



## **Email Follow-up Product Functional Specification**

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**FinanCenter, Inc.**  
CONFIDENTIAL

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# Document Change History

Ver	Date	Change
1.0	8/24/04	<ul style="list-style-type: none"> <li>Initial version for executive feedback</li> </ul>
1.1	9/3/04	<ul style="list-style-type: none"> <li>Numerous changes for improved grammar, clarity and consistency.</li> <li>Removed Control Center as a way of opting in consumers to avoid confusion with a staff-triggered module.</li> <li>Added ability to edit “thank you” page or insert link to client-hosted thank you page in form manager.</li> </ul>
1.2	9/22/04	<ul style="list-style-type: none"> <li>Numerous clarifications.</li> <li>Expanded table of contents to show more detail.</li> <li>Added a table of figures to the table of contents.</li> <li>In the email confirmation window of tools, the user does not have an opportunity to opt-out, but may opt-in if currently opted-out.</li> <li>Removed the line of business association in the capture form manager.</li> <li>The system retains deleted email content for as long as the item may be viewed in relation to a report.</li> <li>Added ability to duplicate letterheads, templates and tracks.</li> <li>Added an alternative method of uploading a complete design and its digital assets when creating a template.</li> <li>Changed the “line of business” association of tracks to a more flexible concept of “groups”. A track may belong to more than one group.</li> <li>Removed requirement to display version numbers for tracks for simplification.</li> <li>Removed the response rate figure from the track manager.</li> <li>Removed the association between capture forms and tracks. Any form may trigger any track.</li> <li>Clients may now assign their own short names to activities within a track.</li> <li>Placed a 60 day limit on consumer response. After this date, the response is logged for reporting but the system will not initiate a new track branch.</li> <li>Added ability to specify sender name in delivery options.</li> <li>Added ability to specify “return-path” for error message addressing in bounce options.</li> <li>Email delivery settings now include a Bcc field to which a copy of all emails is sent without the consumer’s awareness.</li> <li>Clarified that clients may use their own postal addresses for opt-outs.</li> </ul>

		<ul style="list-style-type: none"> <li>• Added ability to override global sender name, address, reply-to, return-path and Bcc fields on a per-template basis.</li> <li>• Added three methods for clients to retrieve opted-in addresses: Control Center, web services and email. The client must be granted permissions to use this feature.</li> <li>• All reports with timeframe selection capabilities now carry the option to view the earliest data for a start date and the more recent data for an end date, rather than choosing a specific date.</li> <li>• Reporting dashboard now includes totals for each bar. The capture bar is omitted when a particular group is selected because capture forms do not belong to groups.</li> <li>• Added a deliverability report to the reporting section.</li> <li>• Revised open issues page.</li> </ul>
1.3	10/29/04	<ul style="list-style-type: none"> <li>• Modified overview to include information about the mass mailing capabilities.</li> <li>• Added new section in overview pertaining to data import/export</li> <li>• Renamed action to ‘conversion’ as a form of response to an email.</li> <li>• Added option to have the tool report be included in the body of the email rather than an attachment. This choice is client and/or end user selectable.</li> <li>• Added Control Center method of submitting a list of opted-in addresses.</li> <li>• Added list submission to the web services capabilities.</li> <li>• Submission of an opt-in list now automatically creates a market segment.</li> <li>• Email address lists can be submitted and retrieved in XML format through Control Center.</li> <li>• Added examples of valid address list formats.</li> <li>• Added option to submit list name with an email list.</li> <li>• Modified definition of valid email address to allow country-specific domains.</li> <li>• Opt-in/out-out history now includes the user’s IP address, when known.</li> <li>• A track intended for mass mailing may include specific dates for mailings rather than a time delay in days.</li> <li>• Email list membership may now be used as part of a segment definition.</li> <li>• Client may now submit a list of opt-ed out individuals via web services.</li> <li>• Combined “opt-out sharing” and “opt-in sharing” into a “list export” section.</li> <li>• Removed method of retrieving opt-out list by the last date the list was requested.</li> <li>• Removed the email method of sharing opt-out lists.</li> <li>• All clients may now obtain an opt-in list. No special permission is</li> </ul>

		<p>required.</p> <ul style="list-style-type: none"> <li>• Added the capability to send multi-format (text and HTML) emails.</li> <li>• Added blackout date configuration to allow client to exclude certain days or the week or holidays from mailings.</li> <li>• Added suspend operations feature to permit client to postpone emails in the event of a national tragedy, etc.</li> <li>• Added an Action Manager to allow FCSUs to configure conversion actions.</li> </ul>
1.4	4/7/05	<ul style="list-style-type: none"> <li>• Removed option of sending outbound email through client's SMTP servers.</li> <li>• Removed ability to get emailed tool report in PDF. Tool reports are now automatically attached to the template associated with the tool-based capture form in the form manager.</li> <li>• Replaced transactional/promotional paradigm with solicited/unsolicited</li> <li>• Postponed image, link and virus checking to future version.</li> <li>• Removed requirement to make attachments to "thank you" emails sent on first time only.</li> <li>• List submissions no longer automatically create a market segment.</li> <li>• Incorporated new language to describe the folder/file paradigm of most Managers.</li> <li>• Incorporated new language to describe the left list pane and right selected item pane paradigm of all managers. Enumerated information and controls offered in the item-specific pane.</li> <li>• Clarified that deleting a digital asset still requires a digital asset to be retained in the database for reporting purposes if the asset has even been used in an email.</li> <li>• Eliminated method of displaying both the draft and approved versions of an item on the manager. 'Draft' has replaced term 'work in progress'.</li> <li>• Clarified that link names and types are to be stored and pre-filled when the user creates a letterhead or template with the same links.</li> <li>• In both the template and letterhead wizards, it is now possible to alternate between edit and online preview views of the item being edited, rather than waiting for a later step to see the work being done.</li> <li>• Added ability to skip HTML version creation in template wizard.</li> <li>• Postponed automated insertion of LeadFusion content such as educators and drivers into email templates.</li> <li>• Test emails may be sent in the specified format or as a multi-part email.</li> <li>• A 'manage groups' button has been added to the Track Manager.</li> <li>• The controls to reprioritize tracks have been moved to a daughter window.</li> <li>• Made numerous clarifications on the differences between scheduled and triggered tracks in the Track Manager.</li> <li>• Reorganized the Track Wizard to account for differences between triggered and scheduled tracks.</li> </ul>

		<ul style="list-style-type: none"> <li>• The market segment list is no longer shared between web and email messaging, but a tool is now offered to copy segment definitions from web to email.</li> <li>• Added track prioritization into flow of the track wizard.</li> <li>• The edit area of the track editor is now called the Storyboard Editor.</li> <li>• There is no longer a connections dialogue per email in the storyboard editor. All connections are managed on the storyboard itself.</li> <li>• Only solicited emails may be used as thank you emails associated with capture forms.</li> <li>• Removed the requirement to predict proper message format based on ISP.</li> <li>• Client involvement in bounce tracking and email reply tracking was removed.</li> <li>• When a halt operations command is received, the system discards solicited email. All other email is held until the halt is rescinded. If possible, hosted forms alert users that the feature is unavailable.</li> <li>• Report time frames are limited to calendar years.</li> <li>• Removed requirement to send report as an email. This feature has been postponed to a subsequent version.</li> <li>• Added open rates per ISP to the deliverability report. Added additional columns that show the previous month's bounces and opens in order to allow the client to spot trends per ISP.</li> </ul>
1.5	4/21/05	<ul style="list-style-type: none"> <li>• The system is to make sure that the same message only goes out once to any given email address during a mailing.</li> <li>• When a user opts out, all users with the same email address are opted out.</li> </ul>

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# Business Overview

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## Introduction

Increasingly, email marketing is becoming an important tool for our clients. Traditional email solutions only allow mass mailing of the same message to a large list of consumers based on the financial institution's schedule. As a result, consumers are often reached at a time when the service being offered holds less relevance to their current situation. Customers recognize bulk email and are likely to ignore the email message or, worse, block future messages or opt-out of marketing communications from the company.

To address this problem, LeadFusion will offer a web-based email follow-up product that uses email for cultivating qualified, interested leads that would otherwise be lost after the web experience. While the email product will also facilitate mass mailings, it is primarily designed to be configured by clients to react to user interests in response to their online behavior, resulting in a more relevant, personalized dialog which increases the viability of a lead. Using our self-service administration tool, Control Center, the client creates email tracks. An email track is a series of follow-up emails which can be triggered when website visitors provide their email address and qualifying information or when the client elects to send a mailing.

**LeadFusion Email Follow-up Positioning**

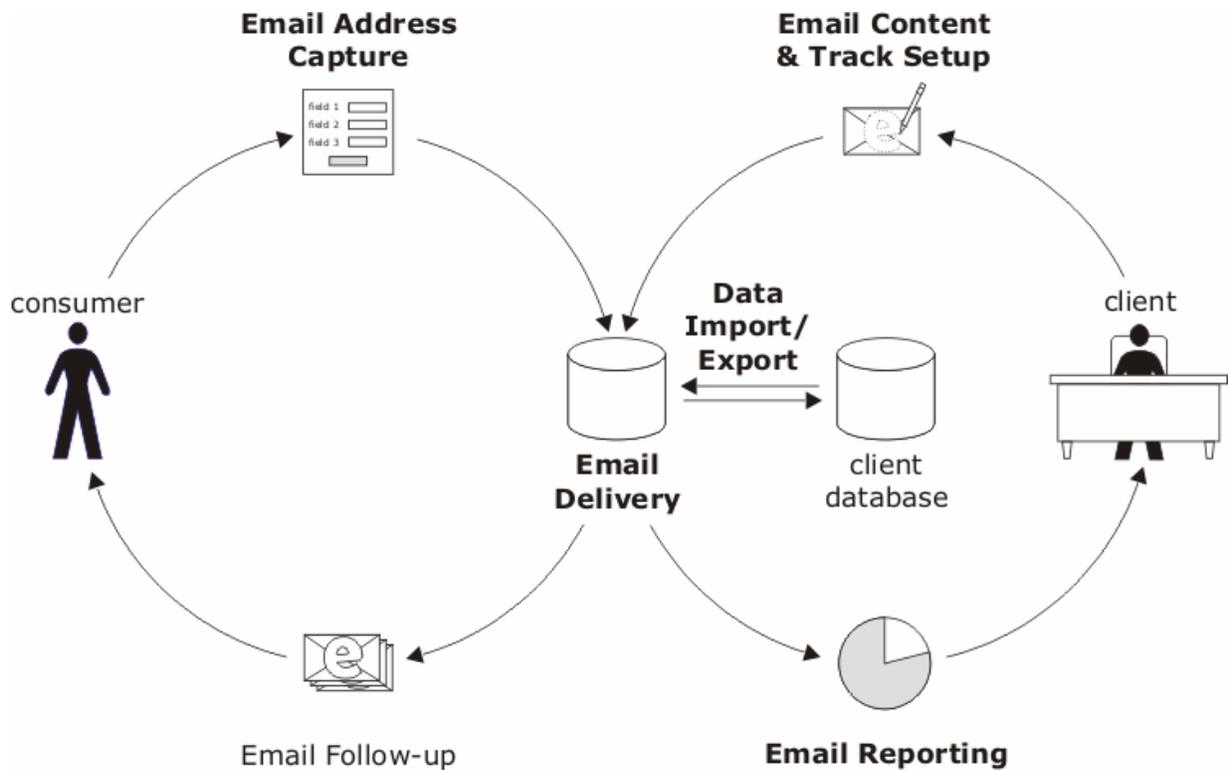
<b>Traditional Mass Email Products</b>	<b>LeadFusion Email Follow-up</b>
Driven solely by client's marketing schedule.	Triggered by visitors' actions, resulting in better leads.
To define a target audience, the client hopes to find useful data already collected for other purposes.	Client designs capture forms that collect exactly the information needed to identify qualified visitors.
Client sets up mass communications only.	Client sets up a dialog with the user that will adapt to user response.
More likely to be regarded as "spam".	More likely to be regarded as personalized response.
High volume, lower response and relevance.	Lower volume, higher response and relevance.

The LeadFusion email product is designed to work side-by-side with a client's existing mass email solution, but also includes basic mass mailing functionality. Using server-to-server web services or the online administration tool, Control Center, the system is capable of coordinating opt-in and opt-out lists.

The product consists of five main components:

1. **Email address capture forms** are placed in points of interest within the client's site or within the LeadFusion calculators to entice visitors to provide their email address and other data.
2. **Email content setup** allows clients to design and manage their email messages.
3. **Email track setup** allows clients to create a series of email responses to segmented website visitors.
4. **Email delivery** manages how emails are sent and tracked.
5. **Email reporting** informs clients of their success.
6. **Data Import/Export** allows clients to coordinate their email lists with the LeadFusion system.

Figure 1: Components of the Email Follow-up Product



Each of these components is discussed in detail in this overview.

## Email Address Capture

The first step in following up with a user is to capture the email address to which future communications may be sent. In the initial release of the product, there are three methods of capturing the user's email address.

1. LeadFusion will offer a customizable capture form integrated into LeadFusion content such as calculators or educators.
2. The client may work with Client Services to design a standalone form hosted by LeadFusion.
3. The client may capture the data on his site and transfer it to the LeadFusion system.

**Figure 2: Capture Form Embedded in a Calculator**

The screenshot shows a web form titled "How much will my mortgage payments be?". It has a navigation bar with tabs for "Inputs", "Results", "Graphs", "Tables", and "Help". The "Inputs" tab is active. The form contains several input fields for mortgage details: Loan amount (\$100,000), Appraised value (\$125,000), Term (years) (30), Interest rate (6.500%), Yearly property tax (\$2,000), and Yearly property insurance (\$200). Below these fields is a section for email capture: "Your email address" with an input field, two checked checkboxes for "Email the results to me in printable format" and "Email related information (we value your privacy)", and an "E-mail format" section with radio buttons for "HTML" (selected) and "text only or don't know". At the bottom right, there is a "get your results" button and a "Powered by FinanCenter" logo with a "Terms of Use" link.

The first two methods make use of email capture forms. An email capture form, at a minimum, contains the following:

- Email address request.
- Opt-in/opt-out of marketing information (opted-in by default).
- Link to privacy policy

Optionally, the form may also request the following:

- HTML/text email format preference.
- Data elements such as postal address, zip code, age, etc, which the client may mark as required or optional.

Regardless of the capture method, each email address received is validated by making sure it has the proper format of an email address.

## Email Capture on Tools

When incorporated into a calculator, the form's content and placement are specified by the client. Forms may be placed on the input or results, subsequent pages or any combination of the above. When placed on the input screen, the client may choose to make the submission of an email address a requirement for the user to receive results.

In exchange for the email address, the visitor may elect to receive a report in an email from the calculator he's using which would include inputs, results, graphs and tables. The client may place a header or footer in the report and customize the subject line and content of the text email message to which the PDF is attached. The client may also attach his own files to the email.

Capture forms may also be placed on educators. In return for providing an email address, the visitor will receive the educator topic in an email.

If a user has already provided an email address, the capture form is removed from the tool and replaced by a simple button that the user may click to have the report sent to him. When the button is clicked for the first time in a session, a pop-up window appears in which the user can confirm his email address. Once submitted, a report containing the current set of inputs and results is sent. Subsequent requests cause the system to immediately send additional reports.

## LeadFusion-Hosted Capture Forms

Working with Professional Services, the client may design a standalone form to be hosted by LeadFusion. For example, the client may be running a promotion which offers the chance to win a vacation in exchange for requesting a home equity information packet. LeadFusion can create and host the form the user submits to request the information and enter the contest.

The client may specify the following:

- Branding and text
- Input fields, including defaults and whether or not each is required.
- Thank you page.
- Thank you email, which may carry an attachment provided by the client.

## Client-Captured Leads

Clients may capture leads by creating and hosting their own forms or by extracting data to be used for an email track. For example, the client may run the vacation promotion described above, but may decide to host the form on their own site. After capturing the email address, the client would then send those addresses into the

LeadFusion system. Email addresses and qualifying data may be passed to LeadFusion using the import features described in the Data Import/Export section of this overview.

## Email Content Setup

Control Center will allow the client to design and manage the individual email messages that will be sent to users. Created emails may either be solicited or unsolicited. Solicited emails, such as the report generated from a LeadFusion calculator, contain customer-requested information. Unsolicited emails are those that are sent to users because without having been requested.

### Content Design

Clients may create both HTML and plain text versions of each email template, but are not required to do so. The text versions of emails can be generated automatically from HTML versions. The version sent to the user will depend on the user's email format preferences, if provided. Otherwise, the client may choose to have both versions sent in the same email, a technique which allows most modern email readers to show the message that best matches the consumer's preferences.

Clients use a visual editor or work directly on the HTML source code of the email message, allowing them to cut and paste elements created in other creative tools. Clients may upload and manage digital assets such as images, Flash files or electronic documents to be used as attachments or to be embedded within the email. A design upload wizard allows the designer to upload an entire design and all of its components in two steps. Clients may create letterheads, containing basic layouts and branding, which may be reused in multiple email templates.

Each template may contain user data fields, such as the user's name or a value collected by a LeadFusion tool. Each field has a default value in the event that the user's value is unknown.

HTML emails will automatically carry a comment at the top of the page providing a URL for those users that are not able to view HTML email. When the user visits the URL, the email is shown in HTML form.

A preview mechanism allows the user to see a template on-screen or have the template sent to a provided email address to ensure that the email appears as intended.

### Management Tools

Central management tools allow clients to add, view, edit, copy, delete and categorize files, reusable letterheads and message-specific templates.

## Email Track Setup

Once the email templates have been created, the client specifies which email messages are sent to which users at what intervals in this area of Control Center.

## Segmentation

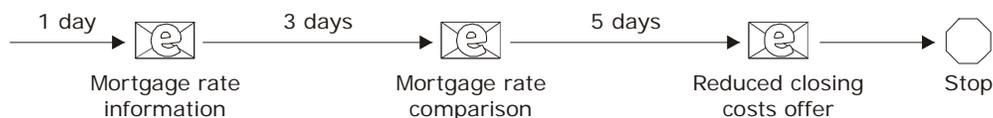
When configuring an email track for follow-up, the client must first determine the target audience. The segment definition may be as broad or as narrow as the client wishes. For example of a broad use of segmentation, the client may create an email track for all captured email addresses on a particular capture form.

The business rules that define a segment can also take into account data known about the user such as age, income, location, etc. A rule editor, similar to the one used for online messaging in other LeadFusion products, allows the user to view all available data elements or any custom data elements, and helps the user create an expression that defines the segment.

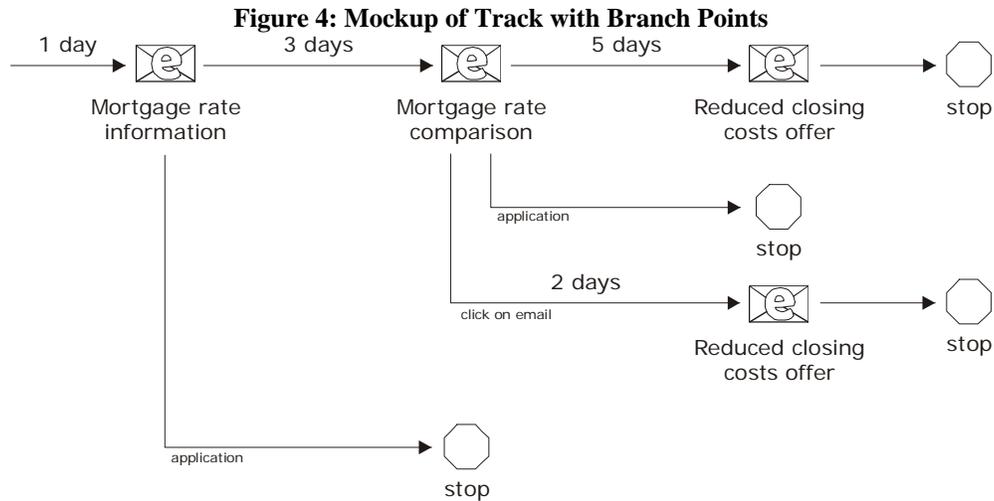
## Follow-up Response

For the selected segment, the client then selects a pre-existing template to be sent to the user after a specified number of days after the triggering event. Additional email messages can be added to the track to be sent a specified number of days after the previous email message. As the track is constructed, the user sees an intuitive, visual representation of its design on the screen.

**Figure 3: Mockup of Simple Track**



Clients can also insert “branching” points into their tracks based on user behavior to create more complex response tracks. For example, if the user clicks on a particular link within an email message, the system can follow up with a different message. A client might also place an image on a loan application “thank you” page to signal the system that the user reached a success point in the track, causing the track to stop or change. Branches can be prioritized to be more responsive to user actions. Branch points and their consequences are portrayed visually.



## Mass Mailings

Rather than configure a series of follow-up messages for a market segment, the client may choose a template to be sent to a group of people on a specified day. A mass mailing may be sent to any of the following groups:

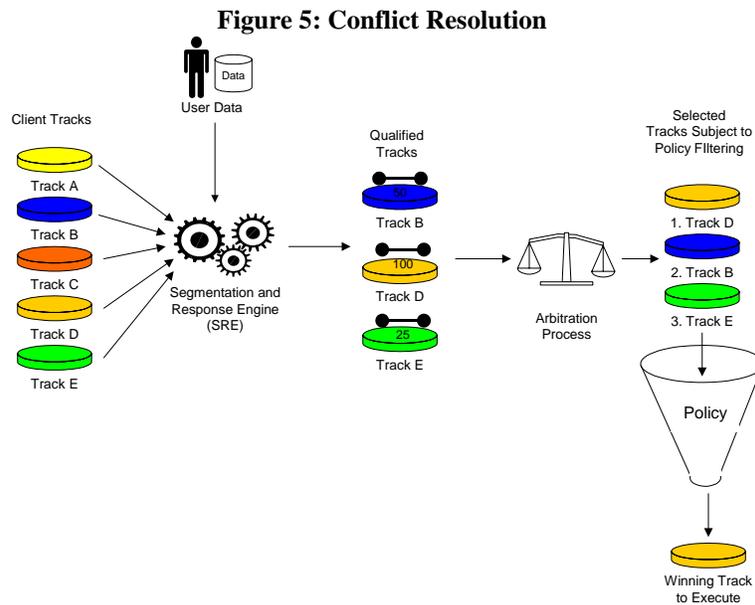
- All opted-in users with known email addresses.
- All members of a list uploaded at the time the mailing is being configured.
- All members of a previously-submitted list.

## Conflict Resolution

Because a situation might arise in which a user qualifies for multiple tracks, the system provides facilities for weighing tracks to ensure that the user doesn't receive too many email communications from the client. The client specifies how many emails may be sent to each recipient per unit time. Only unsolicited emails belonging to triggered tracks are regulated by this policy.

As each track is created, it is placed in priority order relative to all other tracks. The client sets a general policy for conflict resolution, which is done by specifying how many marketing emails the client may receive in a given timeframe.

When a user provides his email address, the system examines the user's record for qualification. If the user qualifies for multiple tracks, the system chooses the highest priority track which the user has not recently received.



The system can be configured to interrupt a lower priority track for a higher priority one. The lower priority tracks are not postponed or received. The system will also attempt to postpone individual emails within a track if required to fit the message volume policy.

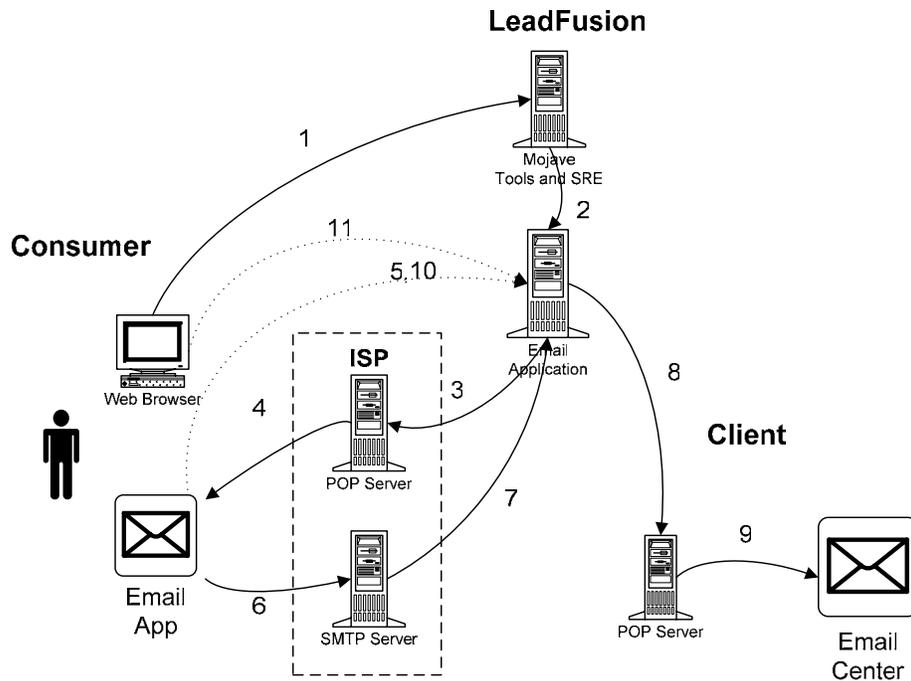
## Email Delivery

This section outlines the features that ensure email delivery, enable compliance with privacy regulations and facilitate user tracking.

