an idea on what to expect. With mailing lists, no one wants such surprises.

Online presences have so many options to choose from, when communicating and reaching out to users and mailing lists are just one of them. If you have an inkling to write someone every hour, consider Twitter (http://twitter.com), every day, consider writing a blog. A sweat spot for Public, Announce-Only Mailing Lists may be weekly, monthly, or even quarterly - with a spattering of special announcements.

If you're sending far too frequent, your subscribers may let you know. Listen to them.

Customizing Your Mailing List For a Public Announce-Only Mailing List

Since Dada Mail defaults to this type of mailing list, there's little you really need to do - out of the box, Dada Mail is ready to work for you, as a Public Announce-Only Mailing List.

How Does a Mailing List Fit Into Your Site's Ecosystem?

A mailing list should be considered only one way for you to reach out to your customers. We're all very lucky that there are a multitude of tools available to enrich our websites and keep people coming back.

Working with Other Tools

As we've mentioned, a Public Announce-Only Mailing List probably works best in most cases, if you used less than once a week and perhaps more monthly, or even quarterly (although it is up to you and what your subscribers expect, when you impose yourself a limit). If you'd like to post updates more frequently, you may want to look into other tools, like a blog, or even Twitter.

This doesn't mean you need to use either/or. If you have blog and Dada Mail, there's no reason you can't write a newsletter that highlights some of the more insightful posts from your blog, or, let people know about a new message on your newsletter (or, a teaser from the newsletter, if the content of the newsletter is for subscribers-only)

For the Old Guard

Some people just seem to prefer receiving things like site updates via a mailing list. Give people this choice and keep a user coming back

Those Special Offers

A mailing list is great for creating a feeling of being able to know something that may not be so readily available anywhere else.

Use Dada Mail like a Blog

If you don't want to add an additional program to your site, or need a stop-gap solution for a blog, you can use Dada Mail, much like a blog. Think of Dada Mail's archives as blog entries, close your list to any subscribers, so everytime you "Send" out a message, you're only adding to your archive and then post the archived entries somewhere convenient.

There's an extension that comes with Dada Mail called, `blog_index.cgi` that can add a blog-style list of your archived entries to any web page you may have.

See Also

See the `blog_index.cgi` docs on how to install and use this extension:

http://dadamailproject.com/support/documentation-dada/blog_index.cgi.html

The Dada Mail Subscription Form

The easiest way to integrate Dada Mail with the rest of your site is by placing the Dada Mail Subscription Form in your website design.

You can grab the HTML that's needed from within the List Control Panel, under: *Manage Appearance - Subscription Form HTML*

See Also

See the chapter about the *Manage Appearance - Subscription Form HTML* screen for a ton more information.

A Public Discussion List

In many ways, a public discussion list is far easier to work with than a simple announce-only mailing list. In a discussion list, everyone that's subscribed to your mailing list may send a message to the **List Email** and anyone else that's subscribed will receive it, reply to it and start perhaps, a long and engaging discussion.

The same advice should be given for public discussion lists, as is given for public announce-only lists: only have subscribers added via a Close-Loop Opt-in system and if you subscribe a person yourself, only do so with some sort of written or verbal confirmation and let them know, via email, afterwards.

A Private Mailing List

A Private Mailing List is a mailing list used in-house and isn't for the general public to use, read, or even know about. This mailing list may be something that you use only to communicate to other people working for your company or your organization.

Dada Mail has the ability to run a mailing list as **Private Mailing List**. One of the biggest differences in the rules of running a Private Mailing List vs. a Public Mailing List is that the unsubscribe link isn't required to be present in any messages sent in a mass mailing, and the List Owner has the final say on who can leave the mailing list.

See Also: Mailing List Options

More about Public Mailing Lists and Private Mailing Lists can be read in the Mailing List Options chapter.

Installing and Configuring Dada Mail

Overview

Most of the configuration of Dada Mail is done by just filling out the form in the included Dada Mail Installer. But, before we can do that, we have to get Dada Mail on your hosting account. That involves downloading the Dada Mail distirbution, uploading it back to your hosting account (along with a helper script called `uncompress_dada.cgi`), running helper script, then visiting the Installer. Let's go!

Download the Dada Mail distribution

Download Dada Mail, v9.6.0

Or, if you're a Pro Dada Subscriber,

Log into your Pro Dada Subscriber area to Download Pro Dada...
*When installing Pro Dada, use, **pro_dada-9_6_0** as the name of the distribution, in these directions.*

Upload the Dada Mail distribution

Once you have downloaded the Dada Mail distribution (`dada-9_6_0.tar.gz`), upload it to your hosting account.

For historical reasons, CGI scripts were usually installed in your account's `cgi-bin` directory, but you may be able to install Dada Mail wherever you would like. One suggestion is to set up a subdomain (for example: `lists.yourdmain.com`), then intall Dada Mail in there. That way, the URL is kept short, and there will be less potential interference between Dada Mail and any other apps you may have running (like, Wordprsss)

Download, then Upload the helper script

The helper script is called, `uncompress_dada.cgi`.

Download it here, it's a small CGI Perl script - so you will want to save the source you see as a PlainText File - keep the name, `uncompress_dada.cgi`.

uncompress_dada.cgi for v9.6.0 (Save Page/Link As...)

and upload the `uncompress_dada.cgi` script (PlainTest/ASCII mode - NOT binary!) to the same directory in your hosting account that you just uploaded, *dada-9_6_0.tar.gz*.

Change the file permissions of the helper script to, "755"

Visit the helper script in your web browser

Visiting the `uncompress_dada.cgi` script should attempt to uncompress the *dada-9_6_0.tar.gz* distro, change the necessary permissions of various files and prep the actual installer for you to use.

Once it's finished running, you should be presented with a link to use the actual installer.

Click the link at the bottom of the screen labeled, **Continue Installing and Configuring Dada Mail!** to continue.

See, Prepping Dada Mail Manually if this doesn't happen and you get a message in your browser window, sort of like this:

```
Can't find dada-9_6_0.tar to uncompress! You may have to uncompress and prep Dada Mail manually.
```

Configuring Dada Mail using the Dada Mail Installer

The first screen of the installer will ask you if you'd like to **Install**, or **Upgrade** Dada Mail.

Choose, **Install** and click the button labeled, **Continue**.

A Warning Up Top?

It's possible that before you even start using the Dada Mail installer, that you'll receive a warning stating that Dada Mail won't be able to edit the, `dada/DADA/Config.pm` file. This would be because there's a difference in file permissions/privileges between the user that the installer is running under and the user that owns the `dada/DADA/Config.pm` file.

This means you'll need to edit *one* line in the `dada/DADA/Config.pm` file to get Dada Mail running correctly.

".dada_files" Directory Location

The, `.dada_files` directory is the directory that Dada Mail saves its global configuration file (called, `.dada_config`); as well as its logs, templates and temporary files. Your mailing lists themselves will be saved in the SQL database.

For most installations, we suggest having the installer create the, `.dada_files` directory in your **home directory**. All you'll need to do is fill out where your home directory is located.

The installer will do its best to pre-fill out its own guess for a good location for you.

- Check, **AUTO**

  If the installer has successfully selected your home directory, or you like the directory it has selected.
- Check, **MANUAL**

  (then, fill in the location you'd like) if the installer doesn't pick a good location or, you'd rather the directory be somewhere else.

  See, .dada_files Directory Location for help on picking an alternative location for your .dada_files directory.

Dada Mail URL

The Dada Mail URL is simply the URL that you will access Dada Mail's, `mail.cgi` file from. This form field should be filled out automatically, but if something doesn't look right, just look at the URL of the

installer - for example, if the URL of the installer is:

http://example.com/cgi-bin/dada/installer/install.cgi

Your **Dada Mail URL** will be:

http://example.com/cgi-bin/dada/mail.cgi

If you do not like the URL of your Dada Mail installation, you will want to move your entire Dada Mail installaton, then run the Installer again at this new location. Setting this form field to where you would *like* your Dada Mail installer won't work the way you may hope.

Support Files Directory

Dada Mail needs a collection of static files (image files, css files, javascript files, etc) to work correctly. During configuraation, the Installer will copy over these resources to a new directory on your hosting account called, **dada_mail_support_files**. You will need to tell the Installer where this new directory should reside.

Unlike the `.dada_files` directory, you will want to be able to access the **dada_mail_support_files** directory through your web browser, so make sure that you pick a publically accessable directory (a directory you can visit in your web browser).

By default, a *pretty good guess* is made for the location to set both the **Server Absolute Path** to your base Public HTML directory, as well as the **Corresponding URL** to access that same directory through your web browser.

If the default location looks fine, keep it as-is. If you'd like to customize/fix where this directory should live, you may do so.

Make sure That this URL and the Program URL either **both** domain name, or are located on the same subdomain. The following examples will work great:

Same Domain
: **Program URL**: *http://example.com/cgi-bin/dada/mail.cgi*

: **Dada Mail Support Files Dir:** *http://example.com/dada_mail_support_files*

Same Subdomain
: **Program URL**: *http://**www.**example.com/cgi-bin/dada/mail.cgi*

: **Dada Mail Support Files Dir:** *http://**www.**example.com/dada_mail_support_files*

Same Subdomain
: **Program URL**: *http://**list.**example.com/cgi-bin/dada/mail.cgi*

: **Dada Mail Support Files Dir:** *http://**list.**example.com/dada_mail_support_files*

The following examples will **not** work well:

Different Subdomain!
: **Program URL**: *http://**www.**example.com/cgi-bin/dada/mail.cgi*

Dada Mail Support Files Dir: *http://example.com/dada_mail_support_files*

Different Subdomain!

Program URL: *http://example.com/cgi-bin/dada/mail.cgi*

Dada Mail Support Files Dir: *http://**list.**example.com/dada_mail_support_files*

Dada Mail Root Password

The, **Dada Mail Root Password** is the main administrative password to your Dada Mail installation - choose a good, strong password. This password will be stored in a one-way encrypted form, so there will be no way to retrieve it, later on (although there are options available to reset the password later, without having to know the current password).

Dada Mail Backend

Dada Mail will need to save its mailing lists and other information in an SQL database.

Choices: MySQL, PostgreSQL or SQLite

Both **MySQL** and **PostgreSQL** will have the same features available and work under the hood, basically the same way. We recommend either equally. Most people seem to prefer MySQL - that's fine by us.

SQLite is also an option, but we recommend using it only for local testing purposes.

When you select one of the SQL backends, you'll also be asked to fill in the SQL connection information, including the database server, the port number, the name of the database itself and the username and password.

Set up this database and note its **Server**, **Database**, **Username** and **Password**. You will not need to create any tables beforehand. The SQL user will need full priviliges to your database.

For security reasons, we don't suggest giving this same user any permissions to any other database.

- Database Server

  The majority of the time, you'll set this to, `localhost`, unless you have specific instructions to set it to something a little different.
- Database

  Fill this out to whatever you've called your database.
- Port

  By default, this is set to, `auto`. If you do not know what port your database uses, Dada Mail will take its best guess. By default, if you use MySQL, the port will be, `3306`, for PostgreSQL, the port will be: `5432`. Unless your database is set up different from the default configuration, these two numbers should work for the majority of people out there.
- Username

  Fill this with the username that's associated with your database
- Password

Fill this with the password associated with the username.

Test Your SQL Connection

A button labeled, **Test SQL Connection** is present - and when pressed, it will run a quick connection test, to see if Dada Mail can connect to your SQL server. This can help you make sure your SQL credentials for Dada Mail are working correctly.

Advanced Configuration (Optional)

As far as needed configuration settings - we're done! Dada Mail's Installer does support additional global configuration options. You can drop back into the installer later in a couple of different ways, if you would rather get up and running now.

See the documentation on Advanced Configuration Options

Completing the Installation and Configuration.

Once you've filled out the form correctly, click the button labeled, **Configure Dada Mail!** The Installer will configure your Dada Mail. Once finished, the screen will refresh with the list of steps it has taken.

Setup the Scheduled Job (cronjobs)

For many things in Dada Mail, including making sure your mass mailings are going out correctly, **you will need to set up the scheduled job**.

The unique command needed to run the required jobs will be shown. More information on the scheduled job:

http://dadamailproject.com/d/features-scheduled_cronjobs.pod.html

Move the, "dada/installer" directory

Dada Mail will not start working, until you move the, `dada/installer` directory out of the way. This is a security precaution, so someone else doesn't come along and attempt to reconfigure your Dada Mail!

The provided button, **Move the, 'dada/installer' Directory, Disable the, 'install.cgi' script** should do the trick, but if it fails (it'll let you know), you'll have to remove it manually. If you had to do the above step manually, you'll most likely have to do this step manually, too.

Do You Need to Manually Edit The, "dada/DADA/Config.pm" File?

There's a possibility, especially if you were issued the warning before filling out the configuration form, that you'll have to edit a line in the, `dada/DADA/Config.pm` file. If this is the case, the installer will show you which file to look for and what to change it to.

Be careful when editing this file, as any error will stop Dada Mail from working. When saving the file and putting it back up to your hosting account, make sure to upload the file in ASCII/Plain Text mode, NOT binary!

Making Additional Edits

The installer should give you the full path to the, `.dada_config` file it creates. This is the file that is written that holds your configuration that the installer just created. There's a ton of additional configuration options you can set - the installer just gets you up and running correctly.

Making additional configurations is a lot more advanced than running the Installer, so be careful when editing this file - make a backup first (for example).

Instructions on how to configure more of Dada Mail's more advanced global features can be found here:

http://dadamailproject.com/d/global_variables.pod.html

Running Dada Mail for the First Time

Once you've gotten the, `dada/DADA/Config.pm` file edited (if needed) and moved the, `installer` directory out of the way, it's time to begin using Dada Mail. Press the button labeled, `Start Working With Dada Mail!` to begin!

Good Luck!

Making Additional Global Configuration Changes using the Dada Mail Installer

Along with Installing Dada Mail, the Dada Mail Installer can also help reconfigure the global configuration of Dada Mail, at any time in the future, after your installation.

Dada Mail comes with a plugin called, **Global Configuration** to make this easy. It itself can be installed using the Dada Mail installer. Once installed, it can be accessed in the List Control Panel, under, "Plugins". Make sure you have logged into a mailing list, with the Dada Mail Root Pass, as it's not available, if you log in with the List Password.

You can also re-enable the Dada Mail Installer Manually.

To do this, you will need to:

- Rename the, "dada/installer-a.bunch.of.letters.and.numbers" directory back to, "dada/installer"
- Change the file permission of the, "dada/installer/install.cgi" script back to, "755"
- Visit the "install.cgi" script in your browser

When asked if you want to **Install** or, **Upgrade** your Dada Mail, choose, **Upgrade** and make sure the text box labeled, **Current .dada_files Location** is filled in with the correct absolute path to the parent directory that holds your `.dada_files` directory. Click the button labeled, **Continue...**, to bring you back to the Configuration screen. Make your changes on this screen (make sure to select, **Create a new .dada_config file** on the top of the form).

Once you've completed your configuration changes, click the **Configure Dada Mail!** button as before, and follow the same directions you did during the installation, for the next screen.

Command Line Interface

An alternative command line interface is available:

http://dadamailproject.com/d/install_dada_mail_cl.pod.html

Advanced Configuration with the Dada Mail Installer

If you're looking for general instructions on how to use the Dada Mail Installer, look no further than:

http://dadamailproject.com/support/documentation/install_dada_mail.pod.html

Introduction

Dada Mail's global configuration is saved in a file called, `.dada_config`, which itself is saved in the, `.dada_files/.configs` directory. The file is plain text, but is a valid Perl script, so be *very, very* careful if/when you edit it by hand.

The Installer is generally provided to you so don't have to do this, but many, many global configuration options exist that aren't supported by the Dada Mail Installer. For a rundown of what's fully available, see:

http://dadamailproject.com/support/documentation/global_variables.pod.html

We'll be listing the actual global variables used, when discussing what the installer configures for you. You do have the option to edit the `.dada_config` file that the installer creates, to make even more customizations.

As a warning, the installer only supports reading in, and editing variables that are presented to you in the Installer itself. That means anything that's not presented to you, will be lost if you change the configuration, with the Installer again. Because of this, you'll want to put your own unsupported (by the Installer) configuration changes in a centralized place in your `.dada_config` file, so you can easily (manually via copy and paste) move them back to the `.dada_config` file that's generated.

Plugins/Extensions

You may also install many of the plugins and extensions that come with Dada Mail. Access to the plugins/extensions will be available in the list control panel's admin menu, under, **Plugins**

Some of the plugins/extensions have additional configuration that will need to done, before they work completely.

One plugin, **Bounce Handler**, also requires you to fill out the credentials for the Bounce Handler email account you need to set up to capture bounced emails. See the documentation on the Bounce Handler for more information:

http://dadamailproject.com/d/bounce_handler.html

WYSIWYG Editors

Optionally, you may also configure the **WYSIWYG** editors that come bundled with the Dada Mail distribution. These WYSIWYG editors will enable you to author and edit your HTML Mailing List Messages right in Control Panel Settings.

Install and Configure WYSIWYG Editors

If you would like to use the bundled WYSIWYG editors with Dada Mail, check the option, **Install and Configure WYSIWYG Editors** - which is checked by default. Uncheck this option, if you'd like to skip setting up the WYSIWYG editors - the various options will be hidden.

Configure Scheduled Jobs

Dada Mail requires a cronjob to run for some of its more advanced features: keeping tabs on mass mailings going out, sending out scheduled mailings, the Bridge plugin (discussion lists, and announcement messages sent via email), etc.

More on Scheduled Jobs and Dada Mail:

http://dadamailproject.com/d/features-scheduled_cronjobs.pod.html

Scheduled Jobs Flavor

The **Scheduled Jobs Flavor** changes the URL and PATH INFO used to access Dada Mail, to run your scheduled jobs. The idea is that this URL should be slightly unique, so that someone cannot run the schedules themselves.

The Scheduled Jobs Flavor should be unqiue, and not be the value of another flavor used by Dada Mail (`admin`, `send_email`, etc). An easy way to make sure of this, is just to preceed your flavor with, `_sched` and then set the rest of the string to whatever you would like. Example,

```
_sched83449774F89D9E95
```

Log Job Output

When checked, **Log Job Output** will log anything returned by the jobs run. You'll find this log in the `.dada_files/.logs/cronjob_output.txt` file. This is helpful with debugging a problem, but this file can get potentially large, quickly, so think of either using this option temporarily, or schedule a cronjob to either rotate, or delete this log periodically.

Run Periodically After App Execution

When checked (the default), **Run Periodically After App Execution** will run the scheduled jobs usually handled by the cronjob simply after a normal execution of the app. This will facilitate using Dada Mail for many of the tasks required of the cronjob if the cronjob itself has not been set.

This running of the scheduled jobs will only happen in this manner no more than every 7 minutes, and won't run if the scheduled jobs are run in any other way, like when the actual cronjob runs, or if the scheduled jobs are run manually. This backround running also happens only if the app is itself executed (by visiting the app in a browser, for example). Thus, it's a good safeguard, but it can't completely replace setting up the cronjob.

Config Variable: `$SCHEDULED_JOBS_OPTIONS`

Configure Deployment Options

Dada Mail can be deployed as a CGI, FastCGI, or PSGI/Plack app.

If you're setting things up using the included installer through the web-based interface, you're probably going to keep this set as the default, `CGI` or `FastCGI`. If you would like to set Dada Mail up to be deployed under PSGI, it's best to use the command line interface of the installer, as the web-based installer itself runs under CGI.

More on FastCGI Support:

http://dadamailproject.com/d/features-fastcgi.pod.html

More on PSGI Support:

http://dadamailproject.com/d/features-psgi_support.pod.html

Command Line Installer:

http://dadamailproject.com/d/install_dada_mail_cl.pod.html

Config Variable: `$RUNNING_UNDER`. Valid values: `CGI`, `FastCGI`, `PSGI`

Configure Profiles

Profiles allow your users to manage their own subscriptions, in one centralized location. For an overview of Dada Mail Profiles, see:

http://dadamailproject.com/support/documentation/features-profiles.pod.html

In general, this option allows you to configure the, `$PROFILE_OPTIONS` config variable, which is explained in detail in the doc above. You'll notice that not all of the parameters in that variable are supported by the installer.

Profile Administration Email

The Profile Administration Email holds an email address that used for any transactional email messages that go out for Profile tasks. Since Dada Mail Profiles aren't tied to any one mailing list, Dada Mail won't know exactly what address to use.

We highly encourage you to fill out this variable, or these email messages may not be sent out correctly. You may use just an email address:

```
me@mydomain.com
```

a little more fancy, with a full email header, with phrase:

```
"My First and Last Name!" <me@mydomain.com>
```

You may set two email addresses:

```
"My First and Last Name!" <me@mydomain.com>, "Another User" <someone.else@example.com>',
```

Although the `From:` header that goes out will only hold **one** email address.

If Profiles are enabled and the Profile Administration Email is left blank, the List Owner email address of one of your mailing lists will be used instead.

Enabled Features

CAPTCHA

Registration for Dada Mail Profiles can be verified along with a CAPTCHA. We recommend this feature, if CAPTCHA is available.

Magic Subscription Forms

Magic Subscription Forms are pre-filled out with the user's email address, if they're logged into Dada Mail.

Help Screen

Allows you to show/hide the, **What are Dada Mail Profiles?** link and screen. You'll see this link in the top-right corner of the user-facing UI, by default.

Profile Login

Allows your users to log into their Profile. Disabling this feature will basically disable much of Profiles, so be careful when disabling.

Profile Registration

Controls whether a new user may register to a new Dada Mail Profile. If disabled, a user may still be registered by doing the following:

- Subscribing to a new mailing list

  If Profiles are enabled, and a user does not already have a Profile, subscribing to a mailing list will create a new Profile for them, and the credentials will be sent to them, in the, "Subscription Successful!" email message.
- The List Owner editing their Profile

  Profiles can be edited in the, **Manage Subscribers - View** screen.

Password Reset

Controls whether the, **Forgot Your Profile Password?** form is shown or not. If it's not shown, a user's Profile password may still be reset by a List Owner, if they're logged in with the Dada Mail Root Password.

Profile Fields

Controls whether the user may edit their own Profile Fields in their own Profile (once logged in). If disabled, a user's Profile Fields can still be edited by a List Owner, if they're logged in with the Dada Mail Root

Password.

Mailing List Subscriptions

Controls whether the, **Your Mailing List Subscriptions** section is visible to your user in their Profile (once logged in).

Password Protected Directory Information

Controls whether The, **Password Protect Directories** section is visible to your user in their Profile (once logged in). If disabled, Protected Directories will **still be available** if any are set up, just not listed in the user's Profile.

Update Email Address

Controls whether the, **Update Your Profile Email Address** section is visible to your user in their Profile (once logged in). If disabled, a user's Profile password can still be edited by a List Owner, if they're logged in with the Dada Mail Root Password.

Change Password

Controls whether the, **Change Your Profile Password** section is visible to your user in their Profile (once logged in).

Profile Deletion

Controls whether the, **Delete This Profile** section is visible to your user in their Profile (once logged in).

Configure Caching

Dada Mail caches information, so to not have to constantly connect to your backend database and/or perform time-consuming calculations.

Enable Screen Cache

The Screen Cache caches the HTML screens you would see in your web browser. We suggest to always have it enabled, unless you're making customizations to the templates themselves, in which case it's exceptionally convenient to disable the Screen Cache.

Config Variable: `$SCREEN_CACHE`

Enable Data Cache

The Data Cache caches mostly JSON data created by Dada Mail for the graphs and charts it produces. Most of these graphs and charts are produced by the Tracker plugin, but other charts do exist. Since this data is cached, the data shown is not always 100% current. You may disable the Data Cache if you'd like to have the data shown always be the newest data available.

Config Variable: `$DATA_CACHE`

Configure Email Parsing Engine

Dada Mail uses the, `MIME::Tools` collection of Perl CPAN modules to do much of it's email creation and parsing. More information on MIME::Tools:

https://metacpan.org/pod/MIME::Tools

More information on how we're optimizing the parser:

https://metacpan.org/pod/MIME::Parser#OPTIMIZING-YOUR-PARSER

We've made it easy to do some simple tuning of the parser, to either make it run faster, or to use less memory.

Parse Messages in Memory

This has been the default setting for many versions of Dada Mail. It's generally faster, but can lead to problems if the message Dada Mail is trying to work with is too large.

There also may be problems if you run Dada Mail as a long running process (via PSGI support), if there is a memory leak.

If these are issues you're face, you may want to use the next option,

Parse Messags using Temporary Files

This setting is usually not used, as it could potentially be slower (more IO done), but has the added benefit of using less RAM. The downside is that it creates temporary files, which may add up and impact free disk space after a while. Dada Mail does its best to clean up after itself as soon as these temporary files are not needed, and does a sweep of any unused temporary files afterwards, but these files will be created, nonetheless.

If you do choose to use temporary files, these files can live in one of two locations:

Server's Temporary Directory (/tmp)

This usuallly means in your `/tmp` directory, but Dada Mail will honor a different value if set in the, `TMP` environment variable.

Dada Mail's Temporary Directory

Dada Mail can also use it's own temporary directory, which will be located in,

```
.dada_files/.tmp/_mime_cache
```

If any files are not removed automatically by the app after its done utilizing them, they will be removed three days after their creation date.

Config Variable: `$MIME_TOOLS_PARAMS`

Configure Debugging

Dada Mail's log tracing and debugging options can be configured in this section. Tracing writes extra lines to your error log, in an attempt to provide extra information about the workings of Dada Mail, that you can then go through, to make sure the app is working as it's supposed to.

We don't suggest keeping any of these debugging settings enabled for production use, as your error log will grow fairly large in size.

For more information on what each option enables, see the section on the, `$DEBUG_TRACE` and `%CPAN_DEBUG_SETTINGS` variables, in **Advanced Error Logging and Reporting**: http://dadamailproject.com/d/FAQ-errors.pod.html#advanced_error_logging_and_reporting

Configure Global Template Options

Global Template Options allow you to set a **Global**, user-facing template - that's the template that's shown for basically anything that's not the Admin List Control Panel.

Although you can set a list-specific template, this leaves any screen that's not tied to a specific mailing list left using the default template, which you may not find desirable.

Set a Global, User-Facing Template

Check this option, if you'd like to set a Global, User-Facing Template. You'll be setting where this template can be found, right below this option -

Use A Custom User Template

Check this option, to *enable* using your custom template.

Manually/Magically

There are two methods Dada Mail can create a User Template.

Manually

The first is manually, where you basically replace the included user template file with your own. The default user template can be found at:

dada/templates/list_template.tmpl

Some background on Dada Mail's templating language:

http://dadamailproject.com/d/features-email_template_syntax.pod.html

Server Absolute Path or URL to your User Template:

This is where you'll want to enter *either* the absolute path to your template file, or the URL that it can be found at.

This option gives you total control over the layout and design of your user template. For some people, this is too much control.

Magically (Experimental)

Another option is to, "magically" create a Dada Mail User Template, by basing your design on an already-existing web page. This is useful if you would like integrate your Dada Mail with the rest of your website, by having it's layout/design be based exactly on what already exists.

Magically creating this template may take a bit of trial and error. There are a few options available to tailor it to your specific needs:

Magically creating a template requires that you have the `HTML::Tree` CPAN Module installed. See:

http://dadamailproject.com/d/FAQ-installing_CPAN_Perl_modules.pod.html

URL:

Creating a user template magically works by first giving Dada Mail a URL to base the template off of. Set that URL in this textbox.

Add a, <base href="..."> tag:

Since you'll probably be pulling the source of the template from a different location than where Dada Mail is installed, you'll probably need to set a base href tag to the beginning of the HTML.

Check this option, then fill out what the base href URL should be, below. Most likely, it'll be the same URL as the URL, above.

Place Pro Dada's head content before/after existing content.

This controls where Dada Mail places its head content - links to the javascript libraries and css files it uses. Depending on how your current page is coded, you may want to place Dada Mail's head content before, or after what's already there.

Stylesheet Options

Include Dada Mail's own stylesheet

Check this option to have Dada Mail style its content, and only its content, using styles set in its own included stylesheet. This is done by wrapping Dada Mail's own content with another div tag, with the id of, "Dada"

Include a custom stylesheet

Check this option, and give the URL of a custom stylesheet. This option works well in conjunction with the previous option.

Javascript Options

Dada Mail relies on some JavaScript libraries to enhance its user experience. These libraries aren't strictly required to run Dada Mail, and sometimes disabling them give you a better user experience, when using Magic Templates:

Include a Copy of jQuery (v2.1.4)

Keep this option checked, if your site's design doesn't use jQuery. Uncheck this option if a jQuery library is already being utilized. jQuery is used in almost every Wordpress installation, so if you're basing your user template off of a Wordpress design, uncheck this!

Include Dada Mail's JavaScript User-Facing Enhancements

Dada Mail's other collection of Javascript libraries rely on these first two. If you experience problems with Dada Mail's functionality, you may want to disable them as well. Dada Mail's user-facing features should all gracefully degrade, if the Javascript they rely on isn't available.

Place Pro Dada's body content inside the:

Dada Mail will replace already existing content it finds, with Dada Mail's own content. But first, it needs to know where to find that content. Dada Mail supports finding the right place in three ways.

- body tag

  The first is the most basic: it'll just replace all the content found in the body of your HTML doc. This is most likely not what you want to do, but can be a way to easily have Dada Mail inherit some of the styles of your website.
- tag with css id

  The second way is the most specific, and it's what we recommend. Give Dada Mail the id of an HTML element, and Dada Mail will only replace the content within that element.
- tag with css class

  Similar to using an id, you can also use a class name of an HTML element for Dada Mail to replace content with. The problem of using a class is that id's are supposed to be unique in an HTML document; classes are not. But, some layouts are created without using id's at all. In these cases, you still have the option to use a class name.

Test Your User Template

Use this button to check if Dada Mail will be able to retrieve your template. If you're setting your template Magically, a new window will also pop up giving you a preview of what your template will look like.

Config Variable: `$TEMPLATE_OPTIONS`.

Configure Security Options

Hide Administration Link

Dada Mail usually shows a simple link to the administration login screen, on the bottom of the default screen. If you would rather this link not be so publically advertised, you my check this option.

You may always get to the administration page by pointing your browser to an address like this:

http://mysite.com/cgi-bin/dada/mail.cgi/admin

This is a small security measure but may just stop people from snooping further.

Disable Outside Logins

This option controls whether login information posted to Dada Mail can only be allowed by a form supplied by Dada Mail itself. This means, you can't create a different form, outside the program to provide a way to login (or do something similar programmatically)

More so than any other option, this variable attempts to stop attempts of logging into a list by automated means.

Admin Flavor Name

Complementary to **Hide Administration Link**, **Admin Flavor Name** allows you to set the URL needed to access the screen that has the form to log into all the mailing lists administrated by Dada Mail and to the form to create a new mailing list.

By default, this is set to, `admin`, which means to access this screen, you'd go to a URL that looks like this:

http://example.com/cgi-bin/dada/mail.cgi/admin

If you set the **Admin Flavor Name** to something like, **kookoo**, you'd then access this screen via the following URL;

http://example.com/cgi-bin/dada/mail.cgi/kookoo

When setting this option remember:

- no spaces in the name

Valid values:

- poopoo1234
- agabaga
- JKdsfkKJjjkkjjk

Invalid values:

- fads fdas asdf
- You Get The Point

Don't set this variable to anything that Dada Mail already uses, like:

- subscribe
- unsubscribe
- login
- logout
- list
- archive

etc. A good way to make sure would be to append, "admin" to your value, like this:

- adminfoofoo
- adminlalalala
- adminwhakawhaka

No checks will be made to make sure you don't have this value set to something already present, so do be careful setting this variable.

Global Variable: `$ADMIN_FLAVOR_NAME`

Sign In Flavor Name

Similar to **Admin Flavor Name**, **Sign In Flavor Name** holds the URL that allows you to log into a particular list (usually), although it is sometimes used to re-login into any of your lists - very similar to the administration screen, but does not give you the form to create a new list.

The same naming rules apply for this variable as they do for **Admin Flavor Name**,. It's also suggested that you append, "sign_in" to the value you set this, like so:

- sign_in_fdskjasdf
- sign_in_sneaky_pete

etc.

Global Variable: `$SIGN_IN_FLAVOR_NAME`

Rate Limiting

When enabled, rate limiting keeps track of the requests of certain features in Dada Mail - features like trying to log into the list control panel, or subscribing to a mailing list. Dada Mail keeps track of these requests by IP Address and can be configured to have a maximum amount of requests per timeframe. If more than the maximum amount of requests are made within the timeframe, the rate limit is said to be **exceeded**, and further requests will be denied.

This feature is especially important in any feature that involves filling out a form, then having that feature send out an email, like a subscription confirmation. Potentially nefarious bots may be filling out your subscription form quite blindly, with various bogus email addresses, causing all this unneeded email to be sent, then bounced back. If you're using a third party email sending service, like Amazon SES, this out of control behaviour could potentially lead to problems with you not following their Terms of Service.

Although rate limiting in Dada Mail was first implemeted for the above scenario, it's used in many other places:

- Running the Cronjob Schedule
- Subscription by the classic subscription form
- Subscription via the RESTful API
- Subscription and Unsubscription Confirmation via the token URL (or any URL with a token in it)
- Logging in and out
- Encrypting a password
- Requesting to download a file attachment
- Profile activation/registering/resetting password/login and out
- Accessing the list control panel login screen

Enable Rate Limiting

Check this option to enable Rate Limiting. **Enabled by default**

Timeframe (in minutes):

Timeframe is the amount of time a number of requests for a certain feature/function can be made

Max Hits

Max Hits are the amount of requests for a certain feature/function that may be done in the Timeframe set above.

If more requests than the Max Hits happens within the Timeframe, the feature/function will be inaccessible, until the number of requests is below the Max Hits threshold. Any other feature mentioned will still be available to the user, and any other users of the app will not be affected (unless of course they're being tied to that same IP Address)

Config Variable: `$RATE_LIMITING`.

Configure CAPTCHA

Dada Mail uses CAPTCHA challenge-response tests optionally for many things: as a additional step to confirm a subscription, for the Forward a Friend form, and other places.

Dada Mail also supports Mailhide, which uses the reCAPTCHA system to easily protect email addresses shown in Dada Mail's public archives.

In this section, we can configure the CAPTCHA options in Dada Mail:

CAPTCHA Type

Dada Mail allows you to choose between two CAPTCHA types: it's Default, and reCAPTCHA. If available, we suggest using the reCAPTCHA system, as it's more sophisticated, than the CAPTCHA system shipped with Dada Mail. reCAPTCHA does require the, `CAPTCHA::reCAPTCHA` CPAN module installed.

You'll also need to sign up for an API key at the reCAPTCHA site: http://www.google.com/recaptcha. Once you've signed up, you'll need to input both the Public and Private reCAPTCHA API key into Dada Mail. Dada Mail will also need the Remote Host filled out - this is basically your domain name, (example.com).

Test CAPTCHA Configuration

Once you've made your selection of what type of CAPTCHA system to use, and inputted any necessary information, you may use the, **Test CAPTCHA Configuration** button to make sure the CAPTCHA system is working. Results should be shown below the button, as well as an example of the CAPTCHA widget. If the widget does not show, double-check that the information you've added is correct.

reCAPTCHA Mailhide

reCAPTCHA Mailhide is also supported, and also needs a Public and Private API key, which can be created here: https://www.google.com/recaptcha/admin#mailhide - NOTE! That this API key pair is different from your reCAPTHCA public/private key - they're not interchangeable.

Test reCAPTCHA Mailhide Configuration

You may use the, **Test reCAPTCHA Mailhide Configuration** button to make sure the Mailhide system is working. Results should be shown below the button, as well as an example of a protected email address. If the example does not show, double-check that the information you've added is correct.

Configure Global Mailing List Options

Enable Global Unsubscribe

When enabled, **Global Unsubscribe** will remove a member from all mailing lists, when they're removed from one mailing list.

Enable Global Black List

When enabled, members of all mailing list's Black Lists will be pooled together, when addresses are verified for subscription.

Configure Global Mass Mailing Options

Some mass mailing options are set globally, as sending limitations may be account-wide, rather than mailing list-wide. Mailing List-specific Mass Mailing Options are found in the List Control Panel, under: **Mail Sending - Mass Mailing Options**

Mass Mailings at Once Limit

This sets how many different mass mailings may go out from an installation of Dada Mail at one time. Conservatively, this is set to, **1** by default.

There are a few reasons why you wouldn't want to set this to any higher limit, one being that there's a possibility that there is a limit on how many email messages you are allowed to go out in a specific period of time.

Another reason is that sending out too many messages at once may cause the server your running to be overloaded.

But, if you've got the bandwidth, and the horsepower, feel free to raise this limit.

Global Variable: `$MAILOUT_AT_ONCE_LIMIT`

Mass Mailings Stale After

Mass Mailings Stale After sets how long a mailout can go with no mailing activity until Dada Mail itself won't automatically reload it, from the point it stopped.

This option attempts to safegaurd you against having a dropped mailing that you've, "forgotten" about reloading, "mysteriously" and unintentionally.

A mailout may still be reloaded if this limit has been surpassed, but it must be done manually, through the list control panel.

Global Variable: `$MAILOUT_STALE_AFTER`

Configure Confirmation Token Options

Confirmation Tokens are the random letters and numbers you'll see at the end of confirmation URLs in subscription and unsubcription links (among other things).

The token corresponds to information in your database, information we don't necessarily want embedded in the URL itself.

Dada Mail keeps this information around for awhile, so that these confirmation links work.But, this information can take up space in your database, so there is an expiration date associated with them. By default, Dada Mail keeps the information around for 60 days, before removing them.

If you're running a public mailing list, we do not suggest setting this to be under 30 days, as the unsubscribe link that depends on these confirmation tokens is required by the CAN SPAM law to be operable for 30 days.

Configure Program Name

The Program Name, set to either **Dada Mail** or, **Pro Dada** by default may be changed here. This name change will be reflected throughout the entire application, but the image used by default in the upper left hand corner will also need to be changed. We do suggest that you simply make your own template, rather than swapping this one image out.

Configure Secure Program URL

The Secure Program URL holds the URL you'd like to use for Dada Mail's List Control Panel. For example, if you can map your Program URL to either an, `http://` URL, or a, `https://` address, you can set regular access to,

```
http://example.com/cgi-bin/dada/mail.cgi
```

and access to the List Control Panel on a secure connection:

```
https://example.com/cgi-bin/dada/mail.cgi
```

Configure Amazon SES

You may set up Dada Mail to send via Amazon's Simple Email Service. This is a third party email sending service, which may have a much higher daily email quota and sending rate than what may be allowed on your own hosting account. Amazon SES does charge a fairly low rate for their service (about $0.10 per thousand messages sent). For more information, see the Amazon SES own site (http://aws.amazon.com/ses/) and Dada Mail's docs on Amazon SES (http://dadamailproject.com/d/features-amazon_ses_support.pod.html)

Amazon SES does have a long list of required Perl CPAN modules that need to be installed, before SES sending will work. If any modules are not installed, the installer will list which CPAN modules are still needed.

To configure Dada Mail to use SES sending, first check the checkbox labeled, **Configure Amazon SES** Then, you will need to give the installer your **AWS Access Key ID** and a **AWS Secret Access Key**. To test your information, click the, **Test Your AWS Credentials** button.

Dada Mail Installation/Configuration - Command Line Interface

Dada Mail is installed/configured using the included installer, either using the installer's web-based interface, or the command line interface.

The web-based interface works great if you are setting up and running Dada Mail in a CGI environment. Otherwise, you probably will want to use the command line interface.

Installing Dada Mail via the CLI

Download Dada Mail

The latest version of Dada Mail will be listed on:

http://dadamailproject.com/download

if you are a Pro Dada subscription, you may download the most recent version of Pro Dada at:

http://dadamailproject.com/pro_dada

Copy the distribution to the directory you would like to install Dada Mail under.

Uncompress the Distribution

Uncompress Dada Mail - this will create a new directory named `dada`. Change into this directory:

```
gunzip dada-9_6_0.tar.gz
tar -xvf dada-9_6_0.tar
cd dada
```

In the `dada` directory, rename the, `installer-disabled` directory to simply, `install` and change into this directory. Once in the `installer` directory, change the permissions of the `install.cgi` script to, `755`:

```
mv installer-disabled installer
cd installer
chmod 755 install.cgi
```

You're now ready to run the `install.cgi` install/configuration script.

To make sure permissions are set correctly, we suggest running the `install.cgi` script under the same owner as will run Dada Mail (or change the ownership of the files at a later on - just don't forget!)

Introduction to the Installation/Configuration Process

The `install.cgi` script takes care of the following jobs:

- Creates the .dada_files directory structure

  Dada Mail uses this directory structure to save it's configuration file, and keep its temporary files, among other things. If you use SQLite for your backend, the SQLite database will be saved here, as well.
- Writes the .dada_config configuration file.

  Dada Mail's global configuration file is called, `.dada_config` and is itself written in Perl. Any global changes you would like to make to Dada Mail should be made in this file. The global defaults are located in `dada/DADA/Config.pm`, it is not suggested that you make changes to this file.
- Copies over static files

  Dada Mail has a collection of static files that need to be copied over.

  Static files include images, stylesheets and javascript files - some of these need extra configuration. Dada Mail keeps all of these files in a directory called `dada_mail_support_files`. The collection of these files will be copied from the, `dada/static` directory of the distribution.
- Verifies configuration information

  The installer will try to make sure that the information you submit is correct - files can be written where you ask them to be written, the database connection works, etc.

The `install.cgi` script does not take care of any web server configuration. If you run Dada Mail under PSGI/Plack, you will need to configure your webserver (nginx, most likely) to run Dada Mail, once you start the PSGI process.

More on running Dada Mail under PSGI/Plack:

http://dadamailproject.com/d/features-psgi_support.pod.html

Required Paramaters

The following parameters are required, if you're **installing** Dada Mail. If you are **upgrading** Dada Mail, there are separate options to make things easier:

--dada_files_loc

Dada Mail needs a certain directory structure to keep its configuration files, temporary files, etc in. The top directory will be called, ".dada_files" and will need to be readable/writable to whatever process runs Dada Mail.

Set `--dada_files_loc` to the **parent** directory you would like the .dada_files directory to be created in.

--program_url

The URL that will be used to access Dada Mail.

--dada_root_pass

The Dada Mail Root Password you'd like to use

--support_files_dir_path --support_files_dir_url

Dada Mail keeps its static files in a directory called, "dada_mail_support_files" (images/javascripts,etc). Set the parent directory this should be created in using these two parameters.

`--support_files_dir_path` should contain the absolute server path to this directory

`--support_files_dir_url` should contain the URL that maps to this directory

--backend

The backend you'd like to use. Can be set to use any of the following:

- mysql

  Uses a MySQL database
- Pg

  Uses a PostgreSQL database
- SQLite

  Uses a SQLite database - good for testing/development, but most likely not something you want to use for production use.

If you set, `--backend` to either, `mysql`, or, `Pg`, you will also have to pass the following parameters:

- --sql_server

  The SQL server
- --sql_port

  SQL port - can be set to, "auto" to choose the default port for mysql and Pg
- --sql_database

  The name of your SQL database
- --sql_username

  Your SQL username
- --sql_password

  Your SQL password

Optional Paramaters

--deployment_running_under

Dada Mail defaults to, "CGI". Supported are the following:

- CGI

  When running Dada Mail as a CGI scripts using something like Apache and mod_cgi, most likely in a shared hosting environment. This is the default configuration, so you will not need to pass this parameter if you would like to run under CGI.
- FastCGI

  This will set up Dada Mail to run as a FastCGI script using CGI::Fast. This would be useful if you're running under Apache, but would like to run Dada Mail as a FastCGI script using mod_fastcgi or mod_fcgi.

  If you want to run Dada Mail under a reverse proxy, we'd suggest instead using the PSGI deployment option instead
- PSGI

  Use this option to run Dada Mail under PSGI/Plack. Doing so will set up Dada Mail's own "app.psgi" script inside its "dada" directory, which you can then start up and utilize however you would like using the wonders of PSGI:

  ```
  sudo plackup --port 9090 --host 127.0.0.1
  ```

--install_plugins

Takes a comma separated (no space between the comma) list of plugin/extension names.

The following plugins/extensions are supported:

- mailing_monitor
- change_root_password
- screen_cache
- log_viewer
- tracker
- bridge
- bounce_handler
- change_list_shortname
- password_protect_directories
- multiple_subscribe
- blog_index

Example:

```
--install_plugins mailing_monitor,change_root_password,screen_cache
```

This also works:

```
--install_plugins mailing_monitor --install_plugins change_root_password --install_plugin
```

--install_wysiwyg_editors

You may pass one of the following (or both), to setup and install the following WYSIWYG editors:

- ckeditor
- tiny_mce

Example:

```
--install_wysiwyg_editors ckeditor,tiny_mce
```

--install_file_browser

pass **either**, `kcfinder` to install the KCFinder File Browser, or pass, `core5_filemanager` to install the Core5 Filemanager.

Unlike the, `--install_wysiwyg_editors` option, `--install_file_browser` (and Dada Mail) only supports installing one file browser/manager at a time.

Amazon SES

Dada Mail supports Amazon SES to send messages out, sending verification email messages and to find out your sending stats and limitations. More information on Amazon SES support:

http://dadamailproject.com/d/features-amazon_ses_support.pod.html

To enable Amazon SES support you will need to pass your `AWSAccessKeyId` and `AWSSecretKey`.

- --amazon_ses_AWSAccessKeyId

  Your AWSAccessKeyId
- --amazon_ses_AWSSecretKey

  Your AWSSecretKey
- --amazon_ses_AWS_endpoint

  Optionally, you may set the AWS Endpoint. Available endpoints are listed here:

  http://docs.aws.amazon.com/ses/latest/DeveloperGuide/regions.html

  `us-east` is used by default - use the full URL listed when setting the region
- --amazon_ses_Allowed_Sending_Quota_Percentage

  Dada Mail can be configured to use all, or only part of your total Amazon SES quota. Setting this paramater will allow you to set that amount. For example, to allow Dada Mail to use only 50% of

your total SES sending quota, set this paramater to the following:

```
--amazon_ses_Allowed_Sending_Quota_Percentage 50
```

Examples

An example of invoking the installer with the above parameters:

```
./install.cgi --program_url http://example.com/cgi-bin/dada/mail.cgi \
--dada_root_pass secret \
--dada_files_loc /home/example \
--support_files_dir_path /home/example/public_html \
--support_files_dir_url http://example.com \
--backend mysql \
--sql_server localhost \
--sql_port 3306 \
--sql_database dada_mail \
--sql_username username \
--sql_password password \
--install_plugins mailing_monitor \
--install_plugins change_root_password \
--install_plugins screen_cache \
--install_plugins log_viewer \
--install_plugins tracker \
--install_plugins multiple_subscribe \
--install_plugins blog_index \
--install_plugins change_list_shortname \
--install_wysiwyg_editors ckeditor \
--wysiwyg_editor_install_ckeditor \
--wysiwyg_editor_install_tiny_mce \
--file_browser kcfinder
```

Since the list of options is so long, it may make sense to put the entire command w/options in its own file, so that you can resuse your own recipe for installing Dada Mail in multiple locations.

Upgrading

If you are using the installer to upgrade from an install of dada mail you've installed beforeusing the installer, you may simply pass the,

```
--dada_files_loc
```

flag, as well as the,

```
--upgrading
```

parameter, and the installer will install Dada Mail, based on the previous values in your global configuration.

You may then pass *additional* parameters, to augment the previous configuration.

For example:

```
./install.cgi --dada_files_loc /home/account --upgrading
```

Will upgrade Dada Mail, pulling the previous global config values,

```
    ./install.cgi --dada_files_loc /home/account --upgrading \
--install_wysiwyg_editors ckeditor,tiny_mce \
    --install_plugins mailing_monitor,change_root_password,screen_cache
```

Will upgrade Dada Mail, pulling the previous global config values, as well as making sure CKeditor and TinyMCE is installed, and the three plugins listed are also installed.

You CANNOT use the, `--dada_files_dir_setup` parameter with the, `--upgrading` parameter. You must explicitly set the, `--dada_files_loc`.

If performing an partial upgrade or doing some of your installation manually, you can tell Dada Mail to skip some of the tests it would usually preform, before configuring Dada Mail:

- --dada_files_dir_setup

  If you pass this parameter with a value of, "auto", you do not need to pass the, "--dada_files_loc" parameter provided that you're certain that the directory it automatically discovers to create the, ".dada_files" directory structure will be correct. The installer usually guesses the home directory.
- --skip_configure_SQL

  By default, the installer will make sure the database you pass in, "--sql_database" doesn't already have the tables required for a Dada Mail install. If you've already set up these tables (for example, in a previous version of Dada Mail) pass this parameter with a value of, "1" to simply use the sql_* parameters you're passing, without attempting to set up the database, itself.
- --if_dada_files_already_exists

If you pass, `keep_dir_create_new_config`, the installer will install Dada Mail, even if a already-existing, `.dada_files` directory is found.

If you pass this parameter, `skip_configure_dada_files`, NO other parameter is really required, except, `--dada_files_loc`, provided that the directory you pass in that parameter has an already-set up `.dada_files` directory, including a valid `.dada_config` file. When passing this parameter, this script will simply change the, "dada/DADA/Config.pm" file to point to the already-created `.dada_files` directory.

Other Paramaters

--help

Displays this help doc. Use:

```
./install.cgi | less
```

(or something similar) so that the script doesn't zoom to the end.

Bugs

Please file any problems at:

https://github.com/justingit/dada-mail/issues

Upgrading Dada Mail

Introduction

This doc. will guide you through an upgrade of Dada Mail, originally installed and configured with the included Dada Mail Installer.

For information on how to upgrade Dada Mail from an install that wasn't done using the included Dada Mail Installer, see, Upgrading Dada Mail From Different Installation Types

Step #1 Rename the, "dada" Directory

Dada Mail, "The App" is the collection of files and directories that are in the directory called, `dada`.

The, `dada` directory has a structure like this:

```
cgi-bin (directory)
   - dada (directory, _lower_ case)
       - mail.cgi
       - DADA (directory, UPPER case)
           - App (directory)
           - Config.pm
           - etc, etc, etc
```

This is Dada Mail, **The App**

Simply rename this directory on your hosting account from:

```
dada
```

to something like:

```
dada-old_ver
```

Moving the directory:

- Keeps a backup that is known to work
- Makes sure we don't overwrite the old version of the program with the new version
- Makes sure we don't mix up the old version of Dada Mail with the new version of Dada Mail

Step #2 Install the new Dada Mail

Upgrading will now be similar to installing Dada Mail (http://dadamailproject.com/d/install_dada_mail.pod.html)

Except that on the first screen of the Installer, instead of choosing, "Install"...

Choose, "Upgrade"

The first screen of the installer will ask you if you'd like to **Install**, or **Upgrade** Dada Mail. Choose, **Upgrade**.

A new form field will appear labeled, **Current .dada_files Location**.

If it can automatically be found, the textbox will already be filled with the absolute path to the parent directory of where the `.dada_files` directory lives. If this path looks correct, click, **Continue...**.

If this isn't the correct location or no location was pre-filled in, fill in the correct location manually. The installer shouldn't allow you to continue, unless this directory is successfully found.

Upgrade Options

Two new options are presented to you in the installer, if you are **upgrading**.

Create a new .dada_config file

(This is what we suggest in most cases)

Select this option if you are **upgrading between major versions** of Dada Mail. For example, version **7**.0.0 to version **8**.0.0 or, from version 8.**0**.0 to version 8.**2**.0.

Why Create a new .dada_config file?

Changes are periodically made to Dada Mail's default configuration and it's a good idea to have the installer create a new `.dada_config` file to take advantage of any new enhancements and also to keep your `.dada_config` file current and compatible with your new copy of Dada Mail. If you are unsure, use the option to create a new .dada_config file>

The Installer will read your old `.dada_config` file and pre-fill in the configuration that can be set on this screen. Give it a quick look-over and make sure the information looks correct and make any changes that you would like. This is a good oppourtunity to add/remove installed plugins, or do more advanced configurations, like set up Amazon SES sending.

If you have manually editing the `.dada_config` file, note that the installer does not support moving over any manual edits when you upgrade. You will need to manually copy over these configurations after the upgrade is completed. The Installer will make a backup of your previous `.dada_config` file, to make this easy to do.

Use the current .dada_config file

Select this option if you are upgrading between minor versions of Dada Mail. For example, version 8.0.**0** to 8.0.**1**.

Changelog

It's a ***very very*** good idea to look at the changelog and note **any** incompatibilities between versions. It's possible that incompatibilities could break your installation, when you upgrade.

Changelog: http://dadamailproject.com/d/changes_8_x.pod.html

Installation/Upgrade FAQ

This FAQ is to help answer questions about installation and upgrading Dada Mail that is not covered in any of the other installation/upgrade docs. To keep those docs clean and simple, some topics are covered here, instead of in the main docs.

Prepping Dada Mail Manually

If the, `uncompress_dada.cgi` script fails to uncompress the Dada Mail distro, you may have to complete a few steps, yourself. This usually is because the `gunzip` utility just isn't available to whatever is running the `uncompress_dada.cgi` script. Shucks.

Uncompress the Distribution

The tar.gz distribution you just downloaded to your Desktop Computer should uncompress to one folder/directory called, **dada**.

Upload the, "dada" directory into your cgi-bin

There are a lot of files and this may take a few minutes.

(If you're familiar with accessing your hosting account via ssh, feel free to simply upload the distribution to your hosting account and uncompress from there.)

Change the name of the, "dada/installer-disabled" directory to, "dada/installer"

By default, the installer is disabled, so not to pose as a security issue. Rename the, *dada**/installer-disabled*** directory to, *dada**/installer***.

Change permissions of the, "dada/mail.cgi" and "dada/installer/install.cgi" scripts to, "755"

BOTH of these scripts need to have their permissions changed to, **755**

Visit the, *dada/installer/install.cgi* script in your web browser

The, `install.cgi` script should take over from there.

You can now jump back to the installation instructions at, Configuring Dada Mail with the, "install.cgi" Script

Installing Dada Mail in a directory other than in your, "cgi-bin"

It used to be common practice that CGI scripts could only be installed in a hosting account that had a, *cgi-bin* directory which itself had the correct server configuration to allow the execution for CGI scripts, like Dada Mail.

This is really not the case anymore and usually one can install CGI scripts wherever one want with little or no additional configuration. Our directions still tell you to install Dada Mail in your `cgi-bin` to be as universal as possible.

.htaccess file

If additional configuration is needed, you may simply need to create an `.htaccess` file inside the directory you decide to place Dada Mail in. The `.htaccess` file should have the following, "*configuration directives*":

```
Options +ExecCGI
AddHandler cgi-script cgi pl
```

Location Considerations

Inside a regular directory

It may be helpful to still install Dada Mail inside some other directory, instead of right inside your public html directory. This should make upgrades easier. For example, if your public html directory is located at:

```
/home/youraccount/public_html
```

You may want to set up an additional directory called, "apps" (or, whatever you'd like it to be called):

```
/home/youraccount/public_html/apps
```

and place the, `.htaccess` file, with the configuration directives listed above in that directory. Then while installing, upload both the, `uncompress_dada.cgi` script and Dada Mail `dada-x_x_x.tar.gz` distro in that same directory. The, `uncompress_dada.cgi` script should be allowed to execute, creating the, `dada` directory inside your, `apps` directory.

Upgrades would also be simple and you'll be able to follow the directions of the Upgrade docs - renaming the, `dada` directory to get it out of the way, etc.

This would give you a URL similar to:

http://example.com/apps/dada/mail.cgi

Clean and simple.

You may also want to think about creating a subdomain just for Dada Mail, allowing you to easily separate Dada Mail from the rest of your website. A suggest would be to call it:

http://ml.example.com

ml standing for, **mailing list**. Your URL would then be:

http://ml.example.com/dada/mail.cgi

The directory your mapping your subdomain onto would then be that, "extra" directory to install Dada Mail in, complete with `.htaccess` file (if needed). For example, you could map your subdomain to a directory in your home directory:

```
/home/youraccount/ml.example.com
```

or a directory in your public html directory:

```
/home/youraccount/public_html/ml
```

.dada_files Directory Location

The `.dada_files` directory really needs to be created in a secure location, so if at all possible, have it created somewhere outside of your public html directory, so as to not be accessable easily via a web browser.

By default, the Dada Mail Installer tries to find your **home directory** and sets this directory as the location it will automatically create the `.dada_files` directory.

It is possible that the Dada Mail Installer will not have permissions to create the `.dada_files` directory in your home directory, or that it will not be able to correctly find your home directory. In this case, you will want to set another directory location.

See if there's a directory called, `private`, or, `files` or even, `etc` that already exists in your **home directory** and give the Dada Mail Installer the full, absolute path to that directory.

If those directories do not exist, see if you cannot create your own new directory, within your home directory.

Change this new directory's permissions to, `777`, give the Dada Mail Installer the full, absolute path to this new directory and see if its accepted. We suggest that you reset the permissions to the new directory you created to, `755`, to be less of a security problem, once the installation is complete.

Upgrading Dada Mail From Different Installation Types

Before upgrading Dada Mail, find out how you installed and configured Dada Mail before. If you don't know or aren't sure, don't upgrade Dada Mail: you will run into major headaches.

"Basic", or, "Contemporary"? (Or Simple Scripts?)

We're going to only differentiate between two types of installations: "Basic" and, "Contemporary" *(If you installed Dada Mail using the included installer, you have a **Contemporary** installation)*

Basic Installation

A, **Basic** installation changes the configuration variables right in the, `dada/DADA/Config.pm` file - usually you want to be very much aware of the following variables:

- $PROGRAM_ROOT_PASSWORD
- $FILES
- $MAILPROG
- $PROGRAM_URL

You'll know if you have a **Basic** installation of Dada Mail if the `$FILES` variable in the, `dada/DADA/Config.pm` file is filled out to a directory that *actually* exists and that directory holds files/directories that have something to do with Dada Mail.

If you are running a **Basic** Installation of Dada Mail, we really suggest upgrading by taking note of where your `$FILES` variable is located and importing the old information *after* a clean installation.

More Information

http://dadamailproject.com/support/documentation/basic_to_contemporary_installation.pod.html

Contemporary Installation

A Contemporary Installation uses an outside configuration file to set the configuration variables in.

You'll know if you have a Contemporary Installation, if those same four variables in the, `dada/DADA/Config.pm` file:

- $PROGRAM_ROOT_PASSWORD
- $FILES
- $MAILPROG
- $PROGRAM_URL

Are still in their default values and your Dada Mail seems to be functioning fine. This probably means that your config variables are being read from an outside config file.

For upgrade purposes, note what the, `$PROGRAM_CONFIG_FILE_DIR` in the, `dada/DADA/Config.pm` is set to. It's OK if it's only set to, `auto`.

Simple Scripts Installation

If you installed Dada Mail through Simple Scripts (http://simplescripts.com) you have two good choices when it comes to upgrading.

Upgrade Through Simple Scripts

Upgrade a Simple Scripts installed Dada Mail through Simple Scripts on interface (look for an "Upgrade" link, or Simple Scripts may alert you of updates).

Turn a Simple Scripts Install into a Contemporary Installation

If you want to use the included Dada Mail installer to upgrade Dada Mail (perhaps, you purchased Pro Dada?), you can turn a Simple Scripts install into a Contemporary Installation with these directions:

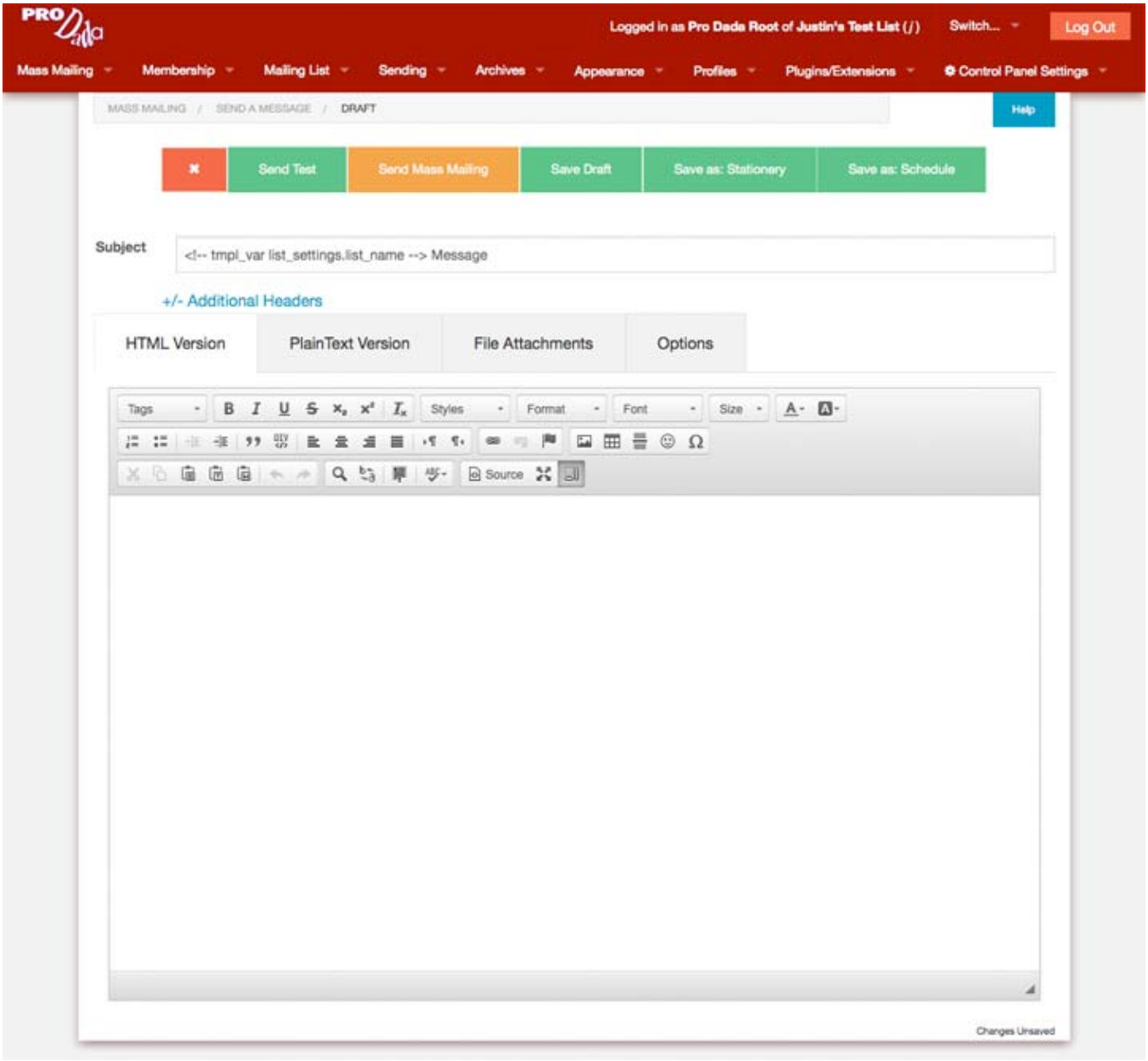
http://dadamailproject.com/d/upgrade_from_simple_scripts.pod.html

Mass Mailing >> Send a Message

Introduction

The **Send a Message** screen! This screen gives you the tools to author a message, and send that message out to your subscribers as a mass mailing.

Many of the conventions that we introduce in this chapter on sending a mass mailing will apply to other parts of Dada Mail, such as the Send a Webpage screen, as well as sending out a scheduled mailing using the Send a Message or Send a Webpage screen.



The Send a Message Screen

Mailing List Sending Conventions

Sending a Mass Mailing out to your Subscribers means that the message you write, then send will be delivered via email to everyone subscribed to your mailing list.

There are two parts of every email message: **Email Headers** and the **Message Body**.

Email Headers

Email Headers hold information about the email message. When you read an email, you usually don't see all the headers of the email message (nor would you really want to!), but some of these headers should be very familiar to you already. For example, there is an email header to say who the message is from - the **From** header; and where the message is going to go: the **To** header.

When writing a mailing list message, the most important email header to customize will be the **Subject** header. Dada Mail will start you off with a default value for your **Subject**, but don't be shy about customizing this for each mass mailing you send out. Remember: before your subscriber even reads your message, they'll see the **Subject** of your message in a notification, or while viewing their inbox.

The Message Body

The Message Body is the content of the email message itself. The Message Body may be formatted in **HTML**, or simply in **PlainText**. It may also contain **Attachments**.

HTML/Rich Text Email

When an email is referred to as being formatted in **Rich Text**, that's just another name for an **HTML formatted email**. These messages can have formatted text, inline images, and a more sophisticated table-based layout. As the name suggests, the formatting is provided by the use of HTML as the underlying markup language.

Here's what's great about using HTML for the markup language: any tool that writes, or exports HTML can be used to author an email message that you can then send using Dada Mail.

We suggest you stick with a dedicated HTML authoring tool; like Adobe's Dreamweaver, or one of Dada Mail's supported HTML WYSIWYG editors like CKeditor or Tiny MCE, instead of a program that simply *exports* HTML, like Microsoft Word. The quality of the HTML produced will be significantly better from a dedicated HTML editor.

In general, you will also want to author your HTML messages simply: use **css** styles for text formatting *only*, and have these style be inline. For example:

```
<p style="font-family: Helvetica,Verdana,Arial,sans-serif;color: red;font-size: 11px;">
Hello! I'm text, styled with inline css!
</p>
```

For layout, stick with HTML tables. It does sound completely backwards thing to do (and it is! *It is!*), as HTML authoring for pages of websites has gone a long way in the past decade+, but authoring an HTML *email* is a whole different beast entirely.

Different mail readers all support a different matrix of HTML. But in general, stick with **keeping things simple**. Also, do not use JavaScript or Flash in your email messages; those two things will certainly not work in most mail readers.

To help you along, see Dada Mail's online documentation on email design resources:

http://dadamailproject.com/d/email_design_resources.pod.html

PlainText Format

PlainText is just what it sounds like: messages will be received just like they look like, written just using plain text, without images or formatting.

Attachments

An email attachment is a file that is embedded within the email message that can be opened by the recipient of the email message. This file can be almost anything: an image, a PDF document, etc.

Using the Send a Message Screen

Message Headers

The, **Message Headers** fieldset holds options to edit the Headers of your email message

Subject

By default, only the, **Subject** header is visible for editing. The **Subject** typed in here will show up as the **Subject** of your Message. Templating is supported in the Subject header, and the default subject may have a **template tag** already, like this:

```
<!-- tmpl_var list_settings.list_name --> Message
```

Any template tag that you can use in the Message Body can also be used in the Subject header. For example, say you would like to greet your subscriber, by their email address and something about their favorite color in the Subject. You can write something like this,

```
Hey, <!-- tmpl_var subscriber.email -->, We've got some great <!-- tmpl_var subscriber.favorit
```

Additional Headers

Other message headers are available for editing and can be made visible by clicking, **+/- Additional Headers**, below the **Subject**.

When clicked, the following additional headers are made visible:

- From
- To
- Reply-To

- Priority

The **From**, and **To** headers are visible, but cannot be edited. The **From** header will be set to your List Owner. The **To** header will be set different for each of your mailing list subscribers.

You may change the **Phrase** part of these headers, in the **Appearance and Templates -> -> Email Message Templates** screen.

The **Reply-To**, **Precedence**, and **Priority** headers are editable.

To

This header holds where the Mailing List Message is to be sent **To**. Since your Mailing List Messages are going to an entire list of people, placeholders are used instead of one specific email address. This placeholder will be set to the correct address, upon sending.

From

This header holds from whom the message is being sent **From**. For announce-only mailing lists, this is always set to the List Owner of your Mailing List. Replies to any and all your Mailing List Messages will also go to the List Owner.

For the majority of the time, you do not want to set the **From** header to anything but the List Owner. This is because Messages from a Mailing List should always come from the same email address. This provides a convention that allows a subscriber to be able to sort and route messages that are coming from this mailing list to the correct place in their mail readers.

For example, if a subscriber adds the List Owner's email address into their address book or white list, this usually means messages sent using the List Owner's email address will won't find themselves into the mail reader's Bulk Message folder. This is a good thing. If you change the From header, this whitelisting mechanism may fail to work.

Reply-To

This header holds the email address of where messages are directed to, when a Subscriber **replies to** a Mailing List Message. By default, this is, like the From: header, set to the List Owner.

Priority

The Priority header attempts to help sort and score a message. For regular usage, it's best to set this header to, `normal` or, `do not set a, X-Priority header`. Setting this header to something other than the default will not help speed up mail sending in the slightest. Setting this header usually creates some sort of visual cue in a subscribers mail reader. Do not abuse this visual cue.

The Message Body

Choices!

You may author and send out an email message formatted either in HTML or in PlainText. There are two tabs in the interface that correspond to each of these formats, labeled: *HTML Version* and, *PlainText Version*.

You will only ever need to author *one* version of your Mailing List Message. But, you have the *option* to author both versions,if you'd like.

When an HTML message is submitted to Dada Mail, a PlainText version of that message will be created automatically and is embedded inside the email message before it's sent out. Two versions (your HTML version, and the generated PlainText version) are embedded, but only one version will be shown - and usually it's the HTML version that's shown.

There's a couple of reasons for this:

Because Sometimes a Mail Reader Goes, "Huh?!"

Sometimes a subscriber's mail reader will not understand how to view an HTML message, or a subscriber will change their preferences to show the PlainText version of a message, instead of the HTML version. If this is the case, this supplemental PlainText version will be shown instead.

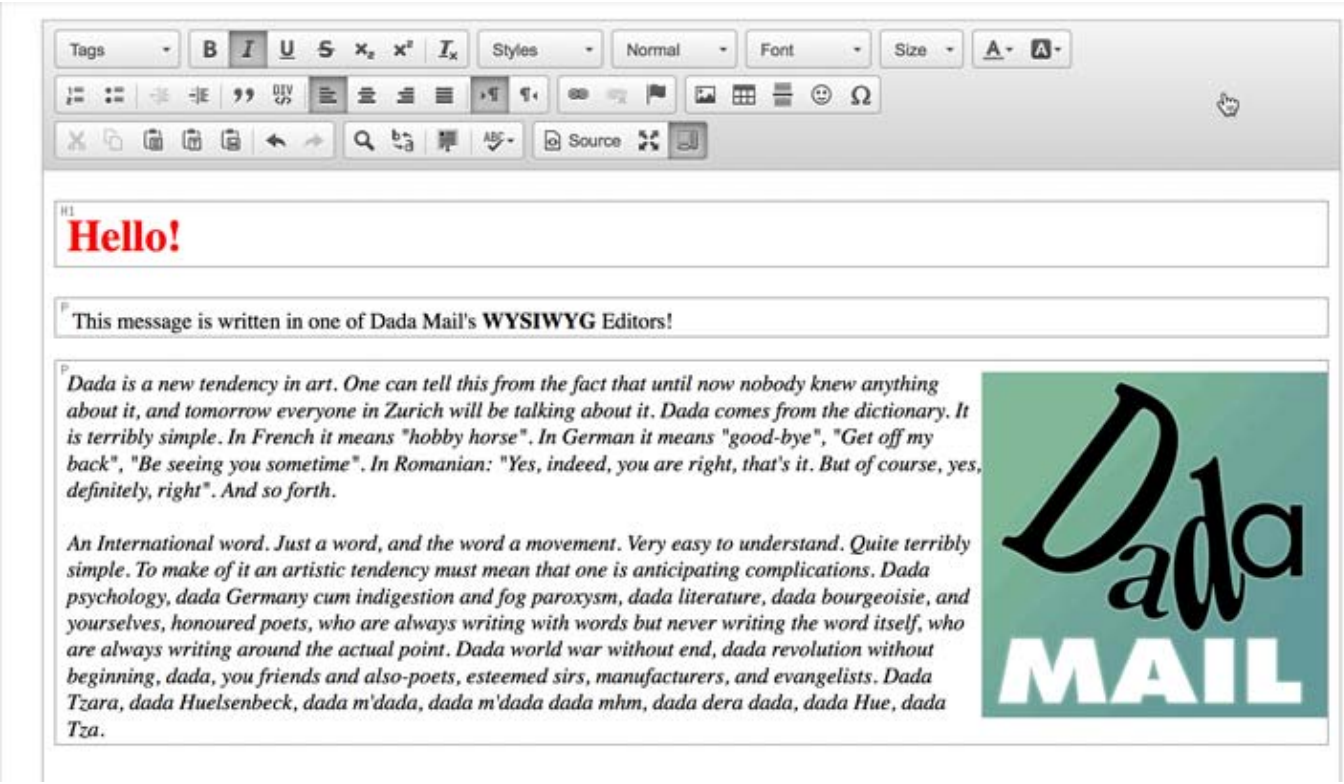
The problem of lack of support for HTML messages is becoming very rare, as mail readers are getting more sophisticated, but it still happens - especially with less than up-to-date web-based mail readers, like SquirrelMail (http://squirrelmail.org/).

Email Best Practices

HTML formatted email messages that also contain an embedded PlainText version of the same message are seen as being formatted in a strict manner and won't raise suspicions from email filters that look for a missing PlainText version.

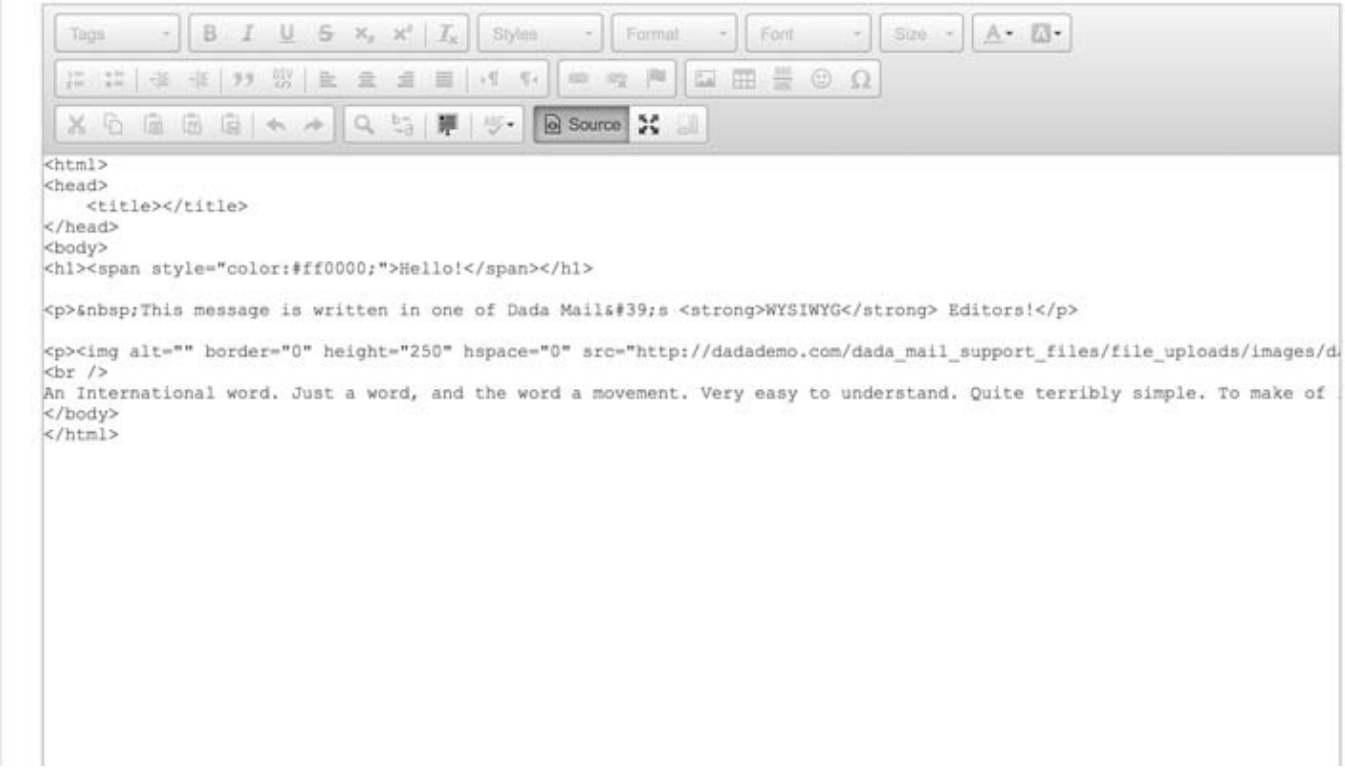
Dada Mail's automatic creation of a PlainText version isn't perfect. To be sure that your PlainText version is exactly as you'd like it to be sent, simply create your own. A good rule of thumb is to always send a test message, before committing to sending out your mailing list message to your entire mailing list.

To simplify the creation of HTML Messages, you can use one of the WYSIWYG HTML editors that Dada Mail supports. When a WYSIWYG editor is installed, the textarea under the *HTML Message* tab will be transformed into a Rich Text editing window that will allow you to create an HTML message, much like you'd author in a simple word processing program.



The HTML Version tab selected with a WYSIWYG editor (CKeditor) being used.

You may still paste in your own HTML into these WYSIWYG editors. Look for the, **Source** button in the editor's own toolbar, above the message text area.

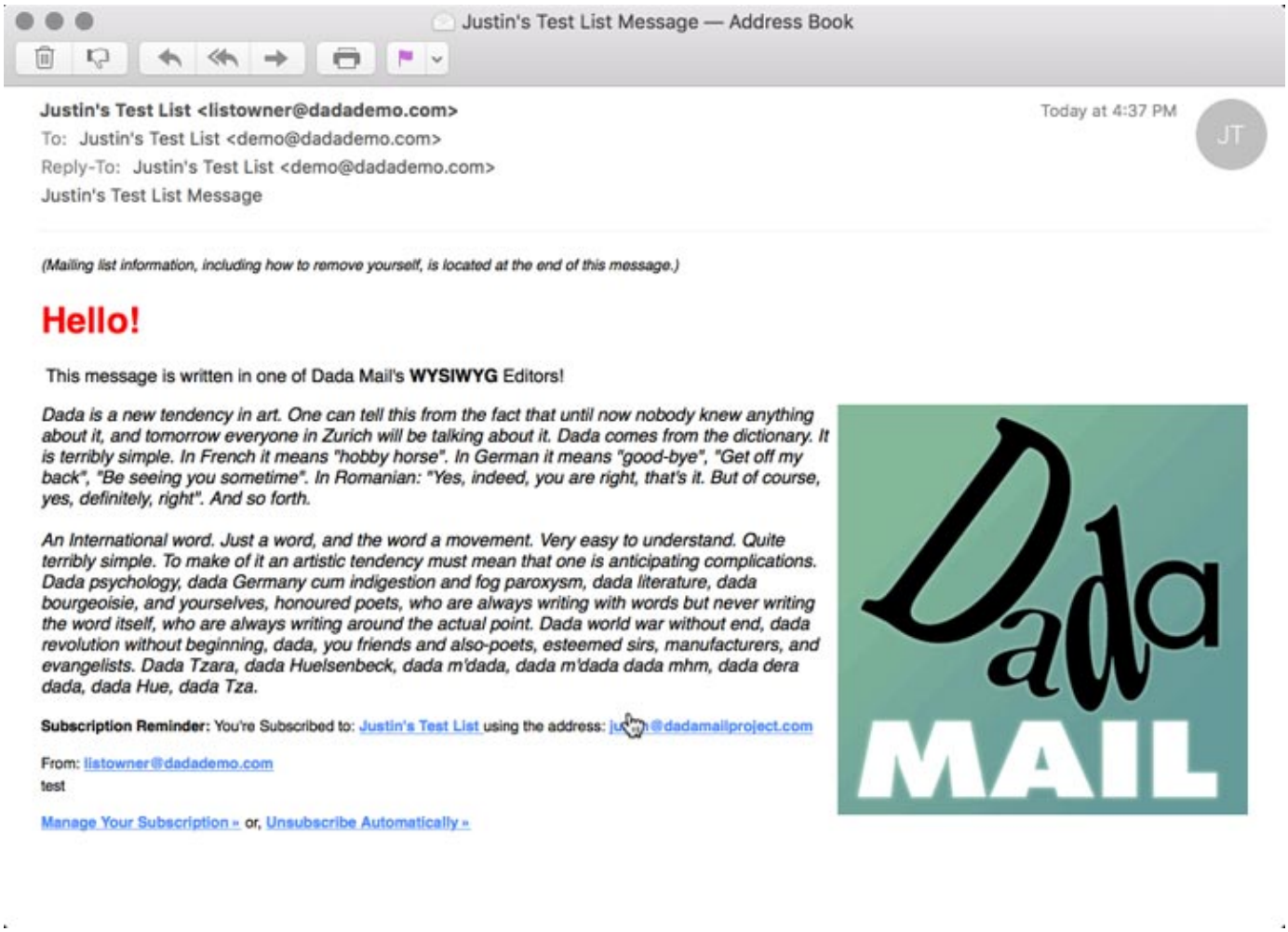


The HTML Version tab selected w/WYSIWYG editor, viewing the source of the HTML message

If no WYSIWYG editor is configured to be used with your Dada Mail, the PlainText tab should be selected by default, when you first load up the Send a Message screen.

