Email Settings

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

Email Settings Overview

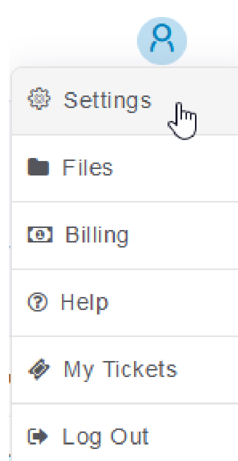
This **email settings** section is specific to clients using the Ascent360 ESP (email platform).

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.

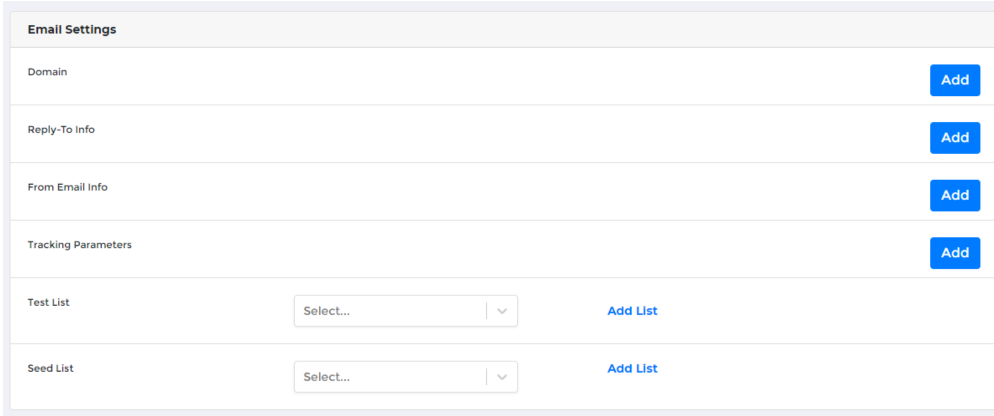
Note: During onboarding, Ascent360 will setup the Domain, Reply-To, From Email and Tracking Parameters with you. The Email Settings section will allow you to change those settings after the initial setup.

> 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:



Ascent360 MEET YOUR DATA

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.

Available Parameters

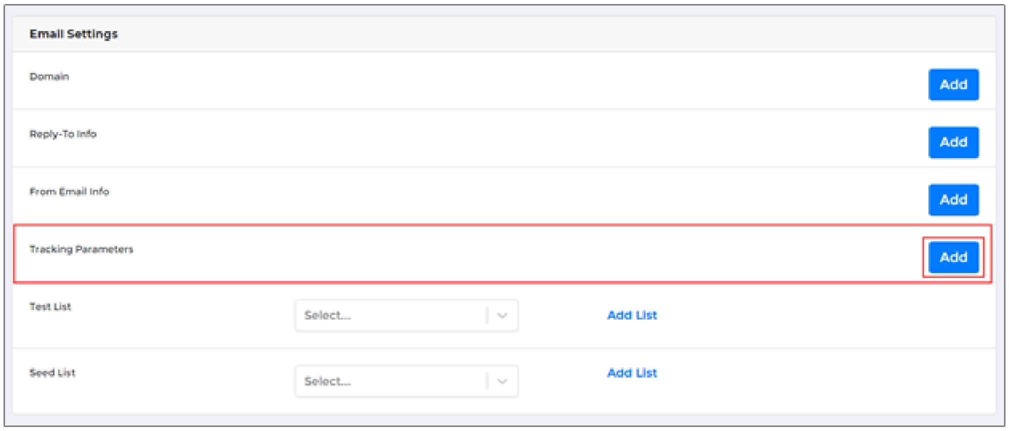
1. **Campaign Source** – The platform (or vendor) where the traffic originates, like Facebook or your email newsletter.
2. **Campaign Medium** – You can use this to identify the medium like Cost Per Click (CPC), social media, affiliate or QR code.
3. **Campaign Term** – You'll use this mainly for tracking 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