## Email Servers

Emails are sent from a LeadFusion mail server and will carry an email reply address of the client's choice. If the client has enacted domain masking for the LeadFusion mail server, the email can be made to appear as if it came from the client's mail server. The client may even configure an address to which all outgoing emails are copied in order to track email marketing activities.

Figure 6: Email Product Integration and Flow through the Internet



1. Consumer interacts with email capture forms which capture email address and tool data.
2. The Segmentation Engine determines that the consumer qualifies for specific email tracks.
3. The email application arbitrates and initiates the track by sending an email message to the consumer's ISP POP server (the mail server where the consumer's incoming mail is held).
4. The consumer downloads the email message to the email application from their ISP's POP server.
5. Upon opening the email, an embedded HTML image sends an event to the email application for tracking. Text-only emails do not have open tracking capabilities.
6. If the consumer chooses to respond to the email, then a response is sent to the ISP's SMTP server.
7. The ISP SMTP server (the outgoing mail server) sends the response email message to the LeadFusion system for tracking.
8. The LeadFusion application forwards the reply email to the client's SMTP server.
9. The client's customer center receives the email response in their email processing application.
10. Clicks on links within emails are routed through a LeadFusion server, creating a record of each click.
11. Optionally, subsequent user interaction with the client's website is tracked to gauge the success of the track.

Note: This is a simplified view of the messaging across the Internet.

## Bounce Checking

The product is capable of tracking emails that bounce. There are two types of failures, known as bounces:

- Hard bounce. This occurs when an email address is invalid because the host name or the user name is invalid. When a hard bounce occurs, the user's email address is marked as invalid and all scheduled communications are halted.
- Soft bounce. This occurs when the email address is valid, but unreachable for reasons that are likely temporary, such as a full email box or the server is unavailable. When this occurs, the system attempts to resend the email in 48 hours. This number is client configurable. After a client-specified number of soft bounces, the email address is invalidated and all scheduled communications are halted.

## Opt-Out

The Email Follow-up Product supports full compliance with the CAN-SPAM Act of 2003 regulating email marketing. There are five methods to opt-out a user from participating in an email track.

1. Opt-out option on the capture form.
2. Email reply.
3. Postal mail.
4. Web services.
5. Control Center.
6. Hosted web form.

The first three options are offered to comply with federal law. The following two facilitate integration with other systems. The hosted form option allows for more flexibility in messaging to the end user. Each option is described in detail below.

All email address capture forms carry an option to not receive unsolicited emails. If the visitor opts out, his email address will still be collected, but his record will be flagged as one that will not be placed on an email track or receive mass mailing.

The footer of each email template will include an email address to which the user may send an email to opt-out of future communications. The email address may be a LeadFusion-hosted address or a client-hosted address. In the latter case, the client must process opt-outs and communicate them via Control Center or web services, as described below.

The footer of each email must also contain a physical address to which a user may write to opt-out. The address may belong to LeadFusion or to the client. In either case, the addressee will contain the client name. To accommodate those who elect to have LeadFusion receive the mail, Client Services will implement a process to receive these notifications and enter them via Control Center.

Clients may implement their own methods of capturing opt-out data which they will be required to communicate to the LeadFusion system. Using web services, the client passes an email address and instructions to stop all current email tracks and/or completely opt-out of marketing communications. Similarly, a tool

within Control Center will allow clients to manually enter email addresses or upload a CSV or XML list to inform the system that the user has opted out.

The client may choose to use our hosted user opt-out form. Working with Client Services, clients may customize this form to include language of their choice.

Regardless of the method, the system keeps a history of all opt-in/opt-out changes made by or on behalf of the user within the system for auditing purposes.

Clients with other email solutions may need to be alerted to opt-outs so they do not send email to users who have opted out using the LeadFusion system. This can be accomplished in three ways:

1. Web services. The client's server can request a list of opted-out emails over a specified time period.
2. Control Center. A tool allows the client to retrieve a text list of opted-out emails over a specified time period.
3. Email. Using Control Center, the client can configure an email address to which daily opt-out requests are sent.

## Open Tracking

By placing a transparent email tracking image in HTML emails, the system is capable of knowing when an email was opened and can roughly estimate how long it was viewed. This tracking capability is dependant on the capabilities of the user's email application and is not available for plain text emails.

## Click Tracking

All clicks on links within an email message (both HTML and text) will be recorded in order to gauge response to the email.

## Conversion Tracking

Working with Client Services, clients may tag pages on their site, such as loan application thank you pages, with transparent images that reside on LeadFusion servers. When the user accesses the page, the system is alerted that the user has viewed it. This will allow the system to track user interaction with the client's site after the visitor has clicked past the email message. The product will also facilitate tracking of inbound email responses to measure success.

## User Data Security and Storage

Personally-identifiable data, such as the visitor's email address, is stored with strong encryption in the database, which is housed in our secure hosting facility. Great care will be taken to protect the user's privacy, in accordance with the Gramm-Leach-Bliley Act of 1999 and FTC regulations relating to security of user data.

Email addresses and their opt-in/opt-out status are retained indefinitely. The data elements and their values associated with the user are stored in accordance with the data retention options available to calculator clients, which today are no storage, 60 days or two years.

## Other Configuration Options

Using Control Center, the client may maintain a blacklist of domains to which he does not want the system to send emails (e.g. a competitor's domain). Email addresses captured that use a domain found on the blacklist will not participate in any track or receive a mass mailing.

The client may also specify days of the week or holidays in which no mail should be sent in order to avoid sending mails at times when responses are traditionally low.

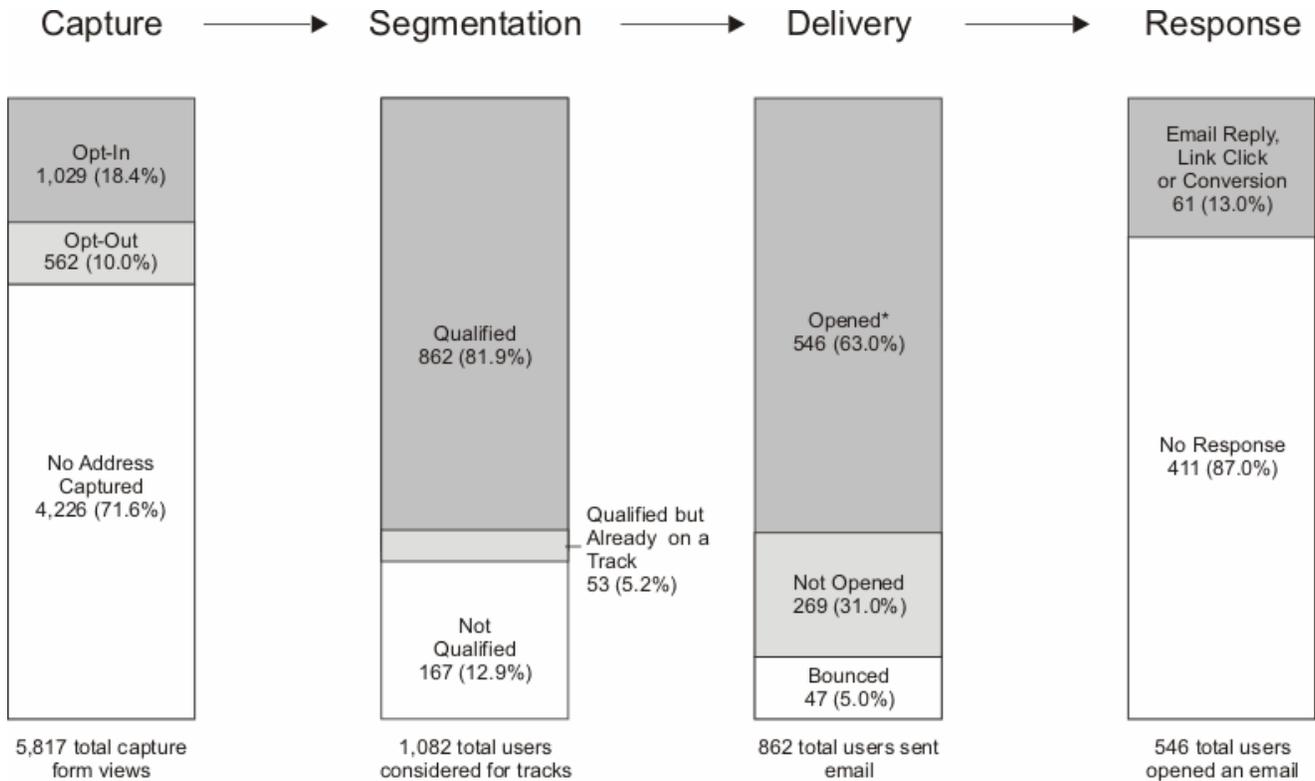
## Reporting

A reporting section of Control Center will keep clients informed of the success in their email follow-up efforts.

## Email Marketing Overview

This report offers an aggregate view of how many users email addresses were captured, how many qualified for a track, how many received emails and how many clicked on a link in the email, replied or took an action designated as a conversion.

Figure 7: Mockup of the Overview



### Form, Email Track and Email Effectiveness

This group of reports allows clients to compare capture forms, email tracks or individual emails to gauge which are the most effective. Capture forms are compared in terms of traffic and success in capturing email addresses. Email tracks and emails are compared in terms of their ability to encourage users to respond or conversion. From each comparison grid, the user may click on an individual form, track or email to see detailed information about its use.

## Response Analysis

This report allows the client to see which segments, tracks or emails were responsible for helping users reach particular goals. The client may choose to see the following views:

- Email links clicked by Segment
- Email links clicked by Email Track
- Email links clicked by Email
- Email replies by Segment
- Email replies by Email Track
- Email replies by Email
- Conversions by Segment
- Conversions by Email Track
- Conversions by Email

## Deliverability

This report offers a view of which user ISPs experience the most bounces. It provided open statistics per ISP intended to help the client identify ISPs that may have blacklisted them. It also offers detail on the reasons for email bounces and the frequencies of each cause.

## Data Import/Export

To allow clients to coordinate email activities with their databases, the system facilitates the importation and exportation of email lists. There are three ways of passing data back and forth: Control Center, web services and real-time web transfer.

## Control Center

Control Center contains an Import/Export wizard which allows the client to upload or retrieve email lists. The lists may be formatted in either CSV or XML. Optionally, they may contain user IDs assigned by the client.

Using these tools, the client may upload an opt-in list and assign those users to a list. A market segment is automatically created for each list. The client may also retrieve a list of opt-ins, opt-outs or all emails provided within a specified time frame. Exported lists may be confined to a segment or list if the client desires.

## Web Services

Through web services, the client may carry out the same transactions that are available through Control Center, with the exception that all lists are managed in XML. In addition, the client may opt in one consumer at a time and provide data for that consumer such as age, zip code, etc.

## Real-Time Web Transfer

This method may be used for opt-in only for one individual at a time. The client may embed links or images in his site that refer to LeadFusion's server. The URL optionally contains user data and/or a list name to which the user should be added. The tools (calculators, educators, etc) and a standalone application are capable of accepting the data. The client should use HTTPS encryption to ensure security of user data.

# Functional Requirements

## 1. Lead Capture

### 1.1. Lead capture forms on LeadFusion content

1.1.1. An e-mail capture form is placed inside LeadFusion tools such as calculators and educators. The content of the form may be changed at a client's request by Client Services.

Figure 8: Sample email capture form on a calculator

The screenshot shows a web form titled "How much will my mortgage payments be?". It features a navigation bar with tabs for "Inputs", "Results", "Graphs", "Tables", and "Help". The "Inputs" tab is active, displaying several input fields: "Loan amount" (\$100,000), "Appraised value" (\$125,000), "Term (years)" (30), "Interest rate" (6.500%), "Yearly property tax" (\$2,000), and "Yearly property insurance" (\$200). Below these fields is an email capture section with the label "Your email address" and an empty text box. There are two checked checkboxes: "Email the results to me in printable format" and "Email related information (we value your privacy)". The "E-mail format" section has "HTML" selected with a radio button and "text" with an unselected radio button. A "get your results" button with a right-pointing arrow is located at the bottom right. At the very bottom, it says "Powered by FinanCenter" with a "Terms of Use" link.

1.1.2. The recommended form contains the following elements:

1.1.2.1.E-mail address.

1.1.2.1.1. This may be configured by LeadFusion personnel to be a required field for the user to click on subsequent pages using the Form Manager described in section 1.4. If this is

required and the user does not include a valid email address, the user is returned to the inputs page with the error message stating that the email address is required.

- 1.1.2.1.2. When an e-mail address is provided, it is validated against the following pattern:
  - 1.1.2.1.2.1. The user name consists only of the character set [A-Za-z0-9-.\_] and must start and end with a letter or number.
  - 1.1.2.1.2.2. A '@' sign is between the user name and host name.
  - 1.1.2.1.2.3. The host name consists only of the character set [A-Za-z0-.] and must start and end with a letter or number.
  - 1.1.2.1.2.4. A period separates the host name and top-level domain and optional country domain.
  - 1.1.2.1.2.5. The top-level domain name must be 2 to 4 letters and may include a country domain.
  - 1.1.2.1.2.6. There can be no case of two or more periods, hyphens or underscores in a row.
  - 1.1.2.1.2.7. The email cannot exceed 63 characters in length, as described in the SMTP specification.
- 1.1.2.1.3. If the email is invalid, the user is returned to the input screen and a note at the top of the calculator or educator (just as input validation errors are shown) indicates that the e-mail address is invalid.
  - 1.1.2.1.3.1. To the extent possible, the system indicates the problem with the email address.
  - 1.1.2.1.3.2. If an email address is required, the user may not proceed until the address is corrected.
  - 1.1.2.1.3.3. If the email address is required, the user may not continue until a properly formatted address is received or the field is blanked out.

Figure 9: Invalid email error message

**How much will my mortgage payments be?**

Inputs Results Graphs Tables Help

**Please fix the following errors:**  
Your email address does not appear to be valid.

Loan amount	\$	<input type="text" value="100000"/>
Appraised value	\$	<input type="text" value="125000"/>
Term (years)		<input type="text" value="30"/>
Interest rate		<input type="text" value="6.5"/> %
Yearly property tax	\$	<input type="text" value="2000"/>
Yearly property insurance	\$	<input type="text" value="200"/>

Your email address

Email the results to me in printable format  
 Email related information (we value your privacy)

E-mail format:  HTML  text

**get your results** ▶

Powered by  
**FinanCenter**  
[Terms of Use](#)

1.1.2.1.4. The situation may arise in which multiple users have the same e-mail address.

1.1.2.1.4.1.If multiple users provide the same email address and the address has never been evaluated for an email track, the system uses the most recently entered address and related set of user data to determine which tracks to schedule.

1.1.2.1.4.2.If a new user provides an address that is already in the system, and scheduling the appropriate track would not violate message volume policies, the user is scheduled for a track based on the new user's data. To protect the privacy of the original user, the two record sets remain distinct. If scheduling the new track would violate policy, it is not scheduled. See section 4.2.1 for arbitration policies.

1.1.2.1.4.3.If an address is provided by a client with the same client user ID (as known as a foreign user ID) as a previously existing user, the system merges the two records into one user record as the client is assumed to be a trusted source. Where data conflicts exist, the newer value is selected.

1.1.2.2.Confirmation of the content to be sent to the user, such as a report of the results.

- 1.1.2.2.1. If it is checked, the content is sent as described in section 4.3. By default, the box is checked.
- 1.1.2.2.2. If this checkbox is not checked, the user's e-mail is recorded. He is eligible for tracks if he has opted-in, but will not receive the offered content.
- 1.1.2.3. Opt-in checkbox, which is checked by default unless the user has previously opted-out.
  - 1.1.2.3.1. If checked, the user is opted in and may be evaluated for tracks and receive scheduled emails.
  - 1.1.2.3.2. If unchecked, the user is opted out may not be evaluated for tracks or receive any unsolicited email, but may still receive the requested content if that option is checked.
  - 1.1.2.3.3. A history is kept of the opt-in/opt-out status and any changes to it. This history is extractable by a DBA when required to demonstrate compliance.
    - 1.1.2.3.3.1. The history includes user ID, client user ID (if known), email address, change, date/time and source of opt-in or opt-out, which may be "user" or "client", and the IP of the user-initiated request, when known.
- 1.1.2.4. Any custom fields required for segmentation and/or routing. These fields are subject to validation and may or may not be required, as configured by the client.
  - 1.1.2.4.1. United States zip codes will be widely used for segmentation.
    - 1.1.2.4.1.1. The system is capable of checking for valid zip codes and will produce an error if the zip code is invalid, requiring the user to correct it.
    - 1.1.2.4.1.2. While 9-digit zip codes may be entered by the user, only 5-digit zip codes will be validated or used for segmentation.
- 1.1.2.5. Optionally, an e-mail format selection in which the user selects HTML or text email. By default, HTML is selected.
- 1.1.2.6. Link to the e-mail privacy policy, which appears in a pop-up window. The window contains the policy text and a button to close the window.
  - 1.1.2.6.1. A privacy policy editor within Control Center allows the client to edit this policy. By default, the client receives LeadFusion's policy.
  - 1.1.2.6.2. Optionally, the client may link to an existing privacy policy that they host.
- 1.1.3. All calculators and educators are capable of displaying the form when enabled.
- 1.1.4. The form and related pages such as the privacy policies must be capable of being specific to a language, although the first release will be English only.
- 1.1.5. By default, the form is integrated into the input screen of the calculator at the end of the input section and above the form submission button.
- 1.1.6. Optionally, the e-mail input form may be placed on the results screen instead of or in addition to the form on the inputs screen. If this is the case, custom attributes may still be collected on the input screen. Error messages, such as invalid e-mail format, are printed at the top of results page.
- 1.1.7. Once the user has submitted a request to send an e-mail, the page is refreshed and a message stating that the results will soon be sent appears on the top of the results page below the tab area

but above the tool content, similar to tool error messages. The text is colored red for visibility. This refresh does not count as a page view.

- 1.1.8. Once the e-mail has been captured, the full capture form is no longer placed on the tools, but an “E-mail results” button appears on the results pages.

Figure 10: Sample email request button on a calculator

The screenshot shows a mortgage calculator interface. At the top, it asks "How much will my mortgage payments be?". Below this is a navigation bar with tabs for "Inputs", "Results", "Graphs", "Tables", and "Help". The "Results" tab is active, displaying a table of costs:

Principal and interest	\$632
Taxes and insurance	\$183
Mortgage insurance	\$0
<b>Total payment</b>	<b>\$815</b>

Below the table is a button labeled "E-mail Results" followed by the text "Receive your results in a printable report." In the bottom right corner, there is a logo for "Powered by FinanCenter" and a link for "Terms of Use".

- 1.1.8.1. When clicked, a pop-up window appears requesting that the user confirm his e-mail address. This email confirmation is only shown once per session and is not shown in the same session in which the email is first captured.

Figure 11: Email confirmation pop-up (opted in)

The screenshot shows a pop-up window titled "Please confirm your e-mail and settings below". It contains the following elements:

- A label "Your email address" followed by a text input field containing "bob@myisp.com".
- A label "E-mail format:" followed by two radio buttons: "HTML" (which is selected) and "text".
- At the bottom, there are two buttons: "Send E-mail" and "Cancel".

- 1.1.8.2. This form contains a field for the e-mail and an optional e-mail format preference question and a submit button.

- 1.1.8.3. If the user is currently opted-out, the chance to opt in also appears.

- 1.1.8.4. The e-mail address, opt-in status and format preference controls are pre-filled with the user's current settings.
- 1.1.8.5. If the user provides a different e-mail address in the e-mail field, his record is updated with the new address and a change record is kept which includes the old and new addresses, user ID, client user ID (if available) and date/time.
- 1.1.9. Working with Client Services, the client may modify the capture form. The client may:
  - 1.1.9.1. Add custom fields, set their default values, bounds, legal values and whether or not they are required.
  - 1.1.9.2. Modify the text used to entice the user to provide his address.
  - 1.1.9.3. Modify disclaimers or the privacy policy, which are the same on all capture forms.
  - 1.1.9.4. Decide whether the capture form is to be placed on the inputs or results page or both.
- 1.1.10. Fulfillment of requested content (e-mailing results, etc). These are also known as "thank you" emails.
  - 1.1.10.1. These emails are sent as soon as possible after request is made.
  - 1.1.10.2. The mechanisms and configuration options for sending email are detailed in section 4.3.
  - 1.1.10.3. One e-mail is sent per request.
  - 1.1.10.4. Bounce checking is employed just as it is for track-related e-mail. See section 4.4.1.
  - 1.1.10.5. The system will track opens on these emails as it does for follow-up mail. See section 4.4.2.
  - 1.1.10.6. The e-mail subject, from field and e-mail body may be customized as any email template.
  - 1.1.10.7. The tool report is included as HTML in the body of the email.
  - 1.1.10.8. Tool report formatting:
    - 1.1.10.8.1. The tools carry the look and feel of the live tools except for the page template.
    - 1.1.10.8.2. There is a client-configurable introduction on the top of the first page.
      - 1.1.10.8.2.1. The introductory text contains a link to the live tool.
    - 1.1.10.8.3. There is a client-configurable footer.
  - 1.1.10.9. Links in the email body are tracked by the system to be reported.

**1.2. LeadFusion-hosted lead capture forms.** Clients may elect to have customized capture forms hosted by LeadFusion.

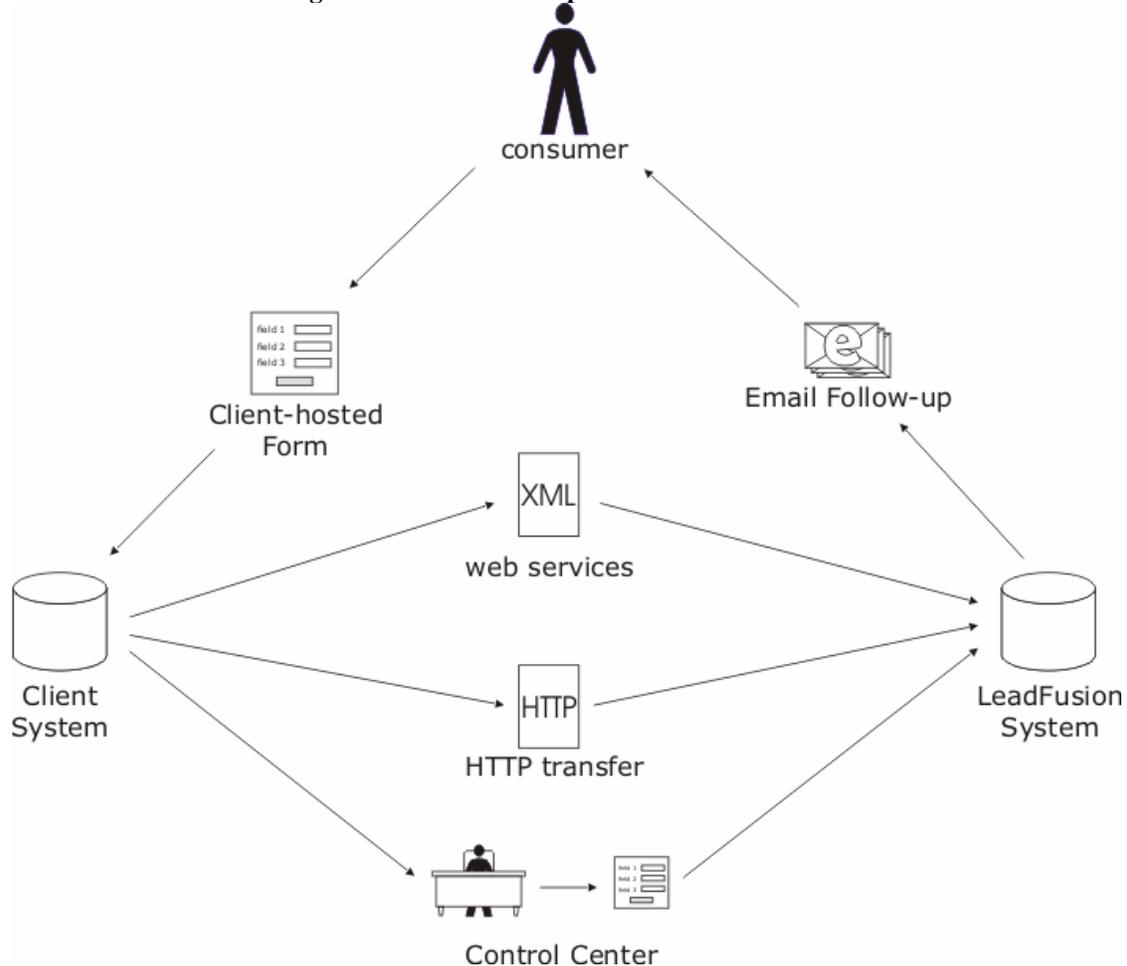
- 1.2.1. Capture forms are created manually in the first release.
- 1.2.2. Each field on the form can be designated as required or not required.
- 1.2.3. Forms validate inputs just as calculator-based forms do and are capable of printing a client-defined error message and highlighting the appropriate fields when bad data has been entered.
- 1.2.4. A separate "thank you" page is available for customization. Alternatively, the client may direct the user to a page on their site.