The Mailing List Message Templates

When you send out your message, the message itself will be wrapped in the Mailing List Message Template. The Mailing List Template contains often-used boilerplate information that should be present in every mailing list message you send out: information about the subscriber's current subscription, as well as a method to unsubscribe from your Mailing List are two common things found in the Mailing List Message Template. Two different versions of this template exist: one for PlainText messages, and one for HTML Messages.



An example of a mailing list message, with the Mailing List Message Template applied, viewed in Webmail

You may edit your Mailing List Message Email Templates, but always remember to give a way to unsubscribe from your mailing list, preferably using the automatic and hands-off (to you, as the List Owner) method provided by Dada Mail. **If no unsubscribe link or unsubscribe tag is found, Dada Mail will add one, to make sure that mailing list unsubscription works.**

Giving instructions to reply to a mailing list message and type in a specific word, for example, "Remove" in the body of the message itself **is not** especially a good idea, and we generally discourage this practice.

See Also

Learn more about Dada Mail's email templating language:

Using the Email Templating Language in Your Mailing List Messages

Learn more about Dada Mail's email templates:

Appearance - Email Message Templates

File Attachments

File Attachments can be added to a Mailing List Message by using the five provided File Upload form fields. These files will show up when delivered to your subscribers as attachments to the email message.

To attach a file to a message:

First, click on the, **Attachments** tab.

Click one of the, **Select a File...** buttons. This will bring up a File Manager window, allowing you to browse through files in your, *dada_mail_support_files/file_uploads* directory. From there, you may select a file already available, or upload a new file.

Select the file you would like to attach. The File Manager window should disappear, and the name of the file you wanted to attach should now seen labeled in the button you initially clicked. All set!

To remove a file from a message, click the button labeled, **[x]** besides the filename you would like to remove.

When choosing which file to use as a file attachment, consider the **size** of the file. If it's too large, including the file itself will adversely affect the time it takes to send a message out and also take longer for your subscribers - all of them, to download.

It's suggested to use file attachments very sparingly, especially for Mailing Lists that go to many thousands of people and when doing so, use very small file attachments.

Options

Additional options for sending out a mass mailing are available by clicking the, **Options** tab. These options include:

- Archiving
- Partial Mailing List Sending
- Testing

*In previous versons of Dada Mail (earlier than v9), these Options were available underneith the **HTML Version**, and **PlainText Version** tabs.*

Archiving

By default, messages that are sent out are also archived and may then be viewed publicly. You can decide before you send out your message if you'd like a particular message to be added to the mailig list archive or not. The default behavior can be set in: **Message Archives -> Archive Options** screen.

Archive this message

When checked, the message will be archived.

Only archive, don't send

When checked (and the above option is *also* checked), the message you're authoring will be archived, but will **not** be sent to any of your Mailing List Subscribers.

This option can be used to author messages, then to add them to your archive, without having to first send them out.

Backdate

By default, your archived message will appear to have been sent at the current date. If you would like it to appear to be sent at a different date, you may sent that specific date under the, *Backdate* option.

Partial Mailing List Sending

Partial Mailing List Sending is a powerful way to send to only a portion of your Mailing List.

Partial Mailing List Sending allows you to create a simple query on your various Profile Fields.

For example, say I have a few Profile Fields, including, `city`, and `state`. Let's say I only want to send out to people who live in, `Springfield` (the city) and, `CT` (the state). I'd adjust the Partial Mailing List Sending Options to say:

```
subscriber.city  [Is Like] Springfield
subscriber.state [Is Like] CT
```

Clicking the button labeled, *Preview...* will show me the results of who will receive my mailing list message in a modal window. Now, if I send the message out, only the people listed in this table will have the mass mailing delivered to them.

This is a great way to deliver pertinent and targeted messages, that would only be interesting to a few of your current Subscribers.

For example, a touring musical band may want to send out a reminder to the city that they'll be performing in soon, but not want to send this message out to everyone of their Subscribers, every single day.

When using the Partial Mailing List Sending, you may not want to archive the messages created, if you send many of the same content, to different parts of your mailing list.

If you would like to search for multiple terms, you may, just separate each term with a comma.

For example: you'd like to look for Subscribers who live in Springfield or Marion, as well as living within Connecticut, fill out the Partial Mailing List Sending fields, like this:

```
subscriber.city  [Is Like] Springfield, Marion
subscriber.state [Is Like] CT
```

Testing

Before you commit to sending out a mass mailing to your mailing list, you may send a test message to one recipient.

The recipient that receives this test will be the one you set in the textfield labeled, **Send Test Messages To:**.

Dada Mail will save a draft of your message, right before a test message is sent out, so you can come back to your message to make any further adjustments needed.

It's a great idea to test your message across various email readers and email services like, Yahoo! Mail, Gmail, Hotmail, etc. Each mail reader and service has its own quirks when it comes to displaying complex email messages.

Some things to look for when testing:

Message Formatting

Make sure your message is formatted the way you've intended. If you have a complex HTML Message, make sure the layout looks good, images load and any background colors you may have used do not interfere with the message you're trying to send.

Template Tags

Also make sure that the Mailing List Message Email Template is applied in a way you're happy with and that the various Email Template Tags are filled in with the correct information.

Saving, Testing and Sending Out Your Message

Once you're done authoring your message, you can:

- Send a Test Message
- Send the Mass Mailing
- Save the Message as a Draft
- Save the Message as a Stationery
- Schedule the Mass Mailing to be sent at a later time
- Delete the Draft/Stationery/Scheduled Mass Mailing

Buttons that allow you to perform these tasks can be found at the top of the **Send a Message** screen.

In Draft mode, they'll look like this:

The Button Toolbar

Send Test

Click the, **Send Test** button to send a single message to whatever address you have filled out in the **Testing** tab. By default, test messages are sent to the **List Owner**

Send Mass Mailing

When you're ready to send out your message to your Subscribers, click the button labeled, **Send Mass Mailing**. You'll then have to confirm the Mass Mailing, with a simple alert prompt. But, once you do, you will start to send out messages to your Subscribers.

Your draft message will be removed, and you will be refreshed to this specific mass mailing's sending monitor screen, where you will be able to watch the progress of your mailing list message being sent out.

Save Draft

All new messages start at as **Drafts**. Draft messages can stay as drafts, or either become stationery, become a scheduled mass mailing, or be sent out as a mass mailing.

Once sent out, the draft message will be removed.

Clicking the button labeled, **Save Draft** will save a copy of your message, allowing you to work on it at a later time. Everything that's editable on the **Send a Message** screen will be saved for you: Message headers, the message itself, as well as an Options you've changed.

Bringing up Your Saved Draft Message

If you navigate away from the **Send a Message/Send a Webpage** screen, you may find your saved Draft messages by accessing them in the list control panel menu under: **Mass Mailing - Drafts/Stationery/Schedules**.

Dada Mail will also load up the most recent Draft message each time you visit the **Send a Message** or **Send a Webpage** screen if one is available.

Auto-Saved Drafts

Dada Mail will also save a draft of the message you are working on automatically each minute while you're on the, **Send a Message** screen. If something does happen while you're authoring your message - for example: you inadvertently leave the screen, your computer crashes, a submarine cuts the trans-ocean internet cable, etc, you should be able to pick up a copy of your draft from the **Mass Mailing - Drafts/Stationery/Schedules** screen.

Save As: Stationery

Clicking the, **Save As: Stationery** button will save a copy of your message as Stationery, allowing you to use and reuse the message as a starter for future Draft messages.

Once you've clicked the, **Save As: Stationery** button, and your message is saved, the screen will refresh and the toolbar will change, showing somewhat different options.

New Draft From Stationery

You can't send out a stationery as a mass mailing, but you can create a new Draft message from Stationery, then send out that copy. Stationery don't go away when a mass mailing is sent out. Instead, they'll persist, allowing you to continue to use them as a starter for new Draft messages.

When you click the, **New Draft From Stationery** button, a copy of your Stationery will be created and loaded into the Send a Message/Send a Webpage screen, allowing you to make additional, specific edits, as well as send your message out to your mailing list.

Save As: Schedule

Clicking this button will start the process of scheduling a mass mailing for later delivery.

Scheduled Mass Mailings

Scheduled Mass Mailings (or just, **Schedules**) are mass mailings set to be sent out at a later time, either at one specific date, or on a recurring basis.

Once you've started a Schedule, you'll see additional options specific to your scheduled mass mailing at the top of the Send a Message, and Send a Webpage screen.

Activate

Check this option to make your scheduled mass mailing go live. Uncheck the option to deactivate this scheduled mass mailing. Scheduled mass mailings are never removed once the schedule is completed, only deactivated.

Single

By default, a scheduled mass mailing is set up to send at a specific time in the future and by default, this option will be selected. Enter the date and time you would like the scheduled mass mailing to go out in the text box labeled, **Schedule For:**

Mass Mailings can also go out on a recurring schedule. You'll need to set a start and end date, a time the message should go out and which day of the week the message should go out on (Monday - Sunday)

Starting on:

The Starting on date sets when the schedule starts going in effect

Ending on:

The Ending on date sets when the schedule will stop sending

At:

Set the time you would like the message to go out

Sent on:

Set the day or days you would like the message to go out

Only send the next scheduled mass mailing, if the primary content differs from the previous scheduled mass mailing

(Send a Webpage only)

If you set up a scheduled mass mailing in the **Send a Webpage** screen, you will have the option to only send the message out, if the primary content is different from the previously sent message. The **primary content** is usually the HTML version of the message, but if you'r only sending a PlainText version of your message, that

will be your primary content.

When this option is checked, it means a scheduled mass mailing won't get sent out, unless the webpage being grabbed has itself been updated. If it's not updated, there's no new content to really send, and the scheduled mass mailing will be skipped, when the schedule is checked.

Manually Run All Scheduled Mass Mailings

Click this button to manual run the scheduled mass mailings that have been saved. A new modal window will pop up, showing you the results of the manual run.

Some things to be aware with Scheduled Mass Mailings:

- Scheduled Date/Time are Based on Server Time

  Scheduled Mass Mailings are based on server time, **not** your local time and these two times may vary significantly. The server time will be printed in the blue box and labeled, **Current Server Time:**
- Recurring Schedule Mass Mailings may need additional CPAN Perl Modules

  The following CPAN Perl Module will need to be installed, for Recurring Scheduled Mass Mailings to work: `DateTime::Event::Recurrence`. See Dada Mail's online docs for instructions on how to install this module yourself:

  http://dadamailproject.com/d/FAQ-installing_CPAN_Perl_modules.pod.html

Only send the next scheduled mass mailing, if the primary contentdiffers from the previous scheduled mass

Send a Webpage

The, **Send a Webpage** screen! This screen gives you the tool to send an HTML message using content fetched from a **webpage**. All you'll need to provide Dada Mail with is the URL to that webpage.

The **Send a Webpage** screen also allows you to embed resources, like images, that are used in the webpage into the email messages that get sent out.

The send a webpage screen itself has a similar design to the, **Send a Message Screen**, with a few different characteristics:

Message Headers

Options for Message Headers are the same as the Send a Messae screen, except for the Subject: header.

Subject:

The **Send a Webpage** screen allows you to either explicitly set the Subject of your message by just writing the Subject you would like, and it also gives you the option of pulling the title of your webpage, and using that as the Subject.

This can help with dynamic messages you may want to send out, using a recurring scheduled mass mailing.

Message Body

HTML Version

Grab content from a URL

Select this option, then enter the URL of a webpage you'd like to send as a HTML-formatted message.

Write/Paste HTML

Select this option, then author the HTML you'd like to send as an HTML-formatted message in textarea located below.

Do not Send an HTML version (only PlainText version)

Select this option if you would like to not send a HTML version at all, but rather, only a PlainText Version.

Advanced Options

The **Advanced Options** give you more control over how your webpage is created.

Crop webpage, sending only content found in the tag with:

Use this option, if you would like to send out only a portion of the webpage. This can be handy, if you would like to, say, send the index page of a blog, but would only like to send the actual listing of entries, and not the entire site layout and design, which may not translate well into a design for email.

Once you've selected this option, also select what type of css selector you would like to target (a class or an id) and what the name of that selector is.

Dada Mail will modify the HTML it receives, removing all the content that is not located within that css selector. The data/content that's within the head of your message will not be touched, so any meta information will be saved. This will help keep the css styling within your selected HTML tag.

To utilize the, **Crop Webpage** feature, you will need to have the, `HTML::Tree` CPAN Perl Module installed. See Dada Mail's online docs for instructions on how to install this module yourself:

http://dadamailproject.com/d/FAQ-installing_CPAN_Perl_modules.pod.html

Another option to remove parts of a webpage from being sent, is to utilize Dada Mail's Template Tag language, and its inclusion of conditional if statements. By placing content in between these, you can effectively remove them from your email message. For example:

```
<p>Text you'd like to keep! </p>

<!-- tmpl_if comment -->

    <p> Text that should NOT be sent out in a message.</p>

<!-- /tmpl_if -->

<p>More text you'd like to keep!</p>
```

`comment` is really a noop variable in Dada Mail, so it'll return false, and thus the text inside the `if` statement will not be a part of the email message. Dada Mail's template tags are also valid HTML comment tags, which won't be shown in your message either.

For more information on Dada Mail's Templating Language, see the chapter on The Email Templating Language and Mailing List Messages chapter.

Embed Images in Message

The Send a Webpage screen allows you two different options, when dealing with images in your message: you may either have URL's to images changed to Absolute URLs (if they aren't already), or, have the images themselves embeded right into your email message.

If the option, **Embed Images in Message** is checked, Dada Mail will download each image, and embed them into your email message. The URL for your image will not point to the original URL, but rather to the image inside the email message, itself.

Embedding images in your message can have a few benefits:

- Since the image is embedded within the email message, when the email message is downloaded, so is

the image.

- The image will always be available for viewing within the email message.

  If/when the image gets removed from the server, your message layout and design won't break.
- Sometimes, images linked in an HTML email message don't get shown to the person viewing the message.

  This is a preference in the mail reader itself: outside images aren't usually shown by default. Embedded images *usually* are. This behavior does vary between different mail readers.

There can be drawbacks on embedding images that you may want to pay attention to:

- BIG images slow down mass mailing

  The file sizes for images can be BIG, and the BIGGER the image, the BIGGER each email message you send out is going to be,the longer it's going to take to send, the more bandwidth a large mass mailing will take and the longer it's going to take for your individual subscribers to download their copy of the message.

  Like any good web design, try to make the size of your images as small as possible.

Change Image URLs to Absolute

To make images in your message viewable in your delivered email message, the URL of each individual image has to be changed to a fully quantified, absolute location. For example, in your webpage, if you have this bit of HTML:

```
<img src="images/hello.jpg" />
```

Dada Mail will change the URL to:

```
<img src="http://example.com/images/hello.jpg" />
```

If, *http://example.com* for example, is the webpage this image resides.

Remove Javascript

Keep this option checked - there's usually no reason to embed JavaScript in an email message.

PlainText Version

Like the, *Send a Message* screen, the *Send a Webpage* screen allows you to create your own PlainText version of your HTML message. Click the tab labeled, **PlainText Version** to reveal the option available for the PlainText version of your email message.

Create a PlainText version automatically

By default, a PlainText version will be made for you.

Note: that this option will not work if you also have the following option checked in the **HTML Version** tab:

Do not Send an HTML version (only PlainText version)

as there will not be any HTML version of your message to create a PlainText version from!

Grab content from a URL

Just like the HTML version of your message, you may grab the contents of your PlainText version, via a URL. The contents of this URL should be in **PlainText**.

Write/Paste Text

You may explicitly write the PlainText version of your message in the text box provided.

See Also

The, "Send a Message" docs

The Send a Webpage screen shares many of the same capabilities of the, *Send a Message* screen and its chapter goes through these shared features.

Drafts/Stationery/Schedules

Introduction

The **Drafts/Stationery/Schedules** screen in Dada Mail allows you to see all the Drafts, Stationery and Scheduled messages you are currently working on.

Drafts

Drafts are messages you are currently working on, with the intent on sending the message out to your Subscribers. Drafts can be saved and edited at a later date, before they're sent out.

Once you send out your mass mailing, the draft message will be removed.

Stationery

Stationery are messages that you can use as a starter for other messages.

They can't be sent out themselves, but instead are copied over to a new draft message, which you can then further edit and then send out.

Schedules

Schedules are much like Drafts, except they can have a set date and time that they will be sent out at. A schedule can be active, or inactive.

An active schedule will be sent out on the date that you set, while an inactive schedule is much like a draft message - it won't be sent out, unless you make it active.

Once a schedule is sent out, it will not be removed like a draft, but instead will stay around, just inactive, so that it won't be sent twice. If you do want to send the schedule again (perahps, with some modifications), you may do just that: make your modifications, set a new schedule, active the schedule, and you're done!

Drafts are available by clicking the, **Drafts** tab, Stationery are available under the, **Stationery** Tab and Schedules - you guessed it, are available under the Schedules tab.

Both Drafts/Stationery/Schedules will be listed in the order of what you've most recently worked on, and labeled by their Subject, as well as which screen they belong to (Send a Message, Send a Webpage).

Schedules will be listed in two different tables: Active Schedules and below those, Inactive Schedules. In each table, they will be listed in the order in which they are scheduled to be sent out.

Saving

Drafts, Stationery and Schedules can be first created in either the Send a Message or Send a Webpage screens. Look at the top toolbar for buttons labeled,

- Save As: Draft

- Save As: Stationery
- Stationery...

If your message is already saved as a draft, the first button will be labeled instead as,

- Save Draft

When working on Stationery, the toolbar will be missing the **Save As: Draft** button, which will be replaced with the, **New Draft From Stationery**. Click this button to create a new draft message, based on your current Stationery.

The, **Send: Mass Mailing** button will also not be present when working with Stationery, but you may still send test messages.

Editing

Clicking the, **Edit...** button will bring you to the Send a Message/Send a Webpage screen, with the message loaded into the various editable form fields.

Deleting

Clicking the, **[x]** button will delete your message.

Stationery Workflow

Say you've created a few different messages, and saved them each as Stationery. When it's time to send out a message, you would navigate to,

Mass Mailing - Drafts/Stationery/Schedules, click on the, **Stationery** tab and select the Stationery you would like to use as a basis for your new message.

This will load the, **Send a Message/Send a Webpage** screen with a copy of your Stationery. You may then make the appropriate changes for this particular mass mailing.

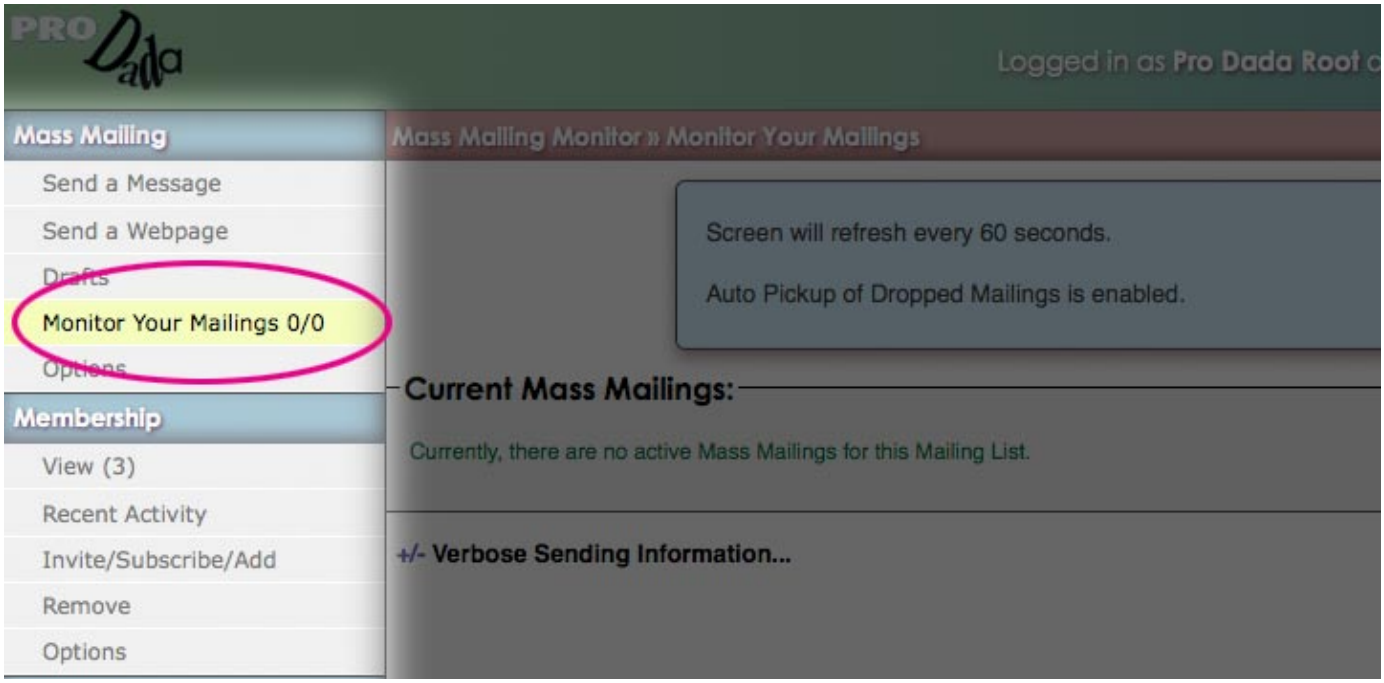
Once you're satisfied, send out your message.

Mass Mailing >> Monitor Your Mailings

The **Monitor Your Mailings** screen allows you to view the progress of Mass Mailings that are currently being sent out.

The **Monitor Your Mailings** screen also has controls that allow you to **pause**, **stop** and **restart** a mass mailing that are being sent out.

On the admin menu, you'll see a quick reference of mass mailings going out in Dada Mail, right after the words, ***Monitor Your Mailings***.



The, "Monitor Your Mailings" menu item

- The first number is the amount of Mass Mailings that your specific mailing list is carrying out currently.
- The second number is the number of Mass Mailings that are happening in every mailing list Dada Mail handles, including your own.

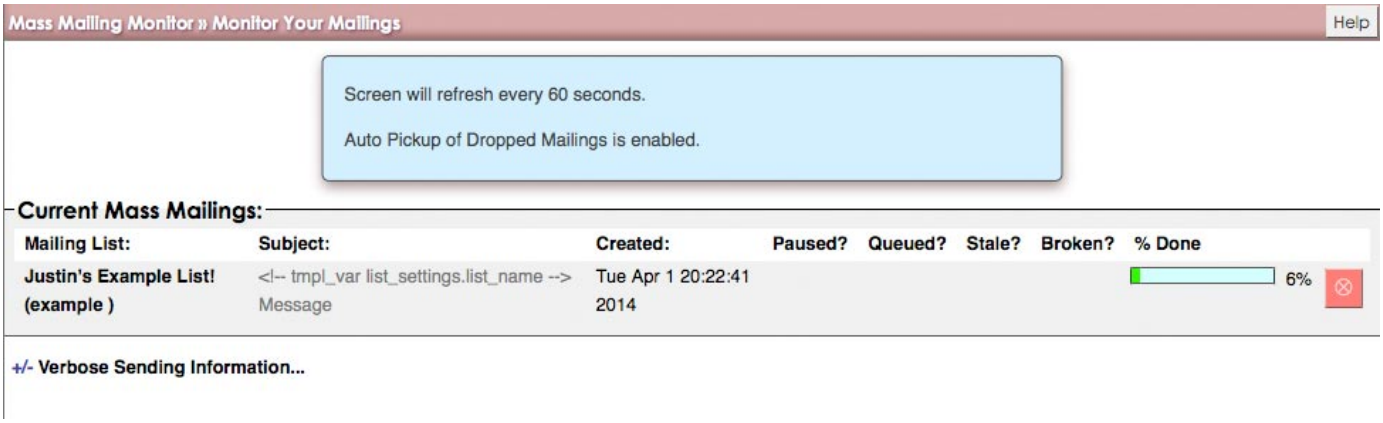
These are good numbers to know, since there may be a limit set on how many Mass Mailings can go out at once. By default, Dada Mail is configured to only allow **1** mass mailing to go out at a time.

The primary reason of the Monitor Your Mailings screen is to tell you exactly where your Mass Mailings are in their delivery. The Monitor Your Mailings screen also checks on the "health" of your Mass Mailings.

Monitor Index

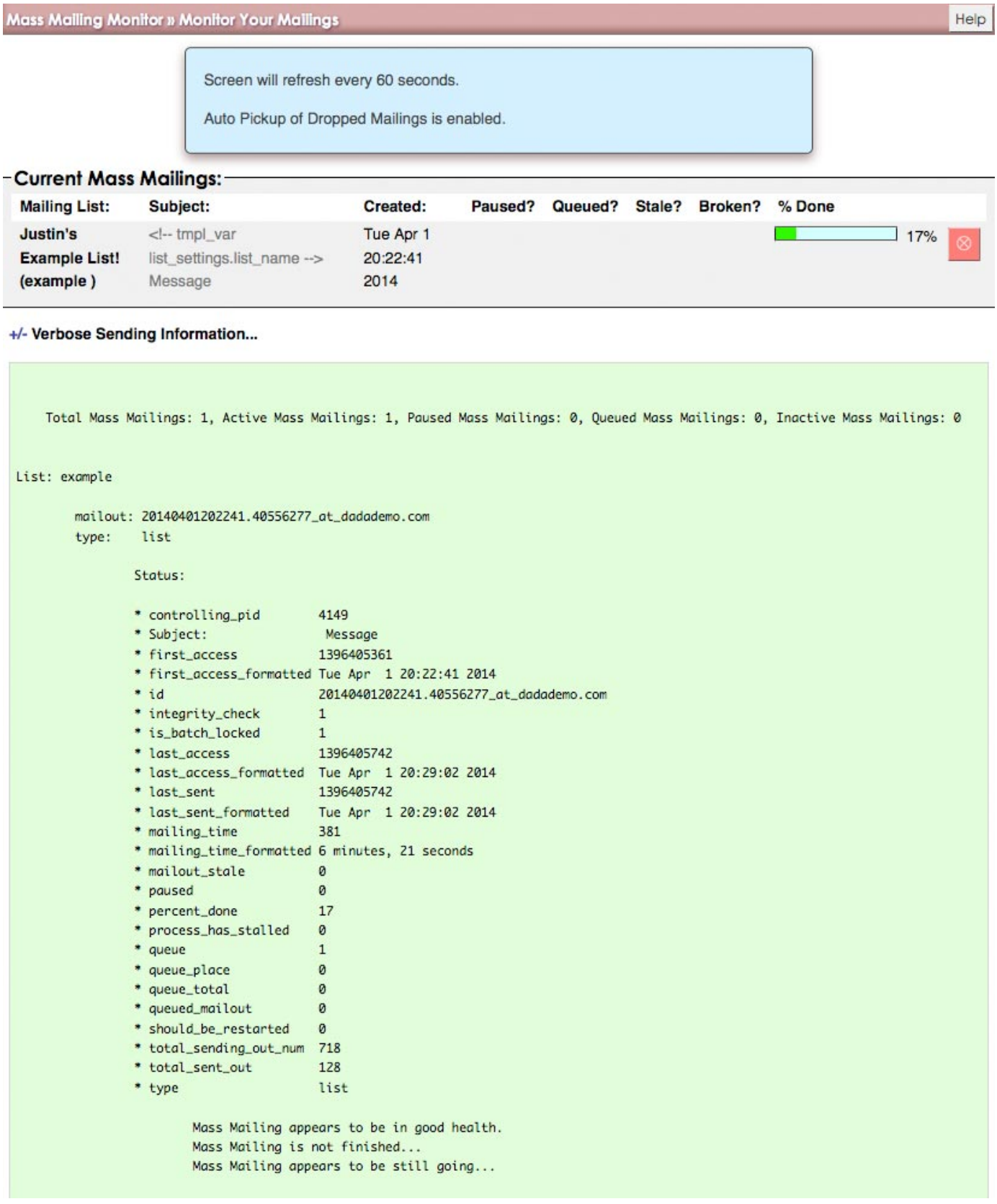
The Monitor Index screen will have a listing of every mass mailing that your mailing list is currently sending out, in the table labeled, **Current Mass Mailings**. If you're logged in with the Dada Mail Root Password, you'll also listings for all other mailing lists. To see more details of any mass mailing of a different mailing list

than you're currently logged into, you'll have to log into that mailing list.



Monitor Index

The Sending Monitor also allows you to see the Verbose Sending Information. To view, click the link labeled, *+/- Verbose Sending Information...*



Clicking the, "+/- Verbose Sending Information..." will reveal extra information about your mass mailings

This will give you a finer grain understanding of what's going on with each Mass Mailing dealing with your list.

Categorizing Mass Mailings

You'll also see a breakdown of **Total Mass Mailings**, **Active Mass Mailings**, **Paused Mass Mailings**, **Queued Mass Mailing** and **Inactive Mass Mailings**

- Active Mass Mailings

  These are Mass Mailings that are currently actively sending out
- Paused Mass Mailings

  These are Mass Mailings that aren't currently sending out, but are instead paused. A paused mailing is a Mass Mailing paused by the List Owner and can be resumed, within the mailing monitor.
- Queued Mass Mailings

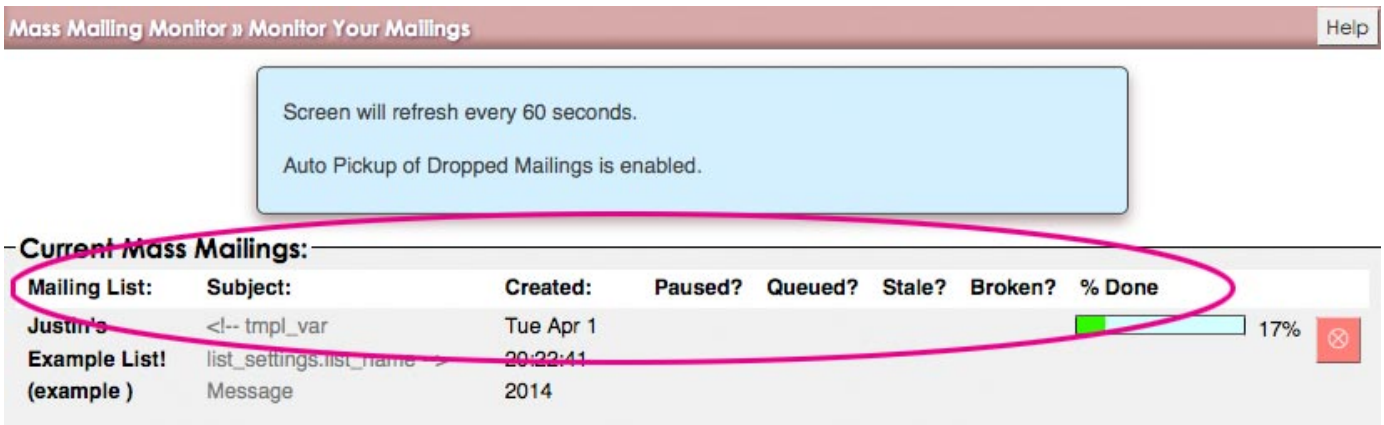
  These are Mass Mailings that aren't currently sending out, but are in line to be sent next. Dada Mail has the option to limit how many Mass Mailings can happen at one time. The default limit is only one Mass Mailing at one time. Once the limit of Mass Mailings is lower than the total number of active mailings, the queued mailing that's in the front of the line will start.
- Inactive Mass Mailings

  These are mass mailings that aren't currently sending out, but aren't either paused or queued. If there is one of these types of mailings, it may be because the Mass Mailing process was dropped by the server for whatever reason.

  These types of mailings can be, **Picked Up** - re-started at the place they were dropped, within the Sending Monitor.

The Current Mass Mailings Table

If you do have a Mass Mailing created, it will be shown in a table in the fieldset labeled, **Current Mass Mailings**. The table should have the following columns:



The various columns in the Current Mass Mailings table

- Subject

  The subject of your email message. This is an active link and clicking it will bring you to the Sending Monitor for this specific mass mailing. This screen will have further information and options concerning this specific mass mailing.
- Created

  This will give you a date your Mass Mailing was, "created" - basically the time you clicked the, "Submit Mailing List Message" button in the, "Send a Message" screen.
- Paused?

  If your current mailing is paused, this column will be colored yellow.
- Queued?

  If your current mailing queued, this column will be colored yellow.
- Stale?

  If your current mailing is stale, this column will be colored yellow. We'll get into what a stale mass mailing is, soon.
- Broken?

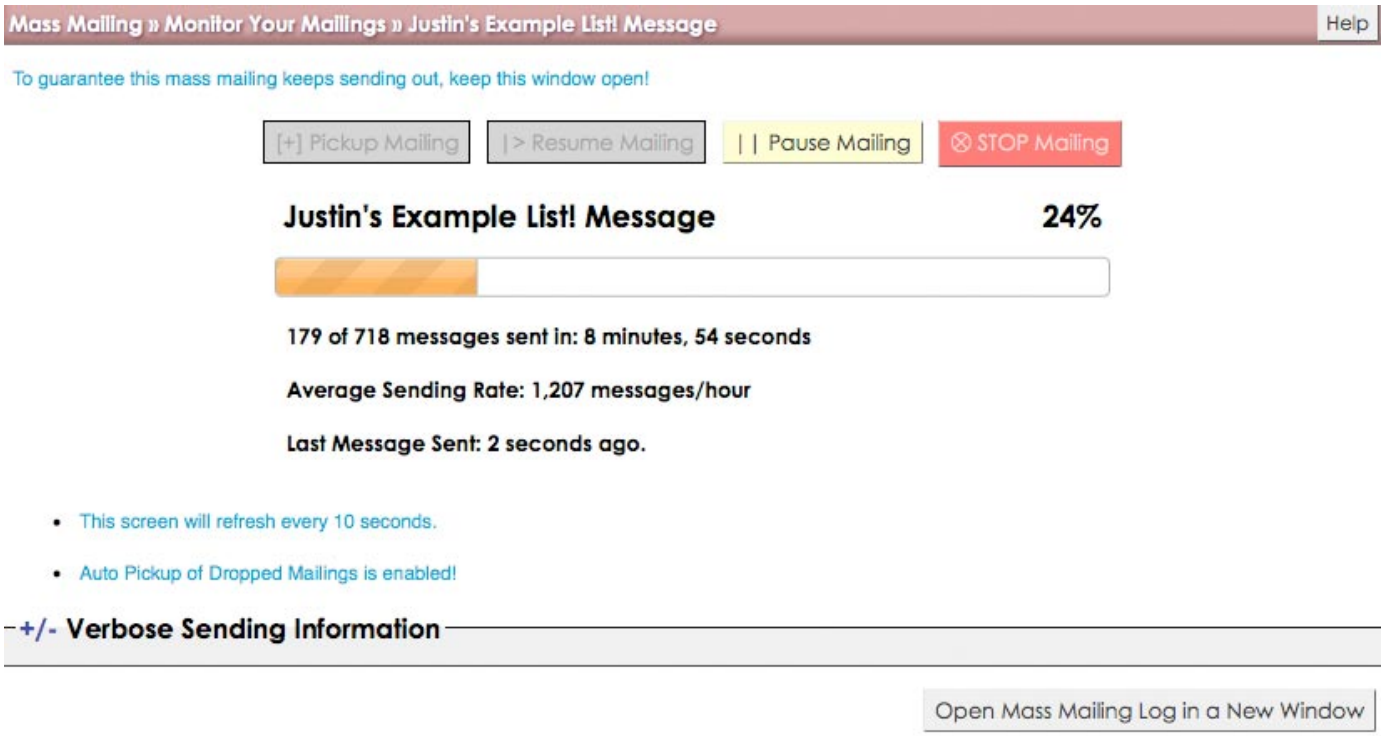
  We sincerely hope it's a rarity, but sometimes a mass mailing can become corrupted. If this happens, Dada Mail will cease sending out the mailing and pause the mass mailing itself. The only thing you really can do for a mass mailing like this is to manually stop it.
- % Done

  This will have a small status bar indicator that will let you know where in your list the mailing is currently at.

Monitor for Each Mass Mailing

You can access the Mass Mailing's own Monitor by clicking the **Subject** located in the table labeled, **Current Mass Mailings**.

This screen will have further information and options concerning this specific mass mailing.



An individual mass mailing's Monitor

The Top Button Row

On the top of the screen, there are four buttons, each with a different purpose.

They are:

- [+] Pickup Mailing

  By default, this button should be grayed out and disabled and should only become enabled if a mailing has inadvertently stopped sending. Clicking this button, when enabled, will safely **Pickup**, or reload your mailing at the exact point it stopped.
- |> Resume Mailing

  By default, this button should be grayed out and disabled. It'll only be enabled when you've, **paused** a mailing. When it's enabled, clicking it will, resume or, **un-pause** your mailing safely.
- || Pause Mailing

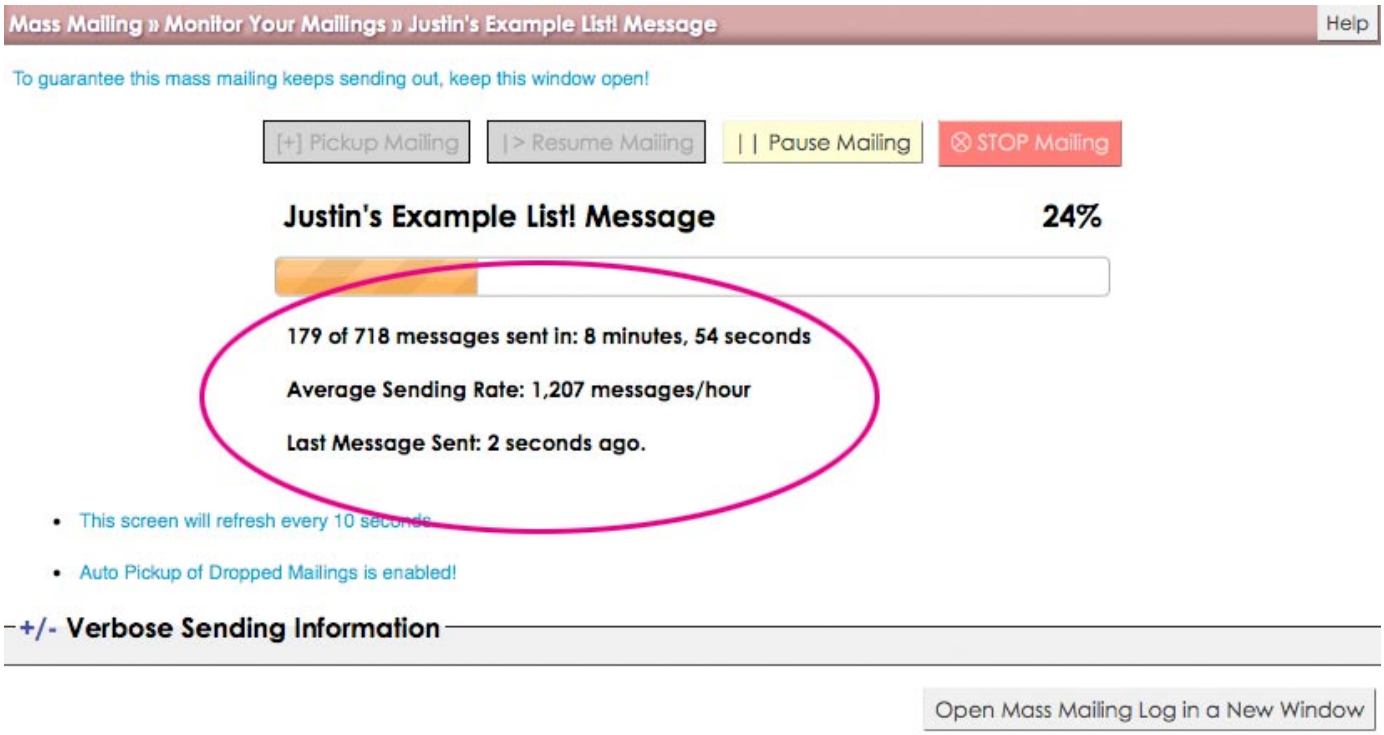
  Sometimes, you may want a Mass Mailing to be stopped, but have the option to resume the mailing at a later time. This is what the **|| Pause Mailing** button is for. Clicking this button will, **pause** your mailing. Mail sending will stop as soon as it can and your mass mailing will be in a state of suspense, until you either, resume the mailing by clicking, **|>** Resume Mailing or, you stop the mailing permanently by clicking, **[x] STOP Mailing**.
- [x] STOP Mailing

  Clicking the **[x] STOP Mailing** button will stop your mailing permanently. Once stopped, your mailing will cease to exist and there's no way to, **revive** a mailing.

Mass Mailing Status Bar

Below these buttons, you'll see a status bar that will tell you the current place the Mass Mailing is currently at.

Mass Mailing Statistics



Statistics of an individual mass mailing

Below the status bar are a few statistics about the mailing:

- How many messages have been sent out, the total number of messages sent out and the total time sending has taken.
- The Average Sending Rate of your message sending
- The time the very last message was sent.

If you're mass mailing has been paused or dropped inadvertently and it has been either picked up or resumed, you may also see a countdown as to when your mass mailing will reload itself. This number is usually below 60 seconds, so hold tight and Dada Mail will do the work for you.

To keep all this information fresh, the screen itself should refresh, about every ten seconds, or if you're batch settings are above waiting ten seconds per batch, it'll match what's set in your batch settings.

If you leave this window open, Your Mass Mailing will be monitored from beginning to end and any problems encountered will be handled by the Mailing Monitor, automatically.

When you would want to use the, "|| Pause Mailing" button

There's a few different scenarios where you'd probably want to use the, **|| Pause Mailing** button.

- Mailing is happening too fast

  If, for some reason, you find you're sending messages too fast, you can pause a mailing to keep below any hourly sending limit that may be set.
- To adjust your sending options

  When a mass mailing is paused, you can also adjust your sending options and change the batch sending options to be faster or slower and any other sending options you'd like. When you resume a mass mailing, these new settings will take affect.
- Change the order of mailings in a queue

  Another scenario may be when you have two mass mailings going at one time, but you have a limit set of only one mass mailing going at one time.

  When this happens, the second mass mailing will be queued. This means, that no mailing will happen for that mass mailing under the first mass mailing is finished.

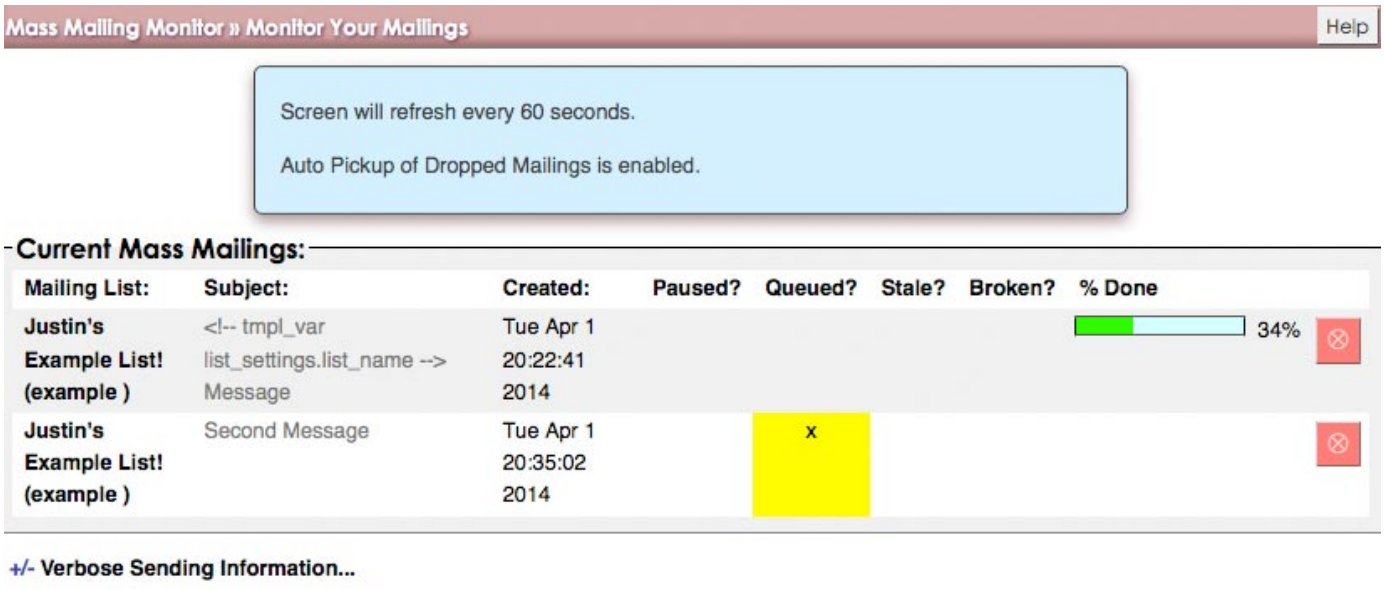
  If you desperately need that second mass mailing to go out first, you can pause the first mass mailing and visit the second mass mailing's Mailing Monitor. When you do, the second mass mailing will start sending.

Advanced Topics for the Sending Monitor

This brings up a very important concept about how Dada Mail sends out separate Mass Mailings.

The "Mass Mailings at Once" Limit and Queueing

By default, only one mass mailing can go out at one time. If another mass mailing is started before the first one is completed, it will be **queued** and will wait in line until the first mass mailing is finished.

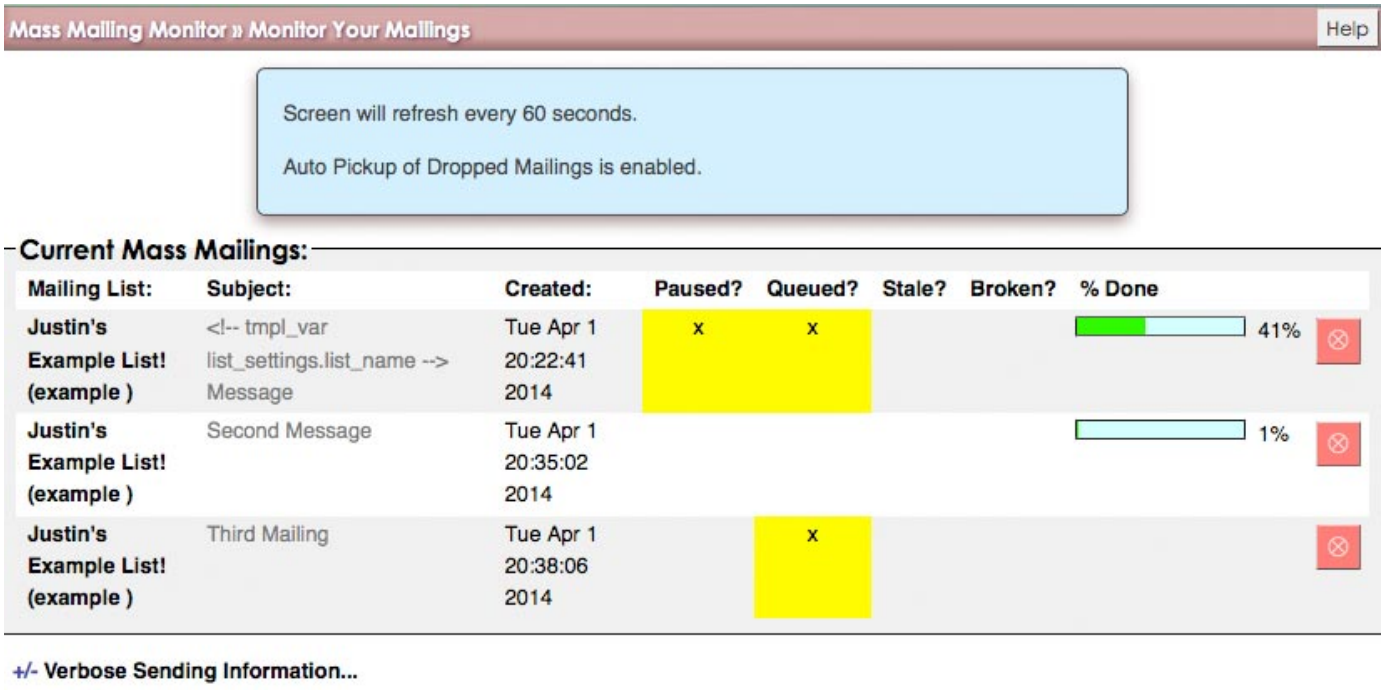


The Mailing Monitor index with one queued mailing

If you create a third mass mailing, this mass mailing will not start until the first two mass mailings are completed, etc.

When you pause a mass mailing, you essentially drop the mass mailing from the queue and it's place in line is put down below any other mass mailings that aren't paused.

So, if you pause the first mass mailing, the second mass mailing will eventually start.



Three mass mailings - the first mass mailing is paused and queued, the second mass mailing is curently active and the third mass mailing is queued.

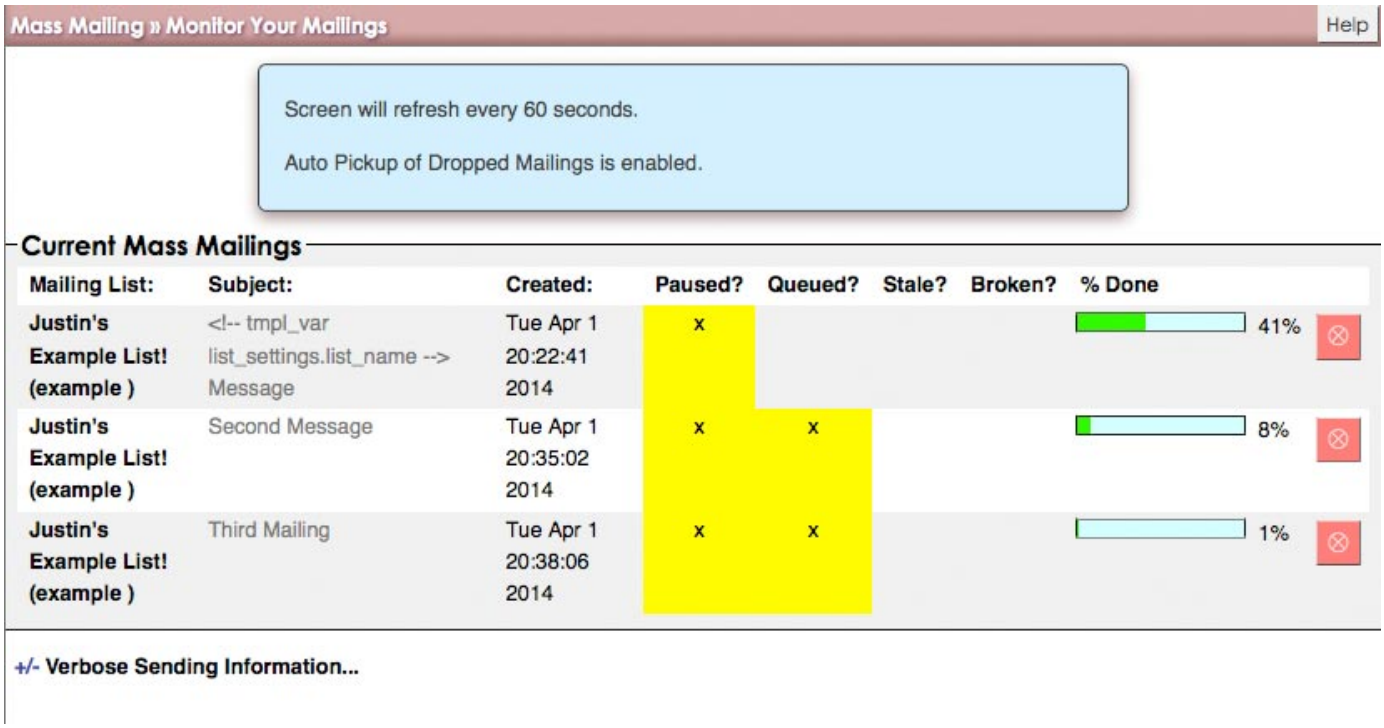
If you pause the second mass mailing, the third mass mailing will eventually start. If you then pause the third mass mailing, NO mass mailings will start - since they're all paused!

You can then **resume** any of the three mass mailings and whatever mass mailing you resume, will start sending messages out, even if it's the third mass mailing you created. To resume an individual mass mailing, navigate to the mass mailing's own mailing monitor screen and click the button labeld, **|> Resume Mailing**

So, the concept to understand is this: Mass Mailings that aren't paused are at the top of the queue. Paused mass mailings are at the bottom.

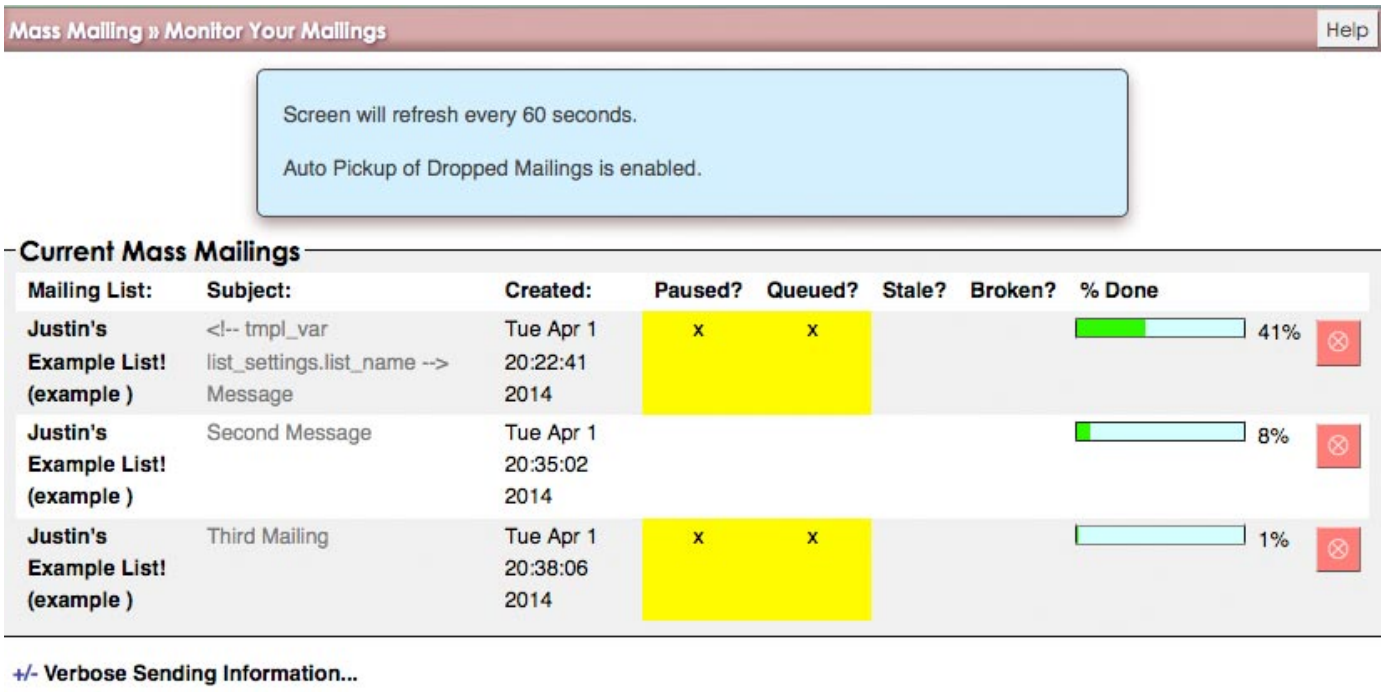
Resuming Paused Mass Mailings

Let's set up the scenario again: we have three mass mailings that are all paused.



Three mass mailings - all paused.

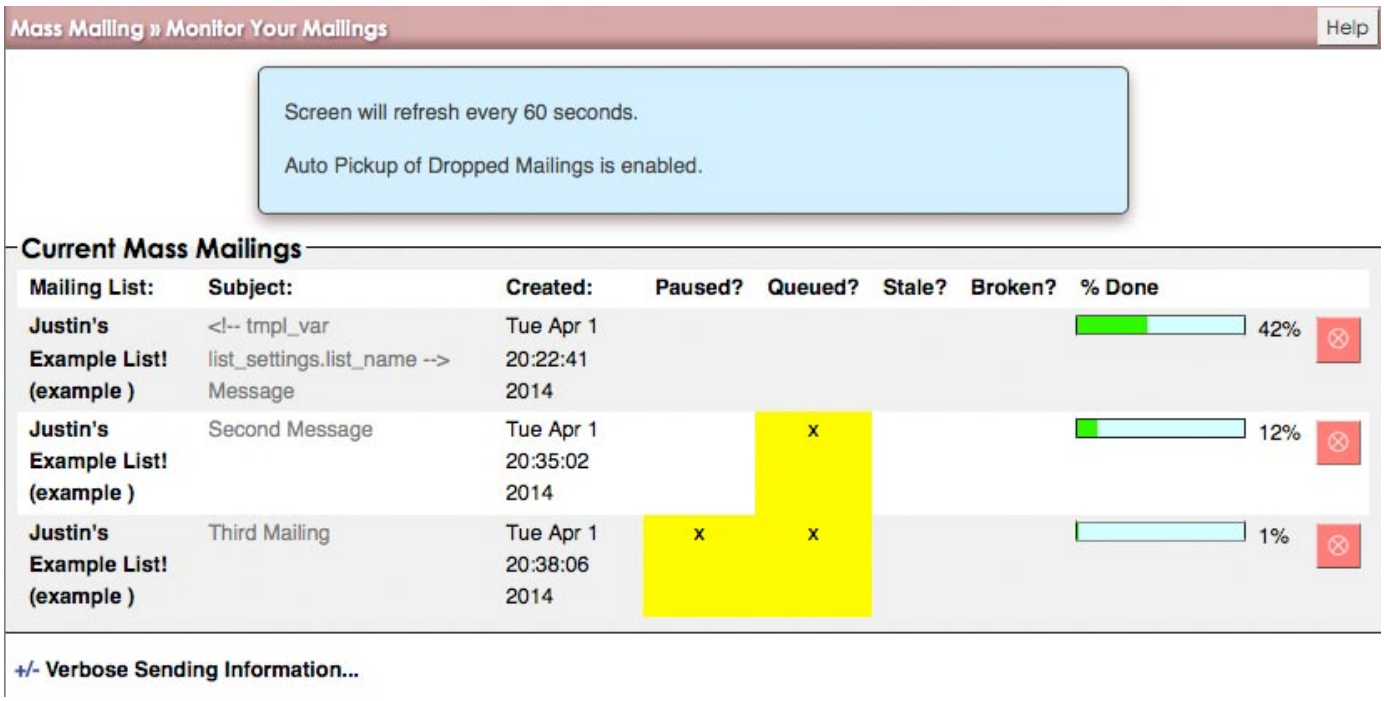
We decide to resume the **Second** mass mailing and mailing for this specific mass mailing starts.



Three mass mailings - the second mass mailing is resumed and begins sending again.

We then Resume the First mass mailing. What happens?

When you resume a mass mailing, it's place in line jumps back to where it was, before it was paused. The first mass mailing will be in the front of the line - in front of the second mass mailing!



Three mass mailings - the first mass mailing is resumed and jumps back into the front of the line and

continues sending. The second mass mailing is then queued. The third mass mailing is still paused and queued behind the second mass mailing.

The second mass mailing will again be queued in back of the first mass mailing and mailing will stop for this mass mailing. The first mass mailing will start sending again.

Very important to understand.

Automatic Mail Monitoring

One thing we haven't talk about is how important it is to monitor a mass mailing, so that the mailing goes to completion.

We highly suggest keeping your browser open to the, *Monitor Your Mailings* screen. The main, *Monitor Your Mailings* index screen is a good choice: it'll monitor all your mailing list's mass mailings and pick up any mailings that might drop by the wayside. The screen will refresh every 60 seconds. Navigate to this screen, keep it open and lessen your worries.

This is still somewhat inconvenient, as you must keep your computer on, it must be on this specific screen and you must be connected to the internet. For this reason, you will want to make sure to set up the cronjob for Dada Mail.

You can then periodically check on a long running mass mailing and see exactly where in your mailing list your mass mailing is at currently, via the web-based, *Monitor Your Mailings* screen.

Changing Your Mass Mailing at Once Limit

The Mass Mailings at Once Limit is not set in stone. If you want, you may change it to any amount you want. This can be easily done when installing/upgrading Dada Mail - it's one of the advanced options available, under, **Configure Global Mass Mailing Options**

The Reasoning Behind the Mass Mailings at Once Limit

On many inexpensive shared hosting accounts, there's usually an hourly limit for how many messages you may send at one time. A good guess at what this number usually is, is around 500 messages per hour, but it's best to always double-check with your webhost, and found out your exact hourly limit.

The batch settings and Mailing Monitor were created facilitate sending mass mailings out to thousands of people while still remaining below any hourly limits.

If you raise the Mass Mailings at Once Limit to, 2, have could then have two mailings going out at once, each at around 500 messages/hour and also have an hourly limit set by your hosting account of, 500 messages an hour, roughly half of your messages (500) will not be delivered.

This could happen with no warning from Dada Mail, sendmail (or your SMTP server) or your webhost. It's a very frustrating problem to figure out, if you don't understand the sending limitations imposed.

Mass Mailing Options

Introduction

The Mass Mailing Options list control panel controls the behavior of a mass mailing. In one word this all boils down to, **Speed**.

Batch Sending Options

The Batch Sending Options fieldset allows you to change the speed of your Mass Mailings.

In Dada Mail batches are a number of email messages that are sent out, one after the other. Each batch is separated by a time where no sending takes place. In Dada Mail, you may change how many messages go out per batch and also the time between batches.

With these two settings, you can get a pretty good idea on how long it will take for a mailing to go to completion.

One thing to note, though is that the batch settings do not work by specifying exactly how many messages go out in a window of time. It simply tells Dada Mail what the pattern is of, how many messages to send and how long to wait until we repeat that pattern.

You *will* be given an estimate on how long a mass mailing will go out on the top of the screen, but remember that this estimate does not take in account how long (even if it's a fraction of second) a message takes to actually send.

If you are using the experimental Amazon SES support, you'll also see information regarding your email quota - how many messages you can send per day, how fast you can send messages out and how many messages you have sent in a 24 hour period. Make sure your batch sendings fall within these paramaters!

Enable Batch Sending

Checking this option will enable batch sending. We suggest, *always* having this option checked. There's many good reasons:

Many webhosts, most especially hosting accounts on shared hosting plans have limits on how many email messages they will allow you to send at once. If you do not know this limit, look at your hosting account's, Terms Of Services, or ask support. If the limit is lower than you expect, ask if they have different plans that allow for larger amounts of mail to be sent.

In my experience, most lower priced webhosts generally have a limit of about 500 messages that may be sent in an hour.

If you do go over this limit, the messages that you send after the limit has been reached generally do not get delivered and do not bounce back - they simply, "disappear".

Many mailing problems where subscribers report not receiving a mailing list message happen because you go over a limitation of email sending set by your webhost. **Do not blindly speed up your message sending!**

See Also:

The Mailing List Sending FAQ technical docs go into more detail about batch sending:

http://dadamailproject.com/d/FAQ-mailing_list_sending.pod.html

Send: [...] message(s) per batch

Allows you to set how many messages go out per batch. Currently, you have the option of between 1 and 180 messages you can have go out.

and then wait: [...] seconds, before the next batch.

Allows you to set how long to wait for each batch. Currently, you have the option of between 1 and 180 seconds (3 minutes).

Automatically set batching speeds based on your Amazon SES limits

You'll need to setup Amazon SES and select, ***Send Messages Using: Amazon Simple Email Service*** *in,* ***Mail Sending - Options*** *for this option to appear.*

When selected, Dada Mail will find out what your sending limits are, when using Amazon SES, and intelligently set the batch settings, so that you always are sending *below* your limit. The rate at which Dada Mail sends out mass mailings will speed up, or slow down dynamically throughout the mass mailing itself, so don't be alarmed when this happens.

For example, messages could start being sent out at near the limit of what Amazon SES allows: if the limit is 5 messages/second, Dada Mail will send at 4 messages/second, but then slow down, when getting closer to the 24 hour quota of messages you may send. 5 messages/second down to 1 message/second. If more messages need to be sent, batch settings will be slowed down further still.

Amazon SES is set up to scale, with the amount of messages you send using the service. Your per second rate may be raised from 5 messages/second to 10. Your daily limit may be raised from 10,000 messages a day, to 100,000.

Adjust Sleep Time

When checked, Dada Mail attempts to compensate for the small amount of time it takes to send out an email message, allowing you to better estimate how fast a Mass Mailing will go out.

For example:

If it takes 3 seconds to actually send out a message and you have your batch settings set to: **1** message every, **8** seconds, you're actually sending speed will be more like, **1** message, every **11** seconds. This changes your speed from **450** messages/hour to **327** messages/hour.

With this setting enabled, Dada Mail will know to only wait around 5 seconds between batches, instead of 8 seconds. This can help you send as fast as you're able to, but not any faster.

Use One SMTP Connection per Batch (Experimental)

This is another performance boost - but really is useful if you're running into the problem of not being able to send your messages fast enough.

First thing to know: this option will only work if you have SMTP sending enabled and working. It won't work for `sendmail`.

The second thing to know is that it's still experimental - we need feedback from our users (you!) about its reliability.

This option tells Dada Mail to send more than one message, per SMTP connection.

An SMTP connection could take less than a second to several seconds to initiate, since there's a lot of chit/chat back and forth between Dada Mail and the mail server. If this happens each time you send a batch, there could be a major speed penalty, especially if you have many messages per batch.

This feature isn't very useful if you have a small amount of email messages you want to send per batch - like only one message. If you have, say **10** messages you want to send per batch, this option could really cut down sending time.

A real danger though and another reason that this is kept as, *Experimental*, is that if you try to send *too* many messages per batch, your entire batch won't work - the SMTP server won't allow you to send so many messages at once - so you may have to play around with the settings, yourself.

Receive Finishing Message

The Finishing Message is an email message that gets sent to the List Owner, once a mass mailing has completed. Since mass mailings can take a very long time, this is a simple indicator to let you know when everything has finished to completion.

Auto Pickup Options

The Auto Pickup Options take a little explanation on what they are and why you need them:

Since Mass Mailing can take a long time, say a few hours - or even days, if your Subscription list is large and your limits are small, the actual process that sends messages out can be cut off short and not complete it job because of a server resource limit. Even if you do not have draconian resource limits, a job could be cut off short if the physical server is restarted. This isn't so rare, as many are restarted every midnight.

Dada Mail has a very fancy mechanism to figure out if a mass mailing has been cut short and has methods to restart your mailing at the very place it was cut short. Worth its weight in gold.

Auto-Pickup Dropped Mass Mailings

The setting enables the auto-pickup mechanism. Unless you have a very interesting reason (and similar to enabling Batch Sending), always have this setting enabled.

Restart Mailings After Each Batch

This setting gets slightly technical, but has to do with, again, server resources and limitations.

Unless you have a very interesting reason, *NEVER* use this option.

That very interesting reason may be that your hosting account, for whatever reason, does not support programs like Dada Mail to do something called, `sleep()`.

`sleep()`, basically is a time where a program, like Dada Mail doesn't really do anything. Usually, programs don't sleep indefinitely, but have a specific time they sleep. `sleep()`ing is how Dada Mail's Batch Settings Mechanism actually works: once the amount of messages you've specified is sent out, the program `sleep()`s

Since it's an incredibly important piece of the puzzle for mass mailings, if your hosting account doesn't support, `sleep()`ing, you're in trouble. Thus, this option. We can't really recommend using this option, but it's here, if you have difficulties without it.

Logging

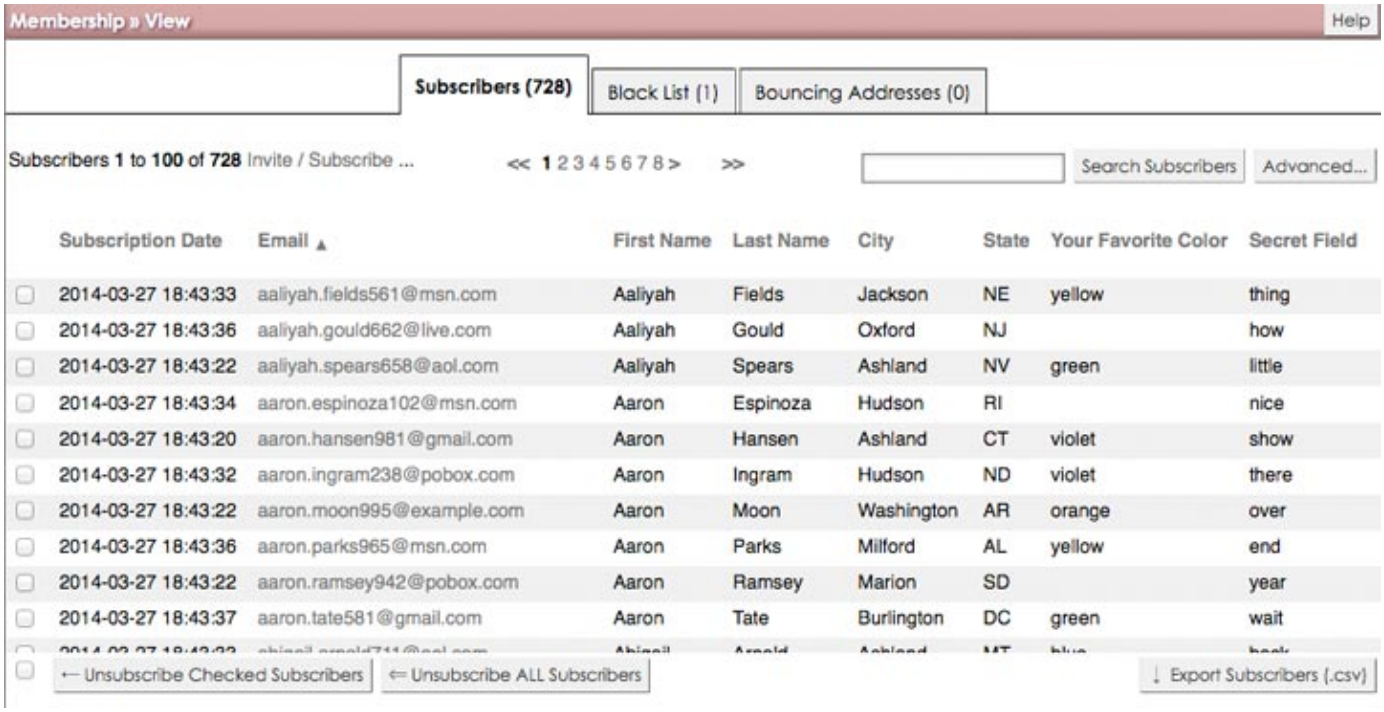
Save Mass Mailing Logs

When enabled, Dada Mail will save the log it makes specifically for each mass mailing, so that you can inspect it, after a mass mailing is finished.

This log is also available while a mass mailing goes out, in the mailing monitor screen: click on the button labeled, **Open Mass Mailing Log in a New Window**

Membership >> View

Introduction



The View List Screen

The View screen allows you to view all your Mailing List Members in all the available sublists. This screen also allows you to search, update, remove and export your members.

Each address in the table will lead to an individual address's membership screen - click on the email address, where you can then work with that individual member.

Sublist Types

When we're talking about your Mailing List **Subscribers**, we're usually talking about the collection of addresses that you want to send a mass mailing to. This is one of the SubList **Types** that make up your entire Mailing List.

As a shorthand, we just call the sublist you send Mass Mailings out as your Mailing List Subscribers, or even shorter, your **Subscribers**.

Dada Mail also supports many other different types of sublists. For example, the **Black List** - the sublist of addresses not allowed to be a member of your Subscribers, and the **White List**, a list of addresses which are composed of only addresses allowed to be a member of your Subscribers.

All these types of sublists can also be accessed using the **View** screen.

Sublist Navigation

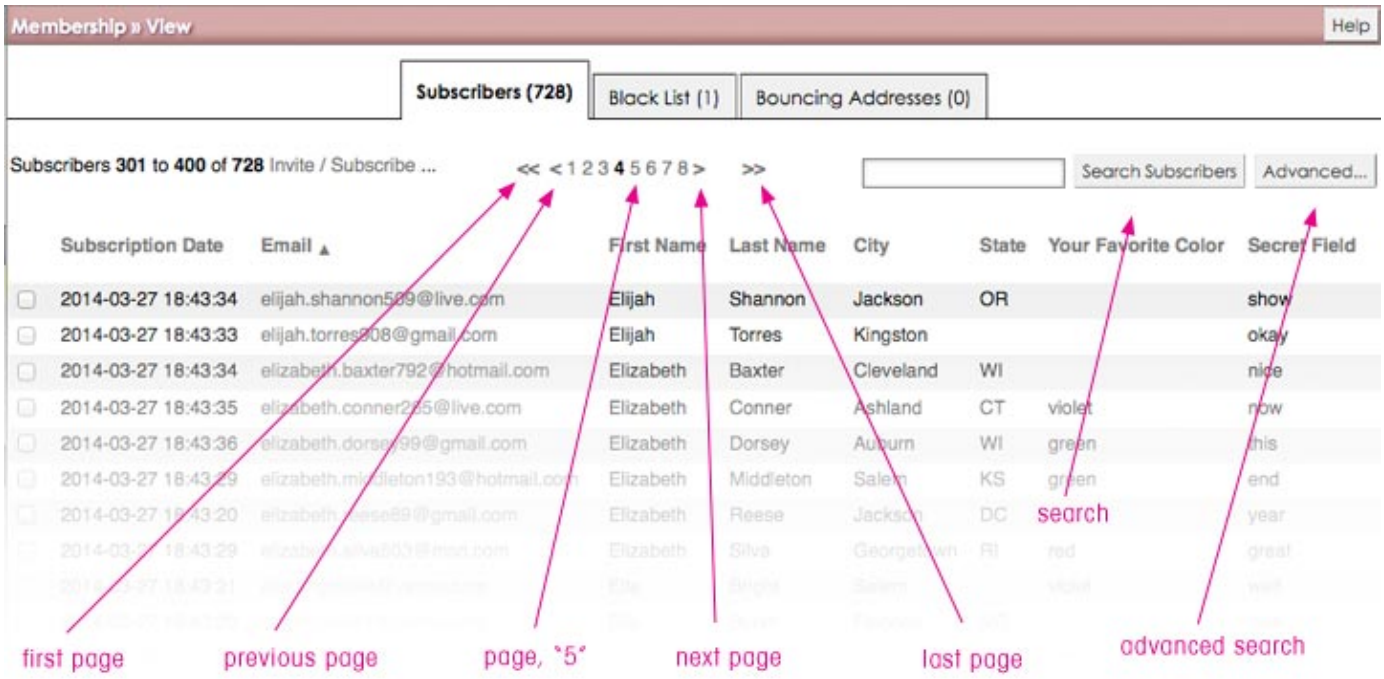
You may view each different sublist that is available, using the tabs on the top of the View screen. By default, you'll see the, **Subscribers** and **Black List** Types. If you have the Bounce Handler installer, you may also see the, **Bouncing Addresses** sublist.

Membership Table

Underneath the tab navigation is the main Membership Table. This table will show you the addresses that are members of the sublist you're currently viewing.

Navigating the Membership Table

The Membership Table shows 100 addresses at a time (by default). You can browse through the sublist members in a few ways, using the navigation above the list of addresses itself.



Top Navigation

- <<

  Goes to the first page
- >>

  Goes to the last page
- >

  Goes to the next page
- <

Goes to the previous page

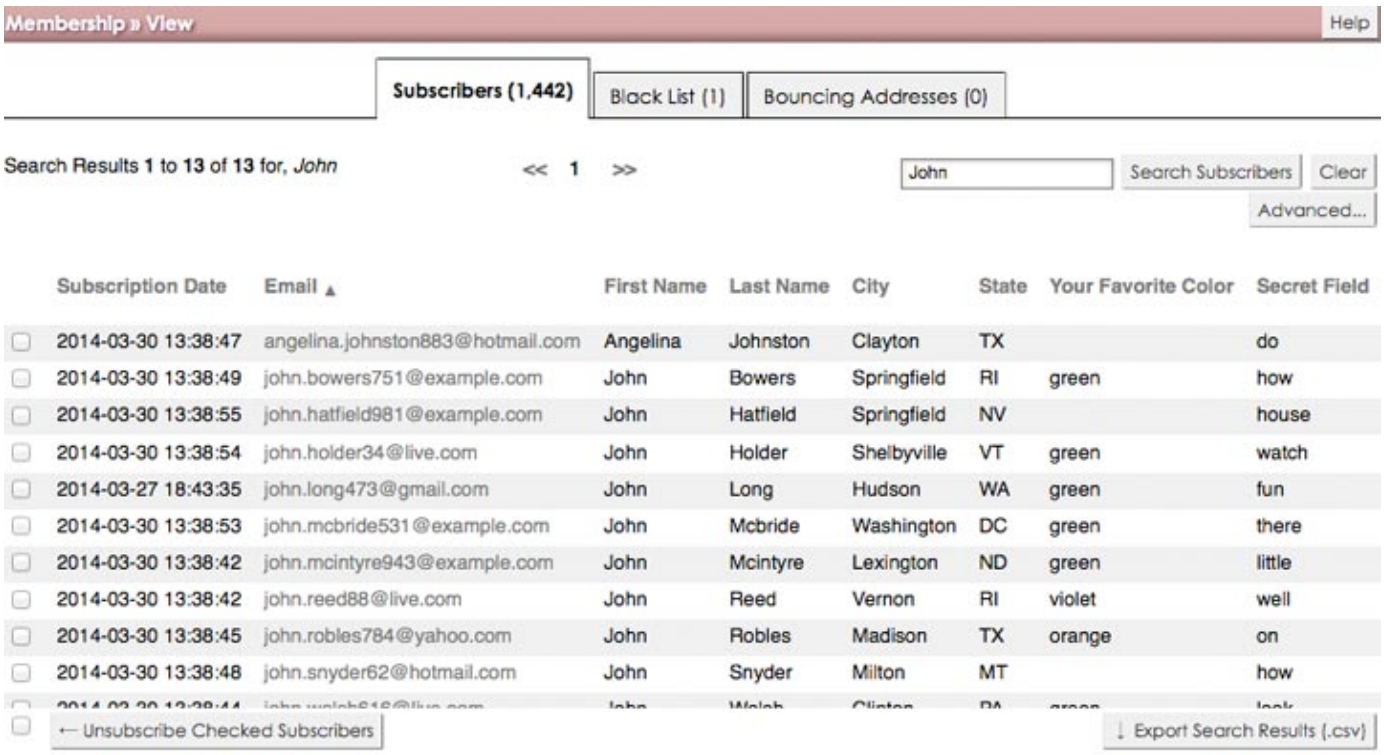
- 1 2 3 4

Each numbered link will go to that specific page

Search form

Search allows you to search within your sublist. The search will use all the fields, including the email address, when looking for your query.

