

Newsletters

Screenshot_2020-04-29_at_19.1 Getting started

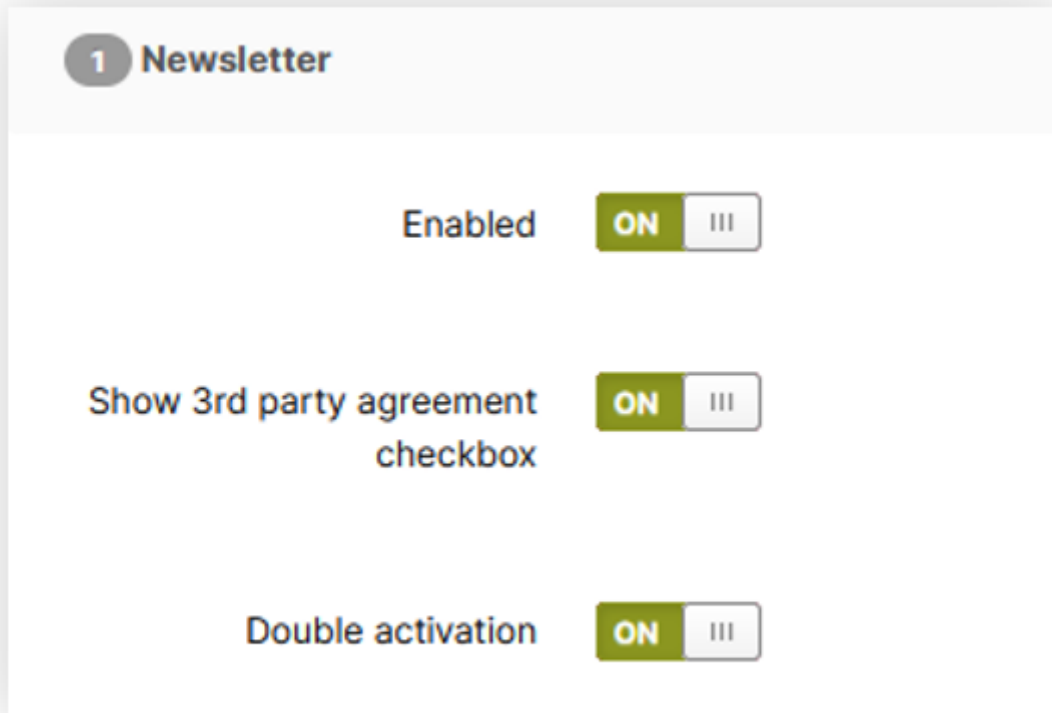
In this article, you can find information about the newsletter functionality, which allows customers to register to a newsletter list, which can be sent to third-party applications via API, like Bloomreach. It is possible to create newsletter groups to categorize types of customers.

Table of contents:

1. [Functionality configuration](#)
 2. [Registration for the newsletter subscription](#)
 1. [Logged-out customers](#)
 2. [During registration](#)
 3. [Logged-in customers](#)
 3. [Managing subscribers](#)
 4. [Managing subscriber groups](#)
 5. [Subscribers import](#)
 6. [Subscribers export](#)
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Screenshot_2020-04-29_at_19.1 Functionality configuration

To enable the customers to register for the newsletter on the website it needs to be first enabled in the system settings. Newsletter configuration can be found in:



Visualization of the newsletter functionality system settings

In the Newsletter section you can find three switches:

- **Enabled** - Switch which enables / disables the functionality and the ability to use it by the customers.
- **Show 3rd party agreement checkbox** - Switch defining if the 3rd party newsletter agreement should be visible while registering a new account instead of a built-in agreement. This option requires properly configuring the agreement on a 3rd party platform.
- **Double activation** - A switch defining whether unregistered customers should confirm the newsletter subscription in a separate e-mail, before signing them in.

