

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

Email Settings Overview

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

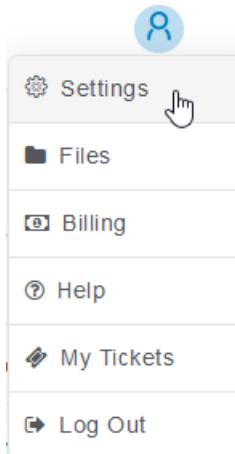
With the Ascent360 Email Designer, you can quickly and easily upload Seed Lists, Test Lists, modify your default Tracking Parameters (appended tracking strings for Google Analytics) as well as adjust the default settings for Domain, Reply-To and From Email Info. This list of articles will teach you how 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="button" value="Select..."/> <input type="button" value="▼"/>	Add List
Seed List	<input type="button" value="Select..."/> <input type="button" value="▼"/>	Add List



Email Tracking Parameters

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.

In this article:

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- [Add or Edit Tracking Parameters](#)
- [Using System Fields as Parameters](#)
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Available Parameters

1. **Campaign Source** – we recommend setting this as *Ascent360*.
2. **Campaign Medium** – use this to identify the medium like Cost Per Click (CPC), social media, affiliate or QR code. We would recommend setting this as *Email* (or SMS, for text message marketing).
3. **Campaign Term** – 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** – use this to differentiate links that point to the same URL.
5. **Campaign Name** – this is typically your email or campaign name.

Add or Edit Tracking Parameters

To add tracking parameters, hover over the **Profile** icon in the top-right corner and select **Settings**. Then, go to **Email Settings**.

*Note: If you don't see the **Email Settings** option, please contact the Help Desk to request the necessary permissions.*

In the **Tracking Parameters** section, you'll be able to view and edit available parameters. By default, all five parameters should be visible.

To edit a parameter, click **Edit**. For each one, you can set a **Default Value** and toggle the setting **on** (blue) or **off** (grey) as needed.

Tracking Parameter

Default Tracking Parameters

utm_source	<input type="text" value="Ascent360"/>	<input checked="" type="checkbox"/>
utm_medium	<input type="text" value="Email"/>	<input checked="" type="checkbox"/>
utm_campaign	<input type="text" value="{{DesignName}}"/>	<input checked="" type="checkbox"/>
utm_term	<input type="text"/>	<input type="checkbox"/>
utm_content	<input type="text"/>	<input type="checkbox"/>

Once you've saved your settings, the configured tracking parameters will be visible. These default parameters will automatically be applied to all draft emails. As a result, when recipients click any link within your email, the

tracking parameters will be appended to the URL, allowing tools like Google Analytics and other site analytics platforms to capture and report the data.

Using System Fields as Parameters

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

- {{[DesignName]}}
- {{[SourceName]}}
- {{[SendDatetime]}}

For the values to work properly, the brackets must be included.

Best Practice: To avoid issues with the UTM values it is best to use "_" or "-" between values and leave out spaces and certain special characters such as "!"



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.

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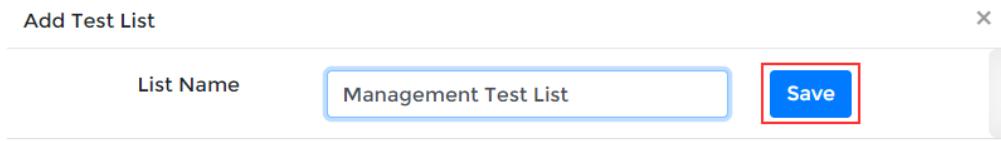
Add a Test List

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

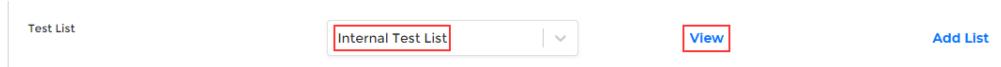
Within **Email Settings**, select **Add List** in the **Test List** section.

