

# USER GUIDE

Mailjet in webCRM



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web **C** **R** **M**

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## 1. Mailjet (mailjet.com); good news for high deliverability and excellent tracking

webCRM works closely with Mailjet who runs one of the most powerful email engines in the world. Mailjet sends billions of emails and sets a pride in securing high deliverability and excellent tracking. This is achieved by using the best technology available and combining this with a team of professional experts who constantly monitor and mitigates any issues related to deliverability and spam.

As long as you manage emails in compliance with best practice anti-spam policy and use Mailjet as delivery engine, you should never face any deliverability issue. Mailjet's proprietary engine prevents from risks to your own e-mail reputation by constantly auditing and optimising the transfer to the messaging systems and scaling your sending accordingly to the best practices in the industry. The Mailjet team also shares live insights with webCRM to allow you to measure your engagement rate and deliverability.

The result is email servers (IP addresses) with very good reputation for being spam free. This in turn results in your email campaigns being send and received with high deliverability. The webCRM integration with Mailjet is seamless and you can focus entirely on your business and creating the best emails.

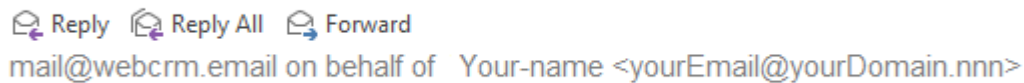
If, despite your constant compliance with our anti-spam policy, you were facing any deliverability issue, the Mailjet team will be pleased to assist by providing recommendations for your e-mailing plan in order to help you quickly get the spam rating removed and prevent further spam rating.

Normally you will not notice that Mailjet is the email delivery engine behind the scene. However, if you like to drill down and investigate your campaign results in rich details, you can access the powerful statistics and charts that the Mailjet user interface provides directly in your webCRM account.

## 2. Email On Behalf Of

When you send emails from your webCRM system using Mailjet the emails are sent as normally with your name and email as the "From" name and email.

Because it is the Mailjet and webCRM servers that are used for sending (and not your own email server), we need to inform the receiver that the email is "On Behalf of". We need to do this to avoid the risk of high spam ratings. Your email will appear at the receiver quite normally with the correct From name and From email. Most email clients will display a notice similar to this notice from Outlook.



Reply Reply All Forward  
mail@webcrm.email on behalf of Your-name <yourEmail@yourDomain.nnn>

If you have your own email servers it is possible to relay emails from webCRM by your own servers to avoid the “On Behalf Of” notice. Another solution is for you to set up SPF and DKIM records for your email server. You can contact webCRM to discuss the options.

### 3. SPF records

webCRM and Mailjet automatically apply SPF records. Using a SPF record for your own email domain is not mandatory. However, it can marginally improve the spam score to do so. A SPF record is just a line of text that is added to your email DNS. The DNS is where all the Internet servers lookup to find the correct IP address of email domains and domains for websites. Your email provider (ISP Internet Service Provider) will normally be able to add the SPF record for you. If you have access to manage your DNS settings, you can also do this yourself, but it requires some technical knowledge. We would like to add the SPF record for you, but if we could do this ourselves, so could all spammers, and it would be useless. The SPF record shall include your own domain and: spf.webcrm.com  
The TXT record will typically look like something this: v=spf1 a mx include:spf.webcrm.com - all

### 4. DKIM-feature for high deliverability – digital signature

webCRM and Mailjet automatically apply a so-called DKIM record. With this we achieve even higher email deliverability and security. The DKIM record is a method to validate the authenticity of email messages. When each email is sent, it is digitally signed using an encrypted key and then validated on the receiving email server using a matching public key that is in retrieved from the DKIM record.

This process verifies that the message was not altered during transit and that it originates from the sender.

## 5. What can you do for high deliverability?

If your emails are sent to people who did not sign up to receive them or to people who may have signed up and forgotten, you may very likely receive spam complaints. If you add people to your list without their consent, you will often be labelled as a spammer. Spam doesn't necessarily have to be for bogus products and services. Your legitimate email newsletter may be considered spam simply because it was unsolicited.

