

# E-Mail Marketing with OpenEMM

Installation, Configuration and Operation



# AGENDA

## E-Mail Marketing with OpenEMM

- ▶ Introduction to OpenEMM
- ▶ Demonstration of OpenEMM
- ▶ OpenEMM Installation + Configuration
- ▶ Bounce Management
- ▶ Documentation + Website
- ▶ OpenEMM Functionality

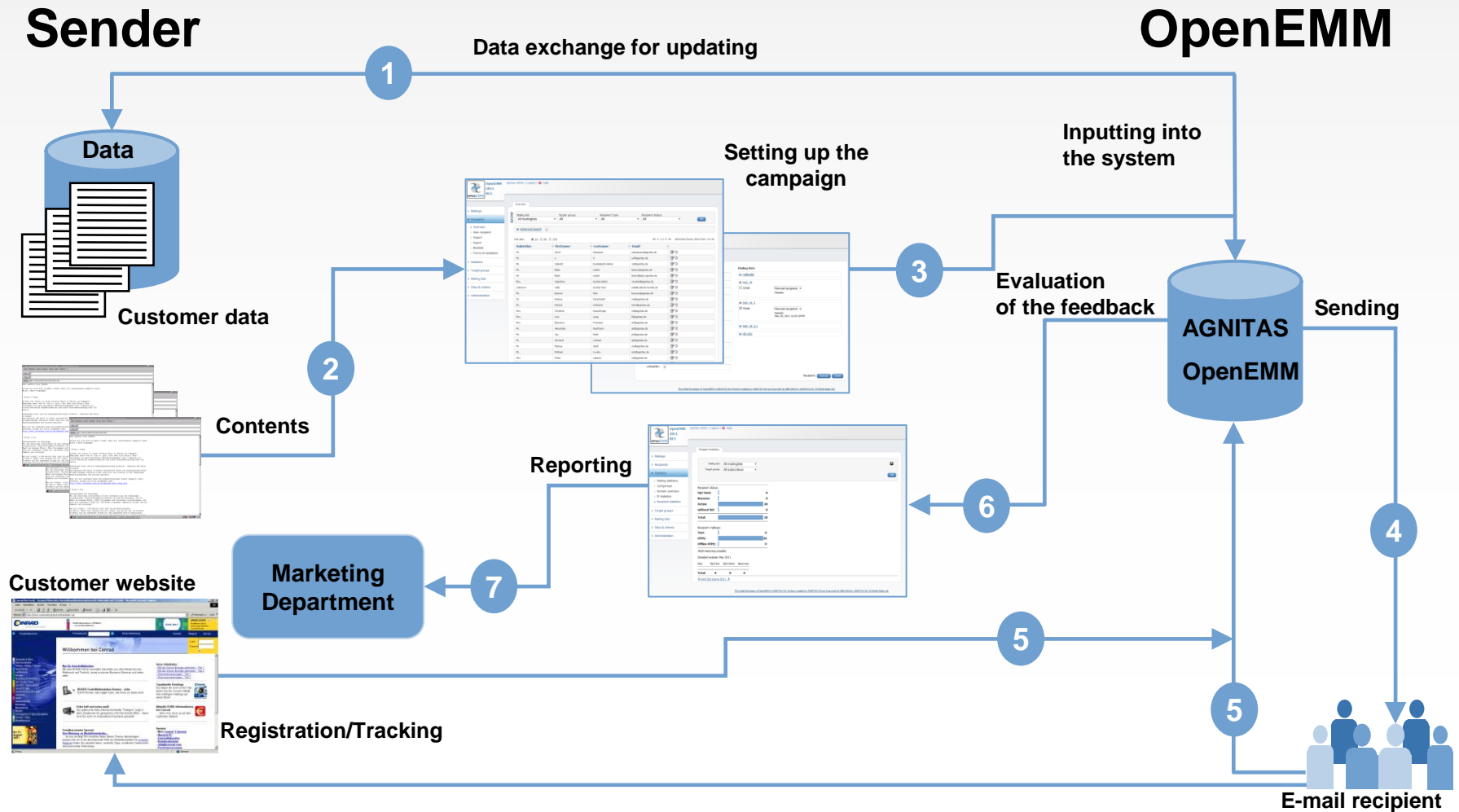
# OpenEMM

## History

- ▶ "By-product" of the commercial E-Marketing Manager (EMM)
- ▶ Open Source since July 2006
- ▶ Nearly 300,000 downloads on SourceForge, thereof 2/3 Windows
- ▶ Windows version was never planned for operational use
- ▶ OpenEMM 2011 with GUI redesign