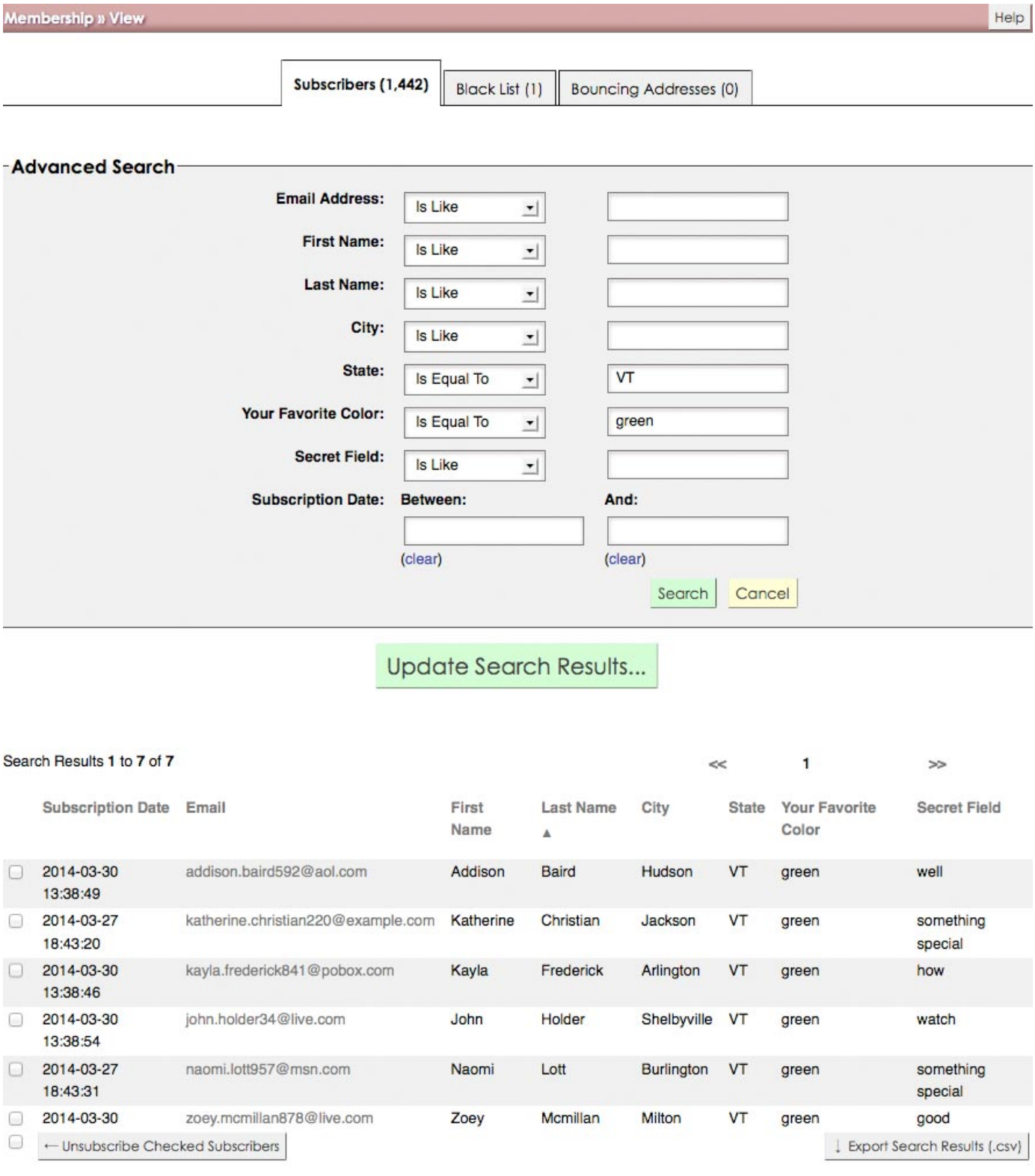
Click the, **Clear** button to remove the search results to again see your entire sublist.



Looking for John

Advanced Search

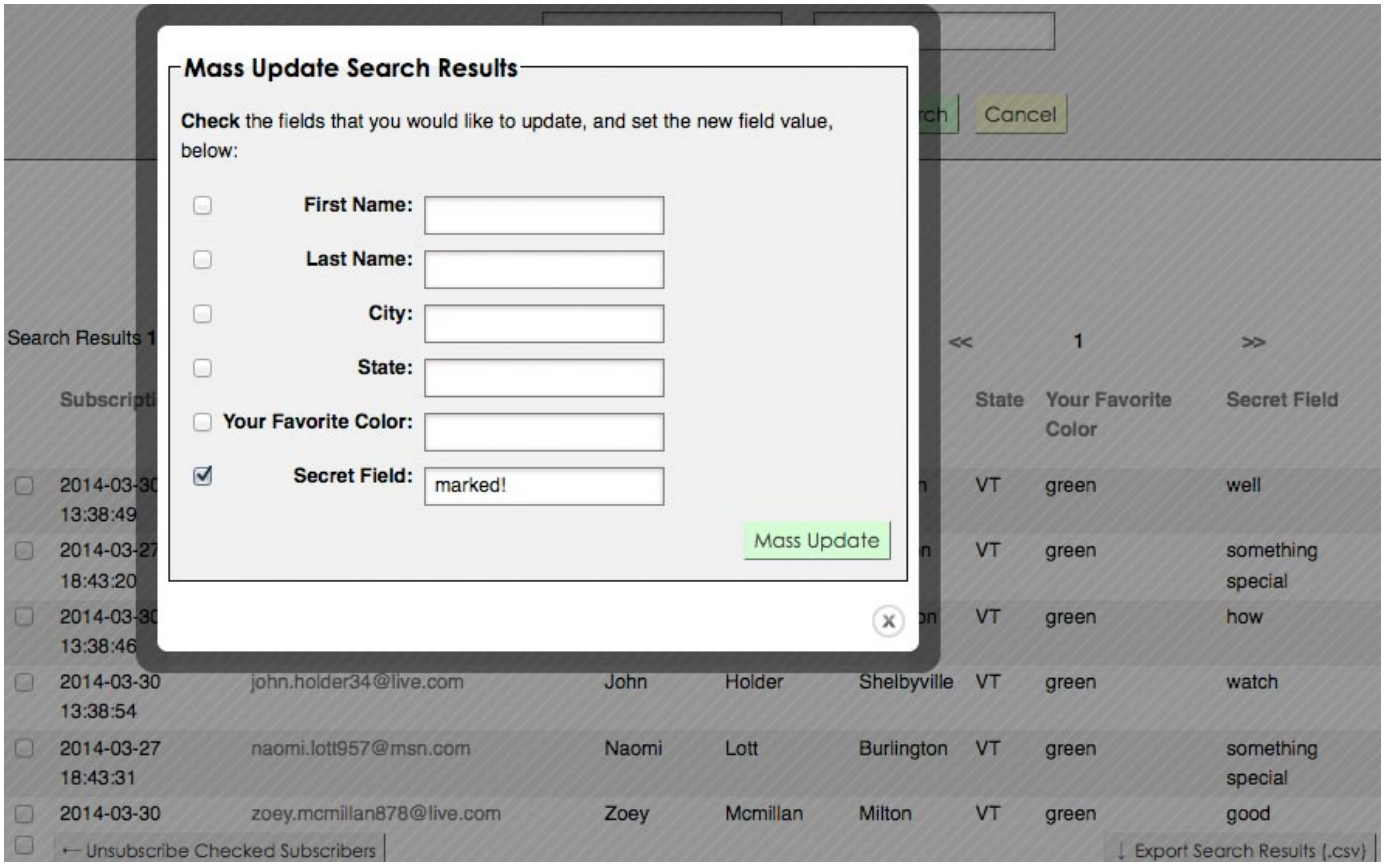
Advanced Search allows you to search specific Profile Fields, as well as between Subscription Dates.



Advanced Search: Looking for, State: VT and Your Favorite Color: green
Results are shown below the Advanced Search Form

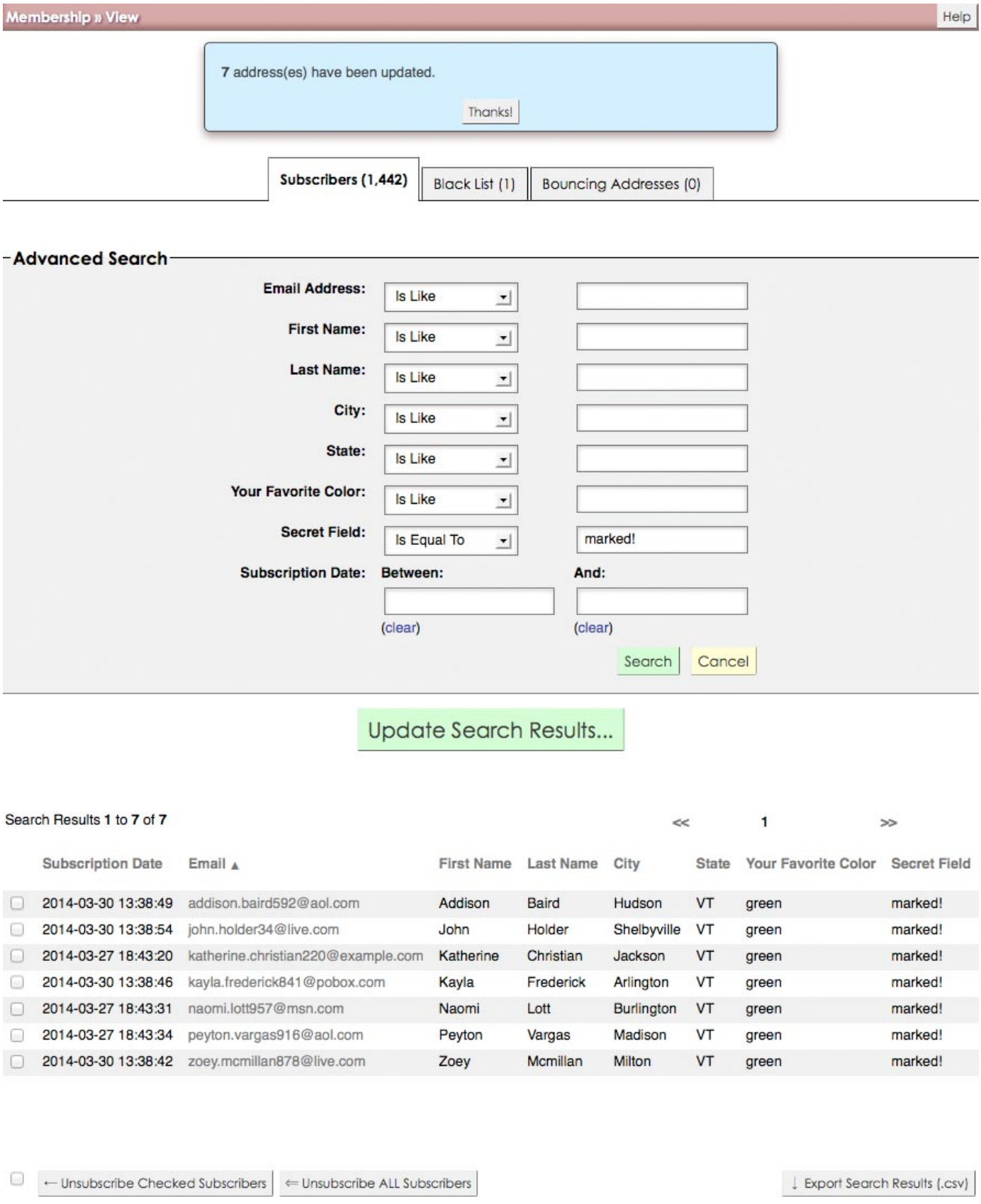
You have made an advanced search, you can then mass update the Profile Fields of your results. Clicking the button labeled, **Update Search Results** will revel a new form in a modal window, to allow you to update the

fields you would like:



Updating the, Secret Field for your Advanced Search Results

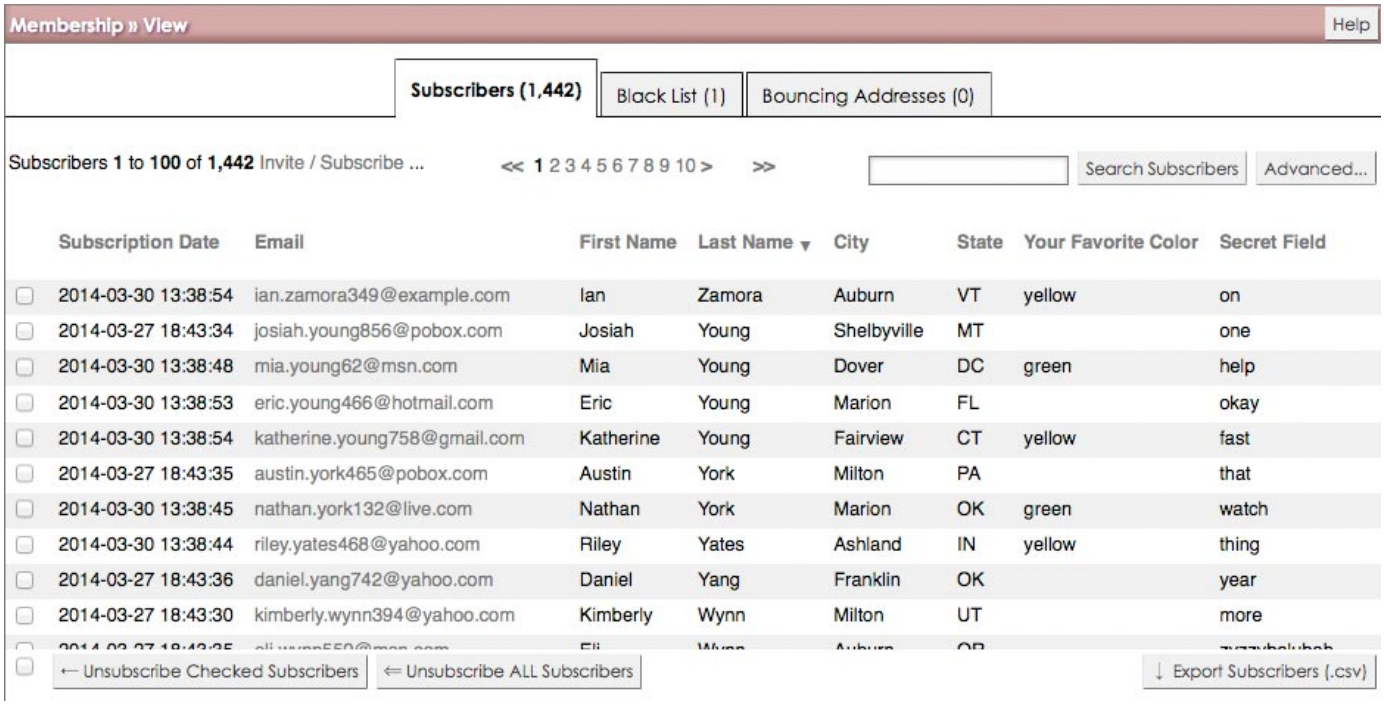
Once you have made your updates (click, the button labeled, "Mass Update" after setting your changes), the screen will refresh, showing matches based on the form fields you have just updated,


Membership » View
Help
7 address(es) have been updated.
Thanks!
Subscribers (1,442)
Black List (1)
Bouncing Addresses (0)
Advanced Search
Email Address:
Is Like
First Name:
Is Like
Last Name:
Is Like
City:
Is Like
State:
Is Like
Your Favorite Color:
Is Like
Secret Field:
Is Equal To
marked!
Subscription Date:
Between:
And:
(clear)
(clear)
Search
Cancel
Update Search Results...
Search Results 1 to 7 of 7
<< 1 >>
Subscription Date
Email ▲
First Name
Last Name
City
State
Your Favorite Color
Secret Field
2014-03-30 13:38:49 addison.baird592@aol.com Addison Baird Hudson VT green marked!
2014-03-30 13:38:54 john.holder34@live.com John Holder Shelbyville VT green marked!
2014-03-27 18:43:20 katherine.christian220@example.com Katherine Christian Jackson VT green marked!
2014-03-30 13:38:46 kayla.frederick841@pobox.com Kayla Frederick Arlington VT green marked!
2014-03-27 18:43:31 naomi.lott957@msn.com Naomi Lott Burlington VT green marked!
2014-03-27 18:43:34 peyton.vargas916@aol.com Peyton Vargas Madison VT green marked!
2014-03-30 13:38:42 zoey.mcmillan878@live.com Zoey Mcmillan Milton VT green marked!
← Unsubscribe Checked Subscribers
⇐ Unsubscribe ALL Subscribers
↓ Export Search Results (.csv)

Results of the mass update

Column Labels

Below the table navigation links are labels for each column (email address and any other Profile Fields). These columns may be clicked to change the sorting of the table itself. Clicking on an already selected column will reverse the order of the sorting.



Looking for John, sorting by last name, descending

Addresses

The membership table will be below this navigation. Clicking on an address in the table will bring you to the addresses membership screen, where you may work with a individual address. See the chapter on the Membership screen

If you are viewing the **Bouncing Addresses** sublist, clicking on the address will instead pop up a modal window, showing the bouncing history of that address and a choice to permanently remove the address, or move the address back to your Subscribers.

Bottom Buttons

Below the membership table are a set of buttons to allow you to remove/unsubscribe selected addresses, remove/unsubscribe ALL addresses, or export the sublist that you're viewing.

Unsubscribe/Remove Checked Subscribers

The membership table also has a checkbox in each row, next to the address itself. You can check addresses you would like to remove from your sublist. Once you're done selecting addresses, clicking on the,

Unsubscribe/Remove Checked Subscribers/Addresses will remove those addresses from the sublist.

Unsubscribe/Remove ALL Subscribers

Clicking the button will remove every single address from the sublist you're working on. Be careful when using this option, as there's no way to salvage the addresses you remove!

Black List preferences may also be in effect. If the Black List is activated and the option, **Move Addresses to the Black List after they are Unsubscribed** is enabled, any addresses you unsubscribe from your Subscribers will also add the address to your Black List.

Filter Subscribers Through the Black List

If you're currently viewing the Black List sublist, another button will be presented to you, labeled, **Filter Subscribers Through the Black List**. Clicking that button will show you all current Subscribers that are also Black Listed. You may then unsubscribe those addresses.

Export (.csv)

Exporting the selected sublist will allow you to download your sublist in the `.csv` format.

If you're currently seeing the results of the search, the Export button will export just the results from your search. Exporting our search for, **john** will download a file with this data:

```
timestamp,email,first_name,last_name,city,state,favorite_color,_secret
"2014-03-27 18:43:37",john.ware76@pobox.com,John,Ware,Oxford,ND,,help
"2014-03-30 13:38:44",john.walsh616@live.com,John,Walsh,Clinton,PA,green,look
"2014-03-30 13:38:48",john.snyder62@hotmail.com,John,Snyder,Milton,MT,,how
"2014-03-30 13:38:45",john.robles784@yahoo.com,John,Robles,Madison,TX,orange,on
"2014-03-30 13:38:42",john.reed88@live.com,John,Reed,Vernon,RI,violet,well
"2014-03-30 13:38:42",john.mcintyre943@example.com,John,Mcintyre,Lexington,ND,green,little
"2014-03-30 13:38:53",john.mcbride531@example.com,John,Mcbride,Washington,DC,green,there
"2014-03-27 18:43:35",john.long473@gmail.com,John,Long,Hudson,WA,green,fun
"2014-03-30 13:38:47",angelina.johnston883@hotmail.com,Angelina,Johnston,Clayton,TX,,do
"2014-03-30 13:38:54",john.holder34@live.com,John,Holder,Shelbyville,VT,green,marked!
"2014-03-30 13:38:55",john.hatfield981@example.com,John,Hatfield,Springfield,NV,,house
"2014-03-27 15:53:22",newuser1@example.com,John,Doe,Springfield,MI,red,shyguy
"2014-03-30 13:38:49",john.bowers751@example.com,John,Bowers,Springfield,RI,green,how
```

This data can then be imported into a spreadsheet application.

Subscription Requests

The Subscription Requests sublist will show a different set of buttons on the bottom of the membership table.

Approve Checked Subscription Requests

Clicking this button will move the address to your Subscribers sublist

Deny Checked Subscription Requests

Clicking this button will remove the address to the Subscription Request sublist.

Bouncing Addresses

The Bouncing Addresses sublist will show a different set of buttons on the bottom of the membership table.

Move Selected Bouncing Address Back to Subscribers

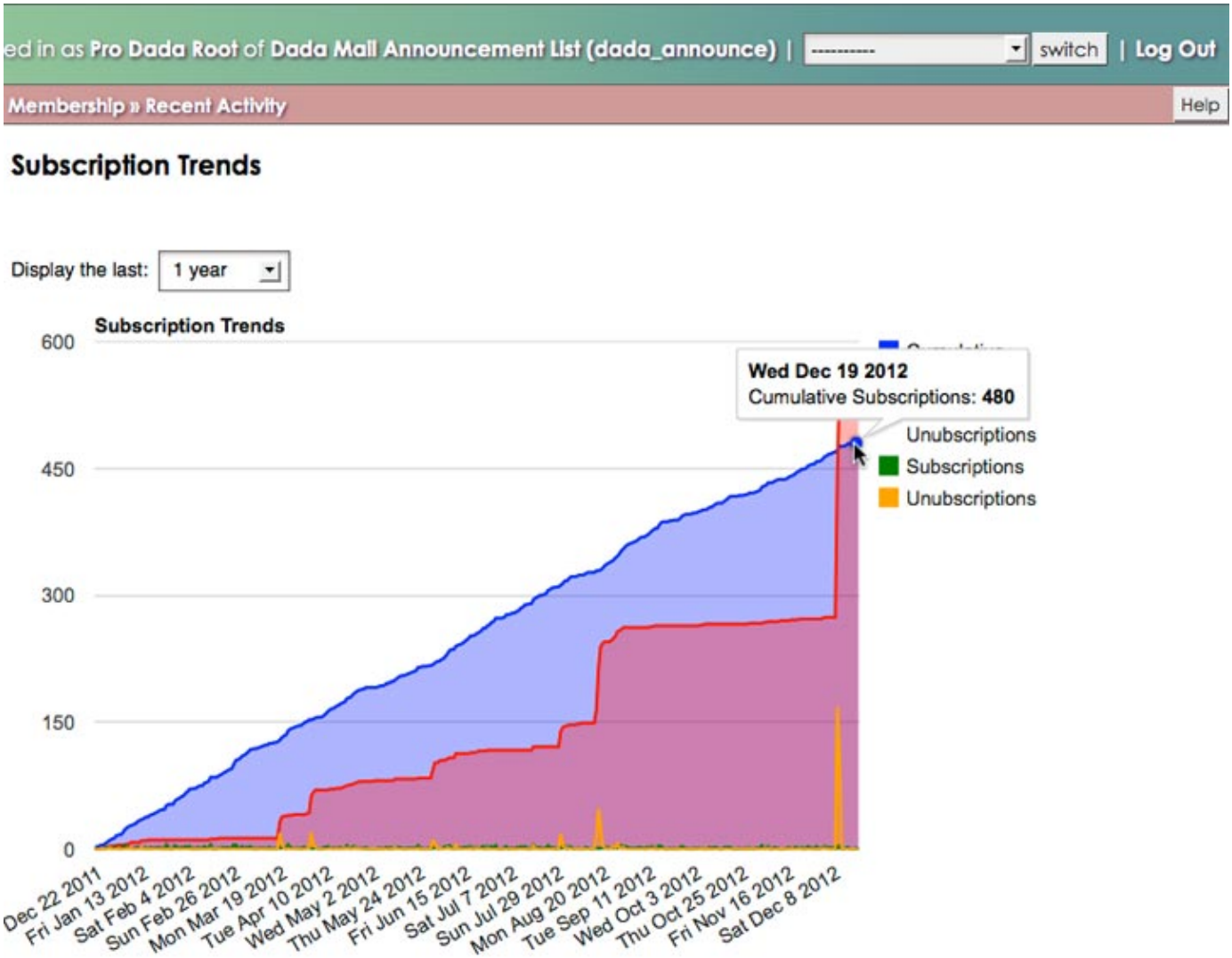
Press this button to reinstate the addresses you've selected back to your Subscribers sublist.

Remove Selected Bouncing Addresses

Press this button to completely remove the addresses you've selected. Again, if your Black List is activated and the option, **Move Addresses to the Black List after they are Unsubscribed** is enabled, any addresses you remove from your Bouncing Addresses will also add the address to your Black List.

Recent Activity

Subscription Trends



The Subscription Trends Graph

The Subscription Trends graph shows subscriptions and unsubscriptions made in your mailing list, over a period of time from one week to years.

This graph also shows the cumulative total of both subscriptions and unsubscriptions, so that you can get a good sense of the trend between people joining and leaving your mailing list. The graph is interactive; mousing over any of the points will show you the exact total subscribers being counted.

A common pattern you may see, is a study gain of subscriptions over time, as well as a sharp accumulation of unsubscriptions, each time you send out a mass mailing.

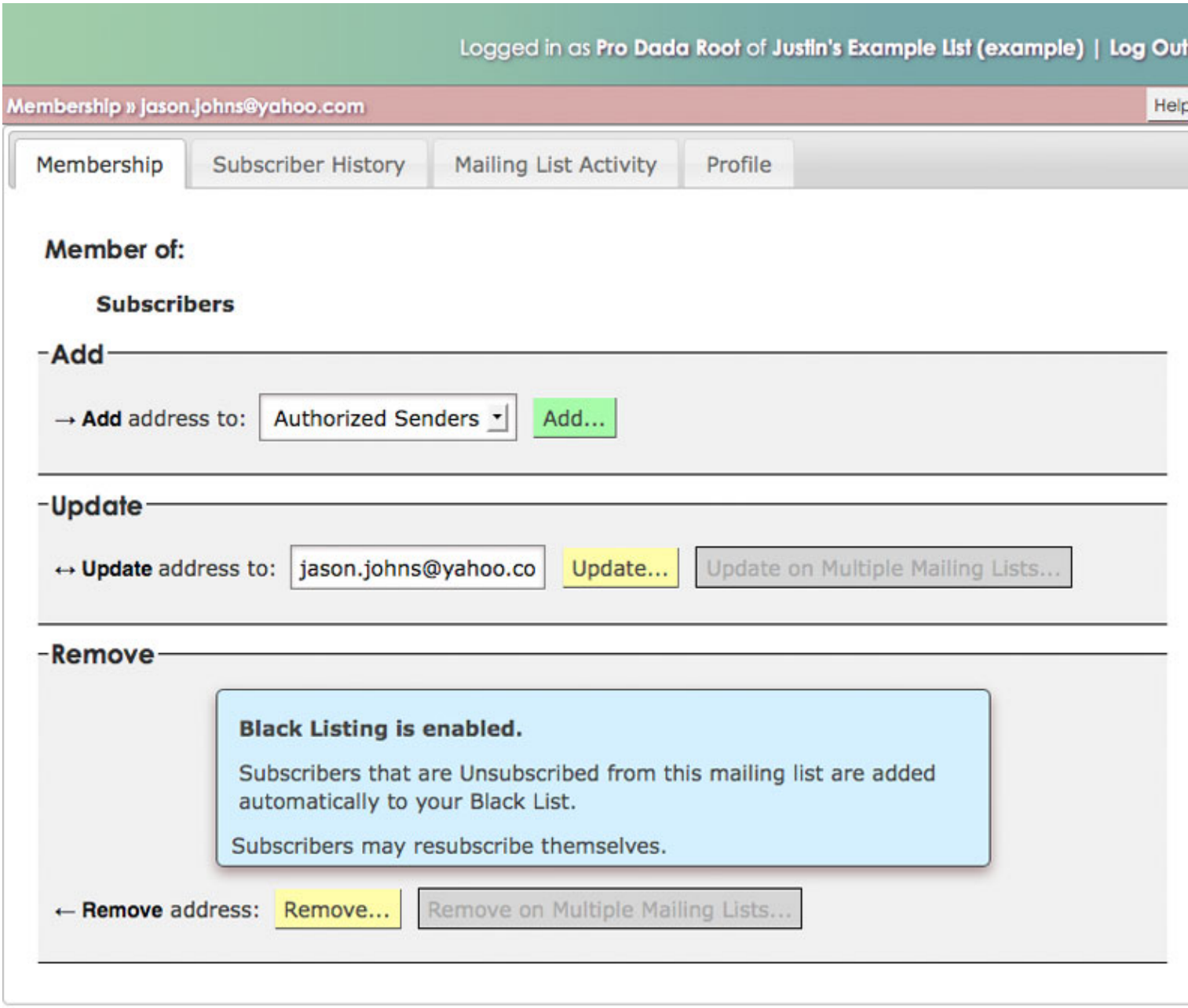
Recent Subscription Activity

Recent Subscription Activity shows a running log of the various comings and goings of your subscribers: Subscriptions, Confirmations, Email Address Updates, and Unsubscriptions. Clicking on any of the email addresses will bring you to the addresses own Membership screen, where their entire history can be viewed, as well as several tools to help with administratice tasks.

See Also

The Address Membership Screen

Address Membership



Working with an Individual Address Membership

The **Membership** screen enables you to administrate an individual Subscriber, over many of the sublists that make up your total mailing list.

This screen allows you to:

- View current memberships across all your mailing list's sublists
- Add/Update/Remove member from sublists
- View the Subscriber History of a member
- View the Mailing List Activity of a member
- Work with the Profile of a member:

    - View and edit Profile Fields
    - Change a member's Profile Password

You may access an individual member's Membership screen via the Membership » View screen: **select** an address to work with, either by browsing through the addresses, or by performing a search. Click the address in the membership table that you would like to work with.

The Membership screen has four separate tabs to work with your mailing list member: **Membership**, **Subscriber History**, **Mailing List Activity**, **Profile**.

Membership

The Membership tab allows you to work with the email address of one of your mailing list members. Here, you may **Add**, **Update** or **Remove** the address for your mailing list. A Dada Mail mailing list is actually composed of many different **sublist** types. So, for example, when you send a mass mailing out, you're sending a message out to your **Subscribers** sublist.

But, Dada Mail has other sublists that provide different roles. For example, Dada Mail's **Black List** allows you to have a list of addresses that aren't allowed to join your list. This is also known as a, **Suppression List**

The, **Authorized Senders** sublist is a list of addresses that are allowed to send out a message from their own mail reader, without having to log into Dada Mail, that then gets delivered to your Subscribers (this is done with the Bridge plugin, which is bundled with Dada Mail)

The Membership tab allows you to Add/Update/Remove addresses across these sublists. If you're logged into a mailing list with the Dada Mail Root Password, you'll also be able to do all things things, across all your mailing lists.

Dada Mail is smart when allowing you to work with the addresses that make up your mailing list, as these addresses are the most valuable asset of the whole system. Checks are done to make sure you're not going to mess up subscriptions, and all these functions only happen after Dada Mail validates your request and *you* confirm the changes.

Listed in the **Membership** tab will be all the **sublists** an individual email address is a member of, for the Mailing List you're currently logged into. Be aware that one address may be a member of *multiple* sublists>.

For example, an address may be both a **Subscriber** (Subscribers receive mass mailings sent to the mailing list), an **Authorized Sender** (Authorized Senders are able to send messages via Bridge, as well as moderate messages sent via Bridge to a mailing list set up as a discussion list), as well as being on the **White List** (Only White Listed members are allowed to subscribe to a mailing list).

An address could also be simply on the **Black List**, with no permission to be a member of your **Subscribers**, until they're first removed from the Black List and added to the **Subscribers** sublist.

If an address is currently on the **Subscription Requests** sublist, they will be awaiting approval from the List Owner to join the Subscribers sublist. You may **Approve** or **Deny** this request on this screen as well.

Update

(SQL Backends Only)

Updating a Membership is a two step process:

The first step is to **Validate** the updated address. Only if the new address is fully validated, will you be able to update the address.

To start validation, type in the **new** address you'd like to update this member, in the text box next to the label, **Update address to:** and then click, **Update...**

A modal window will appear with the results of your validation. If everything checks out, you may then click the button labeled, **Update Subscription of: [...] to, [...]**. Upates can happen across sublists, so if the address is a member of more than one sublist, you will have the option to update one, some, or all the sublists this address is a member of.

Update on Multiple Mailing Lists...

As well as being able to upate an address on multiple sublists of one mailing list, if you're logged in with the Dada Mail Root Password, you'll also have the option to update an address across multiple mailing lists. Next to the, **Update...** button will be another button labeled, **Update on Multiple Mailing Lists...**. Clicking this button will allow you to choose which sublists on which mailing lists you would like to update this address for. By default, all sublists on all mailing lists are checked, as you usually want to update the address across the board.

If the, **Update on Multiple Mailing Lists...** is greyed out, it means that this particular address isn't a member of any other mailing lists.

Remove

Similar to **Update** you may remove an address for one, many or all of your mailing list's sublists, as well as across mailing lists, if you're logged in using the Dada Mail Root Password. To remove address, click the button labled, **Remove...**. Once the modal window has opened, select the sublists you would like the address to be removed from. To remove an address across multiple lists, select the button labeled, **Remove on Multiple Mailing Lists...**

Remember about your Black List!

By default, Dada Mail makes use of a **Black List**, (also known as a Suppression List), when addresses are removed from your **Subscribers** sublist (and only your Subscribers sublist), they're added to your **Black List**. Once on the Black List an address is, by default, not allowed to be added to your **Subscribers** sublist. This stops you from inadvertantly adding back a Subscriber, when they do not want to be subscribed. It's a very important function of Dada Mail, so do know about it.

Subscriber History

A running log of the comings and goings of an individual address is available in the **Subscriber History** tab. From here, you may see what sublist an address was added to, as well as when. You may also see when subscription and unsubscription requests were made. Email Address updating will also be reported.

Much like the **Membership** tab, if you are logged into a mailing list with the Dada Mail Root Password, you have the oppourtunity to see the Subscriber History for the mailing list you're currently logged into, as well as all mailing lists.

Export Subscriber History (csv)

The **Subscriber History** tab also allows you to export the Subscriber History in a .csv format. This can then be opened up in a spreadsheet application.

Mailing List Activity

The **Mailing List Activity** tab shows you how your member is interacting with the messages you're sending out. The type of information you'll see here are the type of activity that's regularly logged by Dada Mail, during a mass mailing: things like, messages opens, clickthroughs, bounces, sending errors and unsubscribes.

This information will be broken down per mass mailing sent out, and then by date of each activity logged.

To make sure this information is being logged, make sure in the Tracker plugin's preferences, **Track with Email Addresses** is checked.

Export Mailng List Activity (csv)

This information can also be exported via csv, to be opened up in a spreadsheet application.

Profile

A Member's Profile holds information that's shared between **all mailing lists**, as well as information about the **Profile** that's coupled with an individual **email address**.

Think of a Dada Mail Profile as the top-level representation of an email address in Dada Mail. The Profile address can be subscribed to one or many mailing lists and be a member of one or many sublists within that email address. It also can have **Profile Fields**, that represents information about the address, other than the email address itself, and also a **Profile Password**, that may be used by the Profile user themselves to update all this information.

As a List Owner, you do have the ability to view the Profile's Profile Fields, and if you subscribed the email address to your mailing list, you may have also subscribed them with these Profile Fields.

On this screen, you may only **View** the Profile Fields, unless logged in using the Dada Mail Root Password.

As a general rule of thumb: For the majority of actions that could impact **all your mailing lists**, you will need to be logged in to the mailing list using the **Dada Mail Root Password**.

Profile Fields

(Available When Logged in as Dada Mail Root Only)

This section allows you to view and edit the Profile Fields, associated with the email address. These Profile fields are global to your Dada Mail installation, so changes to the fields while working with one mailing list, will be reflected on all mailing lists.

Once you've made your changes, click the button labeled, **Edit Information** to save.

Profile Password

(Available When Logged in as Dada Mail Root Only)

Along with the Profile Fields, you may also change the Profile Password for an individual address. And, just like the Profile Fields, changes will affect the user system-wide. This Profile Password is primarily used by the user to log into their Dada Mail Profile, where they themselves can view their Profile information, update that information, view their various subscriptions, etc.

To change a Profile password, click the button labeled, **Click to Change Profile Password...**. A text box will be revealed. Enter the new Profile Password in this text box. When you're finished, click the button labeled, **Change Profile Password**.

POD ERRORS

Hey! **The above document had some coding errors, which are explained below:**

Around line 40:
    Non-ASCII character seen before =encoding in '»'. Assuming UTF-8

Membership: Add/Subscribe/Invite

Mass Subscribing Addresses

Introduction

The, **Invite/Subscribe/Add** screen enables you to Invite/Add Subscribers, as well as add addresses to other sublists (Black List, White List, etc). In the walkthroughs below, we're going to focus on the **Subscribers** sublist.

The different sublists interact with each other differently. For example, addresses that are present on the Black List will not be able to be subscribed to your Subscribers. *Only* addresses present on your White List are allowed to be subscribed to your Subscribers.

The Subscribers are the only sublist that you're allowed to either Subscribe directly, or send an Invitation to Subscribe. In our terminology, we'll refer to adding an address to the Subscribers sublist as a, **Subscription**. Adding an address to any other sublist will be refer to simply as **Adding**.

Inviting/Subscribing/Adding an address takes three steps. They are:

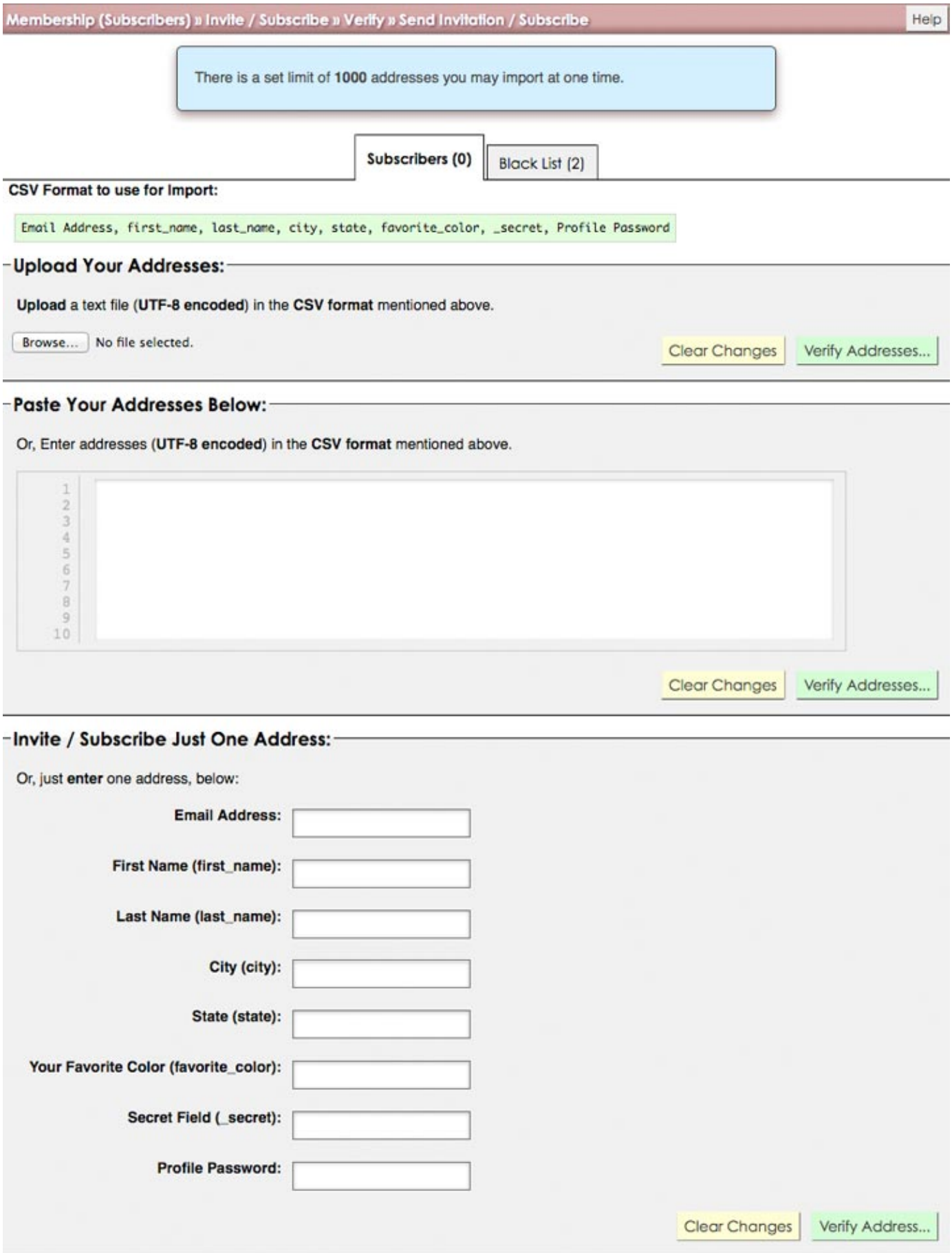
- Submitting the Addresses to be Verified

  This step involves you typing, copying/pasting or selecting a file to upload.
- Verifying Your Addresses

  Once you submit a list of new addresses to your Mailing List, you'll need to verify the addresses that Dada Mail will allow you to invite/subscribe.

  There is a chance that you have given Dada Mail addresses that it will not accept, for a variety of reasons. In this step, you will have the option to go back and make changes to the information you've submitted
- Inviting/Subscribing

  After the verification screen, you may send your mailing list invitation or subscribe your submitted addresses.


Membership (Subscribers) » Invite / Subscribe » Verify » Send Invitation / Subscribe
Help
There is a set limit of 1000 addresses you may import at one time.
Subscribers (0)
Black List (2)
CSV Format to use for Import:
Email Address, first_name, last_name, city, state, favorite_color, _secret, Profile Password
Upload Your Addresses:
Upload a text file (UTF-8 encoded) in the CSV format mentioned above.
Browse...
No file selected.
Clear Changes
Verify Addresses...
Paste Your Addresses Below:
Or, Enter addresses (UTF-8 encoded) in the CSV format mentioned above.
1
2
3
4
5
6
7
8
9
10
Clear Changes
Verify Addresses...
Invite / Subscribe Just One Address:
Or, just enter one address, below:
Email Address:
First Name (first_name):
Last Name (last_name):
City (city):
State (state):
Your Favorite Color (favorite_color):
Secret Field (_secret):
Profile Password:
Clear Changes
Verify Address...

The, "Invite/Add/Subscribe" screen, with three ways to import an address.

We'll go through a simple demonstration on how to import Subscribers into a mailing list. Some of the addresses we'll try to import will not be allowed to be added, and we'll go into the reasons why.

Adding New Addresses

In Dada Mail's, **Invite/Add/Subscribe** screen, there are three ways to add an address:

Upload Your Addresses

Dada Mail accepts importing addresses via a `.csv` file with the proper format. One way CSV files can created is by exporting them from a spreadsheet application, like Excel, Open Office's Calc application, or even Google's Google Docs Spreadsheet.

We'll be using Google Docs Spreadsheets, and uploading a .csv file for our demonstration

You'll want to be careful of the order of the columns in your own .csv file, and make sure they correspond to the order Dada Mail accepts them in.

First Column: Email Address

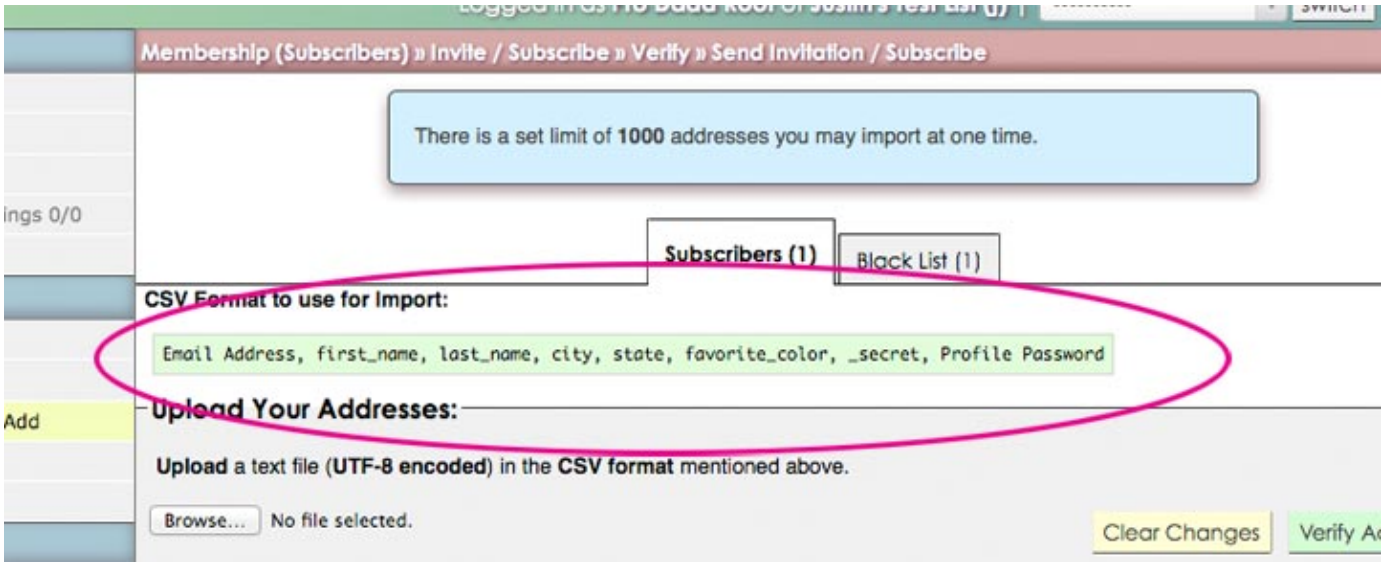
The first column will be the email address itself. Always.

The Next Column(s): Profile Fields

The next columns will be Profile Fields values, in the order that they're shown in Dada Mail.

Last Column: Profile Password (Optional)

When importing an address, you may also set a Profile Password for the address. This password allows a user to log into their own Dada Mail Profile to make updates to their own profile information.



The field order is listed above the, ***Invite a Bunch of Addresses*** *textarea.*

Dada Mail tries to be very liberal as to the exact CSV format it allows, since there are a few slightly different variations. For the most part, spaces between columns are OK and values can be quoted or not - whatever you're spreadsheet application creates, Dada Mail should be able to handle.

Each row of your CSV file should hold a different addressee. If you have a list that has no extra profile fields, you'll *still* need to have one email address per line.

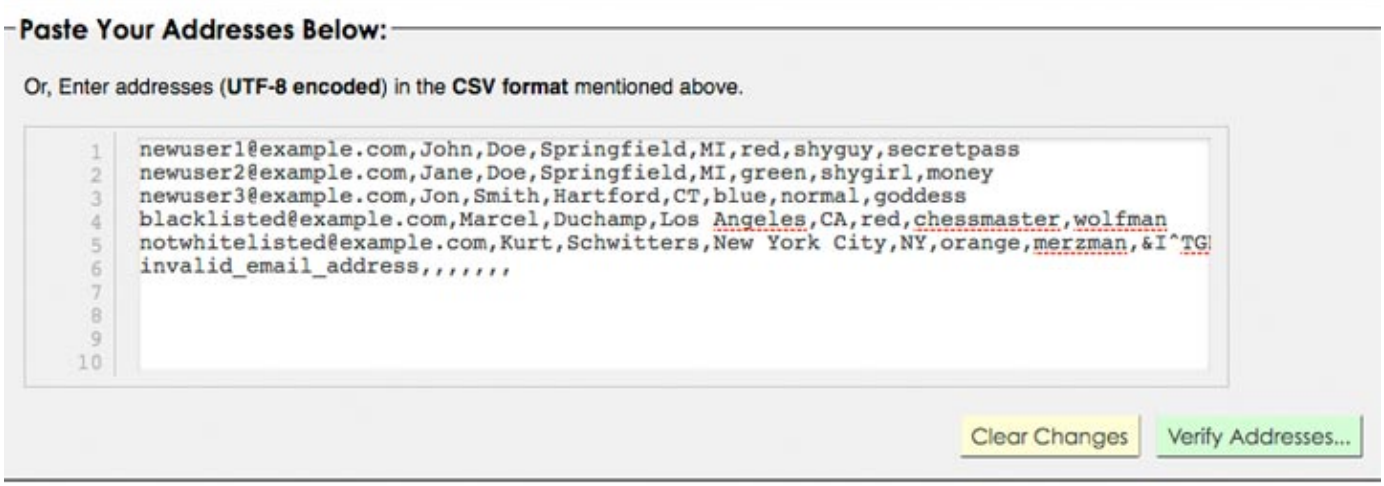
A Note about the number of addresses to verify at one time.

Adding a Big Number of addresses at one time is going to be haphazardly slow for Dada Mail to handle, especially if you use some of the more fancy features of Dada Mail, including the Black List, White List and if you already have a Big Number of Subscribers already.

You may have to experiment, but it's suggested that you keep the number of addresses you attempt to verify at one time at or below 1,000. By Default, Dada Mail does limit the amount of addresses you may import to **1,000**

Paste Your Addresses

The, **Paste Your Addresses** form enables you to add more than one address at a time, by copying and pasting the `.csv` file into the textarea provided - the format is the same as it would be, when uploading the .csv file.



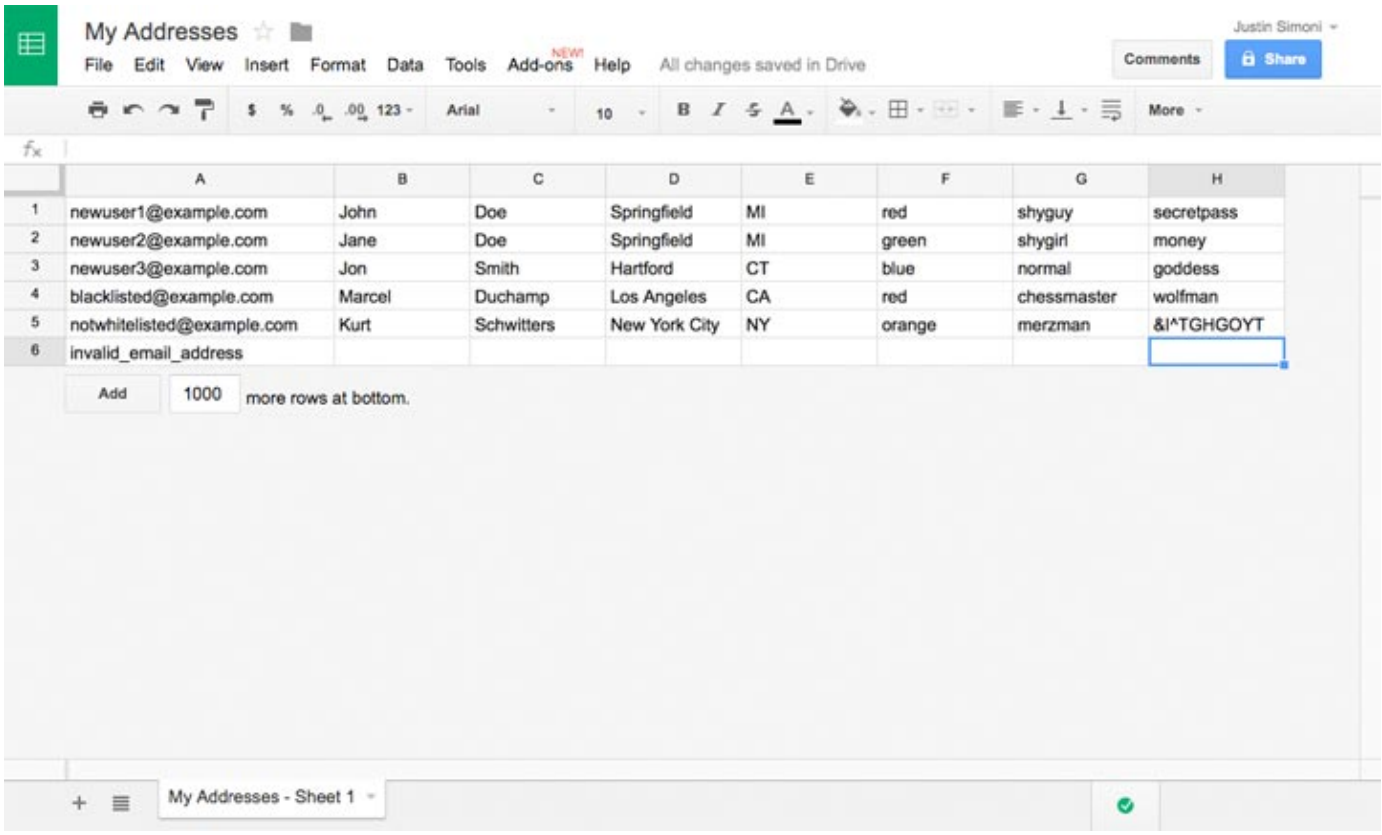
*Pasting the CSV file into the textarea in the, **Paste Your Addresses** form*

Invite/Subscribe Just One Address:

This form allows you to fill in the address's email address and any profile fields, as well as the Profile Password. As the name suggests, you can only add one address at a time, using this method.

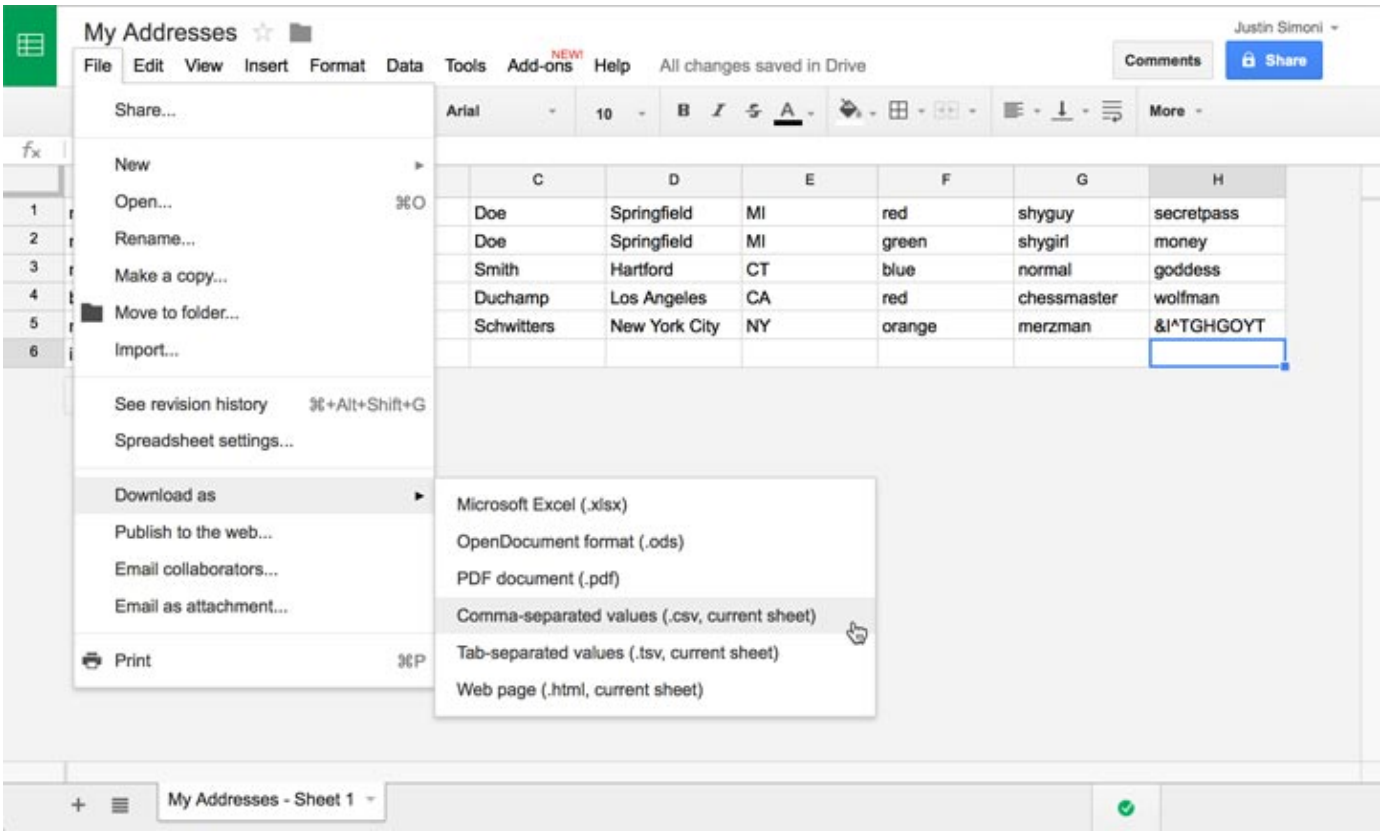
Submitting the Addresses to be Verified

We're going to start out with a spreadsheet file, using Google Docs:



Viewing the addresses we'd like to import (Google Docs Spreadsheet - http://docs.google.com/

We're going to export this spreadsheet as a .csv file. In Google Docs, you want to go: *File - Download As* and Select, *Comma-separated Values (.csv current sheet)*



Exporting subscriber information from a Spreadsheet application (Google Docs Spreadsheet - http://docs.google.com/

The exported CSV file above looks like this:

```
newuser1@example.com,John,Doe,Springfield,MI,red,shyguy,secretpass
newuser2@example.com,Jane,Doe,Springfield,MI,green,shygirl,money
newuser3@example.com,Jon,Smith,Hartford,CT,blue,normal,goddess
blacklisted@example.com,Marcel,Duchamp,Los Angeles,CA,red,chessmaster,wolfman
notwhitelisted@example.com,Kurt,Schwitters,New York City,NY,orange,merzman,&I^TGHGOYT
invalid_email_address,,,,,,,
```

On the **Membership - Invite/Add/Subscribe** screen, under: **Upload Your Addresses:** click, **Browse** and select the file you just downloaded, with the exported information.

Click the button labeled, **Verified Addresses...**

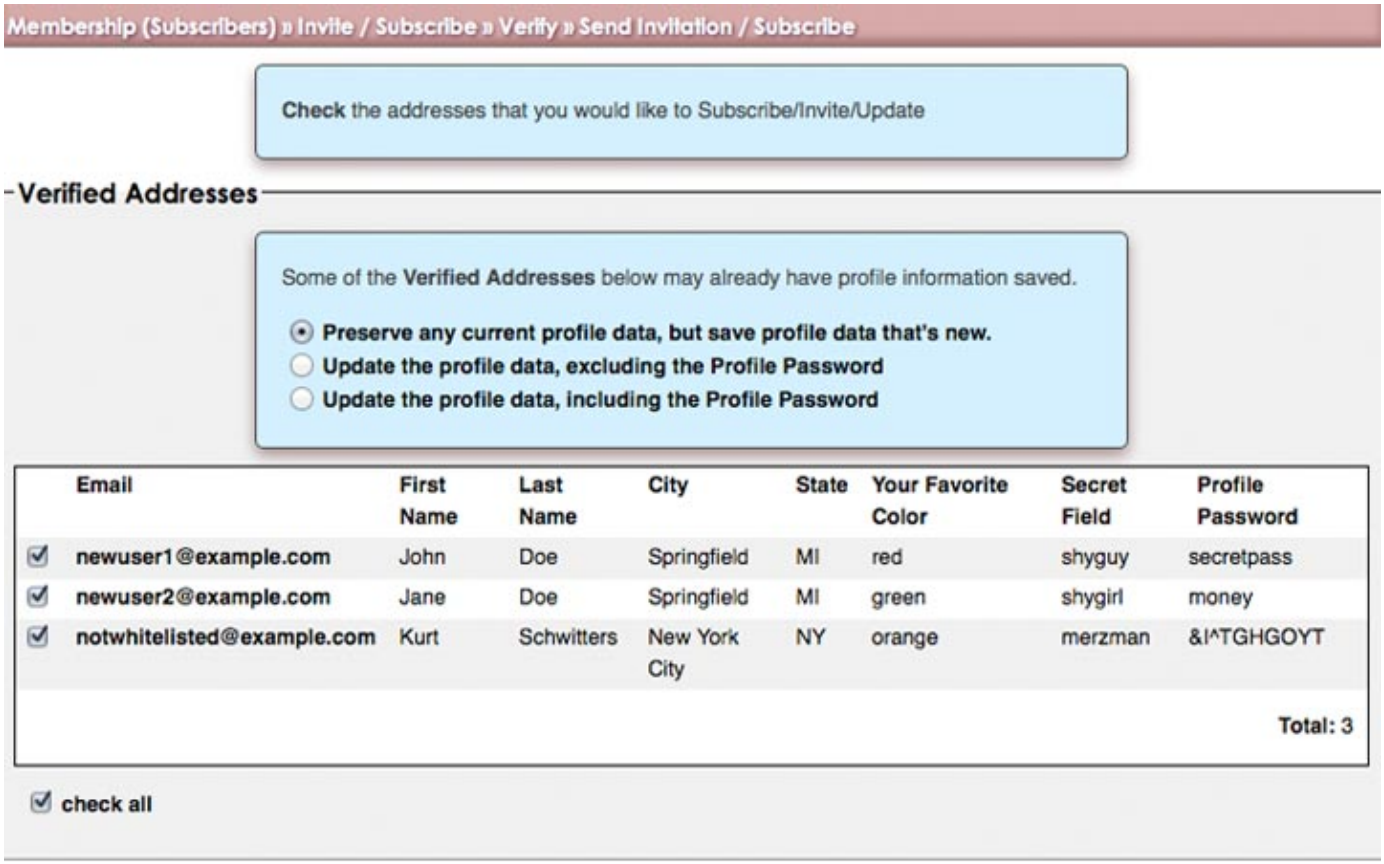
Verifying Your Addresses

When the screen refreshes, you'll see the results of Dada Mail's verification process. Dada Mail will sort addresses you submitted into different tables, including Verified (not subscribed) addresses, Subscribed Already, Blacklisted, Invalid Email Addresses, etc.

Verified Addresses

Your Verified Addresses, which are not currently subscribed, will be shown first. These are the addresses which you will be able to invite/subscribe.

Only the addresses that are checked will be invited/subscribed, so if there's any address you don't want to invite/subscribe at this point, uncheck them now.



Verified Addresses

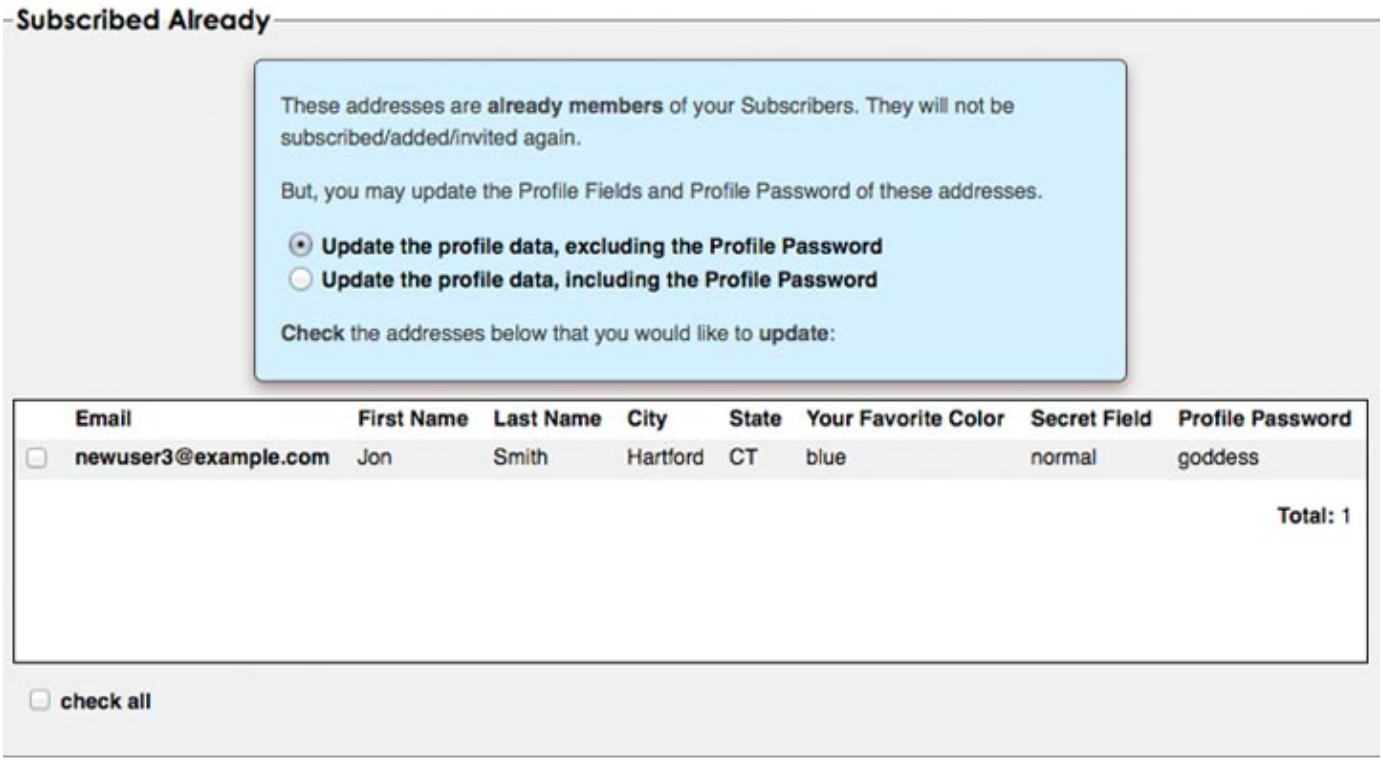
Profile Options

You may also have options available to you, to make the final call on what to do with the Profile data that you want to import. Since Profile data is shared between mailing lists, importing addresses may potentially overwrite data that's already saved.

If not Profile Options are shown, any Profile data already saved will be preserved, and any new Profile data will not be utilized.

Subscribed Already

These addresses have passed all verification, except that the email address itself is already subscribed to your Mailing List.



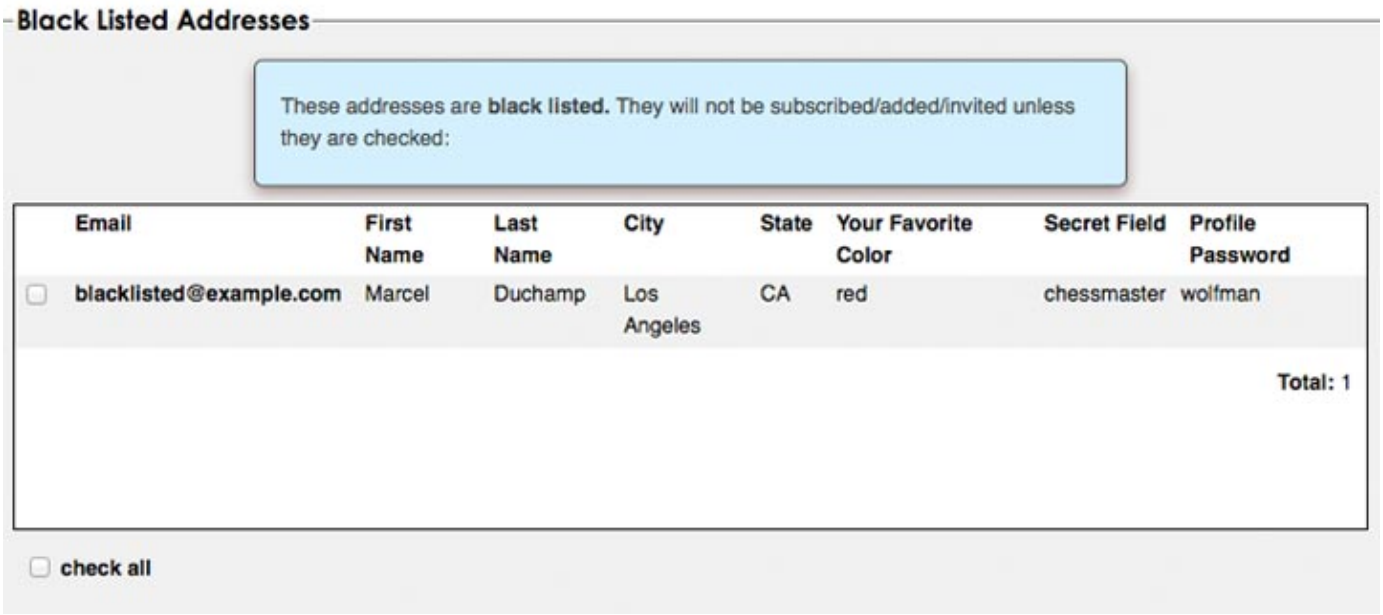
Subscribed Already

Profile Options

Options may be available to allow you to update Profile data of addresses that are already subscribed to your mailing list. This is one way to update Profile data of your subscribers, without having to unsubscribe them, and resubscribe them again.

Make sure to check the addresses you would like to update, all addresses are unchecked by default.

Black Listed Addresses



Blacklisted

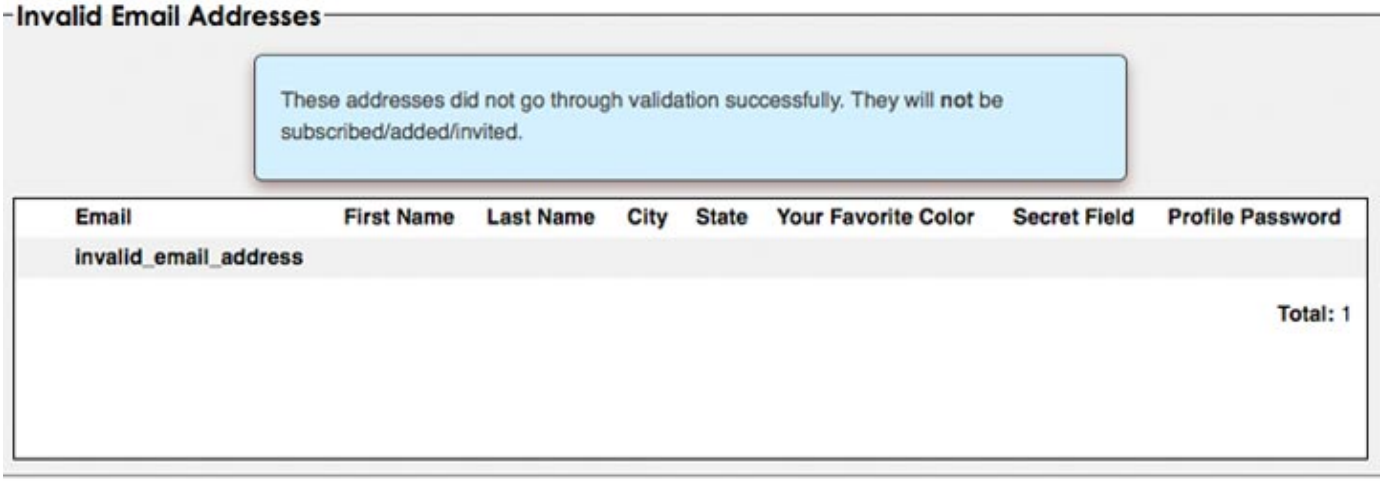
A Black Listed address is basically an address that's a member to your "Black List" sublist. If enabled, your Black List can be used to specify exactly who is not allowed to be a Subscriber.

Mailing Lists in Dada Mail can be configured so that addresses can still be subscribed, even though they are a member of your Blacklist - check the addresses you would still like to add.

Not White Listed Addresses

The inverse of the Black List is the White List. The White List is a sublist that **only** contains email addresses that are allowed to subscribe to your list. As far as precedence goes, if an addresses is seen as both black listed and not white listed, the black listing will be the thingy that takes affect.

Invalid Email Addresses



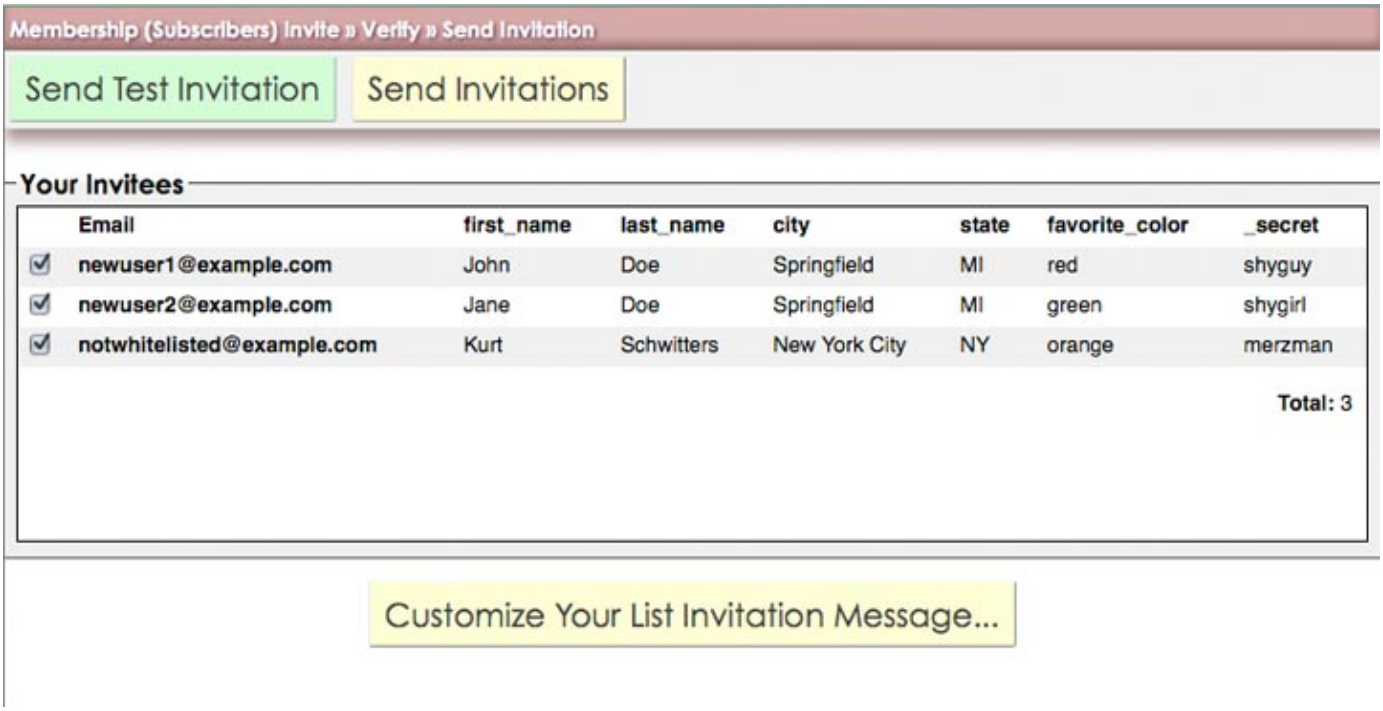
If you see this table, it means that some addresses were found to be invalid. Dada Mail doesn't allow invalid-in-form addresses to be added to your Subscription List and there's no additional options to allow subscription of invalid addresses.

Finish Verifying Your Import

Once you're ready, you then have the option of either sending an invitation to the addresses that are checked, or subscribe them outright.

Send Invitation

If you click, **Send Invitation...** you'll be redirected to a new screen that will allow you to Send a List Invitation to the addresses that have passed Dada Mail's verification steps. A List Invitation message is a way to allow the actual owner of the address to have the final say on whether they would like their address added to your mailing list or not.



The List Invitation Screen

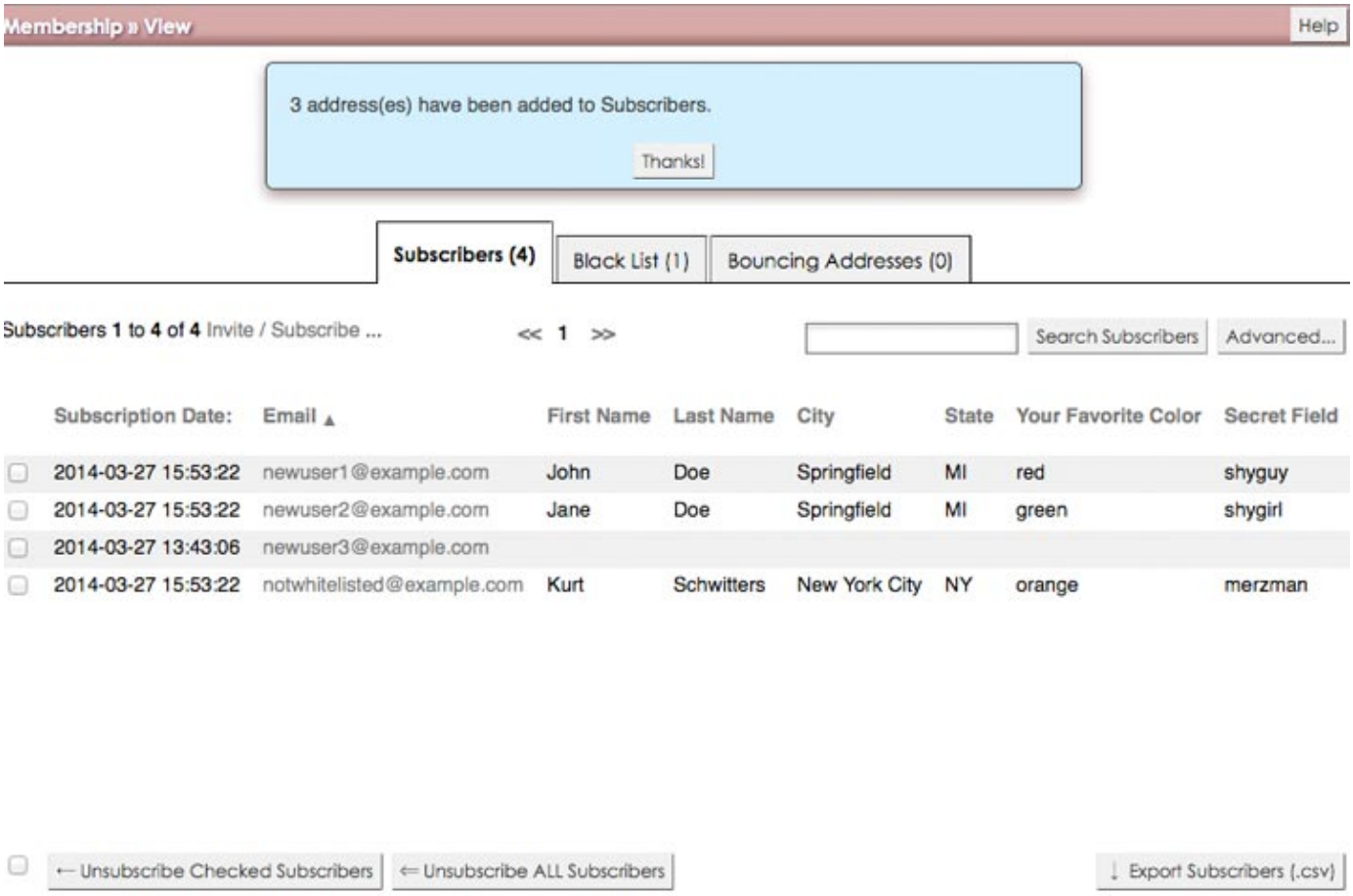
By itself, Sending a List Invitation **does not** fully encompass a **Closed-Loop Opt in System** of subscribing an email address, since the initial subscription step was initiated by the List Owner and not the subscriber themselves.

But, it's most useful in bridging the gap between a separate subscription process, outside of Dada Mail itself. For example, if you have a brick and mortar store with a sign-up sheet for your Dada Mail mailing list, you can manually verify the addresses that were written down by your customers and then go through the, **Manage Subscribers - Invite** steps, ending with Sending a List Invitation for the final verification.

This workflow would complete the **Closed-Loop Opt In** system.