**Always include a link to easily sign off from further emails. You use the webCRM landing pages for this.**

Use the merge feature in webCRM in order to make each email individual. If your emails are all identical, with no personalized information whatsoever, these may be considered spam.

When sending high volumes of email we apply a throttle to reduce the risk of high volume mass emails being regarded as spam. Still it can be a good idea to limit each batch to 5,000 email.

## 6. Enabling Mailjet for your webCRM system

To enable Mailjet in webCRM go to **Configuration / Main settings / Email**


Please read the rules and only if you can accept the rules may you enable Mailjet.

**It is very important you accept the rules. By failing to follow the rules you risk not only that your own email are considered as spam, but you may also cause other webCRM customers' emails to be spam rated because the same Mailjet email servers are used for all webCRM customers.**



You can also test/verify that a SPF record has been configured for your email domain. This is not mandatory to do. Read more about SPF at the previous page.

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[Drop down lists](#)
[Custom fields](#)
[Integration](#)
[Main settings](#)

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**Remember our rules!**  
**Any infringement of these rules may result in account suspension**

- 
 You may not access or use third-party mailing lists. Do not purchase or use third-party contact lists. Email cannot be sent to lists that have been manually or automatically scraped or copied from the web or from any other method (online or offline). Just because people publish their email address does not mean they want to be contacted
- 
 Send emails to people that have explicitly granted their permission to receive this kind of message. Email can only be sent to people who willingly register for your website or via an opt-in checkbox on an online or offline form.

Mailjet: [Enable](#)

SPF records: [Test](#)

**NOTE:**

The first time your Mailjet account is used there is a delay of 15-60 minutes before the dashboard numbers are updated correctly. During that period, you may see that only 1 email was sent when more were actually sent. This is only for the first emails and is due to an initial authentication process.

**After you have enabled your Mailjet account the screen will look like this**

Mailjet: YourCompany\_12345 (Created 11-02-2015)

[Status](#)
[Dashboard](#)
[Mailjet: Disable/Delete](#)

SPF records: [Optional: Verify/update](#)

**OK:** (28-02-2015 16:24) @webcrm.com

You will see the name of your Mailjet account and the date it was created. If you have optionally verified your own SPF records the email domains will also be displayed.

From the next time you log in to webCRM, all emails from your webCRM system will be sent using your Mailjet account. This includes individual emails and mass-emails (newsletters).

The Mailjet Dashboard is only available to webCRM customers with Plus or Enterprise licenses. The Dashboard is explained later on in this document.


If you disable/delete your Mailjet account the Mailjet account and all related history and tracking in the Mailjet Dashboard will be permanently deleted. You can then create a new Mailjet account.

Clicking "Status" will display the totals for your Mailjet account – like this:

| Status         | OK    |
|----------------|-------|
| E-mails        | Total |
| Processed      | 218   |
| Delivered      | 213   |
| Opened         | 126   |
| Bounced        | 0     |
| Spam complaint | 0     |

## 7. Sending individual emails (or SMS) with Mailjet activated

The only visible difference with Mailjet activated is, that you can choose to send the email straight away, or you can select "Send scheduled" and then enter the date and time you want the email to be sent. Maximum delay is 90 days.

Send now  
 Send scheduled  

### NOTE:

The maximum size for email attachments are 7Mbyte in total per email.

In general it's not good practice to send very large attachments by email. It's better to upload them to webCRM or your website and then link to them instead. If your attachments exceeds 7Mbyte the email will be sent without using Mailjet.

## 8. Sending mass emails (newsletters or SMS) with Mailjet activated

The only visible difference with Mailjet activated is the Tracking/Campaign name field and that you can choose to send the emails straight away, or you can select "Send scheduled" and then enter the date and time you want the emails to be sent. Maximum delay is 90 days.




When sending more than 100 emails you can only send using the "Send scheduled" option. Minimum is 10 minutes later from "now".

Mass emails are throttled (reduced speed) to improve spam scores. With Mailjet we send about 6000 emails / 15 minutes.