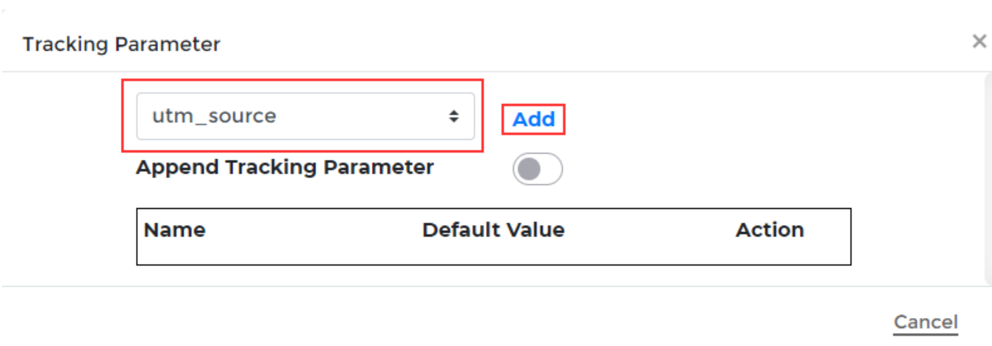
To add Tracking Parameters, hover over the blue **Person Icon** in the top right and select **Settings**. On the resulting page, select **Email Settings**.

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.

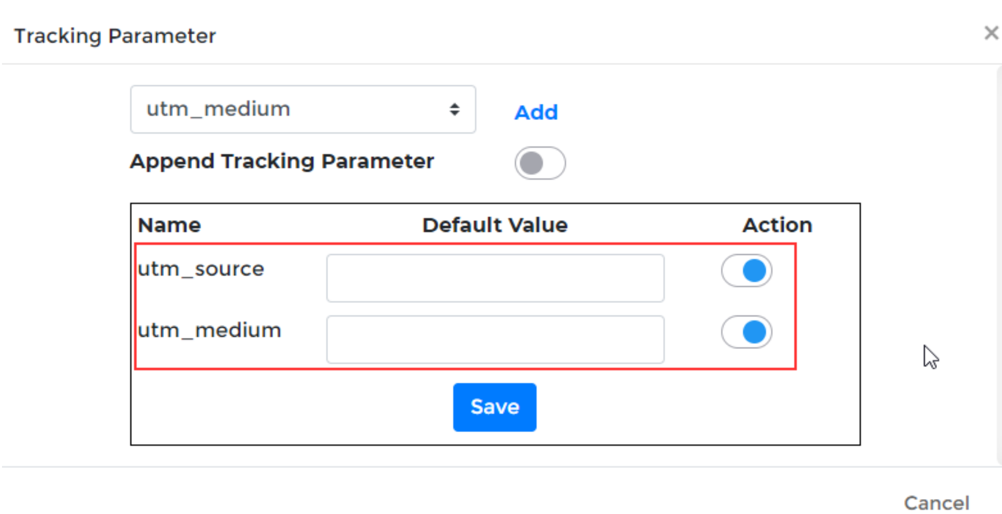
Click on the blue “Add” button on the right side of the row labeled Tracking Parameters.



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



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



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:

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.

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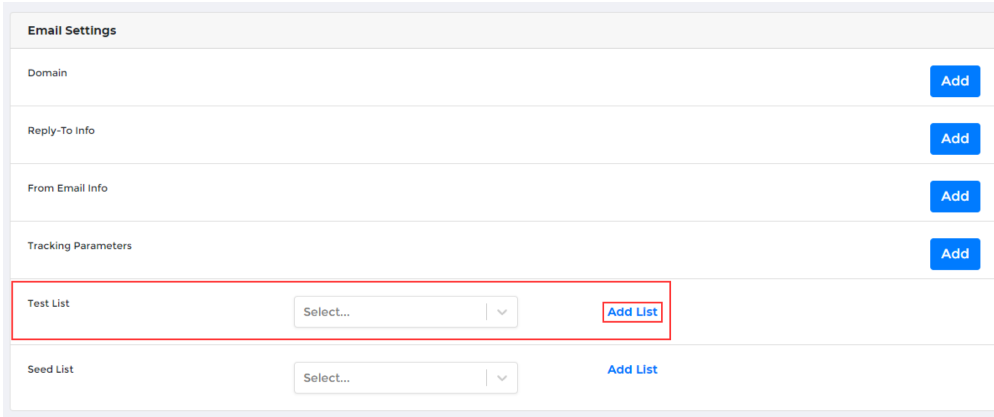
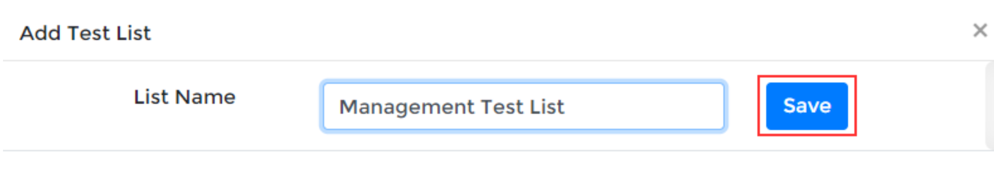
Add a Test List