Step 3: Subscribe Checked Addresses

If you click, **Subscribe Checked Addresses**, verified addresses will be Subscribed. You will then be redirected to the Membership - View screen.



The Membership - View Screen, showing a message about new Subscribers

Membership - Remove

Introduction

The Remove control panel is used to unsubscribe or, *Remove* subscribers from your Mailing List.

Like the, *Add* screen, it can be used for the many different sublists Dada Mail can help manange.

The, *Remove* screen is best used when you have a great number of addresses you'd like to remove at once and you want to simply plunk them into Dada Mail, push a button and have Dada Mail remove the addresses in a swift manner.

You may have the above scenario, if you're using Dada Mail in conjunction with another system that manages your subscribers.

Other ways to Remove Subscribers

View Screen

The, *Membership - View* screen also allows you to remove subscribers that you've checked in the subscriber table

Search

Like the, *View* screen, you may also search for a particular address or addresses to remove.

How to Remove Subscribers

The, *Remove* screen gives you two different methods of entering a list of subscribers to be removed.

Paste Addresses Below

The first is by using a simple text box you may enter the addresses into

Upload From File

The second method is by uploading a file of addresses you'd like to unsubscribe

What Type of Format Should I Submit?

Dada Mail is currently quite quiet about *how* exactly you're supposed to submit the addresses. There's a few ways:

One Address Per Line

You may submit a list of addresses, one address per line into either the text box, or using the file upload form. Dada Mail will know what to do with it.

For example, the following format will work:

```
newuser1@example.com
newuser2@example.com
newuser3@example.com
blacklisted@example.com
notwhitelisted@example.com
invalid_email_address
```

CSV File

Alternatively, you submit a CSV file - exactly the format you can give the, *Add* screen and again, Dada Mail will know how to work with it. For example:

```
newuser1@example.com,John,Doe
newuser2@example.com,Jane,Doe
newuser3@example.com,Jon,Smith
blacklisted@example.com,Marcel,Duchamp
notwhitelisted@example.com,Kurt,Schwitters
invalid_email_address
```

The most important thing to remember is that the first value in the row is the **email address** you want to remove.

All the other values submitted will ultimately be ignored, so don't worry about them.

Membership - Options

Membership >> View

Show [...] addresses at once, in the Membership » View screen.

This option controls how many addresses are shown at once in the View screen. More addresses shown at once will mean a slower interface.

Membership >> Invite/Subscribe/Add

Limit the number of addresses to Invite/Subscribe/Add at a time to:

Dada Mail's address importing feature works best, if you limit the amount of addresses you try to import at one time. These options help you enforce a reasonable amount of addresses that one my import at once.

Subscribers

Limit the Number of Subscribers

You may limit how many subscribers may be allowed to subscribe at once, by selecting that number of Subscribers you'd like in this popup menu.

Why?

This screen is by default only accessable using the Dada Mail Root Password. That means, you could set up a Mailing List and administrate it yourself using the Dada Mail Root Password, but give someone else the List Password for their own admistrative work - but still give them limitations on what they can then do with Dada Mail.

Show, "Subscription Date" Column

Enable this option to see the **Subscription Date** (timestamp) columm.

Order by:

Set which column, and which way you would like Subscribers to be listed by default.

Subscriber Profiles

Allow Profile Field Editing

Check this option if you would like to allow the ability to edit/update Profile Field data for subscribers, when **Logged in with the List Password**.

Since Profile Field data is shared between mailing lists, by default Dada Mail does not allow someone logged in with the **List Password** to edit data used by all mailing lists (Logging into a mailing list with the Dada Mail Root Password has no such restriction).

If you would like to allow this type of ability for a particular mailing list, enable this option.

You'll see the additional options on what to do with any data that could be updated, in the **Verify** screen, when importing addresses. When this option is disabled, no additional options will be shown and all current information will be preserved - and any new data will be discarded.

When this option is enabled, options to replace or preserve Profile Field data will be shown.

Invitations

Check for Already Invited Addresses, Before Sending a List Invitation

The, **List Invitation** feature in Dada Mail is powerful, as it allows you to add Subscribers to your mailing list, with their approval. Dada Mail will remember what email addresses you have sent invitations to in the past.

Checking this option will alert you to any addresses you have already tried to invite, but are not yet subscribed. This will give you a choice on whether you really want to invite them, again.

Prohibit re-Inviting Addresses

When checked, Dada Mail will not allow you to reinvite an address that's already been sent an invitation.

Black List

Your **Black List** List Type can be accessed from the, **View** control panel, by clicking the button on the top labeled, **Black List**.

The screen itself will look much like the screen for your **Subscribers** and most of the functionality on that screen is available to you, here.

What is the Black List?

The Black List in Dada Mail is a list of addresses that are **banned** from subscribing to your Subscription List.

The Black List can hold both complete email addresses, like, `you@example.com`, as well as just part of an email address, like `example.com`. If you add just part of an email address to your Black List, any email address that tries to subscribe that has that string in it, will match the Black List.

For example, `user@example.com`, will be seen as, **Black Listed**, if you have just, `example.com` Subscribed to your Black List. So will, `another.user@example.com`, `bob@example.com`, `lenny@example.com`, etc.

Why Use The Black List?

Assurance

In some instances, it's *extremely* that addresses that are unsubscribed from your Subscription List never, ever are resubscribed.

Many times, your Subscription List may be handled on a separate system than Dada Mail and Subscribers are continually re-imported. The Black List can be used to filter out any subscribers that have removed themselves from Dada Mail on their own. We really suggest not setting up your system this way, but if you do - you should use the Black List feature to make sure you don't goof up.

The way to do this in Dada Mail is to make sure they're on the **Black List**.

This very situation can be automated in Dada Mail easily and we'll get to that, shortly.

Blocking Certain Email Addresses

For whatever reason, perhaps you don't want a specific service to subscribe to your Mailing List. Say, it's anyone using the service, American Online. (just to pick something at random). If you add, `aol.com` to your Black List, no one using an American Online email address will be allowed to subscribe themselves to your Mailing List. Simple as that.

When Are Addresses Black Listed?

Email Addresses are usually Black Listed when an address is Unsubscribed.

This could occur when:

- When the Subscriber Unsubscribes Themselves

  If you have the Black List activated, whenever a subscriber unsubscribes themselves from a list, they'll be subscribed to the Black List.
- When an Address is unsubscribed in the List Control Panel

  If you have the Black List activated, whenever you remove an address in the List control panel, they'll be subscribed to the Black List.
- Bounced Addresses

  If you have the Bounce Handler installed and your Black List is activated, addresses that are unsubscribed by Mystery Girl will be added to your Black List.

Activate Black List

Check this option to active the Black List features. If this option is not checked, your Black List will not be activated and new subscribers will not be filtered.

Continue to Allow Subscriptions From Subscribers of Black Listed Addresses

This option will basically tell Dada Mail to place people on your Black List, but not act upon the Black List filtering, when new subscription happen from users of Dada Mail.

Continue to Allow Subscriptions in the List Control Panel of Black Listed Addresses

This option will basically tell Dada Mail to place people on your Black List, but not act upon the Black List filtering, when subscriptions are done though the List Control Panel.

White List

The, **White List** List is almost the opposite of the Black List. It holds only addresses that are allowed to subscribe to your Mailing List, disallowing anyone else. Like the Black List, you can add just parts of an email address, which is probably how you'd use this feature.

For example, perhaps you'd want to make a Mailing List *just* for American Online email address. You can Activiate the White List, and add, `aol.com` to it - Doing so will give you a purely `aol.com` Mailing List.

White List filter checks happen during the confirmation process, when you or a user tries to subscribe an address.

There's only one option for the White List:

Activate White List

Enable White Listed by checking this option.

POD ERRORS

Hey! **The above document had some coding errors, which are explained below:**

Around line 7:
    Non-ASCII character seen before =encoding in '»'. Assuming UTF-8

List Information

Introduction

The, List Information control panel allows you to edit the very basic information about your Mailing List:

- List Name
- List Owner Address
- List Administrator Address
- List Description
- Privacy Policy
- Physical Address

The, **List Short Name** cannot be changed, once a list has been created.

See Also

These settings are the same settings that were set initially when you created your mailing list. See the chapter on, ***Creating a New List*** for advice on how these settings should be filled out.

Change List Password

Introduction

The, Change List Password control panel basically allows you to change the password for your Mailing List. Simple, enough!

You'll have to enter your current password, a new password and confirm the new password by entering it again.

If you're logged in using the Dada Mail Root Password, you won't have to enter the current password

Advice

Whatever you do, do not set the List Password to the same thing as the Dada Mail Root Password. If you do, the Magicalness of the Dada Mail Root Password will be lost, the next time you try to log into your list with it, since Dada Mail will think you're just using the List Password. It's a little confusing.

Mailing List Options

The Mailing List Options screen allows you to change the general behavior of your mailing list.

Core Concepts:

Closed-Loop Opt-In and Dada Mail

Closed-Loop Opt-in is a fancy term for the confirmation system that's currently the industry standard for mailing list subscription confirmatons, in public mailing lists. It's fully supported in Dada Mail. Use it.

Closed-Loop Opt-in basically means a potential subscriber first requests a subscription to a mailing list: your visitor will usually fill out a subscription request form, with their email address and optionally, additional Profile Fields.

Once their email address is verified for things like a valid (in form) address, the address not being already subscribed, etc, a confirmation email message is sent to the potential subscriber. This is the first main step of the Closed-Loop Opt-in system.

In this email message is a special confirmation URL, with a very unique token. When clicked, your visitor will complete the Closed-Loop Opt-in system and they will become a subscriber to your mailing list.

The Importance of the Closed-Loop Mailing List System.

A Closed-Loop Opt-in system is the most vitally important part of your entire mailing list system.

A Closed-Loop Opt-in system provides a record of the subscription process and also makes sure your subscriber knows that they are a member of your mailing list. A message sent from your mailing list to a subscriber that has not been subscribed using this method will most likely be considered **SPAM**.

A Closed-Loop Opt-in system also makes sure the email address used for the subscription is valid and actually exists. The system can help in making sure a human is responding to your confirmation email messages and not a robot.

It bears repeating: you should almost always use the Closed-Loop Opt-in system. Even if you have a email sign up piece of paper in your brick and mortar store, you should send a List Invitation, so the person knows that they are going to receive the message. Think of the physical sign up sheet as the first step of the two step Closed-Loop Opt-in system. The second step would be for you to take the email address through the, **Membership - Invite** steps, ending in sending a list invitation.

Mailing List Mode

A mailing list can be run as either a **Public** Mailing List, or a **Private** Mailing List.

Public Mailing Lists

Public Mailing Lists are mailing lists that anyone could potentially subscribe to, but **everyone who is subscribed, no matter what, unsubscribe/remove themselves from**. There's no exceptions to this rule and that cannot be emphasized enough.

A public mailing list is a mailing list you would use for promotional marketing. When you see a form on a site, with a tag line of, "*Subscribe to my mailing list, to learn about my widgets and get special widget deals!*" that's a public mailing list.

A public mailing list can also be used for general announcements - say for a church, or a club, or a group of people meeting up to do something. If you don't want to receive this information anymore, it's easy to leave the group yourself, without any help. It's not something you're obligated to be a member of.

A public mailing list can also be a discussion list you may join or leave at any time - same ideas as above.

Subscribing to a Public Mailing Lists needs to be confirmed using a method awkwardly called, **Closed-Loop Opt-in**. That means that someone that wants to join the mailing list just needs to click a confirmation link in an email sent to them, when they request a subsription.

That's a big part of what Dada Mail provides in functionality: a **closed-loop opt-in system**. Following that confirmation URL is your newly subscried member's way of basically saying, "*Yup, I really do want to subscribe to this mailing list, lemme on!*". Without that confirmation, you have no concrete idea if the person wants on, or not.

Our recommendation in this scenario is to never, ever subscribe someone thinking that they'd want to be on your mailing list - send them an invitation instead, and allow them to make up their own mind.

Unsubscribing/Removing oneself from a public mailing list is something that's required to be easy for the user to do on their own, without any confirmation email sent to them, or anything they need to log in to, to do. This isn't some arbitrary thing we've made up for Dada Mail - this is what the **CAN-SPAM** act states needs to be done:

http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business

Dada Mail provides an easy to use unsubscription link, that's used in every single mass mailing email message it sends. All a user has to do to remove themselves from a mailing list is click that unsubscription link, fill in their email address in the form provided, and submit the form.

As long as you provide this **Closed-Loop Opt In** system to sign up, and this easy way for someone to remove themselves, you'll be running a public mailing list in the best way possible.

Private Mailing Lists

There's many situations where you want to run a mailing list, but privately. Some examples:

You have a private, internal, company mailing list where yout talk about private matters that *is* compulsory - if you work in the company, you also need to be on the mailing list.

Another example would be a private list, made up of a group of professionals that want to discuss matters without publically having these discussion available.

Membership to the list may require joining a private association that has its own payment in the form of dues, etc. In other words: someone's on the mailing list, because they paid for it, and the contents of messages sent on the mailing list aren't for everyone. It's not open to the public and everyone on the list understands that.

In these types of scenarios, having subscribers required to confirm their own subscription makes little sense and could lead to all sorts of complications ("Hey! I paid for this, why do I have to do extra work?!"), while having the List Owner import the subscribers makes *complete* sense.

Futhermore, it would make little sense to have an easy way to have the subscribers *remove* themselves from the mailing list, if the subscription is compulsory! Having this type of functionality makes running the list a nightmare, as members will invariably remove themselves, "by accident".

See Also:

Dada Mail's documentation has a page on Public and Private Mailing Lists:

http://dadamailproject.com/d/features-public_and_private_lists.pod

Hidden List

A **Hidden Mailing List** gives your mailing list pseudo-anonymity and is the most Dada Mail really allows. A, "hidden" list won't be publically visible in most places, including the default screen and the adminstration login page. Each mailing list has its own **List Page**, which will *still* be accessable (just not so much advertised). The reason that this screen will still be accessable is to give a subscriber some method to unsubscribe themselves.

Advanced Options

Subscriptions

Dada Mail supports basically two ways members may join a mailing list, either they can join themselves, or they've been added via the list control panel. As we've mentioned, if you're running a public mailing list, you'll only want to mass-import via the list control panel if you're moving from a previous mailing list system, and have subscribers that have gone through a Closed-Loop Opt In process.

Disable All Subscriptions

Check this option to disable all subscriptions to your mailing list. That includes importing addresses via the list control panel, as well as invitations. This will make your mailing list a **Closed List**.

This is useful if you have a mailing list you do not want to have currently active. Perhaps you're going to stop using the mailing list and you want to disable any new activity on it.

Allow Anyone To Subscribe

Check this option to allow anyone to subscribe to your mailing list, by filling out the subscription form that Dada Mail provides.

When this option is disabled, you will have an **Invitation-Only List**

An Invitation-Only Mailing List means that Subscribers may only join your mailing list by invitation. Invitations can only be done through the list control panel under, **Membership - Add/Invite/Subscribe**. Subscribers will not be able subscribe themselves through a subscription form.

Perhaps, you have a private email list that you want to closely control who can become a member. Having an invitation-only mailing list will facilitate this.

Subscription Confirmation

Require Closed-Loop Opt-In Confirmation

Check, **Require Closed-Loop Opt-In Confirmation** to Require Closed-Loop Opt-In Confirmation. The Very Good Reasons to do so are explained above.

Skip Subscription Confirmation Process if the subscriber already has a Pro Dada Profile

This option allows a would-be subscriber to side-step the entire subscription process, so long as they already have registered Profile with Dada Mail. This can help facilitate subscriptions, since the process isn't so painful, but you still have a pretty good guarantee that the address being subscribed has been confirmed and validated.

Limit Subscription Confirmation Sending

When enabled, this option only allows one subscription request per email address and list. This option is basically for abuse reduction of web bots. We encourage to use this option.

Enable CAPTCHA

When enabled, a CAPTCHA will need to be solved on then above screen, before another confirmation is sent out.

If a current subscriber attempts to subscribe again, send a, "You're Already Subscribed!" message via email, instead of showing this error in their web browser.

This option about privacy. Someone could potentialy submit any email address into your mailing list subscription form and see if that address is subscribed to your mailing list. If they are, they will receive a message that they are subscribed right in their web browser.

But, when this option is enabled, the message they will see in their web browser is that the subscription went through and that a confirmation email will be sent. This is somewhat of a little white lie. Instead of a confirmation email, the subscriber will receive a message, via email, that they are already subscribed.

The benefits of enabling this option is enhanced privacy, which is a good point to take seriously. The downside of enabling this option is that it's a little clunky.

If the first step of the Closed-Loop Opt-In is successful (and a Closed-Loop Opt-In Confirmation email is on its way), redirect to this URL:

When this option is *not* enabled, Dada Mail will provide its own message in the potential subscribers web browser telling them that a subscription confirmation is on its woy.

You can customize this message if you'd like, via the, **Appearance and Templates - Email Message Templates** screen, but if it does not give you enough flexibility, you may have Dada Mail simply redirect to a completely different page, outside of Dada Mail.

When you input the actual URL to redirect to, make sure to add the, "http:// or https://" part of the URL, or the redirect will ot work.

Redirect with query string

The, "Redirect with query string" option allows you to redirect, while also tacking on a query string that will have information, such as the subscribers email address and the option profile fields. This could be useful if the page you're redirecting to is a more sophisticated script, written in php, Perl, etc. In that case, you can pull the information you are passing in the query string and have a dynamic message, much like Dada Mail does itself.

If the first step of the Closed-Loop Opt-In Confirmation fails, redirect to this URL:

Similar but to the last option above, but is used when the first step fails. It also has the same redirect with query string option.

Completing the Subscription

Require Solving a CAPTCHA

If enabled, before a subscriber can complete the subscription process, they have to complete a CAPTCHA test. See the Config.pm documentation on how to set up the CAPTCHA system for Dada Mail.

This is another abuse-prevention measure. The idea is that a web bot will not be able to solve the CAPTCHA correctly, keeping your list clean of bot-controlled email addresses (yes, they do exist).

If this option is disabled, you may have to configure your CAPTCHA settings differently. Again, see the Config.pm documentation on how to do just that.

Require Approval from the List Owner

Subscription Approval allows the List Owner of a mailing list to make the final decision for if a would-be subscriber is allowed to join a mailing list.

What's neat is that the entire rest of the subscription process, including the closed-loop opt-in step can still be

enabled and used - this just tacks on (yet) another step.

The other neat thing is, if you find some of those other steps uneeded and redundant, this allows you to have another, alternative and direct confirmation process, without giving up too much security.

When enabled, users that have undergone the subscription process will then be saved for the List Owner to make the final call on if a subscriber is allowed to join the mailing list or not.

The List Owner will both receive an email message when a subscriber has completed the request to be subscribed and they will also be able to see the awaiting subscribers by going to, ***Membership - View*** and clicking the button labeled, **Subscription Requests**.

Redirect to this URL (instead of showing the default, "List Subscription Request" message):

Insead of showing the message about the user having to be approved/denied, you may instead have Dada Mail redirect to an outside URL, optionally tacking on a query string, with extra information about the request.

The message that Dada Mail produces can also be customized in the, **Appearance and Templates - HTML Screen Templates** screen.

After the Subscription

These options handle the second step of the Closed-Loop Opt-in system and come into play after a subscriber clicks on the confirmation URL.

Send Subscription Notifications

If enabled, the List Owner will receive a message stating that a Subscriber has subscribed, the email address of the Subscibrer, the time, and how many susbscibers are now on the mailing list.

Send Subscription Successful Email Notifications

When enabled, the subscriber will receive a welcome message, letting them know, via email that they are now subscribed to the mailing list. The actual message can be customized in the, "Appearance and Templates - Email Message Templates" screen.

Send the Newest Archived Message to All New Subscribers

When enabled, the last archived message saved in your archive will be automatically sent to a new subscriber, once they have completed the Subscription Process themselves.

If a subscription is successful, redirect to this URL:

Similar to the, "If the first step of the Closed-Loop Opt-In is successful" option, but this option is for the second step of the Closed-Loop Opt-in system.

If a subscription fails, redirect to this URL:

Similar to the option above, but it's for the rare cases that the second step of a subscription confirmation will fail. This sometimes happens if the URL you click to finalize the subscription is too old.

Allow Subscriptions in the List Control Panel, Without Confirmation

Enabling this option will allow you to import addresses from within the list control panel.

Only Allow when logged in with the Dada Mail Root Password

Enabling this option will allow you to do the above, but only when logged in using the **Dada Mail Root Password**

As we've mentioned before, **you don't want to mass import addresses**, if you're closely following our advice to run a **Closed-Loop Opt-in** mailing list. You want, more than anything, to have confirmed and verified subscribers on your mailing list. Even so, there's a few general rules on when it's OK to have this feature enabled:

- Importing an already-existing mailing list

  Great care should be made when doing so, but if you are moving an already existing mailing list from a previous system to Dada Mail (smart move!), it makes things easier to do this directly. Make sure to keep the history/logs from the previous system as proof of your subscriber's confirmation to be a part of your mailing list.

  What you **should not do** is use the confirmation/approval of your subscriber for wanting to join one mailing list as confirmation/approval to have you subscribe them to a **completely different mailing list**.
- You have confirmation or permission to subscribe an address, that's outside of Dada Mail's system.

  There's much discussion in the Dada Mail community on what is enough permission from someone to subscribe them to your mailing list. From example:

  Say you own a store and you ask someone if they'd like to be subscribed to your mailing list. Perhaps you have a mailing list sign up form on your checkout counter. A customer will fill out the form with their email address.

  Is that enough confirmation for you to simply add them to your mailing list? We'll let you decide.
- You're running a completely private mailing list

  A completely private, internal mailing list doesn't need the same restrictions as a fully public mailing list. You may have a completely different company-wide policies that you instead have to follow.

When this option is enabled, you'll be able to subscribe address from within the list control panel by going to, **Membership - Invite/Add/Subscribe**. Options to mass subscribe will then be available next to the option to invite new subscribers. Inviting subscribers will still be available.

Send a "Welcome" Message to Addresses Subscribed in the List Control Panel.

When enabled, a "Welcome" message will be sent to the addresses you just subscribed from within the list control panel. This can help in a number of ways to make your mailing list run a bit smoother:

- Moving from a different system

  If you're moving from a different system and mass-subscribe your old mailing list to a Dada Mail mailing list, it allows your current subscribers to know about the move and to understand that delivery may be a little different (different list owner? unsubscribe method? etc)
- Reminder of Subscribing

  Say we subscribe the addresses left on our sign-up form at our store. Sending this welcome message will help remind our customers that they've signed up to your mailing list, so, when they receive the first message (which could be days/weeks/months from now), they wouldn't have forgotten.

Send the Newest Archived Message to Addresses Subscribed in the List Control Panel

Just like the option to send the newest archive message from a person who has subscribed themselves, you may do the same thing for subscriptions made from within the list control panel.

Unsubscriptions

By users:

Show Email Hint

When enabled, the unsubscription form will show a simple "hint" to allow a user to more easily know what email address they are subscribed to, on your mailing list, so that they can more easily enter that correct email address in the unsubscribe form. For the following email address:

```
user@example.com
```

The email hint will look something like this:

```
u***@example.com
```

Where some of the letters of the email address are replaced with, *'s.

Send Unsubscription Notifications

If enabled, the List Owner will receive a very small message stating that a subscriber has been removed, the email address of the former subscibrer, the time, and how many susbscibers are now on the list.

Send Unsubscription Successful Email Notifications

When enabled, the subscriber will receive a, goodbye message, letting them know, via email that they are now removed from the mailing list. The actual message can be customized in the, "Appearance and Templates - Email Message Templates" screen.

If an unsubscription is successful, redirect to this URL:

Similar to the, "If the first step of the Closed-Loop Opt-In is successful" option, but this option is for the second step of the Closed-Loop Opt-Out system.

If an unsubscription fails, redirect to this URL:

Similar to the, "If the first step of the Closed-Loop Opt-In is unsuccessful" option, but this option is for the second step of the Closed-Loop Opt-in system.

In the List Control Panel:

Send a "Farewell" Message to Addresses Unsubscribed in the List Control Panel.

Like the, "Welcome" Subscription message, the farewell message can help remind and confirm a subscriber that an action has been taken that affects their membership on a mailing list. It's not at all uncommon for a subscriber to, insteaf of going through the automated process of unsubscribing from a list, to instead just email the list owner and ask them to remove them from the mailing list manually. When the list owner does this, a, "Farewell!" message will automatically be sent.

Misc.

Look Up Hostnames When Validating Email Addresses (MX Lookup)

MX Lookup is an additional and optional step in verifying an email address. An MX Lookup will basically see if the domain part of an email address being submitted exists. When enabled, this does help with abuse of your email list subscription form, usually from web bots.

Web Services

Delete This Mailing List

Introduction

This control panel does one thing and one thing only: it will Delete Your Mailing List

Complete and Total Destruction

Remember: this option will completely remove your Mailing List - there is NO going back, once you've pressed the button labeled, **Delete Your Mailing List**

The one option available is labeled, **Delete List Backups** The List Backups are created if you are using the Default Backend of Dada Mail (not the SQL backend). If this option is not checked, the backups for your Mailing List *will*, in fact, be kept around, but there's no really easy way to salvage your Mailing List, if you do want it back - so uncheck this option with caution.

Basically, only remove your Mailing List if you're absolutely sure you do not want it, anymore.

Sending Options

Introduction

The **Sending Options** list control panel allows you to change the way Dada Mail will send out email messages from your Mailing List.

Depending on your hosting environment, you may not need to change any of these preferences, but they're here for you to utilize, if the need does occur.

How Dada Mail Sends Email Messages

For Dada Mail to send an email message, it needs something called an, **MTA** or, **Mail Transfer Agent**. It's basically the actual program that sends out email messages. Dada Mail simply passes the email message you want to send, with the correct information for successful delivery, to the **MTA**. The **MTA** then sends the message through the various mail servers, that then deliver it to your Subscribers email inboxes.

Send Messages Using...

Dada Mail supports basically three methods to send out email: the `sendmail` Command, using an SMTP server, or using the Amazon SES third party email service.

sendmail Command

sendmail is a type of, **MTA**. We're going to be using the term, **sendmail** as a blanket term for a variety of **MTA**s that have a command line utility to send out email messages. Your server may actually be using other MTAs, like qmail or postfix that masquerade as sendmail. These MTAs still usually have a **sendmail** command. To Dada Mail, it really doesn't matter.

By default, Dada Mail passes the mail you want to send to the `sendmail command`. Usually, no further configuration is needed, unless you want to send a message directly to an SMTP server. Thus, there's not too many different options.

Add the Sendmail '-f' flag when sending messages using /usr/sbin/sendmail

For simplicity sake, here's what to do with this option:

- Enable this option if you're using the Bounce Handler
- Disable this option if mail sending via sendmail doesn't seem to be working

The, `-f` flag is known as an *argument* to the `sendmail` command. It's used to set what's called the, `Return-Path` email message header. The, `Return-Path` header tells automated systems where to send bounced message notices.

Basically.

If you're using Dada Mail's Bounce Handler plugin, you'll want this option selected.

Changing the path to sendmail

By default, Dada Mail sets the path to sendmail to,

/usr/sbin/sendmail

but, you may set this to any path you'd like, via the config variable, `$MAILPROG`.

See Also: Global Configuration Docs

The ***Global Configuration*** Docs go over all the global configuration variables available in Dada Mail.

SMTP

SMTP stands for, **Simple Mail Transport Protocol** and Dada Mail can talk directly to an SMTP server, to relay email messages you want to send out for your Mailing List.

There's a few reasons why you'd want to do this.

Sometimes, the **mail server** you want to use isn't on the physical server as your web server - the server Dada Mail is installed on. If this is your situation, you're probably going to be need to send messages using SMTP.

Another reason is security. It's possible the, `sendmail` command isn't available on your server and the only way to send an email message is to use an SMTP server, which can have its own authentication system.

Select, **SMTP** this option to send email from your mailing list, using SMTP.

The configuration is fairly straight forward - if you've ever set up a desktop mail reader, you should be able to set up Dada Mail for SMTP Sending.

If you do not set up Dada Mail correctly for SMTP sending, your mailing list will not send any messages out. Be sure to test your configuration, with the email sending tester on this control panel itself, as well as trying to subscriber an email using the subscription form(s) and by sending a test Mass Mailing out, preferably to an email address that's outside of your hosting account.

As a general practice, the SMTP Server you use and any authentication you set should correspond to your List Owner's email address. You should never try to use an SMTP server you know you do not have access with, or an SMTP server that doesn't correspond to the domain that you have Dada Mail installed on.

Fill Out the SMTP Server!

Before SMTP sending can work, you will absolutely need to fill out the, **SMTP Server** that you want to connect to! No SMTP Server filled out: No email sending can happen!.

For the rest of the information needed to set up Dada Mail to use your SMTP server, refer to the documentation provided by your hosting company.

SMTP Server:

Fill in the SMTP Server you want to use. Unless you're using an outside SMTP server, this is probably similar to the domain name that you're hosting Dada Mail on - but check first.

For example, if you have a website of, `http://example.com`, you can at least try setting your SMTP server to,

```
example.com
```

Other schemes use a subdomain of mail or even, smtp, specifically for SMTP:

```
mail.example.com
```

```
smtp.example.com
```

If you do not know what your SMTP server is, do research in your webhost's documentation, or ask support. As noted, this URL is going to be the same one you'd use to setup a desktop mail reader, like Outlook, Eudora, Mail.app, etc.

Port:

Normally, you'll want to set this to, `25`, unless otherwise instructed, or if you're using a SSL connection

Use Secure Sockets Layer (SSL)

Check this option if you're sending messages over **SSL**. Most likely, you'll also want to change the `Port` to, `465`, but check with your specific hosting setup.

This option may be greyed out, if the underlying support in Perl is not enabled. To enable support, make sure the Perl CPAN modules, `IO::Socket::SSL` and the `Net::SMTP::SSL` are manually installed.

SMTP Authentication

SMTP servers usually require some sort of authentication scheme. SMTP servers without an authentication scheme are known as **open relays** and are a source of a lot of SPAM. If you are using an honest to goodness open relay, be wary, as such SMTP servers can be easily compromised and your mail servers will be quickly black listed.

Some SMTP Servers seem to not need any authentication. This doesn't necessarilly mean they're open relays. These servers may just only accept a **local** connection to be used. These SMTP servers are safe to use. You'll usually know if this is the type of SMTP server you're working with if you're SMTP Server is set to, `localhost` or, the same domain as Dada Mail is installed on and you don't need any other authentication.

Two types of SMTP Authentication

SMTP Authentication (SASL)

This is basically just authentication done by the SMTP server itself. Dada Mail will connect to the SMTP server and the server will ask it to authentication with it. Dada Mail will give it your SMTP username and Password and if that all checks out - you'll be able to send messages out.

POP-Before-SMTP Authentication

This authentication basically requires you to first login to your **POP** server. This is the server used to *Receive* mail. The idea is, if you're authorized to receive messages, you'll have authorization to send mail, as well.

Of these two types of authorization, we suggest using **SMTP Authentication (SASL)**, if given the choice. **POP-Before-SMTP Authentication** will be inherently slower.

Use SMTP Authentication (SASL)

Enabling this option will have Dada Mail use SASL authentication. SASL auth is a sort of handshake done between Dada Mail and the SMTP server itself. The SMTP server will ask for the necessary authentication information and Dada Mail will give it what you tell it to give.

Username/Password

These two options should be fairly self-evident. If you take the advice of using the List Owner and its credentials for your SMTP server configuration, you should probably have a good guess on what to set these. If it's not made clear via your hosting account, try the following:

For the Username, simply use the List Owner email address. Another Pretty Good Guess is to use the, "user" part of the List Owner email address. The, "user" part of this address:

```
listowner@example.com
```

is,

```
listowner
```

The password is probably something you shouldn't need to guess: it's the one you set up when creating the email address.

Type:

Unfortunately, getting the SASL authentication right may be a little annoying. The most difficult part is the, **Type** setting. There's a few Types that Dada Mail supports:

- PLAIN
- LOGIN
- DIGEST-MD5
- CRAM-MD5

For the most part, you should be just fine selecting either, `PLAIN`, or, `LOGIN` as your type. If you're unsure, ask your webhost support as to the, SASL Authentication Type that your SMTP server supports. Most SMTP servers support more than one Authentication Type and you may not have to use the more advanced DIGEST-MD5 or CRAM-MD5 types. These last two types are a more secure way of authenticating, so if you can, you may want to use them.

Use POP-Before-SMTP Authentication

POP-Before-SMTP Authentication is an indirect way to authenticate yourself to use your SMTP server. Basically, it works by successfully authenticating yourself via your POP3 Server. The POP3 server is the server used to /receive/ mail. When you connect to your SMTP server (the server used to /send/ mail), it just looks and sees the last time a successful POP3 connection was made and, if it was recent, allows you to use the SMTP server as well.

This option has a lot more overhead then the SASL method, so if you can, use the SASL method instead of POP-Before-SMTP.

POP3 Server/Username/Password

These three settings should be fairly self-evident and should be filled out with the appropriate POP3 login credentials. As we've suggested, use the credentials that correspond with your List Owner email address.

Use Secure Sockets Layer (SSL)

You may also connect to your POP3 server using an SSL connection. If this option is grayed out, you'll need to manually install the Perl CPAN module, `IO::Socket::SSL`.

Below these options, there is a simple tester to make sure the POP3 login information you've set in Dada Mail is correct. Clicking the, *Test POP-Before-SMTP Settings* will open a popup window and will display a message telling your if a connection is successful, or if there were problems.

Set the Sender of SMTP Mailings to the List Administration Address

For simplicity sake, here's what to do with this option:

- Enable this option if you're using the Bounce Handler
- Disable this option if mail sending via SMTP doesn't seem to be working

This option will set something called the, **Envelope FROM** in your email message. It's used to set what's called the, `Return-Path` email message header. The, `Return-Path` header tells automated systems where to send bounced message notices.

Basically.

If you're using the Dada Mail Bounce Handler, you'll want this option selected.

Amazon Simple Email Service

Dada Mail now has support for Amazon's SES web service. **SES** stands for, **Simple Email Service** and is an API to allow you to send email, using Amazon's servers. A good place to start research on Amazon SES is at Amazon's own site:

http://aws.amazon.com/ses/

Setting up SES support

Setting up SES support in Dada Mail is usually done during installation of Dada Mail itself. You'll need two bits of information: your **AWS Access Key ID** and a **AWS Secret Access Key**.

See Also:

The ***Install Dada Mail - Advanced Configuration*** Docs covers how to set up Amazon SES support in Dada Mail.

http://dadamailproject.com/d/features-amazon_ses_support.pod.html

If your hosting account simply cannot support the size of your mailing list, something like Amazon's SES could be an interesting option.

Save, Then Test Your Sending Options...

This button, located at the bottom of this control panel, allows you to send a test message to the List Owner's email address.

This can help you figure out if the sending preferences you've made doesn't break actual mail sending. This can happen quite easily, if you haven't set the SMTP sending preferences correctly.

Clicking this button will first **save** the information that's currently filled out in the form that's above the button and then a test message will be sent to the List Owner's email address.

If **no** email message is received, it possible the sending preferences you've just created won't work with the specific hosting setup you have.

When testing the SMTP sending preferences, Dada Mail will try to show you the, **Results** of the test sending, as well as the, **Raw Log** of the actual SMTP conversation.

The **Results** will try to tell you if a message sending was successful or not. The **Raw Log** will go into great detail on how exactly Dada Mail connected to the SMTP server, as well as the conversation it had with it.

Even if a successful test is reported by this button, make sure you still do receive a email message in the List Owner email address's inbox.

And, even if the test seemes successful and the List Owner received the test message, test the subscription forms and send a test message to various email addresses (preferably, ones that live somewhere other than on your own server) to make positively sure email sending is working correctly.

Advanced Options

Introduction

The Advanced Options allows you to further customize how Dada Mail handles creating email messages.

Advanced

The Advanced fieldset holds most of these options.

Default Character Set of Mailings

This option is an easy way to set the character set of the body of your email messages. Most popular character sets are included. If you're having trouble with a particular language, try setting this option to, **UTF-8** (the default) and then sending a test message to see if the problem clears up.

Default Plain Text Message Encoding, Default HTML Message Encoding

This is very much different from the *Character Set* option, the Message Encoding is the way the data *in* your message is encoded for delivery. Unless you have a very interesting reason, you should probably set both of these options to, **8bit**.

binary

It's advised that you never use **binary**.

base64

base64 is generally used for attachments and not for text-based messages, so don't use this option, unless you need to.

quoted-printable

quoted-printable is useful, if you're using an extended character set. Other than 8bit, it's one of the only reasonable options to try.

Encode Message Headers

When checked, this option tells Dada Mail to try to correctly encode message headers, like the, **From** and **Subject** header. This is especially important when you're sending messages with an extended character set.

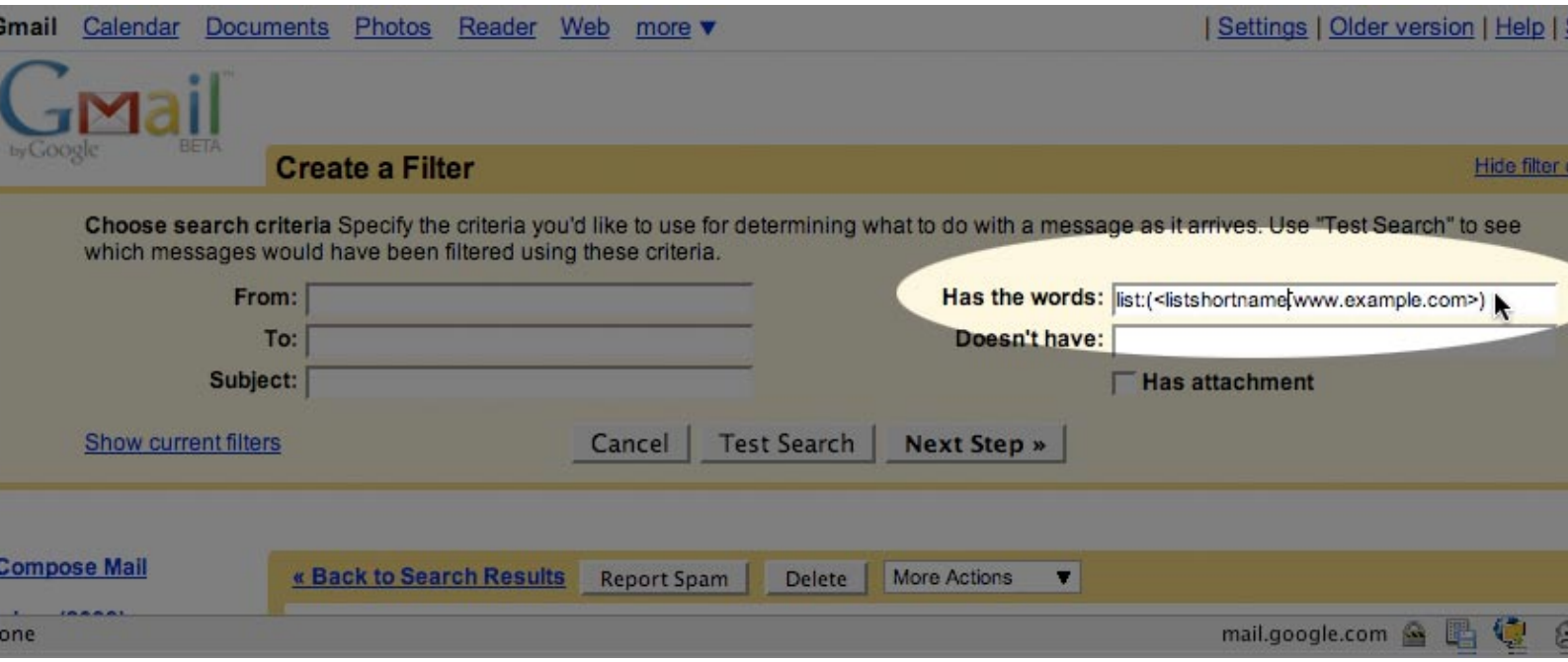
For the best results, it's recommended to use, **UTF-8** as your, **Default Character Set**.

Print List-Specific Headers

List-Specific Headers are headers that some mail readers pick up and show additional information about your list. They look like this:

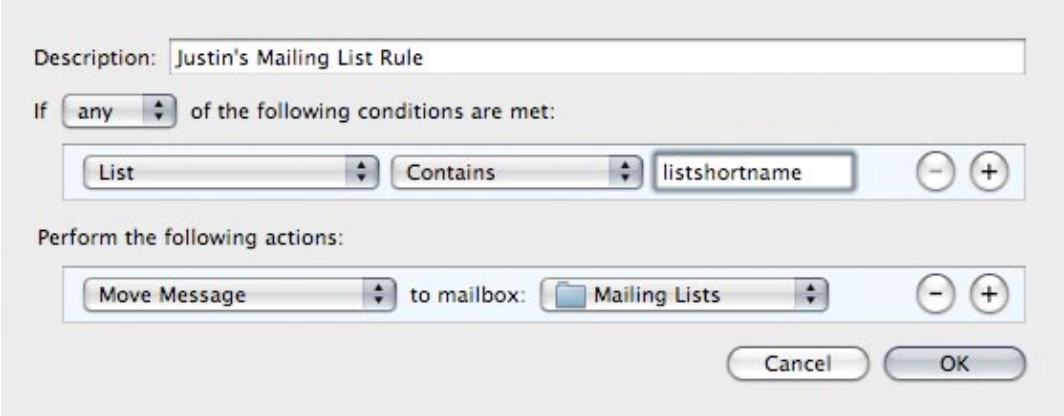
```
List: listshortname
List-Archive: <http://www.example.com/cgi-bin/dada/mail.cgi/archive/listshortname/>
List-ID: <listshortname.example.com>
List-Owner: <listowner@example.com>
List-Subscribe: <http://www.example.com/cgi-bin/dada/mail.cgi/s/listshortname/>
List-Unsubscribe: <http://www.example.com/cgi-bin/dada/mail.cgi/u/listshortname/>
List-URL: <http://www.example.com/cgi-bin/dada/mail.cgi/list/listshortname/>
```

For example, Gmail can understand some of these headers, and allows you to filter messages from your list.



Gmail's "Create a Filter" panel, filtering on a List-Specific header

Most every mail reader will have the option to filter incoming email messages. Below is a screen shot from Apple's, "Mail.app" application, creating a new filter, based on a List-Specific header:



Apple's Mail.app Pref Pane and sheet for adding new Rule based on the, "List" header.

Use VERP

VERP helps out the Dada Mail Bounce Handler, Mystery Girl in figuring out where bounced messages are coming from. If you use Mystery Girl, you may want to play around with using this option. If you do not use Mystery Girl, there may be no need to use this option.

Tune Mail Sending For Specific Domains (Experimental)

This option is incredibly powerful as it allows you to save a subset of your Sending Options to be used for specific email addresses. The actual Tunings can be accessed when clicking the link labeled, *Configure Domain-Specific Sending Tunings...* It is an experimental feature, so use with care.

Advice on Using the Advanced Options

For the vast majority of users, it's suggested to always set the, **Default Character Set** to, **UTF-8**, both the **Default Message Encodings** to, **8bit**, enable **Encode Message Headers**.

Use the other options if you'd like to experiment.

Misc. Options

These options shouldn't be used, unless there's an incompatibility between Dada Mail and your hosting/sending server setup.

Default Precedence of Mass Mailings

This option allows you to set the, **Precedence** header to either, `list`, `bulk`, or `junk`. Oddly, you probably don't want to use this option at all, but rather use the default of, `(blank)`. The reasoning for this is that this header is oft-abused and it's value has lost any real importance.

Default Priority

This option allows you to set the, **X-Priority** header. Like the, **Precedence** header, it's also oft-abused and its value is seen with suspicion. My advice `Do not set a, "X-Priority" header`

Print the 'Return-Path' header in all list emails

This option is an alternative to, *Add the Sendmail '-f' flag when sending messages using /usr/sbin/sendmail*. It generally should never be used.

Send all emails with only the address contained in the 'To' and 'From' message headers

In previous versions of Dada Mail, mail sometimes doesn't get sent unless the, To: header of the email message was simplified to just the email address.

Contemporary versions do not have this problem, but if your SMTP server is having difficulties, enable this option. It's much better to NOT have this option enabled, if you can help it.

Print the 'Errors-To' header in all list emails

This option is another that you shouldn't ever use, unless you have an interesting reason to do so. The, "Errors-To" is a deprecated header, that was once used to route messages that had trouble with delivery. The, "Return-Path" header is now used for this purpose and that header cannot be directly set. Usually.

Mass Mailing Options

Introduction

The Mass Mailing Options list control panel controls the behavior of a mass mailing. In one word this all boils down to, **Speed**.

Batch Sending Options

The Batch Sending Options fieldset allows you to change the speed of your Mass Mailings.

In Dada Mail batches are a number of email messages that are sent out, one after the other. Each batch is separated by a time where no sending takes place. In Dada Mail, you may change how many messages go out per batch and also the time between batches.

With these two settings, you can get a pretty good idea on how long it will take for a mailing to go to completion.

One thing to note, though is that the batch settings do not work by specifying exactly how many messages go out in a window of time. It simply tells Dada Mail what the pattern is of, how many messages to send and how long to wait until we repeat that pattern.

You *will* be given an estimate on how long a mass mailing will go out on the top of the screen, but remember that this estimate does not take in account how long (even if it's a fraction of second) a message takes to actually send.

If you are using the experimental Amazon SES support, you'll also see information regarding your email quota - how many messages you can send per day, how fast you can send messages out and how many messages you have sent in a 24 hour period. Make sure your batch sendings fall within these paramaters!

Enable Batch Sending

Checking this option will enable batch sending. We suggest, *always* having this option checked. There's many good reasons:

Many webhosts, most especially hosting accounts on shared hosting plans have limits on how many email messages they will allow you to send at once. If you do not know this limit, look at your hosting account's, Terms Of Services, or ask support. If the limit is lower than you expect, ask if they have different plans that allow for larger amounts of mail to be sent.

In my experience, most lower priced webhosts generally have a limit of about 500 messages that may be sent in an hour.

If you do go over this limit, the messages that you send after the limit has been reached generally do not get delivered and do not bounce back - they simply, "disappear".

Many mailing problems where subscribers report not receiving a mailing list message happen because you go over a limitation of email sending set by your webhost. **Do not blindly speed up your message sending!**

See Also:

The Mailing List Sending FAQ technical docs go into more detail about batch sending:

http://dadamailproject.com/d/FAQ-mailing_list_sending.pod.html

Send: [...] message(s) per batch

Allows you to set how many messages go out per batch. Currently, you have the option of between 1 and 180 messages you can have go out.

and then wait: [...] seconds, before the next batch.

Allows you to set how long to wait for each batch. Currently, you have the option of between 1 and 180 seconds (3 minutes).

Automatically set batching speeds based on your Amazon SES limits

You'll need to setup Amazon SES and select, ***Send Messages Using: Amazon Simple Email Service*** *in,* ***Mail Sending - Options*** *for this option to appear.*

When selected, Dada Mail will find out what your sending limits are, when using Amazon SES, and intelligently set the batch settings, so that you always are sending *below* your limit. The rate at which Dada Mail sends out mass mailings will speed up, or slow down dynamically throughout the mass mailing itself, so don't be alarmed when this happens.

For example, messages could start being sent out at near the limit of what Amazon SES allows: if the limit is 5 messages/second, Dada Mail will send at 4 messages/second, but then slow down, when getting closer to the 24 hour quota of messages you may send. 5 messages/second down to 1 message/second. If more messages need to be sent, batch settings will be slowed down further still.

Amazon SES is set up to scale, with the amount of messages you send using the service. Your per second rate may be raised from 5 messages/second to 10. Your daily limit may be raised from 10,000 messages a day, to 100,000.

Adjust Sleep Time

When checked, Dada Mail attempts to compensate for the small amount of time it takes to send out an email message, allowing you to better estimate how fast a Mass Mailing will go out.

For example:

If it takes 3 seconds to actually send out a message and you have your batch settings set to: **1** message every, **8** seconds, you're actually sending speed will be more like, **1** message, every **11** seconds. This changes your speed from **450** messages/hour to **327** messages/hour.

With this setting enabled, Dada Mail will know to only wait around 5 seconds between batches, instead of 8 seconds. This can help you send as fast as you're able to, but not any faster.

Use One SMTP Connection per Batch (Experimental)

This is another performance boost - but really is useful if you're running into the problem of not being able to send your messages fast enough.

First thing to know: this option will only work if you have SMTP sending enabled and working. It won't work for `sendmail`.

The second thing to know is that it's still experimental - we need feedback from our users (you!) about its reliability.

This option tells Dada Mail to send more than one message, per SMTP connection.

An SMTP connection could take less than a second to several seconds to initiate, since there's a lot of chit/chat back and forth between Dada Mail and the mail server. If this happens each time you send a batch, there could be a major speed penalty, especially if you have many messages per batch.

This feature isn't very useful if you have a small amount of email messages you want to send per batch - like only one message. If you have, say **10** messages you want to send per batch, this option could really cut down sending time.

A real danger though and another reason that this is kept as, *Experimental*, is that if you try to send *too* many messages per batch, your entire batch won't work - the SMTP server won't allow you to send so many messages at once - so you may have to play around with the settings, yourself.

Receive Finishing Message

The Finishing Message is an email message that gets sent to the List Owner, once a mass mailing has completed. Since mass mailings can take a very long time, this is a simple indicator to let you know when everything has finished to completion.

Auto Pickup Options

The Auto Pickup Options take a little explanation on what they are and why you need them:

Since Mass Mailing can take a long time, say a few hours - or even days, if your Subscription list is large and your limits are small, the actual process that sends messages out can be cut off short and not complete it job because of a server resource limit. Even if you do not have draconian resource limits, a job could be cut off short if the physical server is restarted. This isn't so rare, as many are restarted every midnight.

Dada Mail has a very fancy mechanism to figure out if a mass mailing has been cut short and has methods to restart your mailing at the very place it was cut short. Worth its weight in gold.

Auto-Pickup Dropped Mass Mailings

The setting enables the auto-pickup mechanism. Unless you have a very interesting reason (and similar to enabling Batch Sending), always have this setting enabled.

Restart Mailings After Each Batch

This setting gets slightly technical, but has to do with, again, server resources and limitations.

Unless you have a very interesting reason, *NEVER* use this option.

That very interesting reason may be that your hosting account, for whatever reason, does not support programs like Dada Mail to do something called, `sleep()`.

`sleep()`, basically is a time where a program, like Dada Mail doesn't really do anything. Usually, programs don't sleep indefinitely, but have a specific time they sleep. `sleep()`ing is how Dada Mail's Batch Settings Mechanism actually works: once the amount of messages you've specified is sent out, the program `sleep()`s

Since it's an incredibly important piece of the puzzle for mass mailings, if your hosting account doesn't support, `sleep()`ing, you're in trouble. Thus, this option. We can't really recommend using this option, but it's here, if you have difficulties without it.

Logging

Save Mass Mailing Logs

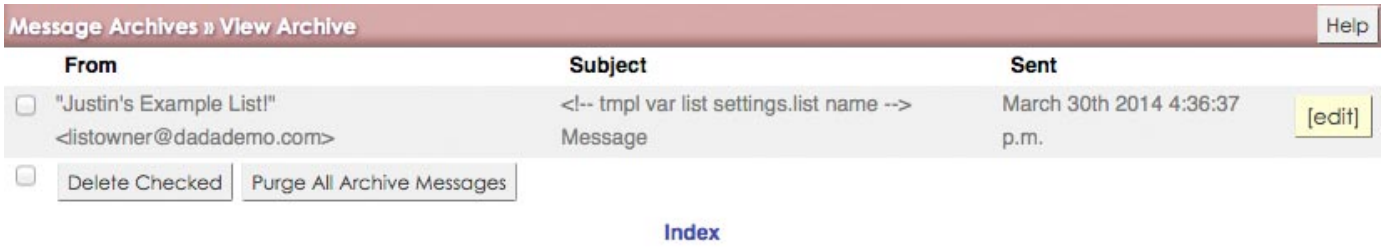
When enabled, Dada Mail will save the log it makes specifically for each mass mailing, so that you can inspect it, after a mass mailing is finished.

This log is also available while a mass mailing goes out, in the mailing monitor screen: click on the button labeled, **Open Mass Mailing Log in a New Window**

View Archive

Introduction

The View Archive screens allows you to view, edit and remove your mailing list's archived messages sent out in mass mailings.



The, "View Archive" Screen

Archive Table

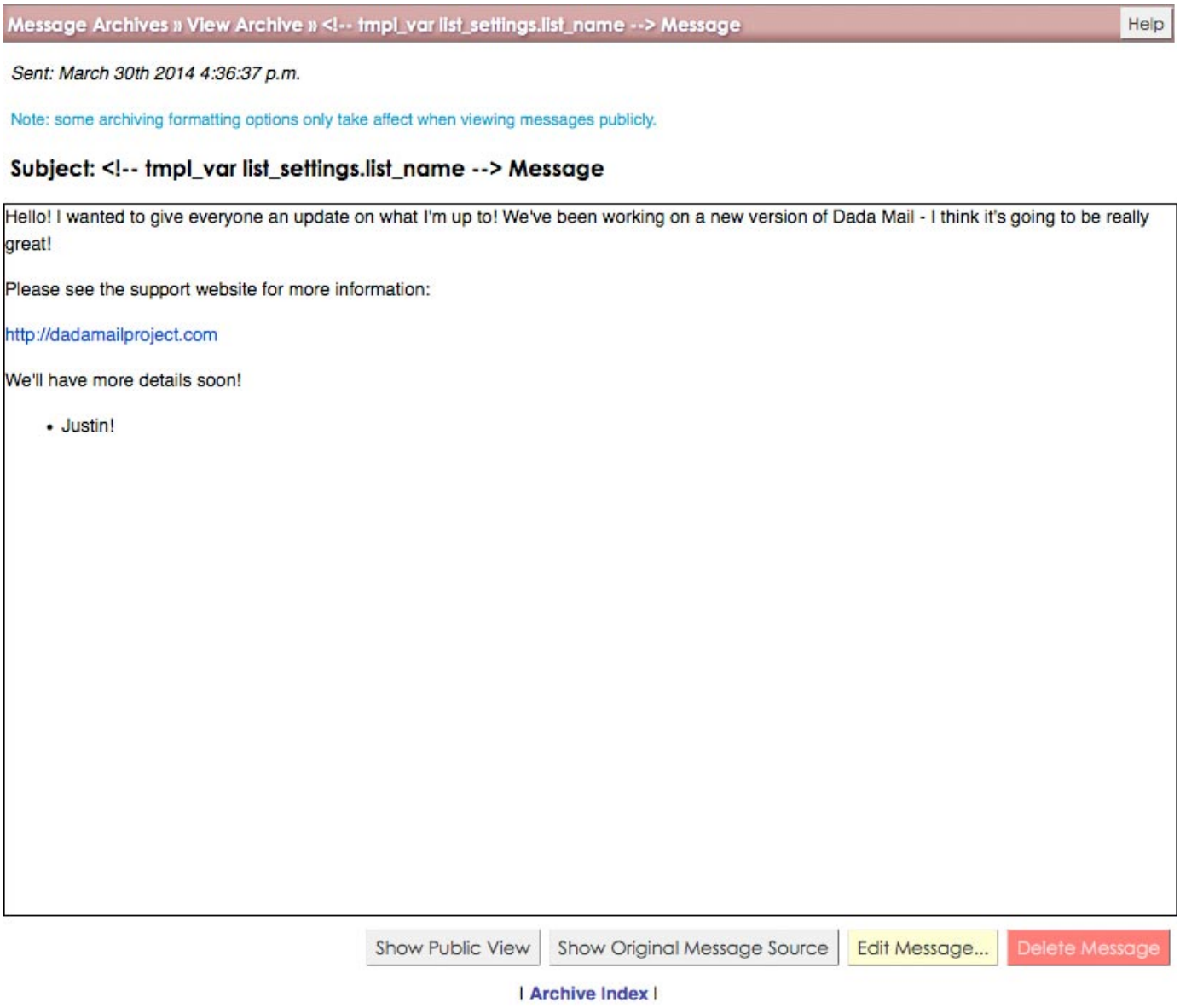
The table at the top of the screen will hold the last few archived messages that have been sent from your Mailing List.

Clicking on the **Subject** of the mass mailing will bring you to a new screen, allowing you view, edit or delete the individual message.

Clicking the, **[edit]** button will take you directly to the archive editor for this message.

Individual Archived Messages

Individual archived messages can be view from within the list control panel, even if archives are not viewable publicly.



Viewing an archived message in the List Control Panel

Show Original Message Source

Clicking this button will open a new browser window, displaying the *message source*, including message headers of the email message that was sent out.

This is useful for debugging.

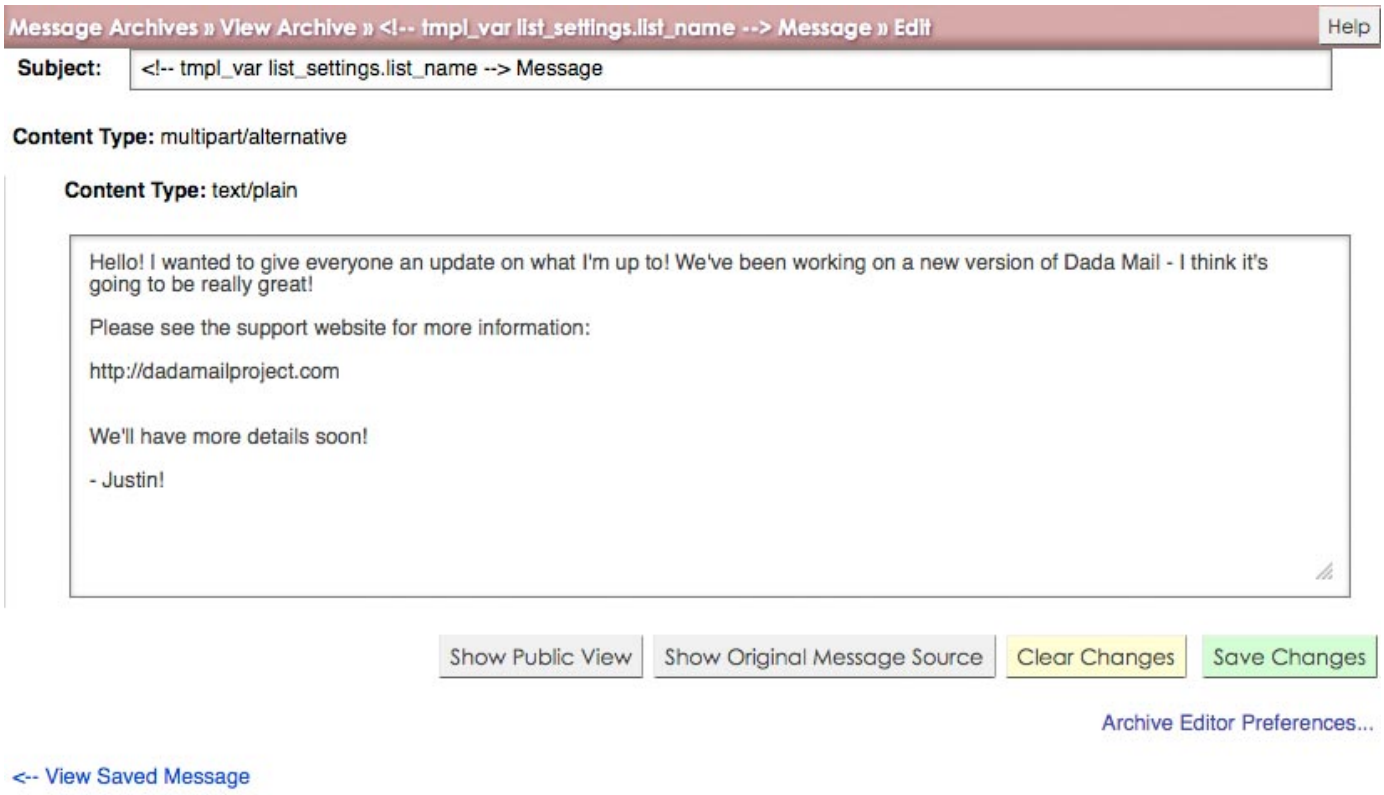
Show Public View

Clicking this button will open a new browser window, displaying the archived message, as it appears to visitors of Dada Mail. Formatting is slightly different between the administration view and the public view.

Edit Message...

Clicking this button will bring you to the archived message editor.

This editor should allow you to edit various message headers, body parts and even attachments of your mailing list message.



Editing an Archived Message

Delete Message

Clicking this button will remove the archived message.

Delete Checked

Messages in the Archive Table can be checked. Clicking this button will delete any archived messages you've checked in the Archive Table.

Purge All Archived Messages

Clicking this button will remove ALL archived messages from your Mailing List.

Message Archives >> Archive Options

Dada Mail archives messages sent from the List. These archives can then be publically viewable by your visitors, giving you an easy way to add more content to your site.

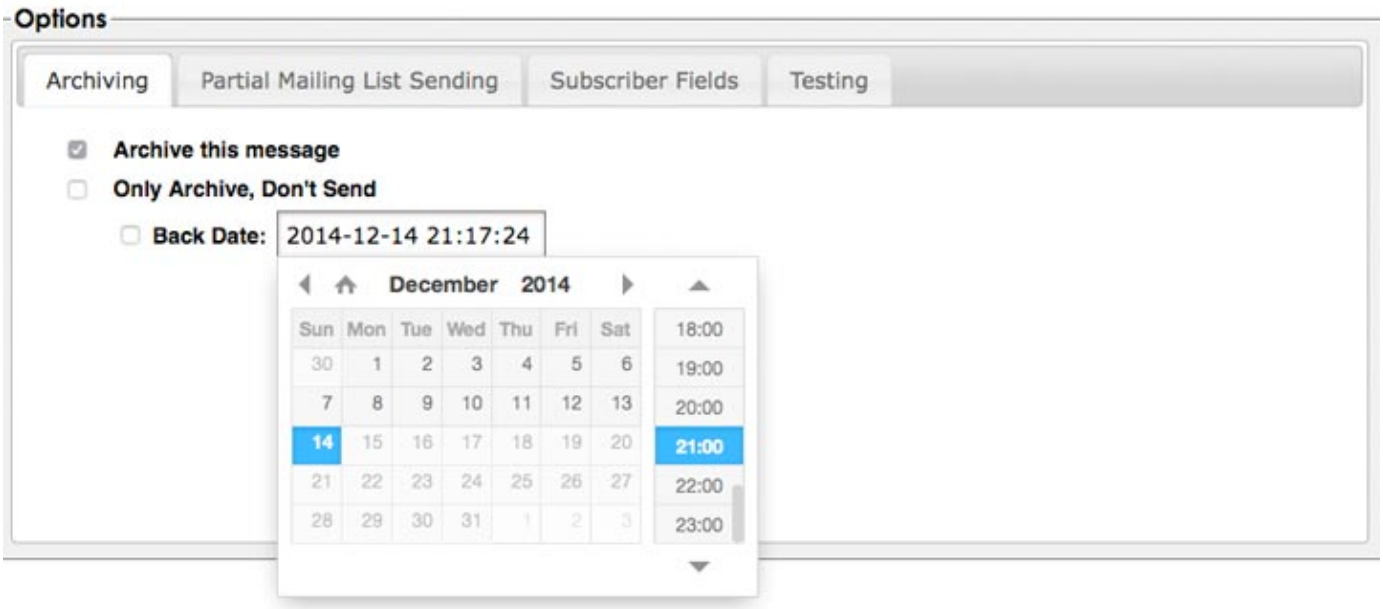
Basic Options

Archive Your Messages

When enabled, messages sent from your Mailing List will be saved. Easy enough.

See Also

The, ***Send a Message*** and ***Send a Webpage*** screens also have a mini *Archive Options* widget that will allow you to choose per Mailing List sending, if you'd like to archive a message.



The, Archive Options tab expanded

It'll also default to whatever setting you choose to have in the, *Archive Your Messages* option.

Publicly Display Your Archives

When enabled, not only will your messages be saved, they'll be viewable to visitors of your website. To see your own archives, go to a URL, like this one:

http://example.com/cgi-bin/dada/mail.cgi/archive/listshortname

Where, `listshortname` is your List's short name.

Add a Subscription Form to the Archive Pages

When enabled, a Subscription Form to subscribe to your list will be present, at the bottom of each archive screen.

Add a Search Form to the Archive Pages

When enabled, visitors who are viewing your archived messages will also be able to run searches for specific content.

Enable "Forward to a Friend"

The, "Forward to a Friend" Form allows your subscribers (or even just visitors) to send archived messages, via email to another email.

You can even add a direct link to this form, from your mailing list message. The tag to do so looks like this:

```
<!-- tmpl_var forward_to_a_friend_link -->
```

More Information

See the technical docs on the Forward to a Friend feature, especially to learn how to use the tag in your mailing list messages effectively:

http://dadamailproject.com/d/features_forward_to_a_friend.pod.html

Enable CAPTCHA'ing on the, "Forward to a Friend" Form:

If you use the Forward to a Friend feature, also use the CAPTCHA option located here. The potential of abuse is attempted to be minimalised in the program itself, but it's still a relevant concern. I would not use this feature without the CAPTCHA option.

See Also

The Appearance and Templates -E Email Message Templates Chapter, most notably about the, *Forward to a Friend* email template.

Advanced Archive Options

Message Formatting

Show Archived Messages without the Mailing List Template Applied

If enabled, Dada Mail will first strip the Mailing List Template of your archived message, before it displays the message to publically. This is a nice feature, to keep your archived messages looking clean.

See Also

The ***Appearance and Templates -> Email Message Templates*** Chapter goes into good detail about the Opening and Signature Marks, how to appiy them into your template and how they're used.

Style Quoted Message Text

This option is handy if you have a Group Discussion List, using Bridge. Text in Replies to an email messages will be styled to highlight they're quotey-ness.

Disable Embedded JavaScript in Archived Messages

This is also a handy option if you have a group discussion list, as it plugs up a security concern of receiving messages from untrusted sources (any ol' subscriber) and having that message include malicious Javascript. When enabled, this option will attempt to strip the email message of any JavaScript it finds. Please use this option if you do have a Group Discussion List using Bridge.

This option does require you install seperately a CPAN Perl Module called, `HTML::Scrubber`. This does not come with Dada Mail, but if you're geeky enough, you can grab it here:

http://search.cpan.org/~podmaster/HTML-Scrubber/

and install.

Display Message Attachments

When enabled, visitors will be able to view and download attachments that have been sent along with your Mailing List Messages.

Show HTML Messages in an iFrame

When enabled, your archived messages will be shown in an embedded iFrame. This is a good idea if you have extremely complicated formatting in your HTML Mailing List Messages and they don't look too good when viewed in the Publically Available Archive

Email Address Protection

Email Address protection is a very very good idea and I hope you take advantage of it. Basically, Email Address Protection stops email addresses embedded in Dada Mail's publically viewable archive to be seen by web spiders, but still clickable and useable to humans.

Options

No protection

Use something - anything other than this.

Spam-Me-Not

Spam-Me-Not was a system where letters and symbols that make up an email address are changed into their entities. This baffled web spiders for a while, but has since proven vulnerable. Use this option, if no better option exists.

reCAPTCHA MailHide

If you can, use this option. The reCAPTCHA Mailhide protection requires you to fill out a CAPTCHA before you can even view the email address. Out of the box, Dada Mail should have support for reCAPTCHA Mailhide, but you do need to pick up an API Key and configure Dada Mail to use it.

See Also

reCAPTCHA Mailhide: http://mailhide.recaptcha.net

Archive Organization

Sort Your Archives In: Chronological/Reverse Chronological Order

Basically, what it says.

Show Archive Dates with...

This option allows you to fine-tune the data the accompanies your archived messages and when listed in the archive index.

Show [x] link(s) at a time

This option controls how many messages are shown in your archive index screens at one time.

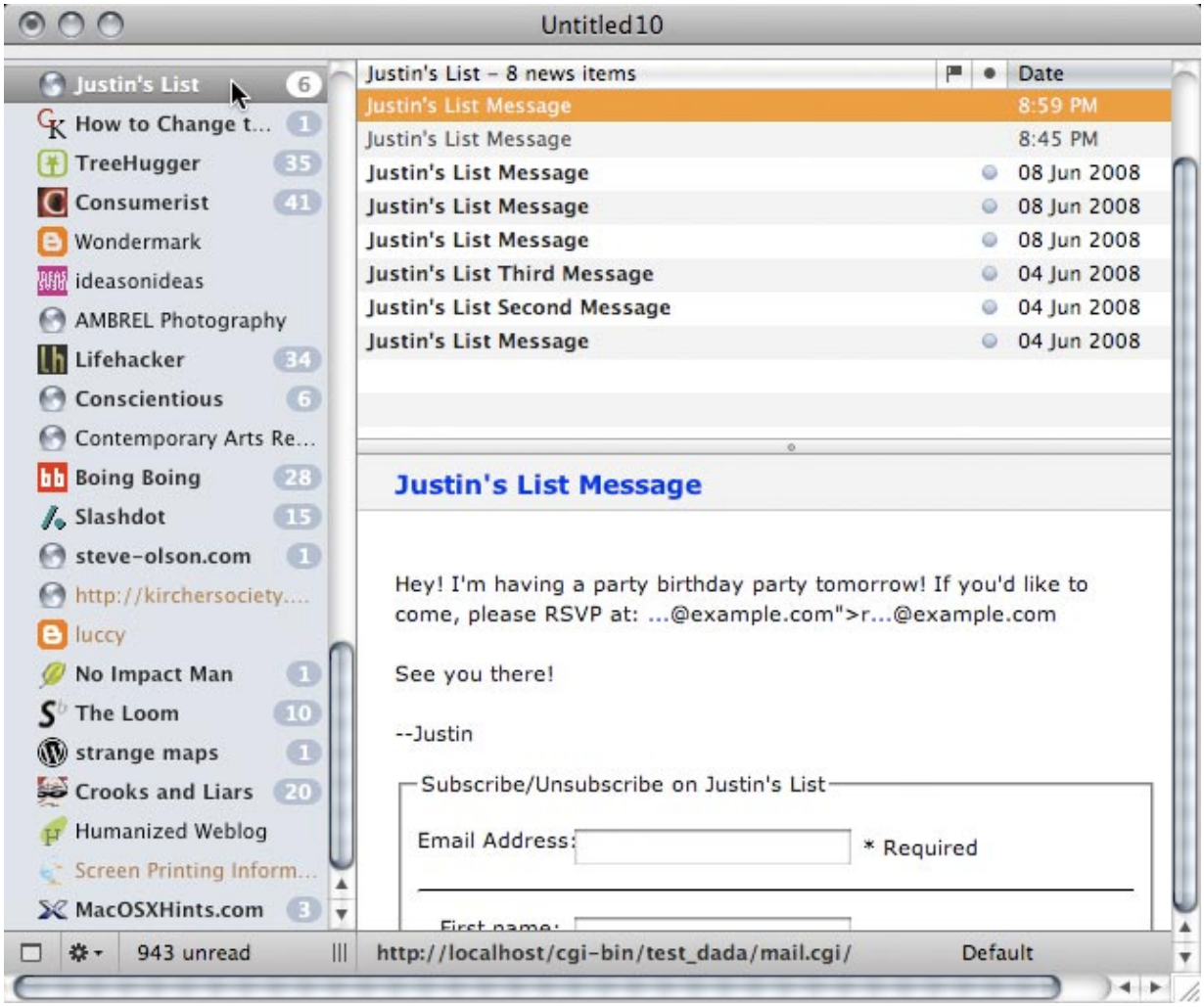
Syndication/Sharing

Syndication support in Dada Mail essentially turns your archived messages into a blog, allowing you to share the newsletter messages you create and send, much like people syndicate blog postings. To programs and services that read Dada Mail's RSS and Atom feeds, it cannot tell the difference.

Publish Your Archives Index in RSS/Atom

When enabled, your messages will be available as an RSS and Atom XML feed. Using this feed, you may share your archived messages using various services and programs.

For example, I can now read the messages sent to my Mailing List using a Newsreader, like NetNewsWire.



The Mailing List Archived Messages in a Newsreader

Such a feed gives a potential reader yet another avenue on how they can read what you've posted on your Mailing List.

Ping/Notify Site Update Services

When enabled, Services like Technorati (http://technorati.com) will spider your RSS/Atom feeds and index any new entries. For Dada Mail, that means your message archives will be found in search results of these services.

Add a list subscription form to your RSS/Atom Feeds

When enabled, a subscription form will be appended to the end of your archived messages in the actually RSS/Atom Feed. This is an interesting way to have subscribers of your *Feed* become full-blown subscribers of your *Mailing List*

Add social bookmark buttons to your archived messages. (Experimental)

Social Bookmarks are convenient links to popular bookmark and link sharing sites - like del.ico.us. Adding them to your archived message screens gives people an easy way to save the URL of your archived message and share it with others - just like a blog entry.

Gravatars

Gravatars are tiny little icons that you can use on different websites. They're used in Dada Mail to put a face next to the email messages you have in your publically viewable archives.

Enable Gravatar Icons

When enabled, the Gravatar icon will be used in your publically viewable archived message screens.

Required CPAN Modules

This feature does require you to install the, `Gravatar::URL` CPAN module.

More Information

http://gravatar.com/

http://search.cpan.org/dist/Gravatar-URL/

Edit Template

This screen allows you to edit the List Template. The List Template is the wrapper template that changes the layout and design to all screens that are under the control of your particular list.

If you're looking for changing the Layout and Design of all Dada Mail screens (except the admin list control panel), read the, Introduction to Dada Mail HTML Screen Templates chapter.

Apply the list template to HTML email messages

Usually, Mailing List Messages written in HTML are formatted using the *Mailing List Message (HTML Version)* template that you can edit in the, Appearance and Templates -> Email Message Templates screen.

If you *also* want the List Template to be wrapped around the Mailing List Message template, use this option.

Use the default list template

The default list template is what you see in the default screen of Dada Mail.

The other options on this screen allow you to override the default list template and have a HTML template specifically for your list. This template will only be used when working with screens that are about this particular list.

Use this information for the template:

You can change the list template in the text area below.

Use this URL as the template:

You can also point to an outside HTML page using a URL, you'd like the list template to be.

Appearance and Templates - Email Message Templates

This screen contains the list-specific copies of the email message templates for your mailing list. These email messages are used when sending out your mailing list subscripiton confirmations, your mailing list messages themselves, as well as most all other email messages sent by Dada Mail, on behalf of your list.

See Also

If you do not find the email message template that you want to edit, more likely than not, the email message template resides in the Config.pm file. We've tried to keep that number of email templates to a minumum, but some still lurk in there.

The Email Templating Language

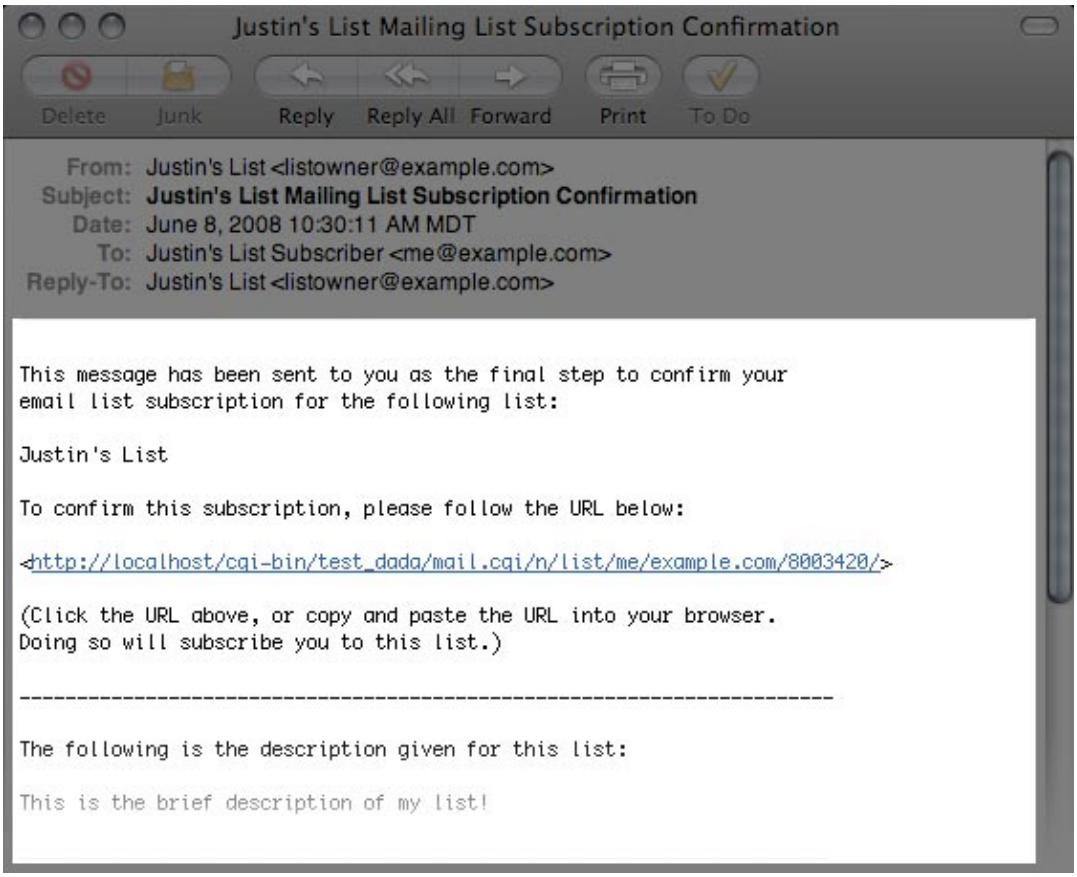
If you are not familiar with the Email Templating Language, it is described in full in the, The Email Templating Language and Mailing List Messages chapter.

General Concepts

Editable Areas

Body

Every email message template allows you to edit the **Body** of the email message. This is the text that gets displayed in the actual body of your email message, as opposed to the headers of your email message.



The, "Body" part of the, "Subscription Confirmation Email" message

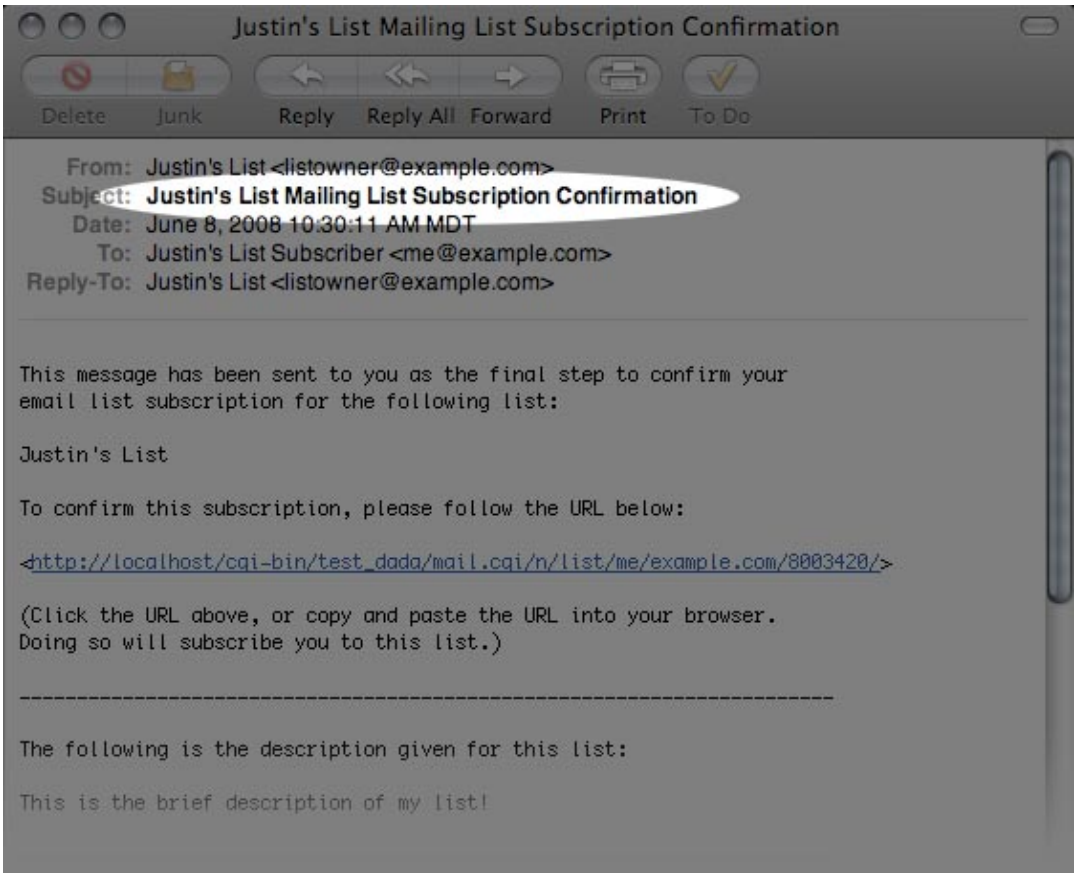
Some email templates allow you to edit both the PlainText and HTML version of the body. These two versions will be sent in the same email, but only one will usually be shown. If you do edit these messages, make sure both versions have similar information.