1.2.5. A “thank you” email can be attached to the form.

### 1.3. Client-hosted lead capture forms.

1.3.1. Clients may create and host their own forms, passing the information they capture or already have in their database to LeadFusion via web services, HTTP or through a list import feature within Control Center.

**Figure 12: Self-hosted capture form data transfer**



1.3.2. In any of the above scenarios, data that is intended to be associated with data collected by multiple means (tool use) the client must assign a client user ID of no longer than 64 characters, which is an arbitrary, user-specific identifier to the user. See section 1.1.2.1.4 for details regarding user ID management.

1.3.3. The client may submit a list name along with the address or addresses.

1.3.3.1. The list name may be any string up to 100 characters in length.

1.3.3.2. If the list name is new, a new list is created.

- 1.3.3.3. If the list name already exists, the new addresses are appended to the list.
- 1.3.4. If Control Center or web services are used, no more than 100,000 email addresses may be submitted per transaction.
- 1.3.5. HTTP transactions are limited to one address at a time.
- 1.3.6. An email passed into the system is assumed to be opted-in to promotional email.
- 1.3.7. A log is kept of invalid data including client, site, client user ID, email address, date, field name, value, destination page and HTTP REFERER (HTTP) or connecting server IP (web services).
- 1.3.8. When web services or Control Center is used, the system alerts the submitter to those email addresses that do not comply with the allowed email address format. The addresses that are acceptable are recorded for use.
- 1.3.9. Web services. Clients may pass in opted-in users individually or as a list.
  - 1.3.9.1. *Evaluate user* allows the client to send LeadFusion a new, opted-in individual user, provide data for the user and request that the user be evaluated against existing tracks.
    - 1.3.9.1.1. E-mail address is the only required parameter.
    - 1.3.9.1.2. Any attributes and their associated variables are optional parameters.
    - 1.3.9.1.3. When received, the system stores the data, placing the user in the queue of users to be evaluated for tracks.
    - 1.3.9.1.4. The system responds with success or failure. If failure occurs, the client is alerted to one of the following possible reasons:
      - 1.3.9.1.4.1. Invalid e-mail address.
      - 1.3.9.1.4.2. User data may be invalid if rules for input validation exist for the given attribute.
  - 1.3.9.2. Alternatively, the client may submit a list of addresses.
    - 1.3.9.2.1. Unlike the submission of an individual address, lists of addresses may not carry user data.
- 1.3.10. HTTP
  - 1.3.10.1. The client may pass e-mail related information in the query string or post of a tool request.
  - 1.3.10.2. Alternatively, clients may append the data to a transparent image URL placed on their page. The URL references a 1x1 clear image serving application hosted by LeadFusion.
  - 1.3.10.3. If an e-mail address is included in the query string or post, the request should come via secure HTTP. The system does not enforce this requirement.
  - 1.3.10.4. Alternatively, the client may encrypt the data string using a LeadFusion -provided DLL, SO file or JAR file.
  - 1.3.10.5. Data passed into the system through this method is not validated and no error messages are displayed.
- 1.3.11. Control Center

- 1.3.11.1. Control Center contains a tool that allows the client to import a list of email addresses.
- 1.3.11.2. The client may either upload a file containing the addresses or paste the addresses into a text area.
- 1.3.11.3. The list may be newline-separated, comma-separated or XML.

**Figure 13: Acceptable list formats**

Simple list (newline delineated)
abe@aol.com bart@earthlink.com chuck@hotmail.com
Comma Separated Values (CSV)
abe@aol.com, bart@earthlink.com, chuck@hotmail.com
CSV with optional client user ID
abe@aol.com,57,bart@earthlink.com,,chuck@hotmail.com,10
XML
<pre>&lt;addressList type="opt-in" listName="my list"&gt; &lt;address value="abe@aol.com" clientUserID="57" /&gt; &lt;address value="bart@earthlink.com" /&gt; &lt;address value="chuck@hotmail.com" clientUserID="10"/&gt; &lt;/addressList&gt;</pre>

## 1.4. Form Manager

- 1.4.1. Control Center contains a simple form management tool named Email Capture Form Manager. Specifics of this internal tool's interface will depend on how form data is stored and will be worked out with Client Services.
  - 1.4.1.1. This tool is strictly for Client Services use.
  - 1.4.1.2. The user may add, edit or delete forms.
  - 1.4.1.3. Each form is listed in a grid.
  - 1.4.1.4. Each tool category has its own capture form and may be configured separately.
  - 1.4.1.5. Each form has the following editable properties:
    - 1.4.1.5.1. Form name.
    - 1.4.1.5.2. If the form is on a tool, the user may determine whether or the submission of a valid email address is required for the results to be viewed.
    - 1.4.1.5.3. Form location (LeadFusion tool, hosted or client-hosted)
      - 1.4.1.5.3.1. If the form is on a tool, whether the form is displayed on the inputs, results or both.

- 1.4.1.5.3.2.If the form is client-hosted, the transfer method is specified (HTTP or web services).
- 1.4.1.5.4. The “thank you” page seen upon form submission.
  - 1.4.1.5.4.1.This may be a LeadFusion-hosted page, which the user may edit here.
  - 1.4.1.5.4.2.It may also be link to a client-hosted page.
- 1.4.1.5.5. The thank you email attached to the form.
  - 1.4.1.5.5.1.The user may choose one of the email templates designated as solicited found in the template manager. Using a link, the user may go to the thank you email template and edit it.
  - 1.4.1.5.5.2.When the thank you letter is a report of the tool results, the report is automatically attached to the email. The user is offered a link to an editor that allows him to control the files that dictate the appearance of that tool report.

## 2. Email Content Management

### Section overview

This section describes the tools that assist the client in creating emails to be used in their tracks.

#### Terminology

Digital asset – a file (image, Flash or PDF file) that may be included in a message.

Data field – a piece of data that may be inserted into a message.

Letterhead – a reusable layout containing basic branding.

Template – once message-specific content has been added to a letterhead, it becomes a template. Templates are used by the system to generate emails.

Email – a template, possibly combined with some of the user’s data, creates the email that is sent to a specific user.

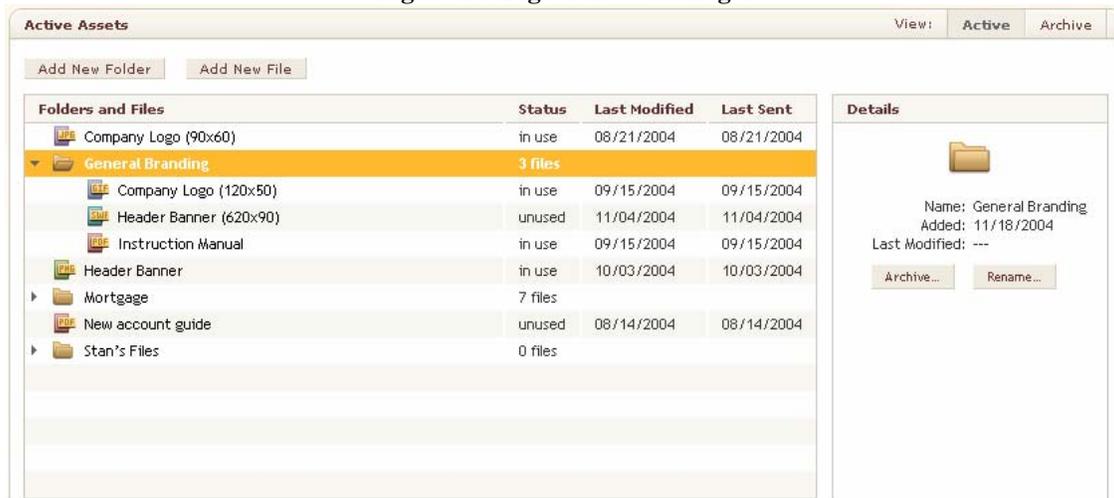
This section describes several tools:

- **Digital Asset Manager** – Allows the client to upload images, Flash files or PDF files for use in HTML emails or as attachments.
- **Letterhead Manager** – Assists in the management of letterheads, which are designs that can be used across multiple emails
- **Letterhead Wizard** – Allows the client to create and edit individual letterheads.
- **Template Manager** – Assists in the management of email templates to be included in tracks.
- **Template Wizard** – Allows the client to create and edit individual email templates.

**IMPORTANT NOTE:** Many of the tools in this section require complex GUI interactions that are best finalized with working prototypes. Therefore, no attempt has been made to describe exact controls or layouts in those areas.

## 2.1. Digital Asset Manager

Figure 14: Digital Asset Manager



### 2.1.1. Folder and asset listing

2.1.1.1. A grid displays folders that the client has created to organize his materials. Folders are for organizational purposes only and do not affect the use of the asset.

2.1.1.2. Assets may be contained within folders but may also exist outside of any folder.

2.1.1.3. The number of files in each folder is displayed.

2.1.1.4. When the user clicks on a folder name or icon, the contents of the folder appear below the folder. The folder in the icon changes from a closed to open.

2.1.1.5. For each asset, the following information is displayed:

2.1.1.5.1. An icon depicts the file type.

2.1.1.5.2. For images, the dimensions are shown.

2.1.1.5.3. The use status (either in use or unused).

2.1.1.5.4. The date the asset was last modified.

2.1.1.5.5. The date the asset was last included in an email that went to a user.

### 2.1.2. Selected item pane

2.1.2.1. When selected, additional information about the asset or folder is displayed, along with controls available for the selected item.

#### 2.1.2.2. Folder selected

2.1.2.2.1. When a folder is selected, the folder's name, creation date and the number of files it contains are displayed.

2.1.2.2.2. If the folder has zero items in it, he may use the 'delete' button to delete it. No confirmation is required.

2.1.2.2.3. If none of the items in the folder are in use in a letterhead or template, an ‘archive’ button allows the user to archive the folder and all of its contents. When this is done, the folder is only seen on the archive view of the manager.

2.1.2.2.4. A ‘rename’ button allows the client to rename the folder or asset in a pop-up window.

#### 2.1.2.3.Asset selected

2.1.2.3.1. The file name, size, dimensions (if it’s an image), creation date, modification date and last sent date are displayed.

2.1.2.3.2. A button associated with the asset presents a dialog allowing the user to view and/or edit the item. The view/edit activities take place in a daughter window.

**Figure 15: Digital Asset View/Update screen**

Leadfusion  
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Full Name: Company Logo	Name: <input type="text" value="Company Logo"/>
File Name: logo.gif	Folder: <input type="text" value="General Branding"/>
Dimensions: 117 x 73	Upload Replacement File: <input type="text"/> <input type="button" value="Browse..."/> <input type="button" value="Upload"/>
Added: 11/18/2004	
Last Modified: 09/15/2004	
Last Sent: ---	

2.1.2.3.2.1.PDFs are not shown within the window but are opened in a new window via a link. All other files are displayed within the window.

2.1.2.3.2.2.The user may change the name of the item or the folder to which it belongs in this screen.

2.1.2.3.2.3.If the user desires, he may upload a new version of the file to update it. Once a replacement version is uploaded, the new version may still be discarded if the user doesn’t elect to save the changes.

2.1.2.3.2.4.The user may accept the change to the name and/or file by clicking “save changes & close”.

2.1.2.3.2.5.If the change involves a new file, the user is presented a confirmation pop-up explaining that the replacement will happen immediately. The user may cancel the action or accept it.

2.1.2.3.2.6.If the user closes without saving, the window closes and no further action is taken.

2.1.2.3.2.7. In either scenario, the user is returned to the asset list.

2.1.2.4. If an item is being used in an email template or letterhead (regardless of the status of the email), a button with the words 'Where used' appears offering the user the chance to see the list of email templates and letterheads in which the file is used.

2.1.2.5. If the item is not in use, both a "Delete" and an "Archive" button are available. Pending confirmation, the item is deleted or archived.

2.1.2.5.1. If the item is deleted, it no longer appears in the manager. If it has never been sent as part of an email, it may be deleted entirely. Otherwise, it remains in the system to be viewed as a part of reporting for the 24 month period.

2.1.3. A button allows the user to add a new asset.

2.1.3.1. The user then uses an upload control to browse to his file system and identify the file.

2.1.3.2. When the form is submitted, the item is uploaded and available for use immediately. It appears on the asset listing table.

2.1.3.3. Uploaded files may be no larger than 2 MB in size. If the file exceeds this size, the user is informed that the file size must be reduced before it can be saved.

2.1.3.4. File types are determined as follows:

Extension(s)	File Type
PNG, GIF, JPG, JPEG	Image
SWF	Flash
PDF	Adobe PDF
Others	Other

2.1.3.5. The system contains safeguards against malicious files, including viruses.

2.1.3.6. The user is warned on the top of the upload page if the browser was unable to upload the file or if file size maximums are exceeded.

2.1.4. A button allows the user to add a new folder.

2.1.4.1. When clicked, the user provides a name for the new folder. When saved, the folder appears in the manager under the top level.

## 2.2. Letterhead Manager

Figure 16: Letterhead Manager



### 2.2.1. View Controls

2.2.1.1. The user may view active or archived letterheads. Active templates are those that are in use or under development. Archived letterheads are those that have been stored for possible reuse but are not being used.

### 2.2.2. Folders

2.2.2.1. The fold mechanisms for this manager are identical to those of the digital asset manager.

### 2.2.3. Letterhead list

2.2.3.1. For each letterhead, the name is displayed.

2.2.3.2. The last date the letterhead was modified and that an end user received an email containing the letterhead is displayed for each letterhead.

2.2.3.3. The status of the letterhead is given in another column.

2.2.3.3.1. If the letterhead is in use by a template, it is marked with the linked text “in use”.

2.2.3.3.2. If the letterhead has never been used, the text says “never used”.

2.2.3.3.3. If the letterhead has been used, but is currently not used, the text says “not in use”.

### 2.2.4. Selected item pane

2.2.4.1. Similar to the Digital Asset Manager, a pane displays information about the selected item.

2.2.4.2. The items displayed and buttons offered when a folder is selected are the same to those when a folder is selected in the Digital Asset Manager.

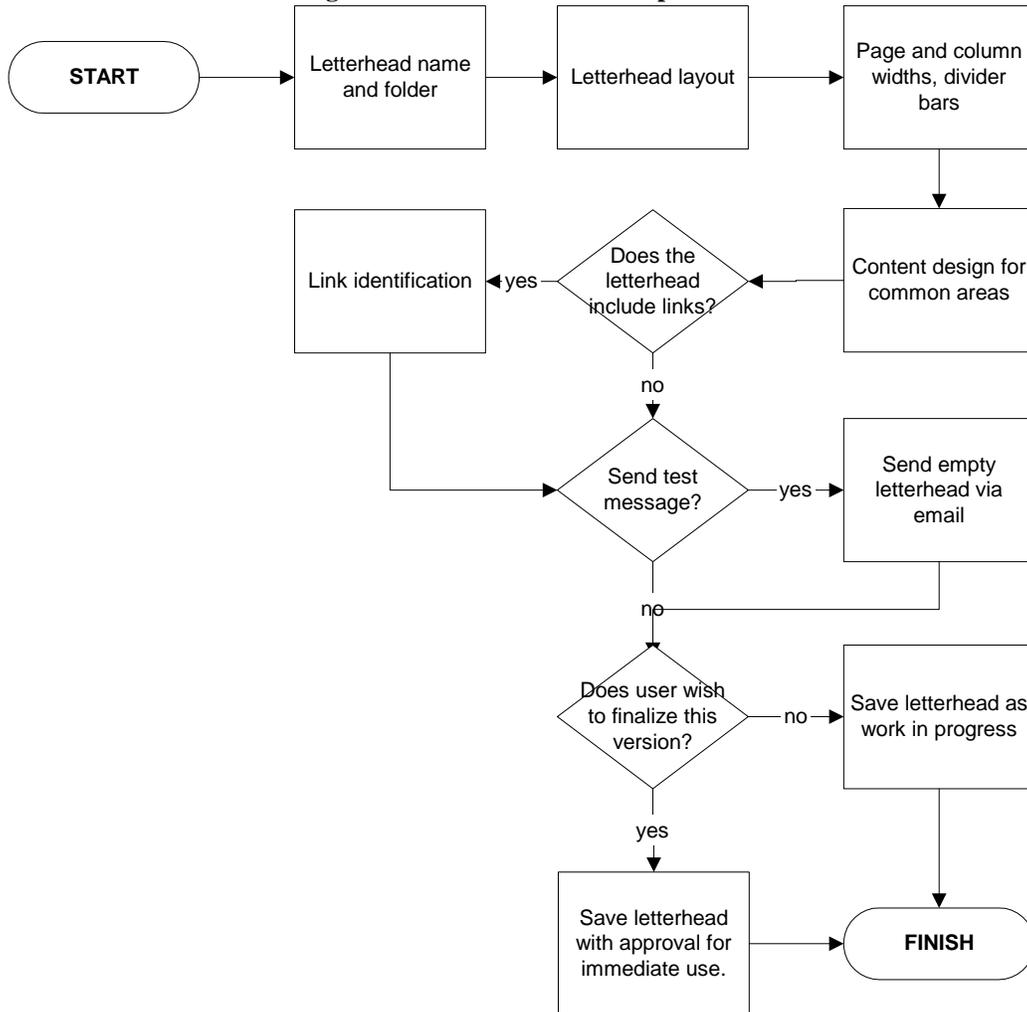
2.2.4.3. When a letterhead is selected, the following items appear:

2.2.4.3.1. The name of the letterhead, its creation, last modified and last sent dates.

- 2.2.4.3.2. A 'View' button causes the letterhead to appear in a new window.
- 2.2.4.3.3. An 'Edit' button takes the user to the letterhead wizard, pre-filled with the current data.
- 2.2.4.3.4. A 'Duplicate' button takes the user to the letterhead wizard, pre-filled with the current data. The name of the letterhead becomes 'Copy of ', followed by the letterhead name. A new letterhead is created when the user completes the wizard.
- 2.2.4.3.5. If the letterhead is in use with a template, a 'Where used' button allows the client to see a list of templates in which the letterhead is used.
  - 2.2.4.3.5.1. If the letterhead has been used but is not currently used, the text says "not in use". The user is offered an "Archive" button with which he may archive the letterhead.
  - 2.2.4.3.5.2. If the letterhead has never been used, the user is offered both an 'Archive' and a 'Delete' button which deletes the letterhead pending confirmation.
  - 2.2.4.3.5.3. If this is the archive view, the user is offered the chance to 'Reactive', or restore the item from the archive, or to 'Delete', which deletes the letterhead pending confirmation.
- 2.2.4.4. If the letterhead has changes to it which are not final, the user may view two versions of the letterhead.
  - 2.2.4.4.1. In the selected item pane, the user may select either the draft or the approved version to view and/or modify.
  - 2.2.4.4.2. If the user clicks to edit the work in progress letterhead, he may resume work on the non-finalized version.
  - 2.2.4.4.3. If the user clicks to edit the approved version, he is warned that he is discarding any current changes and beginning a new draft.
- 2.2.5. An 'Add new letterhead' button takes the user through the letterhead wizard.
- 2.2.6. An 'Add new folder' button prompts the user to enter a folder name, which must be unique.

### 2.3. Letterhead Wizard

**Figure 17: Letterhead creation process**



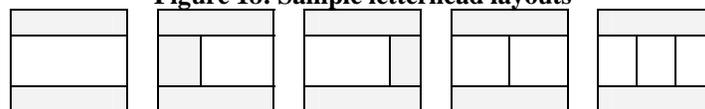
#### 2.3.1. Basic letterhead information

2.3.1.1. On this page, the user enters or edits the letterhead name.

2.3.1.2. The user selects an existing letterhead folder or creates a new folder for this letterhead.

2.3.1.3. The user selects a basic layout for the letterhead.

**Figure 18: Sample letterhead layouts**



2.3.1.4. If the letterhead is being edited rather than created, and that letterhead is in use in a template, this step is skipped to avoid inadvertently ruining a template.

### 2.3.2. Letterhead properties

2.3.2.1. On this screen, the user changes some aspects of the letterhead's appearance.

2.3.2.2. The user may choose a background color or image for the entire page.

2.3.2.3. The user may choose heights and colors for separator bars between the header and body and between the body and footer.

2.3.2.4. The user may choose widths for the entire page and for any of the columns.

2.3.2.5. If the letterhead is being edited rather than created, and that letterhead is in use in a template, this step is skipped to avoid inadvertently ruining the layout of a template.

### 2.3.3. Region editing

2.3.3.1. For each non-body region, depicted in the shaded area, the user has an edit area in which he may set the content of the area.

2.3.3.2. The user may edit each area in either simple or advanced mode. Simple mode is the default. The user may change between the two modes.

2.3.3.2.1. In simple mode, the edit area is a WYSIWYG window.

2.3.3.2.1.1. A toolbar offers control over font styles, sizes, colors and alignment. The toolbar also offers buttons for creating numbered and bulleted lists. These controls affect text highlighted in the text area. The toolbar also offers buttons for inserting links and images.

2.3.3.2.1.2. The toolbar moves as the page scrolls with the page so it is always visible.

2.3.3.2.1.3. Changes made are visibly reflected in the edit area.

2.3.3.2.1.4. The edit area grows vertically to accommodate the entered content.

2.3.3.2.2. In advanced mode, the user has full access to type in the HTML source code of the email.

2.3.3.3. The user may alternate between an edit and preview mode as he works on the letterhead.

### 2.3.4. HTML link replacement

2.3.4.1. In this step, the user is presented a list of links that were found in the content.

2.3.4.2. For each link, the user provides a link type and link name for reporting purposes. The possible link types are the following:

- Online application
- Promotion landing page
- Product/service information page
- Request for information page
- Contact information page
- Site home page
- Other

2.3.4.3.If the name and/or type of a given link has been previously provided, it is pre-filled when the user reaches this page.

### 2.3.5. Finalization

2.3.5.1.The user is asked if he would like to apply the changes to the letterhead or save it as a draft version.

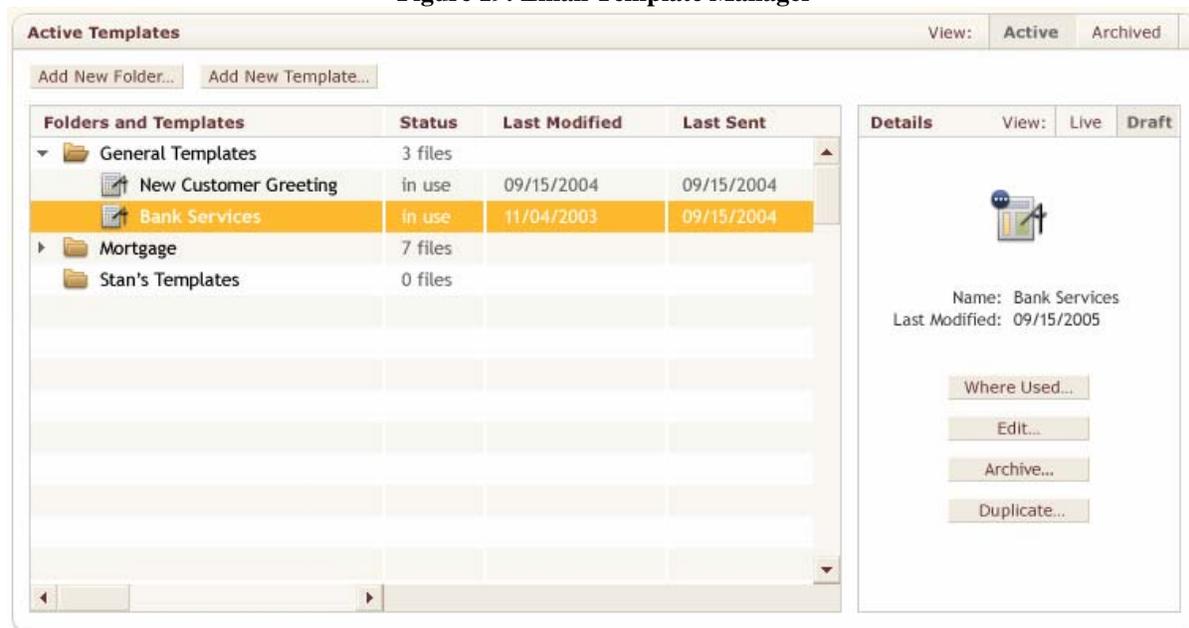
2.3.5.1.1. If the user wishes to save the letterhead as a final version, he is warned that it will overwrite the previous version, if any. If the user confirms, this version of the letterhead becomes immediately available for use.

