

Email settings in the Ascent360 ESP, including information on tracking parameters, seed lists and test lists.

This **email settings** section is specific to clients using the Ascent360 ESP (email platform).

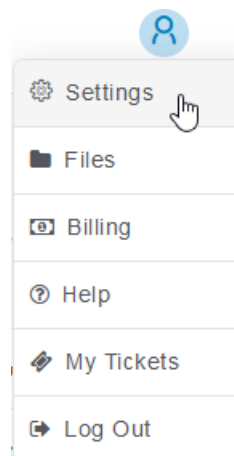
With the Ascent360 Email Designer, you can quickly and easily upload Seed Lists, Test Lists, modify your default Tracking Parameters (appended tracking strings for Google Analytics) as well as adjust the default settings for Domain, Reply-To and From Email Info. This list of articles will teach you how to do this.

Note: During onboarding, Ascent360 will setup the Domain, Reply-To, From Email and Tracking Parameters with you. The Email Settings section will allow you to change those settings after the initial setup.

If you need to change the Domain or From Email information, please reach out to the Ascent360 Help Desk or your CSM to ensure that we provide the necessary records to update the settings in your DNS provider first.

Please see [Sending Domain and DNS Records](#) for more information.

To navigate to the email settings section, simply click on your **profile/user icon** in the top right corner and click on **Settings**.



You will then see the settings page as shown below:

Email Settings		
Domain		Add
Reply-To Info		Add
From Email Info		Add
Tracking Parameters		Add
Test List	<input type="text" value="Select..."/>	Add List
Seed List	<input type="text" value="Select..."/>	Add List

If you utilize Google Analytics UTM tracking, Ascent360 can automatically append a tracking string to each of the links in your emails. Setting this up in Email Settings allows you to set *default* Tracking Parameters for all your emails. With a default value, you can still customize each parameter for a specific email sent from Ascent360.

Available Parameters

1. **Campaign Source** – The platform (or vendor) where the traffic originates, like Facebook or your email newsletter.
2. **Campaign Medium** – You can use this to identify the medium like Cost Per Click (CPC), social media, affiliate or QR code.
3. **Campaign Term** – You'll use this mainly for tracking your keywords during a paid AdWords campaign. You can also use it in your display ad campaigns to identify aspects of your audience.
4. **Campaign Content** – If you're A/B testing ads, then this is a useful metric that passes details about your ad. You can also use it to differentiate links that point to the same URL.
5. **Campaign Name** – This is just to identify your campaign. Like your website or a specific product promotion. Here's an example screenshot with the campaign names you might see when you navigate to Traffic Sources >> Sources >> Campaigns.

Configure Parameters

To add Tracking Parameters, hover over the blue **Person Icon** in the top right and select **Settings**. On the resulting page, select **Email Settings**.

If you don't see **Email Settings** available to you, please send a request to support@ascent360.net for the

appropriate account permissions or to have our Support Team configure parameters on your behalf.

Click on the blue “Add” button on the right side of the row labeled Tracking Parameters.

The screenshot shows the 'Email Settings' form. The 'Tracking Parameters' row is highlighted with a red box, and its 'Add' button is also highlighted with a red box. Other rows include 'Domain', 'Reply-To info', 'From Email info', 'Test List', and 'Seed List', each with an 'Add' button.

Select a parameter from the drop-down. Click Add next to the parameter.

The 'Tracking Parameter' dialog box shows a dropdown menu with 'utm_source' selected. An 'Add' button is highlighted with a red box. Below the dropdown is a toggle for 'Append Tracking Parameter' which is currently off. At the bottom, there is a table with columns 'Name', 'Default Value', and 'Action'.

Name	Default Value	Action
------	---------------	--------

For each parameter, identify a Default Value and toggle Action to on (blue).

The 'Tracking Parameter' dialog box now shows two parameters: 'utm_source' and 'utm_medium'. Both have empty 'Default Value' fields and their 'Action' toggles are turned on (blue). A 'Save' button is visible at the bottom. The 'Append Tracking Parameter' toggle is still off.

Name	Default Value	Action
utm_source		<input checked="" type="checkbox"/>
utm_medium		<input checked="" type="checkbox"/>

Select **Append Tracking Parameter** at the top to append your parameters by default to every link in each email.

After saving, you will be brought back to the settings page and you will see the parameters you have added:

Tracking Parameters

utm_source	utm_content	utm_medium
utm_campaign	utm_term	

Edit

Using System Fields as Parameters

You can use the following fields to dynamically insert values as UTM parameters:

- DesignName
- SourceName
- SendDatetime

For these system fields to work properly, place the following brackets on either side of the field name.

Example:

```
{{[DesignName]}}
```



Test Lists

Adding a test list allows you to quickly send test emails to a specified group of contacts for review & approval. It also makes sending to larger test lists more efficient by eliminating the need to manually enter the emails one by one.

Your browser does not support HTML5 video.

Add a Test List

Navigate to **Settings** by hovering over the blue icon in the top right of the Portal.

Within **Email Settings**, select **Add List** in the **Test List** section.

Email Settings

Domain [Add](#)

Reply-To Info [Add](#)

From Email Info [Add](#)

Tracking Parameters [Add](#)

Test List Select... [Add List](#)

Seed List Select... [Add List](#)

Name your Test List and click **Save**.

Add Test List ×

List Name [Save](#)

After saving, you will see the name of your list in the drop-down as well as a new **View** option. Click **View** to add contacts to the list.

Test List Internal Test List [View](#) [Add List](#)

To load contacts in bulk, click **choose file** option and select the file. In your file, please use "Email" as the column header name. You can also click **Add** in the bottom right-hand corner to add contacts manually.