Additionally, the title of the newsletter confirmation e-mail can be changed in the

System > System / Settings > General > E-mails

5 E-mails

Sender name

Registration e-mail title

Order confirmation e-mail title

NLT subscription e-mail title

Password reset e-mail title

MC order summary e-mail title

MC invitation e-mail title

Send first payment reminder after

Send review invitation after

PayU payment confirmation email enabled

PayU order confirmation email enabled (simple version)

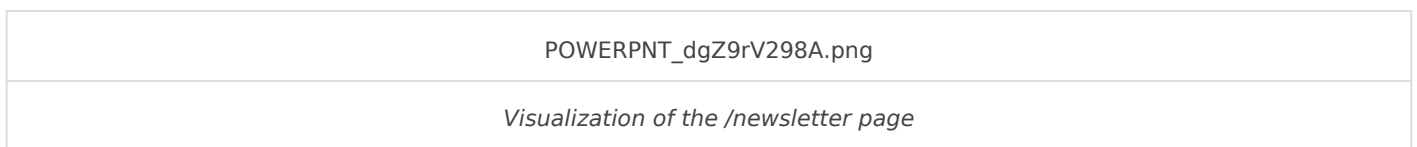
Visualization of the E-mails tab in the System / Settings

Screenshot_2020-04-29_at_19.1

Registration for the newsletter subscription

Logged-out customers

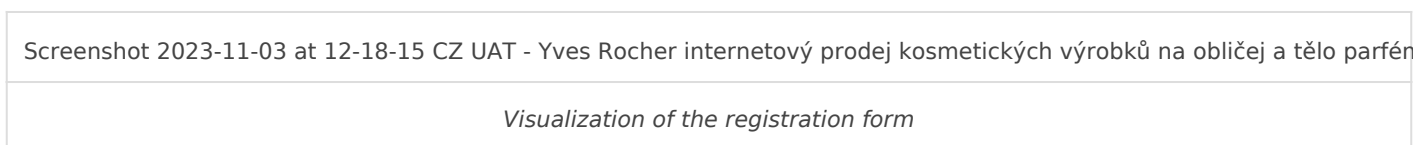
Customers who do not have an account on the e-commerce platform, or are not logged in are able to register for the newsletter using the /newsletter webpage. Usually, the /newsletter webpage is linked in the e-commerce platform footer, but that depends on your individual needs.



On the /newsletter webpage customers are able to type their e-mail address and their additional information, and register for the newsletters. When the **Double activation** is activated in the [System / Settings](#) customers will receive an e-mail confirmation if they want to register for a newsletter. If this functionality is disabled, the customers will instantly join the newsletter list. Customers are unable to cancel their subscription from this page - it has to be done using the URL in the newsletter or from the customer panel described in [Logged-in customers](#).

During registration

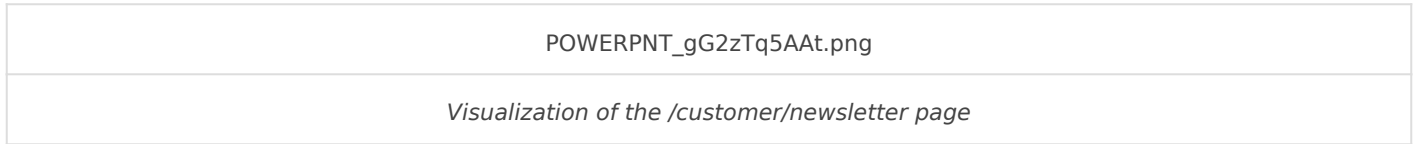
During the registration process, when the customer selects the agreement, that they agree to an e-mail communication they will sign in to the newsletter list.



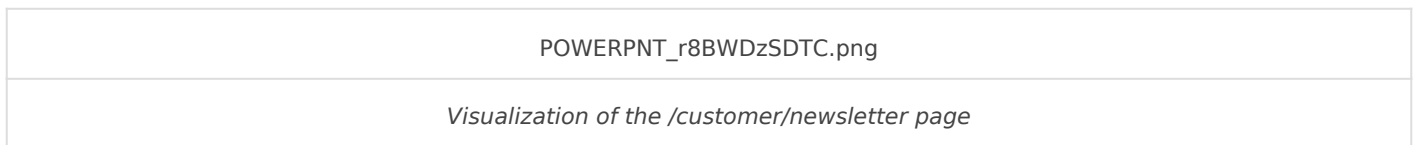
Same as for [logged-out customers](#) when the **Double activation** is activated in the [System / Settings](#) customers will receive an e-mail confirmation if they want to register for a newsletter. If this functionality is disabled, the customers will instantly join the newsletter list. Customers are able to cancel their subscription using the URL in the newsletter or from the customer panel described in [Logged-in customers](#).