2.3.5.1.2. If the user wishes to save the letterhead as a draft, it is saved without overriding the current letterhead design.

2.3.5.2.The user is returned to the Letterhead Manager where the template is presented with the appropriate status.

## 2.4. Email Template Manager

Figure 19: Email Template Manager



### 2.4.1. View Controls

2.4.1.1.In a manner identical to the letterhead manager, the user may view active or archived templates.

### 2.4.2. Folders

2.4.2.1.The folder mechanisms for this manager are identical to those of the digital asset manager.

### 2.4.3. Templates

2.4.3.1. For each template, the name is displayed.

2.4.3.2. An icon appears to the left of the name, designating whether the template is unsolicited (contains marketing) or solicited (is related to a customer interaction). When the user mouses over the icon, the type of email is displayed.

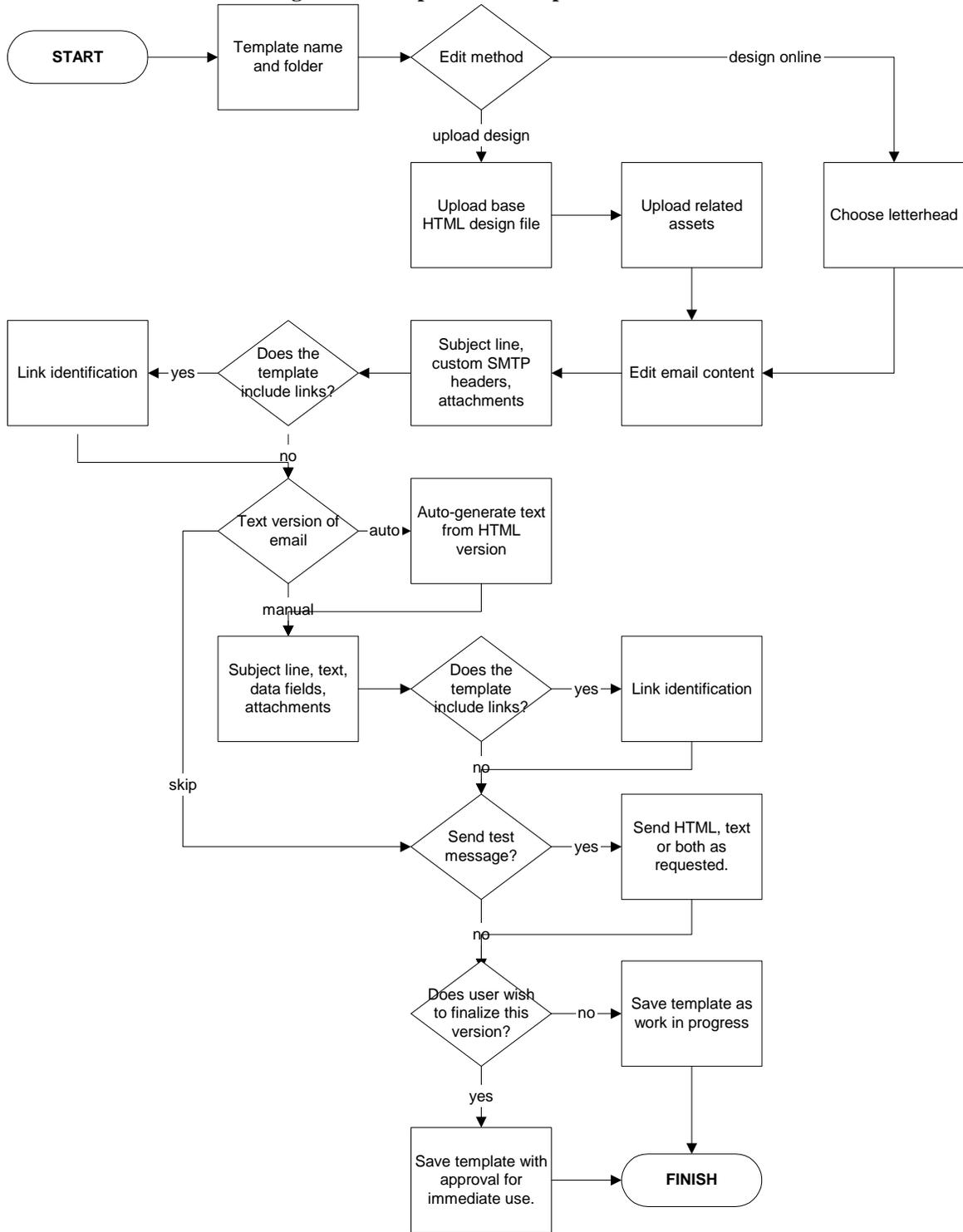
2.4.3.3. The data displayed in each row is identical to that displayed in the letterhead manager. In this case 'use' connotes use in a track.

2.4.4. Selected item pane.

2.4.4.1. This pane displays the same data and offers the same controls as the letterhead manager. The 'Where used' button offers a list of tracks in which the template is used.

## 2.5. Template Wizard

Figure 20: Template creation process



### 2.5.1. Basic template information

2.5.1.1. On this first page of the wizard, the user is given information on the wizard and its use and is prompted for basic information about the template being created.

2.5.1.2. The client provides or edits the name of the template.

2.5.1.3. The client assigns the template to the root directory, an existing template folder or creates a new one.

2.5.1.4. The client indicates whether or not the template is solicited or unsolicited.

2.5.1.5. The client may provide header information specific to this email including a return-path, sender's email and name, reply-to field and Bcc address. Unless that have previously been edited, these fields are pre-filled with the default values provided in the email settings area (see section 4.3).

2.5.1.5.1. When template-specific information is provided, it supersedes the system-specific data.

2.5.1.5.2. The Bcc field is an exception. The user may specify that the template-specific Bcc address be used instead of or in addition to a system default Bcc.

### 2.5.2. HTML Letterhead selection

2.5.2.1. Here, the user selects the letterhead to be used with this template.

2.5.2.2. The user sees a list of all approved letterheads. He may click on each to view them.

2.5.2.3. The option to use a blank letterhead is offered.

2.5.2.4. The user is offered the opportunity to create a new letterhead. If this item is selected, the Letterhead Wizard is shown. See section 2.3.

2.5.2.5. The user bypasses this step if the template is being edited rather than created.

### 2.5.3. HTML Template editor.

2.5.3.1. The page consists of an edit area and various palettes. The user changes the email in the edit area and accesses code snippets, images, attachments or other elements from the palettes on the screen.

2.5.3.2. A subject line input field allows the user to enter or edit the subject line of the email.

2.5.3.2.1. The subject may be up to 200 characters.

2.5.3.2.2. The user may insert data fields into the subject line. The mechanism for inserting data fields is described in section 2.5.3.4.1.3.

2.5.3.3. Attachment area.

2.5.3.3.1. This area lists the attachments to the email.

2.5.3.3.2. The user may add or remove attachments. They may also view or edit an attachment using the view/update digital asset screen.

2.5.3.3.3. Attachments are selected from the email component palette that carries all uploaded digital assets.

2.5.3.3.4. An email may carry up to five attachments.

2.5.3.4.Edit window.

2.5.3.4.1. In this text area, the user enters or edits each content area of the body of the email. If the client does not wish to have an HTML version of this template, he may skip this step pending confirmation.

2.5.3.4.1.1.Content tools are identical to that found in the letterhead editor.

2.5.3.4.1.2.The user may alternate between an edit and preview version of the template.

2.5.3.4.1.3.In addition, the user may add a data field to the template contents or subject line.

2.5.3.4.1.3.1. A button on the page offers a data field wizard when clicked.

2.5.3.4.1.3.2. The user first chooses between the following choices:

2.5.3.4.1.3.2.1.“Data fields already used in a template”. This offers a list of data fields that have been inserted into a template.

2.5.3.4.1.3.2.2.“Data fields captured on this capture form...”. When the user chooses a capture form, the data fields it captures are displayed. This option is not present if there are no data fields associated with capture forms.

2.5.3.4.1.3.2.3.“Data fields used in this segment definition”. This offers a list of market segments. When a segment is selected, all data elements used in the segment’s rule are shown. This option is not present if there are no market segments.

2.5.3.4.1.3.2.4.“Data fields found in this tool...” offers a list of LeadFusion tools. Using a series of drop-down menus, the user drills down from tool type to category to tool and sees a list of data elements within the tool.

2.5.3.4.1.3.3. In the final step, the user offers a default value for the field in case the value is unknown for this user.

2.5.3.4.1.3.4. The wizard inserts the required code into the text area where the user’s cursor currently is.

2.5.3.5.An alternative mode of entering a template is offered. The client may specify a local HTML file containing a template. Once uploaded, the system scans the HTML for references to local digital assets and proposes upload paths for each. The use may confirm each asset path and upload them.

2.5.4. HTML link replacement

2.5.4.1.In this step, the user is presented a list of links that were found in the content. This process is identical to that found in the letterhead wizard.

2.5.5. Text template editor

2.5.5.1.On this page, the client edits the text version of the email.

2.5.5.2.A button offers the chance to automatically construct the text from the HTML version of the template.

- 2.5.5.2.1. When clicked, the body text from the HTML version is stripped of its tags and placed in the edit window. Text that is separated in tables or other layout is presented in the order it appears in the HTML code with blank lines between each section.
- 2.5.5.2.2. If the edit window already contains an email, the user is first warned that this text will be lost and it offered an opportunity to confirm or cancel the action.
- 2.5.5.3. The text editing area allows the client to enter or edit the message text.
- 2.5.5.4. The user is offered an opportunity to skip the creation of the text template pending a confirmation pop-up. If the user has already declined to create an HTML version, he is warned that no template will be saved.
- 2.5.6. Text link replacement
  - 2.5.6.1. Similar to the HTML version, this screen prompts the user to enter names and link types for each link found in the email body.
- 2.5.7. Test
  - 2.5.7.1. This page offers the user the ability to send a test email.
  - 2.5.7.2. Controls at the top of the page prompt the user to select among test user emails used in the past or to add a new one. By default, the current user's email address is on top of the list.
  - 2.5.7.3. If both HTML and text versions were created, the user is asked which template, is to be sent to the selected address. The user may also opt to have both sent either individually or in a multi-part email.
  - 2.5.7.4. When the submit button is clicked, the system generates a test email in each of the requested formats. Data fields are replaced with their default values.
- 2.5.8. Finalization
  - 2.5.8.1. The finalization process is identical to that found in the letterhead wizard.
  - 2.5.8.2. When the user completes the wizard, he is returned to the Email Template Manager.

### 3. Email Track Management

#### Section overview

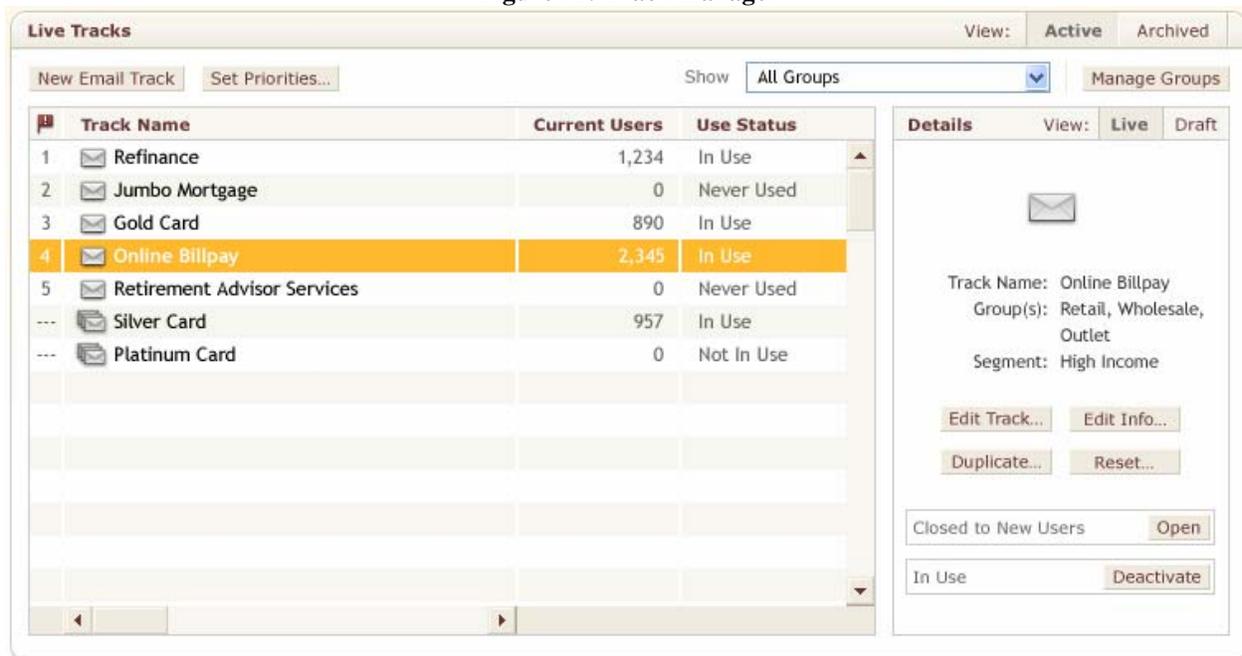
This section describes the tools that clients will use to manage their email tracks. This area of Control Center consists of two primary components:

- Email Track Manager. In this tool, the client sees all of his tracks and is given the opportunity to create, edit, prioritize or delete them.
- Email Track Wizard. This wizard allows the client to review or edit information about a track and offers a sophisticated, visual storyboard editor that allows the client to control all aspects of an individual email track.

**Important Note:** The storyboard editor is a very interactive, user interface-heavy tool. It is anticipated that details of how certain controls work can only be finalized after a working prototype is finalized. As a result, this document does not attempt to describe all possible interactions with the editor, but does address the scope of the editor's capabilities. The figures included in this section do not represent final screens, but convey an idea of how the interface might appear.

#### 3.1. Email Track Manager

Figure 21: Track manager



### 3.1.1. View controls

3.1.1.1. Each track, when created, is assigned to a group. A menu on this page allows the user to choose a particular group or all groups to view.

3.1.1.1.1. A manage groups button is associated with this menu. This button launches a daughter window in which clients may create new groups or rename existing groups. The client may only delete empty groups.

3.1.1.2. A switch allows the user to choose whether the tracks displayed on this page are archived tracks or tracks that are active. Active tracks are those currently in use or those being worked on. The archive is for tracks that are no longer in use, but the client wishes to retain them for future use or historical comparison.

### 3.1.2. Track listings

#### 3.1.2.1. Rows

3.1.2.1.1. Each row represents an email track. All active or archived tracks are shown that belong to the selected group, depending on which view was selected by the user.

3.1.2.1.2. The tracks appear in priority order. The closer to the top of the list a track is, the higher its priority. A track's priority is across all groups.

3.1.2.1.3. Scheduled tracks are not prioritized and appear at the bottom of the list.

3.1.2.1.4. In the archived tracks view, tracks are not prioritized but are presented in alphabetical order by track title with no prioritization arrows.

3.1.2.2. Columns. When the user mouses over a column header, he sees a definition of the term in a tool tip.

#### 3.1.2.2.1. Priority

3.1.2.2.1.1. Each triggered track carries a priority number that reflects its global rank relative to other tracks.

3.1.2.2.1.2. A 'change priorities' button on the screen allows the user to reorder all triggered tracks relative to one another. When saved, the manager refreshes with the tracks appearing in the correct order.

3.1.2.2.1.3. Scheduled mailings do not carry a priority number.

#### 3.1.2.2.2. Track icon

3.1.2.2.2.1. An icon indicates whether the track is a triggered or scheduled track.

3.1.2.2.2.2. There is also an indication of whether the track carries a draft version or not.

#### 3.1.2.2.3. Track name and groups

3.1.2.2.3.1. The track name is displayed first.

3.1.2.2.3.2. If the user is viewing all groups, the group of the track is displayed next.

3.1.2.2.3.3. If the user is viewing a particular group, the group row is omitted.

#### 3.1.2.2.4. Current users

3.1.2.2.4.1. The number of unique users who are currently participating in this track. A user is participating in this track if he is scheduled to receive an email belonging to the track.

#### 3.1.2.2.5. Status

3.1.2.2.5.1. This area displays the status of the track. Possible status values are discussed in the following section.

#### 3.1.3. Selected track pane

3.1.3.1. When a track is selected from the list, information about it and certain controls are presented to the user.

3.1.3.2. Each track carries an Edit button when clicked in relation to a triggered track, the Email Track Wizard appears. When clicked for a scheduled track, the Scheduled Track Wizard appears.

3.1.3.3. Triggered tracks carry a 'Storyboard' button that takes the user to the Storyboard Editor.

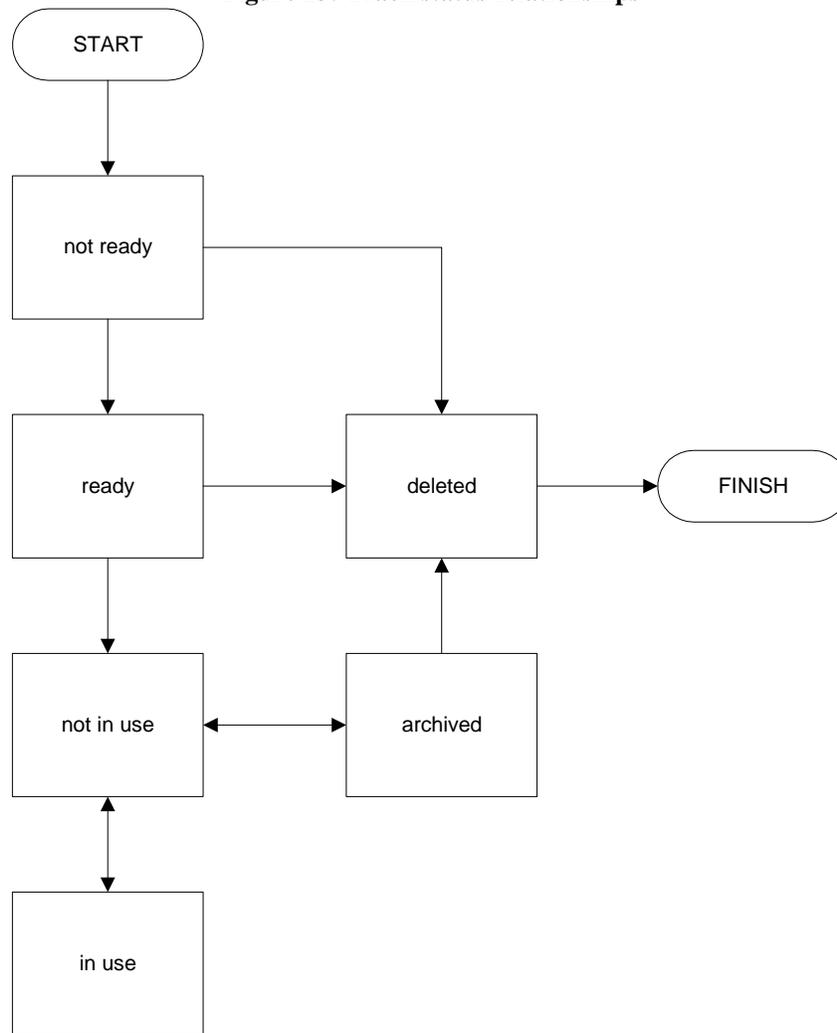
3.1.3.4. A 'duplicate' button allows the user to create a new track based on the current one. Clicking this launches the new track wizard seeded with the current track's information. By default, the name is changed to "Copy of <old track's name>"

3.1.3.5. Another control offers information about the track's status and provides controls to change the track's status. Messages and options are as follows:

**Figure 22: Status displays and options based on track use (triggered, active tracks)**

	<b>Open to New Users</b>	<b>Closed to New Users</b>
<b>Never Used</b>	Open to new users ( <a href="#">close</a> ) Never used	Closed to new users ( <a href="#">open</a> ) Never used ( <a href="#">delete</a> or <a href="#">archive</a> )
<b>In Use</b>	Open to new users ( <a href="#">close</a> ) In use	Closed to new users ( <a href="#">open</a> ) In use ( <a href="#">deactivate</a> )
<b>Not in Use</b>	Open to new users ( <a href="#">close</a> ) Not in use	Closed to new users ( <a href="#">open</a> ) Not in use ( <a href="#">archive</a> )

Figure 23: Track status relationships

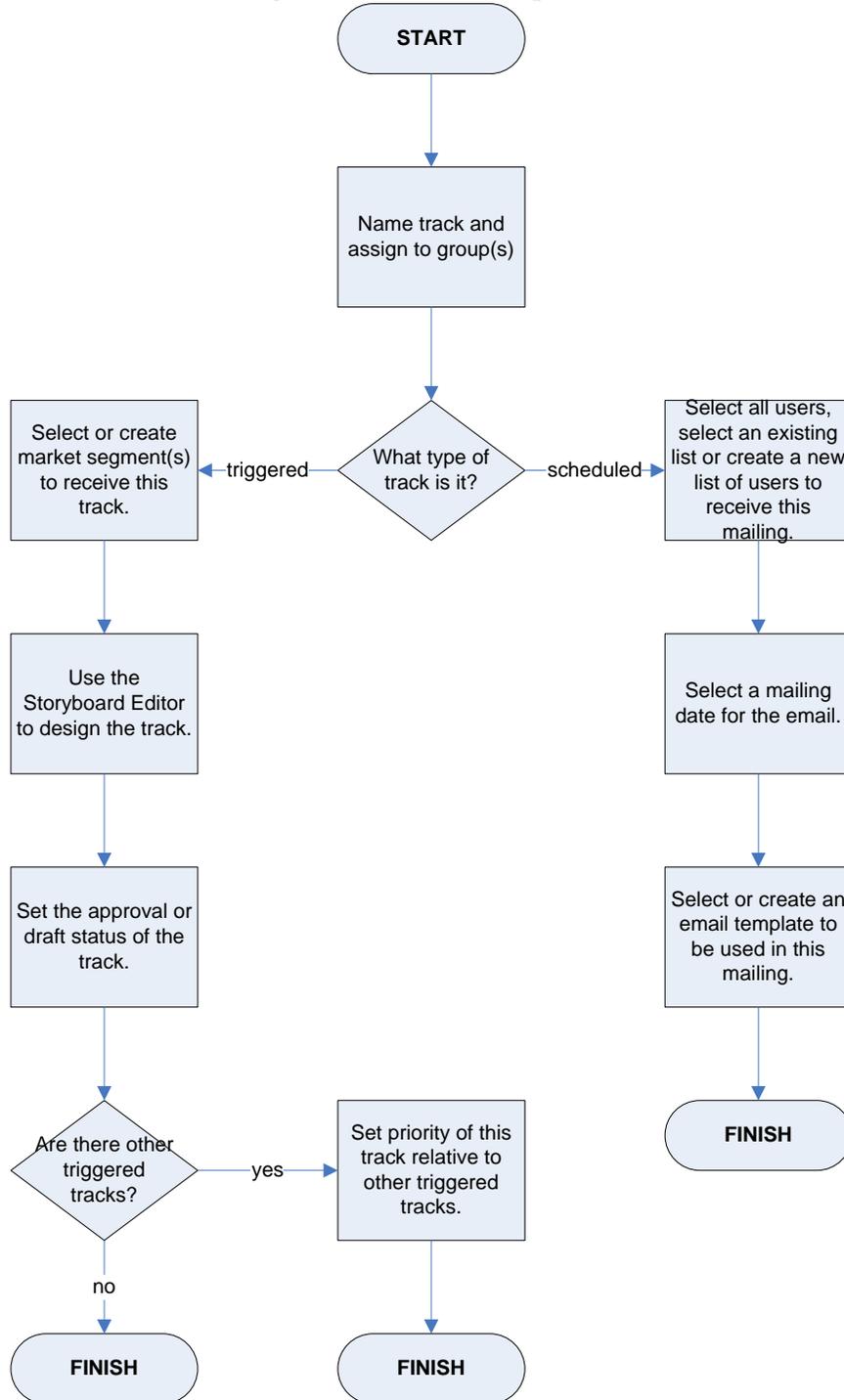


- 3.1.3.5.1.1. In the archived view of tracks, all tracks carry the same display of “archived (reactivate or delete)”.
- 3.1.3.5.1.2. The “close” command will prevent any new users from entering the selected track. This option is only available to triggered tracks.
- 3.1.3.5.1.3. The “open” command allows new users to be evaluated for participation in the track. This option is only available to triggered tracks.
- 3.1.3.5.1.4. The “delete” command will delete the track pending a user confirmation in an alert box. Only those items required for reporting are saved.
- 3.1.3.5.1.5. The “deactivate” command, pending user confirmation, stops all currently scheduled track activities and removes all current users from the track. This option is only available to triggered tracks.
- 3.1.3.5.1.6. The “archive” command causes the track to be removed from the list of active tracks and placed on the list of archived tracks.