Tracking/Campaign:

01-03-2015 My newsletter

Send now

Send scheduled 01-03-2015  12  : 00 

## 9. Tracking/Campaign

In the Mailjet Dashboard emails are organised and grouped per Tracking/Campaign name. This makes it easy to analyse the results from a specific newsletter or similar.

The Mailjet Dashboard is only available to webCRM customers with Plus or Enterprise licenses. The Dashboard is explained later on in this document.

All individual emails are automatically assigned a Tracking/Campaign name = "Emails YYYY MM"

This means that all individual emails are grouped in the Mailjet Dashboard for each calendar month.

For mass emails you can decide yourself which Tracking/Campaign name you want. The default name is the current date followed by the email subject. By using the same Tracking/Campaign name for 2 or more mass emails you can organise several sending into one Tracking/Campaign.



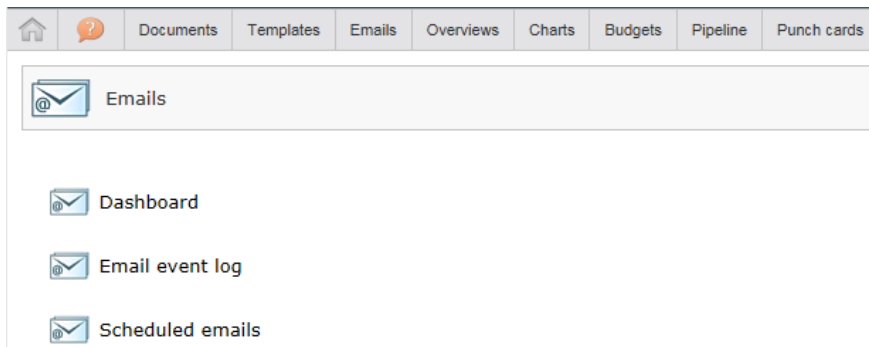
## 10. Scheduled emails and SMSs

Scheduled emails are to be sent at a later pre-determined time.

Scheduled emails are saved and logged just as emails that are sent straight away. This means that merging of data fields with email templates are executed at the time the email is created and not at the time the email is actually sent. Otherwise, we might risk that the data would be changed or even deleted before the time when the email or SMS is sent.

You will see scheduled email in your webCRM system just like any other email. The only difference is that the "Sent" time is in the future.

From the menu: **Utilities / Emails** you can click "Scheduled emails"



The list displays all emails and SMSs scheduled for sending at a later time.

The screenshot shows the 'Scheduled emails' list. The list has a 'Refresh' button and a 'Lines/page' dropdown set to 10. The list contains two entries:

|   | Send deferred    | Created          | Count | User        | Subject                     | To                           |
|---|------------------|------------------|-------|-------------|-----------------------------|------------------------------|
| ✖ | 09-03-2015 07:00 | 01-03-2015 11:46 | 20    | Erik Maltby | My newsletter               | * Broadcast *                |
| ✖ | 10-03-2015 14:30 | 01-03-2015 11:47 | 1     | Erik Maltby | Follow up from last meeting | Jørgen Rode<rode@webcrm.com> |

You can view the email content

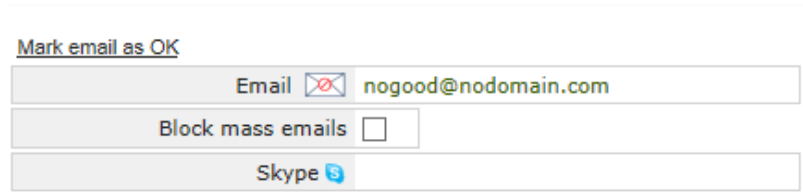
It is not possible to edit already scheduled emails or SMSs. But you can delete the scheduled emails or SMSs and create new instead. If you delete you will also delete the associated saved/logged emails in your webCRM system.

