Destwin Quick Reference
Console Version 2.0
How to Send a Bulk E-mail
07-OCT-11

This Quick Reference describes how send an e-mail to multiple recipients using the Bulk Email tool. The list of recipients may be manually entered, uploaded from an external file, or from e-mail addresses within the Destwin database. In most systems you will need to have Administrator permissions to be able to access the Bulk Email tool.
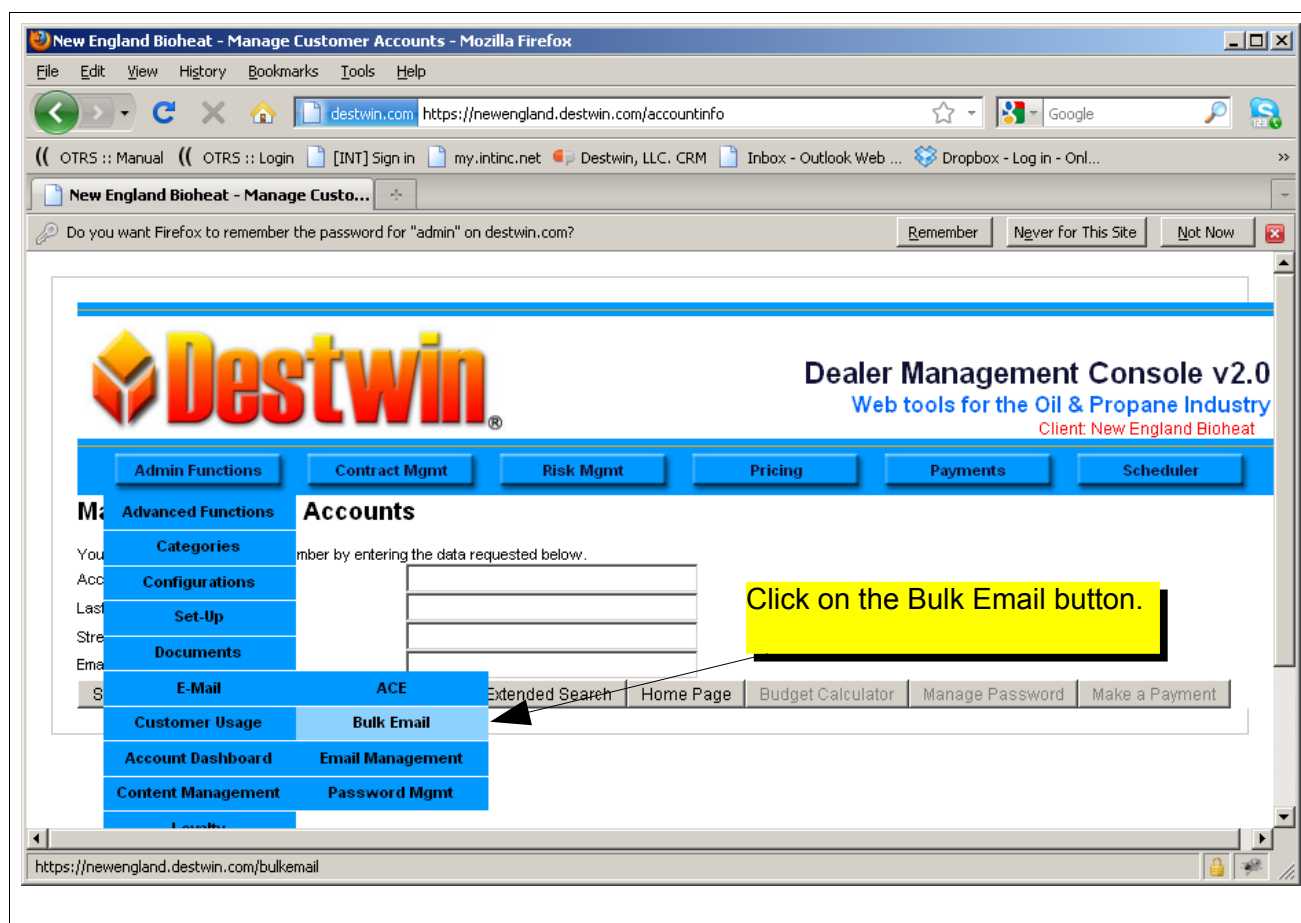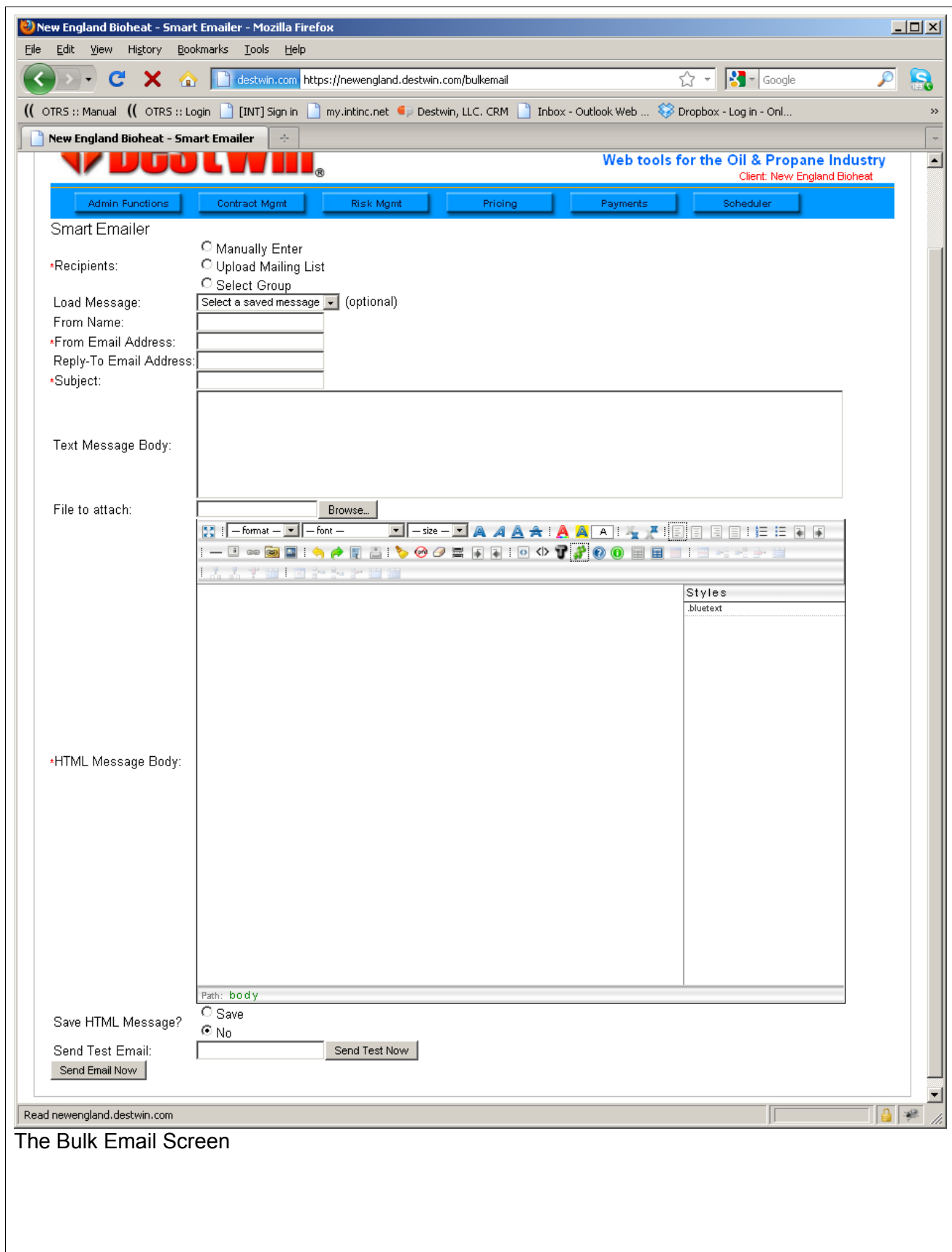
The Bulk Email Screen