Logged-in customers

Registered and logged-in customers are able to register to the newsletter functionality in their customer panel by accessing the /customer/newsletter option. Logged-in customers will also get redirected to this webpage when they access the previously mentioned /newsletter URL.



In the /customer/newsletter webpage customer only has to fill in their e-mail address and are able to register to the newsletter list. Customers registering to the newsletters this way do not have to accept the newsletter registration even if the **Double activation** is enabled.



When the customer is logged-in and registered to a newsletter functionality they are able to cancel their subscription from the /customer/newsletter webpage.

Screenshot_2020-04-29_at_19.1

Managing subscribers

All customers that are registered for a newsletter functionality, or have canceled their subscription can be found in the admin panel. Subscribers list is located in the:

Customers > Subscribers / list

This tab contains filters, which will help manage the desired customers

Filters

Creation time From: To:

Update time From: To:

Show MD5 e-mail hash column

Apply filters Clear filters

Visualization of the Subscribers / list filters

There are the following filters available:

- Creation time - A time range when the subscribers were created
- Update time - A time range when the subscribers were last updated
- Show MD5 e-mail hash column - Adds a new column that contains MD5 e-mail hash

Subscribers list + Add

Show 10 entries Search:

ID	First/last name	E-mail	Status	Creation time	Actions
64	User Blacklisted	blacklisted@example.com	Blacklisted	2025-02-18 15:25:34	Edit View
63	User Inactive	inactive@example.com	Inactive	2025-02-18 15:25:12	Edit View
62	User Example	example2@example.com	Active	2025-02-18 15:24:51	Edit View
61	User Example	example@example.com	Active	2025-02-18 15:24:30	Edit View

Showing 1 to 4 of 4 entries ← Previous 1 Next →

Visualization of the Subscribers list tab

In the subscriber list table you can find the following options:

- **(1) Show X Entries** allows to filter how many entries should be visible at once
- **(2)** Various table columns. All of them can be sorted by clicking on them.
 - **ID** - Subscribers internal ID

- **First/last name** - Subscribers first and last name
- **E-mail** - Subscribers e-mail address
- **Status** - Subscribers status. Available statuses are **Active** and **Blacklisted**. Blacklisted customer unsubscribed to the newsletter, or was manually blacklisted, and won't receive receive newsletter e-mails.
- **Creation time** - A date and hour when the customer has subscribed to a newsletter.
- **Actions** - Two available actions:
 - **Edit** - Allows to edit the selected customer. More about adding and editing the customer can be found below
 - **View** - View the selected subscriber. Viewing doesn't allow to edit any data.
- **(3) Add** button allows to manually add a new subscriber. Adding and editing a subscriber looks exactly the same. Below you can find more information about the available fields, when adding or editing a new customer.
- **(4) Search** field allows to search the subscribers by their name / surname as well as their e-mail address.
- **(5) Pages list** allows to show the next batch of customers on the another pages according to applied sorting option and filters.

✉ Newsletter subscriber: example@example.com

E-mail



E-mail

Subscriber's groups

Dane personalne

First name

Last name

Gender Male  Female  Not provided

Birthday

Pozostale

Active ON

Is blacklisted? OFF

Visualization of the customer in the subscribers / list

When editing or adding a new customer you can find there the following fields:

- **Customer** - A button that redirects to customers e-commerce profile. This option is only available if both subscriber e-mail and e-commerce account e-mail are the same.
- **E-mail** - Subscribers e-mail address. This field is mandatory.
- **Subscriber's groups** - Groups that the subscriber is assigned to. You can find more about the subscriber groups in the [Managing subscriber groups](#) chapter.
- **First name** - Customers first name
- **Last name** - Customers last name
- **Gender** - Customers gender
- **Birthday** - Customers birthday date
- **Active** - A switch that defines if the subscriber is active or not. Not active subscribers won't receive any newsletters.
- **Is blacklisted?** - A switch, which defines if the subscriber is blacklisted. Blacklisted subscribers won't receive any newsletters.