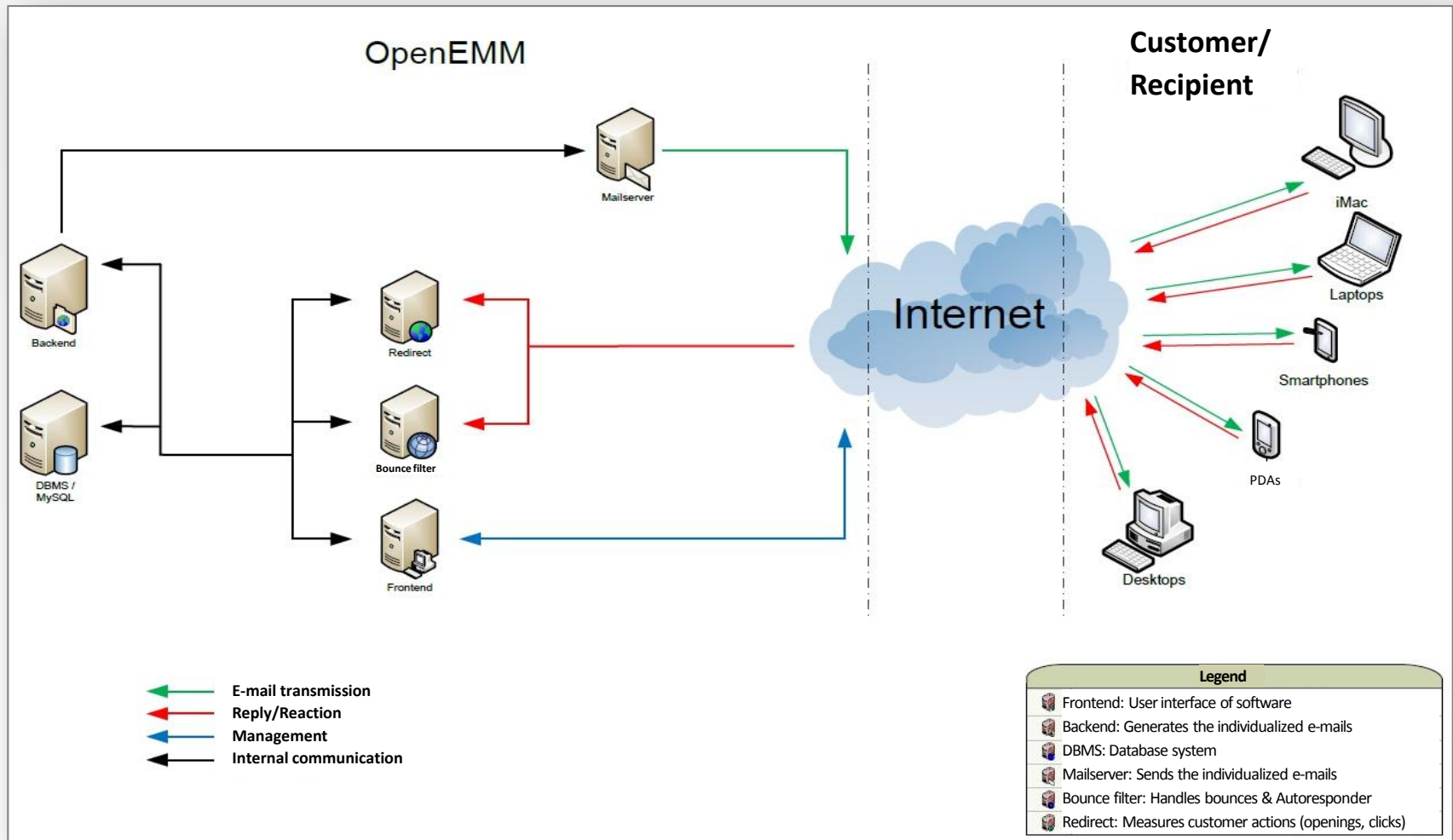
# Steps in an e-mailing campaign

Example process flow



# OpenEMM Architecture

## Example process flow



# OpenEMM

## License

- ▶ Common Public Attribution License 1.0 (CPAL-1.0)
- ▶ Modifications (*changed files*) must be published under CPAL
- ▶ Commercial extensions (*new files*) are, in contrast to GPL, permitted
- ▶ Also used by Facebook
- ▶ Based on the Mozilla Public License 1.1 (MPL-1.1) with two supplements:
  1. Logo and Copyright of the original developer may not be removed from the GUI
  2. Modifications offered via SaaS must be published under CPAL