- 3.1.3.5.1.7. When the user is viewing the archived tracks, all tracks carry the status of “archived (reactivate or delete).
- 3.1.3.5.1.8. The “reactivate” command removes the track from the list of archived tracks and places it on the bottom of the list of active tracks.
- 3.1.3.6. If a track contains unpublished work, the track controls are offered for both the draft and live versions. This works in a way analogous to the letterhead and template managers.
  - 3.1.3.6.1. The status of the draft version is always Closed to new users (open) and Never used (delete).
    - 3.1.3.6.1.1. If the user clicks the open link, the track becomes the live version pending user confirmation and the draft version is eliminated.
    - 3.1.3.6.1.2. If the user clicks the delete link, the draft version is deleted pending user confirmation.
    - 3.1.3.6.1.3. The user may click ‘edit’ to resume work on this version.
  - 3.1.3.6.2. The status of the live version is as it was before the edits were made.
  - 3.1.3.6.3. If the user clicks the edit link by this version, he is warned that continuing will overwrite the current work in progress version. Pending confirmation, he may continue.
- 3.1.3.7. A button allows the user to create a new email track. When clicked, the email track wizard appears. If the user is currently viewing a particular group, this group becomes the initial selection of the new track.

### 3.2. Track Wizard

Figure 24: Track Wizard process



- 3.2.1. The wizard is reached by clicking the Edit button associated with a track or by creating a new track.
- 3.2.2. Basic track settings.
  - 3.2.2.1. The user first enters a name for the track and assigns it to one of more groups. The user may click a button to launch the window in which groups are managed.
  - 3.2.2.2. If the user is creating a new track, he then chooses whether the track is triggered or scheduled. This choice may not be modified once the track has been saved.
- 3.2.3. Triggered track configuration
  - 3.2.3.1. Market segment selection
    - 3.2.3.1.1. The segment page offers a selection for all users or for particular segments. Next to each segment is a link which generates a popup window in which the user may view or edit segment rules.
    - 3.2.3.1.2. Segment creation is done in the same way it is done for web-based Call to Actions, with the addition that email list membership may be included as part of the segment definition. The segment list is separate from that held by the Call to Action Setup portion of Control Center, but a button allows the user to review a list of segments created within the Call to Action realm and copy offers the opportunity to copy a segment to email realm.
    - 3.2.3.1.3. At the bottom of the segment list is a button which the user may use to create a new segment. When the segment has been defined, the segment editor window is closed and the new segment is added to the list of available segments.
  - 3.2.3.2. Storyboard editor
    - 3.2.3.2.1. In this area, the user defines the templates and schedules that form the track. The Storyboard editor is discussed in detail in section 3.3.
  - 3.2.3.3. Approval
    - 3.2.3.3.1. Here, the changes made to the track are designed as either approved or to be saved as a draft.
    - 3.2.3.3.2. If a change is approved, the user is warned that the currently approved version will be replaced by the current version.
    - 3.2.3.3.3. Users will not receive the draft version of a track.
  - 3.2.3.4. Prioritization
    - 3.2.3.4.1. If there are other triggered tracks, the prioritization screen is shown in which the user places this track relative to all other triggered tracks.
    - 3.2.3.4.2. If there are no other triggered tracks, the prioritization screen is not displayed.
  - 3.2.3.5. When the final step is reached, the wizard closes and the user is returned to the manager where the updates information is displayed.
- 3.2.4. Scheduled Tracks

- 3.2.4.1. List selection. If a scheduled track is being created instead, the user first selects the list to which the email is to be sent. The email will be sent to the selected list(s) as constituted on the day of the mailing. The user may select from among the following options:
- 3.2.4.1.1. All opted-in individuals with known email addresses.
  - 3.2.4.1.2. Members of previously created lists.
    - 3.2.4.1.2.1. All previously created lists are listed, with a count of list members displayed for each.
    - 3.2.4.1.2.2. The user may select more than one list.
  - 3.2.4.1.3. Members of a new list.
    - 3.2.4.1.3.1. The user may enter a list name.
    - 3.2.4.1.3.2. In the following step, the user enters or uploads a new list of email addresses as discussed in the import wizard in section 1.3.11.
- 3.2.4.2. Date selection.
- 3.2.4.2.1. The user then selects a date for the mailing.
  - 3.2.4.2.2. Valid dates range from tomorrow to the expiration of the client's email product license.
- 3.2.4.3. Template selection.
- 3.2.4.3.1. The final step in the process is to define which template is to be sent on the selected day.
  - 3.2.4.3.2. All unsolicited templates are displayed. The user may pick one of these.
  - 3.2.4.3.3. The user may also enter the Template Wizard and create a new template to be used.
  - 3.2.4.3.4. When this window is closed, the updated track information is displayed on the editor page. Scheduled tracks do not have draft and approved versions.

### 3.3. Storyboard Editor

- 3.3.1. This editor is reached as either a step within the Track Wizard or directly from the Storyboard button associated with a triggered track on the Track Manager.
- 3.3.2. If both exist, the user may look at either the draft or the approved, live version by using the toggle at the top of the screen.
- 3.3.3. In this area, the client visually designs each track. The track consists of several events connected by arrows to form a flow chart.

**Figure 25: Proposed track editor working area**



**Please note: aspects of this interface are subject to change pending usability tests.**

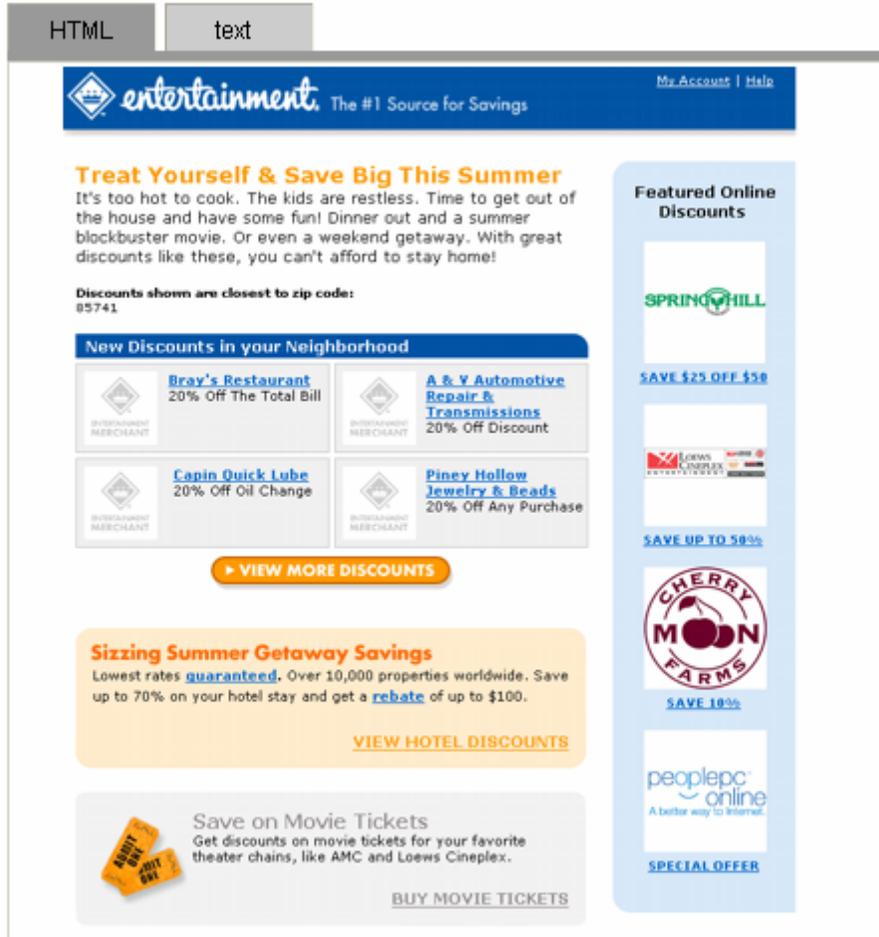
- 3.3.4. Placing the mouse over an item in the diagram allows the user to see information about the item in tool-tip style window.
- 3.3.5. The diagram consists of activities and the connections between them.
- 3.3.6. A palette at the top of the screen contains the items which can be added to the storyboard.
- 3.3.6.1. Activities may either be emails, expirations or finishes. The remaining items in the palette are responses such as email replies, conversion actions or link clicks.
- 3.3.6.1.1. An email activity represents an email sent to the user.
- 3.3.6.1.1.1. Each email activity is provided a name by the client. The system can seed the name based on the template name. Internally, the system uses a unique identifier for each activity.
- 3.3.6.1.1.2. When the user mouses over an email activity, the name of the email template is displayed in a tool tip.

3.3.6.1.1.3. By clicking on the email depicted in the editor or the view icon beneath it, the user is presented an opportunity to view the email.

Figure 26: Email preview window

Email Template:

Subject line: Have you seen our rates?



Attachments: [Rate history PDF](#)

3.3.6.1.1.4. If both are available, the user may alternate between the HTML and text formats. Fields names are shown in angular brackets (<>) where user data is to be inserted into the email content.

3.3.6.1.1.5. In this screen, the user may also change the email to another template by choosing from among the approved, unsolicited email templates.

- 3.3.6.1.1.6. If the user changes the email template selection and saves, that template becomes the email sent at that point in the track. If the user closes without saving, the window is closed and no changes are saved.
  - 3.3.6.1.2. A finish causes the track to end regardless of subsequent user activity. For example, a client may wish to stop a track if the user applies for a service being marketed. Regardless of subsequent user actions, no email belonging to this track will be sent in the future.
  - 3.3.6.1.3. An expiration denotes the end of a particular branch of the track. Until the user reaches an expiration point, the system is capable of responding to users actions within the track.
- 3.3.6.2. All activities carry a button which allows the user to delete the email or stop, pending confirmation.
- 3.3.6.2.1. When an email in a straight line between two emails is deleted, the two emails on either side become linked and the time frame that is between the left email and the deleted email becomes the time frame between the two remaining emails.
  - 3.3.6.2.2. When the response icon that starts a branch is deleted, the branch is also deleted. The delete confirmation pop-up alerts the user to this.
- 3.3.7. Responses
- 3.3.7.1. The system is capable of adapting the email schedules to the user's interactions with the emails they receive. A new schedule of emails based on a user response is called a branch. A branch may be triggered by an email reply, a link click or a conversion activity. Tracking for these items is discussed in section 4.5.
  - 3.3.7.2. Branches are added by dragging the appropriate response type to the email to which the client would like the end user to respond.
    - 3.3.7.2.1. Upon releasing the icon, a pop-up appears asking the client to identify the specific response he had in mind.
      - 3.3.7.2.1.1. In the case of email replies, the client may select among the email addresses included as reply address or included in email letterheads or templates. He may also enter an email address.
      - 3.3.7.2.1.2. In the case of links, he may choose from all of the links that are found in the selected template.
      - 3.3.7.2.1.3. In the case of conversion actions, he may choose from among all conversion actions that have been configured in the system.
    - 3.3.7.2.2. Subsequent activities may then be added to the response to form a branch. The user specifies a time delay for each subsequent activity.
  - 3.3.7.3. The branches may be ordered from top to bottom to prioritize the system's reaction in case more than one response is received. The system chooses the highest response on the list to set its next action.
- 3.3.8. Lines. Lines visually connect activities, define branches based upon user actions, and convey information about the duration of time between activities.

- 3.3.8.1. Above each arrow is an indication of the time between events. In the initial version, all times are listed in whole days. When clicked, the user is presented a pop-up window which allows him to change the duration between two events.
- 3.3.8.2. The user may drag an email in between two other emails, thereby inserting it into the flow. The time frame that had been in place between the two emails becomes the time frame for both new line segments.
- 3.3.9. Each track starts with a capture event at the top left corner.
- 3.3.10. Buttons. A toolbar on the top of the edit window gives the user access to various controls.
  - 3.3.10.1. Undo. Undoes the last track modification. The user may undo all changes up through the last save point or the beginning of the use of the editor, whichever is more recent. The user may not undo changes made previous to the current user of the editor or undo changes made in other editors.
  - 3.3.10.2. Redo. Redoes the last undo request. Not available if the user has not used “undo” or if other changes were made since the last undo.
  - 3.3.10.3. Reset. Restores track to the previously published version pending an alert and user confirmation.
  - 3.3.10.4. Next. When integrated into the Track Wizard, this button appears, taking the user to the next step in which he decides whether or not to approve the version for publication.
  - 3.3.10.5. Publish. Only available to those that go directly to the Storyboard Editor from the Track Manager. Changes the live version of the track to the version seen in the editor window pending a confirmation.
    - 3.3.10.5.1. When pressed, a message appears on the top of the screen telling the user that the changes have been published.
    - 3.3.10.5.2. The version number is incremented by one and the publication is noted in the revision history.
    - 3.3.10.5.3. The track changes immediately. Users already on the track are placed on the new track version.
      - 3.3.10.5.3.1. Users remain in their current position on the track and participate in all activities as defined by the new track version except for those they have already passed.
      - 3.3.10.5.3.2. Users on a branch that has been removed receive no further emails from the track unless they respond to a previous email.
  - 3.3.10.6. Cancel. Closes the editor. If changes have been made to the track but not saved or published, the user is warned that such changes will be lost unless he saves. He may save the track or not save, in which case he is required to confirm that he wishes to abandon the changes.
- 3.3.11. Warnings. An area between the toolbar and the edit area presents warnings to the user when the track design may present problems when the user tries to save or move to the next step.
  - 3.3.11.1. If any of the possible flows through the track would cause a violation of the message volume policy, the client is warned.

- 3.3.11.2. If any of the possible flows would cause a user to receive the same email more than once, the client is warned.
- 3.3.11.3. If any branch does not end in a finish or expired, the client is warned.
- 3.3.11.4. If possible, the activities that cause the problem are highlighted in the edit window.
- 3.3.11.5. With the exception of branches that do not end in expirations or finishes, warnings do not prevent the track from being saved or activated.

## 4. Processing and Tracking

This section of the document describes the processing of email track participants and the email messages they receive. It also details the tracking required for system to generate the reports described in section 5.

### 4.1. Capture form tracking and response

- 4.1.1. Capture form view tracking.
  - 4.1.1.1. Hosted forms keep track of the number of times the form was viewed.
  - 4.1.1.2. Client-hosted forms will include a 1x1 transparent image that causes the user's browser to make a request to a LeadFusion server. The image call contains the identity of the capture form. The server records the capture form view.
- 4.1.2. Thank you emails. An email sent immediately in response to the submission of a capture form is referred to as a "thank you" email.
  - 4.1.2.1. The client may associate an email template that has been designated as solicited with each capture form to serve as a thank you email.
  - 4.1.2.2. Thank you emails are queued to be sent as soon as possible after the form has been submitted.
- 4.1.3. Fulfillment. 'Fulfillment' refers to the ability to provide a benefit, such as entry into a contest or the delivery of a promotional item, which the consumer understands is to be compensation of providing information in the capture form.
  - 4.1.3.1. Outside of the thank you email, the system does not manage any fulfillment.
  - 4.1.3.2. On a per-form basis, the system may be configured to forward all data submitted to a given email address or another web address that receives posts, allowing the client to capture any data needed to facilitate fulfillment.

### 4.2. User processing

- 4.2.1. Message volume policies.
  - 4.2.1.1. In the email settings section of Control Center, the client is offered controls to establish a message volume policy.

**Figure 27: Message volume controls**

Send no more than  triggered emails per

- Allow higher priority email tracks to interrupt lower priority email tracks.
- Never allow an email track to interrupt another.
  
- Never permit a track to be repeated by the same user.
- Allow a user to repeat a track if at least    have passed.

4.2.1.1.1. The client is first prompted to provide a number of triggered emails that may be sent in a given time period, which may be a number from 1 to 52.

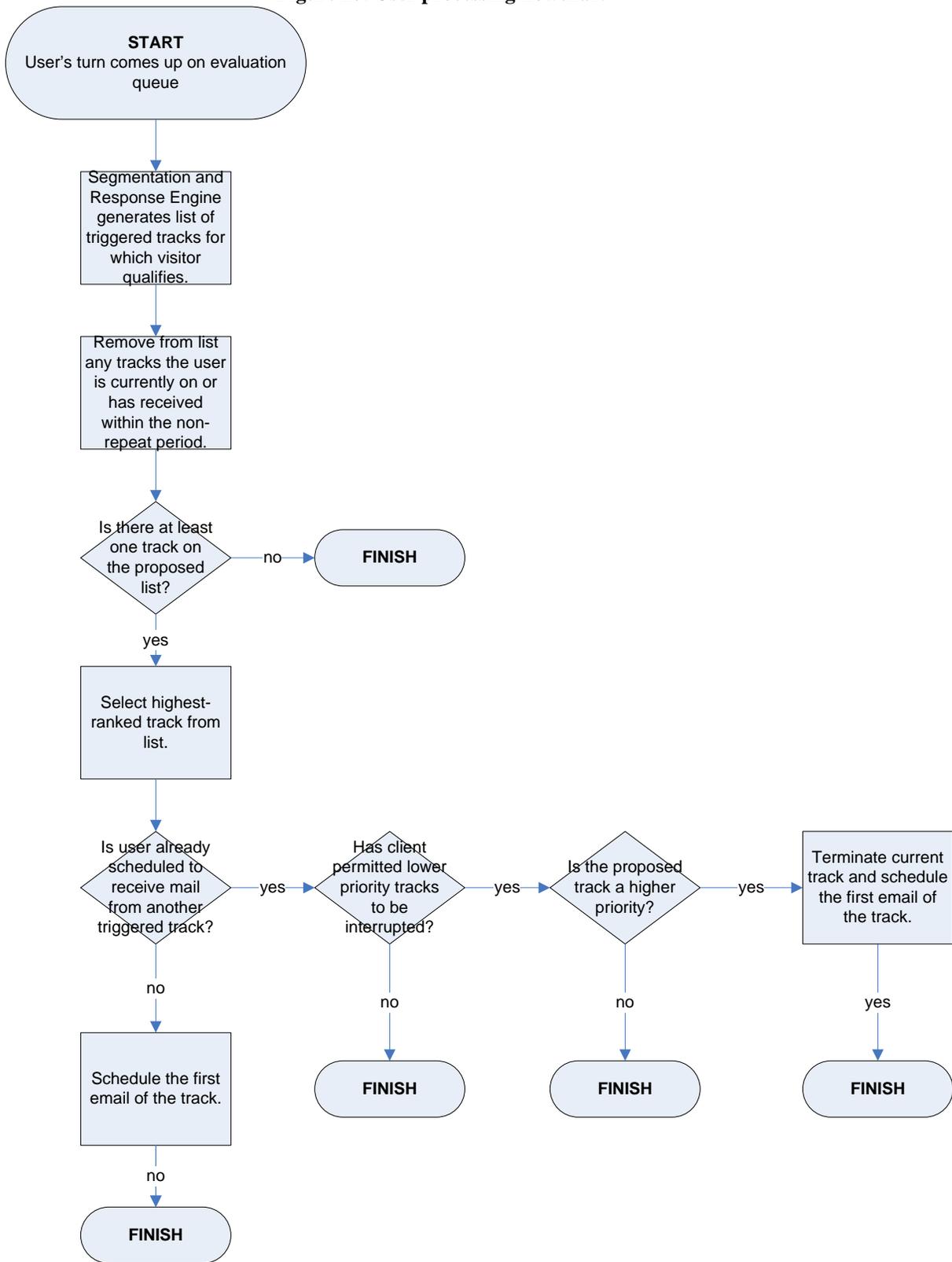
4.2.1.1.2. The client then chooses the time period, which may be 'week', 'two weeks', 'month', 'quarter', or 'year'.

4.2.1.1.3. The client then chooses whether or not higher priority tracks may interrupt lower priority tracks.

4.2.1.1.4. Finally, the client determines whether or not users may repeat tracks. If the user is permitted to repeat a track, the client specifies the number of months that must pass before a repeat is allowed. The value is a whole number from 0 to 24.

4.2.2. Selecting users to be evaluated for track participation

Figure 28: User processing flowchart



- 4.2.2.1. Users are placed on a queue to be evaluated for track participation.
- 4.2.2.2. Evaluation takes place once a day or more often as needed to prevent backlogs.
- 4.2.2.3. The user is placed on the queue on the day in which he first provides his email address.
- 4.2.2.4. The user is placed on the queue during each subsequent visit in which any data is submitted.

#### 4.2.3. Evaluating users

- 4.2.3.1. At the time the user is evaluated, the user's current data is used, which represents the last set of numbers provided by the user.
- 4.2.3.2. The user is compared against all client-defined market segments associated with email tracks.
- 4.2.3.3. The system then generates a list of all tracks for which the user is qualified based on segment and chooses the top-ranking track that does not violate track repetition policies.
- 4.2.3.4. If the user doesn't qualify for any permitted tracks, the process ends.
- 4.2.3.5. If the user qualifies for a track, the user's email schedule is checked.
  - 4.2.3.5.1. If the user is not currently on a track, the new track is scheduled.
  - 4.2.3.5.2. If the user is currently on a track, the new track is only scheduled if it carries a higher priority and the client has configured the system to interrupt lower priority tracks with higher priority tracks.
- 4.2.3.6. For statistical purposes, a record is kept of users that qualified for and were placed on a track, as well as users that qualified for a track but were not scheduled due to policy constraints.

#### 4.2.4. Ongoing schedule management

- 4.2.4.1. Each time the system is scheduled to send an email to a user, it evaluates the user's schedule.
- 4.2.4.2. If sending the next triggered email would violate message volume policy, the system adjusts the schedule per the client's settings. The email is postponed until the next day that would not violate the message volume policy.
- 4.2.4.3. On the day of a scheduled mass mailing, members of the identified list receive the selected email template.
  - 4.2.4.3.1. The system ensures that each scheduled email is sent to a given email address only once.

### 4.3. Email delivery

- 4.3.1. The client may configure email delivery options within Control Center.

**Figure 29: Email delivery configuration**

Send emails at approximately

Default sender name

Default sender address\*

Default reply-to address\*

\* If you are sending email from a LeadFusion server, you must enable domain masking to use your domain name as part of the email address. ([more info](#))

- 4.3.2. The system may be configured to send emails at a client-specified time of day, which ranges from 6 am to 4 pm in any of the continental US time zones.
- 4.3.3. Default address settings.
- 4.3.3.1. Emails sent from this system will carry a client-provided email address and name of the sender. On a custom basis, clients may use domain masking to have the email present their domain name.
- 4.3.3.2. The client may also customize the reply-to address.
- 4.3.3.3. The client may provide a Blind carbon copy address to which a copy of all emails is sent.
- 4.3.4. Email format (text vs HTML)
- 4.3.4.1. If the template to be sent only exists in a single format, that version is sent.
- 4.3.4.2. If the template exists in both formats and the user's preference is known he will be sent the appropriate version.
- 4.3.4.3. If the user's preference is unknown, the client may designate a preferred format or a multi-format email will be sent, relying on the email reading software to determine which format is displayed.
- 4.3.5. Blacklists
- 4.3.5.1. Within the email settings area of Control Center, the client may add, remove or edit items in a list of blacklisted domains.
- 4.3.5.2. Regardless of qualifications, email will not be sent to users with addresses from one of the blacklisted domains.

## 4.4. Mail delivery tracking

- 4.4.1. Bounce management

**Figure 30: Bounce management configuration**

Address to which bounces are returned (return-path)

If the system encounters a [soft bounce](#), attempt delivery again in

After  consecutive soft bounces, consider the email address to be invalid.

4.4.1.1. The client provides an email address to which the recipients' email servers return email in the case of an undeliverable message. The address must resolve to a LeadFusion-hosted address.

4.4.1.2. The system is capable of distinguishing between soft and hard bounces. A soft bounce occurs when an email is known to not have been delivered due to a circumstance that is likely to be temporary, such as a full email inbox. A hard bounce occurs when an email is undeliverable due to a circumstance that is likely to be permanent, such as a bad email address.

4.4.1.2.1. A hard bounce invalidates the user's email address and causes all remaining emails within the track to be unscheduled. The next time the user returns to a tool capture form, the form again prompts him for an email address.