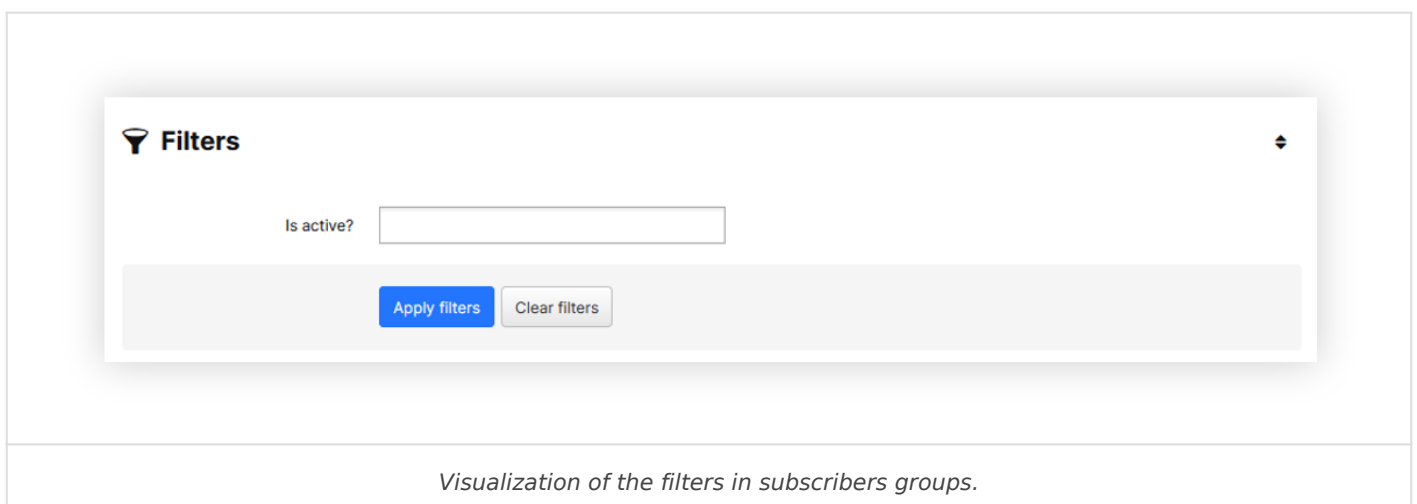
Additionally, all agreements the subscriber has agreed on will be visible at the bottom of the page.

Screenshot_2020-04-29_at_19.1

Managing subscriber groups

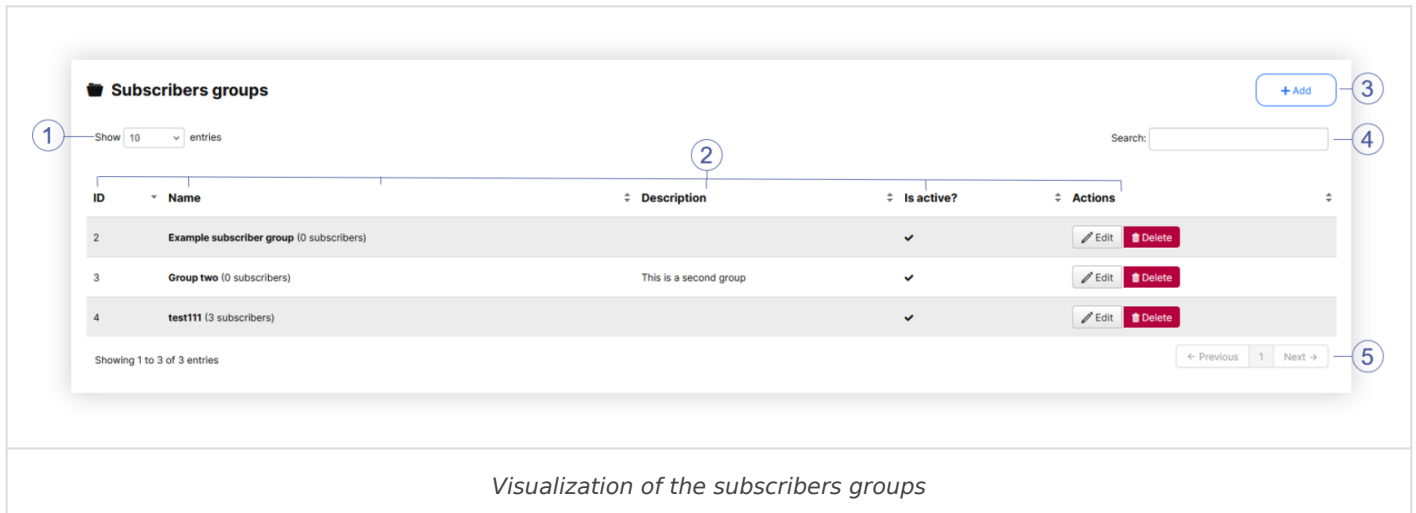
Subscribers can be put in subscriber groups, which allows to easily manage them, and send a desire newsletters to a certain selected group. Subscriber groups can be manged in