If an email message template does not have both a *PlainText* and *HTML* version, assume that the version you're editing is a *PlainText* version.

Headers

Subject

Most email message template also allow you to edit the **Subject** header of the email message.



The, "Subject" header of the, "Subscription Confirmation Email" message

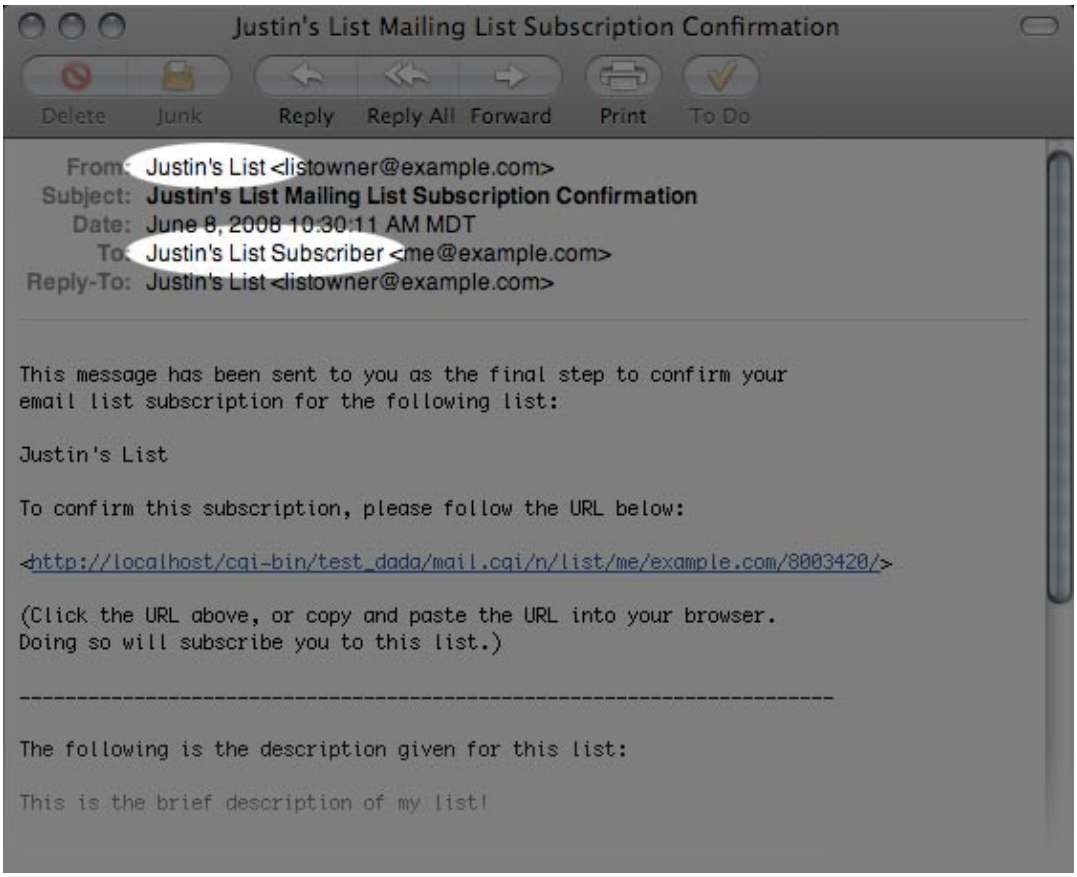
The From and To Header Phrases

Header **phrases** are like labels for certain email headers. For exmaple:

```
"John Doe" <john@example.com>
```

`John Doe` is the pharse.

In some email message templates, you are also allowed to edit the `To` and `From` header phrases.



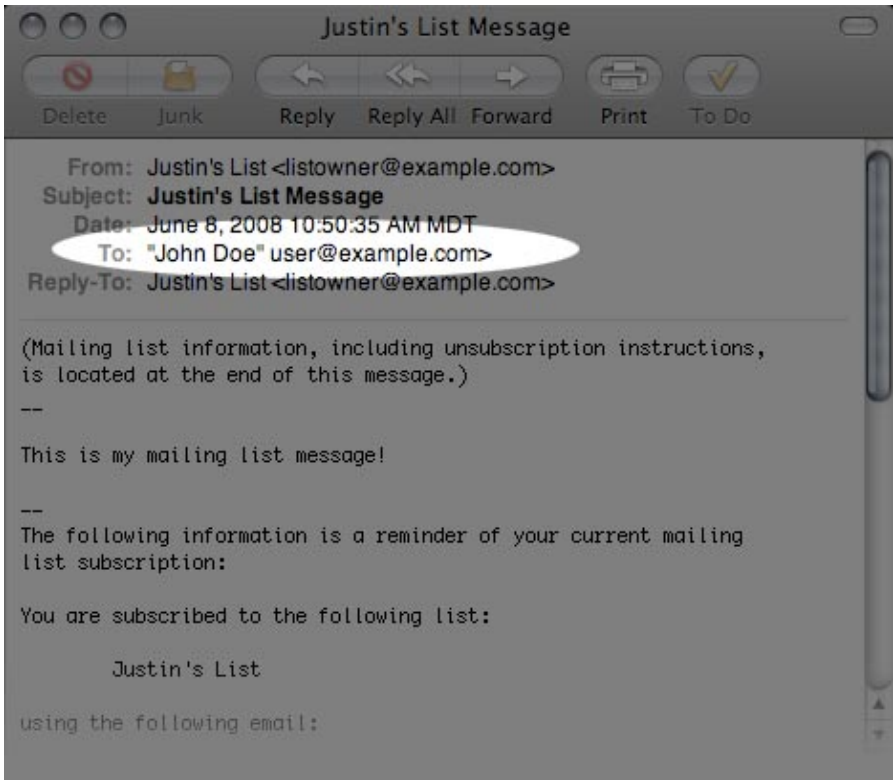
The, "From" and, "To" header phrases of the, "Subscription Confirmation Email" message

Among other things, changing the From and To header phrases allows you to customize your email messages to be less generic and more personalized. For example, if you have Subscription Fields, `first_name` and, `last_name`, you can change the `To` phrase from,

```
<!-- tmpl_var list_settings.list_name -->
```

to,

```
<!-- tmpl_var subscriber.first_name --> <!-- tmpl_var
subscriber.last_name -->
```



"To" header phrase of the, "Mailing List Mesage" message, with edits to have the, "first_name" and "last_name" profile fields filled in

Variables Available

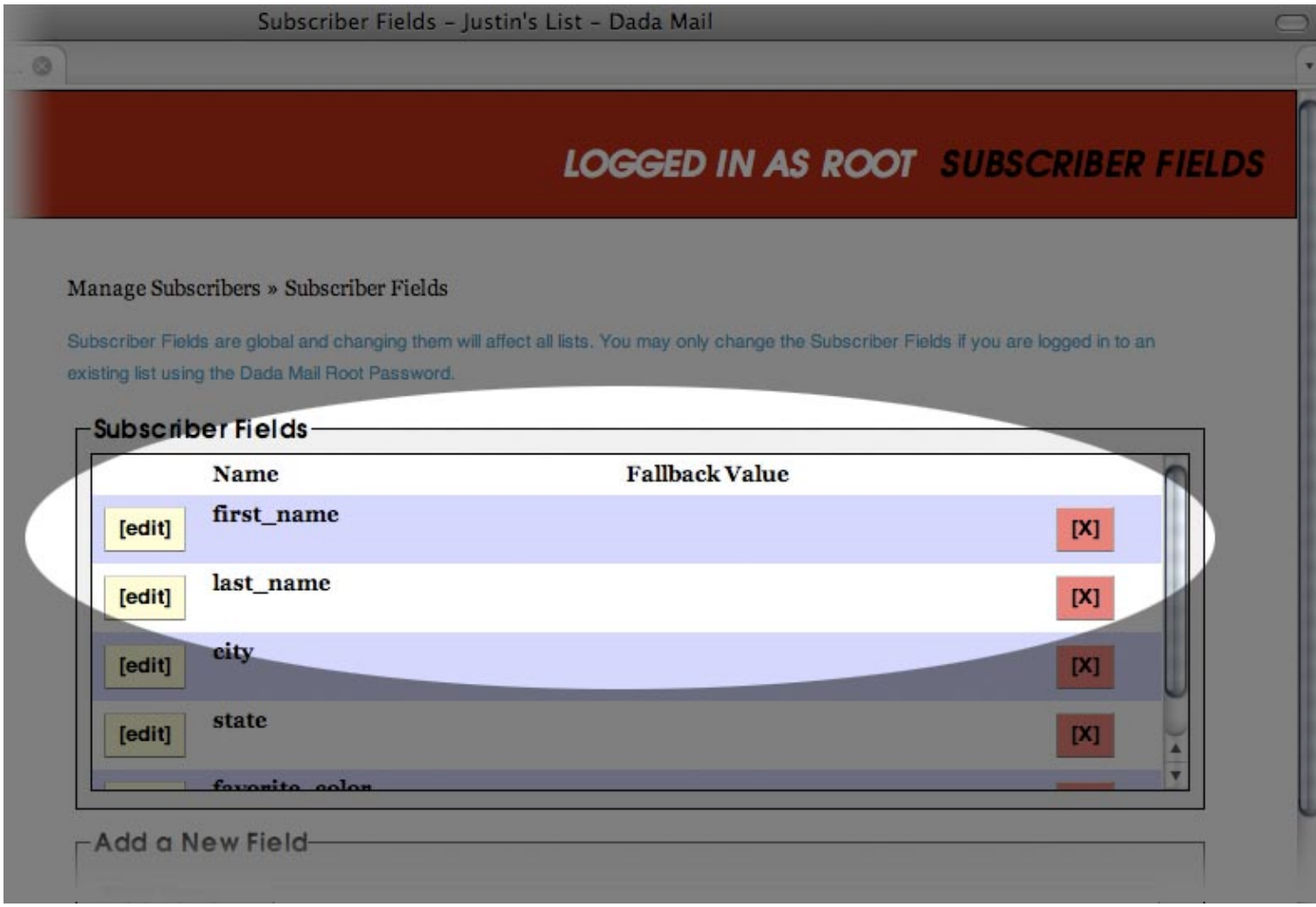
In all the email message templates the, `GLOBAL`, `list_settings` and `subscriber` namespaces are available to you

(these are described in the, The Email Templating Language and Mailing List Messages chapter)

Context of the subscribers namepsace

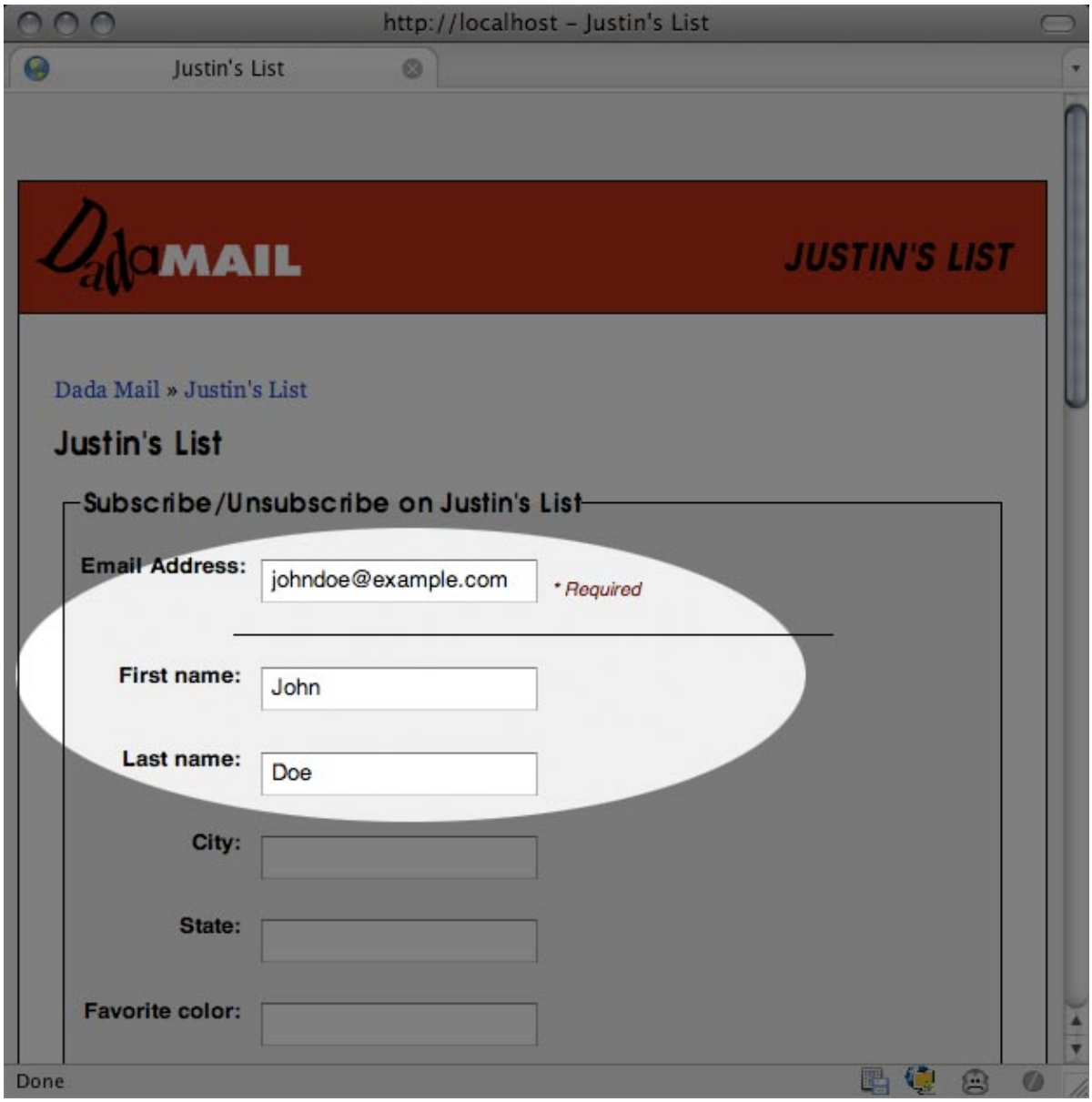
Because many of these email templates are used and sent out to *potential* subscribers, the `subscriber` namespace sometimes doesn't hold information about an actual subscriber of your list, but rather holds the information recently filled out by a potential subscriber.

For example, if you have the, "first_name" and "last_name" profile fields:



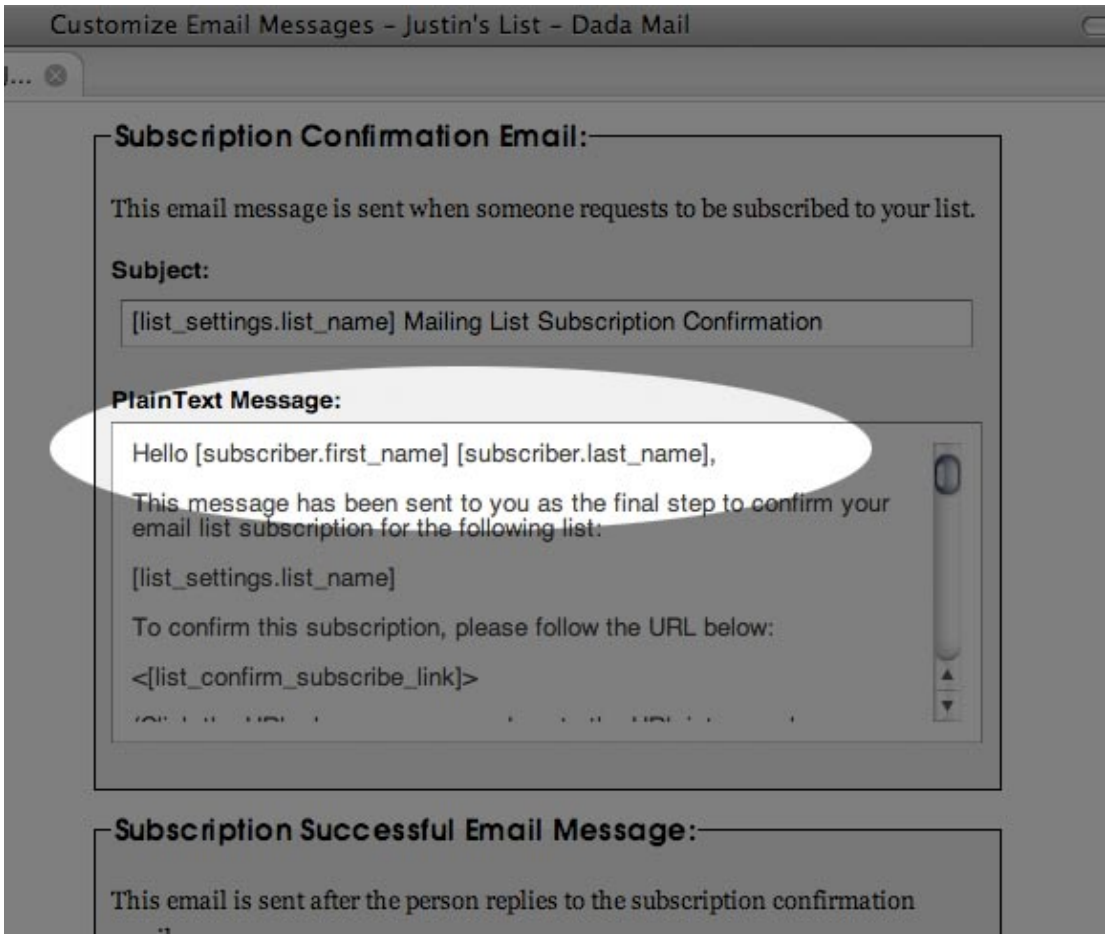
The, "Profile Fields" screen with, "first_name" and, "last_name" fields created

and a potential subscriber filled in a Subscription Form with, "John" and, "Doe":



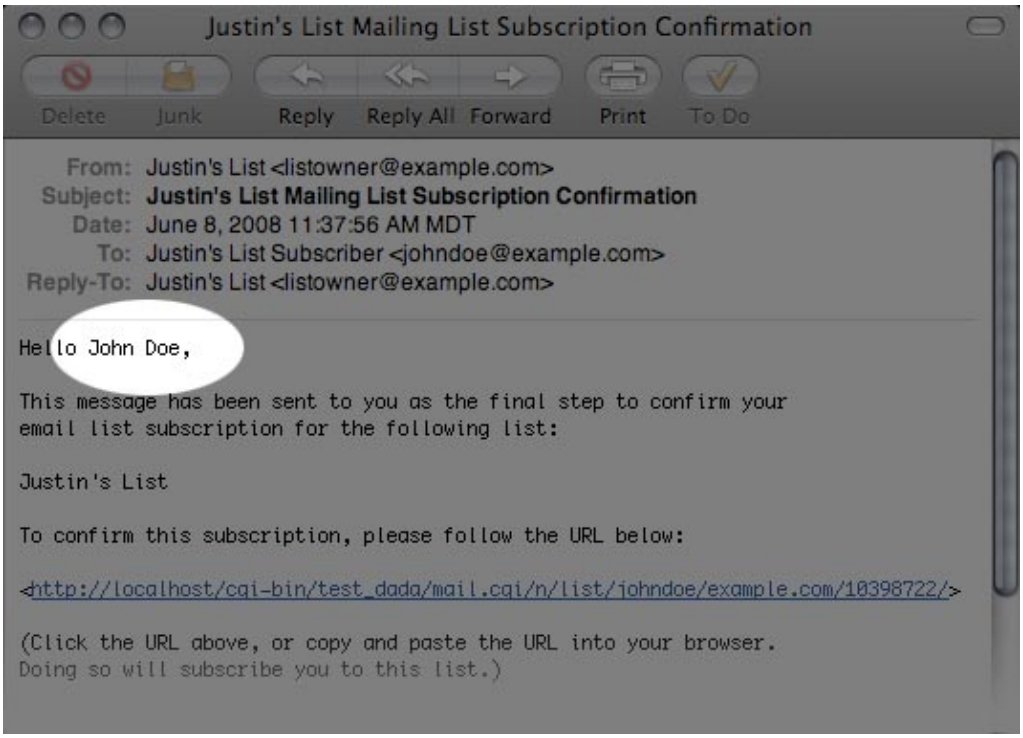
The, List Page with the email subscription filled out

and you've edited the Subscription Confirmation Email message template to include these two fields:



The, "Subscription Confirmation Email" message edited to include the, "first_name" and "last_name" profile field tags

The actual Subscription Confirmation Email sent to the potential subscriber will look like this:



The, "Subscription Confirmation Email" message sent to a potential subscriber with custom profile fields successfully filled out

Hazzah!

In general, the, `subscriber` namespace will hold subscription information tied to the email address you're sending to.

The workflow we just went through for the Subscription Confirmation Email may also be used for most every email message template - the tag replacement scheme will be the same.

Template Syntax Available

The full Email Template syntax is available for all of the email templates on this screen. This includes `if`, `unless` and `loop` blocks, as well as the Advanced Templating Syntax. For example, we can modify our last example and wrap our new line in an advanced-style `if` block, if we'd like to, as profile fields in Dada Mail are currently optional:

```
<!-- tmpl_if subscriber.first_name -->
    <!-- tmpl_if subscriber.last_name -->
       Hello <!-- tmpl_if subscriber.first_name --> <!-- tmpl_if subscriber.last_name -->
         <!-- /tmpl_if -->
<!-- /tmpl_if -->
```

Especially in PlainText messages, if you find this use of `if`/`unless` blocks causes strange formatting, like weird whitespace around the template variables you're using, try putting all the lines above on one line:

```
<!-- tmpl_if subscriber.first_name --><!-- tmpl_if subscriber.last_name
-->Hello <!-- tmpl_var subscriber.first_name --> <!-- tmpl_var
subscriber.last_name --><!-- /tmpl_if --><!-- /tmpl_if -->
```

(lines have been wrapped, above)

It's slightly messy looking, but it'll do what you need it to do. Since HTML does not use line breaks for formatting, it shouldn't be an issue for HTML formatting messages.

The Email Templates

Mailing List Message

The *Mailing List Message* Email Template is a very important template, as it holds the content that will be wrapped around the messages you create in the, ***Send a Message*** screens (and friends)

There's a lot going on in this template, so we're going to go slowly through everything.

How the Mailing List Message Template is Applied

Unlike the other templates listed on this screen, The *Mailing List Message* Template is only a wrapper to be put around the actual content that you create. It has one extremely special tag named,

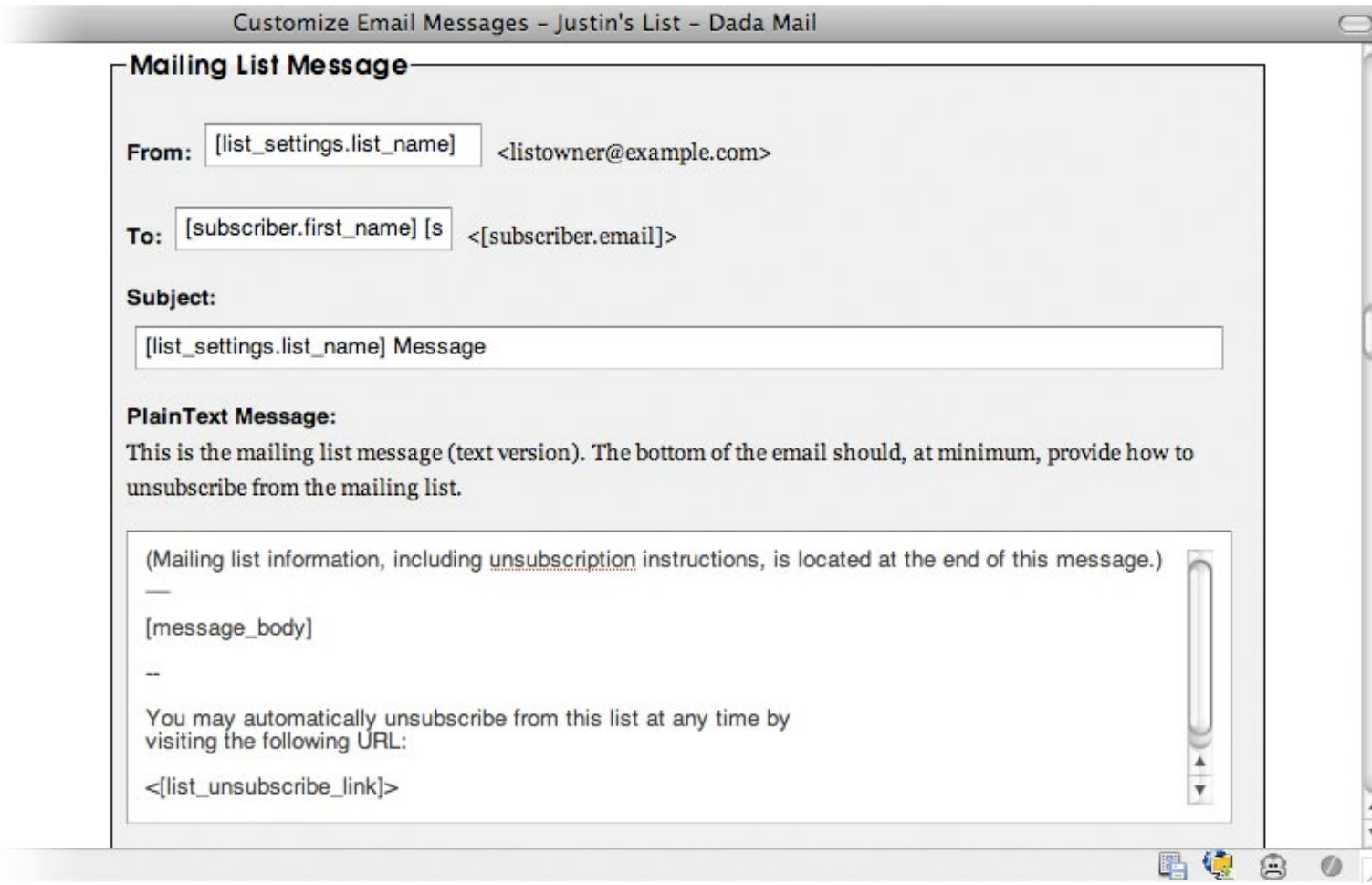
```
<!-- tmpl_var message_body -->
```

When you send out a Mailing List Message, this tag will be replaced by the actual content of what you have written out as your mailing list message.

The *Mailing List Message* template is useful, as it should contain general information and instructions about your list and most importantly, how to unsubscribe from your list. Please, always have a way to allow your subscribers to remove themsleves from your mailing list.

Here's the concept illustrated - for example, let's simplify the *Mailing List Message* Template to just have the bare minimum. It's a little verbose to start with - just to make sure the bases are covered. For now, we're only going to focus on the PlainText version of our *Mailing List Message* Template , but we'll cover the differences between the two *Mailing List Message* Template's soon.

Here's our simplified *Mailing List Message* Template:



A Simplified , "Mailing List Message" Template, (PlainText Version)

The entire PlainText *Mailing List Message* Template is:

```
(Mailing list information, including unsubscription instructions, is located
at the end of this message.)
—

<!-- tmpl_var message_body -->

--

You may automatically unsubscribe from this list at any time by
visiting the following URL:

<!-- tmpl_var list_unsubscribe_link -->
```

Pretty simple stuff and has everything we need for a well-formatted Mailing List Message Template. Here's a breakdown of the sepeate things it contains:

Opening lines

The, **Opening** lines is a Dada Mail-specific concept. It's refering to:

```
(Mailing list information, including unsubscription instructions, is located
```

```
at the end of this message.)
```

The **Opening** lines should be used to start your mailing list message - give the person some context on what the message they're about to read is about. It's possible that your subscriber will have forgotten that this message is a message from a mailing list they're subscribed from, so this is a little reminder. By default, the **Opening** lines also let you know about other information located farther down the message. Usually, this should include how to unsubscribe from your mailing list.

Opening Mark

The **Opening** lines stop when the, **Opening Mark** is reached. The **Opening Mark** is another Dada Mail-specific concept and looks like this:

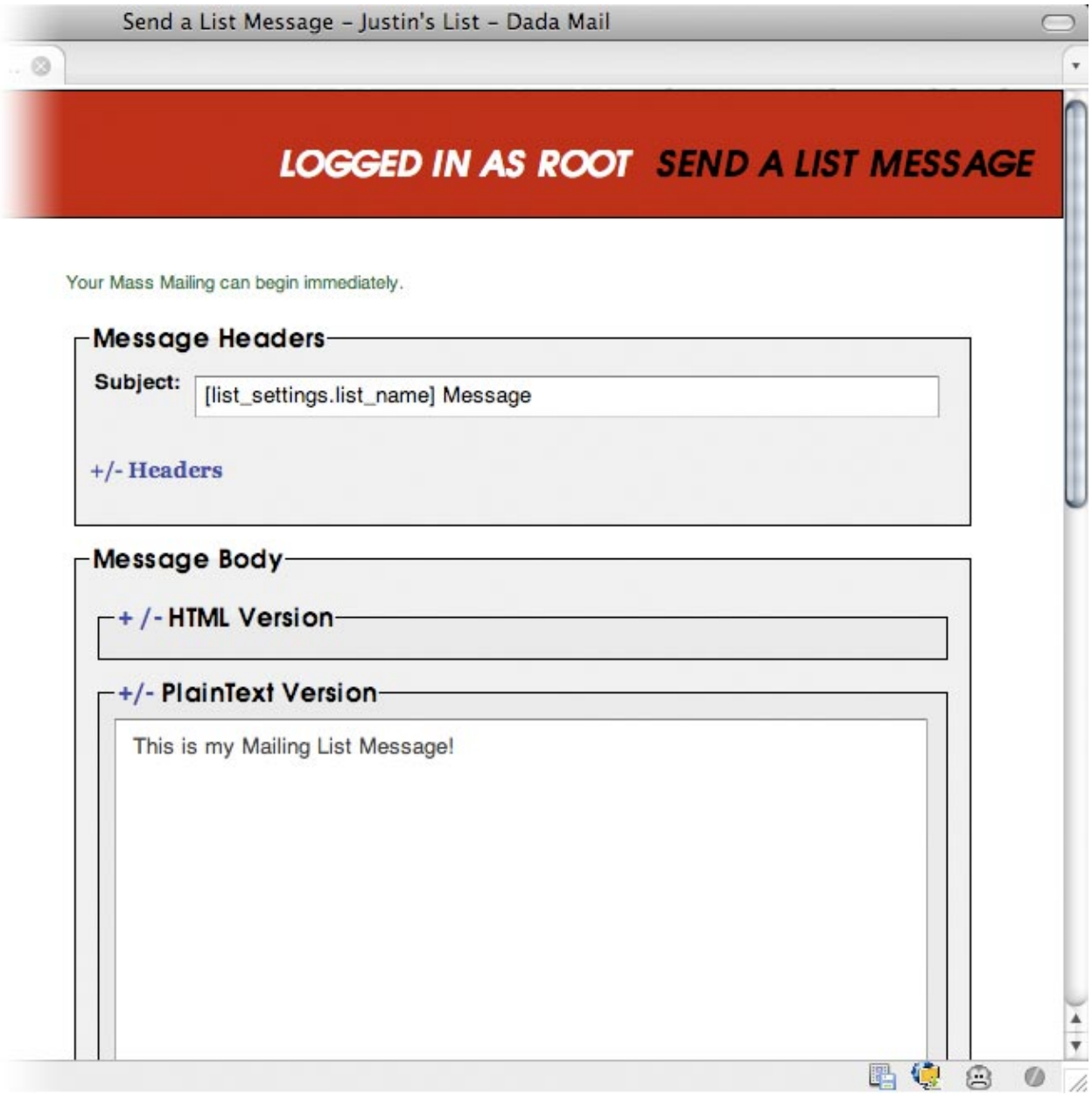
—

Or, spelled out, "`underscore`"`underscore`"`space`"`newline`".

The **Opening** line and **Opening Mark** is absolutely optional and if you don't want it, you do not need it.

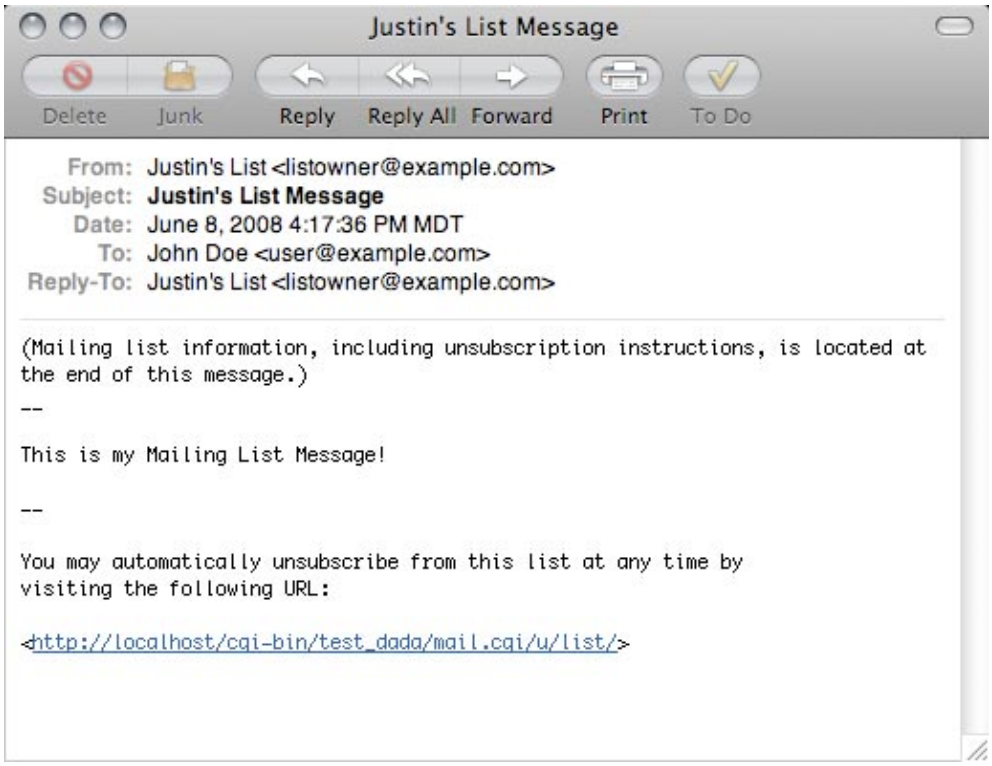
<!-- tmpl_var message_body --> Tag

After the **Opening** line and **Opening Mark** is the `<!-- tmpl_var message_body -->` tag. This tag will be replaced by your actual Mailing List Message that you author. To illustrate: say my Mailing List Message is written out like this:



Authoring a very simple Mailing List Message in the, "Send a Message", screen

When sent, the final message received by my subscribers will look like this:



Receiving the Mailing List Message

Notice that the, `<!-- tmpl_var message_body -->` tag has been replaed by the text we wrote in the, *Send a Message* screen.

Signature Mark

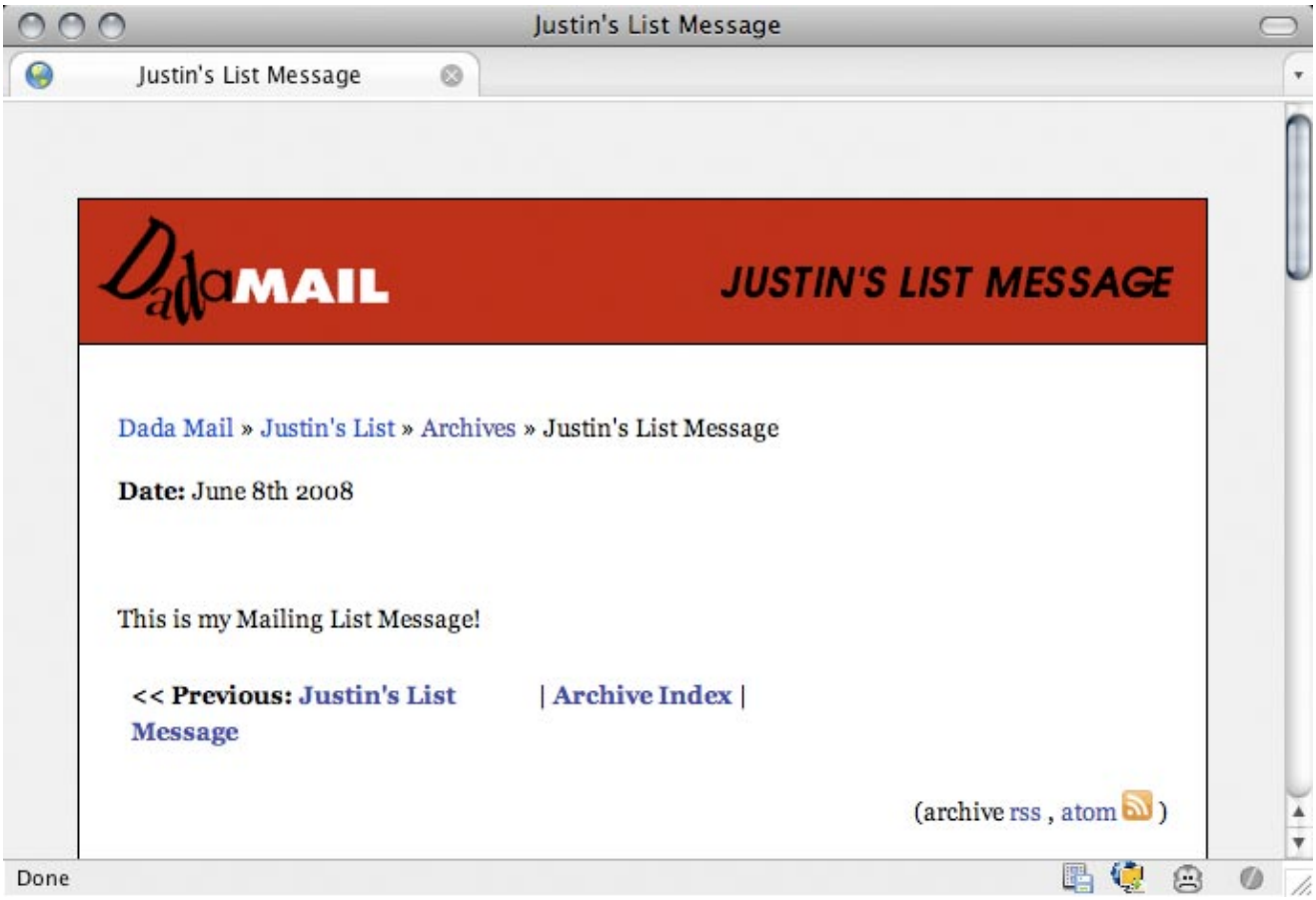
The, **Signature Mark** works much like the **Opening Mark**, but instead of ending where the opening text is, it *starts* the signature. The, **Signature Mark** is not a Dada Mail specific concept, but dates much much earler than Dada Mail. It looks like this:

--

Or, spelled out, "`dash`"`dash`"`space`"`newline`".

The **Opening** and, **Signature** Marks come into play when you want to show your archived messages publicly. For PlainText messages, text located before the opening mark and after the signature mark will not be shown.

This helps clean up the message, so you do not have to show the sub/unsub information, mailing list information, etc in each and every archive message shown publicly.



The publically viewable archived message, with opening and signature text removed.

The signature mark also denotes where the message ends and the signature of a message begins. Sometimes, mail readers will remove the text that's below this line, if you do reply to/forward the message.

Signature

Below the **Signature Mark**, is the **Signature**. In Dada Mail, this is the area should contain, at the very very least, your unsubscription instructions and Unsubscription URL. Please, always include an Unsubscription URL, or your Mailing List unsubscription mechanism will basically be broken.

In our example, our **Signature** was:

```
You may automatically unsubscribe from this list at any time by
visiting the following URL:

<!-- tmpl_var list_unsubscribe_link -->
```

When the message was received, you'll notice that the, `<!-- tmpl_var list_unsubscribe_link -->` tag was replaced by the actually Unsubscription URL.

Mailing List Message - HTML Version

The concepts we've introduced in the PlainText version of the Mailing List Message also apply to the HTML Version, with a few differences to take into consideration that the HTML version is written in well, HTML.

Opening Lines and the Opening Mark

By Default, the HTML Version of your *Mailing List Message* Template also has **Opening Lines** - just written with HTML formatting. But, instead of a simple **Opening Mark** to denote the end of the **Opening Lines**, it instead uses a pair of **HTML Comments** to denote both the start and ending of the **Opening Lines**. They look like this:

```
<!--opening-->
       ...text
<!--/opening-->
```

By default, the **Opening Text** with the, **Opening Marks** look like this:

```
<!--opening-->
<p><em>(Mailing list information, including unsubscription instructions,
is located at the end of this message.)</em><br/></p>
<!--/opening-->
```

Other than that, the concept is the same and these marks are also used to remove the **Opening Lines** from the archived messages, when viewed publically.

<!-- tmpl_var message_body --> Tag

The, `<!-- tmpl_var message_body -->` tag for the HTML Version of your Mailing List message works exactly the same way as the PlainText version, except of course, the source of the message comes from the form field labeled, *HTML Version*

Signature Mark and Signature

Quite like the differences between the PlainText and HTML **Opening Lines** and **Open Marks**, the HTML version of the **Signature Mark** and **Signature** is done using HTML formatted text, wrapped around a pair of HTML comments. The **Signature Mark** comments look like this:

```
<!--signature-->

... text

<!--/signature-->
```

`subscriber` namespace Notes

The `subscriber` namespace is going to hold information on your actual subscribers. Hazzah!

Subscription Confirmation Email

Usage

The *Subscription Confirmation Email* message gets sent out when the first step of the Closed-Loop Opt-in system is successful. The subscription confirmation email message serves a few purposes:

Sending this email message out is the final check to make sure an email address is valid and exists. If this message is sent to an invalid email address, a subscription cannot take place, as the email message itself will either be rejected by the mail server receiving it, or will be bounced back to you.

This email message also contains the Subscription Confirmation URL. This special URL, specific to the email address associated with the subscriber making the subscription request, needs to be clicked on to perform the second step of the Closed-Loop Opt-in system and thus, subscribe the email address to your List.

For this email message to be sent, you must have the option, *Send Subscription Confirmation Emails (Closed-Loop Opt-In)* enabled in ***Manage List -> Mailing List Options*** (which is strongly suggested)

Required Tags

At the very least, you most definitely need the,

```
<!-- tmpl_var list_confirm_subscribe_link -->
```

template tag. This tag will be replaced with the actual Subscription Confirmation URL used to subscribe a subsriber's email address.

Removing this tag from your Subscription Confimration Email will essentially break the Closed-Loop Opt-in subscription system, so don't do that.

Template-Specific Tags

Although not truly specific to this one template, the, `<!-- tmpl_var list_confirm_subscribe_link -->` tag may only be used in the *Subscription Confirmation Email Message* and the, *List Invitation Message*. All other uses of this tag will be ignored! This is because to complete the Closed-Loop Opt-in system, you must first start with a request for subscription.

Required Tags

The *List Invitation Message* Email Template is one of the few places you can use the, `<!-- tmpl_var list_confirm_subscribe_link -->` tag - the other template being the, *Subscription Confirmation Email*.

Be sure to include this link, or you will not be able to have your subscribers finish the subscription process. (removing it will break the subscription process)

`subscriber` namespace Notes

The information found in the `subnscriber` namespace tags is going to refer to the information your potential subscriber just filled out in the Subscription Form. This is because this potential subscriber hasn't yet subscribed to your list. This concept is a bit tricky, but just remember, the `subscriber` namespace usually

refers to information about the email address you're sending to.

Subscription Successful Email Message

Usage

The *Subscription Successful Email* message gets sent out after a Subscription Confirmation is successful and wraps up the Closed-Loop Opt-in system.

For this email message to be sent you must have the option, *Send Subscription Successful Email Notifications* enabled in ***Manage List -> Mailing List Options*** (which is strongly suggested)

Required Tags

None, really, but you may want to customize the email Body to include information about your list and, ify your list a group discussion list, instructions on how to post to the discussion list itself.

`subscriber` namespace Notes

Unlike the *Subscription Confirmation Email*, the information in the `subscriber` namespace will, in fact, refer to the specific subscriber you're emailing to.

Unsubscription Confirmation Email

The *Unsubscription Confirmation Email* message gets sent out when the first step of the Closed-Loop Opt-out system is successful.

For this email message to be sent, you must have the option, *Send Unsubscription Confirmation Emails (Closed-Loop Opt-Out)* enabled in ***Manage List -> Mailing List Options*** (which is strongly suggested)

Required Tags

At the very least, you most definitely need the,

```
<!-- tmpl_var list_confirm_subscribe_link -->
```

template tag. This tag will be replaced with the actual Unsubscription Confirmation URL used to subscribe a subsriber's email address.

Removing this tag from your Unsubscription Confimration Email will essentially break the Closed-Loop Opt-out unsubscription system, so don't do that.

`subscriber` namespace Notes

The information in the `subscriber` namespace will refer to the specific subscriber you're emailing to.

Unsubscription Successful Email Message

Usage

The *Subscription Successful Email* message gets sent out after a Unsubscription Confirmation is successful and wraps up the Closed-Loop Opt-out system.

For this email message to be sent you must have the option, *Send Unsubscription Successful Email Notifications* enabled in ***Manage List -> Mailing List Options*** (which is strongly suggested).

Required Tags

None, really, but you may want to customize this message to send a, "Farewell" message to your past subscriber

`subscriber` namespace Notes

Since the subscriber recently removed themselves from your mailing list (and Dada Mail has also removed information about the subscriber from its subscription backend), **NO** extra subscriber information will be available to you, via the `subscriber` namespace. The only tag that will be available is:

```
<!-- tmpl_var subscriber.email -->
```

List Invitation Message

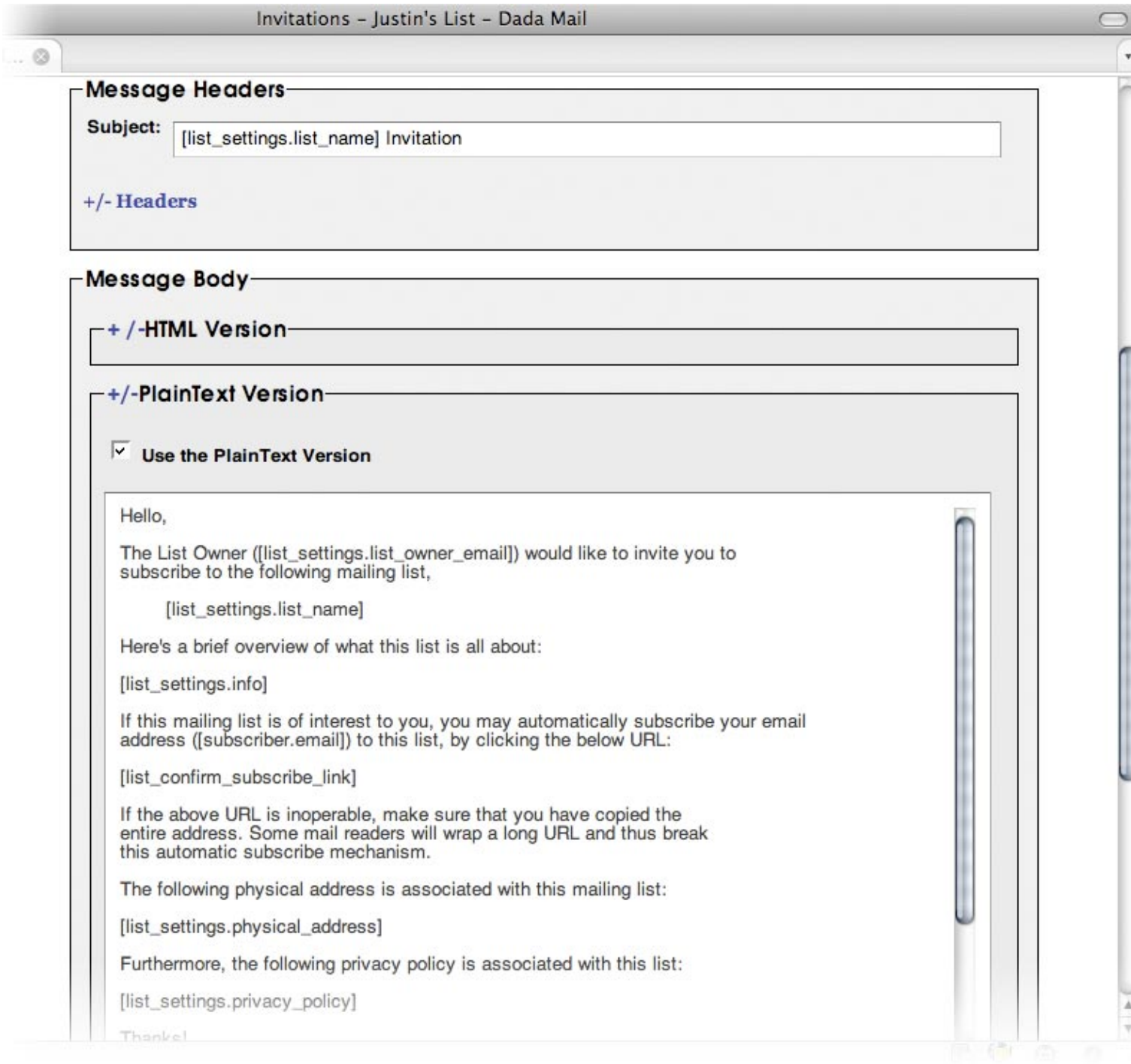
The, **List Invitation Message** is a message that's used in the administration subscription process and is one option when you'd like to add subscribers to your list.

See Also

Membership: Add Chapter.

Much like the *Send a Message* Email Template, you have the option to customize the *To* and *From* header phrases, *Subject* and also the *PlainText* and *HTML* versions of the invitation.

Unlike the *Send a Message* Email Template, there is no, `<!-- tmpl_var message_body -->` tag that needs to be present - the text for both the PlainText and HTML versions of the *List Invitation Message* will be available for last-minute changes within the, *Send a List Invitation* screen.



The, "Send a List Invitation" screen with the List Invitation Email Template already filled out.

`subscriber` namespace Notes

Much like the *Subscription Confirmation Email* Template, the `subscriber` namespace is going to hold information about potential subscribers and it should do what you think it should do.

You Are Already Subscribed Message

Usage

The, *You Are Already Subscribed Message* is a message sent to a subscriber, if they attempt to subscribe to your mailing list and are already subscribed.

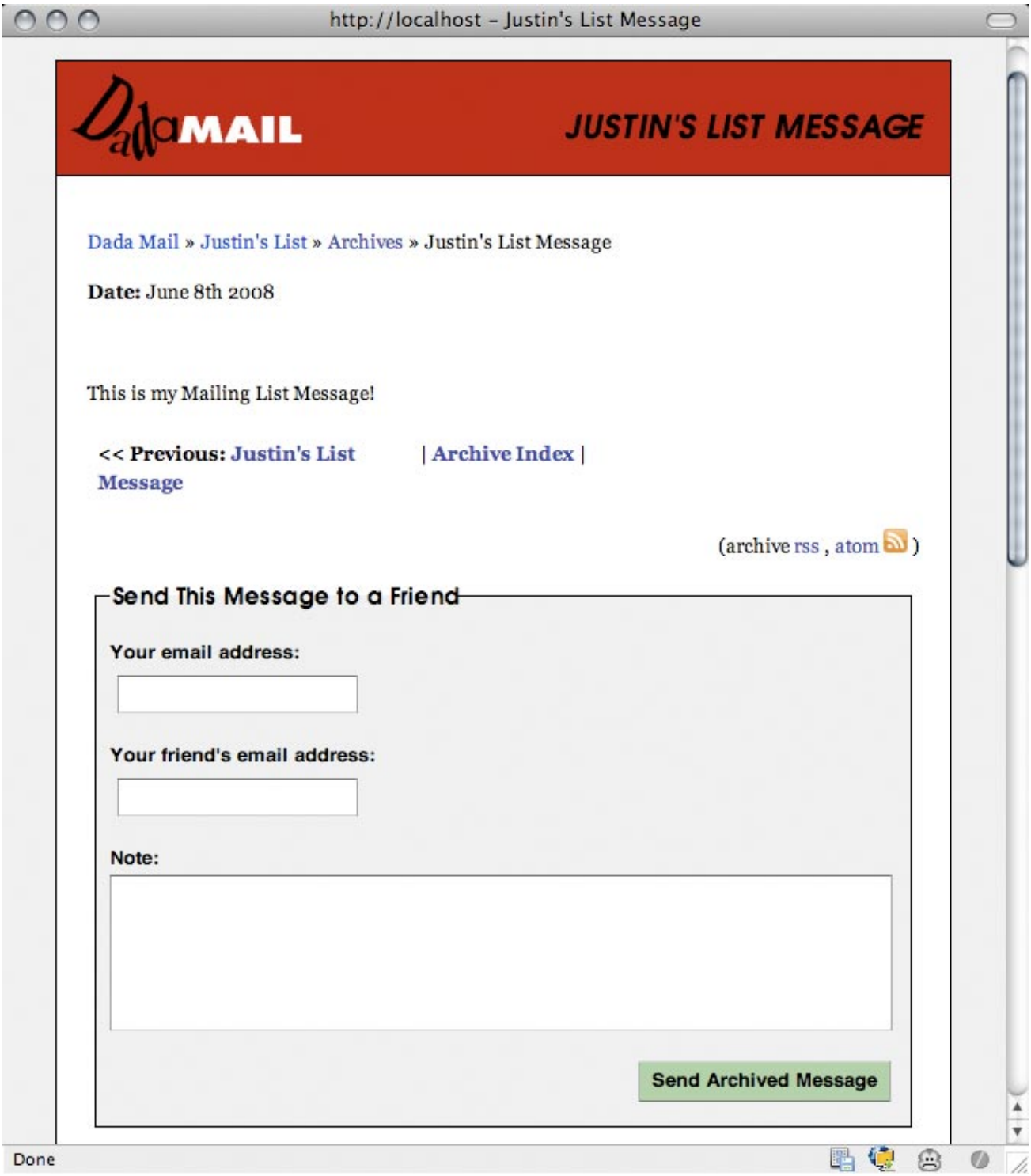
This message is only sent if the option labeled, *If a current subscriber attempts to subscribe again, send a, "You're Already Subscribed!" message via email, instead of showing this error in their web browser.* is enabled in, ***Manage List -> Mailing List Options***

`subscriber` namespace Notes

Since you're sending this message to a subscriber of your list, the `subscriber` namespace will be filled with information saved about this subscriber.

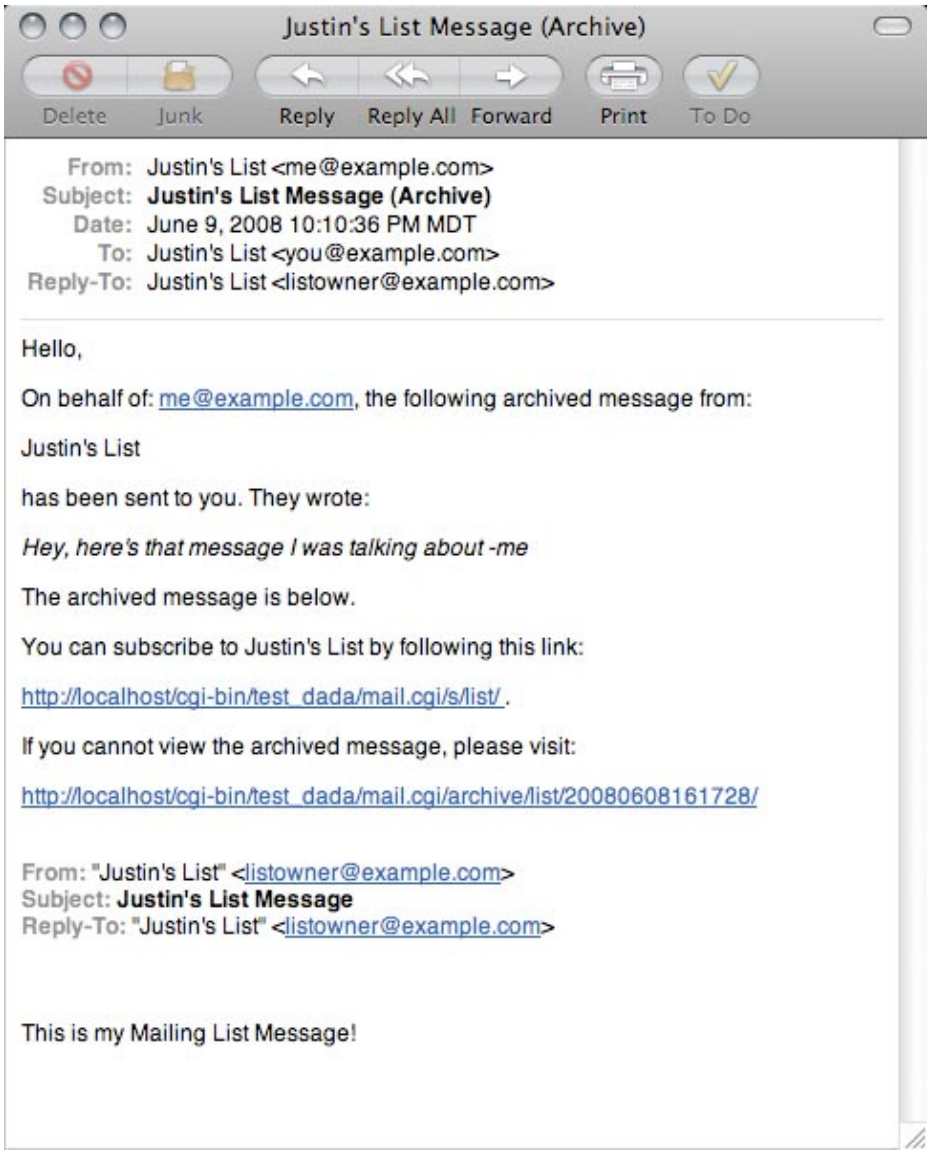
Send Archived Message to a Friend Message

The, *Send Archived Message to a Friend Message* is used when the option labeled, *Add a "Send this Archive to a Friend" Form* is enabled in, ***Message Archives -> Archive Options***. The form will appear on each of the screens that holds an archived message.



A List Archive screen with the, "Send This Message to a Friend" form available.

In Dada Mail, The archived message will be sent as an inline attachment, above which will be the message you may edit on this screen:



An Archived Message sent and viewed in a mail reader

Optional Tags

- <!-- tmpl_var note -->

  The `<!-- tmpl_var note -->` tag will be replaced by what's filled out in text area labeled, *Note:* in the, *Send This message to a Friend* form.
- <!-- tmpl_var from_email -->

  This tag will hold the email address that's filled out in the text box labeled, *Your friend's email address:*
- <!-- tmpl_var to_email -->

  This tag will hold the email address that's filled out in the text box labeled, *Your email address:*
- <!-- tmpl_var archive_message_url -->

  This tag will hold the URL of the originating archived message.

You *cannot* use the, `<!-- tmpl_var list_confirm_subscribe_link -->` tag in this email template.

`subscriber` namespace Notes

There's probably no information in the `subscriber` namepsace.

Advanced Options

Enable us of the advanced templating syntax for email messages.

The Advanced Templating Syntax is a way of using much more sophisticated syntax in your email templates, including full support for expressions (is x equal to y?, etc). The downside of using it, is, it's a little harder to learn and it does slow down email message creation. Not a huge problem in most of these email messages, but could come to play when you're sending out your Mailing List Messages.

See Also

The Email Templating Language and Mailing List Messages Chapter.

HTML Screen Templates

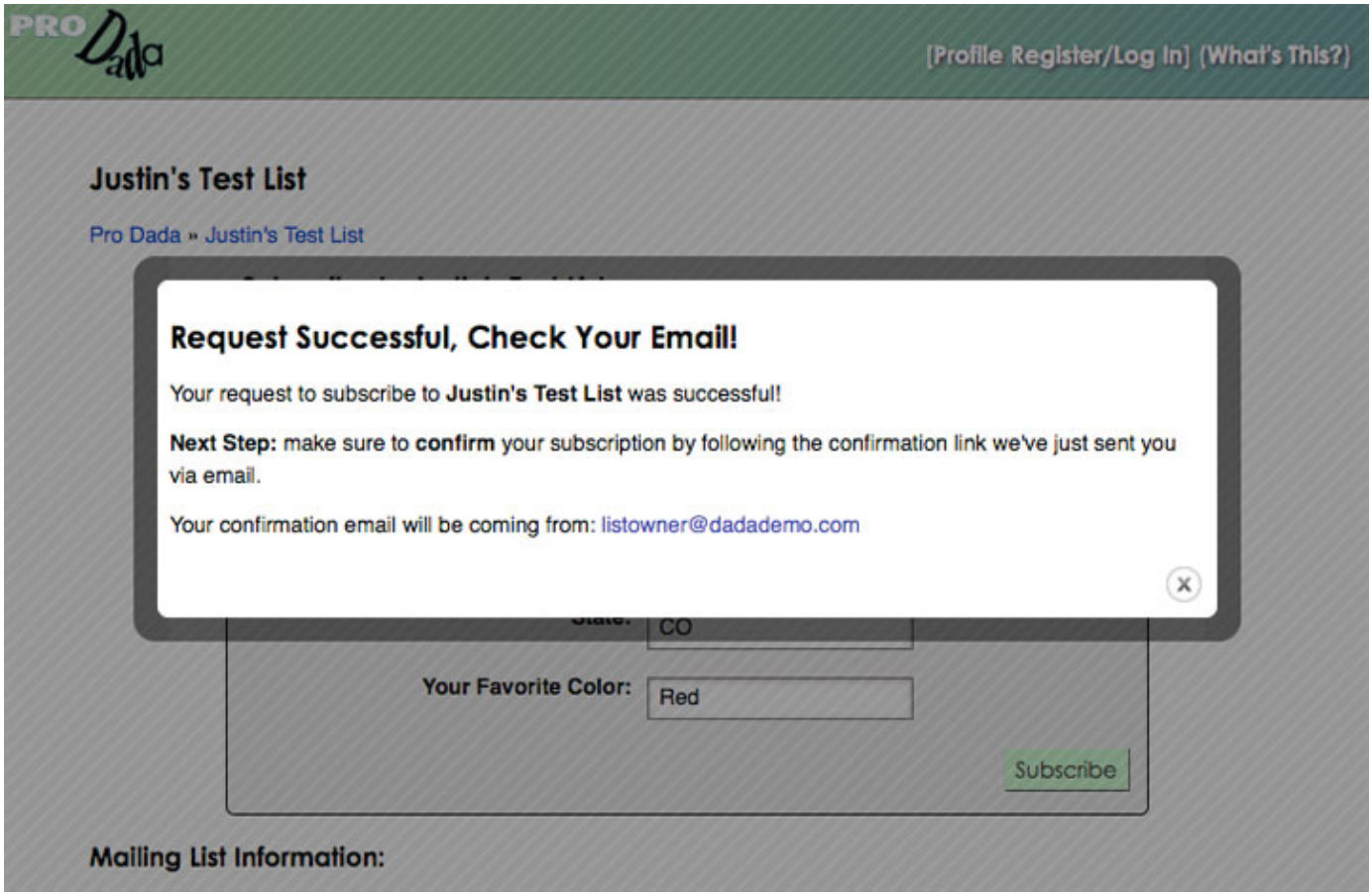
Introduction

The, *HTML Screen Templates* templates screen allows you to customize the HTML your userss will see, *in their web browser* when the go through the various steps of subscribing and unsubscribing to/from your Mailing List.

These messages can be customized for each Mailing List and the **HTML Screen Templates** is the place to do it.

Subscription Confirmation

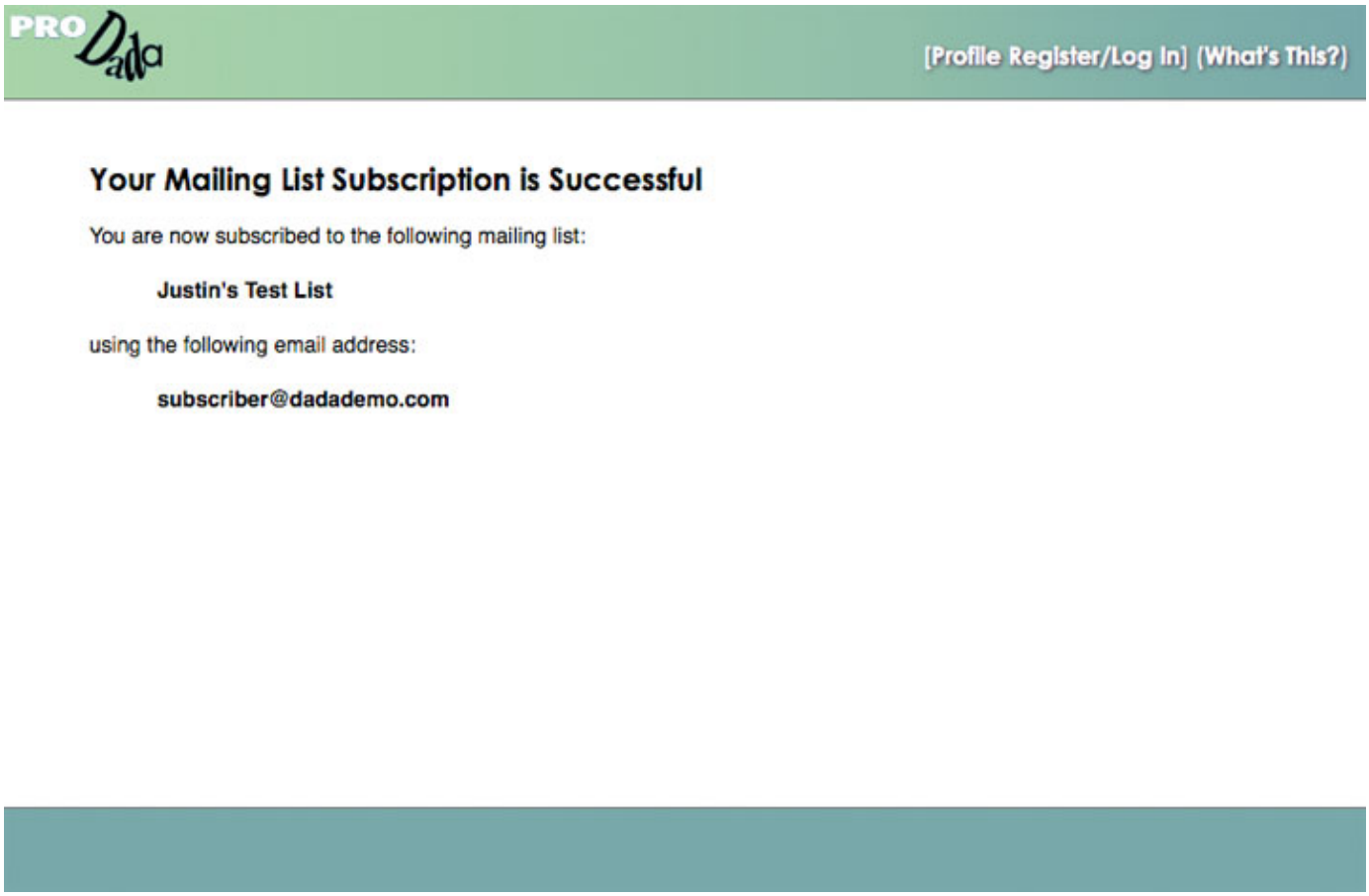
The **Subscription Confirmation** mesage is shown after a user first submits their email address for subscription:



The, "Subscription Confirmation" Message

Subscription Successful

The **Subscription Successful** message is shown after a user confirms their subscription to your Mailing List:

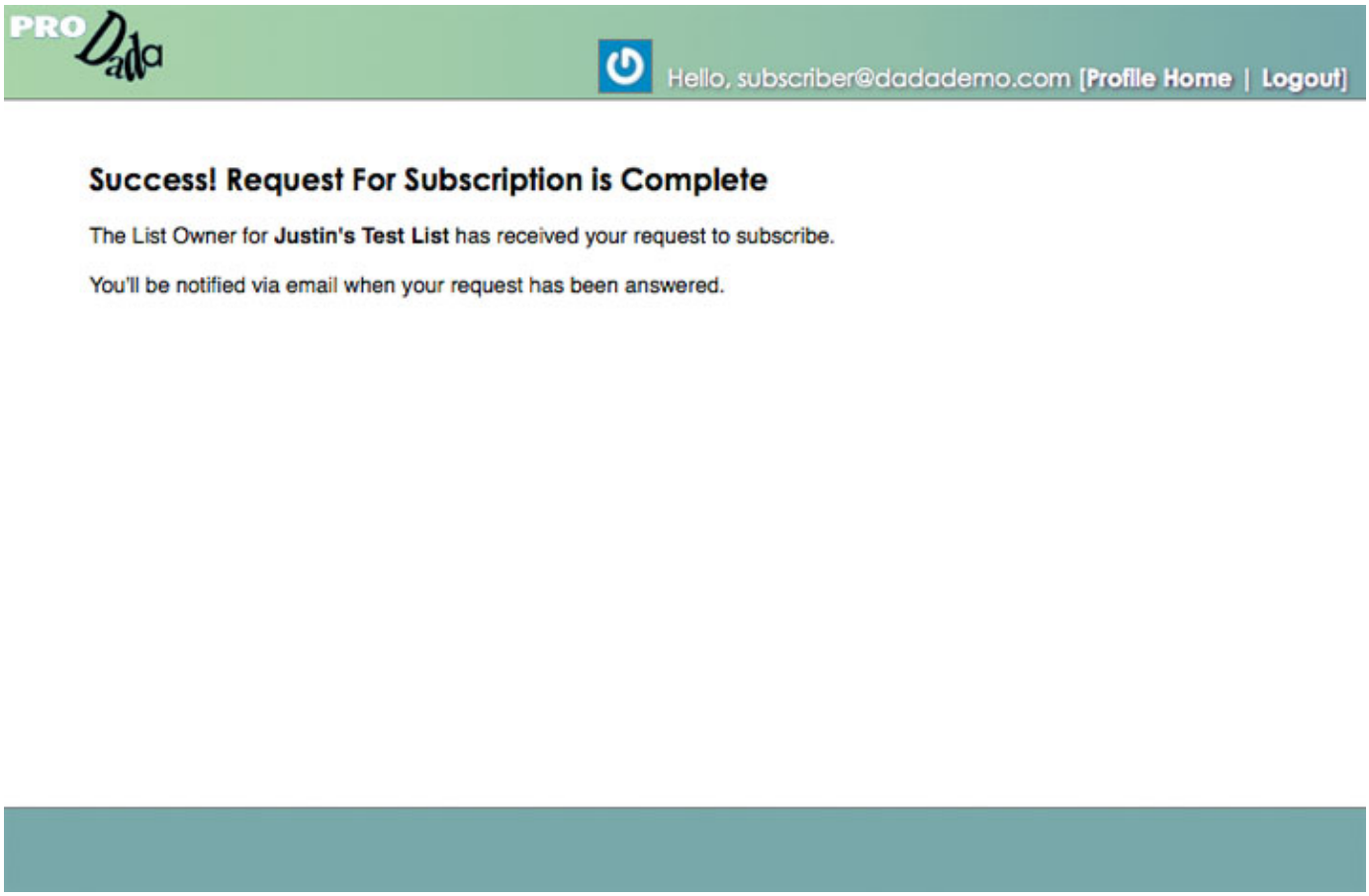


The, "Subscription Successful" Message

Subscription Requests

The **Subscription Requests** message is shown to a user, after they've completed the subscription confirmation process, but before they're subscribed and is only used if Subscription Requests is enabled.

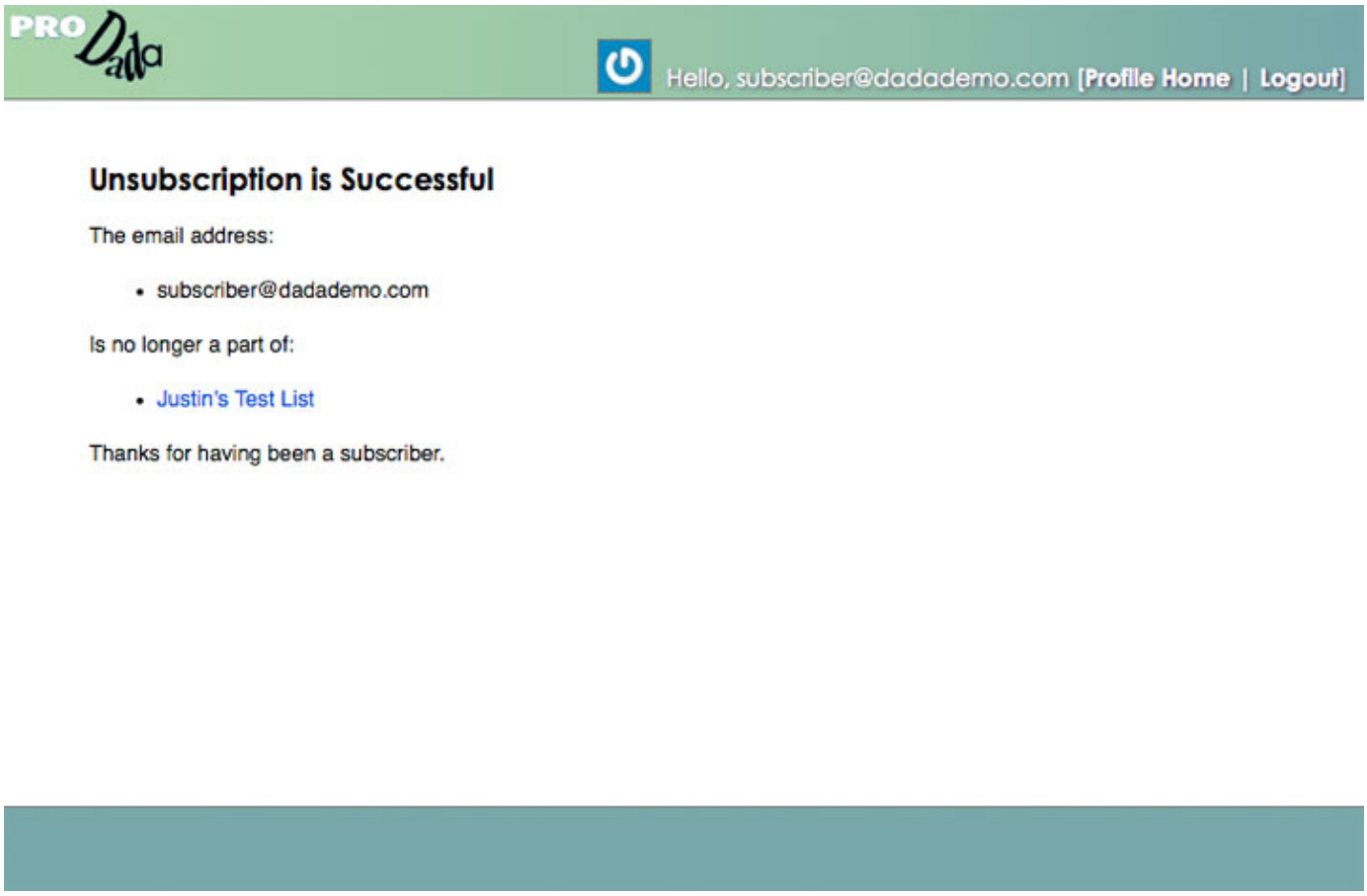
The message should communicate that the List Owner still needs to, "OK" the subscription, before the user's email addresses is a part of the mailing list.



The, "Subscription Requests" Message

Unsubscription Successful

The **Unsubscription Successful** message is shown after a user confirms their removal from your Mailing List:



The, "Unsubscription Successful" Message

See Also

The Email Templating Language and Mailing List Messages Chapter.

Subscription Form HTML

The, ***Subscription Form HTML*** screen is where you can get the HTML needed to place a subscription form into any webpage you'd like.

This screen makes it easy to get this HTML, in three different ways. Each way is shown in its own tab.

Modal Menu Subscription Form

The Modal Menu Subscription Form provides you with a form that opens up a modal window, with the results of the submission. This is used using Dada Mail's included jQuery plugin and provides the same functionality that you'll see on Dada Mail's own default and List screens.

This method is the most complicated way to put a subscription form on your site, so if these steps are too much, look into the next two options, which only require you to copy and paste HTML.

To utilize the modal menu subscription form, you'll need to copy two pieces of code - one to put in the head of your page, and one to put in the body of your page.

The code that goes into the head of your page is comprised of Javascript, that handles making the request and showing the results of that request in a modal meny. This all takes advantage of jQuery, so if you're using jQuery already on your site, you won't have to call the jQuery javascript file twice.

The code that goes into the body of your page is just plain HTML, unstyled. If your Dada Mail install has many Profile Fields, you may want to style your form to your liking.

This is just one way to use the jQuery plugin, and there are additional methods. See Dada Mail's own Subsription Cookbook documentation for more information on Dada Mail's jQuery plugin:

http://dadamailproject.com/d/COOKBOOK-subscriptions.pod.html#jQuery-Plugin

View Working Preview

Clicking this button will open up a new window, with just the subscription form on the page, plus the needed Javascript and HTML code required to recreate the form which you can copy and paste into your own page.

This code isn't styled using Dada Mail's included stylesheet, and should give you a good idea what sort of styling you will need to do yourself.

Full Subscription Form

The Full Subscription Form will place a subscription form that's similar to the above modal menu subscription form, except a modal menu will not be opened up, but rather the page itself will refresh to show the results of the form submission.

Minimal Subscription Form

The Minimal Subscription Form presents a bare-bones subscription form, without even any profile fields present.

Editing or Creating your own Subscription Form

HTML Subscription Form Elements Explained

Here's a rundown of the form elements and what they do:

- The <form> tag itself

  Have the form tag point to the URL of your Dada Mail installation, ie:

  http://example.com/cgi-bin/dada/mail.cgi

  it really doesn't matter to Dada Mail if you use the, get or post method, but if you do use profile fields, I'd recommend the **post** method.
- list

  The list form field should hold the listshortname of your list.
- email

  The email form field is the field that you want your subscriber to fill out with their email address.
- f

  `f` (lowercase) is short for, `flavor` and tells Dada Mail what you want to do. In the case of the subscription form, we want to subscribe an email address. To subscribe, you'll want to have the value of this value set to, `subscribe` (you may also use, `s` as a shorthand).

As far as required fields, that's all you need in your form.

If you have additional profile fields, you may add them to your field easily. The name of the field simply needs to be the same name as the field itself.