4.4.1.2.2. Using Control Center, the client determines how many soft bounces are required for the user's email address to become invalid. The client also determines how many days should elapse between delivery attempts in the event of a soft bounce. If delivery eventually does take place, the time delay to the next email in the track starts with the email that was delivered.

#### 4.4.2. Open tracking

4.4.2.1. The system is capable of tracking opens and open times within HTML emails when permitted by the email client used by the consumer.

4.4.2.2. A 1x1 clear image is placed in each email as it is sent. The image, when called from the user's email reader, informs the LeadFusion system that the email has been opened.

4.4.2.3. The image auto-refreshes every 3 seconds while the email is opened, providing data about the duration of the email view.

4.4.2.4. If the user opens the email more than once, the longest open time becomes the basis for reporting the open time.

4.4.2.5. Even if an open message wasn't received, but the user responds to or opts-out from an email message, an open is recorded for the email.

### 4.5. Response tracking

#### 4.5.1. Link click tracking

4.5.1.1. Each client-provided link within an email is replaced with a LeadFusion URL to enable tracking.

4.5.1.2. Optionally, the client may elect to mask links by masking the domain and provide the domain that he would like to have presented to the user.

**Figure 31: Link masking options****Link Masking**

All links in your email template will be redirected through a leadfusion.com server. You may use [domain masking](#) to make this server appear to be yours. If you have already configured a domain name, you may enter the domain name here below:

Domain

- 4.5.1.3. When the client enters a domain name, he must test and confirm that the domain masking is in place before saving the setting. If the test is successful, the user is then allowed to save the domain name as the one to be used in masking.
- 4.5.1.4. When the user clicks the link, the user ID, email template, track and link ID are recorded.
- 4.5.2. Email reply tracking
  - 4.5.2.1. The system is capable of tracking replies made to the reply-to address or other addresses listed in the body of the email.
  - 4.5.2.2. The outgoing email carries a unique identifier in a hidden header that can be read when the user responds using the reply button on his email reader.
  - 4.5.2.3. Replies may go to a LeadFusion-hosted account.
    - 4.5.2.3.1. Optionally, the domain of the email may be domain-masked in the same manner as link URLs may be domain-masked.
    - 4.5.2.3.2. All reply emails sent to a LeadFusion server are auto-forwarded to a client-provided address. A separate forwarding address may be provided per reply address.
- 4.5.3. Action tracking. An action is a desired outcome of a track, such as a mortgage application submission, that takes place outside of the LeadFusion system. Optionally, the client may inform the LeadFusion system of these successes to facilitate more meaningful reporting.
  - 4.5.3.1. Working with client services, the client may place 1x1 transparent images on key pages that indicate success. When the user's browser reaches the page, the system records the action taken.
    - 4.5.3.1.1. The URL of the image call determines which action was taken.
    - 4.5.3.1.2. If the client enables their site to carry user, email and track information in session, this information is also passed in the image call.
    - 4.5.3.1.3. If the client does not carry this information, the action is attributed to the last email and track sent where the email address or client user ID can be established through the client user ID or through the email address.
  - 4.5.3.2. The client may inform the system of an action via web services. The information passed is identical to that conveyed when an image is used.

## 4.6. Response processing

- 4.6.1. As described in the Email Track Management portion of the document, the system is capable of sending a different series of emails based on user response. This is referred to as “branching”. At the time the track is created or edited, the user determines which user responses trigger which branch.
- 4.6.2. Branches are prioritized during track creation such that, if a user responds in more than one way within the period between user processing, the system chooses the highest priority branch.
- 4.6.3. If the user qualifies for a higher priority branch even after receiving email belonging to a lower priority branch, the user is placed on the higher priority branch. See section 3.3.8 for more information on branching within email tracks.
- 4.6.4. When the user reaches a finish or an expiration at the end of the branch he is disqualified from receiving email in reaction to responses on past emails.

## 4.7. Opt-out recording

- 4.7.1. When a user opts out, he immediately becomes ineligible to receive any unsolicited communications and the opt-out is logged.
- 4.7.2. An opt-out from a user also opts out all users sharing the same email address.
- 4.7.3. Opt-outs may be submitted in one of the following ways:
  - 4.7.3.1. Hosted form
    - 4.7.3.1.1. A LeadFusion-hosted form, created with the assistance of Client Services, allows users to control their opt-in/opt-out status. A link to this form is contained in the disclaimer of the email if the client has elected to use such a form. If desired, the client may employ domain masking for this form.

Figure 32: Simple opt-out form

### Your Privacy Settings

Language here affirms commitment to privacy and offers link to policy. Also attempts to dissuade opt-outs.

Email address: jimbob@myisp.com

- I would like to continue to receive product information from Bank XYZ.  
 I would prefer not to receive product information from Bank XYZ.

Submit

- 4.7.3.1.2. The form displays the email address in question. The URL of the form carries the email address so this address may be pre-filled.
- 4.7.3.1.3. The form offers the opportunity to opt in or opt out of unsolicited email communications.
- 4.7.3.1.4. When submitted, the user is told his opt-in/opt-out status.

### 4.7.3.2. Control Center

- 4.7.3.2.1. The client may submit a list of opted-out addresses using the Import Wizard. This tool behavior of this tool is the same as when it is used for submitting an opt-in list (see section 1.3.11) with the addition that the system alerts the client to those address to those addresses that had previous not existed in the system.

**Figure 33: Opt-Out submissions**

In the provided area, place a list of emails addresses to be opted out. You may either separate the addresses with commas (spaces are ignored) or put each on its own line.



jimbob@aol.com  
lisak@myisp.com  
fbokken@comcast.net  
meep@boxpleat.com

Submit Opt-Outs

- 4.7.3.2.2. Upon submission, a pop-up alert requests that the client confirm the action to be taken.
- 4.7.3.2.3. When confirmed, the client sees the status of each user submitted.

**Figure 34: Opt-in/opt-out status**

Thank you. Your changes have been recorded.

Address	Previous Status	Current Status
jimbob@aol.com	opt-in	opt-out
lisak@myisp.com	opt-in	opt-out
fbokken@comcast.net	opt-out	opt-out
meep@boxpleat.com	unknown address	unknown address

- 4.7.3.2.4. Changes made in this tool are recorded in the user's profile and opt-out/opt-in history.
- 4.7.3.2.5. If an unknown address is submitted, the user is alerted that the address is unknown and nothing is recorded for that address.

### 4.7.3.3. Postal mail.

- 4.7.3.3.1. To comply with that CAN-SPAM Act of 2003, the email must contain a physical mailing address.
- 4.7.3.3.2. This address will typically be a client-provided address.
- 4.7.3.3.3. If licensed, this address will be a LeadFusion address.
  - 4.7.3.3.3.1. When an opt-out request is received, a LeadFusion employee may log into Control Center and add the email address to the list of opt-outs.
  - 4.7.3.3.3.2. The status of the email address is changed across all clients unless the correspondence clearly indicates a specific client.
- 4.7.3.4. Web services
  - 4.7.3.4.1. Using web services, the client may submit a list of user email addresses to be opted-out.
    - 4.7.3.4.1.1. The client must first authenticate using login information provided within Control Center.
    - 4.7.3.4.1.2. The only required parameter is the email address.
    - 4.7.3.4.1.3. For each address, the system responds with a success or a notice that the address is not in the records.
- 4.7.3.5. Email reply. The disclaimer at the bottom of each email contains an email address to which the user may write to opt-out of marketing messages.
  - 4.7.3.5.1. The address will be LeadFusion hosted.
    - 4.7.3.5.1.1. The system is capable of receiving the opt-out email and unscheduling all marketing communications for the user and logging the opt-out.
  - 4.7.3.5.2. The address may be client-hosted. The client must alert us to the opt-out using one of the following methods:
    - 4.7.3.5.2.1. If this is the case, the client must auto-forward the email to a provided LeadFusion account.

## 4.8. List Export

- 4.8.1. The system is capable of passing email address lists the client in one of two ways.
  - 4.8.1.1. Control Center. Using a list retrieval tool within the Import/Export area of Control Center, the client may retrieve a list of addresses.
    - 4.8.1.1.1. The client first selects the export list type. It may be opt-ins, opt-outs or all addresses
      - 4.8.1.1.1.1. Opt-in lists may be limited to a named list or segment and/or a start and end date in which the user opted-in.
      - 4.8.1.1.1.2. Opt-out lists may be limited to a named list or segment and/or a start and end date in which the user opted-out.

- 4.8.1.1.1.3. Address lists may be limited to a named list or segment and/or a start and end date in which the user opted-in. If requested, the exported list contains the current status of each address.
- 4.8.1.1.2. Regardless of the list type, the client is given the option to include the client user ID, when known. By default, this option is disabled.
- 4.8.1.1.3. Lists created with this tool may be downloaded or viewed online.
- 4.8.1.1.4. The allowed formats of the resulting list are the same as those used in the list import tool (see section 1.3.11).
- 4.8.1.2. Web services. The client system may request any of the lists available through Control Center.
  - 4.8.1.2.1. The client server initiates the session, logging into the web services using their assigned authentication information.
  - 4.8.1.2.2. The client server requests the list. The system offers the same list options for clients using web services.
  - 4.8.1.2.3. The LeadFusion system returns a list of opted-out email addresses in XML form.

#### **4.9. Blackout Date settings**

- 4.9.1. Using this tool, a client may designate days of the week or specific dates in which the system will not send unsolicited email.
  - 4.9.1.1. A blackout day may be a specific day of the week (Sunday, Monday, Tuesday, etc).
  - 4.9.1.2. A blackout day may be a user-provided calendar date.
    - 4.9.1.2.1. If a date is selected, the client determines whether it is a one-time only blackout or is to reoccur each year.
    - 4.9.1.2.2. The client may provide a custom name for this date.
  - 4.9.1.3. A blackout day may be a named holiday, which may be any Federal holiday.
- 4.9.2. Any unsolicited emails scheduled to be sent on these days are postponed until the blackout days have passed.
- 4.9.3. When setting up a mass mailing track with a specific date, the client is warned if the selected date falls on a blackout date. He may choose to override the warning.
- 4.9.4. These dates have no effect on solicited emails.
- 4.9.5. Clients have the ability to remove any blackout dates that have been added.

#### **4.10. Suspend operations**

- 4.10.1. This feature allows the client to suspend mailings in the event of a national tragedy or for any other purpose.
- 4.10.2. Before suspending operations, the client is warned of the effects of the suspension.

- 4.10.3. Once suspended, the tool displays when it was suspended and by who. The client is given the chance to resume operations here.
- 4.10.4. This feature halts all email delivery.
  - 4.10.4.1. Solicited mail is stopped and discarded. If possible, hosted forms indicate that they have been disabled.
  - 4.10.4.2. Mass mailings and mail that has been added to the user's schedule is held until the halt is rescinded.

#### **4.11. Action Manager**

- 4.11.1. Using this tool, FCSUs may set up trackable actions or conversions for the client.
- 4.11.2. Permission may be granted to the client to use this tool.
- 4.11.3. Actions may be added, edited or deleted.
  - 4.11.3.1. If the action has been used, the admin is warned when he attempts to delete an action or rename its key word. He must confirm the change.
- 4.11.4. Action properties are name, key name and an optional description.

## **5. Reporting**

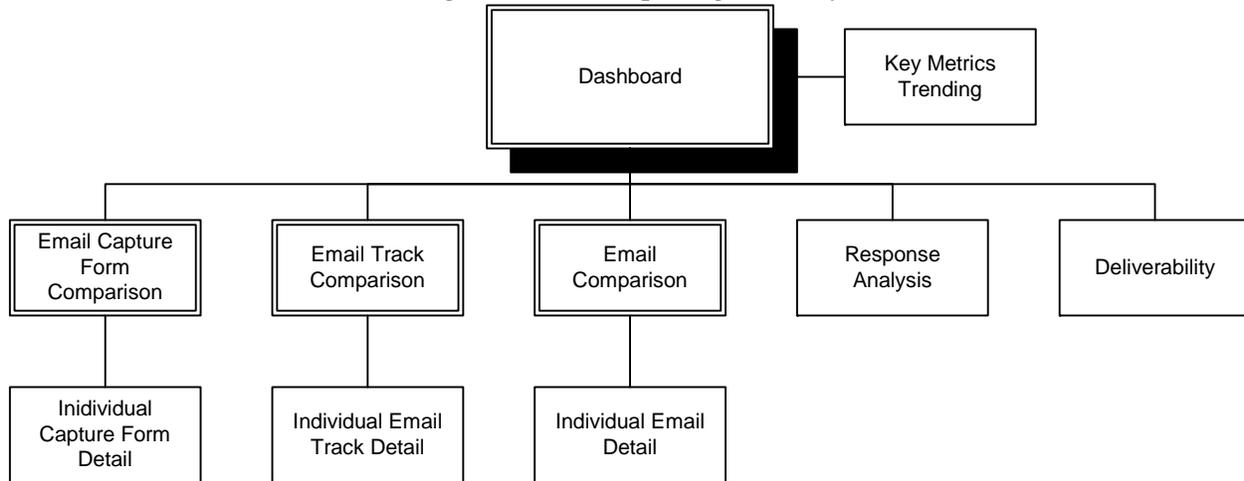
### **Section overview**

This section describes the reports that assist the client in gauging the effectiveness of their capture forms, tracks and emails. The following reports are available:

- Dashboard – Top-level accounting of capture, segmentation, delivery and response rates. Also provides a view of current lead status. See section 5.2.
- Key metrics trending – Shows success rates for each system component (capture, segmentation, delivery and response) for each of the past several months. See section 5.3.
- Email capture form comparison – Compares all active email capture forms in terms of unique viewers, capture and opt-in rates. See section 5.4.
- Individual capture form detail – Shows detailed capture information for the form and statistics for the follow-up email attached to the form (such as PDF results). See section 5.5.
- Email track comparison – Compares email tracks in terms of unique users and how users are responding to each. See section 5.6.
- Individual track detail – Shows both aggregate and per-email statistics for a selected email track. See section 5.7.
- Email comparison – Compares individual email regardless of the tracks in which they are used in terms of unique recipients and their responses. See section 5.8.

- Individual email detail – Shows detailed sending and response statistic for a particular email template across all tracks. See section 5.9.
- Response Analysis – Shows which segments, email tracks or emails are responsible for each success. See section 5.10.
- Deliverability – Shows which user ISPs have the lowest bounce rates. Also shows which kinds of errors are preventing delivery.

Figure 35: Email reporting hierarchy



## Important terminology and conventions

**Unique users** – Individual users as indicated by a unique email address.

**Bounces** – Mail that is known to have not reached the intended recipient.

**Email opens** – Sometimes referred to as “possible opens”. To the degree possible, the system attempts to track whether or not a user saw an email. When an HTML email is sent, a 1x1 pixel image is inserted into the body of the email (see Section 4.4.2). When the user views the message, the user’s email reader requests the image from a LeadFusion server, and the system records the fact that the email was opened. Per industry convention, an email does not have to be opened in a new window to be considered “opened”. Viewing it in a preview window is sufficient. Such tracking is not available in text emails. It is also understood that some email readers (such as Outlook 2003) do not automatically request the image when the email is viewed, resulting in an inability to track opens. It is therefore reasonable to assume that opens will almost always be understated in the reporting. The system does count an email as being opened, even if the “open” image was not requested, if a trackable event takes place that would have required an email open, such as a link click or opt-out.

**Response** – A general category to cover desired actions by users as a result of receiving an email. These include an email reply, link click, or conversions.

**Conversion** – A trackable user action that the client considers a “success”, such as a loan application submission or an online billpay signup. Client services works with clients to enable tracking for these conversions (see Section 4.5), which will help the client gauge the success of his email marketing efforts.

## 5.1. General reporting requirements

### 5.1.1. Common features

#### 5.1.1.1. Report navigation

- 5.1.1.1.1. Users click on links within the dashboard or comparison reports to reach more detailed reports.
- 5.1.1.1.2. Tool tips on these links inform the user of the contents of the next page.
- 5.1.1.1.3. A navigational breadcrumb trail allows the user to return up the hierarchy of reports. The hierarchy of reports are shown in smaller, linked text separated by the > symbol. The current page title is displayed beneath this line in a larger font.

**Figure 36: Sample breadcrumb trail**  
[Email Follow-up Dashboard](#) > [Email Capture Form Comparison](#) >  
**Bahama contest form**

#### 5.1.1.2. Group selection

- 5.1.1.2.1. The user may select from a particular group or all groups.

**Figure 37: Group controls**

Group:  

- 5.1.1.2.2. Each group to which an email track is assigned is represented in the menu.
- 5.1.1.2.3. The item “All tracks” is at the top of the menu and is the default selection.
- 5.1.1.2.4. The data shown in the report is specific to the group selected. When tracks are created, the user selects a group for each. An email pertains to the group belonging to the track of which it is a part.
- 5.1.1.2.5. The selection made by the user is remembered for the duration of the session so the choice remains when the user drills down to more detailed reports.

#### 5.1.1.3. Date range selection

- 5.1.1.3.1. Users select a calendar month for which they would like to view data.
- 5.1.1.3.2. Date selections range from 24 months ago to the current month.

#### 5.1.1.4. Printable version

- 5.1.1.4.1. When the user clicks on the printable version button, a pop-up window appears containing the report in a format more suitable for printing.

- 5.1.1.4.2. The Control Center header and footer are removed. In their place, a small LeadFusion logo remains at the top and Customer Service contact information is listed at the bottom.
- 5.1.1.4.3. All control buttons are removed.
- 5.1.1.4.4. The title of the report is centered at the top of the page.
- 5.1.1.4.5. The date range of the report is centered beneath the title as a sub-title.
- 5.1.1.4.6. A 'print this page' link at the top right causes the page to print via JavaScript.
- 5.1.1.4.7. All controls and links are removed.
- 5.1.1.4.8. Where graphs are present without the supporting data being displayed on the web-based page, the data is displayed in a table beneath the graph.
- 5.1.1.4.9. A copyright notice is placed on the bottom of the page.
- 5.1.1.5.Export to Excel(CSV)
  - 5.1.1.5.1. When pressed, the user is presented a dialog that instructs him how to download and use the CSV file, a link to download the file and a button to close the window.
  - 5.1.1.5.2. When the link to the download is clicked, the user is prompted to download a CSV file.
  - 5.1.1.5.3. The CSV contains the report title, the date range, and all data tables in their current sort order.
  - 5.1.1.5.4. Graphs are not included. Data tables replace graphs where necessary.
- 5.1.1.6.Glossary of terms
  - 5.1.1.6.1. Users may obtain term definitions in a tool tip by mousing over column headers.
  - 5.1.1.6.2. A list of the terms and their definitions used in the report are placed at the bottom of the page.
- 5.1.1.7.Sortable columns
  - 5.1.1.7.1. Tables with sortable columns carry up and down arrows beneath the header of those columns which may be sorted.
  - 5.1.1.7.2. Pressing a down arrow sorts rows by the value of the column from highest to lowest number or in alphabetical order if the contents are alphanumeric.
  - 5.1.1.7.3. Pressing an up arrow sorts rows by the value of the column from lowest to highest number or in reverse alphabetical order if the contents are alphanumeric.
  - 5.1.1.7.4. Ties in alpha-numeric items are resolved by alphabetically by the item's name. Ties in items are resolved by most recent creation date.
  - 5.1.1.7.5. The arrow representing the currently selected sort order is highlighted with color.
- 5.1.2. Common formatting
  - 5.1.2.1.All counts are whole numbers, making use of commas for thousand separators.

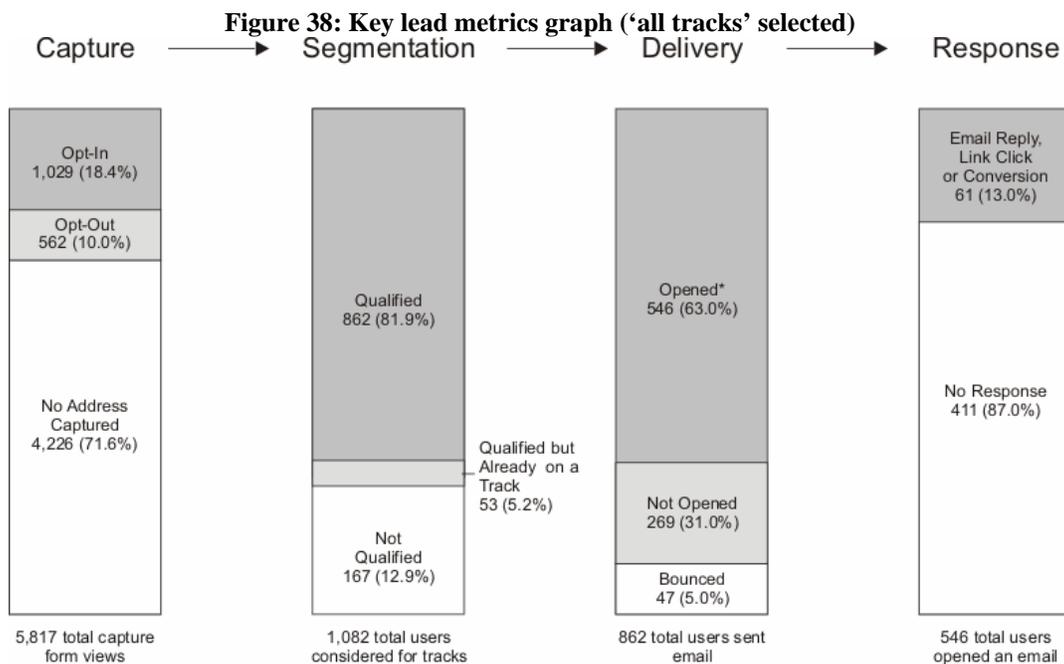
5.1.2.2. All percents are shown with one decimal place.

5.1.3. Data retention. Data is available for the previous 24 months or the age of the account, whichever is more recent.

## 5.2. Dashboard

This page serves as a display of some top-level system metrics and a hub to all other reports.

5.2.1. Key lead metrics graph. This series of stacked bars depicts the system's success at capturing leads, segmenting users, delivering email and obtaining response.



5.2.1.1. All bars are the same height.

5.2.1.2. Each bar carries a total at the bottom.

5.2.1.3. The first bar depicts capture statistics by showing counts and percents for opt-ins, opt-outs and no addresses captured across all capture forms.

5.2.1.3.1. Because capture forms do not pertain to any particular group, this bar is omitted when a group is selected.

5.2.1.4. The second bar depicts those who qualified for a track, those who qualified but were already on a track, and who did not qualify.

5.2.1.5. The third bar depicts the number of unique users that opened at least one email, number of unique users to whom all emails sent bounced, and all other users.

5.2.1.6. The fourth bar depicts how many unique users responded to any email in some form versus those that took no response.

5.2.1.7. If space does not permit placing the legends on the bar, the value is placed to the right of the bar with a line connecting the label to the segment.

5.2.1.8. When the user mouses over a bar, each item, its value and percentage is shown in a tool-tip.

5.2.2. Links and descriptions of more detailed reports. The page contains links to the following:

- Key metrics trending.
- Email capture form comparison.
- Email track comparison.
- Email comparison.
- Response analysis.

### **5.3. Key metrics trending report**

5.3.1. Unique controls. This report has no date selection controls.

5.3.2. Report content.

5.3.2.1. For each of the four bars depicted on the dashboard, this report shows figures for the current month-to-date and each of the previous 11 months.

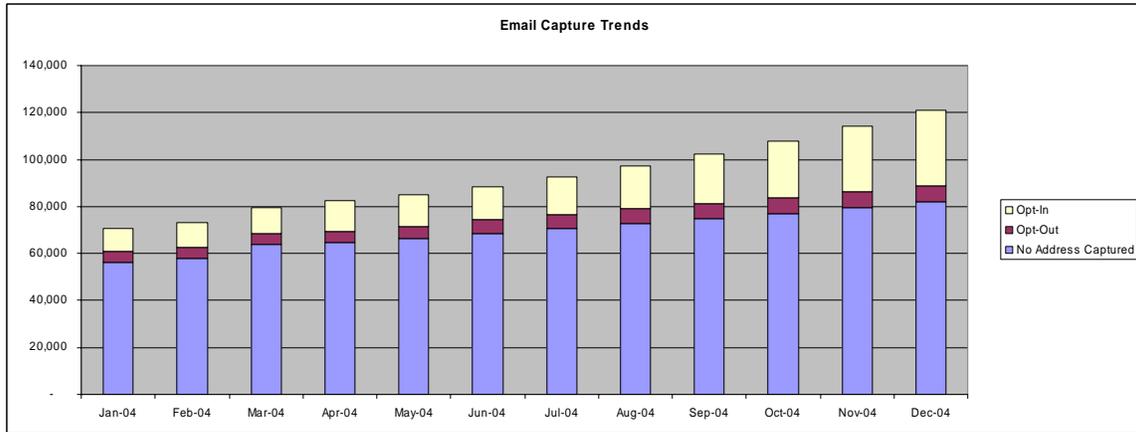
5.3.2.2. All graphs are the same length.