During the sending of many emails the list will display:

"In progress <sent number>/<total number>"

## 11. Bounced emails

When Mailjet is activated, all emails that hard bounces will automatically update the data field for persons for bounced emails. Like this example

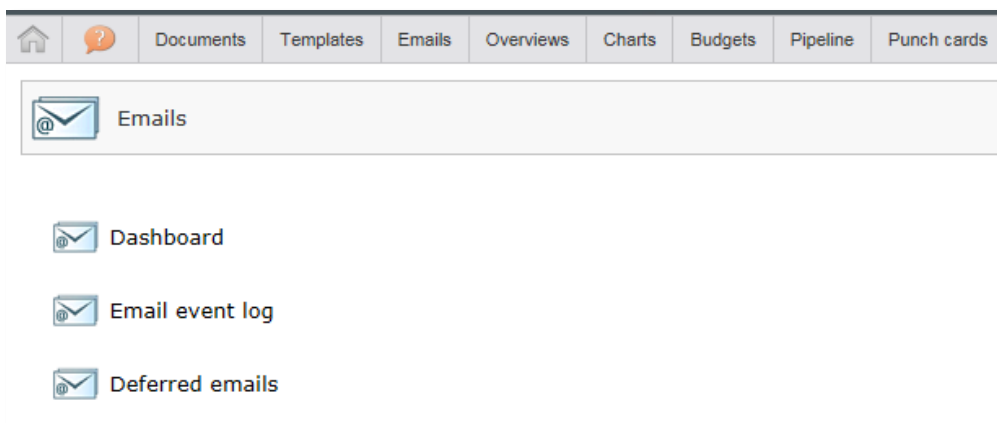


Hard bounces are permanent delivery failure. Bounces like “Out of office” are considered as soft bounce and does not update the above filed.

Once an email address is recorded as “Hard Bounce”, it will be remembered and blocked permanently by Mailjet. Even if you mark the email as being OK in webCRM. If you for some special reason need to unblock such an email in the Mailjet list of blocked emails, you must contact webCRM.

## 12. The Email Event Log

From the menu: **Utilities / Emails** you can click “Email Event log”



The event log saves the last 50,000 events. The following events are logged for all emails you send:

- Clicked (Click at any link in the email)
- Hard bounce, Blocked, Soft Bounce
- Spam complain

All clicks and also the “Open” event is available in the Mailjet Dashboard.

## 13. The Email Event Log

Example of some "Click" events:

| Time             | Type  | Hard bounce | Email         | Related to                      | Tracking/Campaign | Error |
|------------------|-------|-------------|---------------|---------------------------------|-------------------|-------|
| 02-03-2015 18:22 | Click | -           | john@reon.dk  | newsletter sign onoff           | Emails 2015 03    |       |
| 02-03-2015 18:22 | Click | -           | john@reon.dk  | edit own data                   | Emails 2015 03    |       |
| 02-03-2015 18:22 | Click | -           | john@reon.dk  | krak.dk                         | Emails 2015 03    |       |
| 02-03-2015 18:22 | Click | -           | john@reon.dk  | b.dk                            | Emails 2015 03    |       |
| 02-03-2015 18:21 | Click | -           | john@reon.dk  | webcrm.com?promotion=q2market   | Emails 2015 03    |       |
| 02-03-2015 18:12 | Click | -           | julie@reon.dk | b.dk                            | Emails 2015 03    |       |
| 02-03-2015 18:12 | Click | -           | julie@reon.dk | edit own data                   | Emails 2015 03    |       |
| 02-03-2015 18:12 | Click | -           | julie@reon.dk | webcrm.com?wmail=1233456abcdefg | Emails 2015 03    |       |

"Related to" = the landing page name or the URL(link)

Use mouse-over "Related to" to view the full link and other details. You will see the clicked link, Geo info, IP address and browser (agent) information.

When you Edit or View a Person you can click the Click-icon to see the click history from this Person.

The same option is available for all other data types where a Contact Person is associated.