For example, if I have a field named, `first_name`, I can make an HTML form element that can capture a subscriber's input like this:

```
<input type="text" name="first_name" value="" />
```

Editing the Subscription Form Template Directly

Extremely great care should be taken when editing the subscription form template directly. You may want to limit your editing to simply layout and design and thoroughly test your changes. This may in fact mean just entering custom CSS classes to the HTML elements that are already present.

This one template controls every single subscription form in the entire Dada Mail program, including all plugins and extensions.

The template file is located at:

`/dada/DADA/Template/templates/subscription_form_widget.tmpl`

in the Dada Mail distribution.

Template tags specific to the subscription_form_widget.tmpl Template

The `subscription_form_widget.tmpl` is a pretty complex template file, as templates go in Dada Mail. We can't warn you enough that if you botch the file, you've botch every single subscription form that will be created by Dada Mail - even the subscription form you'll see in the, *Subscription Form HTML* screen!

- script_url

  Value will be the URL of the script that's calling the form. This usually means Dada Mail, ala: `http://example.com/cgi-bin/dada/mail.cgi`, although can vary - especially when the template is being called from an extension script.
- single_list

  Value is either `1` or, `0`. Will be set to, `0` if the form is being called to work with more than one list. For example, the default screen of Dada Mail has a subscription form for all non-hidden lists. The multiple subscribe extension also allows you to subscribe to more than one list. Otherwise, the value is set to, `1`
- list_name

  If you are working with just one list, this will hold the name of the list.
- closed_list

  If you're working on either one or multiple lists, this variable will be set to, `1` if the specific list in that part of the template is closed for future subscribers.
- list

  If you are working with just one list, this will hold the name of the List short name.
- multiple_lists

  Value is either `1` or, `0`. Will be set to, `1` if you're the form is created so that more than one list can be subscribed to at one time.
- list_checkbox_menu

  This variable is used if you by the *multiple_subscribe.cgi* extension script. It holds a checkbox group that allows you to choice more than one list to subscribe to.
- list_popup_menu

  This variable is used in places like the default screen of Dada Mail, to allow you to choose one list to subscribe to.
- email

  This variable may hold the email address of a potential subscriber, if one is available to Dada Mail - usually set in a query string.
- subscriber_fields

This is a variable that can be looped over. It holds information on all available profile fields, including:

- name

  The name of the profile field itself.
- pretty_name

  The name of the profile field, "prettied up". This usually means, underscores are replaced by spaces and the first letter of the first word is capitalized.
- given_value

  This variable may hold the value recently inputed by a potential subscriber, if they visited the form at an earler time.

- give_props

This variable is set to, `1`, if the form is to show a smalled, "Powered by Dada Mail" message.

Create a Back Link

This screen let's you create a simple link *back* to a page on your website. By default, you'll see the link on the bottom of your mailing list screens

Site Name:

This is the label for the link

Site URL: (http://)

Enter the URL you'd like the link to point to.

Profile Fields

Introduction

Profile Fields allow you to save additional information of your mailing list members.

The information you save in these Profile Fields is up to you.

Some ideas:

Targeted Mailing List Messages

If you have some sort of retail business, that offers an assortment of items, you may want to save the types of items a particular subscriber may be interested in purchasing.

This way, the next time you send out a message, you can focus the content of the message for only a particular type of item - and also only send the message to subscribers you know will be interested in them. Extremely simple, targeting email campaigns.

Sending Messages Based On Location

If you're in a touring group, such as a musical band, you can have Profile Fields that list the city and state (and maybe even country). You can then send messages to subscribers, based on where your next tour stop is.

A Snail Mail List

If you have a brick and mortar business and would like to send snail mail to your subscribers, you can use Dada Mail to manage that type of information as well. Dada Mail doesn't have any real envelop designing elements in it, but you can easily export your Subscribers into Excel, or a similar program and do some fancy stuff from there.

Mailing Lists, within Mailing Lists

If you have different types of projects on your website, you can have one mailing list, with a profile field that simply saves the type of project your subscriber is interested in. In effect, you've created a mailing list, within a mailing list.

Since you can make queries on every field in your Subscriber sublist, the types of lists-within-lists you can have are basically endless.

Tagging/Labeling Subscribers for Internal Purposes

Another, final example is to use a profile field as just a personal cue on when you may have added a particular subscriber. If you have a, `date_added` field, you can keep track on when you have new subscribers and only email, say, you're newest subscribers some sort of welcome message.

Profile Fields are Global!

One thing to understand about Profile Fields, is that they are Global, meaning **ALL** your mailing lists will have access to this information, and if profile field information is changed when logged into **one** mailing list, the change will be reflected on **all other mailing lists**.

Enabling Profile Field Support in Dada Mail

Before we get into How you create a profile field, make sure you have Dada Mail set up to support Profile Fields.

Dada Mail will need to use one of the **SQL backends** - either MySQL, PostgreSQL or SQLite.

The Profile Fields can be add/edited/removed in the list control panel, under ***Profiles -> Profile Fields***.

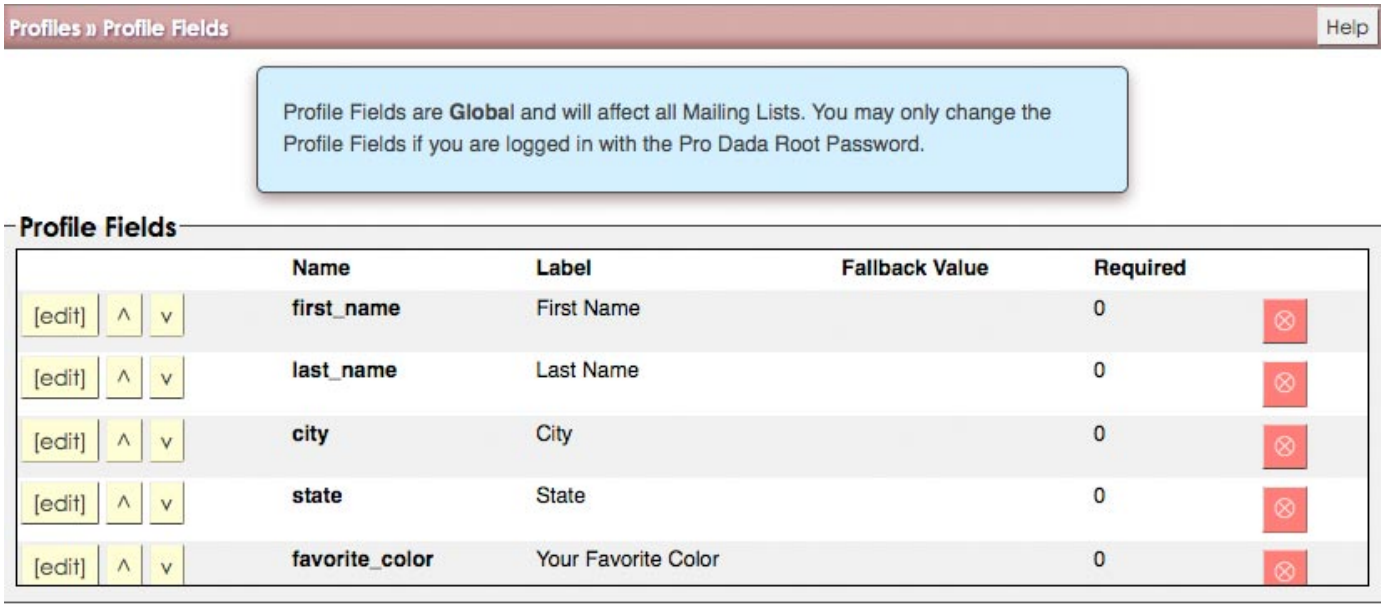
Make sure, before you attempt to use this screen, that you're logged your mailing list with the, **Dada Mail Root Password**. Otherwise, this screen will not be available.

The Profile Fields Screen

This screen has two parts:

Profile Fields

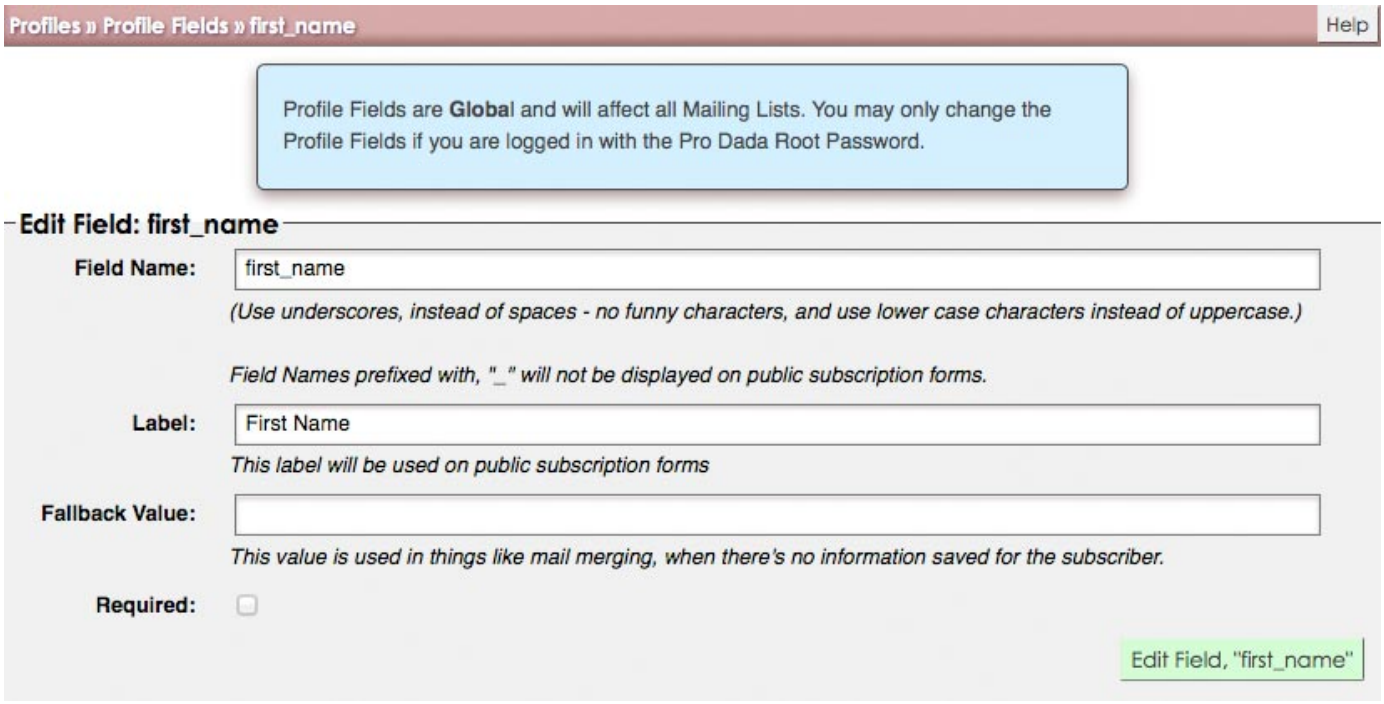
The Profile Fields fieldset will show any Profile Fields already created.



The, Profile Fields table

This table has four buttons.

The first button, labeled, **[edit]** will take you to a new screen to allow you to change the **Name**, **Label**, **Fallback** of your field, as well as if you'd like to make thisk field **Required** or not.



Editing a Profile Field

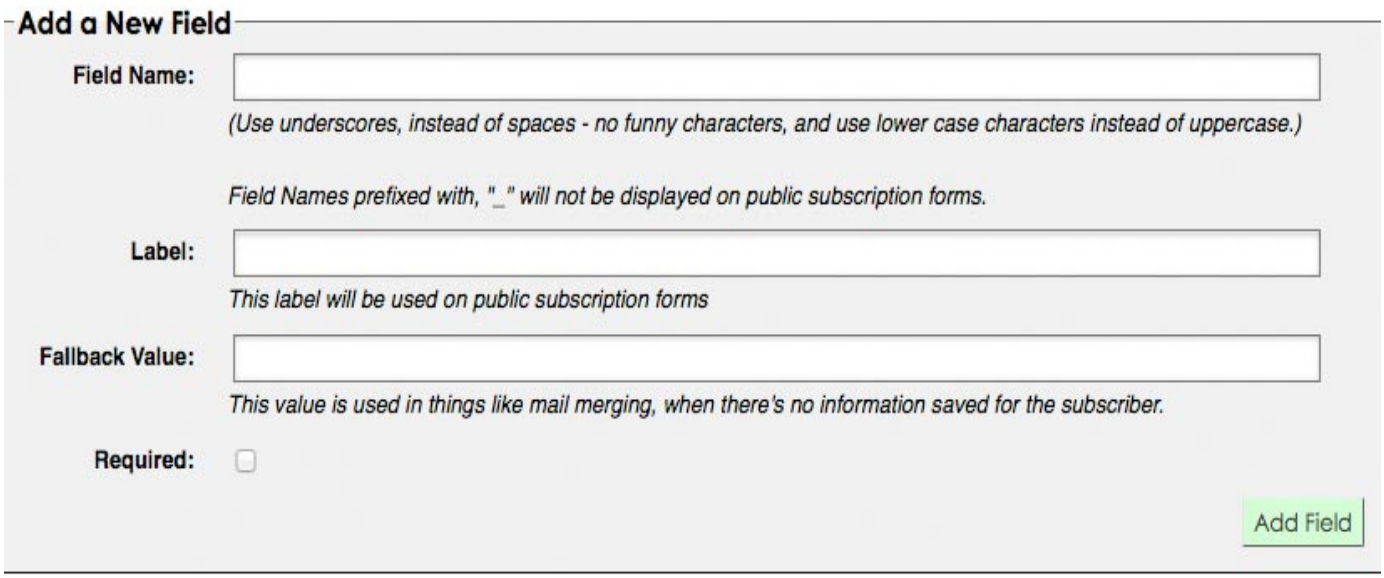
The second and third buttons allow you to change the order of the columns themselves. Click the buttons labeled with a, **^** to move the field up, click the button labeled, **V** to move the field down.

The forth button, labeled simply, *[x]* will allow you to remove the field, when clicked.

Clicking this button will remove the field in question and will **also remove all data saved in this field, for all subscribers on every mailing list**. So, be extremely careful when removing fields.

Add/Edit a New Field

The second part of this screen is the, **Add a New Field** form. This will allow you to add new Profile Fields.



Add a New Field

This form has four fields to fill out.

Field Name

The first text box is labeled, *Field Name*. When creating an new field, think about what you'd like to name the field. You may change the name of this field in the future.

Make sure, also when naming the field, that you using only lowercase, alpha/numeric characters.

Label

The second text box is labeld, *Label*.

It allows you to set a label for your Profile Field. This label will be what your subscribers will see, when interacting with the forms.

Fallback Value

The third text box is labeled, *Fallback Value*.

Profile Fields can be optional and field values are used in such things as email templates, it's good to have a value that can be used, if the subscriber does not fill out a particular form.

You may also change the value of this field at a later time.

Required

If you would like, you may make your field **Required**, or optional.

Once you've completed the form, click the, *Add Field* Button. If no problems are found, your field will be created.

Customize Feature Set

The **Feature Set** in Dada Mail is basically all the screens available to you, when you log into a Dada Mail mailing list.

This control panel allows you to enable/disable access to these screens, *when logged in with the List Password*. If you log into a mailing list with the **Dada Mail Root Password**, you will have access to all the screens available.

Also note! Never set a List Password to be the same as your Dada Mail Root Password. Doing so, will remove all the, "Magic" of a Dada Mail Root Password.

Your Feature Set

Notice that each checkbox (and label) corresponds to each entry to the left hand admin menu. If you want this screen available to someone logged in with the **List Password**, make sure the checkbox is checked next to the name of the screen. If you want to disable access to a particular screen, uncheck the box next to the name of the screen you want to disable access to.

Options

You can then change how disabled screens are shown (or not) to users that log in to the list control panel using the **List Password** - either by greying out the menu item, or just hiding the menu item, altogether.

- Hide Disabled Screens

  Hiding a screen has the benefit that any screens that aren't accessable are hidden. This can clean up and simplify the list control panel for a user who may be a beginner in Dada Mail
- Grey Out Disabled Screens

  Greying out a menu item will show the link to the screen, but it still won't be accessible.

POD ERRORS

Hey! **The above document had some coding errors, which are explained below:**

Around line 30:
    =over without closing =back

Your List Control Panel - Options

Introduction

This screen helps customize other parts of the List Control Panel.

WYSIWYG Editor Options

Dada Mail supports the use of third-part WYSIWYG editors, to allow you to create/edit HTML email messages. Currently, Dada Mail supports **CKeditor** and **Tiny MCE**. You'll see these editors being utilized in the, **Send a Message** and, **Send a Webpage** screens; as well as in the **Beatitude** plugin.

During installation using the Dada Mail Installer, you have the option to configure and install the supported WYSIWYG editors. The editors that are configured successfully should be listed here.

You may then select which editor you would like to use, or if you do not want to use a WYSIWYG editor, you may select, **Don't use a WYSIWYG Editor**

Dada Mail Setup Info

The Setup Info screen helps in understanding the present configuration of your Dada Mail.

This screen will attempt to find out if you're running a Basic or Contemporary Installation of Dada Mail and if you're running a contemporary installation, what the contents of your `.dada_config` file look like.

This screen will also show your `Config.pm` file contents, as well as the, **Raw Config Variables**.

The, **Raw Config Variables** are the actually variables that Dada Mail is using for every part of the program. Since there's **two** places to set variables in Dada Mail - the outside config file, (`.dada_config`) and the `Config.pm` file, it can sometimes be confusing which values of variables are being used. The **Raw Config Variables** should help in that sort of debugging.

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Introduction to Dada Mail HTML Screen Templates

Most all of the HTML that Dada Mail uses lives in template files. These files are written in a template language, called, `HTML::Template`. The files are mostly HTML, with special tags that look like HTML comments which are a part of the templating language.

Since these templates live outside of Dada Mail's Perl code, they can easily be edited.

Technical Documentation of the Templating Language Syntax

For the details of the actual templating language that Dada Mail uses, do see the `HTML::Template Tutorial` at: http://search.cpan.org/~viy/HTML-Template-Pro/lib/HTML/Template/SYNTAX.pod

See Also

See the The Email Templating Language and Mailing List Messages Chapter, which goes over how templating works in email messages. The templating language used in email messages is exactly the same as what's used in HTML screen templates.

Location of HTML Templates

Currently, HTML templates that Dada Mail uses are located in the:

dada/DADA/Template/templates

directory.

Editing the HTML Templates

Editing a template is as easy as opening one up in a text editor, making the changes you want to make and saving the template.

Where to save your edited HTML Templates

Even though you can edit the template file in place, we do not suggest this.

Instead, save the template file that you're editing in a different location. If you've installed Dada Mail using a Contemporary Installation, save the edited copy inside your `.dada_files` directory, in the directory called, `.templates`. Dada Mail will first look at that location, before looking for the template in the *dada/DADA/Template/templates* directory.

This helps when it comes time to upgrade - your edited templates won't be moved/removed when an upgrade happens and the edits you made in the copies of your HTML templates will continue to be applied.

Other Assets used in the Templates

Along with the template files, Dada Mail uses several assets used within the templates: images, stylesheets, javascript files, that are *not* templates, but are simply static files. These files are saved in the, *dada_mail_support_files/static* directory. In that directory, there are separate directories for each of the different assets: images, css, javascripts, etc.

You can make changes to these files directly, but you'll lose your changes when you upgrade. Best thing to do would be to save your custom asset in a different location (outside of the dada_mail_support_files directory structure) and then edit the template that uses this asset, to use your customized version.

Templates of Interest

list_template.tmpl

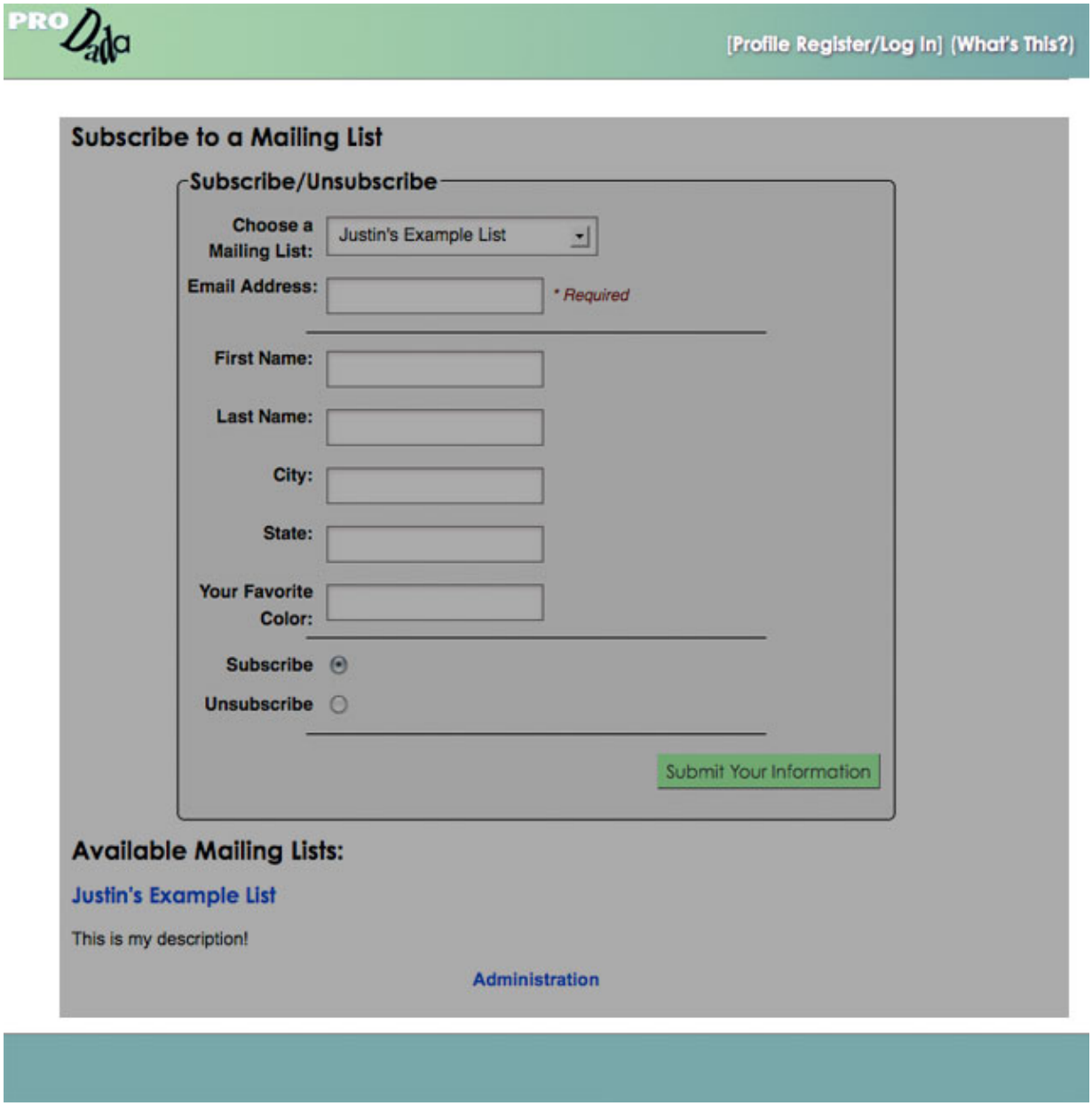
Out of all the templates available in Dada Mail, you're more than likely to want to customize the, `list_template.tmpl` file. This template controls the basic layout of all HTML screens that Dada Mail produces (save for the administration control panel screens). You are probably more than familiar with it. Here's a screen shot of a screen that uses it:

The default Dada Mail screen, using the, "list_template.tmpl" template

Templates that Wrap Around Content

All the templates in Dada Mail are essentially the same, but some templates are meant to wrap *around* other templates, and some templates are meant to be included *within* others.

Here's the idea illustrated. For the default screen of Dada Mail, the general layout and design of the screen is done using the `list_template.tmpl` template - it's the HTML in the below screenshot that isn't greyed out:



The Layout/Design from the "list_template.tmpl" template

The rest of the content is handled by other templates, that the `list_template.tmpl` wraps around.

This means, we can make changes to the layout and design of the, `list_template.tmpl` template, and have it's layout and design changes affect most every other screen.

The `list_template.tmpl`'s layout is controlled by a cascading style sheet. If you only want to make *small* changes to the layout and design of Dada Mail, best thing to do would be to edit that stylesheet. It's saved at: *dada_mail_support_files/static/css/dada_mail.css*.

Changing the Layout/Design with a Custom CSS File

Another option is to take advantage of css's, well, *cascading* nature and simply create your own cascading style sheet at any URL you would like, and override the styles you would like to override. You would then just need to add a new **style** tag in the head of the `list_template.tmpl` file, like this:

```
<head>
 <!-- <!-- tmpl_var PROGRAM_NAME --> <!-- tmpl_var VER --> -->
 <title><!-- tmpl_var title --></title>
```

<link rel="stylesheet" href="<!-- tmpl_var SUPPORT_FILES_URL -->/static/css/dada_mail.css" type="text/css" media="screen" />

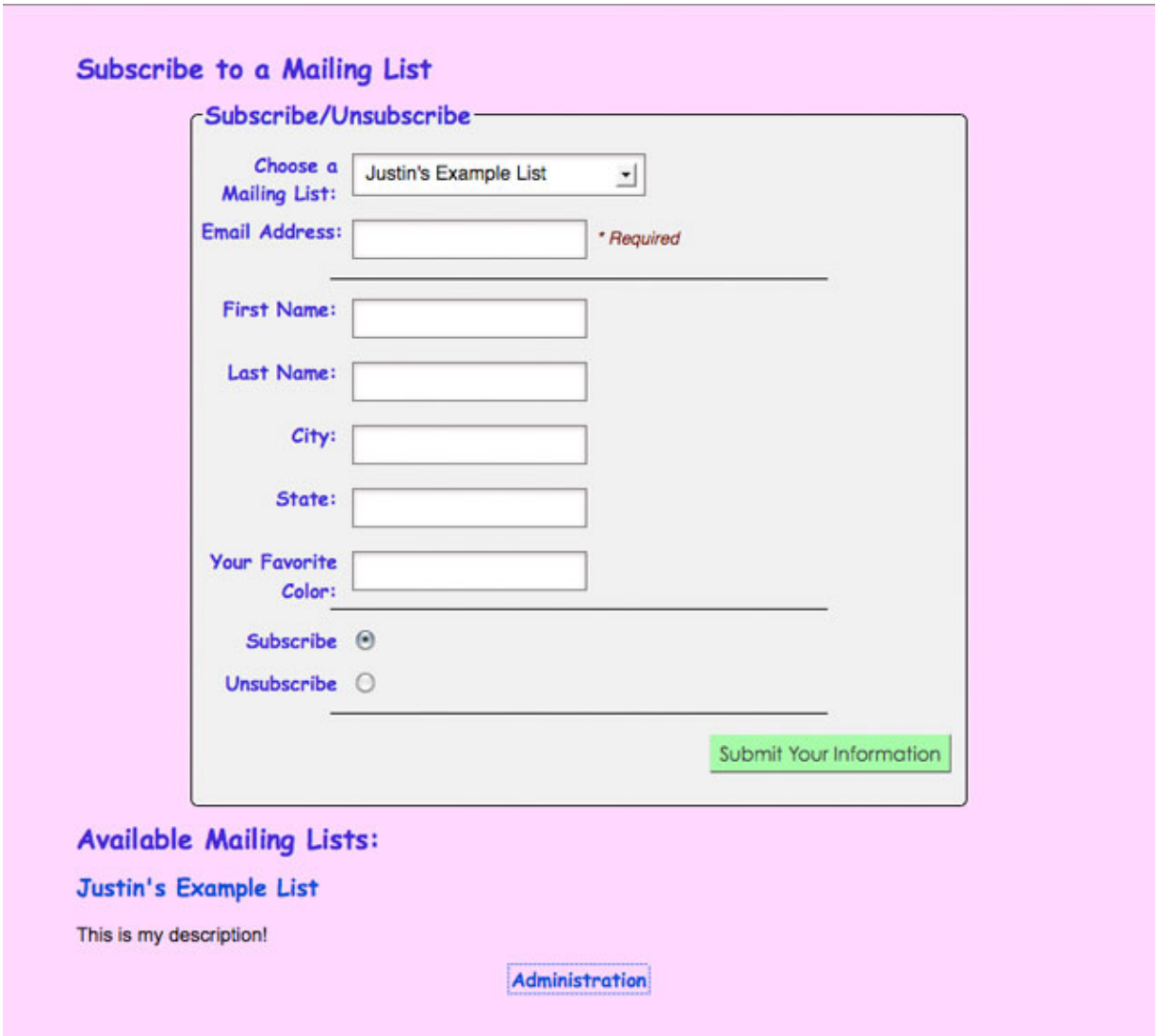
```
<!-- My new css stylesheet, below! -->
<link rel="stylesheet" href="http://dadademo.com/custom_dada_mail.css" type="text/css" me
```

Save your modified `list_template.tmpl` file in the, *.dada_files/.template* directory.

In the, `custom_dada_mail.css` file, you may then just override the styles you'd like to override:

```
#Header {
        display:none;
}
#Footer {
        display:none;
}
h1, h2, h3, h4, legend, label, p {
        font-family: Comic Sans, Comic Sans MS, cursive;
        color: #3300cc;
}

#Content {
        background-color: #fcf;
}
```

And then, view your "wonderful" changes,



Ugliness used to highlight changes in layout/design

This makes things exceptionally upgrade-proof, since:

- your custom css is completely outside of Dada Mail's control

  and perhaps hooked up to a site-wide css file,
- you won't have to search for what parts of the file you've customized
- the List Template you've edited will not be replaced

  since it's in the *.dada_files/.templates* directory, instead of the *dada/DADA/Template/templates*.
- Your changes will also only affect the screens that use the List Template

  which means the List Control Panel (admin) side of Dada Mail has its layout/design untouched.

Integrating Dada Mail into your Current Site's Layout/Design

For any changes more complex than the above, it makes much more sense to simply take an already existing design you may have, rather than tweak Dada Mail's default layout and design. *By* design, the List Template is

very simple and just begs to be wrapped around something with a little more, layout *umph* to it. Therefore, it's a good candidate to fill out the main content area of an already existing design.

Before we go into taking an already existing design and modifying it to work with Dada Mail, let's go over some of the template tags you're going to be exposed to, when working with Dada Mail:

Important Tags in the, list_template.tmpl Template

For the `list_template.tmpl"` template, we're going to walk through each template tags that's in the original template file and what it's used for:

<!-- tmpl_var content -->

`content` is probably the most important tag of the all the template tags for the List Template. It holds the content that this template is basically wrapping around. Of all the tags we're highlighting, it's the only one that's truly required to have your template work correctly.

<!-- tmpl_var PROGRAM_NAME -->

This tags replaced by the name of the Program (`Dada Mail`)

<!-- tmpl_var VER -->

This tag is replaced by the Version of Dada Mail (ala: `5.0.0`)

<!-- tmpl_var title -->

The `title` tag is replaced with the title that Dada Mail gives the screen. For example the title for the default screen in Dada Mail is,

Subscribe to a Mailing List

The title of the Administration screen is,

Administration

<!-- tmpl_var comment -->

This tag is actually given an undefined value and is used in block statements and in Dada Mail, it's used a way to have information available in your template, but not printed out. If you have these lines in your template:

```
<!-- tmpl_if comment -->

 This is my comment!

<!--tmpl_if-->
```

Nothing will be printed out.

<!-- tmpl_var list_settings.show_archives --> and <!-- tmpl_var list_settings.publish_archives_rss -->

These two tags are used in the following blocks:

```
<!-- tmpl_if list_settings.show_archives -->
        <!-- tmpl_if list_settings.publish_archives_rss -->
                <link rel="alternate" type="application/rss+xml"  title="RSS"  href="<!--
                <link rel="alternate" type="application/atom+xml" title="Atom" href="<!--
        <!-- /tmpl_if -->
<!-- /tmpl_if -->
```

Dada Mail's template tags have the idea of **namespaces**, and `list_settings.*` is one of the namespaces. This namespace holds most every named list setting, which means, that almost all the list settings information is available to you, in your template.

In this case, the chunk of template looks to see if the, `show_archives` and `publish_archives_rss` are set to true values and, if so, to show the `<link>` link tags to embed the RSS and Atom syndications.

You'll also note that we're using the `<!-- tmpl_var list_settings.list-->` tag, which also uses the, `list_settings.*` namespace, this time to use the, value of, `list` - which hold the list short name.

JavaScript

Dada Mail currently uses JavaScript in its List Template very lightly - mostly for client-side validation of some of its forms. The following lines may be placed in the head of your HTML document:

```
<!-- jQuery -->
<script src="<!-- tmpl_var SUPPORT_FILES_URL -->/static/javascripts/jquery-1.8.2.min.js">
<script src="<!-- tmpl_var SUPPORT_FILES_URL -->/static/javascripts/jquery.validate.js"><
<script src="<!-- tmpl_var SUPPORT_FILES_URL -->/static/javascripts/dada_mail.user.js"></
```

<!-- tmpl_if list_settings.website_name --> and <!-- tmpl_if list_settings.website_url -->

These two tags are again taken from the, `list_settings.*` namespace, in this case, we're using the `website_name` and `website_url` list settings. If both of these are set, the *Back Link* is shown.

These two variables are set in the List Control Panel, in the, *Appearance and Templates -> Create a Back Link* screen.

<!-- tmpl_var show_profile_widget --> and, <!-- tmpl_var profile_widget -->

These two tags are used in the following blocks:

```
<!-- tmpl_if show_profile_widget -->
        <!-- tmpl_var profile_widget -->
<!-- /tmpl_if -->
```

`show_profile_widget` is used in a, `<!-- tmpl_if -->` tag. If you have Dada Profiles enabled, it'll be set to a true value and what's between the `<!-- tmpl_if ... -->/<!-- /tmpl_if -->` tags will be shown. In this case, it's another variable, C<!-- tmpl_var profile_widget -->>, which contains the Profile Widget - the Profile Widget allows a visitor to add/log into their Dada Mail profile. Behind the scenes, the template that produces the Profile Widget is saved at, *dada/Template/template/profile_widget.tmpl*

Widget templates are described in more detail, below.

Building Our New List Template

For this demo, I'm simply going to use Adobe Dreamweaver and show how I made the template that's used at the Dada Mail support site. I'll start off by just creating a new page from a Dreamweaver template. You may be doing this with a different workflow. For example, editing a page in a CMS or blogging platform. The same ideas, apply

Title

The first thing I'm going to do is change the title of the template, so it's dynamic:

```
<title><!-- tmpl_var title --></title>
```

base tag

You may also need to place a **base** tag in the head of your template, so that images and links in your template do not break.

For my site, http://dadamailproject.com, I'm going to save this file locally in the base of my public_html folder. That means, my base tag is going to look like this:

```
<base href="http://dadamailproject.com/" />
```

Make sure the base tag is somewhere in the **head** of your template.

rss/atom feed links

Also in the head of document, I'm going to place the rss/atom feed links. The code looks like this:

```
<!-- tmpl_if list_settings.show_archives -->
        <!-- tmpl_if list_settings.publish_archives_rss -->
                <link rel="alternate" type="application/rss+xml"  title="RSS"  href="<!--
                <link rel="alternate" type="application/atom+xml" title="Atom" href="<!--
        <!-- /tmpl_if -->
<!-- /tmpl_if -->
```

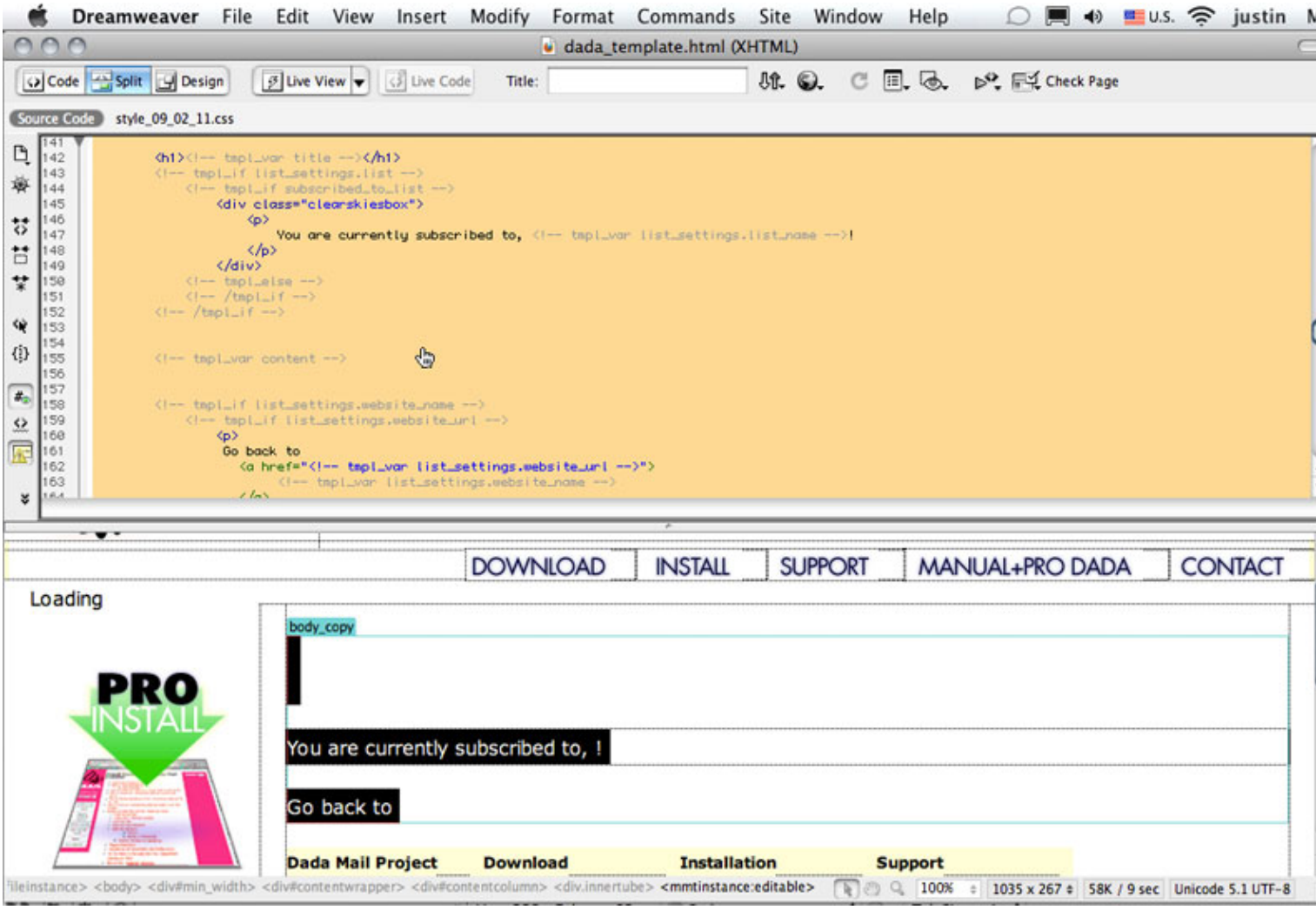
Body Content

For the rest of the template, we're going to place a huge chunk of code in the body of our template - wherever the main content is supposed to go. I've simply copied the chunk of code from the `list_template.tmpl` file and pasted it in my template. This chunk:

```
<h1><!-- tmpl_var title --></h1>
<!-- tmpl_if list_settings.list -->
        <!-- tmpl_if subscribed_to_list -->
                <div class="clearskiesbox">
                        <p>
                                You are currently subscribed to, <!-- tmpl_var list_setti
                        </p>
                </div>
```

```
        <!-- tmpl_else -->
        <!-- /tmpl_if -->
<!-- /tmpl_if -->


<!-- tmpl_var content -->


<!-- tmpl_if list_settings.website_name -->
        <!-- tmpl_if list_settings.website_url -->
                <p>
             Go back to
               <a href="<!-- tmpl_var list_settings.website_url -->">
                                    <!-- tmpl_var list_settings.website_name -->
                   </a>
            </p>
        <!-- /tmpl_if -->
<!-- /tmpl_if -->
```

Once that's done, I'm all set.



Pasting Dada Mail template tags and HTML into the source of our Dreamweaver page

Saving Your Custom List Template

Like the previous example, you may save this file in the `.dada_files/.templates` directory, and rename it, *list_template.tmpl*, but this can be fairly awkward, when it comes to updating your site and keeping your site design current.

$USER_TEMPLATE variable

Another option is to take advantage of the config variable, `$USER_TEMPLATE`. This variable, when placed in your `.dada_config` file can point to this custom template you just made. This variable can be either **an absolute path to the file**, or **a URL**. You also have complete control over where you save this file, and what it's called.

In my example, I'm going to save this file as, `dada_template.html` in the base of my public_html folder - http://dadamailproject.com/dada_template.html (which you can view, if you'd like).

I can then place the `$USER_TEMPLATE` variable in my `.dada_config` file. I'm going to use the URL method, so the new line in my `.dada_config` file would look like this:

```
$USER_TEMPLATE = 'http://dadamailproject.com/dada_template.html';
```

Using the other method, **an absolute path to the file**, it may look like this:

```
$USER_TEMPLATE = '/home/myaccount/public_html/dada_template.html';
```

The **URL** method is more flexible, since the template file itself can have dynamic content, say - powered by a CMS. This method may be a little *slower* since Dada Mail is actually making a http request for the file.

The **absolute path to a file** method may be a little faster, since we just have to locally open up a file.

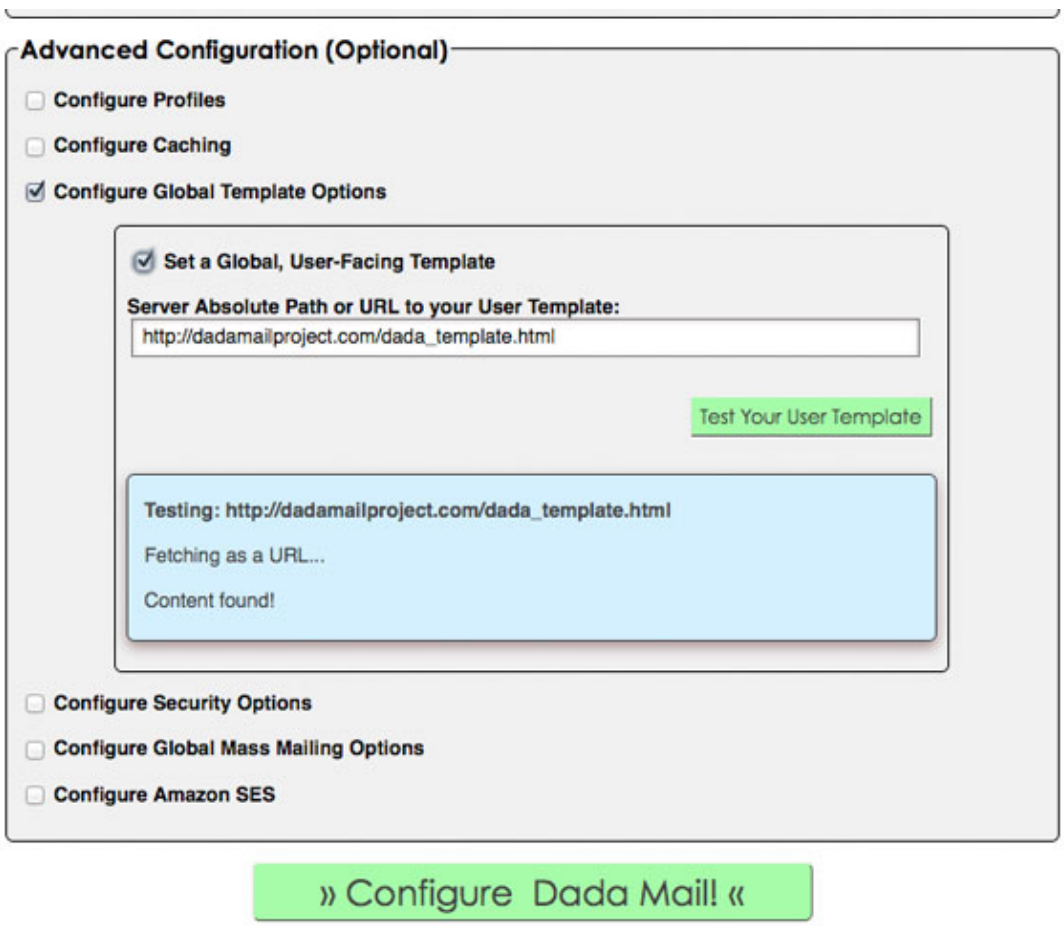
Set the List Template in the Dada Mail Installer's Advanced Configuration

If you do not want to set the `$USER_TEMPLATE` variable in your `.dada_config` file directly, you may use Dada Mails Installer to set this for you, during an installation/upgrade.

Under, **Advanced Configuration (Optional)** check, **Configure Global Template Options**

Then, check, **Set a Global, User-Facing Template**

and enter the absolute path/URL of the template you want to use.



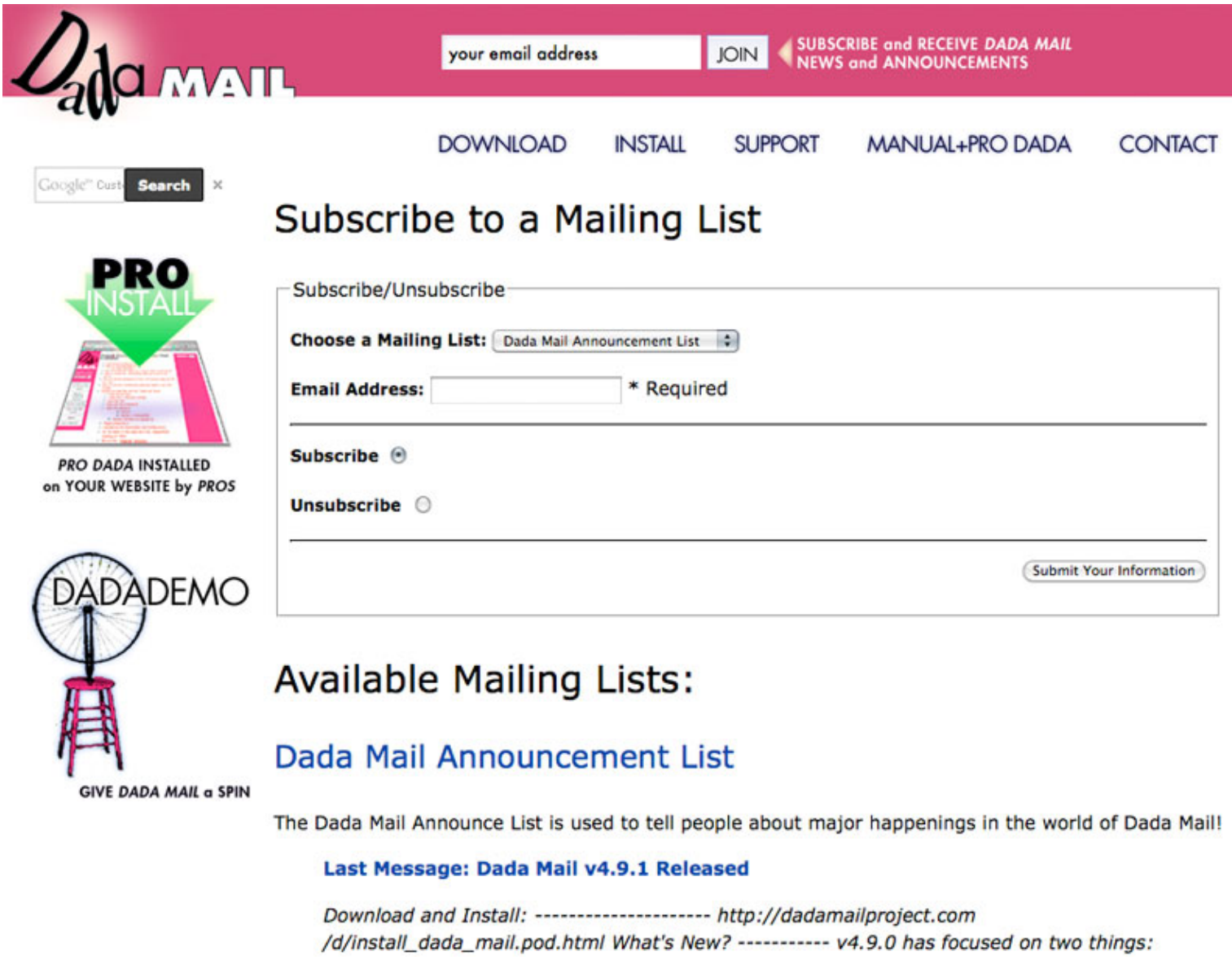
Setting the location of our custom template in the installer.

If you ever upgrade Dada Mail, using the included installer, it'll be able to read your customizations to this variable, and move it over to your new version.

Previewing the Custom Template

I can then go to my copy of Dada Mail that's running on my site and (and if all goes well) see the template take effect:

http://dadamailproject.com/cgi-bin/dada/mail.cgi



Dada Mail, with the same layout/design as the rest of the website

Further Refinement of the List Template

If you notice closely in our above example, we applied the styles of our website to Dada Mail, but all of Dada Mail's styles were lost. If you look carefully, Dada Mail's buttons are now the default style inherited by the browser, and the subscription form labels aren't quite as tidy.

There's several things you can do about this, if you want further refinement. One solution is to import Dada Mail's own css file, in the template. Since my Dada Mail is installed at,

http://dadamailproject.com/cgi-bin/dada/mail.cgi

I can access the css file by going to:

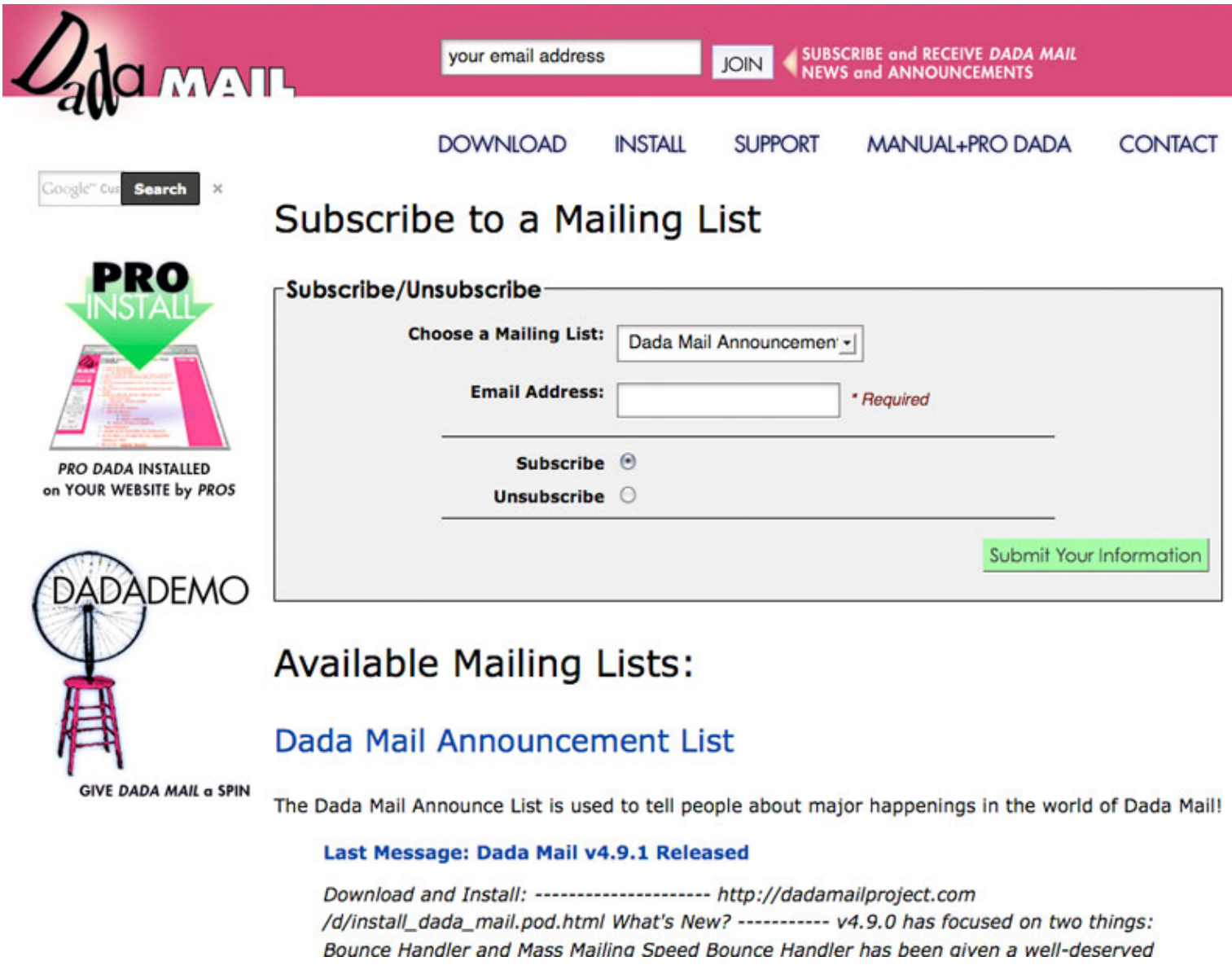
http://dadamailproject.com/cgi-bin/dada/mail.cgi/css/default.css

I can then put the following HTML to import this css file into my template:

```
<style type="text/css">
<!--
@import url("http://dadamailproject.com/cgi-bin/dada/mail.cgi/css/default.css");
-->
</style>
```

If I put this line *before* my site's css, Dada Mail's styles will be applied, but any duplicate styles will be overloaded by any styles set in my site-wide css file.

This may be important, if Dada Mail's stylesheet and your site's stylesheet have different styles set for `html`, `body`, etc.



Dada Mail, custom layout applied, keep Dada Mail-specific styles

Content Templates

Content Templates vary slightly from Wrapper Templates, like the List Template, in a few ways.

Content Templates are basically the, "Stuff" that gets plopped into the middle of the Wrapper Templates. Since they're templates, they do share many similarities.

Content Templates have an individual set of tags that aren't present in every template - you really can't make a table/chart of all the different tags, so you'll have to look at the template specifically and look for how the tags are used in context.

Modifying Content Templates

Content Templates live in the:

dada/DADA/Template/templates

directory of your distribution. There are about 175+ templates and knowing which one to modify may be slightly confusing. Here's some very helpful advice:

- View the Source of the Screen in Your Browser

  When viewing the source of a screen generated by Dada Mail in your web browser, you'll come across HTML comments that may say something like:

  ```
  <!-- begin default_screen.tmpl -->
   ...a whole bunch of stuff
  <!-- end default_screen.tmpl -->
  ```

  If you see this, you'll know that the template used is called, `default_screen.tmpl`. If you look into the `template` directory, you'll find a file called, `default_screen.tmpl`. Modifying this template will change how this template is presented to you in the program!
- flavor=/f=

  You can also get a good idea on which templates are being called, if you see one of the following thingies in the Query String of the URL of the screen you're currently look at in Dada Mail:

  - f=
  - flavor=

  (**f** is shorthand for, *flavor*) tells Dada Mail what it should do. Usually the values of either of those also correspond to the template being used.

  For example, if the URL you're currently at is:

  http://example.com/cgi-bin/dada/mail.cgi?f=send_email

  f is set to, `send_email` and you'd be pretty sure that the template that you're viewing is called, `send_email_screen.tmpl`

  Another example:

URL: *http://example/cgi-bin/dada/mail.cgi?flavor=change_info*

f is set to: `change_info`

Template Filename: `change_info_screen.tmpl`

Saying that, this rule of thumb isn't always the case, checking the source for those beginning and end HTML comment tags is a better way to figure this out.

You'll notice that both of the last two examples had filenames with, *screen* in them. You'll also see templates with filenames that have, *widget* in their filenames. There's a small difference. In Dada Mail, *widget* templates are usually a small chunk of code that's then included in another template file. *screen* templates are usually full pages that include these, *widget*s. Widget templates are much more likely to be used by more than one *screen* template, so be careful to test your changes thoroughly when fiddling about.

Saving Content Templates

Like the `list_template.tmpl`, you may edit the Content Templates directly, although it is suggested that you make a copy of the file itself and save this copy in the *.dada_files/.templates* directory.

Things to Remember When Editing the HTML Templates

Template Files do change between versions.

If you do make a customization of a template, you may want to check the changes against the newest copy. The smaller the update to Dada Mail, the less likely a change has been made to the program. Consult the changelog of Dada Mail to see if the changes made were because of a bug in the Template code. If you do experience problems when using a customized template, you may want to double check that the changes you made aren't negatively impacting the usability of the program.

Miscellaneous HTML Screens

There are a number of HTML screens that are not available as templates themselves, but are available to edit on a per-list basis. In the list control panel, go to:

Appearance and Templates -> HTML Screen Templates

These screens correspond to the sub/unsubscription process. You may globally change these screens in the Config.pm file. The names of the variables are:

- $HTML_SEND_ARCHIVED_MESSAGE
- $HTML_CONFIRMATION_MESSAGE
- $HTML_UNSUB_CONFIRMATION_MESSAGE
- $HTML_SUBSCRIBED_MESSAGE
- $HTML_UNSUBSCRIBED_MESSAGE

Hard to Edit HTML in Dada Mail

There are a few instances where it is difficult to edit the HTML that's created in Dada Mail. Some HTML

screens have not been templated out. The majority of this HTML is still inline with the Perl code - most likely inside the mail.cgi file.

Great care should be taken when attempting to edit these particular instances of HTML - since the HTML is inline with the Perl code, if you create a change that is not compatible with the Perl language, the program will give back an error and your Dada Mail will be broken.

The Email Templating Language and Mailing List Messages

Introduction

This chapter deals with the Email Templating Language in General, but focuses upon using it in Mailing List Messages. The Email Templating Langugage can be used in all email messages that are editable in Dada Mail.

The email templating language is pretty darn powerful.

By taking advantage of it, you can send customized email messages based on your subscriber's email address and other profile fields.

The Email Templating Language

Although scary sounding at first, the basics of the email templating language are simple.

The email templating language is based on the use of tags. Here's a tag:

```
<!-- tmpl_var tag -->
```

You'll recognize a tag, because it starts with, `<!-- tmpl_var` , has some sort of word, inside and ends with, `-->`.

Tags, more often than not, are placeholders for information that will be filled out later. For example, a tag you may use often is:

```
<!-- tmpl_var subscriber.email -->
```

This tag, when an email message is created and sent out, will be replaced by the email address of your subscriber.

This tag also introduces another concept, and that concept is called, **Namespaces**. This is a fancy term of giving some sort of order and hierarchy to all the tags that could be available. In this case, we're using the, **subscriber** namespace. This namespace can potential hold a whole bunch of stuff about your subscriber.

For example, if you have a few profile fields, named, **first_name** and, **last_name**, these values will be available to you, via the following tags:

```
<!-- tmpl_var subscriber.first_name -->

<!-- tmpl_var subscriber.last_name -->
```

So, those are tags.

How Profile Fields Match to Available Tags.

Using your profile fields as tags is easy.

If you have a Profile Field named, **favorite_color**, you'll have a tag available to you in your email messages that looks like this:

```
<!-- tmpl_var subscriber.favorite_color -->
```

Using tags in Your Mailing List Messages

Using these tags in your mailing list messages is simple, just type out the tags where you'd like the information placed. For example, say I wanted to start my email message. I could start it out, like so:

```
Dear <!-- tmpl_var subscriber.first_name --> <!-- tmpl_var subscriber.last_name -->,
```

If I had a subscriber that filled out, **first_name** with, `John` and, **last_name** with, `Smith`, his message would come to him, like this:

```
Dear John Smith,
```

When writing a mailing list message in the, *Send a Message*, *Send a Webpage* and *Send a List Invitation*, the available tags in the subscriber namespace will be listed in the, **Profile Field Tags** fieldset.

Other Tags

The subscriber information isn't the only information that's available to you.

Configuration Tags

Configuration tags are tags that represent a few of the various configurations of the Dada Mail program. They don't really have their own namespace, but they're usually all in UPPERCASE, so you know that they're applied globally and aren't something particular to your list.

Some useful ones are:

- <!-- tmpl_var PROGRAM_NAME -->

  The name of this program (Dada Mail)
- <!-- tmpl_var PROGRAM_URL -->

  The main URL used to access Dada Mail. It'll look something like this:

  http://example.com/cgi-bin/dada/mail.cgi
- <!-- tmpl_var VER -->

  The version of the copy of Dada Mail you're using. It'll look something like this:

  ```
  4.0.0
  ```

List Setting tags

List Setting tags hold information specific to your list, like the List Owner's email address, the name of your list, it's list description and also most of the configuration settings, like if the list is a discussion list or not. It occupies the, list_settings namespace. Here's a few useful ones:

These below hold general information about your list:

- <!-- tmpl_var list_settings.list -->

  Your List's shortname
- <!-- tmpl_var list_settings.list_name -->

  The List's Name
- <!-- tmpl_var list_settings.info -->

  Your List's Information/Description
- <!-- tmpl_var list_settings.list_owner_email -->

  The List Owner's email address. By default, email messages are sent on behalf of this address
- <!-- tmpl_var list_settings.privacy_policy -->

  The list's Privacy Policy
- <!-- tmpl_var list_settings.physical_address -->

  The phyiscal address associated with your list
- <!-- tmpl_var list_settings.discussion_pop_email -->

  If you have a group discussion list, this tag will hold the email address used to post to your list.

These below are some general configuration settings about a particular list, that you may find useful in a mailing list message.

- list_settings.show_archives

  Having a value of either, 1 or, 0, it sets if a list has publicly viewable archive messages. If so, this setting is setting is set to, 1.
- list_settings.group_list

  Having a value of either, 1 or, 0, it's used to see if a list is a group discussion list, or an announce only list. If your list is a group discussion list, this setting will be set to, 1. If it's an announce only list, this setting will be set to, 0.

Advanced Email Templating Syntax

Being able to place tags as placeholders for your subscriber's individual information is great and all, but what if you want to create a message that's completely customized for each subscriber?

That's where conditional statements come in.

Conditional Statements

Conditional statements are tags that, instead of represent something, hold a simple if/unless conditional statement. It also has an ending tag. If the statement comes out with a true value, what's between the first if/unless tag and the ending tag is shown in the email message.

Here's an example, using one of the tags we just learned:

```
<!-- tmpl_if list_settings.group_list -->

   This list is a group list. Feel free to post to this list using the following email address:

   <!-- tmpl_var list_settings.discussion_pop_email -->

<!-- /tmpl_if -->
```

`<!-- tmpl_if... -->` is the, conditional statement tag we're introducing. What follows, `tmpl_if` inside the tag is, `list_settings.group_list`. We just learned that this setting holds if a mailing list is an announce only mailing list, or, if it's a group discussion list. If it's a group discussion list, then this setting will be set to, `1`.

So, the following statement can be translated into,

```
<!-- tmpl_if list_settings.group_list -->
```

If my list is a group discussion list

If your list is set to be a group discussion list, the text between that tag and the ending tag, `<!-- /tmpl_if -->` will be placed in your email message.

To add to the mix, you may also add a, `<!-- tmpl_else -->` tag, like so:

```
<!-- tmpl_if list_settings.group_list -->

        This list is a group list. Feel free to post to this list using the following ema

        <!-- tmpl_var list_settings.discussion_pop_email -->

<!-- tmpl_else -->

        This list is an announce-only list.

<!-- /tmpl_if -->
```

The text between the, `<!-- tmpl_else -->` tag and that last closing tag, `<!-- /tmpl_if -->`, will be printed, in this case, if your mailing list ins't a group discussion list.

Powerful stuff.

These conditional statements work on any variable available to you. Let's say you want to write a custom, Dear... line in your email message, using your `first_name` and `last_name` profile fields, but you only want to do so, if they're actually filled out. You could say:

```
<!-- tmpl_if subscriber.first_name -->
```

```
        Dear <!-- tmpl_var subscriber.first_name -->

<!-- tmpl_else -->

        Dear <!-- tmpl_var subscriber.email -->

<!-- /tmpl_if -->
```

In this case, if the subscriber's first name is blank, we'll just use the email address - which is always available in our salutation.

Along with, `<!-- tmpl_if -->`, we also have, `<!-- tmpl_unless -->`, which does a similar conditional statement, but does it the other way around. *Unless* the statement you write is true, show the text. For example,

```
<!-- tmpl_unless list_settings.group_list -->
        This mailing list is an announce-only mailing list.
<!-- /tmpl_unless -->
```

The text,

```
This mailing list is an announce-only mailing list.
```

will be printed, *unless* the list settings are set to be a group discussion list.

Looping Tags

Looping tags are available for both the **list_settings** and **subscriber** namespaces.

It'll allow you to iterate through every name/value saved in the name space and have it printed into your email message. For example:

```
<!-- tmpl_loop list_settings -->
        Name: <!-- tmpl_var name -->    Value: <!-- tmpl_var value -->
<!-- /tmpl_loop -->
```

For the list_settings namespace. And,

```
<!-- tmpl_loop subscribers -->
        Name: <!-- tmpl_var name -->    Value: <!-- tmpl_var value -->
<!-- /tmpl_loop -->
```

For the subscribers namespace.

Very Advanced Templating

If the above doesn't do what you need to do, consider turning on the Advanced Templating Syntax.

This is done in the list control panel under, *Appearance and Templates -> Email Message Templates*. You'll see the option in the, **Advanced Options** fieldset.

Enabling this option will allow you to add advanced expressions to your if/unless tags.

Astute readers will realize that the advanced templating system uses the exact same syntax as the templating system used for Dada Mail's HTML screens.

Say you have a subscriber tag named, `favorite_color`, that you hope your subscribers will fill out with their favorite colors: red, green, blue, etc.

With the Advanced Templating option enabled, you can now write conditional statements with expressions. What this means, is you can now look and see *what* the subscriber filled out and not just *if* they filled it out.

If I wanted to write a special message for subscribers that like the color, **red**, I'd write this:

```
<!-- tmpl_if expr="subscriber.favorite_color eq 'red'" -->

   Well now, I see you just love red!

<!-- tmpl_else -->

   You don't like red that much at all.

<!-- /tmpl_if -->
```

You can write multiple versions of your email message and have them customized for each subscriber, depending on the values the subscriber filled out.

For example, if you're a touring musician, you could write a mailing list message to be sent out before you embark on a long tour. You could write the date you'll be performing specific dates on the top of your email message, before the entire list of dates, further down:

```
<!-- tmpl_if expr="subscriber.state eq 'Colorado'" -->

   <!-- tmpl_if expr="subscriber.city eq 'Denver'" -->
      We're playing Denver, CO on 5/5/09
   <!--/tmpl_if -->

   <!-- tmpl_if expr="subscriber.city eq 'Boulder'" -->
      We're playing Boulder on 5/10/09
   <!-- /tmpl_if -->

   <!-- tmpl_if expr="subscriber.city eq 'Fort Collins'" -->
      We're playing Forst Collins on 5/11/09
   <!-- /tmpl_if -->

<!-- /tmpl_if -->


Here's our entire schedule for our tour:

 ... and the rest of it.
```

In this example, we've made a conditional if statement with a expression that will be true if the subscriber has the, `state` field filled out as, `Colorado`. Inside this if statement, we have another if statement, that'll be seen as true if the city filled it is, `Denver`, another if statement that'll be seen as true if the city filled out is, `Boulder`, and finally another if the city is, `Fort Collins`.

This'll help get the most important information for the subscriber at the top of your email message.

Extremely powerful.

Setting Defaults for Email Templating Language Tags

There may be a chance where the profile field has been left blank for a particular subscribrer. What happens to the tag?

Well, if you're simply using the tag as a variable placeholder, like so:

```
<!-- tmpl_var subscriber.favorite_color -->
```

and the, `favorite_color` field for your subscriber has not been filled out, the tag will be replaced with,

Nothing.

If this type of situation isn't something you want, there are workarounds.

Use Conditional Statements

The first workaround is to put the tag between a conditional statement:

```
<!-- tmpl_if subscriber.favorite_color -->

        I see you have a favorite color! It's: <!-- tmpl_var subscriber.favorite_color --

        <!-- tmpl_if expr="subscriber.favorite_color eq 'red'">
                Red's my favorite color, too!
        <!--/tmpl_if -->

<!-- /tmpl_if -->
```

In this example, not only did we use a conditional statement to make sure we have a `favorite_color`, we also used another conditional statement inside the first, to see if the favorite_color is, `red`.

Use Profile Field Defaults

When you create your profile fields, you have two things you may filled out, the **Name** of the field, - which is required, and a **Fallback Value**, which is optional.

One of the places this Fallback Value is used is in the email messages, when no value information is filled out for a subscriber, in a particular field.

If you have a field called, `favorite_color`, with a Fallback Value of, `none` and have this little snippet in your email message:

```
Your favorite color is: <!-- tmpl_var subscriber.favorite_color -->
```

and the subscriber doesn't have anything filled out for, `favorite_color`, the email message will look like this:

```
Your favorite color is: none
```

This will also do what you expect:

```
<!-- tmpl_if expr="subscriber.favorite_color eq 'none'" -->
        You don't have a favorite color.
<!-- tmpl_else -->
        You have a favorite color! It's: <!-- tmpl_var subscriber.favorite_color -->
<!-- /tmpl_if -->
```

Set a default in the email template tags

The final thing to do, to deal with profile fields that aren't filled out is to set a default value in the tag itself. This is done, like so:

```
You're favorite color is: <!-- tmpl_var subscriber.favorite_color default="none" -->
```

Again, if this profile field is blank, this will print out:

```
You're favorite color is: none.
```

One thing to point out: If you do set a fallback variable, this technique won't work, as the templating system will think the fallback variable is the actual value in the profile field.

And that's email message templating.

Learning More

Dada Mail's Email Templating System is based around another system called, `HTML::Template`. Here's more information on it:

http://search.cpan.org/~samtregar/HTML-Template/Template.pm

Dada Mail's Advanced Email Templating Syntax is based on a plugin for `HTML::Template` called, `HTML::Template::Expr`. Some more information:

http://search.cpan.org/~samtregar/HTML-Template-Expr/Expr.pm

The `HTML::Template::Expr` has a whole lot of quite advanced techniques to do some interesting things regarding your templating tags. We've barely scratched the surface on things that can be done, but that page above is the best place to understand what the syntax of everything is.

Introduction to Plugins and Extensions

What are Dada Mail Plugins and Extensions?

Dada Mail plugins and extensions are usualy small, sometimes quite large add-on scripts that extend the functionality of the program.

Plugins usually partially live in the list control panel

Extensions usually do not.

Installing Plugins and Extensions

Install Dada Mail First

Before you try to install a plugin/extension of Dada Mail, first make sure that the core Dada Mail program is working. We do suggest installing Dada Mail using the, Advanced Installation Method and the examples below will be using a copy of Dada Mail that's been installed using this method.

Where Plugins/Extensions Live

You can find all the plugins/extensions that are available for Dada Mail in the, `dada/plugins` directory for plugins and the, `dada/extensions` directory for extensions. If you've followed the Advanced Installation Methods put forth in this book, these directories should already be occupied with the available plugins/extensions. They won't be executable yet, since their permissions will need to be changed and many will need to be configured.

How to Access Your Plugins/Extensions

Once you've configured and changed the permissions of your plugin/extension, you may visit the plugin/extension in your web browser. For example, the `auto_pickup.pl` extension, lives in the, `dada/extensions` directory, which is in my `cgi-bin`. I'd access it with a URL, like this:

http://example.com/cgi-bin/dada/extensions/auto_pickup.pl

Shortcuts to Plugin/Extension URLS in the global configuration

In Dada Mail's outside configuration file, `.dada_config` (and also the `Config.pm` file) There's a variable named, `$ADMIN_MENU`. Some of its contents are commented out. We'll go over how to uncomment some of the variable's contents to create links in the list control panel's left hand side menu, so you can easily access these plugins/extensions

Using Tracker

The Tracker plugin reports data logged by Dada Mail, when you send out a mass mailing, including:

- Number of Subscribers on your mailing list, when you send out the mass mailing
- Number of Recipients you're sending too, for each mass mailing

  Dada Mail has the ability to send to only part of your mailing list, which could very well be different than your total number of subscribers. Dada Mail keeps track of both, to help keep it's analytics as precise as possible.
- Message Opens
- Links Clicked

  Dada Mail track Clickthroughs of message links in your messages, by changing these links to it's own flavor of redirect URLs. People who click a link will first visit Dada Mail, which will record the URL of the link, and then redirect your visitors to the actual URL of the link.
- Unsubscribes

  Dada Mail tracks how many people unsubscribe from your mailing list, by clicking the mandatory unsubscribe link (for public mailing lists) that's located in your message.
- Message Bounces

  Messages bounce in two different ways: Soft Bounces, for problems that are hopefully temporary; and Hard Bounces, for problems that are most likely permanent.
- Sending Errors

  Sending Errors can happen on your own side of the sending equation, and these will be logged and reported.
- Archive Views
- Message Forwards (Forward to a Friend)
- Abuse Reports

Tracker also allows you to export this information.

Preferences

Tracker's Preferences allow you to tune how you'd like data to be collected.

Track Message Clickthroughs:

Message Clickthroughs are recorded by transforming any links found in your messages to a redirect link, handled by Dada Mail. A user will click a link in your message, that click will then be recorded and the user will finally be redirected to the actual URL you want them to go to. This usually happens in a blink of an eye.

Clickthrough Tracking is always enabled in Dada Mail, but you do have the option of either having links tracked automatically - meaning every link in your message is turned into a redirect link; or manually, where you'll need to manually craft the link to be redirected, using a **redirect tag**. You may mix both methods, if you'd like; so if you manual tag a link, *and* have, **Track Message Clickthroughs** set to, **Automatic**, everything will work out, correctly.

Automatically

When selected, all links found in your message will be tracked. This is the preferred method, as it leaves little chance to muck up tagging message links with the redirect tag (or forgetting, etc).

Manually, By Tagging Message Links

When selected, links will only be redirected, when you manual tag them, using the **redirect tag**. Here's an example of a link in an HTML message, tagged with a redirect tag:

```
<a href="<?dada redirect url="http://example.com" ?>">Click Here!</a>
```

The redirect tag alone (which you can use in PlainText messages), looks like this:

```
<?dada redirect url="http://example.com" ?>
```

http://example.com is the URL you would like to track.

Make sure to follow this form **exactly**, or the redirect tag will not work.

When your message is sent, this tag will be transformed into something like this:

```
http://example.com/cgi-bin/dada/mail.cgi/r/list/943389271097/user/example.com/
```

If this example, everything after the URL to Dada Mail (http://example.com/cgi-bin/dada/mail.cgi) holds the needed information to track the link (including the email that clicked it), as well as redirect the user to the actual link you want them to.

Issues with using Clickthrough Tracking: HTML

Manually creating redirect tags leads to trouble, as many WYSIWYG editors - *including* sometimes Dada Mail's bundled WYSIWYG editors can unintentionally break the redirect tag, when you're authoring your message. Safeguards are in place to make sure this doesn't happen, but always test your messages, before sending them to your mailing list.

To get around this problem, the eaiest thing to do is simply select, **Automatically** in this section, which will relieve you of the duty of having to properly create the redirect tag.

Issues with using Clickthrough Tracking: PlainText

The major issue with using the redirect tags with PlainText messages, is that the redirect link (for example:)

```
http://example.com/cgi-bin/dada/mail.cgi/r/list/943389271097/user/example.com/
```

Obscures where the URL is going. This isn't a problem with HTML messages, as the URL is hidden in the source of the message anyways.

To counteract this, you can either format your messages in HTML, either using the, **HTML** tab in the, **Send a Message** screen, or have all PlainText mass mailing messages converted to HTML automatically. This can be done in the **Mass Mailing - Options** screen: **Convert PlainText-only Mass Email Messages to HTML**

Track Message Opens:

Like Clickthroughs, message opens are always tracked, but can either be tracked directly, or indirectly.

Directly, using an embedded image

When this option is enabled, Dada Mail embed a small image in your message, that will be served by Dada Mail itself. Requests for this image will allow Dada Mail to record the message as, "opened". Dada Mail can also record the IP address the message opens happens from, the time the open took place and the email address of who opened the message.

Opinions vary, but some people would rather not track message opens in this fashion. Users may also use mail readers that don't download message images automatically, rendering this type of tracking unusable anyways.

To help alleviate the latter, Dada Mail will also count a message as open, if another action is triggered from the message; for example: a clickthrough, or an unsubscribe will also be counted as an, "open", if no other open is already logged.

Indirectly, when a user interacts with your messages

When this option is enabled, Dada Mail will not use an embedded image to track opens, but will only track opens when other actions are triggered (clickthroughs, unsubscribes).

Track with Email Addresses

When selected, the email address of your users will also be logged, when opens and clickthroughs are logged. (Email addresses will always be logged when logging bounces and unsubscribes).

Profile Updates

Dada Mail has the ability to update profiles of addresses that either clickthrough or open a message, using the IP Address as reference to grab additional information. The information that's supported include:

- IP Address
- Two-letter Country Code (example: US)
- Three-letter Country Code (example: USA)
- Country Name
- Region/State
- Postal Code
- Latitude (Signed degrees format)
- Longitude (Signed degrees format)
- Metro Code
- Area Code

You could then use this information to perform searches on your Subscribers in the Membership - View screen, as well as send to only part of your mailing list.

Update Profiles, after Opens/Clickthroughs

Check this option to update the address's profile, which clicked, or opened your message.

The table below will list all the profile fields available.

Check the fields you would like updated, and then select what type of information you would like to have the field updated with.

Remember that Profile Fields are **global** and profiles can be edited/updated by the person they belong to.

Because of that, you may want to:

- Use a hidden profile field

  A hidden profile field is a profile field, whose name starts with an underscore, "_". This field will not be shown in any subscription form, and will not be editable when a user logs into their own profile. It will be editable once you're logged into the list control panel.
- Use a profile field specific to a mailing list

  Since this feature is available to every mailing list, there is a chance that, without proper coordination, various mailing lists will update the profile field, with different information.

  Instead, make a hidden profile field specifically for each list you want to work with, and then use the profile to update with the information of your choice.

Clean Up Tracker Reports

When enabled, Tracker tries to get rid of a lot of the, "line noise" that could be present in your logs.

This will also remove opens/clickthroughs and even bounces from *test* messages, so if you are sending a test message and you want to test out if the clickthrough URLs are working, etc, disable this preference, send your test messages and enable it, after you're done.

Show Message Reports in Mailing Monitor

When selected, individual message reports will be available in the individual message mailing monitor screens in, **Mass Mailings - Monitor Your Mailings**. This way, you can watch as people interact with your mass mailing, as it's being sent out.

Other things tracked: Archive Views, Forward to a Friend

Tracker also logs other events that are related to your mass mailing, including archive views, and when someone using the, "Forward to a Friend" form, on the message archive screen, itself. These types of events are always logged.

Getting the Most Out of the Tracker Plugin

Turn On Archiving

Having messages archived allows you to see the message the reports are generated for. Without it, you'll just have a long list of dates/numbers to remember about your mass mailings/campaigns.

You can have archiving enabled, but not show your archives publically. This is a better option than disabling archiving completely.

Install the Bounce Handler

The bounces that are logged and shown with the Tracker plugin only work if you have the Bounce Handler installed, It's installation is a little more trickier than the Tracker plugin, but it's well worth it for data it generates

Automatically Tag Message Links

It's interesting to track one or a few links using the redirect tags to track clickthroughs, but another trend to follow would be how all links in an email message fare against each other.