5.3.2.3. In the printable version of this report, each image is followed by a table containing its source data.

5.3.2.4. In the data export version of this report, the images are replaced by the data tables.

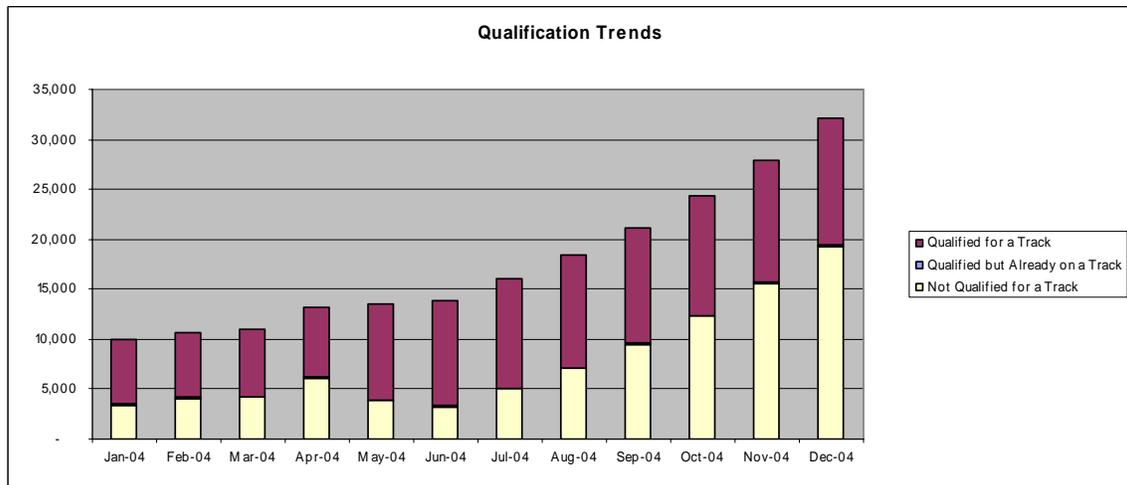
5.3.3. Capture history.

Figure 39: Email capture trends



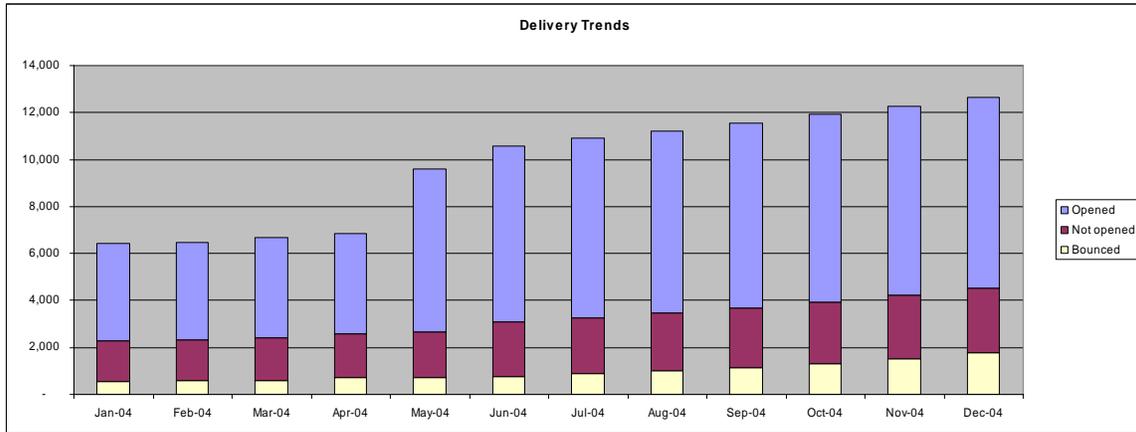
5.3.4. Segmentation history.

Figure 40: Track qualification trends



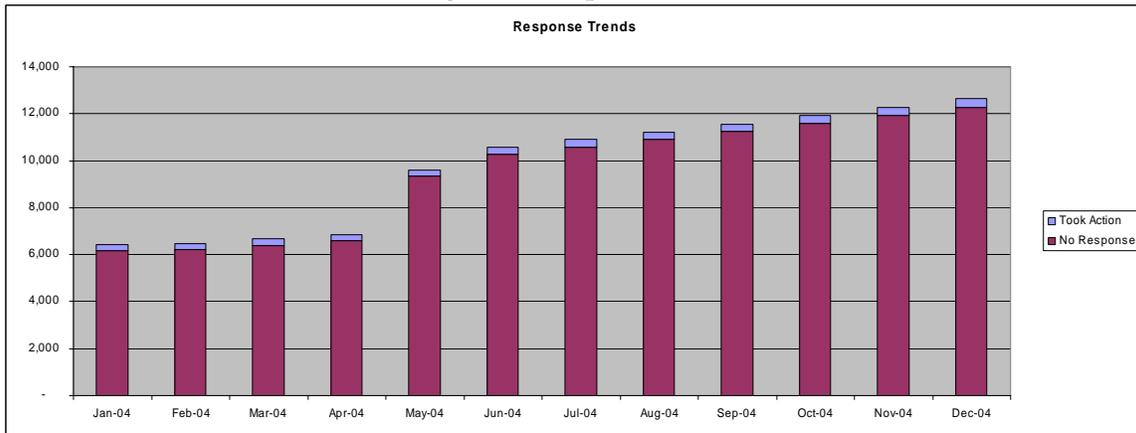
5.3.5. Delivery history.

Figure 41: Delivery trends



5.3.6. Response history.

Figure 42: Response trends

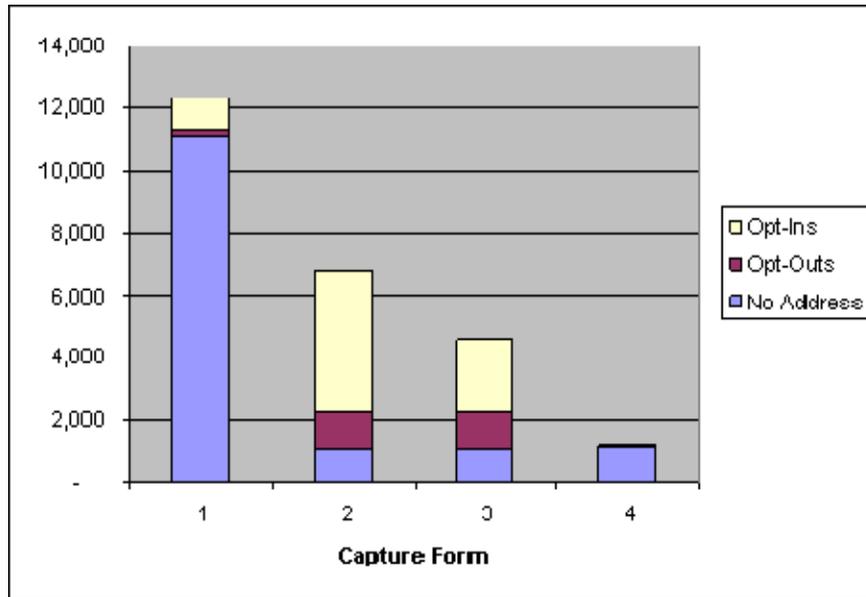


5.4. Email capture form comparison

5.4.1. The purpose of this report is to allow the client to see how capture forms are performing relative to one another.

5.4.2. Capture form comparison graph

Figure 43: Capture form comparison graph



5.4.2.1. This bar graph portrays a stacked bar for each capture form checked for inclusion in the table below.

5.4.2.2. Each bar is identified by a number that is associated with a table row.

5.4.2.3. Bars are displayed in order of the numeric ID.

5.4.2.4. The bottom portion of the bar represents the number of unique users who viewed the form but did not offer an email address.

5.4.2.5. The second portion represents the number of unique users who provided an email address but opted out of marketing communications.

5.4.2.6. The third portion represents the number of unique users who provided an email address and opted into marketing communications.

5.4.2.7. When the user places his mouse over a bar, a tool-tip appears containing the count and percentage for each component of the bar. Optionally, the table row may be highlighted.

#### 5.4.3. Capture form comparison table

Figure 44: Capture form comparison table

	<u>Capture Form Name</u>	<u>Unique Viewers</u>	<u>Addresses Captured</u>	<u>Captured ÷ Viewers</u>	<u>Opt-Ins</u>	<u>Opt-Ins ÷ Captured</u>	<u>Opt-Ins ÷ Viewers</u>
<input checked="" type="checkbox"/>	1. <a href="#">Bahamas contest</a>	12,345	1,234	10.0%	987	80.0%	8.0%
<input checked="" type="checkbox"/>	2. <a href="#">Calculator Form</a>	6,789	5,678	83.6%	4,567	80.4%	67.3%
<input checked="" type="checkbox"/>	3. <a href="#">Educator Form</a>	4,567	3,456	75.7%	2,345	67.9%	51.3%
<input checked="" type="checkbox"/>	4. <a href="#">Home equity packet request</a>	1,234	98	7.9%	67	68.4%	5.4%
	<b>total</b>	<b>24,187*</b>	<b>9,733*</b>	<b>40.2%</b>	<b>7,408*</b>	<b>76.1%</b>	<b>30.6%</b>

Check the items above you would like to include in the graph and then click

\* The total may be less than the sum of the numbers of above it because some users might have used more than one form.

5.4.3.1.Rows

- 5.4.3.1.1. Each row represents a capture form belonging to the client site.
- 5.4.3.1.2. Each row is assigned a number to identify it on the graph above. Numbers are assigned based on the default sort order, which is descending by unique viewers.
- 5.4.3.1.3. A capture form only appears if it had activity during the reporting timeframe.
- 5.4.3.1.4. A total row offers an aggregate view of capture activity. The totals for unique viewers, addresses captures and opt-ins should not double-count individuals who viewed or used more than one form.

5.4.3.2.Columns

- 5.4.3.2.1. Graph inclusion checkbox.
  - 5.4.3.2.1.1.The user checks boxes next to the items which he wishes to have included in the comparison graph.
  - 5.4.3.2.1.2.By default, the first 8 boxes are checked and the remaining boxes are unchecked.
  - 5.4.3.2.1.3.When the user clicks the refresh button beneath the table, the page is refreshed and the graph includes the checked items.
- 5.4.3.2.2. The number associated with the form.
- 5.4.3.2.3. Form name.
- 5.4.3.2.4. Unique viewers. The number of unique users that viewed the form during the reporting time period.
- 5.4.3.2.5. Addresses captured. The number of unique addresses captured within a form.
- 5.4.3.2.6. Captured/Viewers. The number of captured addresses divided by the number of viewers expressed as a percent.
- 5.4.3.2.7. Opt-Ins. The number of unique addresses captured where the user also opted into marketing messages.

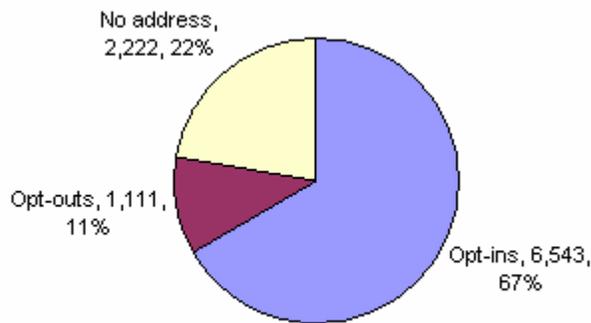
5.4.3.2.8. Opt-Ins/Captured. The number of opted-in addresses divided by the number of captured addresses expressed as a percentage.

5.4.3.2.9. Opt-Ins/Viewers. The number of opted-in addresses divided by the number of unique viewers expressed as a percentage.

**5.5. Email capture form detail**

5.5.1. Capture form graph

**Figure 45: Capture form pie graph**



5.5.1.1. Where possible, slice labels should be on their own lines. Numeric values are followed by the percentage, with one decimal place, surrounded by parentheses. This is true of all pie graphs. Please note, this above graph deviates from this standard because it was generated in excel.

5.5.1.2. This graph displays the same data as the bar graphs in the comparison report, but is for a single form and is displayed in pie format.

5.5.1.3. If space allows, the graph will display the item name, count and percentage near each slice.

5.5.2. Capture form statistics table

**Figure 46: Capture form statistics table**

	Unique Users	% of Users	% of Addresses Captured
Viewed capture form	9,876	100.0%	n/a
Provided address	7,654	77.5%	100.0%
Opt-ins	6,543	66.3%	85.5%
Opt-outs	1,111	11.2%	14.5%

5.5.2.1. Rows

- 5.5.2.1.1. Viewed capture form. Contains figures for unique users who viewed the capture form.
- 5.5.2.1.2. Provided address. Contains figures for unique users who submitted an email address.
- 5.5.2.1.3. Opt-ins. Contains figures for unique users who both submitted an email address and opted into marketing messages. This line is indented to illustrate its relation to the activity of providing an address.
- 5.5.2.1.4. Opt-outs. Contains figures for unique users who submitted an email address but opted out of marketing messages. This line is indented to illustrate its relation to the activity of providing an address.

#### 5.5.2.2.Columns

##### 5.5.2.2.1. Unique users.

5.5.2.2.1.1.Provides a count of unique users who took the action specified in the row.

5.5.2.2.1.2.If view tracking or opt-out statistics were not available on a client-hosted form, the cell is filled with a ‘-‘ dash.

##### 5.5.2.2.2. % of users.

5.5.2.2.2.1.The unique user count for the activity specified in the row divided by the number of form viewers expressed as a percent.

5.5.2.2.2.2.If view tracking statistics were not available on a client-hosted form, all cells are filled with a ‘-‘.

##### 5.5.2.2.2.3.% of addresses captured.

5.5.2.2.2.3.1. The unique user count for the activity specified in the row divided by the number of unique users that offered an email address.

5.5.2.2.2.3.2. The value of this percentage for those that viewed the capture form is not calculated, but appears as “n/a” to avoid confusion.

- 5.5.3. Thank you email statistics. This section of the report provides data for the email that is sent to all that fill the form out, such as a thank you letter or the PDF version of a calculator. This table is used frequently throughout the reporting system.

Figure 47: Thank you email results table

**Thank You Email: Refinance brochure**

	Unique Users	% of Emails Sent	% of Opens	% of Responses
Emails sent	3,456	100.0%	n/a	n/a
Bounced	177	5.1%	n/a	n/a
Delivered	3,279	94.9%	n/a	n/a
Not opened*	1,325	38.3%	n/a	n/a
Opened*	1,954	56.5%	100.0%**	n/a
No response	2,654	73.8%	50.2%	n/a
Response	843	26.2%	49.8%	100.0%**
Reply: <a href="mailto:moreinfo@xyz.com">moreinfo@xyz.com</a>	234	6.8%	12.0%	24.1%
Link: <a href="#">Mortgage information page</a>	547	15.8%	28.0%	56.8%
Link: <a href="#">Bank home page</a>	6	0.2%	0.3%	0.8%
Link: <a href="#">Mortgage application</a>	125	3.6%	6.4%	12.6%
Conversion: Mortgage application submission	62	1.8%	3.2%	6.5%
Opt-outs	78	2.3%	4.0%	n/a

\* Email open tracking is understated due to a tracking limitation in some email reading software ([more info](#)).

\*\* The sum of response percentages may be greater than 100% because the same user may respond in more than one way.

5.5.3.1. Title. The title of this report is “Thank You Email: “, followed by the name of the email as configured when the form was created.

5.5.3.2. Indentation. The table makes use of indentation, as depicted in the above figure, to clarify the relationships between rows.

#### 5.5.3.3. Rows

5.5.3.3.1. Emails sent. Total emails sent.

5.5.3.3.2. Bounced. Number of hard bounces. See section 4.4.1.

5.5.3.3.3. Delivered. Emails sent minus bounces.

5.5.3.3.4. Not opened. Emails for which no open indicator, link clicks, replies, conversions or opt-outs were recorded. Does not include bounced emails.

5.5.3.3.5. Opened. Emails for which an open, link click, reply, conversion or opt-out was recorded. Does not include bounced emails.

5.5.3.3.6. No response. Emails for which no link clicks, replies or conversions were recorded.

5.5.3.3.7. Response. Unique recipients of this mail that had at least one form of response.

5.5.3.3.8. Replies. For each replied-to client email address contacted as a result of this email, there is a line containing statistics for the use of that address. These rows are absent if no email replies took place.

5.5.3.3.9. Link clicks. For each link clicked in this email, there is a line containing statistics for the use of that link. These rows are absent if no clicks took place.

5.5.3.3.10. Conversions. For each conversion taken as a result of this email, there is a line containing statistics for the conversion. These rows are absent if no conversions were recorded for this email.

5.5.3.3.11. Opt-outs. Unique users that opt-ed out after receiving this email. See opt-out tracking in section 4.7.

#### 5.5.3.4.Columns

5.5.3.4.1. Unique Users. The unique users (by email address) to whom this email was sent.

5.5.3.4.2. % of Emails Sent. The unique users of the current row divided by the unique users to whom the email was sent expressed as a percent.

5.5.3.4.3. % of Opens. The unique users of the current row divided by the unique users that opened the email expressed as a percent. 'n/a' is listed as the value for "email sent", "bounced", "delivered" and "not opened".

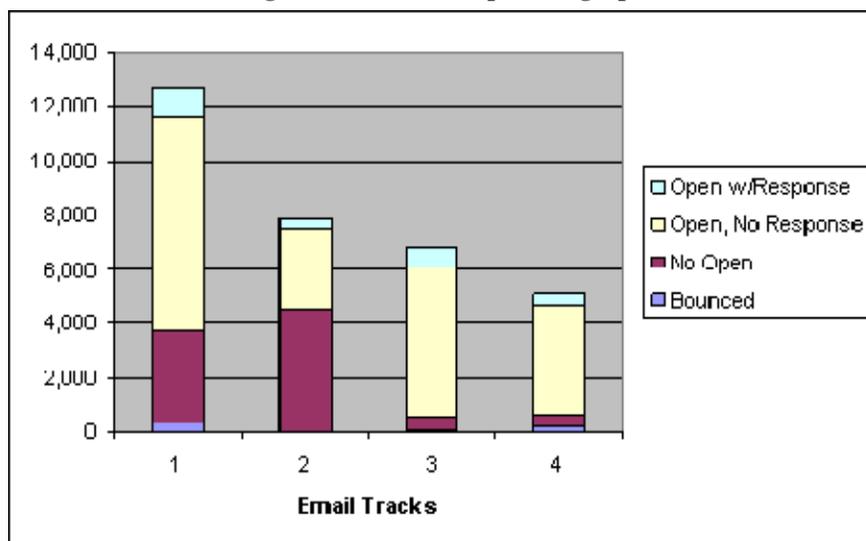
5.5.3.4.4. % of Responses. The unique users of the current row divided by the unique users that responded to the email in some form expressed as a percent. 'n/a' is listed for all non-response items.

## 5.6. Email track comparison

5.6.1. The purpose of this report is to allow the client to see how email tracks are performing relative to one another.

5.6.2. Track comparison graph

Figure 48: Track comparison graph



5.6.2.1. This bar graph portrays a stacked bar for each track checked for inclusion in the table below.

5.6.2.2. Each bar is identified by a number that is associated with a table row.

5.6.2.3.Bars are displayed in order of the numeric ID.

5.6.2.4.The bottom portion of the bar represents the number of unique users to whom all emails bounced.

5.6.2.5.The second portion represents the number of unique users who were sent an email but for whom no open, opt-out clicks, replies or conversions were recorded.

5.6.2.6.The third portion represents the number of unique users who were sent an email and one or more opens or opt-outs and no clicks, replies or conversions were recorded.

5.6.2.7.The top portion represents the number of unique users who clicked, replied or took a conversion action at least one time during the course of the track.

5.6.2.8.When the user places his mouse over a bar, a tool-tip appears containing the count and percentage for each component of the bar.

5.6.3. Track comparison table

Figure 49: Track comparison table

▼▲	▲▼	Email Track	Unique Users		Clicks		Replies		Conversions	
			#	%	#	%	#	%	#	%
▼▲	▼▲	1. <a href="#">Mortgage education center</a>	12,345		980	7.9%	123	1.0%	0	0.0%
▼▲	▼▲	2. <a href="#">Platinum card</a>	7,890		345	4.4%	45	0.6%	0	0.0%
▼▲	▼▲	3. <a href="#">Refinance</a>	6,789		567	8.4%	12	0.2%	234	3.4%
▼▲	▼▲	4. <a href="#">New accounts</a>	2,345		234	10.0%	34	1.4%	123	5.2%
		<b>Total</b>	<b>29,369*</b>		<b>2,126</b>	<b>7.2%</b>	<b>214</b>	<b>0.7%</b>	<b>357</b>	<b>1.2%</b>

\* Because the same user might use more than one form, this total may be less than the sum of use for each individual form.

Check the items above you would like to include in the graph and then click

5.6.3.1.Rows

5.6.3.1.1. Each row represents an email track belonging to the client site.

5.6.3.1.2. Each row is assigned a number to identify it on the graph above. Numbers are assigned based on the default sort order, which is descending by unique users.

5.6.3.1.3. A track only appears if it had activity during the reporting timeframe.

5.6.3.2.Columns

5.6.3.2.1. Graph inclusion checkbox.

5.6.3.2.1.1.The user checks boxes next to the items which he wishes to have included in the comparison graph.

5.6.3.2.1.2.By default, the first 8 box are checked and the remaining boxes are unchecked.

- 5.6.3.2.1.3. When the user clicks the refresh button beneath the table, the page is refreshed and the graph includes the checked items.
- 5.6.3.2.2. The number associated with the track.
- 5.6.3.2.3. Track name. Each track name is hyperlinked to a report containing detailed information about its use.
- 5.6.3.2.4. Unique users. The number of unique users who were scheduled to participate in the track. If a user qualified for a track but was not placed on it because of message limit policies, he is not counted.
- 5.6.3.2.5. Clicks. The number of unique users in this track that clicked on at least one link in an email.
- 5.6.3.2.6. Percent of clicks. The number above divided by the number of unique users expressed as a percentage.
- 5.6.3.2.7. Replies. The number of unique users in this track that replied to at least one email.
- 5.6.3.2.8. Percent of email replies. The number of repliers divided by the number of unique users.
- 5.6.3.2.9. Conversions. The number of unique users who took at least one conversion.
- 5.6.3.2.10. Percent of conversions. The number of unique conversion action takers divided by the number of unique users.

## 5.7. Email track detail

### 5.7.1. Track summary statistics table

Figure 50: Track summary statistics

#### Email Track Summary

	Unique Users	% of Emails Sent	% of Opens	% of Responses
Emails sent	3,456	100.0%	n/a	n/a
Bounced	177	5.1%	n/a	n/a
Delivered	3,279	94.9%	n/a	n/a
Not opened*	1,325	38.3%	n/a	n/a
Opened*	1,954	56.5%	100.0%**	n/a
No response	2,654	73.8%	50.2%	n/a
Response	843	26.2%	49.8%	100.0%**
Email replies	234	6.8%	12.0%	23.4%
Links clicks	547	15.8%	28.0%	55.8%
Conversions	6	0.2%	0.3%	0.9%
Opt-outs	78	2.3%	4.0%	8.1%

\* Email open tracking is understated due to a tracking limitation in some email reading software ([more info](#)).

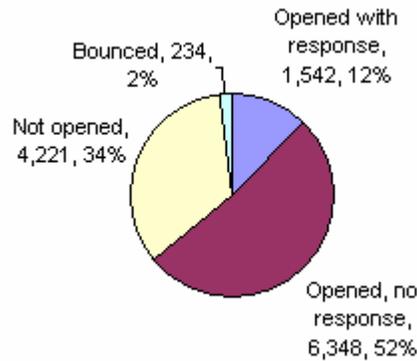
\*\* The sum of response percentages may be greater than 100% because the same user may respond in more than one way.

5.7.1.1. This table contains the same data as the email table of the capture form detail report, except that links, replies and conversions are aggregated into one row each.

5.7.1.2. The figures represent the number of unique users who performed the given action (accepted delivery, opened, responded or opted-out) at least once in the course of the track.

#### 5.7.2. Track summary pie graph

**Figure 51: Track summary pie graph**



5.7.2.1. The first slice represents the number of people for whom all emails bounce in this track.

5.7.2.2. The second slice represents the number of people for whom no opens, responses or opt-outs were received related to the track.