Save Organisation

Reon  
Lokal, Kunde, Lukket kunde  
John Johnsen Email No telephone

First name John  
Last name John  
Priority 0 Low  
Support cases 5

Mark email as bouncing  
Email john@reon.dk  
Block mass emails   
Skype

Clicks

| Time             | Related to                    | Tracking/Campaign |
|------------------|-------------------------------|-------------------|
| 02-03-2015 18:22 | newsletter sign onoff         | Emails 2015 03    |
| 02-03-2015 18:22 | edit own data                 | Emails 2015 03    |
| 02-03-2015 18:22 | krak.dk                       | Emails 2015 03    |
| 02-03-2015 18:22 | b.dk                          | Emails 2015 03    |
| 02-03-2015 18:21 | webcrm.com?promotion=q2market | Emails 2015 03    |
| 02-03-2015 17:56 | my edit                       | Emails 2015 03    |
| 02-03-2015 17:46 | my edit                       | Emails 2015 03    |

"Related to" = the landing page name or the URL(link)

Use mouse-over "Related to" to view the full link and other details. You will see the clicked link, Geo info, IP address and browser (agent) information.

To track clicked links use the webCRM wizard to create links, or use the ordinary editor's link icon. If you write html manually the links must be similar to this: `<a href="www.yoursite.com">Your site name</a>`

## 14. Reports for the Email Event Log

Please see separate documentation on how to create reports.

You can create reports for the "Email Event Log" and you can filter the list on all log data, and also Organisation and Person data.

You can send mass emails to all Persons from these reports. This makes it easy to for example send follow-up emails to all Persons who clicked at certain links for certain campaigns.

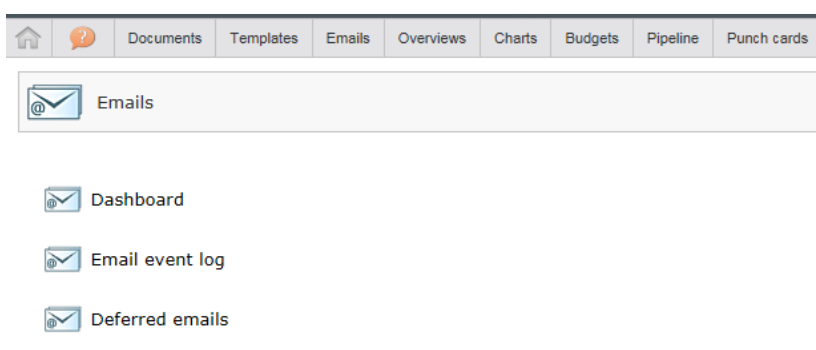
The Mass-update feature is also possible to enable for this type of reports. It will update Person or Organisation Data. This makes it easy to for example update checkboxes for Persons who clicked certain links for certain campaigns. The purpose of doing this will normally be to be able to segment the Persons better in order to send more specific and relevant emails.

You can also generate new Activities from this type of reports. For example a call-list to remember to call Persons who clicked certain links for certain campaigns.

## 15. The Mailjet Dashboard

The Mailjet Dashboard is only available to webCRM customers with Plus or Enterprise licenses.

From the menu: **Utilities / Emails** you can click "Dashboard"



| CAMPAIGNS   |         | CONTACTS | STATS      | Build your campaign <a href="#">Create a campaign</a> |          |  |        |        |
|---|---------|----------|------------|---|----------|--|--------|--------|
| All my campaigns  | Starred | Drafts   | Programmed | Sent  | Archived | <input type="text" value="Campaign subject..."/> |        |        |
| Title   |         | smtp     | sent       | 🔊   | Emails   | Opens  | Clicks | Manage |
| ★ <b>As agreed yesterday</b> (Emails 2015 02)                     |         | smtp     | sent       | 🔊   | 20       | 90%  | 0%     | Manage |
| ★ <b>The spring collection is here</b> (2015-02-18 My newsletter) |         | smtp     | sent       | 🔊   | 20       | 100%   | 0%     | Manage |
| ★ <b>February newsletter</b> (2015-02-18 My newsletter 2)         |         | smtp     | sent       | 🔊   | 14       | 71.43%   | 20%    | Manage |

## 16. Tracking/Campaign

In the Mailjet Dashboard emails are organised and grouped per Tracking/Campaign name. This makes it easy to analyse the results from a specific newsletter or similar.