The screenshot shows the 'Email Settings' page with the 'Test List' section highlighted. The 'Test List' input field is empty and has a red border. To its right is a 'Select...' button and an 'Add List' button, which is also highlighted with a red border. Below this section are other input fields for 'Domain', 'Reply-To Info', 'From Email Info', and 'Tracking Parameters', each with its own 'Add' button. At the bottom of the page, there is a 'Seed List' section with a similar structure.

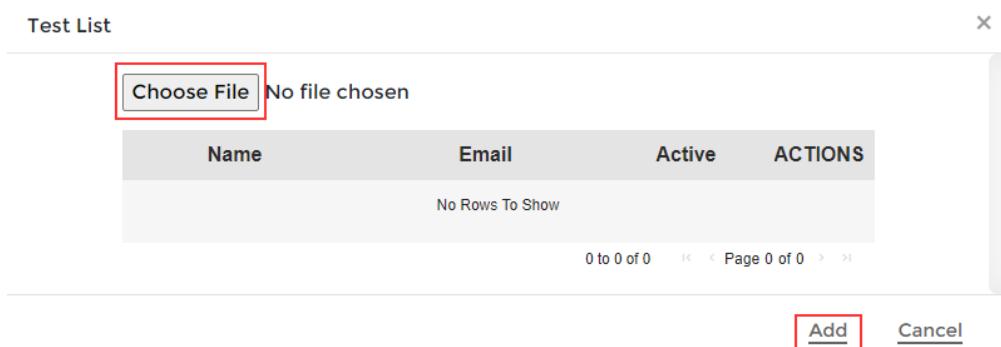
Name your Test List and click Save.



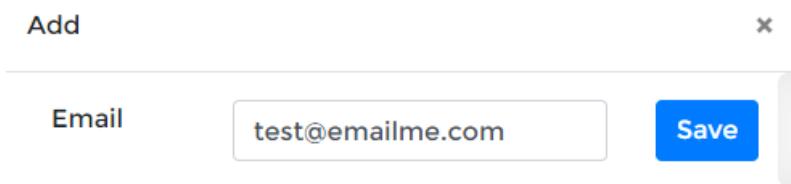
After saving, you will see the name of your list in the drop-down as well as a new View option. Click View to add contacts to the list.



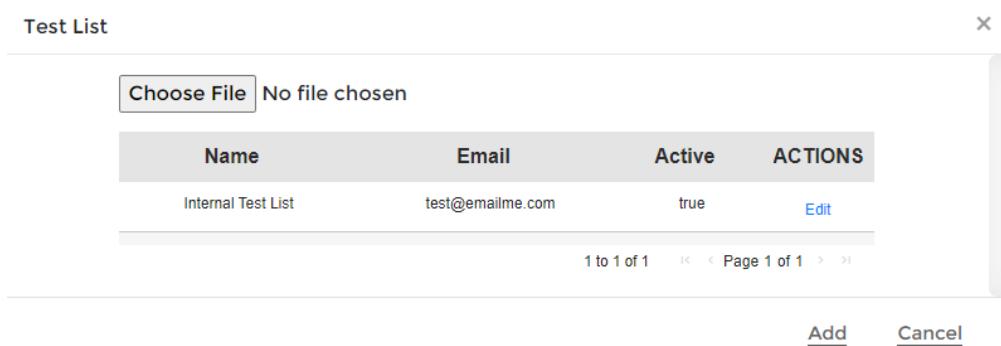
To load contacts in bulk, click choose file option and select the file. In your file, please use "Email" as the column header name. You can also click Add in the bottom right-hand corner to add contacts manually.



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



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



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
test@emailme.com	<input type="checkbox"/>	Save

Edit Test List

Email	Active	Action
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](#)



Seed Lists

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.

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 Seed List and click **Save**.

Add Seed List X

List Name Management Seed List 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.

Seed List Management Seed 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.

Seed List X

Choose File No file chosen

Name	Email	Active	ACTIONS
No Rows To Show			

0 to 0 of 0 Page 0 of 0 < >

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

test@emailme.com

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

1 to 1 of 1 < < Page 1 of 1 > >

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

test@emailme.com

Active



Action

Save

Edit Seed List

Email

test@emailme.com

Active



Action

Save

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