Customers > Subscribers groups



Visualization of the filters in subscribers groups.

Subscribers groups filters allow to filter by **is active?** flag, which defines if the selected group is set as active or not.



The screenshot shows a web interface for managing subscriber groups. At the top left, there is a 'Show 10 entries' dropdown menu (1). In the top right, there is a '+ Add' button (3) and a search input field (4). The main area contains a table with columns: ID, Name, Description, Is active?, and Actions. The table lists three groups: 'Example subscriber group', 'Group two', and 'test111'. Each row has 'Edit' and 'Delete' buttons. At the bottom right, there is a pagination control with 'Previous', '1', and 'Next' buttons (5). The text 'Showing 1 to 3 of 3 entries' is visible at the bottom left of the table area.

Visualization of the subscribers groups

In the subscribers groups table you can find the following options:

- **(1) Show X Entries** allows to filter how many entries should be visible at once
- **(2) Various table columns.** All of them can be sorted by clicking on them.
 - **ID** - Subscriber group internal ID
 - **Name** - Internal name of a subscriber group.
 - **Description** - Short description of a subscriber group.
 - **Is active?** - Subscriber group activity status.
 - **Actions**
 - **Edit** - Allows to edit the selected subscriber group. More about adding and editing the customer can be found below
- **(3) Add** button allows to addition of a new subscriber group. Adding and editing a subscriber looks exactly the same. Below you can find more information about the available fields, when adding or editing a new group.
- **(4) Search** field allows to search the subscribers groups by their name.
- **(5) Pages list** allows to show the next batch of groups on the another pages according to applied sorting option and filters.

Newsletter group

General data

Name *

Description

Is active?

 OFF

Save

Cancel

Visualization of the subscriber group creation

In the subscriber group creation / edition you can define the following fields:

- **Name (mandatory)** - An internal name of a subscriber group.
- **Description** - Internal description of a subscriber group.
- **Is active?** - An activity flag, which defines if the selected group is active for use.

Screenshot_2020-04-29_at_19.1

Subscribers import

Subscribers can be imported using the import functionality located in

Import / Export > Import

Import

Import file

Type * Newsletter subscribers CSV

File * No file selected.

Options

Visualization of the subscribers import

In order to import subscribers you have to select the "Newsletter subscribers CSV" option and select the prepared .csv file.

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Visualization of the subscribers csv file

Subscribers .csv file can have any file name and must contain the following columns:

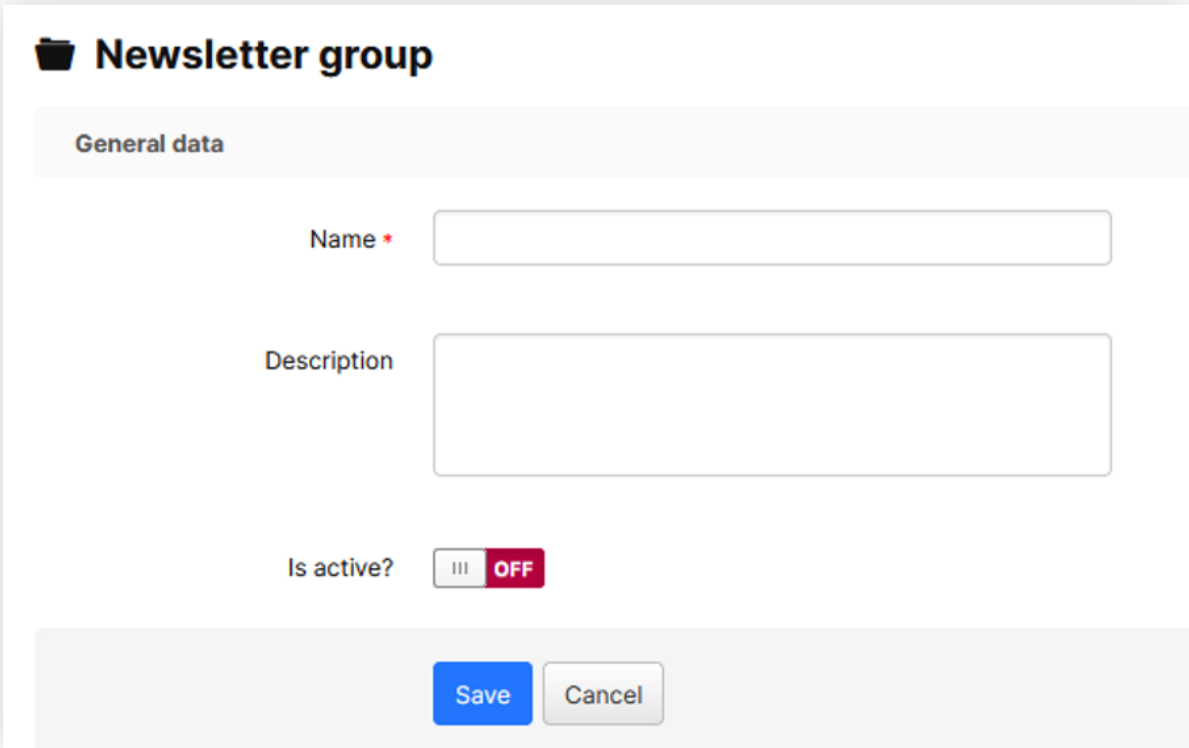
- **email (mandatory)** - Customers e-mail address.
- **Gender** - Customers gender. Accepted values are **M** for males and **F** for females.
- **Group** - Subscriber group internal name. This field will assign the selected customer to a selected subscriber group.
- **first_name** - Customers first name
- **last_name** - Customers last name
- **birthday** - Customers birthday in DD/MM/YYYY format.

Screenshot_2020-04-29_at_19.1

Subscribers export

Subscriber lists can be exported using the:

Import / Export > Export / Subscribers




The screenshot shows a form titled "Newsletter group" with a trash icon. Under the "General data" section, there are three fields: "Name *" (a text input field), "Description" (a larger text area), and "Is active?" (a toggle switch currently set to "OFF"). At the bottom of the form are two buttons: "Save" (blue) and "Cancel" (grey).

Visualization of the subscribers csv file

In the Export / Customers you can filter out desirable data by using the selected filters:

- **Groups** - A list of selectable subscriber groups that should be exported.
- **Creation time** - A range of dates whenever the subscriber was created.
- **Update time** - A range of dates whenever the subscriber was updated.
- **Show MD5 e-mail hash column** - Adds the MD5 e-mail hash column in the exported file.

By pressing the "**Export**" button the file will be exported with the selected filters.



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Visualization of the exported subscribers file

In the exported subscribers file you can find the following columns:

- **ID** - Subscriber internal ID.
 - **First_name** - Customers first name.
 - **Last_name** - Customers last name.
 - **Email** - Subscribers e-mail address.
 - **is_active** - Activity status of a subscriber. 1 means active, 0 means not active.
 - **is_blacklisted** - blacklisted status of a subscriber. 1 is blacklisted, 0 is not blacklisted.
 - **Gender** - Customers gender. M is for Male, F is for Female.
 - **Status** - Subscribers status. Available statuses are:
 - **Only newsletter** - Customer is only registered to the newsletter communication and doesn't have an account on a e-commerce platform.
 - **Customer** - The customer has a created account on an e-commerce platform
 - **Mc_hash** - MD5 e-mail hash. This field is only visible if the **Show MD5 e-mail hash column** filter was selected.
 - **Joy_id** - Customers JOY ID.
 - **Birthday** - Customers birthday date.
 - **Subscribe time** - A date with an hour when the customer has subscribed to an e-mail communication.
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Revision #4

Created 27 November 2024 21:05:58 by Tau Ceti

Updated 18 February 2025 15:10:06 by Tau Ceti