All individual emails are automatically assigned a Tracking/Campaign name = "Emails YYYY MM"

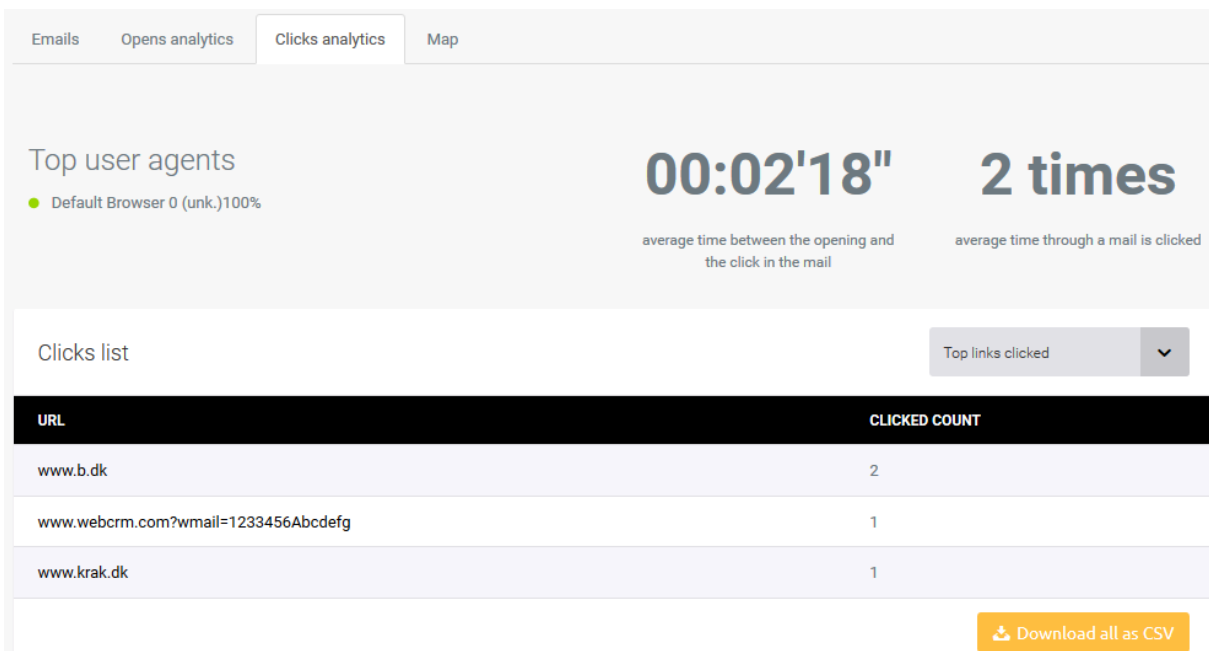
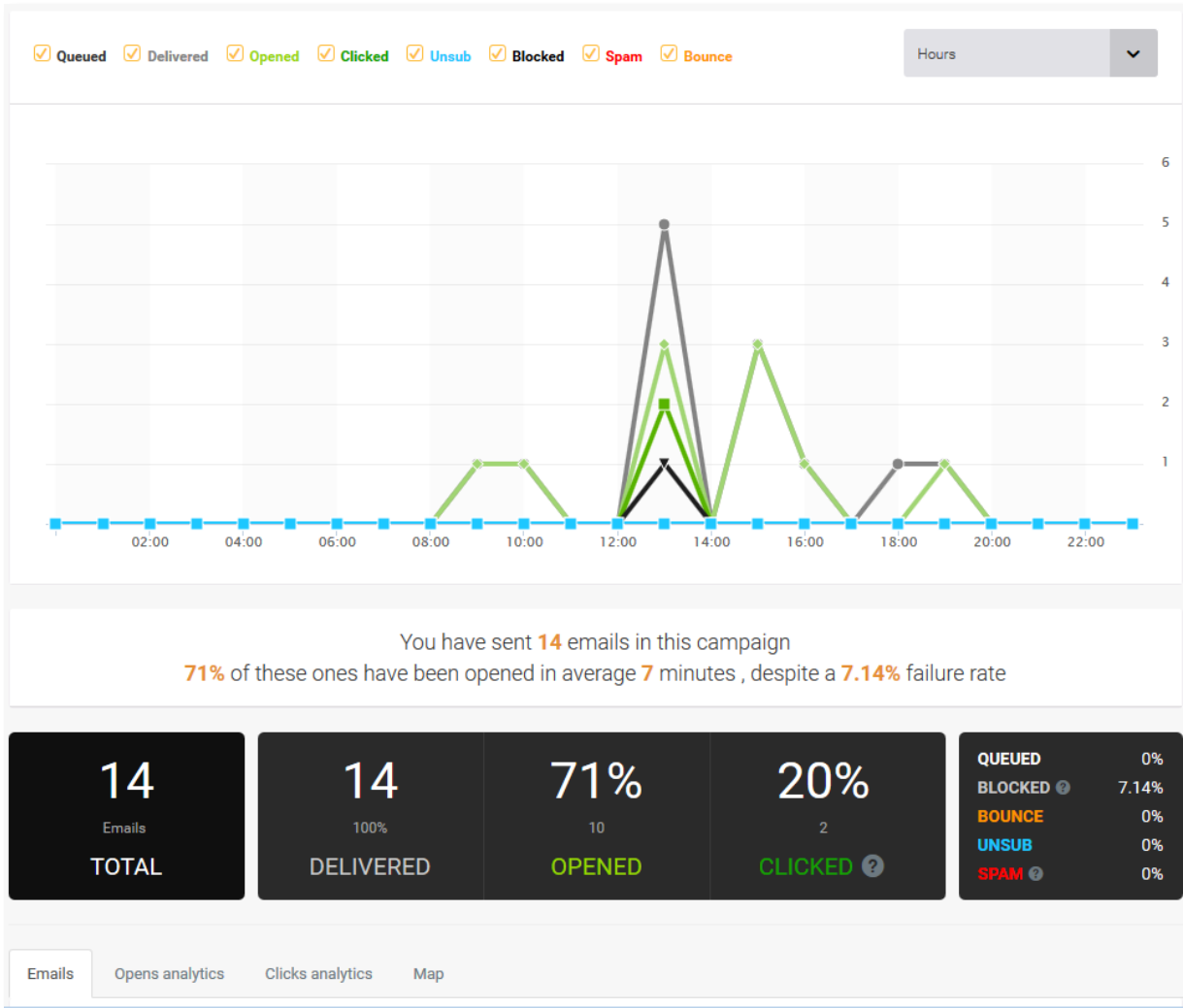
This means that all individual emails are grouped in the Mailjet Dashboard for each calendar month.

For mass emails you can decide yourself which Tracking/Campaign name you want. The default name is the current date followed by the email subject. By using the same Tracking/Campaign name for 2 or more mass emails you can organise several sending into one Tracking/Campaign.

The Mailjet dashboard lists all Tracking/Campaigns by showing the email subject for the first email in the campaign in bold black text followed by the Campaign/Tracking name. For individual emails grouped per calendar month the subject is for the first email that month.

You can archive Campaigns by clicking "Manage".

When you select/click one Campaign from the list you can interactively access a wealth of statistics and information like this



The “UNSUB” event (un-subscribe) is not used for webCRM users. Instead a webCRM landing page with Unsubscribe options is used.

The Mailjet Dashboard is available in the following languages:

English, French, German and Spanish

The Dashboard will be configured with the same language as the user enabling the Mailjet account. If the user’s language is not French, German or Spanish the English language will be selected.

## **17. Your own Mailjet campaigns**

Normally you will use webCRM to build and send your campaigns.

However, from the Mailjet dashboard you can use Mailjet to create and run email campaigns completely independent from your webCRM system. This includes uploading contact lists and creating templates with full drag and drop facilities.