# OpenEMM

## Technology

- ▶ Front-end in Java (Spring, Struts, Hibernate, no EJB)
- ▶ Back-end in Python
- ▶ Conversion of XML to e-mail in C (performance-critical)
- ▶ SOAP web services interface
- ▶ Scripted Actions for own functionality

# OpenEMM

## Preparations on Server

### ► **Prerequisites:**

- » Red Hat Enterprise Linux from 4 (or compatible)
  - or Ubuntu from 10
  - or Suse Linux from 10
  - or Windows from XP
- » Oracle/SUN Java SE JDK 6
- » Apache Tomcat 6.0.x
- » 2 GByte RAM

### ► **Potential problem sources:**

- » 64-bit Linux
- » Windows Server 2003/2008
- » Configuration for "delayed bounces"



# OpenEMM

## Server configuration

### ► Firewall:

- » Enable Port 25 for mail transmission
- » Enable Port 8080 for front-end and redirect access
- » Enable Port 8044 for update service (Linux only)
- » Enable Port 8025 for the OpenEMM send mail emulation and activate pre-routing forward from Port 25 to 8025

### ► Mail log:

- » Permit read access to mail log (chmod 604) for OpenEMM

# OpenEMM

## Installation

- ▶ Create openemm group and user
- ▶ Unpack OpenEMM binary tarball to /home/openemm  
(hard-coded path in scripts)
- ▶ Create databases and populate initially  
(OpenEMM + CMS)

# OpenEMM

## Configuration

- ▶ Modify URL for Redirect Service and Mailloop in database
- ▶ Modify system URL in `emm.properties` and `cms.properties`
- ▶ Every further configuration after logging in front-end

# OpenEMM

## Configuration for advanced users

- ▶ Various parameters can be set in `emm.properties`  
(database profile, import size, attachment size, bounce deletion)
- ▶ Port forwarding from Port 80 to 8080
- ▶ Activate Cronjob for soft bounce scoring
- ▶ Reconfigure Sendmail queue (cycle time + timeout)
- ▶ Generate additional database indices for combinations of columns
- ▶ Optimize MyISAM configuration (Tuning Primer script)
- ▶ Switch to InnoDB database engine (or remain in MyISAM)

# OpenEMM

## Bounce management for "non-conversational bounces" I

- ▶ **conversational:** Automatically processed
- ▶ **non-conversational:** Separate configuration required (Autoresponder also)
- ▶ **Example:**

- » Domain name: Domain + TLD ⇒ openemm.org
- » Server Hostname: Hostname of server (out/etc/hosts) ⇒ host
- » Server Hostname: Hostname for OpenEMM ⇒ news

- ▶ **DNS entry for openemm.org:**

	86400	IN	A	0	83.220.154.85
host	86400	IN	A	10	83.220.154.85
news	86400	IN	A	10	83.220.154.85
news.openemm.org.	86400	IN	MX	10	host.openemm.org.

# OpenEMM

## Bounce management for "non-conversational bounces" II

### 1. **Sender address based on sender hostname:** news@news.openemm.org

- » Create bounce filters (e.g. ext\_1@news.openemm.org)
- » Create alias in /home/openemm/conf/bav in new file bav.conf-local:

news@news.openemm.org ⇒ alias: ext\_1@news.openemm.org

#### Resulting e-mail forwarding chain:

Sender address ⇒ bav.conf-local ⇒ forwarding address of bounce filter ⇒ final address

### 2. **Sender address based on sender hostname:** openemm@web.de

- » Create bounce filters (e.g. ext\_1@news.openemm.org)
- » Create forwarding in the e-mail-account of sender address:

openemm@web.de ⇒ ext\_1@news.openemm.org

#### Resulting e-mail forwarding chain:

Sender address ⇒ forwarding address of bounce filter ⇒ final address

# OpenEMM

Sendmail: Configuration of bounce management for "non-conversational bounces"