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

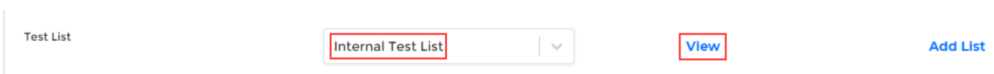
Within **Email Settings**, select **Add List** in the **Test List** section.



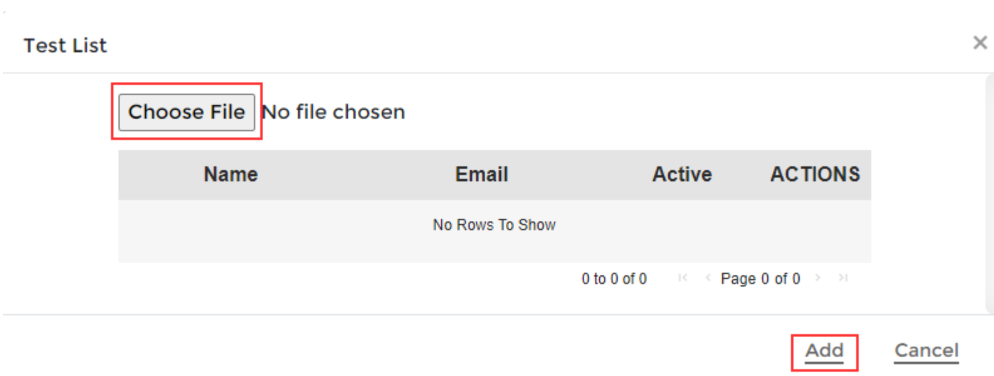
Name your Test List and click **Save**.



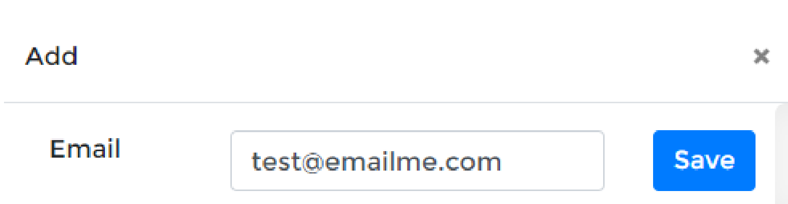
After saving, you will see the name of your list in the drop-down as well as a new **View** option. Click **View** to add contacts to the list.



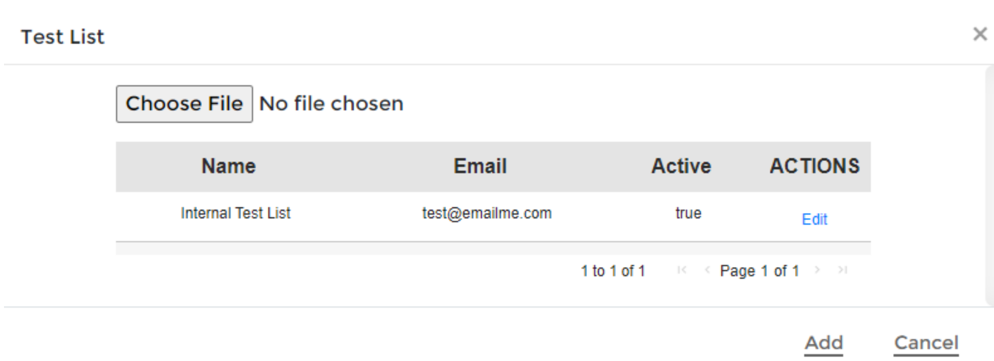
To load contacts in bulk, click **choose file** option and select the file. In your file, please use "Email" as the column header name. You can also click **Add** in the bottom right-hand corner to add contacts manually.