Discussion Lists and Clickthrough Tracking

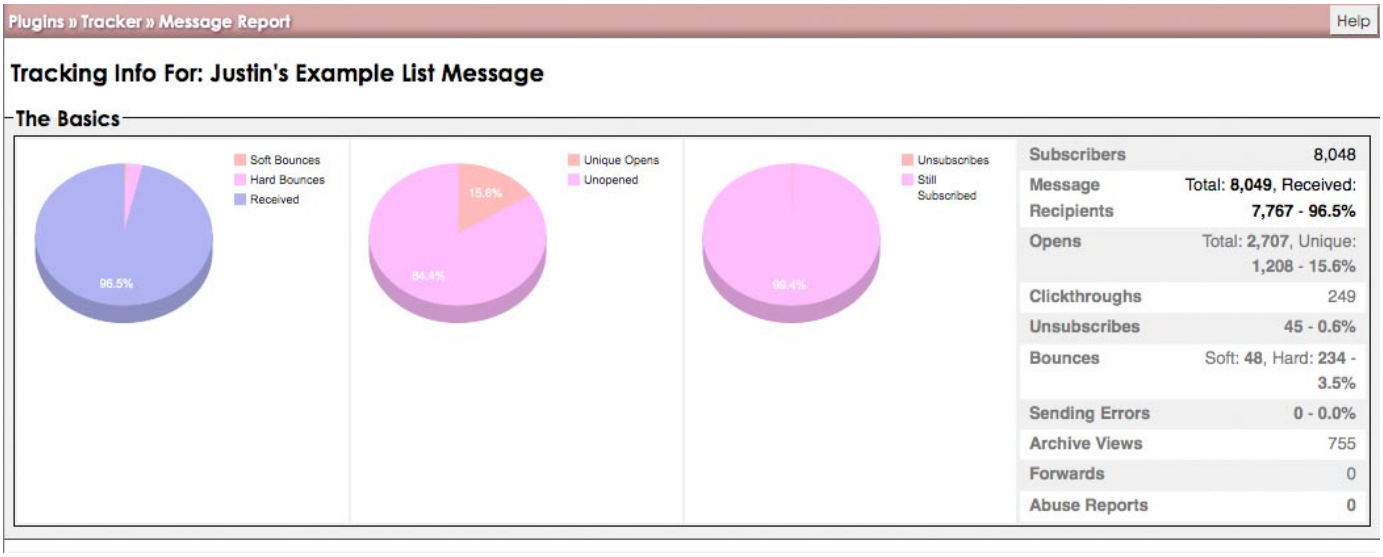
Discussion Lists may not benefit as much from clickthrough tracking and tracking all lists in a message, since the list owner gives up control over the content of a message. Rather, the members of a list create the content and having clickthrough URLs in place of the actual URLs written can get in the way of discussions. There's also a chance that nefarious URLs can be hidden within a clickthrough URL - not something you want.

Sending a Test Message?

Test message will not be shown in the Tracker's reports.

Message Reports

The Basics



The Basics

At the top of the individual mass mailing report screen is **The Basics**. This table gives you a overview on the activity from your mass mailing.

The first three columns show circle graphs:

- Received, Hard Bounces, Soft Bounces

  The first circle graph compares messages that were received, with those messages that bounced back. **Remember**: you'll need to have Bounce Handler installed, for bounces to be recorded.
- Unique Opens, Unopened

  The second circle graph compares unique opens and unopened messages.
- Still Subscribed / Unsubscribed

  The third circle graph compares subscribers who have unsubscribed from your mailing list, to those who are still subscribers.

The last column of **The Basics** goes a little deeper in reporting cumulative numbers, including,

- # Subscribers at mass mailing
- # Message Recipients
- Total # Messages Received
- # Opens, Both Total/Unique
- # Clickthroughs
- # Unsubscriber
- # Bounces, Both Soft/Hard
- # Sending Errors

- # Archive Views
- # Forwards
- # Abuse Reports

Below **The Basics** are a set of tabs which allow you to drill down into even more data to view and to export:

Subscriber Activity

The **Subscribe Activity** tab breaks down mass mailing activity by the various activity of your subscribers. This tab will *only* be populated with data, when you have enabled the preference, **Track with Email Addresses**

The left column will show you all the email addresses that have interacted with your mass mailing, in the order of most active, to least active. Things like message opens and clickthroughs are weighted a little more heavily than something like a message bounce, when figuring out this order. You can download the email addresses that have interacted with your mailing list by click the link, **(export .csv)** at the top of this column.

The right column will show you the history of each interaction for the selected email address. Click on an email address on the left column to select. Data shown in this table can be downloaded as a .csv file, by clicking the link, **(export .csv)** besides the email address.

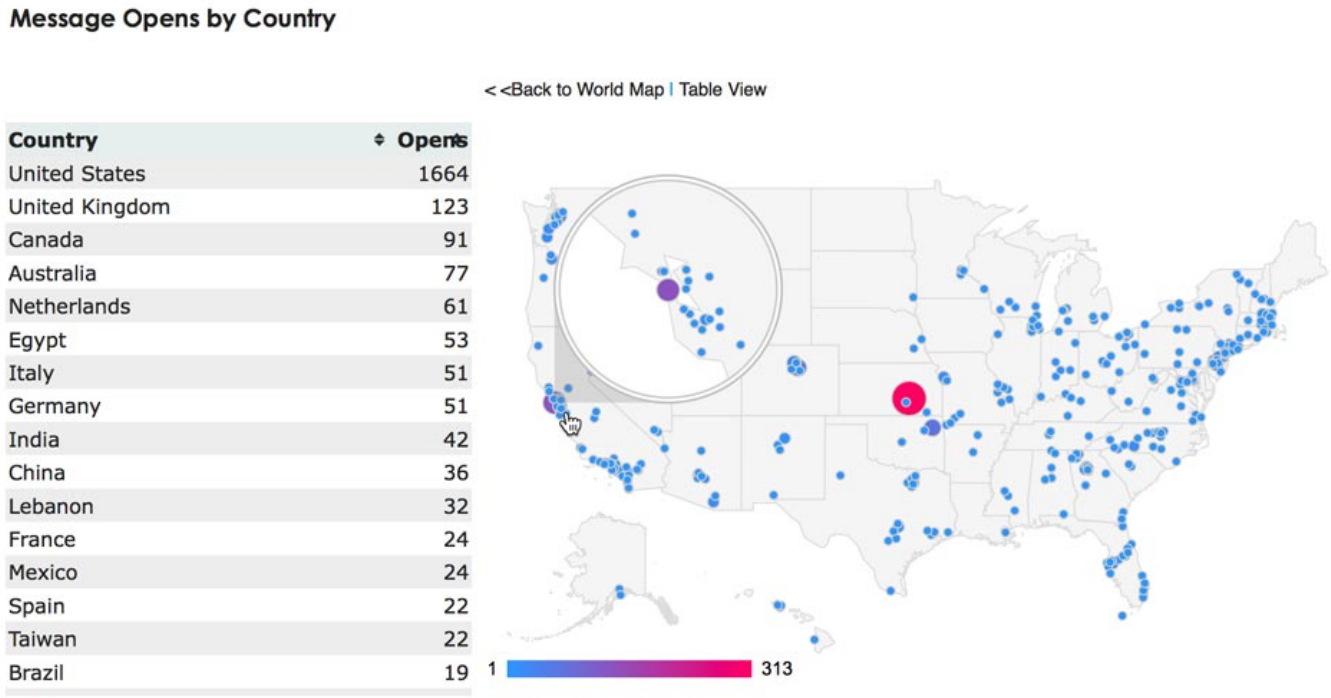
Opens

The **Opens** tab shows reports on messages opens of your mass mailing. Message opens are primarily counted when a embedded image in the email message is requested. Be aware that this can't happen, if you're sending a simple, plaintext message, or if your user's email app. disables loading outside images. Because of this, message opens are also counted when a user clicks on a link in the email message (and only if an open isn't recorded already), since you cannot click on a link in a message, if you haven't first opened the message.

Message Opens by Country

The first table will break down message opens geographically by **country**. The left column will list all countries recorded, when a message open took place.

The right column will initially show a map of the world, with countries colored in relation to opens made in that country. Click on any country to view a scatter graph of message opens within that country, by city. If there's an area with a clump of cities being recorded, move your mouse over that area, to get a more refined look,



Messages Opened by Country

Table View `

If you'd like to see this information as a table, click the link above the country's map labeled, **Table View**. Be ready - it can be a lot of data!

This table will be broken down by city and then by IP address in that city, showing you the activity recorded.

Brookline, MA - 1 Unique Addresse(s)

209.6.134.30, 1 event(s)		
Timestamp	**Event**	**URL**
Thu Jan 2 09:57:25 2014	Open	

Brooklyn, NY - 7 Unique Addresse(s)

70.192.74.141, 1 event(s)		
Timestamp	**Event**	**URL**
Thu Jan 2 12:04:48 2014	Open	
208.120.170.91, 1 event(s)		
Timestamp	**Event**	**URL**
Fri Jan 3 22:20:11 2014	Open	
24.42.95.236, 1 event(s)		
Timestamp	**Event**	**URL**
Thu Jan 2 09:07:35 2014	Open	
24.199.77.175, 9 event(s)		
Timestamp	**Event**	**URL**
Thu Jan 2 11:52:43 2014	Open	
Thu Jan 2 11:53:44 2014	Open	
Thu Jan 2 11:53:45 2014	Open	
Thu Jan 2 11:54:24 2014	Open	
Thu Jan 2 11:54:25 2014	Open	
Thu Jan 2 11:54:25 2014	Open	
Thu Jan 2 11:54:55 2014	Open	

Messages Opened by Country, table view!

Message Opens Over Time

Below the Message Opens by Country table is the **Message Opens Over Time** graph. Usually, most opens are made close to when the message was sent/received.

Export Subscribers Opening This Message

This button, when clicked, will export addresses that have opened this particular mass mailing.

Clickthroughs

Like the Opens tab, the **Clickthroughs** tab breaks down data of **Clickthroughs** first by geographical location, based on IP Address, and then over time. There is also an option to export the list of addresses that clickthroughs have been recorded for.

Clickthroughs by URL

The **Clickthroughs** tab also has a table breaking down the clickthroughs made by URL, in descending order.

Unsubscribes

The **Unsubscribes** tab shows information about members who have left your mailing list, by clicking on the Unsubscribe Link, in your mass mailing message.

The first table will show all the addresses that have unsubscribed in the left column and a breakdown by domain in the right column.

Unsubscribes Over Time

This tab also has a line graph, showing unsubscribes made over time. Most unsubscribes will most likely happen close to when the message was sent/received.

Bounces

The **Bounces** tab shows information about addresses that bounced back message sent by your mass mailing. Both Soft Bounces and Hard Bounces are shown in their own separate tables. The left column of each table will list the email addresses bouncing, and the right column will break down this information by domain name of the address itself.

Links to export these addresses are available at the top of the left column, look for link labeled, **(export .csv)** .

Clicking on any of the addresses in the left column will show the bounce history of that particular email address.

Sending Errors

The **Sending Errors** tab will show addresses that Dada Mail had trouble sending out to. Like the Bounces tab, this information is first listed in the table by email address, and then broken down by domain. Addresses may also be exported out, in the same way.

This information could be valuable in trying to figure out what is causing these sending errors. Most likely, sending errors on your side of the equation happen because of going over any email sending quotas, but there's a chance sending errors are happening for specific domains.

Archive Views

The **Archive Views** tab shows stats on your publically accessible archives. If you have disabled this in Dada Mail, no data will be collected.

Views are first broken down by gepgraphical location, based on IP address, and then over time. Unlike message opens and clickthroughs, archive views may in fact happen steadily through time, rather than showing a huge spike of activity near when the mass mailing was sent/received.

Forwards

The **Forwards** tab shows data for when people use the **Forward to a Friend** form, either in the messages in the mass mailing, or on the public archive screen. Information is broken down geographically by IP Address, and then over time.

Abuse Reports

The **Abuse Reports** tab shows data for Abuse Reports logged. Abuse reports can be made on the screen that shows the Unsubscribe Form/Request to Unsubscribe Form. The actual abuse report is only emailed to the List Owner, but the email address that made the report will be shown here.

Information is broken down geographically by IP Address, and then over time.

Export Subscribers Reporting Abuse For This Message

This button, when clicked, will export addresses that have reported abuse.

Using the Bounce Handler

Introduction

What are "Bounces"?

A **Bounce Message** is actually a report, sent by email, about a problem with delivering the initial email mesage. In Dada Mail that original email message is probably going to be a message sent during a mass mailing .

Why Do Mailing Lists Receive Bounce Messages?

Bounces From Subscribing Unconfirmed Email Addresses

A big problem with subscribing unconfirmed email addresses from within the list control panel is subscribing addresses that don't actually exist. An address can be valid in-form addresses, but the only way to know if a email address actually exists is to send an email message to it.

These addresses will simply make your mailing list bloated and slow down sending. We suggest, except for migrating a mailing list from another platform, to always confirm addresses, before subscribing them.

Bounces From Deleted Email Addresses

More often than not, a subscribed email address will bounce, simply because the email address account has been deleted. This could happen when a domain is failed to be renewed and the original owner opts not to renew, someone leaves a workplace and the email address is removed as well or someone changes an email service (example: leaving Hotmail, joining Gmail) and then deleting the previous account.

Bounces Because of Network Problems

It's possible that a bounce message will be created because of a network problem, either your mail server won't be able to talk to the outside world at all, or your mail server won't be able to talk to a specific other mail server. These types of problems can be temporary.

Bounces Because of Email Black Lists/Filtering

It's also possible that the messages you send out will bounce back because your mailing list has been black listed. This is a Big Problem and should be dealt with as soon as possible. You can check to see if your domain is currently on a Email Black List on a variety of services, such as:

http://www.mxtoolbox.com/blacklists.aspx

Why a Bounce Handler?

These bounce reports come in a variety of different styles and formats, describing what may have gone wrong. Reports are often confusing to a regular user and it's very likely The List Owner of a mailing list won't know what to do with the information. You will have an idea that, **something** is wrong, but not actually **what to do about it**. It's also possible that a large mailing list could have many hundreds - if not **thousands** of email

bounce reports to go through for every mass mailing that you send out - a time-consuming task, if you're even up to do it. Depending on how long it's been operating, it is not uncommon for a mailing list to receive bounces back from 1% - 10% of the total number of subscribers.

And that's where the Bounce Handler comes in.

What The Bounce Handler Does

Once installed and configured, the Bounce Handler will receive any bounce messages that originate from messages sent from your mailing list (instead of the List Owner).

Periodically, the Bounce Handler will check the messages that are awaiting it, scan the reports and make a decision on what to do with the information it's given. Usually, the Bounce Handler will simply keep track of which email address the bounce message has been generated for, the mailing list that sent out the original message and the **Type** of bounce received. Depending on this **Type**, a score is added to the Bounce Scorecard.

The Bounce Scorecard

The Bounce Scorecard is where the Bounce Handler stores the **Score** of every email address on your mailing list that's bouncing messages back. Scores are tallied up, so additional bounces receieved from the same email address will accumulate a higher and higher score. The Bounce Handler has what's called a **Score Threshold**. If an individual email address accumulates a score higher than what the mailing list's **Score Threshold** is set to, that email address is then unsubscribed from your mailing list.

To keep otherwise well-behaving email addresses from accumulating a Bounce Score precipitately for an otherwise temporary problem, there is a **Decay Rate** for the Scorecard. The, **Decay Rate** is the amount that **every** email address that has a score on the scorecard has that score reduced by every time a mass mailing is sent out from your mailing list.

This simple system of tallying up scores and giving a little leeway for what could potentially be nothing-to-worry about problems is the essence of the Bounce Handler: get email addresses that aren't receiving messages (because they don't exist!) off your mailing list and keep addresses that are valid, on.

Types of Bounce Messages

We're going to talk about a only few different types of bounce message reports the Bounce Handler will commonly come across.

Temporary Errors

Bounce Messages may describe a variety of **Temporary Errors**. These can be about one of the following:

- Network Error (couldn't connect to the site associated with the email address)
- Mailbox Problem - for example: the mailbox being full, or unable to accept new messages

Less concern is giving to Temporary Errors by the Bounce Handler and hopefully the problems they describe will clear up on their own, without any intervention by the List Owner. The Bounce Handler is designed to understand reports about Temporary Errors, Report/Log them, but not to remove an address from your mailing list strictly because of them.

Permanent Errors

Bounce messages can also describe **Permanent Errors**. The most common permanent error is about an email message that **no longer exists**. Even though the email address is valid **in form**, the address itself is no longer valid, simply because the email address was removed/deleted.

These types of bounces are the ones we're most concerned about when running a mailing list. If an address no longer exists, there's really no reason to have it stay on the mailing list. Keeping it on the mailing list will just cause more bounce messages to be returned and ultimately, slow down mass sending and bog down server resources.

Having valid in-form email addresses that don't actually exist will also inflate the amount of valid email addresses that you think you have on your mailing list and can muck up reports about how much of a positive impact your mass mailings are having towards whatever you are sending your mass mailings about.

Configuring the Bounce Handler for your Mailing List

Assuming that you installed the Bounce Handler correctly, the only thing you'll need to do to make everything work is to make sure that the Bounce Handler Email address is used as the List Administrator Email in the, **Your Mailing List - List Information** screen.

The Bounce Handler list control panel

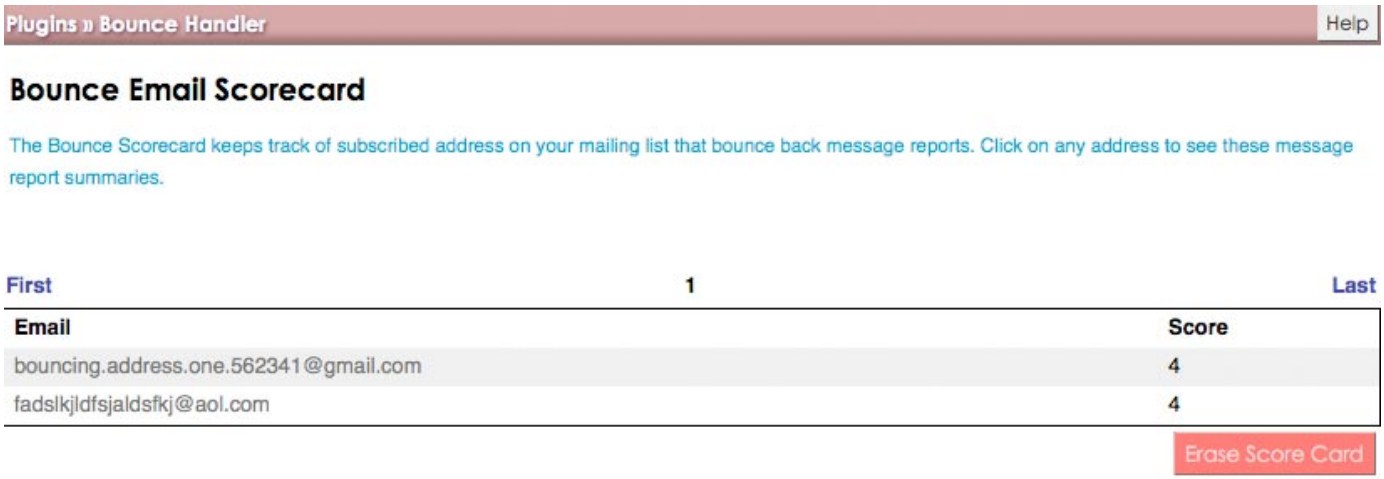
The Bounce Handler's List control panel allows you to do a few things:

- View the Bounce Scorecard
- Erase the Bounce Scorecard
- View bounce reports, by email address
- Parse any awaiting bounce messages (or just run a test)
- Change the Bounce Handler preferences for your mailing list
- View the global Bounce Handler plugin configuration

Bounce Email Scorecard

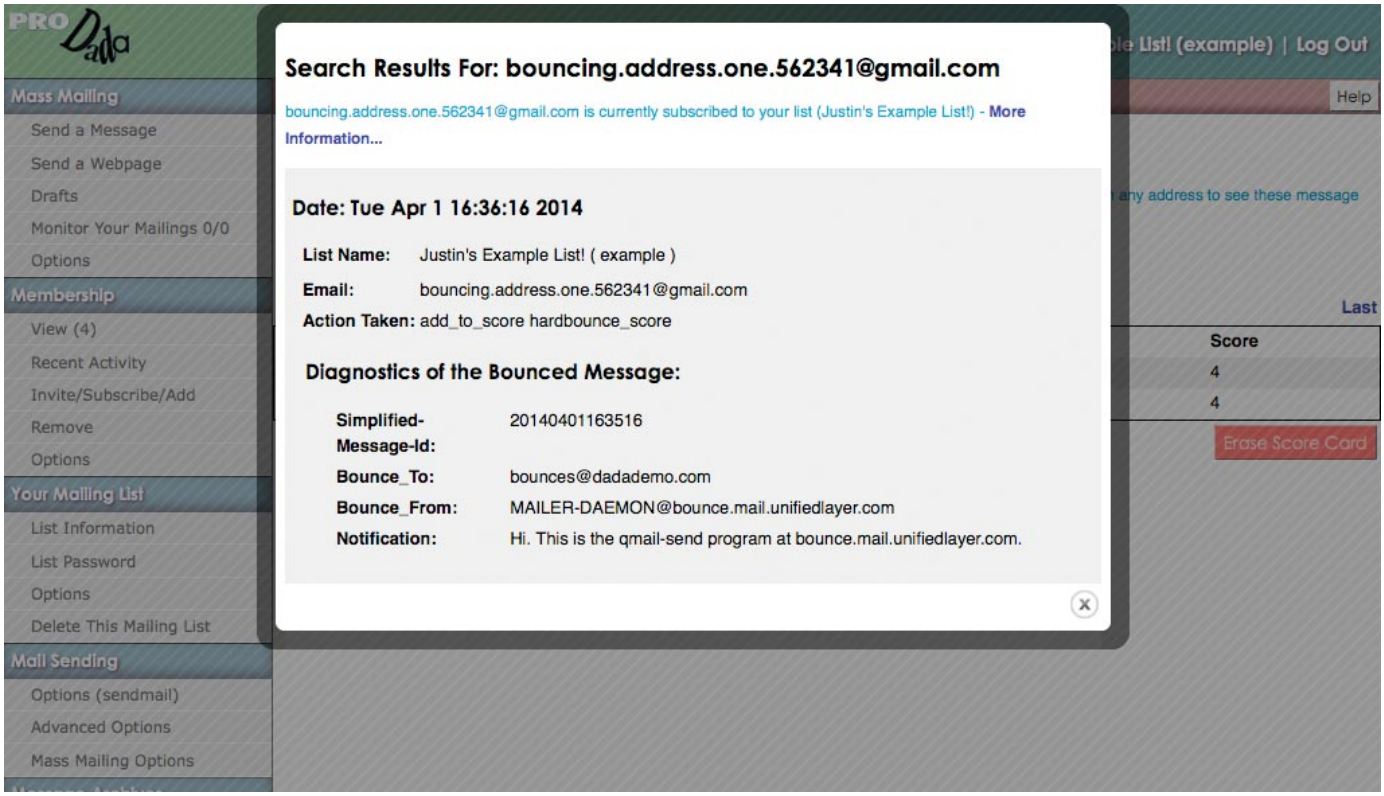
At the top of the screen for Bounce Handler is the Bounce Email Scorecard. If any bounced messages have been receieved and scored, the email addresses that caused the bounce will appear here, along with the current score of the email address.

Email addresses that have gone over the Bounce Score Threshold will no longer be shown in this Scorecard.



The Bounce Scorecard

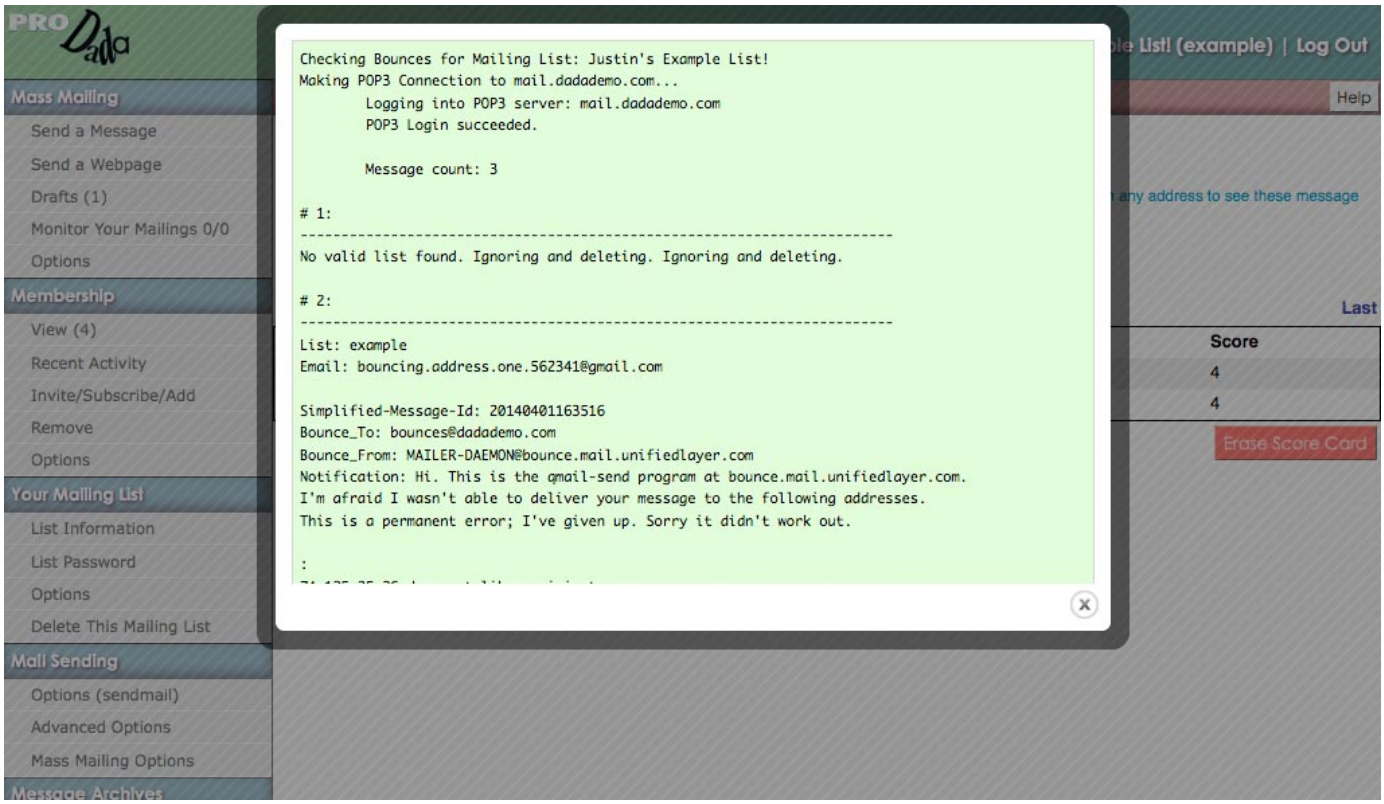
Clicking on any of the email addresses in the Bounce Scorecard will bring up their individual bounce histories.



Viewing a subscriber's individual bounce history

Examining these individual reports can be illuminating, as they may point to problems with your mailing list, especially if you find that you've bounced many more email address than usual in a mass mailing. The cause may be sort of blocking of your mailing list.

Manually Run Bounce Handler



Manually Running the Bounce Handler

Manually Running the Bounce Handler will have the Bounce Handler go through the same steps it goes through, when its run via the app's cronjob, except you'll see the reports of each bounce message as its being parsed.

Doing a manual run can help you in making sure that the Bounce Handler is working properly.

Scorecard Preferences

"Soft" Bounce Score

The **Soft Bounce Score** is given to addresses that bounce back a message (usually) about a temporary problem.

My advice is to keep the **Soft Bounce Score** low, so that they bounce is reported in the scorecard and so that you can investigate the problem at your leisure and not so high that the score will quickly accumulate and remove the address from your mailing list after only a few bounces.

"Hard" Bounce Score

The **Hard Bounce Score** is given to addresses that bounce back a message (usually) about a permanent problem.

My advice is to keep the **Hard Bounce Score** relatively **high**. The default of, "**4**" will have an address that's bouncing messages removed from your mailing list after around the 4th (or so) hard bounce. If an address is bouncing that many times, it seems pretty clear that the address cannot receive your email messages.

Decay Rate

The **Decay Rate** is the amount that *every* address on the Bounce Scorecard is *lessened*, every time a mass mailing is sent out. This decay rate helps ensure that temporary problems, even if they score a **Hard** bounce, don't inadvertantly remove addresses from your mailing list.

My advice would be to keep the `Decay Rate` similar to what you've set the **Soft Bounce Score**, so that **Soft Bounces** don't cause too much permanent damage to your subscription list, but **Hard Bounces** are still counted against the address for automatic removal.

Bounce Score Threshold

The **Score Threshold** is the score that an address on your Bounce Scorecard has to reach (or go over) to be unsubscribed from your mailing list. Obviously, the amount of messages that need to boune back to reach this threshold depends on what you've set the Soft and Hard Bounce Scores, as well as the Decay Rate, so there's tons of wiggle room to dial this into exactly what you'd like.

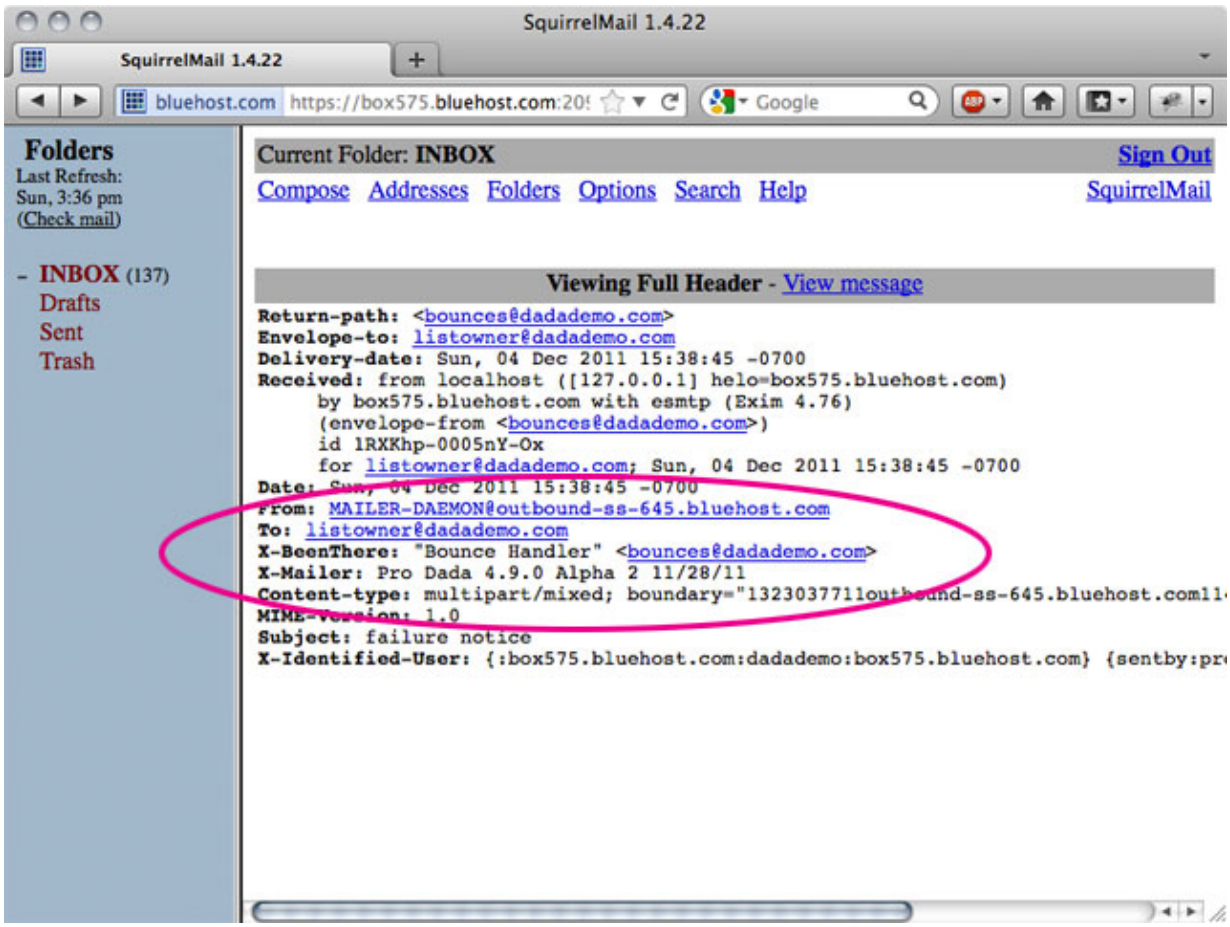
Forward bounces to the List Owner After Processing

When enabled, awaiting bounce messages will be scanned and assessed and deleted, but will also be forwarded to the List Owner, just in case you want to take a look at what the bounce messages are actually saying.

This can be helpful if you come across a bounced message that the Bounce Handler doesn't seem to be handling (we'll be more than happy to receive bounce messages to put into our test suite and to use to further better the bounce handler), or if you have a sudden spike in bounced messages and you're wondering what exactly is going on.

There's a view ways you can make sure you're receiving a bounce message forwarded by the Bounce Handler, and not an *actual* bounced message, sent directly to the List Owner:

View the Source of the bounce email message and look for two headers, **X-BeenThere** and **X-Mailer**:



Viewing the Forwarded Bounce Message Source

In a **Forwarded** bounced message, both these headers should be present. The **X-BeenThere** header should be set with the Bounce Handler Email Address, the **X-Mailer** header should be set with, "Dada Mail" (and its version).

If you do have an houly limit of messages you may send via email on your account, do not that forwarded bounce messages will probably count against this limit, so adjust your batch settings accordingly, or disable, once your done manually viewing the messages themselves.

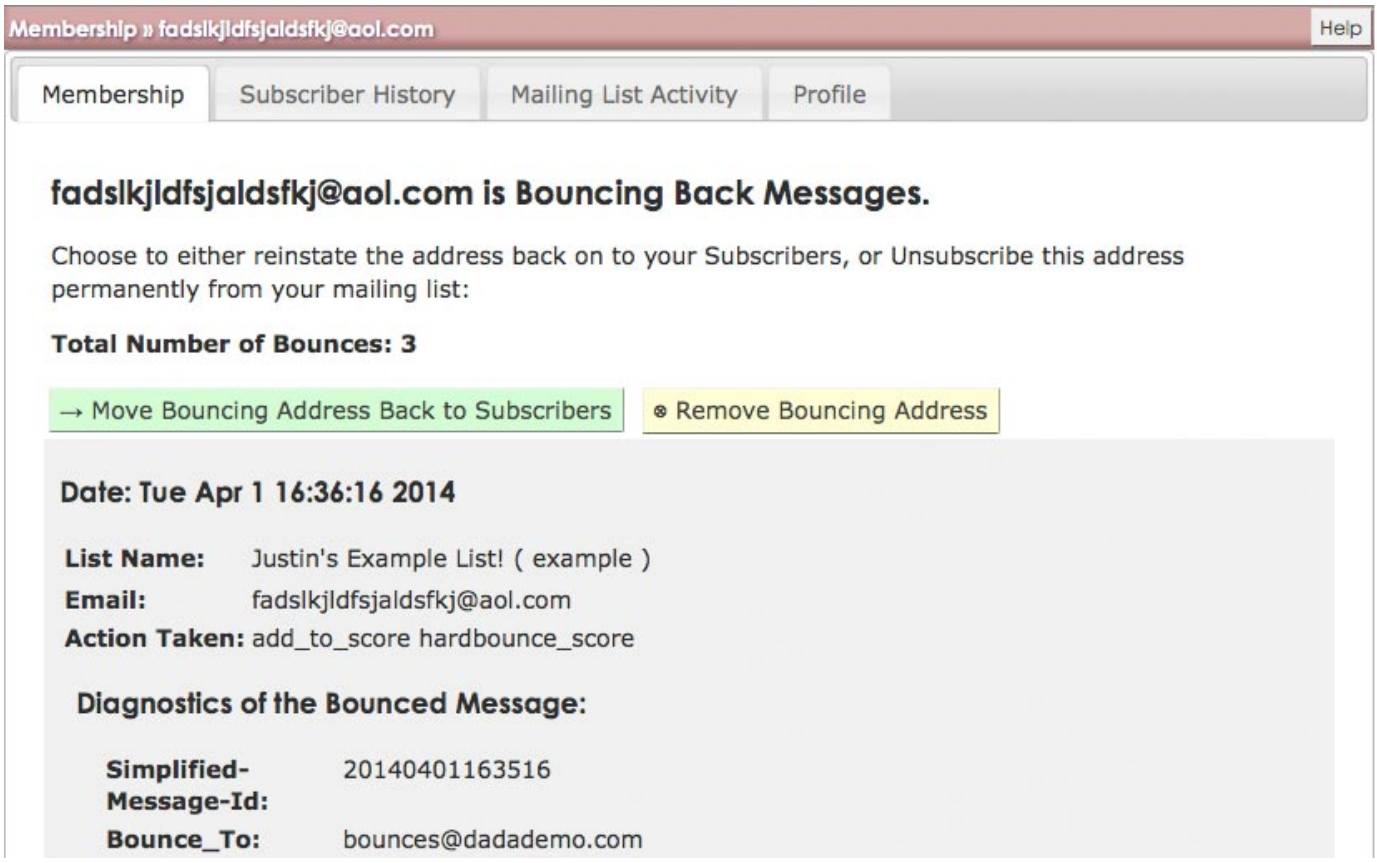
Addresses the reach the Bounce Score Threshold Should:

- Be Unsubscribed Right Away

  Select this option if do not want bounced addresses immediately off you mailing list. Simple and easy.
- Be Moved to the, "Bounced Addresses" Sublist

  Select this option if you want to delve deeper into why email addresses are bouncing. A running list of addresses that bounce will be available in the **Membership - View** screen under the **Bouncing Addresses** tab.

  Each individual address's bounce history can be viewed again and you will have the opportunity to either remove the address permanently or reinstate the address to your Subscribers.



Viewing a bouncing address in its membership screen

Bounce Handler Configuration

The **Bounce Handler Configuration** shows the **Global** plugin configuration of the Bounce Handler plugin.

These configs can be viewed, but only edited in your Dada Mail's `.dada_config` file.

Mailing List Configuration

Mailing List Configuration will show you how your mailing list is set up to send messages and if your Bounce Handler will successfully receive bounce messages.

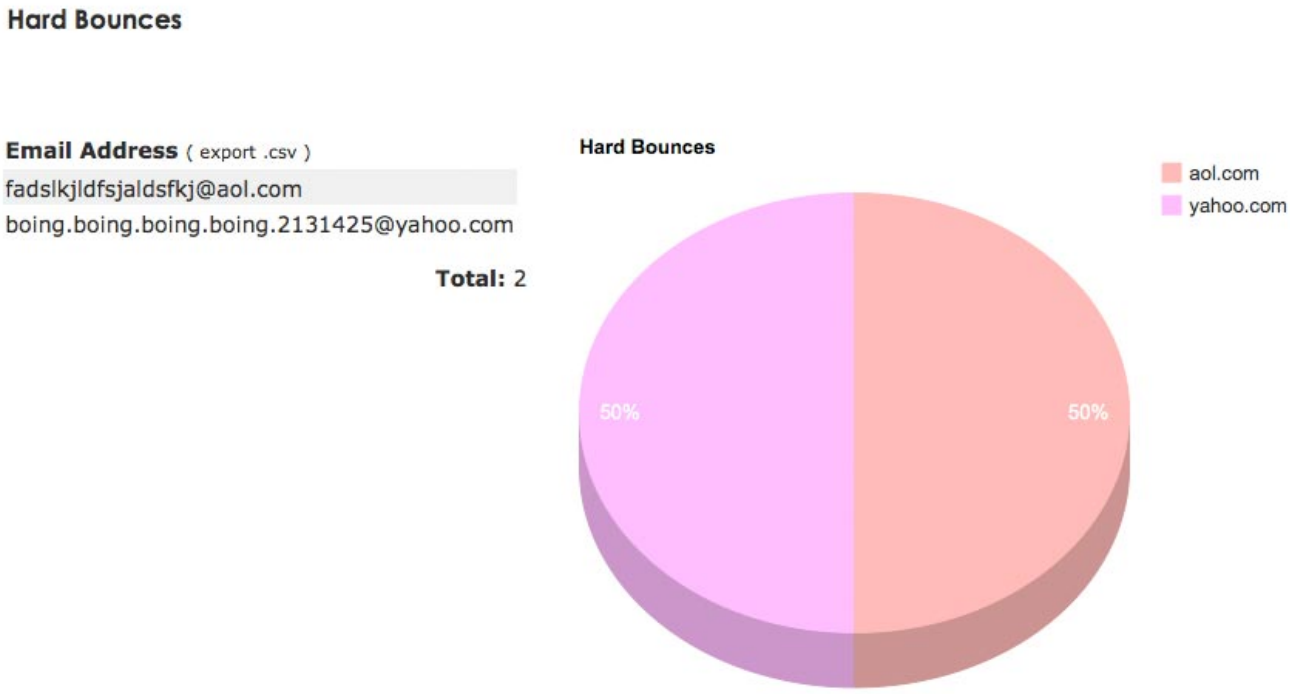
Other Plugins Useful to Understanding Your Mailing List's Bounces

Tracker

The **Tracker** plugin will list bounces by each mailing that goes out, both by Soft and Hard bounce types as well as breaking those down by domain.

Clicking on any of the email addresses in these reports will take you to the Bounce Handler, where you can view the message reports by email address.

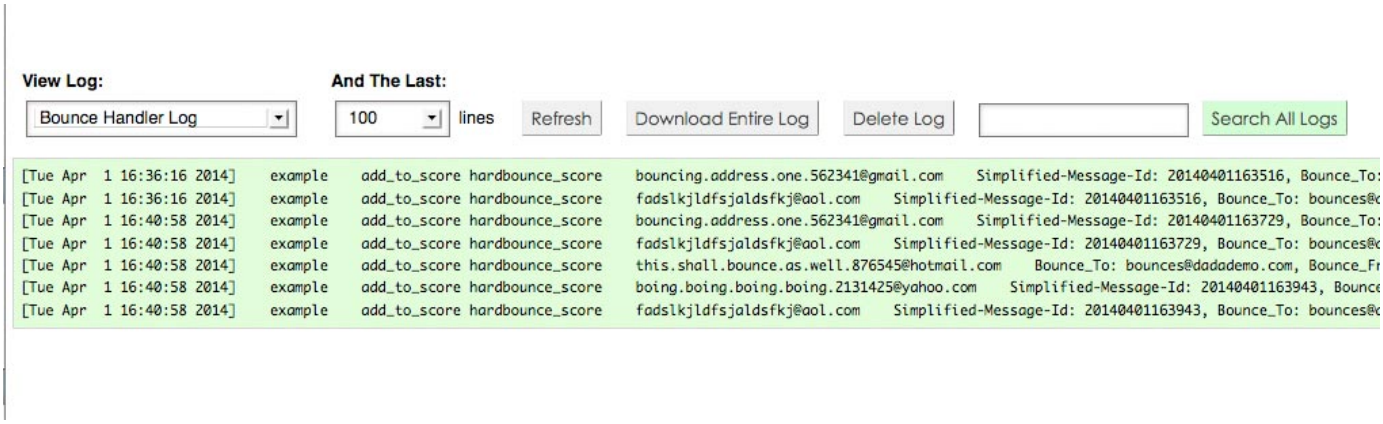
A historical view of your message bounces will also be available.



Bounce Email Addresses viewed in a Tracker message report

Log Viewer

The **Log Viewer** plugin will allow you to view the **raw** bounce handler logs, as well as allow you to search through the raw logs for anything you'd like.



Viewing the Bounce Handler raw logs in the Log Viewer

Using Bridge

Introduction

Bridge is one of the most powerful plugins that comes with Dada Mail. Once installed and configured, Bridge allows you to both send Announce Only messages from your mail reader, as well as set up a Discussion Lists, where all members of your mailing list can join in and start talking to each other via email.

In Bridge, there's an important additional email address, called the **List Email** that you're going to want to become familiar with. It's going to be important that you set up the **List Email** correctly, as it will be the email address you and potentially the rest of your subscribers will send messages to, when one wants to post a message to the mailing list.

The **List Email** isn't something that's made magically by Bridge, you'll need to create it yourself. But don't worry, it's not too difficult and we'll go through how to below.

No matter if you're using Bridge for Announce Only or Discussion Mailing Lists, the plugin works the same way:

Messages delivered to the List Email will then be processed by Bridge, which will see if it should either be delivered or rejected. If it's to be delivered, the message will then be sent to your entire mailing list.

For Announce-Only Mailing Lists

When used for Announce-Only mailing lists, Bridge will, by default, only accepts messages which are sent from the **List Owner**'s email address. In this scenario, subscribers will *not* be able to reply back, to the entire mailing list.

If you need more flexibility in who can send messages out to your mailing list, you may also specify a separate group of addresses, called the **Authorized Senders List**. Addresses on this list are also allowed to send messages on behalf of the List Owner.

This is handy, if you'd like more than one person to be able to send to your announce-only mailing list. This also can make things much more convenient for a group of people to work with one mailing list, instead of giving everyone credentials to access the Dada Mail list control panel.

For Discussion Lists

Discussion Mailing Lists differ from Announce-Only Mailing Lists in one big way:

Instead of only the List Owner being able to send a message to the **List Email**, which will then be sent to the rest of your mailing list, your entire mailing list will be allowed to send messages to the **List Email** and have that message sent to the rest of your mailing list. Subscribers may also reply to these messages, as well as start new threads.

This is potentially very powerful. If you're worried that it's *too* powerful and perhaps there will be less than ideal behavior on the mailing list: not to worry, there's ways to easily moderate your mailing list to make sure the discussion keeps civil and on subject.

Installing Bridge

See the docs on Bridge for installing and configuring Bridge. The installer for Dada Mail can also get you started - we suggest installing with the included Dada Mail Installer.

This chapter will pick up where the above doc leaves off. We'll be talking about how to *use* Bridge.

Configuring Bridge

"*So many options*!", you may be saying to yourself, when you first look at Bridge's control panel. It's true: there are a lot of different things you can configure when working with Bridge. It's a flexible plugin and tries to be helpful to different folks that want to do different tasks with it. We're going to go through all the current options and explain each one:

List Email Configuration

The, **List Email Configuration** set of options is where you'll need to either plug in the login information for your **List Email**, or set up a mail forward that pipes to the Bridge plugin itself.

A mail forward may be more attractive, as messages that are sent to your List Email address will be processed as soon as they're sent, rather than having to wait for Bridge to process addresses, whenever it's run on the schedule you've set, via a cronjob. Setting up a mail forward may not be available on all hosting setups.

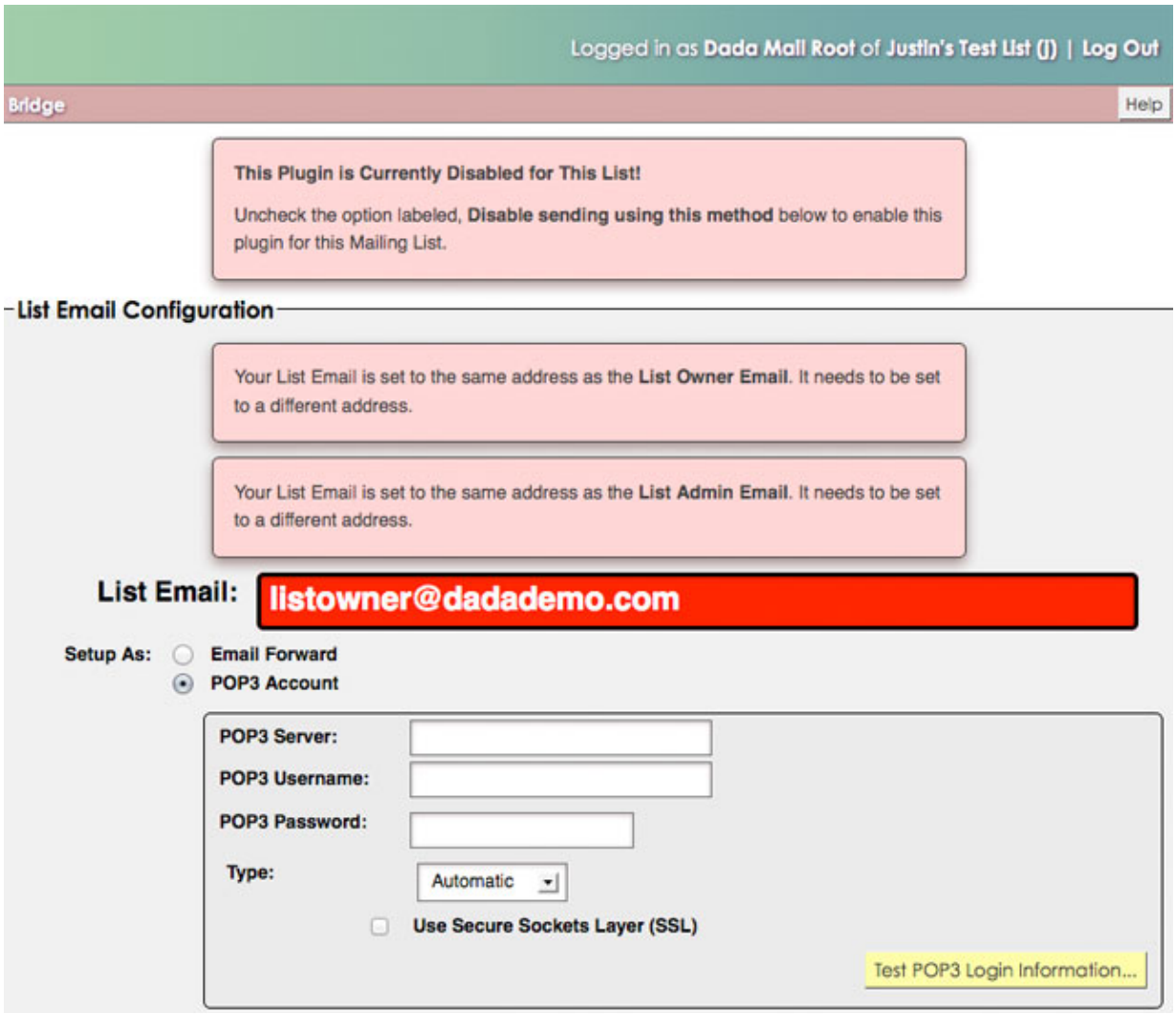
List Email

You'll want to plug in the address you want to use as your List Email, in the text boxed labeled, **List Email:**.

Make sure, when creating your **List Email**, you do **not** do one of the following:

- Set your List Email to the same email address as your List Owner or List Admin address
- Set your List Email to the same email address as another mailing list's List Owner or List Admin Address

Furthermore, you cannot set the **List Email** to either a subscriber of your mailing list (or any other mailing list), *or* an Authorized Sender/Moderator (more on those, later) of your mailing list, or of any other mailing list.



Well, that didn't work.

Restrictions on what you can set the **List Email** is to help stop one big thing: **Infinite Loops!**

If your **List Email** is also your List Owner, or a subscriber of your mailing list, it's very possible that when a message goes out to your mailing list, it'll also be *resent* to your **List Email**, which will then dutifully send out the message again!

Setup As: Email Forward

An email forward will pass a message to the Bridge plugin, as soon as it's delivered to the mail server which allows a discussion mailing list in particular perform quite a bit zippier, than the POP3 account alternative.

To be able to use this option, you will need to be able to set up a mail forward, as well as have this forward **Pipe to a Program**. Being able to forward simply to another email address won't work.

For my example, I'm going to set up my List Email as, **list@dadademo.com**. In Bridge's screen, I'll also set that as my List Email, and select, **Setup As: Email Forward**

I'm running a site powered by cPanel - your setup may be a little different. To create new Forward in cPanel, you'll want to click on the, **Forwarders** button. Once on that screen, click the link labeled, **Add Forwarder**.

Set the name of the forward you want your List Email to be. As above, I want my List Email to be, **list@dadademo.com**, so in the field, **Address to Forward:** I would type in, **list**.

Below that, click **Advanced Options**, which will reveal the options we'll now need. Select the option, **Pipe to a Program:** and underneath, enter what Bridge lists as its, **Email Forward Pipe Command (example):**

In my cPanel, it states, **When piping to a program, you should enter a path relative to your home directory.**, which means I need to slightly modify what Bridge gives me to plug in. For example, Bridge gives me the following:

```
|/home8/dadademo/public_html/cgi-bin/dada/plugins/bridge.cgi --inject --list j
```

And cPanel wants that path to start at my home directory. My home directory is,

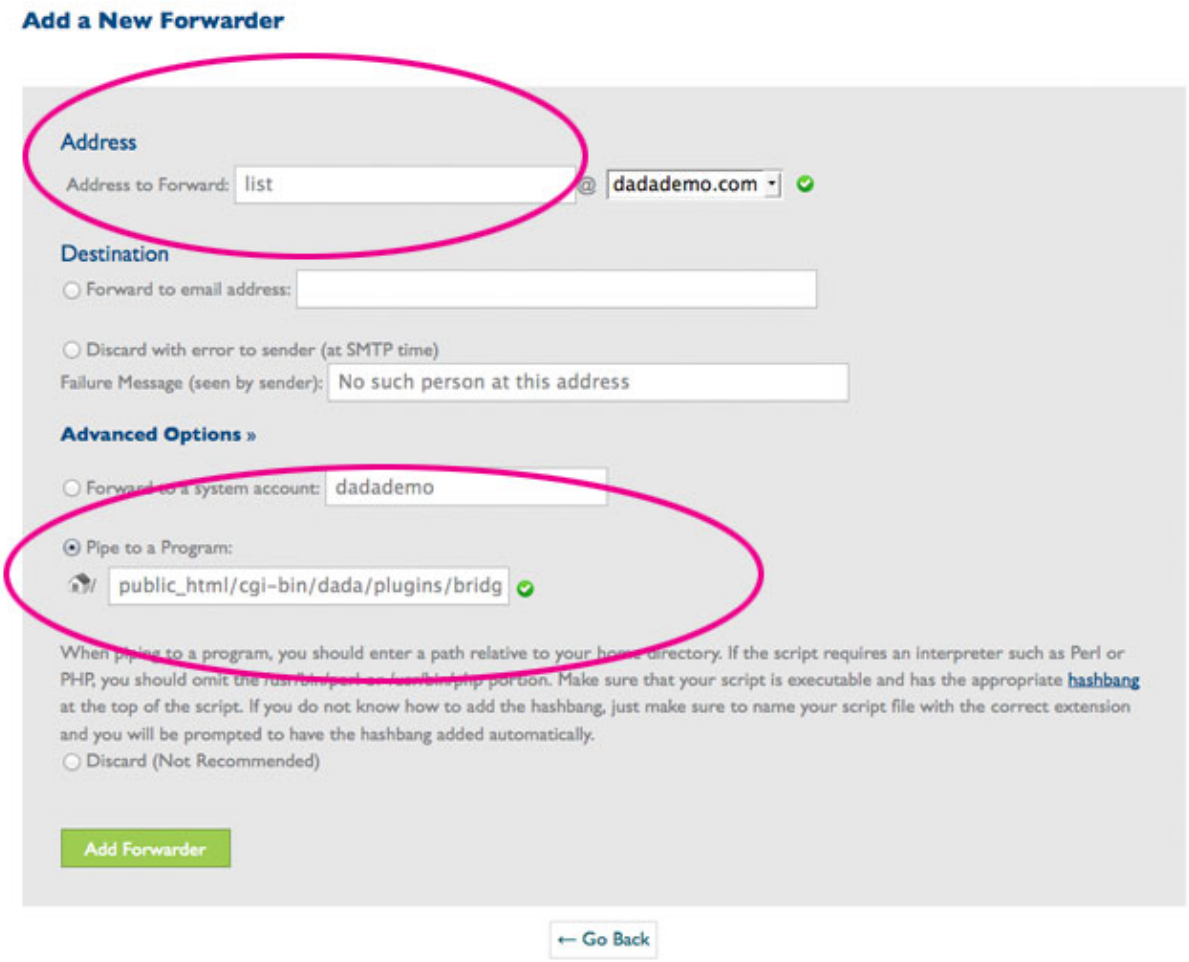
```
/home8/dadademo
```

So, I simply have to modify the command to look like this:

```
public_html/cgi-bin/dada/plugins/bridge.cgi --inject --list j
```

Notice there's also no "pipe" symbol, |, or a slash at the beginging of the path.

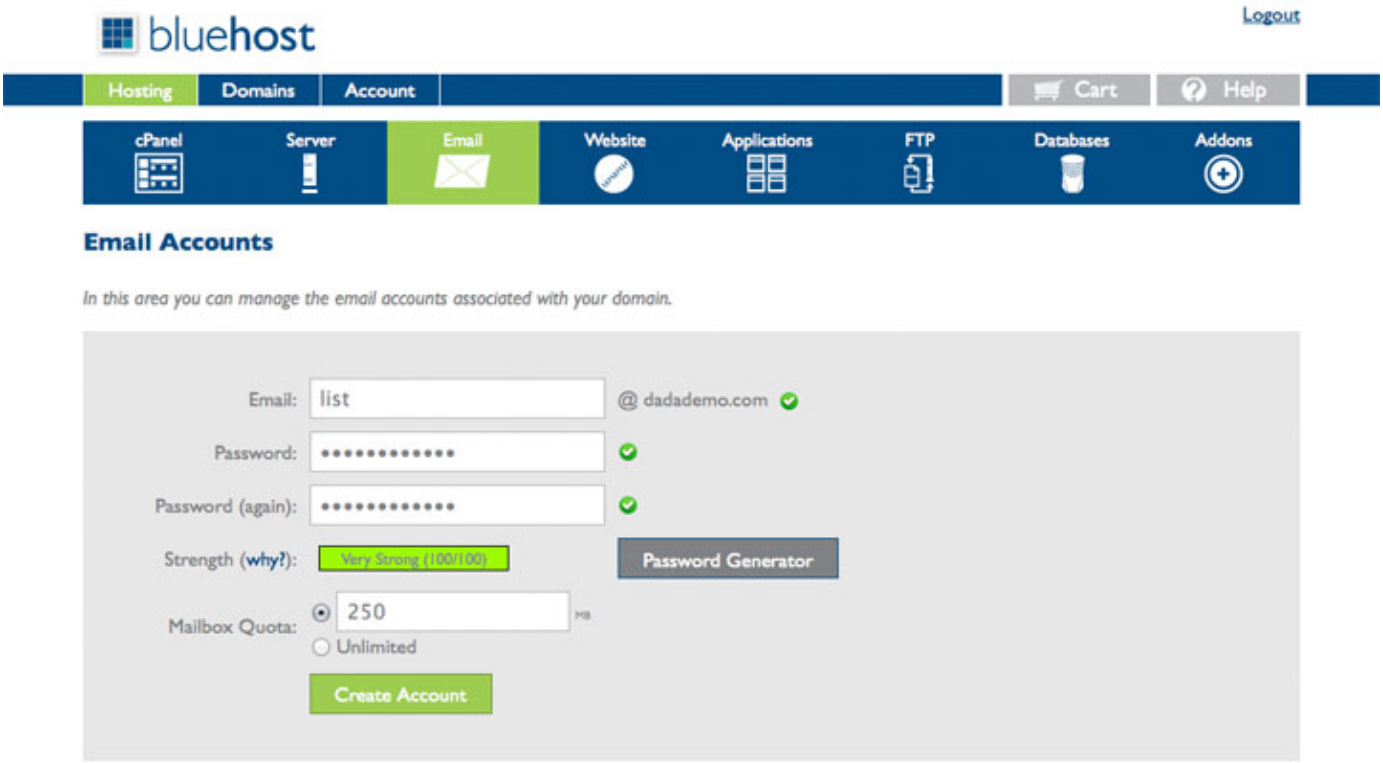
Once you've plugged that in to cPanel, you're all set.



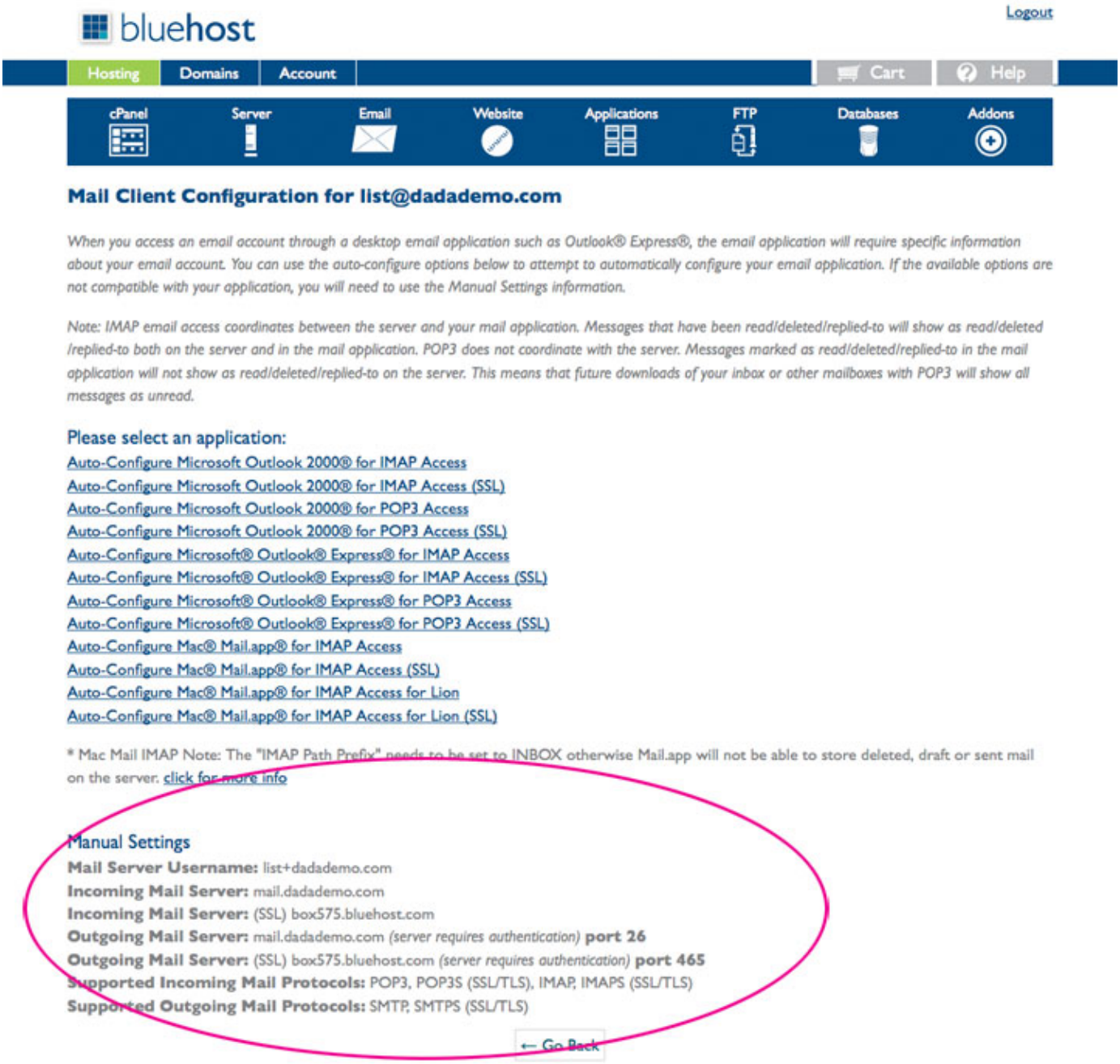
Setting up the email forward in cPanel

Setup As: POP3 Account

You'll first need to create a new POP3 email account and note the **POP3 mail server**, **username** and **password** used. Bridge only supports POP3 email accounts, so IMAP won't work.



*Creating our **List Email**, list@dadademo.com*



Finding the POP3 Username and POP3 Server

POP3 Server:

Type in your **POP3 Server** in this textbox.

POP3 Username:

Type in your **POP3 Username** in this textbox.

POP3 Password:

Type in your **POP3 Password** in this textbox.

Type:

Options: Automatic, PASS, APOP, CRAM-MD5 **Type** refers to the type of POP3 login Bridge tries to use, when connecting to your POP3 mail server. Most often, you can set this simply to, "Automatic" and Bridge will try it's best guess. If you cannot successfully log into your POP3 mail server, try setting **Type** to one of the other options.

The, **CRAM-MD5** option has the potential to be slightly more secure, since the password is not sent to the POP3 mail server in clear text.

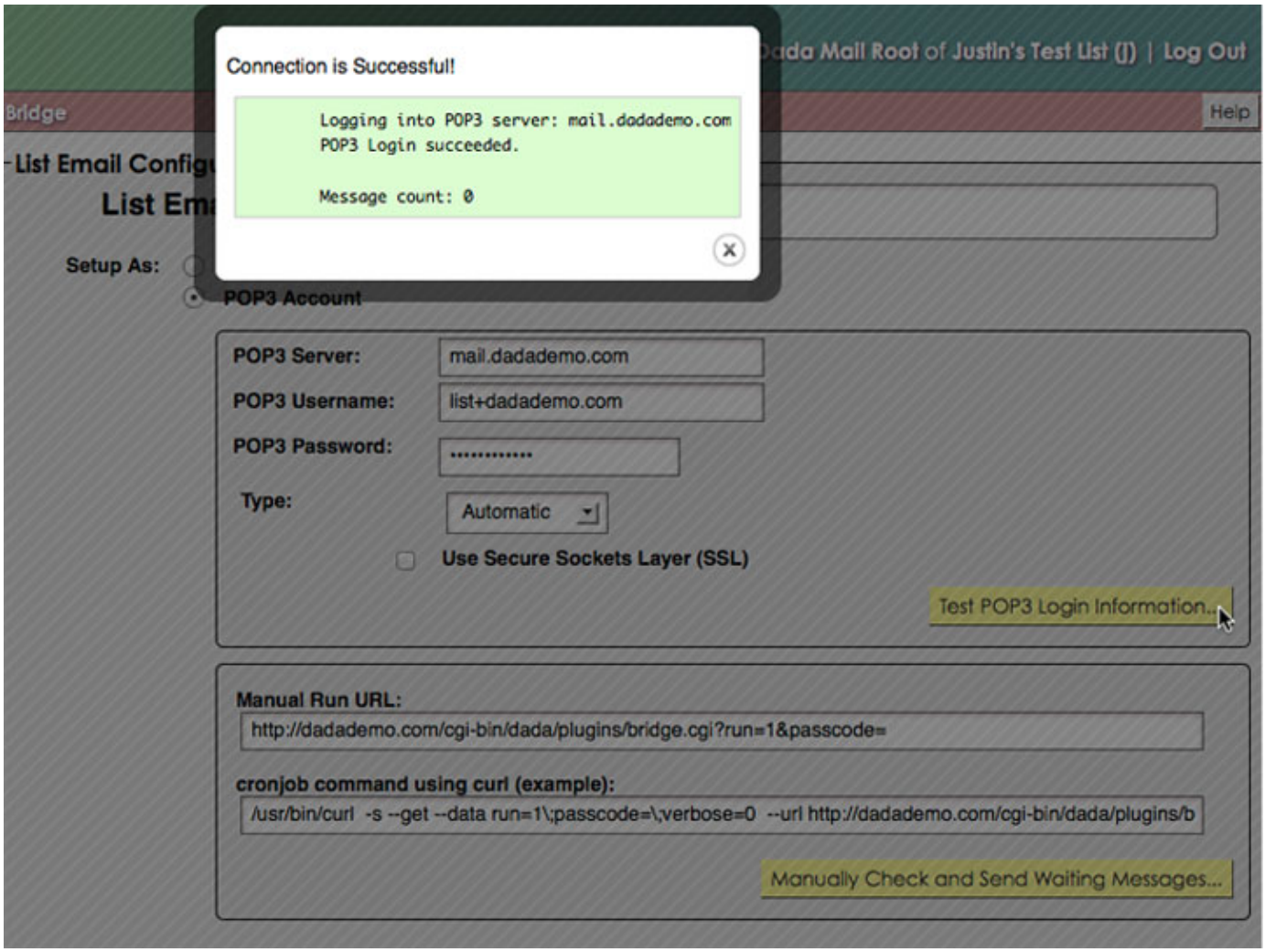
Use Secure Sockets Layer (SSL)

Check this option if you would like to (and your POP3 mail server supports it!) connect to the POP3 mail server via SSL. Connecting via SSL is going to be a little more secure.

If enabled, the port will also be changed to, **995** (port **110** is used for non-SSL connections). There's currently no way to override the port choice.

Testing Your POP3 Login Information

Once you've plugged in your POP3 login info, you may test if Bridge can connect via POP3 to your mail server, by pressing the, **Test POP3 Login Information...** button.



Success!

Manually Check and Send Waiting Messages...

Once you've saved your settings, by clicking the, **Save Settings** button on the bottom of the screen, clicking the, **Manually Check and Send Waiting Messages...** button will have Bridge check any messages awaiting to be sent to your mailing list.

When checking messages, Bridge will show the process it goes through when validating a message for delivery. If you're having trouble with getting messages delivered, this information can be helpful in pinpointing what may be going awry.

Manual Run URL:

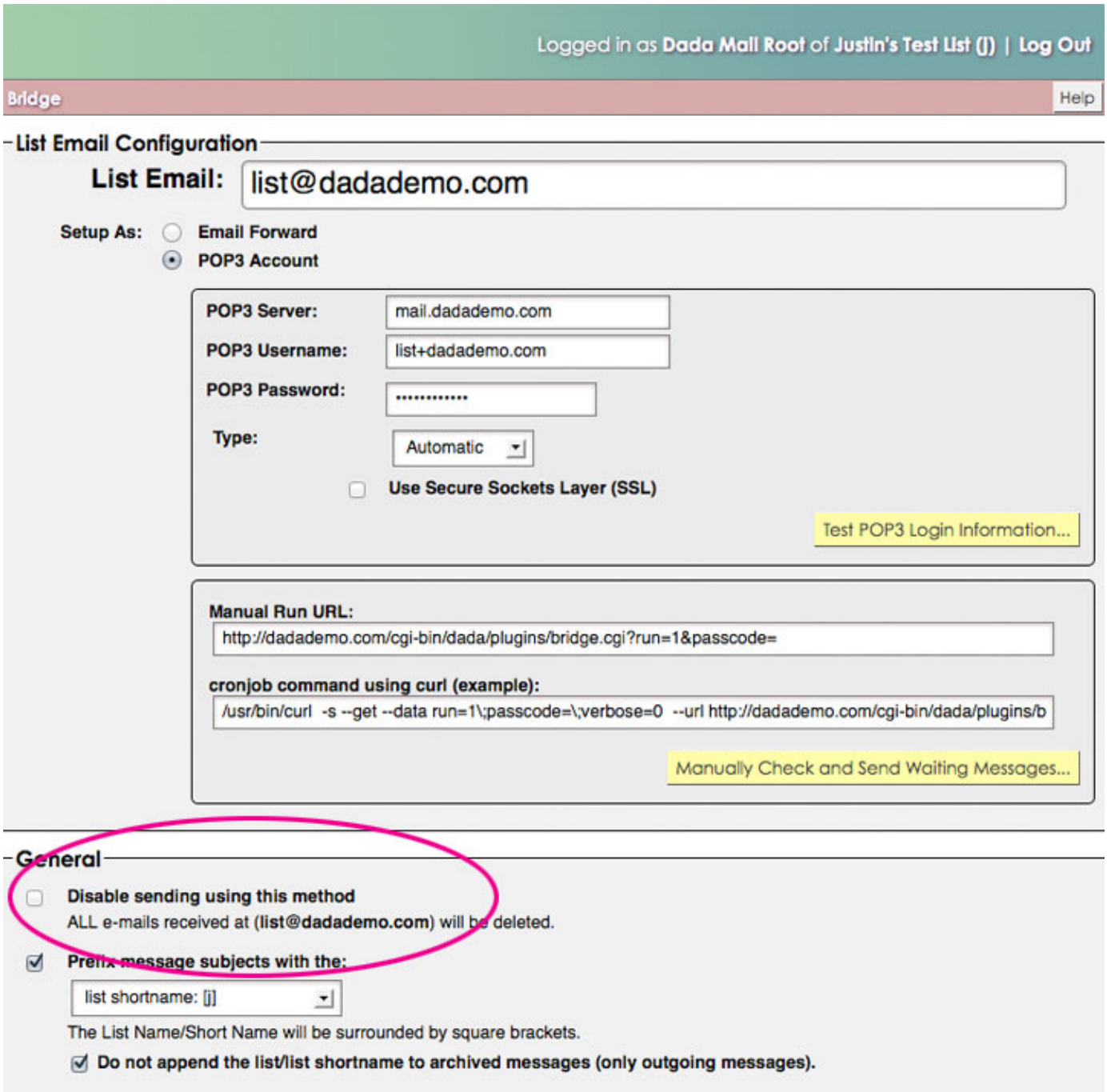
This URL can be used to run Bridge specifically to check awaiting messages for all your mailing lists. No login is necessary to do this, but you may supplement some security by setting a **passcode** in the Bridge plugin configuraton.

General

Once you've filled out the **List Email Address Configuration** settings, you're *almost* ready to use Bridge! See? Not so hard. The one last step you need to do is to enable the plugin:

Disable sending using this method

UNCHECK this option to start using Bridge for your mailing list.



Bridge Enabled!

If you're ready to test out Bridge, you may now scroll to the bottom of the screen and press the, **Save Changes** button. Send a message to your **List Email** (from your **List Owner** address) and see if your message makes it through to your mailing list:

If you're running Bridge with a mail forward, you can simply send a message to your List Address.

If you're running Bridge with a POP3 account, send a message to your List Address, and then press the button labeled, **Manually Check and Send Waiting Messages...**

Prefix message subjects with the: list shortname/List Name

When enabled, the **Subject:** header will be prefixed with either the list shortname or the List Name (whichever you choose), between brackets.

Bridge does a Pretty Good Job cleaning up replies and forwards to your mailing list, so if you original subject looks like this:

```
Subject: What do you think of this?
```

It'll be broadcasted to the entire list, rewritten like this:

```
Subject: [listname] What do you think of this?
```

and any replies will look like this:

```
Subject: [listname] Re: What do you think of this?
```

Do not append the list/list shortname to archived messages (only outgoing messages).

When enabled, the subject line will simply be parsed to have the added listshortname/list name in brackets removed.

Announce-Only List Options

This mailing list is an Announce-Only mailing list

Select this option, if you'd like to have an announce-only mailing list.

Rewrite the From: header on announce-only messages to the List Owner address

When **checked**, Bridge will set the **From:** header of outgoing messages to the same value that Dada Mail would, if you sent a message out from within the list control panel. An example of what this would look like, under the option itself should clarify things.

This is a good option to keep enabled, as it helps keep the messages you send out uniform, so your subscribers can expect your messages coming from the same source, each time you send out a message, no matter if you

send through the list control panel, or through your mail reader via Bridge.

This will *also* rewrite the **From:** header of outgoing messages, when the message is not from the List Owner, but instead from an **Authorized Sender**

Discussion List Options

This mailing list is a Discussion List

Select this option, if you'd like to make your mailing list a Discussion List.

A discussion list allows your mailing list subscribers to send messages to the **List Email** and have those messages sent to the rest of the mailing list.

Send message posters a copy of the message they've sent the discussion list.

When enabled, the original poster will get her own message sent to them. This can help to confirm that their message was successfully received and mailed out to everyone on the list.

DON'T parse templates in discussion messages

When enabled, this option tells Bridge to leave things that look like Dada Mail template tags alone.

"Oldstyle" Dada Mail template tags (which are still supported) can comprise anything that is found between the square brackets, like this:

```
[faketag]
```

Disabling this option could potenitally muck up simple formatting used by one of your subscribers.

It can also potentially be a security issue. Dada Mail's template tag system is actually pretty powerful and it's possible that someone can find out information about your list, that you'd rather not have known, simply by placing the right tag in a message, sent to your list and just wait for the message to be delivered.

For example, if someone wrote:

```
<!-- tmpl_var list_settings.password -->
```

They could potentially retrieve your mailing list password. Well, not really, as it is saved in an encrypted form - and isn't available like this, through the templating system, but as careful as we are, you can never be too careful with security.

See Also

See the chapter, The Email Templating Language and Mailing List Messages, which covers Dada Mail's template tag syntax.

When enabled, the, `From:` header of outgoing messages will be rewritten, so that the **address** will be set to the **List Email**, while the **phrase** will be rewritten to communicate the idea that someone else sent the original message, and it's being sent **On Behalf Of** them.

Take for example, the following from header:

```
From: "My Subscriber" <subscriber@example.com>
```

My Subscriber is the header's **phrase**

subscriber@example.com is the address.

Without this option enabled, the message would go out to your mailing list just as it is, above. With this option enabled, it would be rewritten list this:

```
From: "My Subscriber p.p. List Name" <list.owner@example.com> (subscriber _at_ example.com)
```

```
From: "My Subscriber B<subscriber@example.com> [List Name]" <listemail@dadademo.com>
```

The **phrase** has been rewritten to:

```
"My Subscriber B<subscriber@example.com> [List Name]"
```

We're doing something a bit clever here, putting the original sender's email address in the *phrase* of the message, so as not lose the identity of who sent this message originally, but actually setting the From: address to the List Email.

For Discussion Lists, it's probably best to **always** use this option, as most email providers do not allow messages sent, where the From: header is foreign to the mail server sending the message out (DMARC policies)

From: header phrase:

The actual phrased used in **p.p. mode** can actually be customized, using Dada Mail's template tag syntax. Here's what the above looks like, using this sytax:

```
<!-- tmpl_var original_from_phrase default="Subscriber" --> <!-- tmpl_var subscriber.email --
```

The, **original_from_phrase** is specific to this one setting.

Other tags you may use for the From: header phrase include:

```
<!-- tmpl_var subscriber.email -->
```

```
<!-- tmpl_var subscriber.email_name -->
```

```
<!-- tmpl_var subscriber.email_domain -->
```

and any

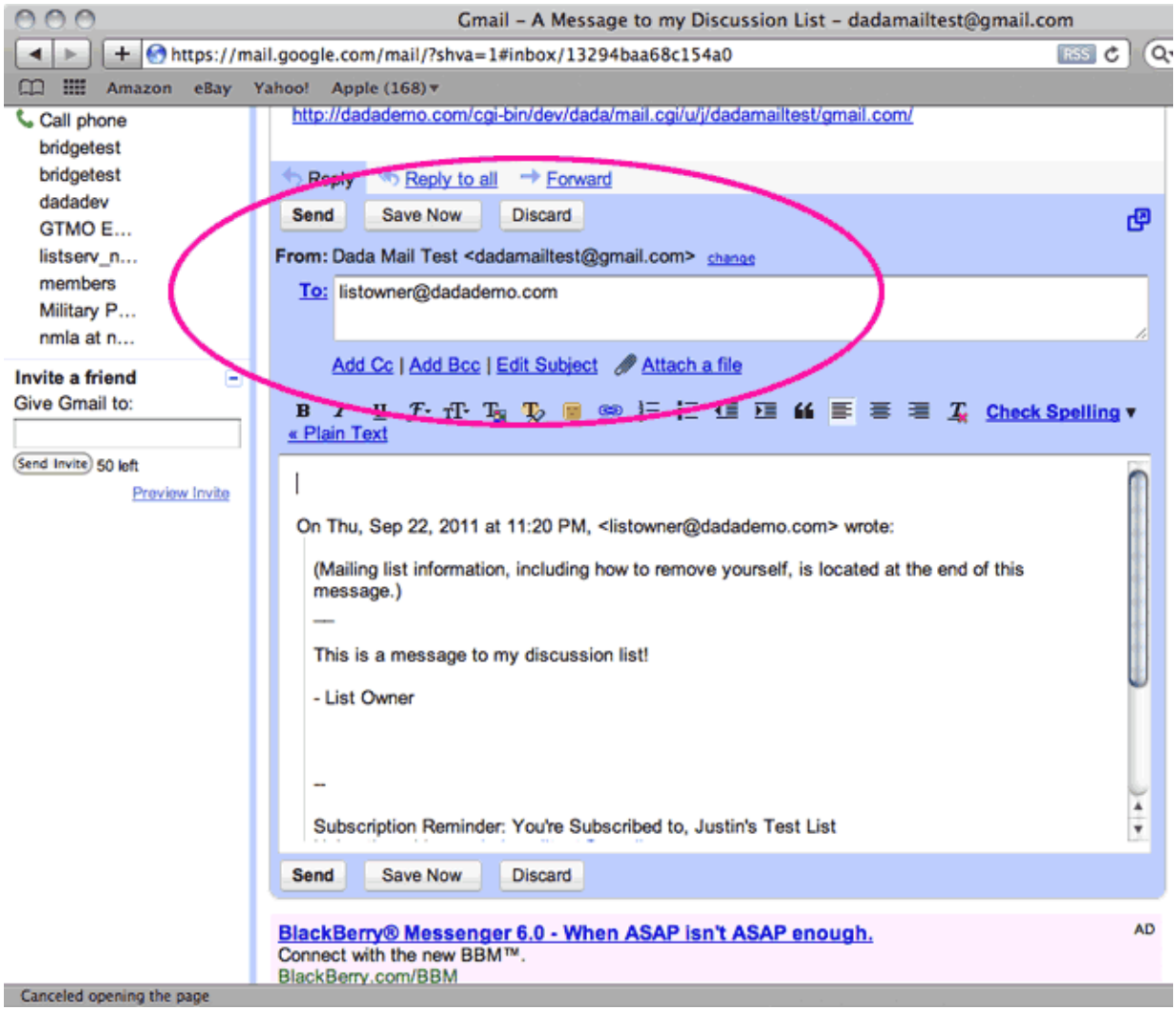
```
<!-- tmpl_var list_settings.* -->
```

tag.