▶ **Edit *sendmail.mc* file**

- » so that Sendmail listens on all available network interfaces instead of only on lo0
- » to activate Mailloop for the processing of "delayed bounces"
- » to activate Mailertable functionality

▶ **Edit *relay-domains* file**

- » so that sender hostname for OpenEMM is accepted for forwarding by Sendmail

▶ **Edit *mailertable* file**

- » to enable internal forwarding for sender hostname to Procmail for filtering

# OpenEMM

## Scaling

- ▶ Dedicated server for database  
(OpenEMM and CMS databases can be split)
  - ▶ Dedicated Redirect server
  - ▶ Dedicated server for CMS code  
(communication per webservice)
- ⇒ Community “lokalisten” sends mailings to up to 3.5 million recipients



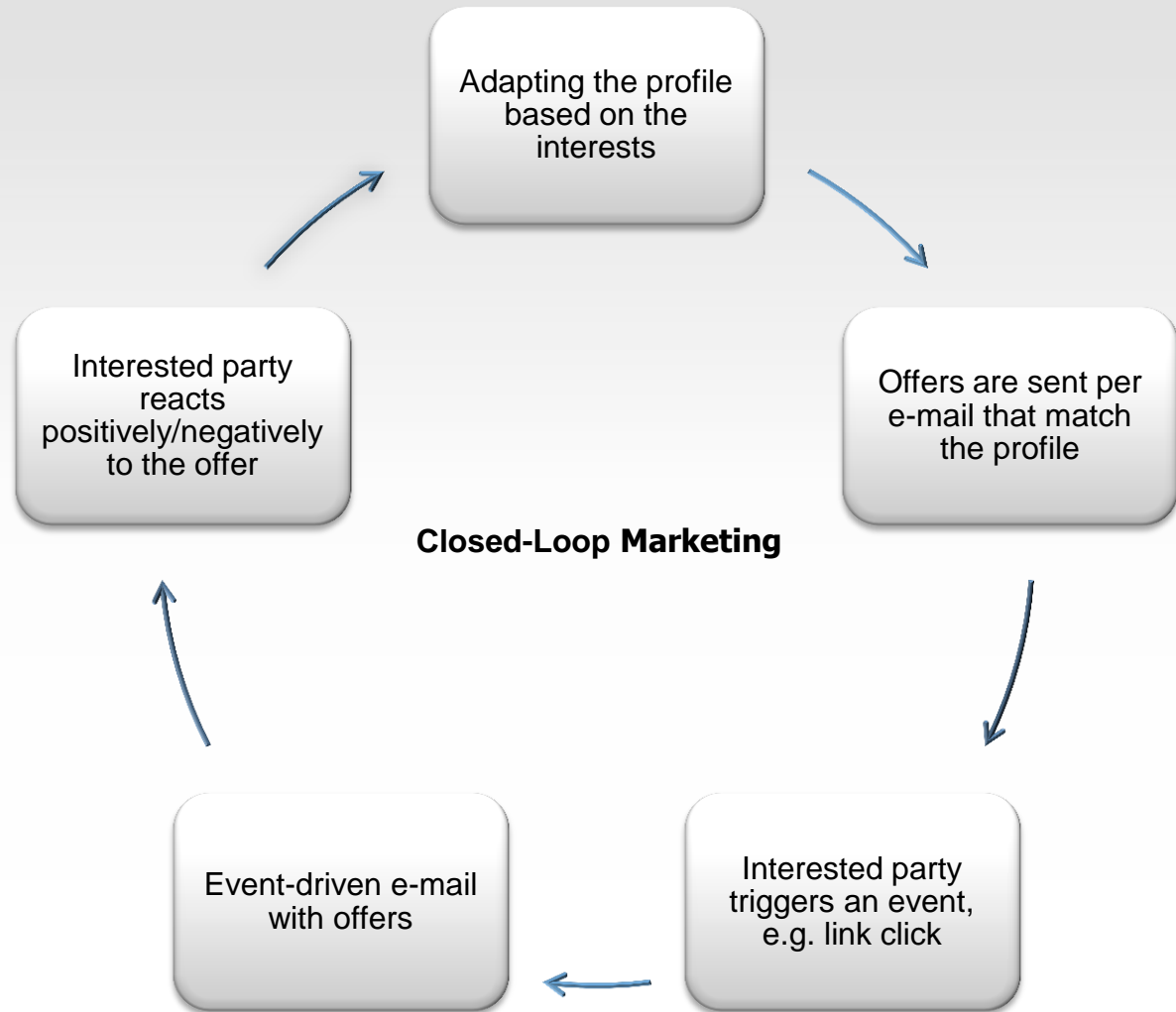
# OpenEMM

## Documentation

- ▶ **Install Guide:** Installation, configuration, operation
- ▶ **Setup Guide:** Installation for VMware
- ▶ **User Manual:** Operation
- ▶ **ScriptAction Doc:** Script commands and examples for scripted actions
- ▶ **OpenEMM Webservices:** Description of available web services
- ▶ **Table Doc:** Description of database scheme
- ▶ **Code Design Guide:** Description for target architecture and format of the code contributor
- ▶ **Agreement:** Agreement on code submission

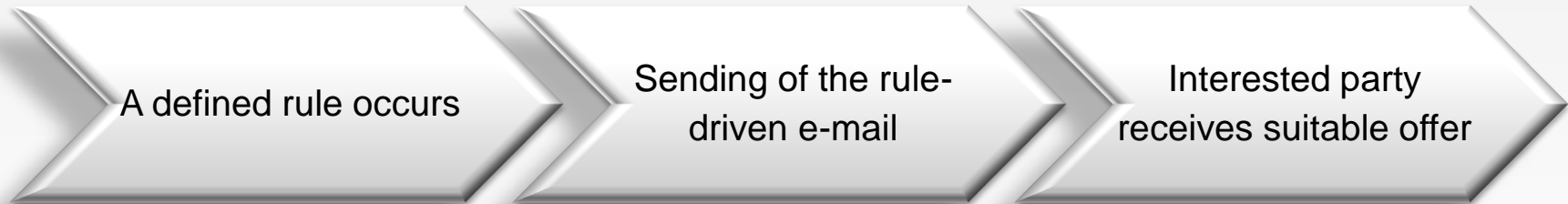
# Event driven e-mails

## Trigger e-mails



# Rule-driven e-mails

## Date-dependent e-mails



e.g. birthday



# Content Management

## Fixed text building blocks

Der Newsletter wird nicht korrekt dargestellt? [Klicken Sie hier für eine Browserversion](#)



### E-Mail-Marketing für Einsteiger & Profis



**AGNITAS AG**  
The Intelligence in E-Marketing