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



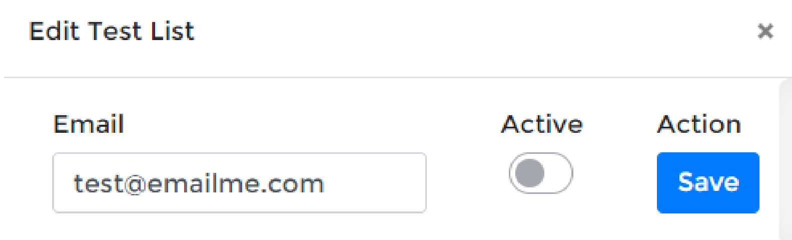
After saving the email, you will see the email added to the test list and the Active Status = True.

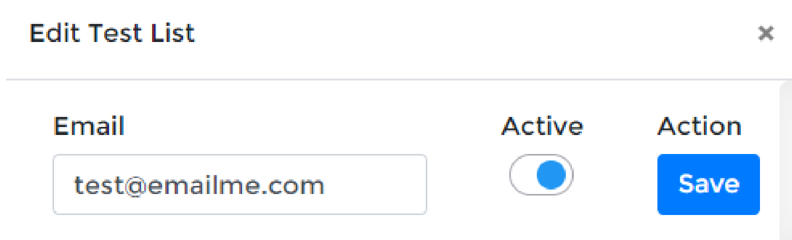


Repeat this process to add any additional contacts to the test list.

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.





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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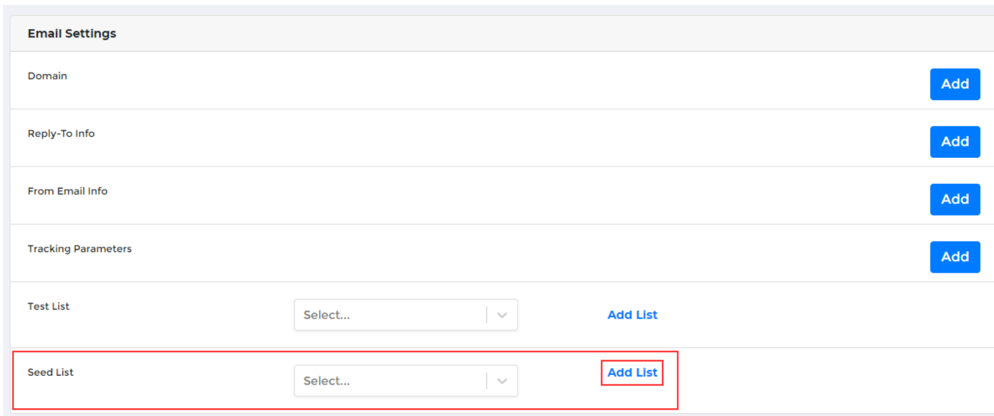
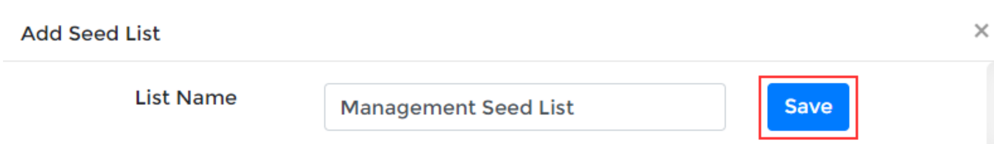
Add a Seed List

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.