Test List ×

[Choose File](#) No file chosen

Name	Email	Active	ACTIONS
No Rows To Show			

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[Add](#) [Cancel](#)

If you click **Add** to enter them in one by one, you will get another prompt to enter in the email address.

Add ×

Email [Save](#)

After saving the email, you will see the email added to the test list and the Active Status = True.

Name	Email	Active	ACTIONS
Internal Test List	test@emailme.com	true	Edit

Repeat this process to add any additional contacts to the test list.

To change the status of a contact from the seed list, click "Edit" and toggle the Active status from True to False. When false, the button is gray and to the left, when True, the button is blue and to the right.

Only contacts with their Active status equaling True will be seeded on the outgoing email.

Edit Test List

Email	Active	Action
<input type="text" value="test@emailme.com"/>	<input type="checkbox"/>	Save

Edit Test List

Email	Active	Action
<input type="text" value="test@emailme.com"/>	<input checked="" type="checkbox"/>	Save

To learn how to send an email to your newly created test list, please see our [How to Send/Schedule and Email article](#)

Adding a seed list allows you to keep key internal stakeholders informed of outgoing emails. If an email is

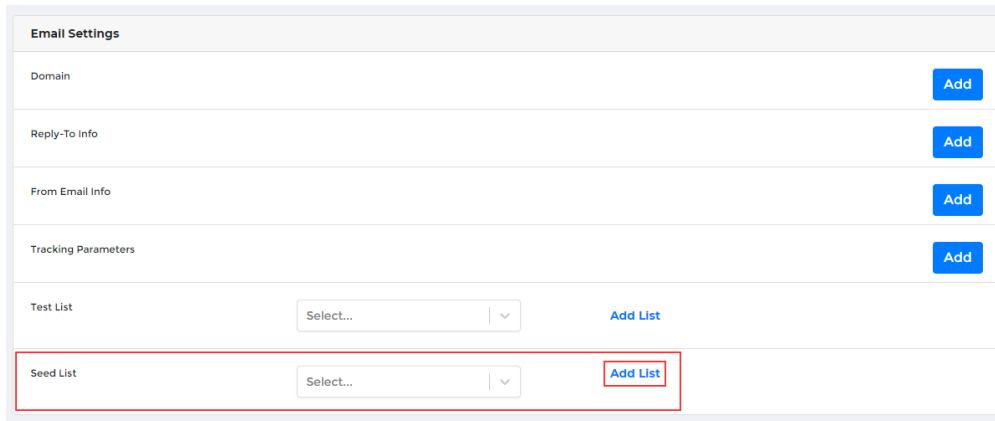
configured to send to a seed list in addition to the required audience, individuals on the seed list will receive the email, even if they don't qualify for the audience you are sending to.

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Add a Seed List

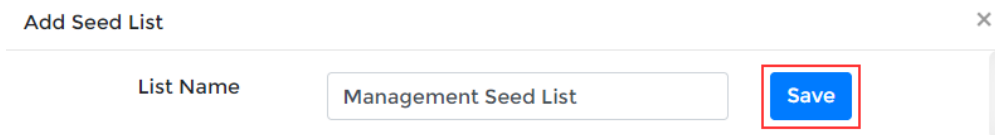
Navigate to **Settings** by hovering over the blue icon in the top right of the Portal.

Within **Email Settings**, select **Add List** in the **Seed List** section.



The screenshot shows the 'Email Settings' interface. It has a header 'Email Settings' and several rows of settings: 'Domain', 'Reply-To Info', 'From Email Info', 'Tracking Parameters', 'Test List', and 'Seed List'. Each row has an 'Add' button on the right. The 'Seed List' row is highlighted with a red border. It contains a 'Select...' dropdown menu and an 'Add List' button, which is also highlighted with a red box.

Name your Seed List and click **Save**.



The screenshot shows a dialog box titled 'Add Seed List' with a close button (X) in the top right corner. Inside the dialog, there is a 'List Name' label followed by a text input field containing 'Management Seed List'. To the right of the input field is a blue 'Save' button, which is highlighted with a red box.

After saving, you will see the name of your list in the drop-down as well as a new **View** option. Click **View** to add contacts to the list.



The screenshot shows the 'Email Settings' interface after saving. The 'Seed List' row is highlighted with a red border. It now shows a dropdown menu with 'Management Seed List' selected, a 'View' button (highlighted with a red box), and an 'Add List' button.

To load contacts in bulk, click **choose file** option and select the file. In your file, please use "Email" as the column header name. You can also click **Add** in the bottom right-hand corner to add contacts manually.

Seed List ×

[Choose File](#) No file chosen

Name	Email	Active	ACTIONS
No Rows To Show			

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[Add](#) [Cancel](#)

If you click **Add** to enter them in one by one, you will get another prompt to enter in the email address.

Hit the blue **Save** button to save the email into the test list.

Add ×

Email [Save](#)

After saving the email, you will see the email added to the seed list and the Active Status = True.

Seed List ×

[Choose File](#) No file chosen

Name	Email	Active	ACTIONS
Management Seed List	test@emailme.com	true	Edit

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[Add](#) [Cancel](#)

Repeat this process to add any additional contacts to the seed list.

To change the status of a contact from the seed list, click "Edit" and toggle the Active status from True to False. When false, the button is gray and to the left, when True, the button is blue and to the right.

Only contacts with their Active status equaling True will be seeded on the outgoing email.

Edit Seed List ×

Email	Active	Action
<input type="text" value="test@emailme.com"/>	<input type="checkbox"/>	<input type="button" value="Save"/>

Edit Seed List ×

Email	Active	Action
<input type="text" value="test@emailme.com"/>	<input checked="" type="checkbox"/>	<input type="button" value="Save"/>

To learn how to send an email to your newly created seed list, please see our [How to Send/Schedule and Email article](#)