14.01.2011

**Sehr geehrte Damen und Herren,**

die dmexco ist das international führende Event für die gesamte digitale Wertschöpfungskette. Mit einer weltweit einzigartigen Kombination aus Messe und Konferenz steht sie im Zentrum eines globalen Wachstumsmarktes für innovatives und zukunftsweisendes Marketing. Denn: Das Marketing von heute ist digital!

Mit einem klaren Fokus auf Werbung, Kreativität, Markenführung, Relevanz und Effizienz ist die dmexco als kunden- und markenorientierter Branchentreff No. 1 die zentrale, internationale Plattform für alle Player der Marketing- und Media-Szene. Von Vermarktern über Publisher und Werbekunden bis hin zu sämtlichen Agenturgattungen – auf der dmexco profitieren Fachbesucher, Aussteller und Gäste aus aller Welt vom gebündelten Branchen-Know-how sowie von aktuellen Trends und Innovationen. Die dmexco ist damit medien- und länderübergreifend der zentrale Hub für die digitale Wirtschaft und wird so zum „Platz der Antworten“.

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Wir hoffen, Sie in Köln zu treffen.

Ihr AGNITAS-Team

**Was ist der OpenEMM?**

Die Open-Source-Variante des E-Marketing Manager, OpenEMM, ([www.openemm.org](http://www.openemm.org)) ist die weltweit populärste Open-Source-Software für Newsletter, E-Mail-Marketing und Transaktionsmails mit inzwischen deutlich über 200.000 Downloads. Mittlerweile wird die Software von über 2.000 Nutzern in 80 Ländern der Welt, von China bis Chile eingesetzt. Rund um den Erdball verstreute Mitglieder der Open-Source-Community helfen dabei, den OpenEMM, die Basisversion des EMM, ständig zu verbessern.