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



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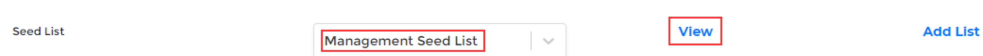

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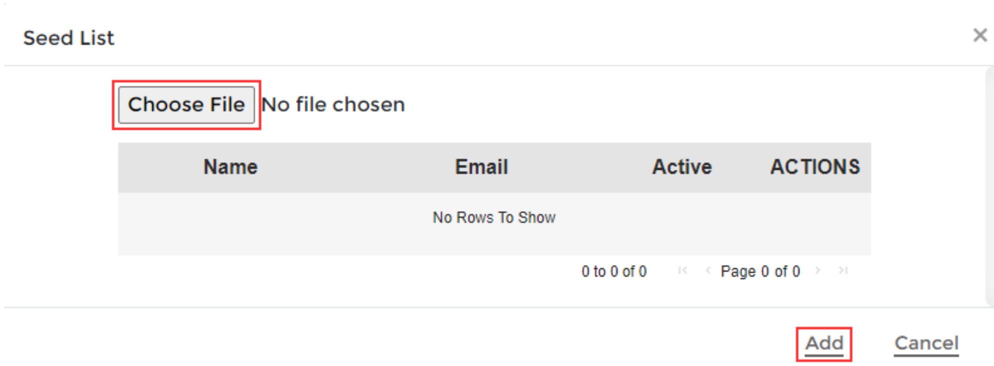
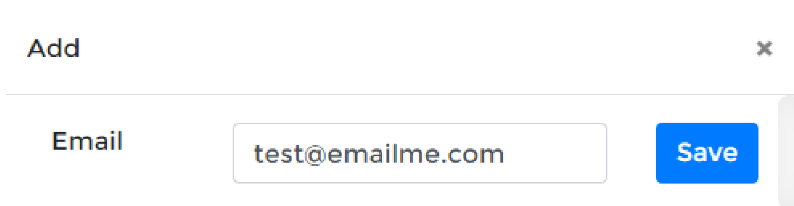


If you click **Add** to enter them in one by one, you will get another prompt to enter in the email address.

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



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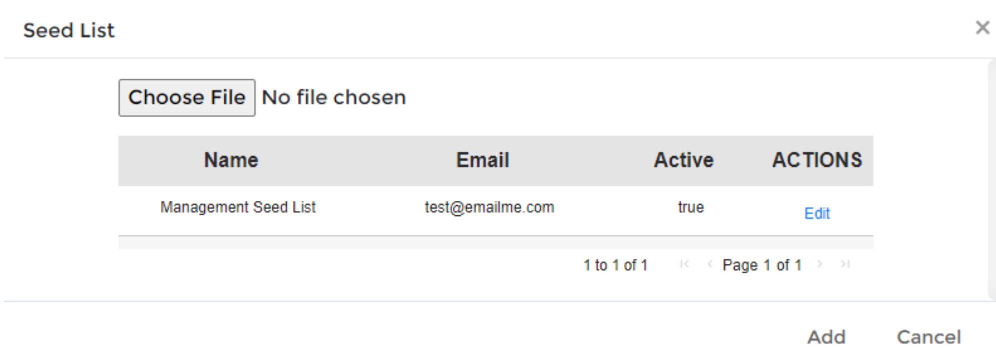

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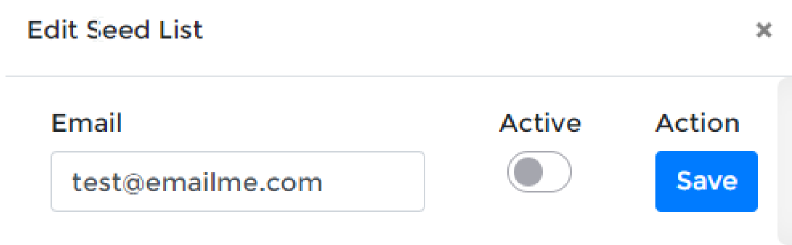

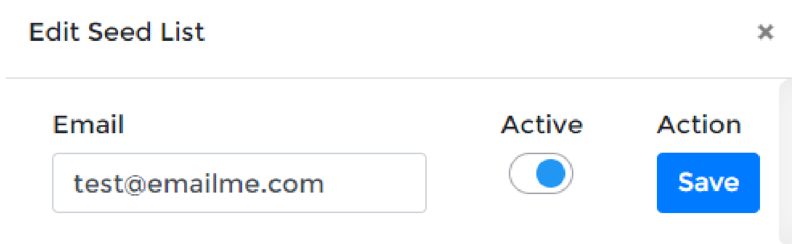

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