The following fields are available, fields marked with a * are required.

* Recipients:
Select one from three options:
- Manually Enter - you may manually enter an e-mail address or addresses to send your e-mail to, multiple e-mail addresses should be separated by a comma.
- Upload Mailing List - you may upload a .csv file that contains a field with a header `email`, e.g. the file should look like:
  ```
  email
  joe@destwin.com
  jim@destwin.com
  mary@destwin.com
  ```
  if viewed in a plain text editor.
- Select Group - you may select a target group from the Marketing Groups database within Destwin, e.g. to send an e-mail to everyone in your database for which an e-mail address is on file, choose the Everyone group. Note that the Everyone group contains a full list of all your customers whether or not the database contains an e-mail address for those customers. Only those customers who actually have an e-mail address in the database will receive this e-mail.

Load Message: If you have saved any prior e-mails you may select one to resend. (See Save HTML Message? option below).

From Name: This is the name that will appear in the From field of your e-mail.

* From Email Address: This is the e-mail address that will appear in the From field of your e-mail.

Reply-To Email Address: This is the e-mail address that will appear in the Reply-To field of your e-mail and is also the default e-mail address if the recipient clicks on Reply from their mail reader.

* Subject: This will appear on the Subject line of your e-mail.

Text Message Body: If you wish to send a plain text e-mail use this field to compose that portion of your e-mail.

File to attach: You can upload an attachment through the *Browse* button.

* HTML Message Body: You can compose your message and style it using the tools available.

Save HTML Message?: Select Yes to save if you wish. Saved messages may be resent. (See Load Message above).

Send Test Email: Before you send your bulk e-mail you may send a test e-mail to the e-mail address you enter in the box by this field. Enter the desired e-mail address to receive the test e-mail and click on the *Send Test Now* button.

When you are satisfied with your e-mail, click on the *Send Email Now* button.

Appendix A – Field Variables

Messages may be personalized to a specific account by inserting variables between '#'s. The table below summarizes the variables that are currently supported.

Variable	Description
#name#	For customer's name
#city#	For customer's blling city
#balance#	For customer's current balance
#division#	For customer's division
#paymentlink#	To generate a link that will take the customer directly to the payment page with their current balance prepopulated

Other fields may be available. Contact Destwin if you have a specific request.

Example
To personalize a salutation with the name field use: Dear #name#,
Each outbound e-mail will contain the customer's name in the salutation.