[... lesen Sie mehr ...](#)

Textbaustein	Zielgruppe	Inhalt
0.1 Header-Image	Alle Empfänger Neuer Text	[agnIMAGE name="Banner-Agnitas"]
0.1.1 Header-Text	Alle Empfänger Neuer Text	Agnitas AG auf der dmexco 2010 in K
0.2 date	Alle Empfänger Neuer Text	[agnDATE]
0.3 Intro-text	Alle Empfänger Neuer Text	<p>die dmexco ist das interna
0.4 Greeting	Alle Empfänger Neuer Text	Wir hoffen, Sie in Köln zu treffen.
1.0 Headline ****	Frauen Neuer Text	<p><strong>dmexco 2010
1.1 Sub-headline	Alle Empfänger Neuer Text	Agnitas AG auch heuer wieder in Kol
1.2 Content	Alle Empfänger Neuer Text	Als Pionier und Trendsetter des deu
1.3 Link-URL	Alle Empfänger Neuer Text	<a href="http://www.agnitas.de">http://www.agnitas.de</a>
1.4 Link-Text	Alle Empfänger Neuer Text	Vereinbaren Sie heute noch einen Te
1.5 Image-URL	Neuer Text	
1.6 Link-URL	Neuer Text	
1.7 Image-URL-1	Alle Empfänger Neuer Text	[agnIMAGE name="Dmexco_banner1"]
2.0 Headline ****	Männer in München Frauen Neuer Text	eMM Xpress: Jetzt schon ab 149 EUR scoof
2.1 Sub-headline	Neuer Text	
2.2 Content	Alle Empfänger Neuer Text	Die e-Xpress-maker GmbH, eine Toch
2.3 Link-URL	Alle Empfänger Neuer Text	<a href="http://www.emm-xpress.de/">http://www.emm-xpress.de/</a>
2.4 Link-Text	Alle Empfänger Neuer Text	... weitere Informationen
2.5 Image-URL	Alle Empfänger Neuer Text	<a href="http://www.agnitas.de/uploads/pics/">http://www.agnitas.de/uploads/pics/</a>

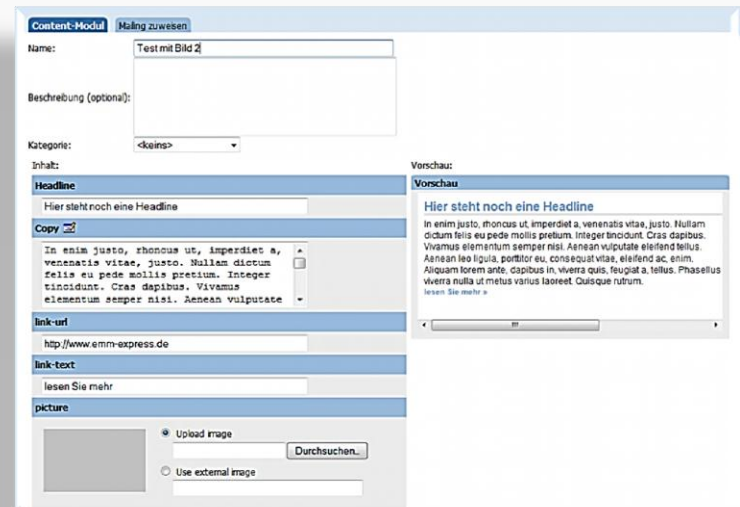
# Content Management

Versatile layout module for flexible use

Flexible sorting of the contributions



Editing of the modules at the same level:



**Content-Modul** | [Neu zuweisen](#)

Name:

Beschreibung (optional):

Kategorie:

Inhalt:

**Headline**

**Copy**

☐ In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum.

**link-url**

**link-text**

**picture**

☒ Upload image

☐ Use external image

**Vorschau:**

**Hier steht noch eine Headline**

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum.

[lesen Sie mehr »](#)

# The 10 Commandments

The fundamentals for every successful e-mail marketing action

You should ...

1. Send no e-mail without the permission of the recipients.
2. Clearly indicate who the sender is by means of the sender address.
3. Clearly indicate or at least touch on the subject of the e-mail in the reference line.
4. Address the recipient by name.
5. Get to the point immediately in the e-mail text.
6. Offer the recipient an easy way to unsubscribe in every e-mail.
7. Test all links in an e-mailing for functionality before sending.
8. Do not send e-mails with large attachments.
9. Measure the reaction to your e-mail marketing campaigns.
10. Optimize the results of your campaigns by testing with list splits.