Replies to messages should:

be addressed to the sender

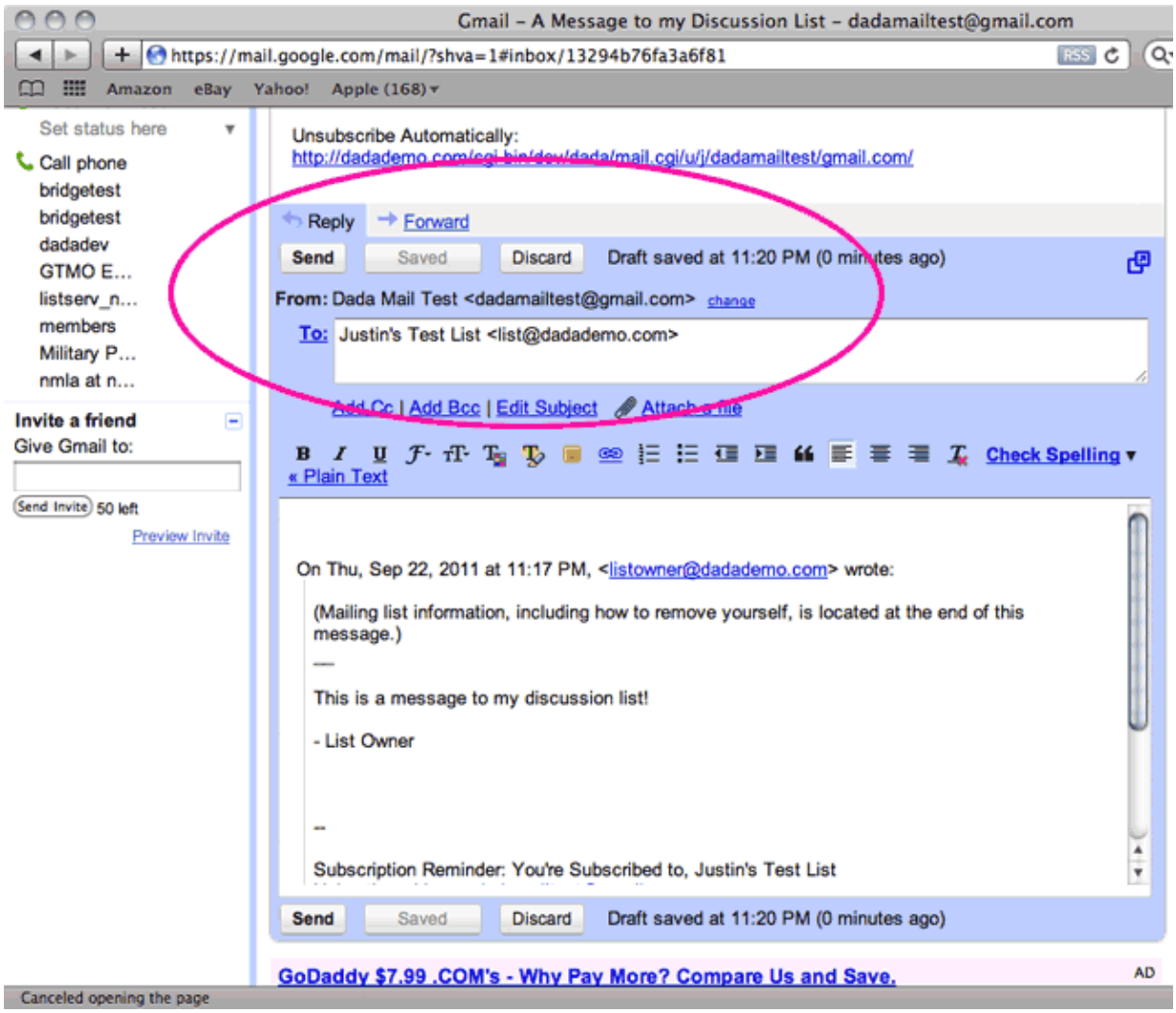
Select this option, if you want replies to go *straight* to the sender of the original message (instead of to the mailing list)



Replies sent to the original sender (in this case, the List Owner), as seen in Gmail.

be addressed to the mailing list

Pick this option, if you want replies directed to the mailing list, instead of to the individual subscriber.



*Replies sent back to the mailing list (notice the, To: is set to the **List Email**) as seen in Gmail.*

Both these options may do different things, depending on the user's mail reader.

Allow messages to also be posted to the list from non-subscribers.

(This option is hidden, until you set the plugin-specific config variable, `Allow_Open_Discussion_List` to, `1`)

When enabled, this option allows anyone to send a message to your **List Email** address and have it sent to your entire mailing list.

Moderation

Moderation allows you to have control over what gets posted to your discussion mailing list. It's the most reliable way to make sure posts to your mailing list from list members are on-topic and abuse is kept to a minimum.

Use Moderation

Check this option to enable Moderation.

Messages sent to your discussion list will first have to be approved by:

List Owner

When selected, the List Owner of your mailing list will receive an email asking for a message sent to your mailing list to be **moderated**. The message in question will be attached.

You'll be given two choices, **approve** or, **deny**, both with links to click, depending on what you select for the the fate of the message itself.

List Owner or an Moderator

When selected, the List Owner, as well as everyone on the Moderators sublist will receive the, "Message Awaiting Moderation" message. Moderators

Allow Authorized Senders to send messages to your Subsribers List without moderation

Check this option if you would like to give a separate list of addresses, called the, **Authorized Senders** the ability to post to your mailing list without either being the **List Owner**'s address, or a mailing list subscriber.

Send a, "Message Received, Awaiting Moderation" Message

When enabled, the original poster will get an email stating that their message will need to be moderated, before its posted to the mailing list. This email message can help your subscriber know what's going on and not think their message was lost in the Great Email Ether.

Send an, "Acceptance" Message

When enabled and when the poster's moderated message was accepted, an "Accepted" message will be sent out.

Send a, "Rejection" Message

When enabled and when the poster's moderated message was *rejected*, a "Rejected" message will be sent out.

Authorized Senders

Authorized Senders are a sublist of addresses that are allowed to send messages to your List Email, without themselves needing to be a Subscriber, or the List Owner. Optionally, they may also post to discussion lists, without requiring moderation.

Allow Messages Sent By Authorized Senders

Check this option to enabled the Authorized Senders sublist. Once you've enabled this option, you'll be able to add/edit/view your Authorized Senders, in Dada Mail's **Membership - View** screen.

Message Delivery

Bridge can route messages it receives in a few ways. The most obvious and the one you're probably most interested in, is to have messages sent to your **List Email** then sent to your mailing list subscribers.

Before a message is sent to your subscribers, it does go through a gamut of tests to make sure that it's *allowed* to be sent to them. Not just any email message received will be delivered to your subscribers.

For announce-only mailing lists, a major test would be to make sure the message is coming from the List Owner, or one of the Authorized Senders (if you have that option enabled). If not? The message isn't allowed to be sent to your entire mailing list and will be rejected.

For discussion lists, messages are also allowed to be sent from any of your mailing list subscribers.

The options in this group customize what happens to messages in either scenario.

Send a message to the original sender, letting them know their message was received

Sometimes, large or busy mailing lists will have the scenario, where messages take longer than possibly expected to be delivered. This may lead to the original poster assuming the message was never actually delivered - so they'll send the message again - perhaps more than twice! This leads to multiple postings of the same message, not something you'd want. The, "message received" notification message helps to confirm the original poster that their message has been received without a problem.

When allowed messages are received:

send the messages to the Subscription List.

When enabled, messages will be sent to your subscription list.

forward a copy to:

When enabled, the message can also be re-sent to a separate email address, outside of the list. This can be useful, if you're using an outside service or program to archive your sent messages.

When disallowed messages are received:

send the List Owner a "Not a Subscriber" email message, with the original message attached.

When enabled, the List Owner will get notice of the message that's trying to be sent to your mailing list. It's possible the message was sent in error, either to the wrong address, or sent *from* the wrong address. It could also potentially be spam. It's up to the List Owner over what they will want to do with the message.

send back a "Not Allowed to Post" message.

When enabled, the original send of the message will receive an email notice, letting them know that they are not allow to post to your mailing list. If the message is found out to be SPAM (using the options below), this message will *not* be sent out.

Digests

Mailing List Digests are special email messages which are comprised of all messages sent in a certain time period (a day, a week, etc).

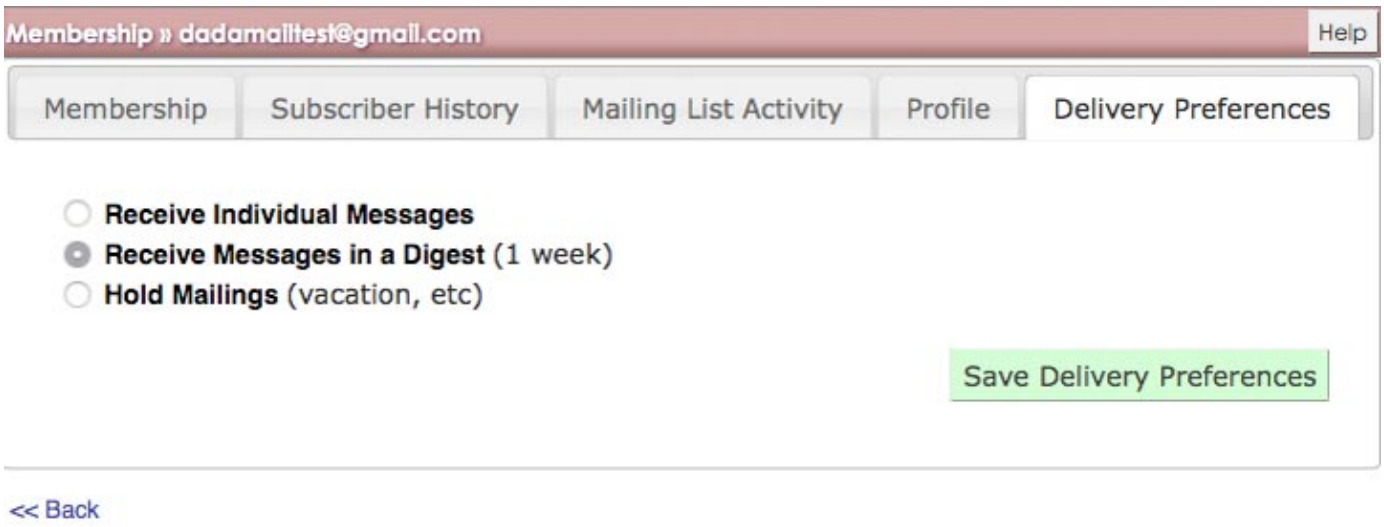
Some people may prefer to receive messages this way - especially for a heavily active discussion list, rather than getting them one at a time. Digests can be made for both Announce-Only and Discussion mailing lists, and the digest message can be customized to your fancy.

Enable Digests

Check this option to Enable Digests on your mailing list, and allow your subscribers the option to switch their Delivery Preferences from Individual Messages, Digests, or to Hold All Mailings.

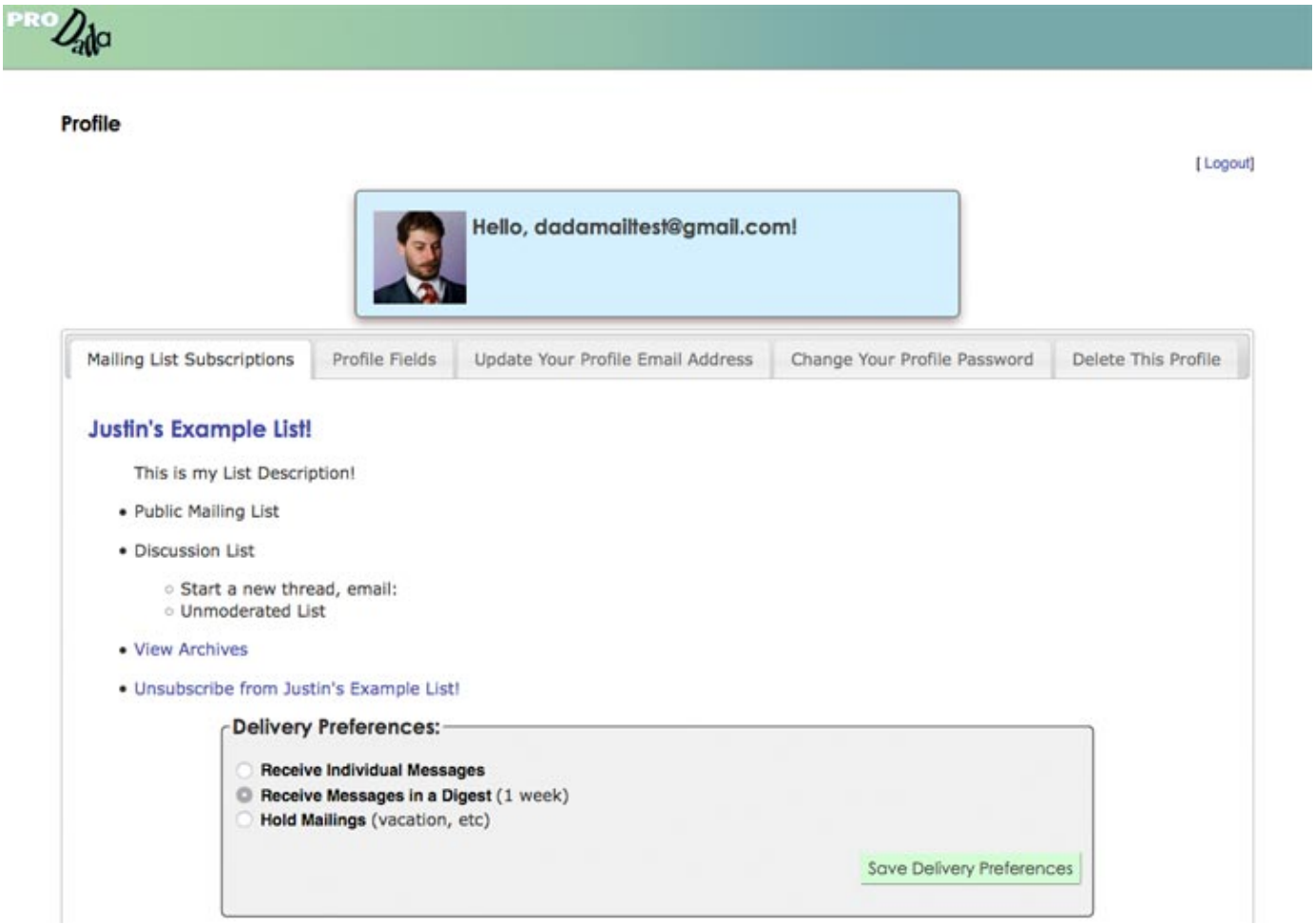
Once enabled, there are two places these Delivery Preferences can be changed.

For the List Owner, you may change the preferences per subscriber in the subscrcriber's Membership screen. In the List Control Panel, go to: **Membership - View** and select the subscriber you would like to work with. Click the, **Delivery Preferences** tab to reveal the options available:



Individual Subscriber Delivery Preferences

Subscribers can also set their own Delivery Preferences in their Profile. The same options will be available:



Delivery Preferences in a Subscriber's Profile

Send Digests Every:

This setting allows you to set the schedule your digests will go out at. Dada Mail keeps track of the last archived message that was put into a previous digest. If any messages were sent after that, they will be compiled into the next digest. If not messages are sent afterwards, a digest message is not sent out.

The Digest Message Templates

By Default, Dada Mail will send out Digests in HTML and PlainText (with the HTML version most likely seen by your subscribers). Both of these versions, as well as the Subject of the Digest Message may be customized in Bridge. Click the, **Customize Email Templates...** button, to see all the email messages you may customize, including the Digest messages.

Many template tags specific to the Digest message are available to be utilized, allowing you to show the complete messages in the digest, or just a small fragment or blurb. These tags are listed here:

http://dadamailproject.com/d/features-digests.pod.html

Mailing List Security

Security should be of utmost importance to you, when running a mailing list. Bridge does allow another vector of attack and any sort of abuse of your mailing list is definitely something you want to keep to the very minimum.

The biggest problem with most any mailing list is unwanted email messages (ie: SPAM) clogging up the list and making discussions difficult to follow. SPAM being posted on a announce-only mailing list is absolutely not something any of your list subscribers are going to tolerate.

Thankfully, Dada Mail's moderation system should be able to handle making sure anything unwanted never reaches your mailing list. Another step is to actually scan and filter incoming messages to see if they look like SPAM. Bridge has hooks it can use to integrate with a system called, **SpamAssassin**.

If SpamAssassin is already installed on your hosting account, it's possible that the message has already been filtered and special SpamAssassin headers have already been added to the message, describing any suspicious parts of the message it has found, which Bridge can simply read. Bridge can also invoke SpamAssassin directly.

Reject messages labeled as, "SPAM" by SpamAssassin filters.

When enabled, messages found to be SPAM will be rejected.

Look for the embedded SpamAssassin Headers (Fast! But may not be available)

When selected, Bridge will simply look for the SpamAssassin headers in the message itself, added by SpamAssassin to see if the message is thought to be suspicious. This option is the more attractive of the two options, since it's much, much faster.

Use the SpamAssassin Modules directly (Slow, resource-intensive)

When selected, Bridge will invoke SpamAssassin itself and run the message through SpamAssassin itself, reading the report it gives back. This method is slowly and more resource intensive, so if you have a choice, use the former option.

Messages must reach a SpamAssassin level of at least: [...] to be considered SPAM.

SpamAssassing works by scanning an email message and then applying a **score** to the message itself. By default a score of, **5** (usually) denotes that SpamAssassin thinks a message is *probably* SPAM. But, you may use any score you'd like.

Ignore Spam Messages

When selected, messages found to be SPAM will simply be ignored.

Send a Rejection Message

When selected, messages will be sent a rejection message. This message *will* be different from the moderation rejection message.

Strip attachments that have the following file ending or MIME-Type: (separated by spaces)

Some attachments can be malicious and Dada Mail does have the option to strip certain attachments, based on either their file ending (.doc), or MIME Type (application/msword). Separate each file ending/MIME Type with a space.

Bridge Configuration

View All Plugin Configurations...

Click this button to view the Bridge plugin configuration. The defaults of these plugin variables are saved in the `bridge.cgi` plugin itself and may be overridden in your `.dada_config` file.

Bridge Email Templates

There are a few different email messages, specific to the added functionality that Bridge brings into Dada Mail that can be edited on a per-list basis. These email messages can be accessed by clicking the button labeled, **Customize Email Templates...**.

Customizing your Mailing List for Discussion Lists

Template Tags

Several Template Tags in Dada Mail are particularly useful for dicussions lists.

discussion_pop_email

```
<!-- tmpl_var list_settings.discussion_pop_email -->
```

This will be set to your **List-Email**

group_list

```
<!-- tmpl_var list_settings.group_list -->
```

Will be set to `1` when you've made your mailing list a discussion mailing list (`0`, otherwise).

enable_moderation

```
<!-- tmpl_var list_settings.enable_moderation -->
```

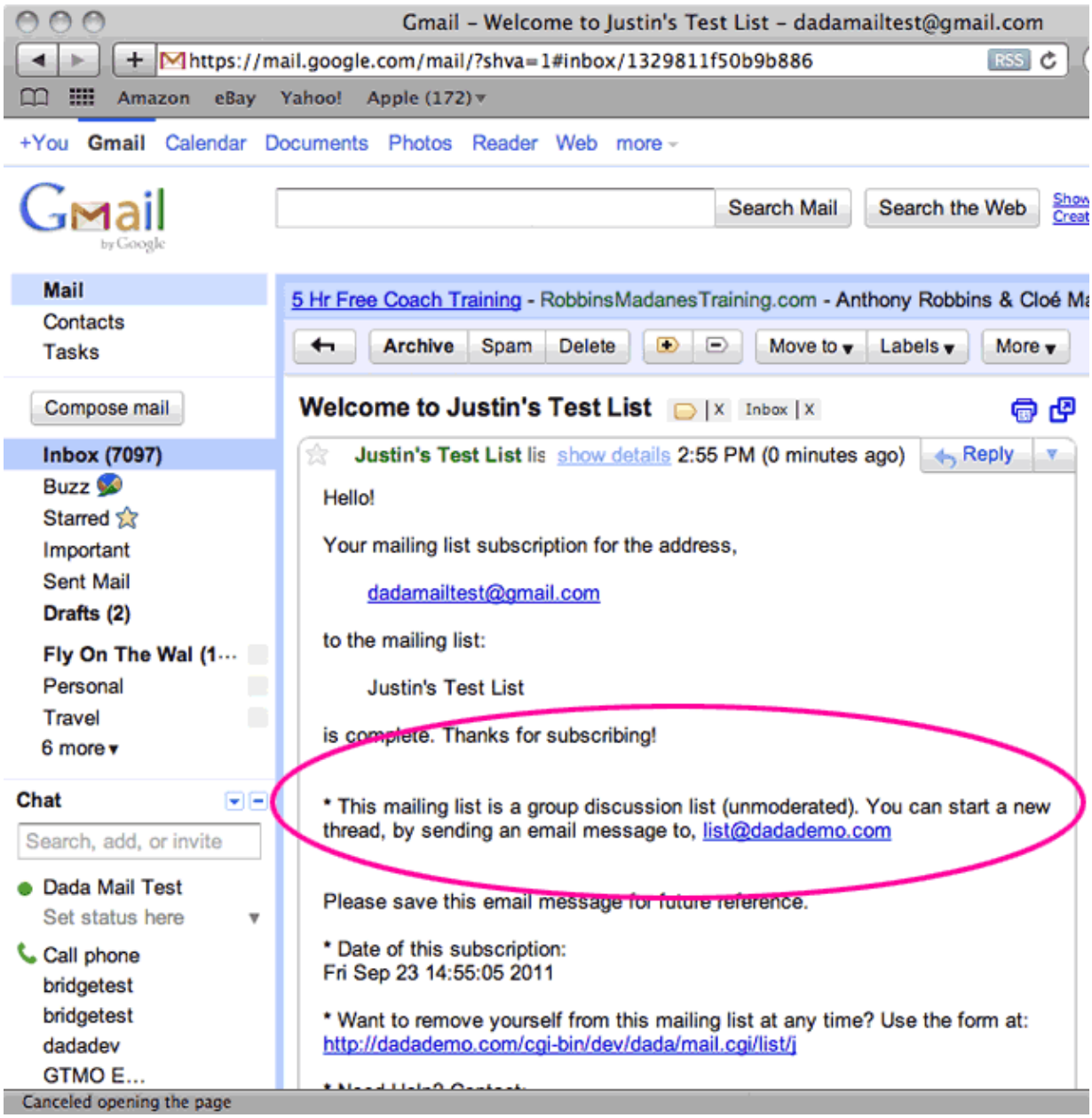
Will be set to `1` when you've enabled moderation (`0`, otherwise).

Examples in use.

You'll see these two tags in the, **Subscription Successful** email, that's sent to subscribers that have gone through the subscription process:

```
<!-- tmpl_if list_settings.group_list -->

        * This mailing list is a group discussion list

        <!-- tmpl_if list_settings.enable_moderation -->

                (moderated)

        <!-- tmpl_else -->

                (unmoderated)

        <!-- /tmpl_if -->

        . You can start a new thread, by sending an email message to,

        <!-- tmpl_var list_settings.discussion_pop_email -->

<!-- tmpl_else -->

        * This mailing list is an announce-only mailing list.

<!-- /tmpl_if -->
```

(edited for clarity).



"Welcome" email, templating out, when sent from a discussion list.

You can edit this further yourself in the list control panel, under, **Appearance and Templates - Email Message Templates**. Look for the, **Subscription Successful Email Message**

In this snippet, these two tags are used to give information on your discussion list; how to post (what the **List Email** is set to), if it's moderated and if your mailing list is a discussion list. This information is **not** shown if your mailing list is an announce-only mailing list.

You can use these same tags in most Dada Mail email templates. For example, you may want to customize your **Mailing List Message** (on that same screen), to have this information easily on have in the footer of the messages sent.

For example, the Mailing List Message Template for the discussion list for Dada Mail development is simply this:

```
* Post:
<!-- tmpl_var list_settings.discussion_pop_email -->

* Unsubscribe:
<!-- tmpl_var list_unsubscribe_link -->

* List Information:
<!-- tmpl_var PROGRAM_URL -->/list/<!-- tmpl_var list_settings.list -->/

* Archive:
<!-- tmpl_var PROGRAM_URL -->/archive/<!-- tmpl_var list_settings.list -->/
```

Post

We're using the, `<!-- tmpl_var list_settings.discussion_pop_email -->` to create a quick clickable link for subscribers to create a new message to be posted on our mailing list.

List Information/Archive

We also give links to the List Page

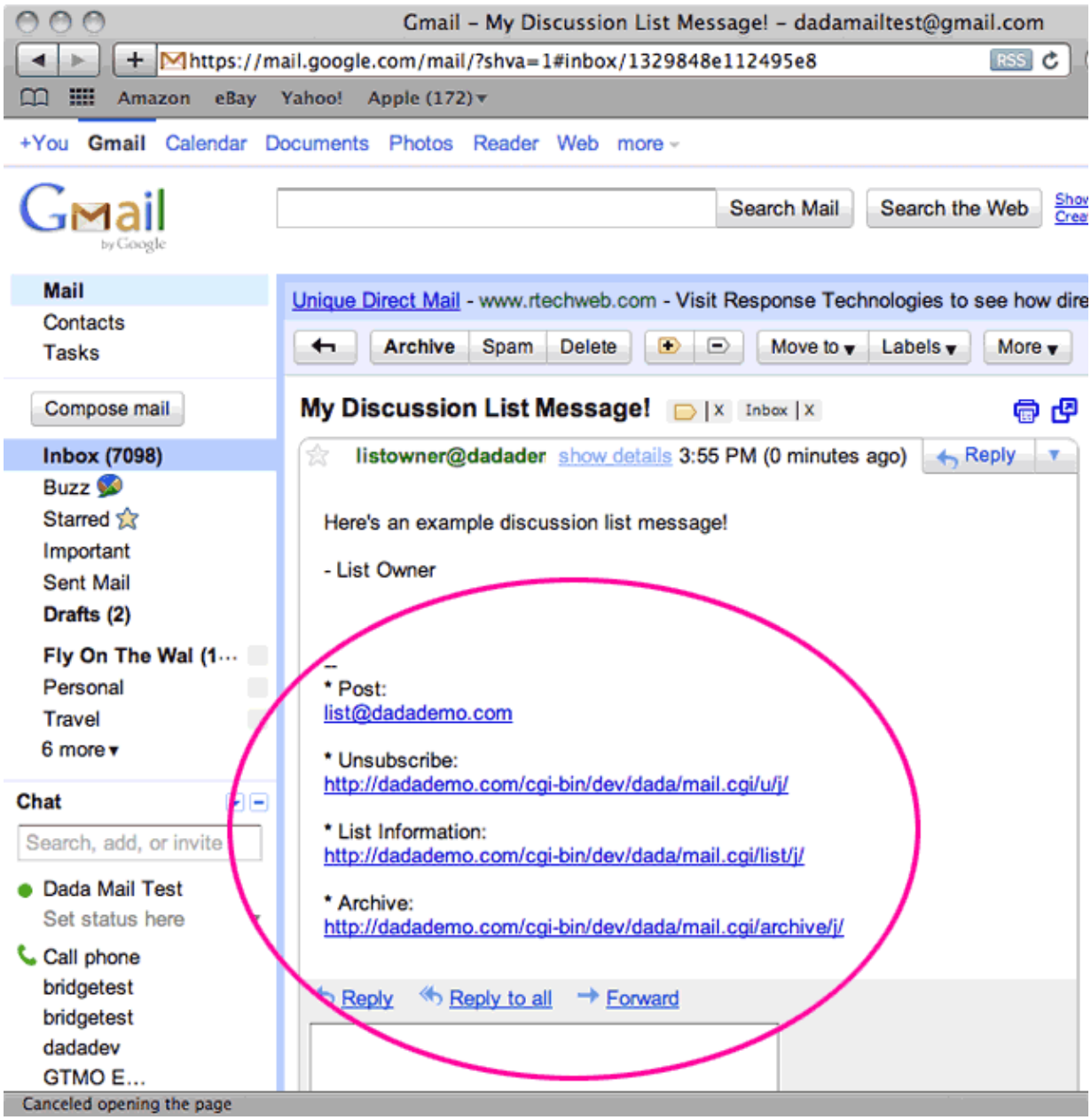
```
<!-- tmpl_var PROGRAM_URL -->/list/<!-- tmpl_var list_settings.list -->/
```

and List Archive Page,

```
<!-- tmpl_var PROGRAM_URL -->/archive/<!-- tmpl_var list_settings.list -->/
```

for convenience.

Putting it all together, messages sent from your discussion lists will have a footer that looks much like this:



Our discussion list mailing list message message, as seen in Gmail.

List Settings

Disable Embedded JavaScript in Archived Messages

Message Archives - Advanced Archive Options

It's a good idea to make sure the setting, **Disable Embedded JavaScript in Archived Messages** is **enabled**. Since messages are coming from an untrusted source (potentially), their content could include malicious JavaScript code. This option, when enabled, will remove any JavaScript from the message, that it can find.

Email Address Protection

Message Archives - Advanced Archive Options

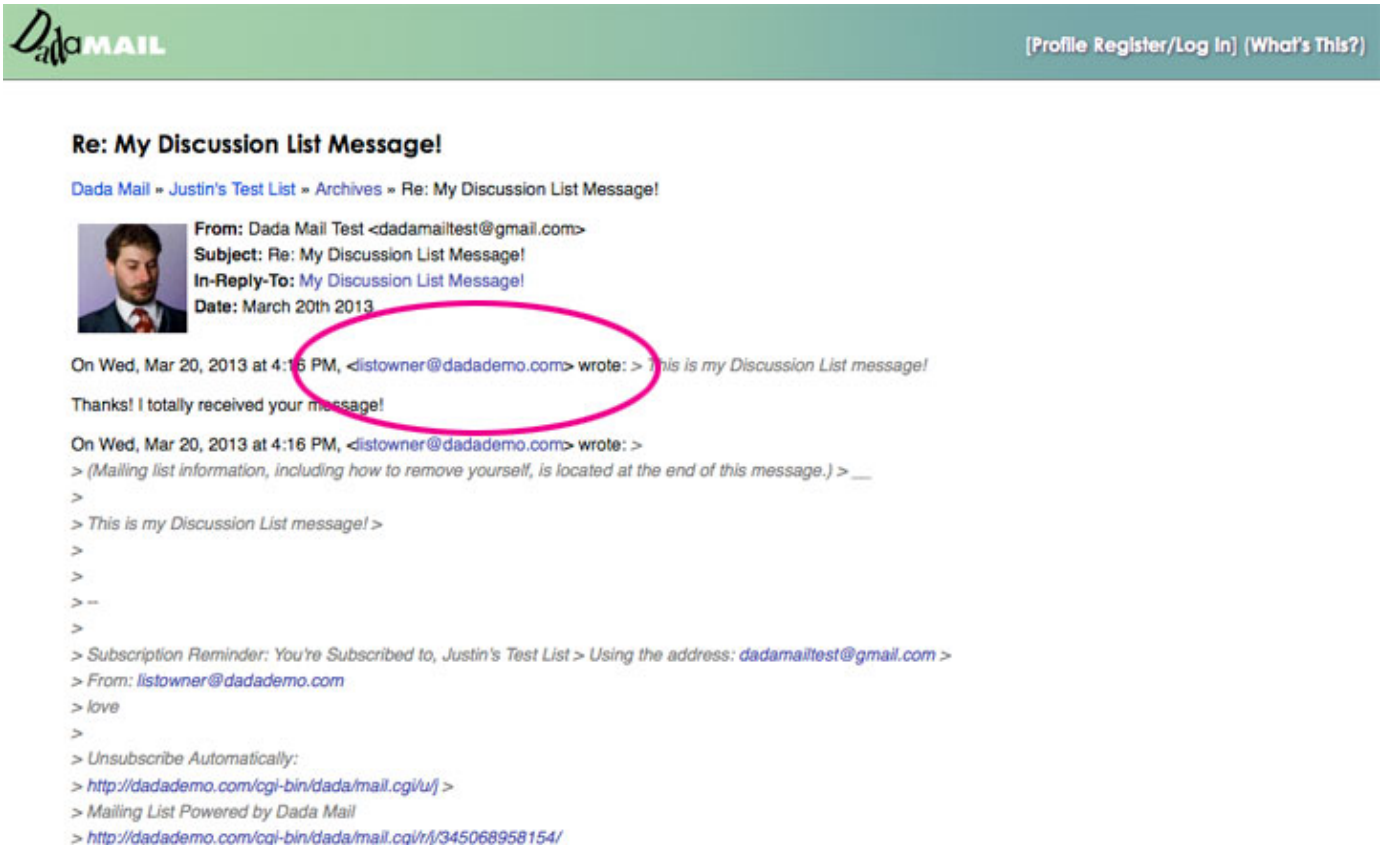
Since discussion lists messages are replied to by other members of your mailing list, it's a good chance that they'll have references to the original poster - and their email address. It's no secret that some web bots scour web pages (including Dada Mail's own list archives) searching for email addresses to add to SPAM lists.

Dada Mail has a few different ways to protect email addresses that appear on the HTML screens it generates. The one we whole-heartedly recommend is **reCAPTCHA MailHide**, which won't show an email address, until a user solves a CAPTCHA problem.

Setting up reCAPTCHA and reCAPTCHA MailHide is covered in the CAPTCHA docs for Dada Mail:

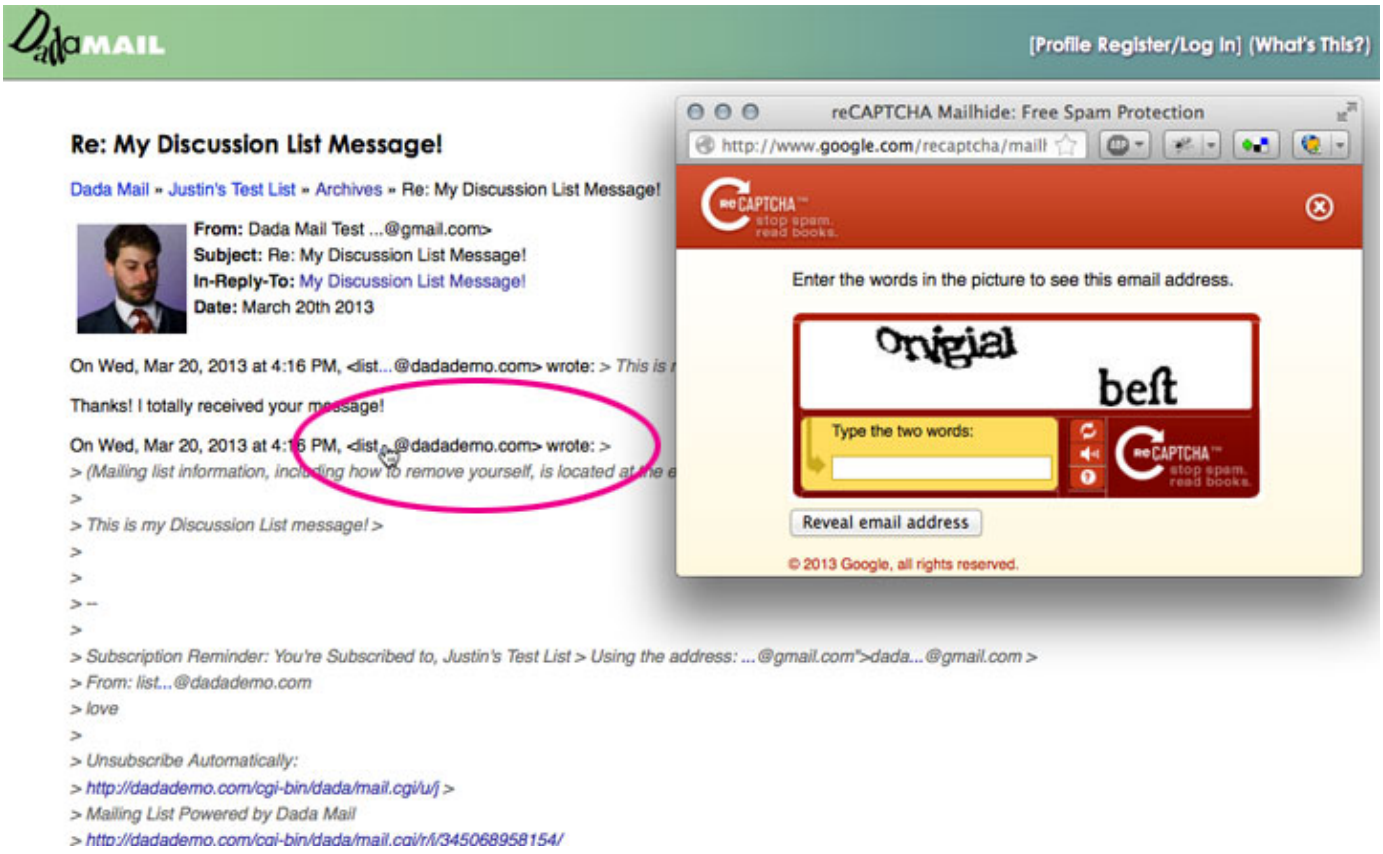
http://dadamailproject.com/d/features-CAPTCHA.pod.html

Without the Mailhide protection, email addresses in discussion list messages, which can happen frequently if you quote a past message, are left unprotectd:



Our discussion list mailing list message message archive, without Mailhide activated.

But, with Mailhide, these email addresses are hidden and not revealed, unless a visitor to one of the archived messages solves a CAPTCHA:

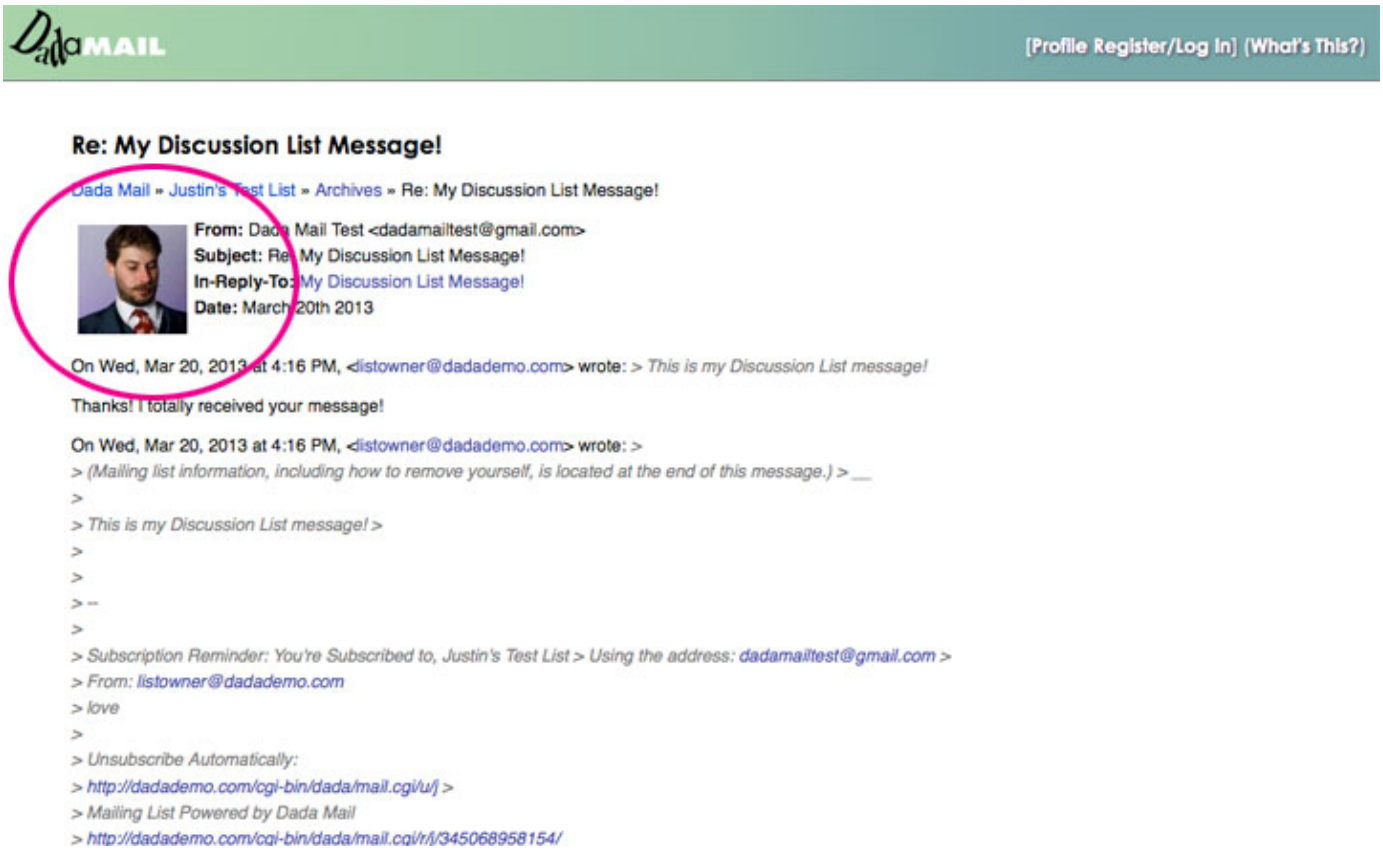


Our discussion list mailing list message message archive, with Mailhide activated.

Gravatars

Message Archives - Advanced Archive Options

Gravatars are **G**lobally **R**ecognized **Avatars**. Dada Mail supports displaying Gravatars next to archived messages posted from the same user.



Gravatars!

This feature does require you to install the, `Gravatar::URL` CPAN module.

More Information

http://gravatar.com/

http://search.cpan.org/dist/Gravatar-URL/

POD ERRORS

Hey! **The above document had some coding errors, which are explained below:**

Around line 279:
    Unknown directive: =head2Send

Dada Mail Global Variables Configuration Guide

Description

This doc. guides you through all the global configuration variables available to you in Dada Mail.

Defaults of all these variables are location in the **dada/DADA/Config.pm** file.

Other than the variables:

- $PROGRAM_CONFIG_FILE_DIR
- $PROGRAM_ERROR_LOG

No other variables should be changed in this file.

If you use the Dada Mail Installer to install or upgrade Dada Mail, it should correctly change those variables for you.

Rather, use this documentation of the global variables in this doc, as a guide for making custom changes to your own outside config file (called, `.dada_config`)

How to place new variables in your outside config file (.dada_config)

Does the Variable Already Exist?

First, double-check that the variable doesn't already exist in the outside configuration file. Duplicates will simply cause headaches when editing.

"=cut" tags

Dada Mail's `.dada_config` file uses pairs of, `=cut` tags, similar to multi-line comments.

Chunks of configuration variables may be inside these `=cut` tags. These `=cut` tags will need to be removed, before the variables are utilized. For example:

```
=cut
# start cut for Dada Mail Profile Options

$PROFILE_OPTIONS = {

        enabled                         => 1,
        # ...a whole slew of configuration settings...
};

=cut
# end cut for Dada Mail Profile Options
```

The strings,

```
=cut
# start cut for Dada Mail Profile Options

=cut
# end cut for Dada Mail Profile Options
```

will need to be removed, before you can utilize the, `$PROFILE_OPTIONS` variable.

Placing New Variables

Place new variables in your outside config file by simply copying the variable you want to set and pasting that variable in your outside config file. You may use what's set in the, *dada/DADA/Config.pm* file as an example, but do not change what the default is.

For historical reasons, the outside config file sets the config variables by simply using Perl code, instead of a configuration-specific format. This may change in the future - we don't like this technique. One problem with this technique is that setting configuration variables successfully means that you will need to use strict and valid Perl code. This will make things harder for a casual user of the program perform, successfully - and unfortunately.

Some things to be careful of:

The variables set in the *dada/DADA/Config.pm* file use the, `||=` operator, like this:

```
$SOME_VARIABLE ||= 'some value';
```

Replace the, `||=` operator with the, = operator, when placing it in the outside config file:

```
$SOME_VARIABLE = 'some custom value';
```

You may also see hashes and arrays with, `unless` clauses at the end:

```
%SOME_HASH = (
       # a long list of key/value pairs
) unless keys %SOME_HASH;
```

or,

```
@SOME_ARRAY = (
       # ...
) unless scalar @SOME_ARRAY;
```

Remove the entire, `unless` clause:

```
%SOME_HASH = (
       # a long list of key/value pairs
);


@SOME_ARRAY = (
       # ...
);
```

If you need to set a variable in the outside config file to '0', it may not work. Instead, try setting it to '2'. This is a known - and embarrassing, issue.

$PROGRAM_CONFIG_FILE_DIR

`$PROGRAM_CONFIG_FILE_DIR` holds the absolute path to the **directory** that the outside config file, `.dada_config` can be found.

In the `Config.pm` file, the `$PROGRAM_CONFIG_FILE_DIR` variable is set to, *auto* by default.

If this is the case, Dada Mail will attempt to look for the `.dada_config` file in the following location:

```
/home/example/.dada_files/.configs
```

An example of a complete, usable and extendable `.dada_config` file can be found in the Dada Mail distribution at:

dada/extras/examplees/example_dada_config.txt

You may also want to read the README for this example, located at:

dada/extras/examplees/example_dada_config-README.txt

$PROGRAM_ERROR_LOG

`$PROGRAM_ERROR_LOG` should hold the absolute server path to the error log for Dada Mail. Example:

```
$PROGRAM_ERROR_LOG = '/home/example/.dada_files/.logs/errors.txt';
```

The file itself (in this example, `errors.txt`) does not need to be created.

$DIR

`$DIR` needs to hold the absolute server path to your `.dada_files` directory. For example:

```
$DIR = '/home/example/.dada_files';
```

Additional Variables: $FILES, $LOGS, $TEMPLATES, $ARCHIVES, $BACKUPS

By default, the following variables, `$ARCHIVES, $BACKUPS, $FILES, $LOGS, $TEMPLATES` will be set based on the value of `$DIR`.

They do not need to be set themselves.

If `$DIR` is set to,

```
$DIR = '/home/example/.dada_files';
```

These variables will be set to the following:

```
$ARCHIVES  = $DIR . '/.archives';
$BACKUPS   = $DIR . '/.backups';
$FILES     = $DIR . '/.lists';
$LOGS      = $DIR . '/.logs';
$TEMPLATES = $DIR . '/.templates';
$TMP       = $DIR . '/.tmp';
```

We will not be covering these variables in much detail, except to say that each directory is used to store a specific type of file in Dada Mail. `$ARCHIVES` and `$BACKUPS` are not used in the SQL backend.

$PROGRAM_URL

`$PROGRAM_URL` holds the URL of Dada Mail. Example,

```
$PROGRAM_URL = 'http://example.com/cgi-bin/dada/mail.cgi
```

$S_PROGRAM_URL

`$S_PROGRAM_URL` holds the URL you'd like to use for Dada Mail's List Control Panel. For example, if you can map your `$PROGRAM_URL` to either an, `http://` URL, or a, `https://` address, you can set regular access to,

```
$PROGRAM_URL = 'http://example.com/cgi-bin/dada/mail.cgi
```

and access to the List Control Panel on a secure connection:

```
$S_PROGRAM_URL = 'https://example.com/cgi-bin/dada/mail.cgi
```

$SUPPORT_FILES

`$SUPPORT_FILES` holds a hashref, with the following format:

```
$SUPPORT_FILES = {
        dir => '/home/example/public_html/dada_mail_support_files',
        url => 'http://example.com/dada_mail_support_files',
};
```

`dir` holds the absolute server path to the **dada_mail_support_files** directory,

`url` holds the URL to this same directory.

The **dada_mail_support_files** directory holds static files (images, css, javascript files, etc), as well as third part WYSIWYG editors used by Dada Mail. It should be set up for you, but the Dada Mail installer.

$PROGRAM_ROOT_PASSWORD

`$PROGRAM_ROOT_PASSWORD` holds the main (or, "Root") password for Dada Mail. This password is used both to **create new mailing lists**, as well as **log into any mailing list**. It should be saved in an encrypted form.

$ROOT_PASS_IS_ENCRYPTED

$ROOT_PASS_IS_ENCRYPTED can be set to either, 1 or, 0. If set to, 1, it will tell the app that you've encrypted the Dada Mail Root Password. We suggest to always encrypt the Dada Mail Root Password. For example:

```
$PROGRAM_ROOT_PASSWORD    = 'qidfdfqJRIo.IZ6';
$ROOT_PASS_IS_ENCRYPTED   = '1';
```

In this example, the $PROGRAM_ROOT_PASSWORD is encrypted.

Encrypt your own $PROGRAM_ROOT_PASSWORD

By default, the Dada Mail Installation should encrypt the Dada Mail Root Password for you.

Here are the steps to do it manually:

1. Visit Dada Mail (http://example.com/cgi-bin/dada/mail.cgi), with the following query string:

   http://example.com/cgi-bin/dada/mail.cgi?flavor=pass_gen
2. You'll see a page in your browser that asks for a password to encrypt. Type in the password you want to use, and press 'encrypt'. An encrypted password will be outputted.
3. Copy that encrypted password set it as your $PROGRAM_ROOT_PASSWORD variable.

$BACKEND_DB_TYPE

$BACKEND_DB_TYPE sets the type of backend that Dada Mail will use, and can either be set to, SQL for an SQL-type of backend, or Default for a filesytem-based backend.

We suggest using a SQL backend Dada Mail supports MySQL, PostgreSQL, and SQLite.

%SQL_PARAMS

%SQL_PARAMS holds additional parameters and login credentials for your SQL backend. If you're using the, **Default** backend, you will not need to work with, %SQL_PARAMS

Example %SQL_PARAMS:

```
%SQL_PARAMS = (

        # May just be, "localhost"
        dbserver         => 'localhost',

        database         => 'my_database',

        # MySQL:      3306
        # PostgreSQL: 5432
        port             => '3306',

        # MySQL:      mysql
        # PostgreSQL: Pg
        # SQLite:     SQLite
        dbtype           => 'mysql',
```

```
                user            => 'user',
                pass            => 'pass',

        );
```

`dbserver` holds name of the database server itself. Example: *sql.mydomain.com*, or, *localhost*

`database` holds the name of the database you are using on the database server.

`port` holds the port used when connecting to the database server.

`dbtype` sets the type of database used. Use:

Use, `mysql` for MySQL

Use, `Pg` for PostgreSQL

Use, `SQLite` for SQLite

`user` holds the SQL username.

`pass` holds the SQL password.

See Also: $DBI_PARAMS

`$DBI_PARAMS` holds a hashref with advanced settings, that change the behavior for the underlying `DBI` module, Dada Mail uses.

For more information, see:

http://search.cpan.org/~timb/DBI/DBI.pm#ATTRIBUTES_COMMON_TO_ALL_HANDLES

$WYSIWYG_EDITOR_OPTIONS, $FILE_BROWSER_OPTIONS

`$WYSIWYG_EDITOR_OPTIONS` and `$FILE_BROWSER_OPTIONS` variables are covered in the following doc:

http://dadamailproject.com/d/features-wysiwyg_editors.pod.html

$PROFILE_OPTIONS

`$PROFILE_OPTIONS` is covered in the following doc:

http://dadamailproject.com/d/features-profiles.pod.html

Mailing List Settings

%LIST_SETUP_DEFAULTS

These defaults will be used when **creating** a new mailing list. These defaults will also be used for existing lists if there isn't a variable already set. These values correspond to the values created in the maling list databases. An example would be:

```
%LIST_SETUP_DEFAULTS = (
                         black_list     => 1,
                         sending_method => 'smtp',
                        );
```

This would setup all lists created now with blacklists on, and mail being sent using SMTP.

You may enter the passwords for both POP3 (for POP-before-SMTP stuff) and the SMTP SASL password here, but they will be in plain text. When these passwords are saved in the mailing list settings, they are encrypted.

A full list of the available settings are located in the, *dada/DADA/Config.pm* file. As with other variables, it's highly suggested to not change the defaults in the `Config.pm` file, but rather do so in your own, `.dada_config` file.

Since there's so many list settings, it's usually easier to just change the settings you'd like, and keep the rest as their default.

This can be done using the, `%LIST_SETUP_INCLUDE` variable -

%LIST_SETUP_INCLUDE

Similar to, `%LIST_SETUP_DEFAULTS`, `%LIST_SETUP_INCLUDE` holds defaults values for lists.

The difference is that any value NOT set here, will be set, in accordance to what %LIST_SETUP_DEFAULTS already has. Because of this, it's much more convenient to use this variable in the outside config file.

For example, if you set up the bounce handler with the bounce email of, "bounces@example.com", you could set %LIST_SETUP_INCLUDE to have these values:

```
%LIST_SETUP_INCLUDE = (
set_smtp_sender              => 1, # For SMTP
add_sendmail_f_flag          => 1, # For Sendmail Command
admin_email                  => 'bounces@example.com',
);
```

And all new lists would automatically be hooked up to the bounce handler.

%LIST_SETUP_OVERRIDES

%LIST_SETUP_OVERRIDES will override any setting that's in the **%LIST_SETUP_DEFAULTS** hash and whatever is set in any of the mailing list preferences.

@LIST_SETUP_DONT_CLONE

@LIST_SETUP_DONT_CLONE is a list of settings you'd rather not have allowed to be cloned, in the little feature in the, **Create a New List** screen, entitled, **Clone settings from this list:**

$PLUGIN_CONFIGS

`$PLUGIN_CONFIGS` holds default settings to various Dada Mail plugins and extensions.

These configuration settings can be set in three different places, which can cause confusion. As with most all other variables, we suggest to only set them in your `.dada_config` file.

The order of precendence for the setting of these variables are:

- Inside the plugin/extension itself
- Config.pm File
- .dada_config file

So, if you set the configuration variable in the plugin/extension itself **and** the `.dada_config file`, the value in the `.dada_config` file will be used.

Refer to the plugin/extension itself to know what the various plugin/extension configuration names and values are and do.

$ADMIN_MENU

`$ADMIN_MENU` holds a complex data structure that represents the admin menu, you see when logged into Dada Mail's List Control Panel.

The complex data structure follows a pattern that looks like this,

```
{-Title      => 'Mass Mailing',
 -Activated  => 1,
 -Submenu    => [
                                {
                                -Title      => 'Send a Message',
                                -Title_URL  => "$S_PROGRAM_URL?flavor=send_email",
                                -Function   => 'send_email',
                                -Activated  => 1,
                                },
```

`-Title` holds the name of a section of the admin menu, for exaple, "Mass Mailing"

`-Activated` holds a boolean value, to represent if the section should be shown or not;

Set to, `1` the section will be shown.

Set to, 0 it will not be shown.

-Submenu holds a hashref representing the menu items and links to screens, below the section.

Each entry follows a similar pattern:

-Title holds the name of the link to the item.

-Title_URL holds the URL to access this item

-Function holds the string that represents this item internally. -Function is important, as it's used for security in Dada Mail. In Dada Mail, you may set simple access restrictions to the various screens in the list control panel. Dada Mail will look to see if the, -Function is allowed to be accessed by the user.

-Activated holds a boolean value, representing if someone logged in with the **List Password** has access to this specific screen in the List Control Panel. Set to, 1 to allow access; set to 0 to disallow access.

You may change the access to the various screens of the List Control Panel in the List Control Panel itself; log into a mailing list with the **Dada Mail Root Password** and navigate to, **Control Panel Settings - Enable/Disable Features**.

All Items and Sections are always available to someone logged into a mailing list using the **Dada Mail Root Password**.

$FILES

$FILES holds the directory you want your mailing list subscribers, schedules and a few obscure files to be saved in.

$MAILPROG

$MAILPROG holds the Absolute Path of your sendmail-like command.

By default, it is set to,

```
$MAILPROG = '/usr/sbin/sendmail';
```

$MAIL_SETTINGS

$MAIL_SETTINGS holds the path to your sendmail-like command, as well as any flags to be sent to the command. This variable is used for all email sending by the sendmail-like command, except mass mailings.

Example,

```
$MAIL_SETTINGS      = "|$MAILPROG -t";
```

In this example, we're telling Dada Mail to pipe to the sendmail command, we're using the value of the sendmail command from, $MAILPROG, and setting the, -t flag.

You may also change this entire setting to instead append to a file, which is useful for testing and debugging. For example:

```
$MAIL_SETTINGS      = '>>' . '/home/example/test_mail.txt';
```

Will append all non-mass mailing message the file at, `/home/example/test_mail.txt`, instead of sending the message out.

$MASS_MAIL_SETTINGS

`$MASS_MAIL_SETTINGS` serves the same purpose as, `$MAIL_SETTINGS`, but is used only for mass mailings. By default, it's set the same as, `$MAIL_SETTINGS`.

$AMAZON_SES_OPTIONS

`$AMAZON_SES_OPTIONS` sets options for use of the Amazon SES third party email web service.

This variable is covered in detail:

http://dadamailproject.com/d/features-amazon_ses_support.pod.html

Security

$SHOW_ADMIN_LINK

`$SHOW_ADMIN_LINK` holds a boolean value. Set to, `0` will remove the **Administration** link that you see on the Dada Mail default screen (Set to, `2`, if being used in your `.dada_config` file).

You may always get to the administration page by pointing your browser to an address like this:

```
http://mysite.com/cgi-bin/dada/mail.cgi/admin
```

This is a small security measure but may just stop people from snooping further.

$ADMIN_FLAVOR_NAME

Complementary to the `$SHOW_ADMIN_LINK` variable, `$ADMIN_FLAVOR_NAME` allows you to set the URL needed to access the screen that has the form to log into all the mailing lists administrated by Dada Mail and to the form to create a new mailing list.

By default, this variable is set to, `admin`, which means to access this screen, you'd go to a URL that looks like this:

http://example.com/cgi-bin/dada/mail.cgi/admin

If you set `$ADMIN_FLAVOR_NAME` to something like, **kookoo**:

```
$ADMIN_FLAVOR_NAME = 'kookoo';
```

You'd then access this screen via the following URLS;

http://example.com/cgi-bin/dada/mail.cgi/kookoo

Works best if you have, **$SHOW_ADMIN_LINK** set to something other than, **1**.

When setting this variable remember:

- no spaces in the name

  Valid values:

  - poopoo1234
  - agabaga
  - JKdsfkKJjjkkjjk

  Invalid values:

  - fads fdas asdf
  - You Get The Point
- Don't set this variable to anything that Dada Mail already uses, like:

  - subscribe
  - unsubscribe
  - login
  - logout
  - list
  - archive

  etc. A good way to make sure would be to append, "admin" to your value, like this:

  - adminfoofoo
  - adminlalalala
  - adminwhakawhaka

  No checks will be made to make sure you don't have this value set to something already present, so do be careful setting this variable.

$SIGN_IN_FLAVOR_NAME

Similar to `$ADMIN_FLAVOR_NAME`, `$SIGN_IN_FLAVOR_NAME` holds the URL that allows you to log into a particular list (usually), although it is sometimes used to re-login into any of your lists - very similar to the administration screen, but does not give you the form to create a new list.

The same naming rules apply for this variable as they do for `$ADMIN_FLAVOR_NAME`. It's also suggested that you append, "sign_in" to the value you set this, like so:

- sign_in_fdskjasdf
- sign_in_sneaky_pete

etc.

$DISABLE_OUTSIDE_LOGINS

If set to, **1**, The only forms that will allow you to log into a Dada Mail list will be by a form supplied by Dada Mail itself. This means, you can't create a different form, outside the program to provide a way to login.

More so than any other option, this variable attempts to stop attempts of logging into a list by automated means.

$LOGIN_WIDGET

By default on the list login screen, Dada Mail presents its user with a popup menu with the names of all the lists, hidden or not, that you can select to login to.

This is done by setting **$LOGIN_WIDGET** to 'popup_menu'.

If you want to only have a text box for someone to type in the list Short Name in, set **$LOGIN_WIDGET** to 'text_box'.

$ALLOW_ROOT_LOGIN

Allow the Root Password to Log In to All Lists

Set the '$ALLOW_ROOT_LOGIN' variable to '1' to allow the Dada Root Administrator to use the dada root password to log into any list. This is handy when you have many, many lists and need to tweak them but don't want to keep track of all the list passwords. Setting this variable to '1' does make your lists less secure, as every list can be accessed with the same password and that password is written plainly in this file, unless! you encrypt it (see below).

@ALLOWED_IP_ADDRESSES

You can block anyone from using any list control panel by specifying exactly what IP addresses are allowed. Leave the @ALLOWED_IP_ADDRESSES blank:

```
@ALLOWED_IP_ADDRESSES = qw();
```

to disable this security measure.

To add an address, just list it, like this:

```
@ALLOWED_IP_ADDRESSES = qw(123.456.67.678
                           215.234.56.9
                           783.456.9.2);
```

Please note that crafty people can spoof what IP address they're coming from, and dial-up accounts and connections using DHCP may not have the same IP address per session.

$REFERER_CHECK

Setting $REFERER_CHECK to '1' will only allow you to access admin screens if the referer in your web browser is whatever is set in $PROGRAM_URL or $S_PROGRAM_URL. In other words, you won't be able to log in to your list control panel, then stop, check your email on Yahoo! and come back to the list control panel by typing in its URL.

CAPTCHA in Dada Mail

CAPTCH and Dada Mail is covered in the following doc:

http://dadamailproject.com/d/features-CAPTCHA.pod.html

$SHOW_HELP_LINKS

Most all the list administration screens have direct links to the Dada Mail Manual at the bottom of the screen. Set this variable to, `1` to have them shown or, `0` to have them not shown.

The Dada Mail Manual is a paid service, more information about it can be found at:

http://dadamailproject.com/purchase/pro.html

$HELP_LINKS_URL

The Dada Mail Manual is available online, and also to download. You may use your own copy of the Dada Mail Manual (just somehow password protect it) and set this URL to the location to where it is.

The default setting is the online version that we provide - but it is a paid service.

Cookies

Dada Mail uses cookies only for its login mechanism. Subscribers are not given a cookie.

$LOGIN_COOKIE_NAME

$LOGIN_COOKIE_NAME holds the name of the cookie passed to the person's browser that will be accessing the list control panel.

Cookie Parameters

Some browsers/servers funkify Dada Mail's cookies. I don't know why. You can set additional attributes that are written for Dada Mail cookies by tweaking the %COOKIE_PARAMS hash, as outlined:

http://search.cpan.org/author/JHI/perl-5.8.0/lib/CGI.pm#HTTP_COOKIES

Windows-Specific Settings

Dada Mail does not really support Windows Servers.

$NPH

NPH stands for No Parse Headers. I don't know what that means either, but Microsoft servers like it, and I've found that cookies don't get set correctly and you're left with a funky screen saying you did wrong without it. Set this variable to '1' if you're using a Windows server.

It's also a good idea to rename dada nph-dada.cgi for Windows servers that require scripts to use NPH.

Logging

$LOGS

(Set automatically, based on `$DIR`)

$PROGRAM_USAGE_LOG

(Set automatically, based on `$DIR`, `$LOGS`

`$PROGRAM_USAGE_LOG` holds a log of actions Dada Mail takes. For example: subscriptions, unsubscriptions, control panel logins, etc.

%LOG

`%LOG` holds a hash representing the various items that are logged in Dada Mail's usage logs. Each value is a boolean, `1` to enable, `0` to disable.

`subscriptions` controls logging of subscriptions, unsubscriptions, email address updates, etc. Set to, `1` by default.

`mailings` controls the logging of transactual emails (not mass mailings). Set to, `0` by default.

`mass_mailings` controls the logging of mass mailings. Set to, `1` by default.

`mass_mailing_batches` controls the logging of mass mailing batches. Set to, `1` by default.

`logins` controls the logging of logging in, and out of the list control panel. Set to, `1` by default.

`list_lives` controls the logging of list creation and destruction. Set to, `1` by default.

$DEBUG_TRACE

`$DEBUG_TRACE` controls whether additional debug logging should happen for specific parts of Dada Mail. These logs will be logged in Dada Mail's error log.

This variable is covered in the Error FAQ:

http://dadamailproject.com/d/FAQ-errors.pod.html#_debug_trace___making_dada_mail_s_own_modules_more_verbo

%CPAN_DEBUG_SETTINGS

Control what outside CPAN modules give back debugging information. Set the value to, "1" to enabled debugging information from the CPAN module.

This variable is covered in the Error FAQ:

http://dadamailproject.com/d/FAQ-errors.pod.html#tracing_cpan_modules_with__cpan_debug_settings

Templating

You may change the look and feel of Dada Mail **globally** by specifying a different template files to use.

$ADMIN_TEMPLATE

`$ADMIN_TEMPLATE` should hold an absolute server path to the template used for the List Control Panel.

The default admin template is located at:

dada/templates/admin_template.tmpl

By default, this variable is `undef`.

$USER_TEMPLATE

`$USER_TEMPLATE` is now a noop. Use, `$TEMPLATE_OPTIONS` instead.

$TEMPLATE_OPTIONS

`$TEMPLATE_OPTIONS` holds options to control the global, default user template:

$ALTERNATIVE_HTML_TEMPLATE_PATH

`$ALTERNATIVE_HTML_TEMPLATE_PATH` can hold an alternative location of the, *dada/templates* directory, if Dada Mail itself cannot find this directory automatically, or you would like to have your own, custom template file collection, and do not want to edit the original files.

%BACKUP_HISTORY

`%BACKUP_HISTORY` sets how many different revisions of various list files are saved.

$TEMPLATE_SETTINGS

engine

engine May be changed to one of the following:

- Best
- HTML Template

When set to, **Best** or **HTML Template Pro**, Dada Mail will use `HTML::Template::Pro` if available as the templating engine. If `HTML::Template::Pro` is not available, Dada Mail will use HTML::Template/HTML::Template::Expr.

Note: Any templates that required the advanced templating syntax will currently still use `HTML::Template::Expr`.

When set to, **HTML Template**, Dada Mail will only use `HTML::Template` or `HTML::Template::Expr`, depending on what's needed.

`HTML::Template::Pro` will most likely be the faster choice, so it's preferred and Dada Mail will automatically use it, if it is available.

If you do not want to use `HTML::Template::Pro` at all, just set `engine` to, **HTML Template**.

Program Behavior

$ENFORCE_CLOSED_LOOP_OPT_IN

`$ENFORCE_CLOSED_LOOP_OPT_IN` enables the Closed-Loop Opt-In System in Dada Mail and disables other features in Dada Mail that work around being 100% in conformance to Dada Mail's Closed-Loop Opt-In System.

It's **highly** suggested to set this `$ENFORCE_CLOSED_LOOP_OPT_IN` set to, `1`.

More Information:

http://dadamailproject.com/installation/using_dada_mail.html

$SCREEN_CACHE - Caching HTML Screens

Setting **SCREEN_CACHE** to, 1 will save rendered HTML screens for future use, instead of having the program recreate them each and every time a certain screen is needed.

If you have dynamic information in list templates, you may not want to use this option.

More information:

http://dadamailproject.com/d/FAQ-general.pod.html.html#is_there_a_way_to_speed_up_screen_rendering__how_to_u

$GLOBAL_BLACK_LIST

A global black list means that all lists being run under Dada Mail use the same black list. Change the value to, "1" to enable.

This feature is only available using the SQL Subscriber backend.

$GLOBAL_UNSUBSCRIBE

Global Unsubscribe means that when a person unsubscribes from one list, they're unsusbcribed from every list under Dada Mail. Change the value to, "1" to enable.

This feature is only available using the SQL Subscriber backend.

It's advised that you take advantage of this feature if you also use the Global List Sending feature.

$HIDDEN_SUBSCRIBER_FIELDS_PREFIX

There may be a situation where you'd like to have a field about a subscriber that isn't publically available for a subscriber to fill out. If this is the case, when naming the field, create the field with the name prefixed with what is saved in the, `$HIDDEN_SUBSCRIBER_FIELDS_PREFIX` variable. By default, this is set to, _ (underscore)

@PING_URLS

@PING_URLS holds the URLS that should be sent an XML-RPC message when you add a new message to your archive.

Here's more information:

http://www.xmlrpc.com/weblogsCom

You'll need the XMLRPC::Lite Perl module installed:

http://search.cpan.org/~rjray/RPC-XML-0.57/

$DEFAULT_SCREEN

If no parameters are passed to the mail.cgi script, you will see the default or main Dada Mail page. You can override that by setting any URL you want into $DEFAULT_SCREEN.

If you do override this screen, it is recommended that you provide some way to at least unsubscribe to every one of your lists.

$DEFAULT_ADMIN_SCREEN

By default, when you log into the administration area you are shown the "Send a Message" screen. You can

specify a different URL to go to by changing the $DEFAULT_ADMIN_SCREEN variable.

$DEFAULT_LOGOUT_SCREEN

When a user clicks the, "Logout" link on admin menu of the control panel, they'll be redirected to the URL located in the, **$DEFAULT_LOGOUT_SCREEN** variable. By default, this is set to the, **$PROGRAM_URL** variable.

$LIST_QUOTA

$LIST_QUOTA, when set to anything other than **undef**, can be used to set the maximum number of lists a Dada Mail install can have at one time.

If set in an outside config file, you may also use the value, **'undef'** to mean, "no quota"

$SUBSCRIPTION_QUOTA

$SUBSCRIPTION_QUOTA, when set to anything other than **undef**, can be used to set the maximum number of subscribers in a Dada Mail list.

This variable will basically also set the limit of the per-list setting, **subscription_quota**. Any limit set in this setting that's over the limit imposed in the, **$SUBSCRIPTION_QUOTA** will be ignored.

If set in an outside config file, you may also use the value, **'undef'** to mean, "no quota"

$MAILOUT_AT_ONCE_LIMIT

This variable sets how many different mailouts may go out from an installation of Dada Mail at one time. Conservatively, this is set to, **1** by default.

There are a few reasons why you wouldn't want to set this to any higher limit, one being that there's a possibility that there is a limit on how many email messages you are allowed to go out in a specific period of time.

Another reason is that sending out too many messages at once may cause the server your running to be overloaded.

$MAILOUT_STALE_AFTER

$MAILOUT_STALE_AFTER sets, in seconds, how long a mailout can go with no mailing activity until Dada Mail itself won't automatically reload it, from the point it stopped. The default, **86400** seconds is one full day.

This variable attempts to safegaurd you against having a dropped mailing that you've, "forgotten" about reloading, "mysteriously" and unintentionally.

A mailout may still be reloaded if this limit has been surpassed, but it must be done manually, through the list control panel.

$EMAIL_CASE

$EMAIL_CASE configures dada to either lowercase ONLY the 'domain' part of an email, or lowercase the entire email address. Lowercasing the domain is the correct way, since the 'name' part of an email should be case sensitive, but it is almost never handled that way. Set this to 'lc_domain' to lowercase JUST the domain, or set this to 'lc_all' to lowercase the entire email address.

@EMAIL_EXCEPTIONS

@EMAIL_EXCEPTIONS allows you to enter email addresses that wouldn't normally pass the email address validator. Good for testing offline when all you have is, say, root@localhost working.

$LIST_IN_ORDER

`$LIST_IN_ORDER` controls whether your email list is handled in alphabetical order. Having a list in alphabetical order makes a list easier to work with but BE WARNED that this will, especially when you're using a plain text list, slow things down. If you have small lists then this shouldn't be too much of a problem. Set this variable to '1' to have your list sorted, '0', to keep your list unsorted.

$FILE_CHMOD

$FILE_CHMOD is a variable that sets what permission Dada Mail sets files to when it initially writes them. You can set it to a few things:

0660 - probably all you need 0666 - allows anyone to read and write files in the $FILES directory 0755 - probably insecure 0777 - shooting yourself in the foot insecure 0600 - godawful paranoid about the whole thing - life in general, as secure as it gets

It's a good idea to figure out what works and leave this variable alone after your lists are set up, as you may not be able to access a list under a different $FILE_CHMOD.

We've changed what the $FILE_CHMOD Dada Mail is shipped (02/13/01) with from 0660 to 0666. Note that this may be less secure than 0660, but may solve some problems people are having. Change this back to 0660 if everything seems to have been running just fine.

$DIR_CHMOD

Similar to `$FILE_CHMOD`, `$DIR_CHMOD` sets permissions to Directories created with Dada Mail.

$HTML_CHARSET

`$HTML_CHARSET` holds the character sets used for HTML screens. It's suggested to only use, `UTF-8`.

List Control Panel

Email Messages and Headers

@CHARSETS

Charsets that Dada Mail supports. These are the most used; to add your own would look like this:

```
        'Description    charset',
```

There's a TAB between the Description and the actual charset: THIS IS REALLY IMPORTANT.

@Content_type

These are the default content-types.

%PRIORITIES

Priorities of mailings. I find people sending me things with the highest priority to tell me about credit cards really don't garner my attention.

@CONTENT_TRANSFER_ENCODINGS

`@CONTENT_TRANSFER_ENCODINGS` holds the supported transfer encodings Dada Mail supports. We suggest only using, `8bit` or, `quoted-printable`.

Formatting

Plain Text to HTML Encoding

Dada Mail uses the `HTML::TextToHTML` CPAN module to convert plain text to HTML when showing plain text in archives and things like that. You can change the behavior of this formatting by changing what arguments get passed to the HTML::TextToHTML module, as described here:

http://search.cpan.org/~rubykat/txt2html/lib/HTML/TextToHTML.pm#OPTIONS

$HTML_SCRUBBER_OPTIONS

Dada Mail uses the `HTML::Scrubber` CPAN module to attempt to strip JavaScript from potentially harmful HTML messages when displaying them in its archives.

`$HTML_SCRUBBER_OPTIONS` holds the parameters that are passed to `HTML::Scrubber` when creating a new `HTML::Scrubber` object.

MIME Settings

%MIME_TYPES

These are the MIME types Dada Mail understands. The file ending is on the left, what MIME type it maps to is on the right. Feel free to add your own. Dada Mail should be able to figure out the MIME type of a file, but when it can't, it'll fall back on this.

$DEFAULT_MIME_TYPE

In case nothing up there matches what someone is trying to upload, there's a default MIME type for a last ditch guess. Some mail readers are sophisticated enough to figure out what an attachment is without its MIME type, but don't count on it.

$MIME_PARANOID

This is set for the $MIME::Lite::PARANOID variable. Set it to '1' if you don't know if you have the MIME::Base64 or MIME::QuotedPrint or you don't know what those are. :)

$MIME_HUSH

Set mime_hush to '1' to suppress/unsuppress all warnings coming from this module.

$MIME_OPTIMIZE

Set to: 'faster', 'less memory', or 'no tmp files'. This controls how the MIME::Parser works. For more information:

http://search.cpan.org/~dskoll/MIME-tools-5.502/lib/MIME/Parser.pm#OPTIMIZING_YOUR_PARSER

$MIME_OPTIMIZE ||= 'no tmp files';

Additional Settings

(advanced hacker stuff)

Operating System

Dada Mail tries to guess your Operating System using the $^O variable. If it's guessing wrong, you can set it yourself.

$NULL_DEVICE

$NULL_DEVICE refers to where the /dev/null device or file or whatever you more smert people call that thing... is located. On most *nix's, it's at /dev/null. You may have to change it. For example, if you're a Windows folk.

Seed Random Number Generator

if this is taken off, the seed random number will be made from the time, or from something pretty random, depending on your version of Perl.

$FIRST_SUB, $SEC_SUB

Where is the salt number located in the encrypted password? It's usually at substr(0,2) but may be different on different systems, some systems are set to substring(3,2). Actually, I've only had this problem on one system - mine :) - which was a FreeBsd 4.0 distro. Under most cases, this is NOT going to be your problem!

$SALT

The salt number. Change $SALT to

```
$SALT = "mj";
```

if all else fails.

$PIN_WORD $PIN_NUM

A pin number is made when someone wants to subscribe to your list. They will get a confirmation email with a special link that includes their email, and a pin that's generated from the email and the variables below using a mathematical equation. It's much harder to guess a pin with these two variables changed:

$TEXT_CSV_PARAMS

Changes how Dada Mail handles parsing CSV files. See:

http://search.cpan.org/~makamaka/Text-CSV/lib/Text/CSV.pm#new_(\%attr)

@AnyDBM_File

Change what DB Dada Mail will use. Dada Mail can use various db packages to save each list's information. It looks for the best one and uses the next package in the list if it can't find it. If you get a software error (an error 500, not having any information changed when creating a new list) you may have to change this to:

```
BEGIN { @AnyDBM_File::ISA = qw(SDBM_File) }
```

SDBM is the worst package to use, but it is always available with perl. See the man page for the AnyDBM_File for more information.

Check the AnyDBM_File for more info.

$ATTACHMENT_TEMPFILE

To add an attachment to a list message in Dada Mail from the control panel, we have to upload it via the web browser. There are two ways we can do this. One is to save the information in the $FILES directory and then open it up, attach it, and then delete it; and the other involves some magical qualities of CGI.pm and MIME::Lite, probably coupled with your server's /tmp file, if you can use it. Setting $ATTACHMENT_TEMPFILE to '1' uploads, saves, attaches and then deletes the file. Setting it to '0' does it magically. I suggest '1', unless you want to play around with it.

$MAIL_VERP_SEPARATOR

See: http://search.cpan.org/~gyepi/Mail-Verp-0.05/Verp.pm

$VER

This is the version of this Dada Mail Program. Mostly it's used to see if there's a new version out there to use and to say that you've got the freshest tools on the Web.

$PROGRAM_NAME

This is the name of the program. I guess if this script has a mid-life crisis or something, it can change its name, buy a really fast car and start chasing guys half her age.

%EMAIL_HEADERS

`%EMAIL_HEADERS` hold the default values of all email headers that Dada Mail supports. Most of the default values have no default (they're set to, `undef`) and in this case, won't be used, unless explicitly set in the program, somewhere.

You may try changing the default value, (for example, the `Reply-To` header) but these default value will always be overrided by anything explictly set in in the program.

@EMAIL_HEADERS_ORDER

`@EMAIL_HEADERS_ORDER` sets the order at which email headers are written in, when Dada Mail creates an email message.

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