5.7.2.3. The third slice represents those for whom an open or opt-out was recorded, but no response was registered.

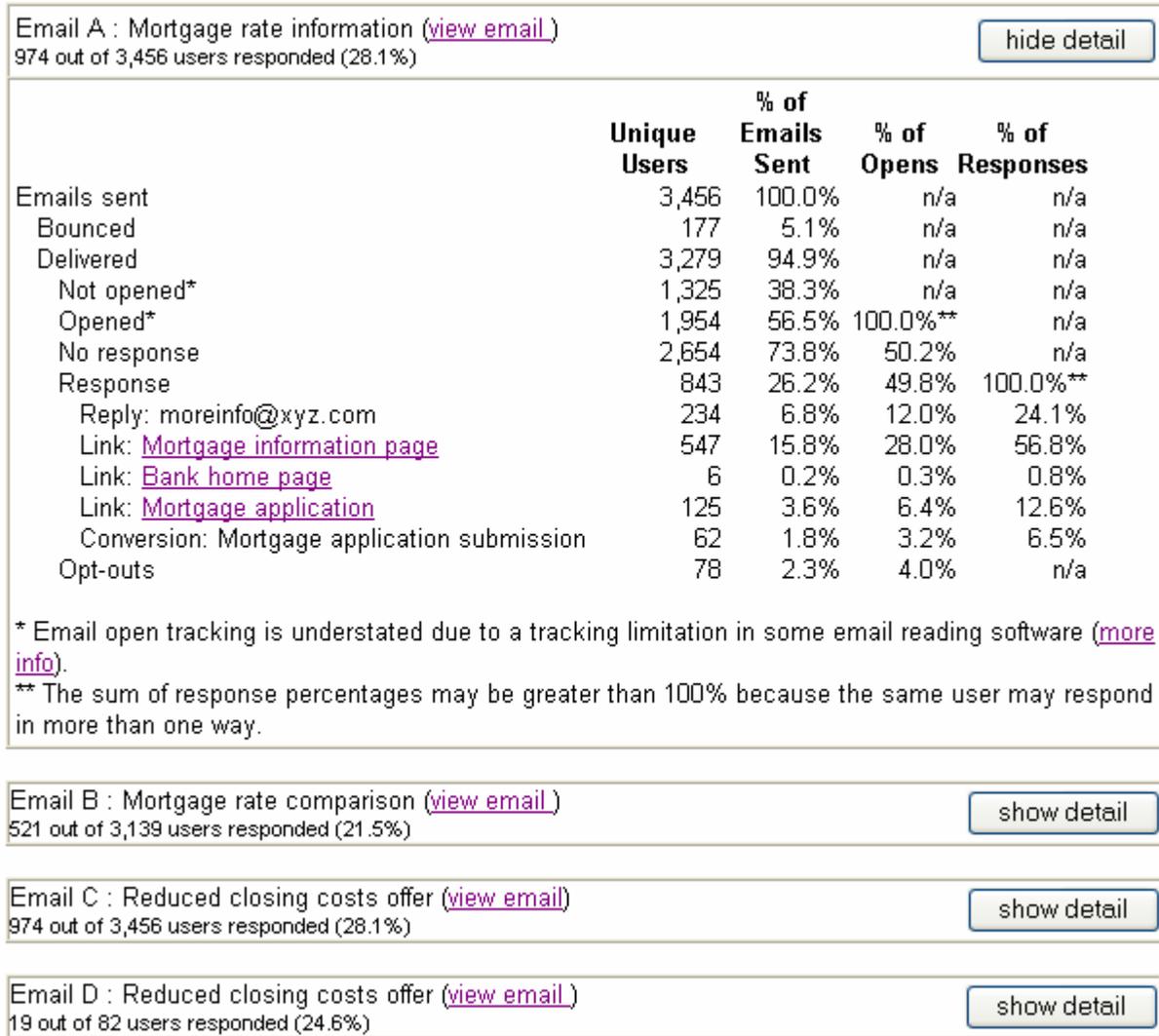
5.7.2.4. The fourth slice represents those who responded in at least one form to the track.

5.7.3. Track component detail

5.7.3.1. This section of the report contains detailed statistics for each email sent within the track.

5.7.3.2. A link at the top of this section allows the user to view the track topography.

**Figure 52: Track component detail**



5.7.4. Each email component of the track is represented by a bar. The bar contains the email name, its lettered position in the track, a link from which the email may be previewed in a pop-up window, and a quick statistic showing how many of the unique recipients of the email responded.

5.7.5. Each bar contains a button which, when clicked, displays detailed statistics about the email sent without refreshing the page. When the email detail is visible, clicking on the button causes it to be hidden.

5.7.6. The email statistics shown are identical to those seen in the “thank you” email in the email capture form detail report in section 5.5.3. The numbers pertain only to this email sent at the given point in the email track.

## 5.8. Email comparison

5.8.1. The purpose of this report is to allow the client to see how emails are performing relative to one another, regardless of the track in which they’re used.

5.8.2. Unique controls

5.8.2.1. In addition to the standard date selection controls, this report carries radio buttons that allow the user to choose to see the email template formats separately or together.

**Figure 53: Email format selection**

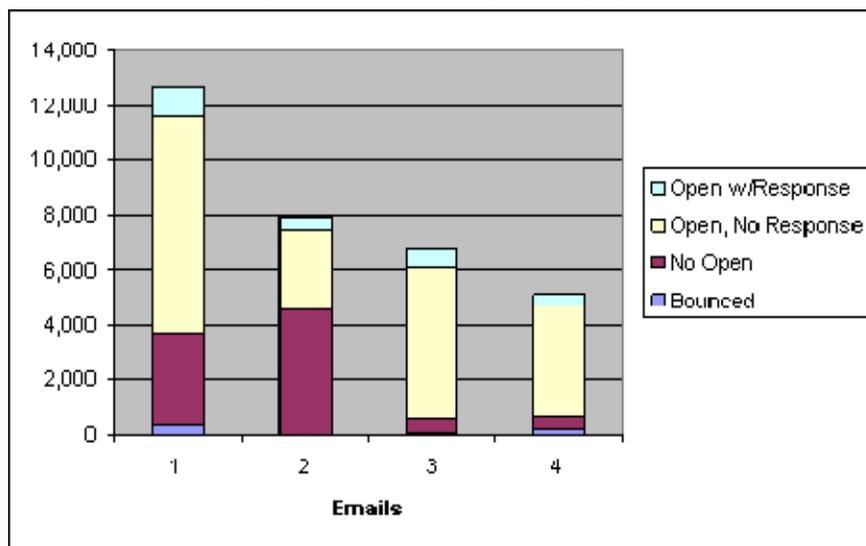
Show HTML and text versions of the same template  separately  together

5.8.2.2. When “separately” is checked, HTML and text versions of an email are given their own lines (with the format in parentheses) in the comparison table, are represented separately in the graph. When the user clicks on an email name in the table, he sees detailed information pertaining to that particular version of the template.

5.8.2.3. When “together” is checked, numbers for both the HTML and text versions are aggregated into one set of numbers for the template in both the graph and comparison table. The name of the template is appended with “HTML and text”, “HTML” or “text” in parenthesis, depending on which formats of the template exists. When the user clicks on an email name in the table, he sees detailed information pertaining to the aggregated numbers for all formats of the template.

5.8.3. Email comparison graph

**Figure 54: Email comparison graph**



- 5.8.3.1.This bar graph portrays a stacked bar for each email checked for inclusion in the table below.
- 5.8.3.2.Each bar is identified by a number that is associated with a table row.
- 5.8.3.3.Bars are displayed in order of the numeric ID.
- 5.8.3.4.The bottom portion of the bar represents the number of unique users who were sent an email but for whom no open, opt-outs clicks, replies or conversions were recorded. This group includes bounces.
- 5.8.3.5.The second portion represents the number of unique users who were sent an email if one or more opens or opt-outs and no clicks, replies or conversions were recorded.
- 5.8.3.6.The third portion represents the number of unique users who clicked, replied or took a conversion action at least one time as a result of receiving the email.
- 5.8.3.7.When the user places his mouse over a bar, a tool-tip appears containing the count and percentage for each component of the bar.

5.8.4. Email comparison table

Figure 55: Email comparison table

▼▲	▲▼	Email (version)	Sent		Delivered		Clicks		Replies		Conversions	
			▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲	▼▲
<input checked="" type="checkbox"/>		1. <a href="#">XYZ (text)</a>	12,345	12,145	98.4%	980	7.9%	123	1.0%	0	0.0%	
<input checked="" type="checkbox"/>		2. <a href="#">XYZ (html)</a>	7,890	7,690	97.5%	345	4.4%	45	0.6%	0	0.0%	
<input checked="" type="checkbox"/>		3. <a href="#">ABC (text)</a>	6,789	6,589	97.1%	567	8.4%	12	0.2%	234	3.4%	
<input checked="" type="checkbox"/>		4. <a href="#">DEF (html)</a>	2,345	2,145	91.5%	234	10.0%	34	1.4%	123	5.2%	
		<b>Total</b>	<b>29,369</b>	<b>28,569</b>	<b>97.3%</b>	<b>2,126</b>	<b>7.2%</b>	<b>214</b>	<b>0.7%</b>	<b>357</b>	<b>1.2%</b>	

Check the items above you would like to include in the graph and then click

5.8.4.1.Rows

- 5.8.4.1.1. Each row represents an email belonging to the client site.
- 5.8.4.1.2. Each row is assigned a number to identify it on the graph above. Numbers are assigned based on the default sort order, which is descending by unique users.
- 5.8.4.1.3. A track only appears if it had activity during the reporting timeframe.

5.8.4.2.Columns

- 5.8.4.2.1. Graph inclusion checkbox.
  - 5.8.4.2.1.1.The user checks boxes next to the items which he wishes to have included in the comparison graph.

- 5.8.4.2.1.2. By default, the first 8 boxes are checked and the remaining boxes are unchecked.
- 5.8.4.2.1.3. When the user clicks the refresh button beneath the table, the page is refreshed and the graph includes the checked items.
- 5.8.4.2.2. The number associated with the email.
- 5.8.4.2.3. Email name. Each email name is hyperlinked to a report containing detailed information about its use.
- 5.8.4.2.4. Unique users. The number of unique users who were sent this email across all tracks.
- 5.8.4.2.5. Clicks. The number of unique users that clicked on at least one link in this email.
- 5.8.4.2.6. Percent of clicks. The number above divided by the number of unique users expressed as a percentage.
- 5.8.4.2.7. Replies. The number of unique users that replied to this email.
- 5.8.4.2.8. Percent of email replies. The number of repliers divided by the number of unique users.
- 5.8.4.2.9. Conversions. The number of unique users that took a conversion conversion where the given email was the last one viewed.
- 5.8.4.2.10. Percent of conversions. The number of unique conversion action takers divided by the number of unique users.

## 5.9. Email detail

- 5.9.1. Note on contents: The numbers in this report reflect the use of this email template across all tracks.
- 5.9.2. Email statistics table. The email table is identical to the table showing the thank you email information on the email capture form detail report.
- 5.9.3. Summary statistics pie graph. This graph is identical to the graph included in the email track detail report, but reflects interactions for this email only.
- 5.9.4. Open duration table

**Figure 56: Open duration table**

1-3 seconds	5,558	70.4%
4-9 seconds	1,234	15.6%
10+ seconds	1,098	13.9%
Total timed opens	7,890	100.0%

### 5.9.5. Rows

- 5.9.5.1. Each row represents a time period for which the email was opened.

### 5.9.6. Columns

- 5.9.6.1. Time period. A group representing the length of time for which the email was opened.

5.9.6.2.Opens. This is the count of emails that were opened for the given duration. Note that only opens for which time tracking was available are displayed.

5.9.6.3.Percent of total. This is the number of opens of this duration divided by all timed opens expressed as a percent.

## 5.10. Response analysis

5.10.1. This report is intended to show which segments, tracks or emails are responsible for which responses. It is nine reports in one.

5.10.2. Unique controls

**Figure 57: Response type and source type selection**

Show  by

5.10.2.1. The user chooses the response type (click, email reply or conversion) to analyze.

5.10.2.2. The user also chooses the origin type (segment, track or email).

5.10.3. Results table

**Figure 58: Sample response analysis table (conversions taken by email track selected)**

	Unique Users Taking This Action	Unique Users of this Track	% of Track Users Who Took This Action
Conversion: Mortgage loan application submission			
<a href="#">College graduate</a>	567	23,456	2.4%
<a href="#">Mortgage education center</a>	1,234	56,789	2.2%
<a href="#">Newlywed</a>	678	4,567	14.8%
<b>total</b>	<b>2,479*</b>	<b>84,812*</b>	<b>2.9%</b>
Conversion: Refinance loan application submission			
<a href="#">Refinance education center</a>	234	3,210	7.3%
<a href="#">Refinance sweepstakes</a>	890	9,876	9.0%
<b>total</b>	<b>1,124*</b>	<b>13,086*</b>	<b>8.6%</b>
Conversion: Online billpay signups			
<a href="#">College graduate</a>	234	23,456	1.0%
<a href="#">Upgrade your account</a>	901	10,987	8.2%
<a href="#">Welcome to Bank XYZ</a>	2,345	65,432	3.6%
<b>total</b>	<b>3,480*</b>	<b>99,875*</b>	<b>3.5%</b>

\* This total may be smaller than the sum of the numbers above it to prevent double-counting users ([more info](#)).

## 5.10.3.1. Rows

5.10.3.1.1. The rows vary by the selections made by the user as follows:

**Figure 59: Row arrangement by user selections**

		Source type		
		Segment	Track	Email
<b>Response type</b>	Links	Link: <a href="#">Link A</a> Segment 1 Segment 2 total Link: <a href="#">Link B</a> Segment 1 Segment 3 total	Link: <a href="#">Link A</a> Email track: <a href="#">Track 1</a> Email track: <a href="#">Track 2</a> total Link: <a href="#">Link B</a> Email track: <a href="#">Track 1</a> Email track: <a href="#">Track 3</a> total	Link: <a href="#">Link A</a> Email: <a href="#">Email 1</a> Email: <a href="#">Email 2</a> total Link: <a href="#">Link B</a> Email: <a href="#">Email 1</a> Email: <a href="#">Email 3</a> total
	Email Reply	Email reply: add@ress 1 Segment 1 Segment 2 total Email reply: add@ress 2 Segment 1 Segment 3 total	Email reply: add@ress 1 Email track: <a href="#">Track 1</a> Email track: <a href="#">Track 2</a> total Email reply: add@ress 2 Email track: <a href="#">Track 1</a> Email track: <a href="#">Track 3</a> total	Email reply: add@ress 1 Email: <a href="#">Email 1</a> Email: <a href="#">Email 2</a> total Email reply: add@ress 2 Email: <a href="#">Email 1</a> Email: <a href="#">Email 3</a> total
	Conversion	Conversion: Action 1 Segment 1 Segment 2 total Conversion: Action 2 Segment 1 Segment 3 total	Conversion: Action 1 Email track: <a href="#">Track 1</a> Email track: <a href="#">Track 2</a> total Conversion: Action 2 Email track: <a href="#">Track 1</a> Email track: <a href="#">Track 3</a> total	Conversion: Action 1 Email: <a href="#">Email 1</a> Email: <a href="#">Email 2</a> total Conversion: Action 2 Email: <a href="#">Email 1</a> Email: <a href="#">Email 3</a> total

5.10.3.1.2. Rows are displayed in groups, the group being identified by the individual link, email reply or conversion action taken.

5.10.3.1.3. Within each group, the segment, track or email responsible for the response is shown.

5.10.3.1.4. Each group also carries a total.

5.10.3.1.5. If the source is an email track or email, a link placed on the item name allows the user to go to the report that details activity on the item.

5.10.3.1.6. If the response is a link, clicking on the link name takes the user to the destination page without recording the click.

## 5.10.3.2. Columns

5.10.3.2.1. Column titles are specific to the user selections, as follows:

Figure 60: Column headers by user selections

		Source type		
		Segment	Track	Email
<b>Response type</b>	<b>Links</b>	<ol style="list-style-type: none"> <li>1. Unique users that clicked this link</li> <li>2. Members of this segment</li> <li>3. Percent of segment members that clicked this link</li> </ol>	<ol style="list-style-type: none"> <li>1. Unique users that clicked this link</li> <li>2. Users participating in this track</li> <li>3. Percent of track users that clicked this link</li> </ol>	<ol style="list-style-type: none"> <li>1. Unique users that clicked this link</li> <li>2. Recipients of this email</li> <li>3. Percent of email recipients that clicked this link</li> </ol>
	<b>Email Reply</b>	<ol style="list-style-type: none"> <li>1. Unique users that replied to this address</li> <li>2. Members of this segment</li> <li>3. Percent of segment members that replied</li> </ol>	<ol style="list-style-type: none"> <li>1. Unique users that replied to this address</li> <li>2. Users participating in this track</li> <li>3. Percent of track users that replied</li> </ol>	<ol style="list-style-type: none"> <li>1. Unique users that replied to this address</li> <li>2. Recipients of this email</li> <li>3. Percent of email recipients that replied</li> </ol>
	<b>Conversion</b>	<ol style="list-style-type: none"> <li>1. Unique users that took this action</li> <li>2. Members of this segment</li> <li>3. Percent of segment members that took this action</li> </ol>	<ol style="list-style-type: none"> <li>1. Unique users that took this action</li> <li>2. Users participating in this track</li> <li>3. Percent of track users that took this action</li> </ol>	<ol style="list-style-type: none"> <li>1. Unique users that took this action</li> <li>2. Recipients of this email</li> <li>3. Percent of email recipients that took this action</li> </ol>

5.10.3.2.2. Unique users who clicked/replied/took an action. The unique number of users who responded in the given way attributed to the given source. For attribution, see tracking in section 4.5.

5.10.3.2.3. Unique users belonging to the segment, participating in the track or receiving the email.

5.10.3.2.4. Percent of the above population who responded.

5.10.3.2.5. Please note: This figure is deceptive for segments. This figure is a combination of the responsiveness of the segment (which will generally be understood) and the opportunities lost because of the arbitration process (which will not be generally understood). Will probably fix via onscreen warning.

5.10.3.2.6. In order to maintain group integrity, there are no sortable columns in this report.

## 5.11. Deliverability

### 5.11.1. ISP deliverability table

#### 5.11.1.1. Rows

5.11.1.1.1. There is a row for each of the top ten ISPs for the given client for the given time period in terms of numbers of emails sent.

5.11.1.1.2. There is a row labeled “other” which includes the sum of figures for the remaining ISPs.

5.11.1.1.3. The final row of the table contains totals for all ISPs.

#### 5.11.1.2. Columns

5.11.1.2.1. ISP. Listed by domain as included in the address.

5.11.1.2.2. Emails Sent (selected month) refers to the number of emails sent to that ISP during the selected month.

5.11.1.2.3. Emails Sent (previous month) refers to the number of emails sent to that ISP during the previous month.

5.11.1.2.4. Bounces (selected month) is the number of soft or hard bounces during the reporting month. The month is identified in the column header. The bounce percentage (bounces/sent x 100%) is given in parenthesis.

5.11.1.2.5. Bounces (previous month) is the number of soft or hard bounces during the previous calendar month. The month is identified in the column header. The bounce percentage is given in parenthesis.

5.11.1.2.6. Opens (selected month) is the number of opens during the reporting month. The month is identified in the column header. The open percentage (unique opens/sent x 100%) is given in parenthesis.

5.11.1.2.7. Opens (previous month) is the number of opens during the previous calendar month. The month is identified in the column header. The open percentage is given in parenthesis.

### 5.11.2. Error type table

**Figure 61: Error type table**

	<b>Number</b>	<b>% of Sent</b>	<b>% of Bounces</b>
Emails sent	6,543	100.0%	n/a
Bounces	81	1.2%	100.0%
Bad address	34	0.5%	42.0%
Connection problems	7	0.1%	8.6%
Full inbox	23	0.4%	28.4%
Unknown errors	5	0.1%	6.2%

### 5.11.3. Rows

5.11.3.1. The top row represents emails were sent.

5.11.3.2. The second row represents the total emails that bounced.

5.11.3.3. The remaining rows represent the errors, which may be bad address, connection problems, full inbox or unknown errors.

#### 5.11.4. Columns

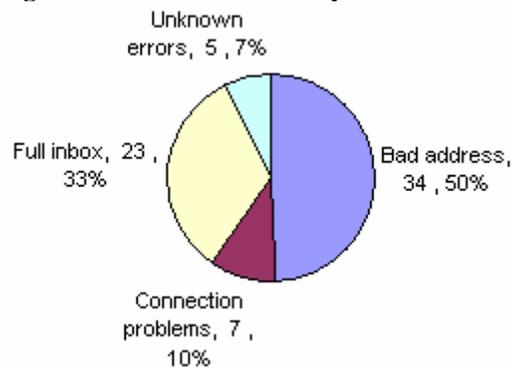
5.11.4.1. Number. The raw count of emails belonging to the appropriate row.

5.11.4.2. % of Sent. The number of the current row divided by the number of emails sent expressed as a percent.

5.11.4.3. % of Bounces. The number of the current row divided by the number of emails bounced. This value is 'n/a' for the 'Emails sent' row.

#### 5.11.5. Error type graph

**Figure 62: Column headers by user selections**



5.11.5.1. This graph is a visual depiction of the frequencies of error types displayed in the error type table.

## 6. Control Center integration

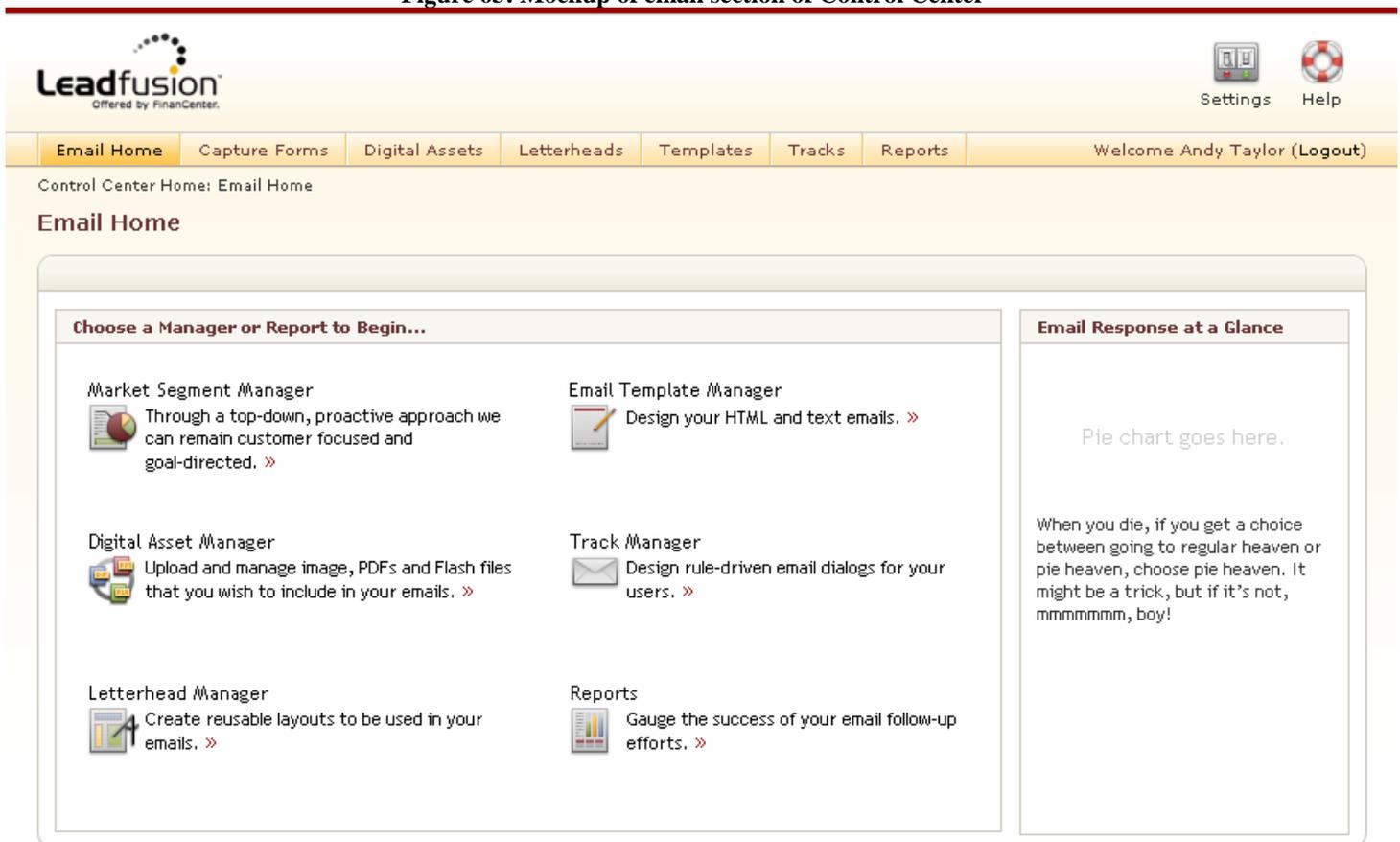
### 6.1. Home page

6.1.1. Email setup is represented on the welcome page of control center, including direct links to template manager, track manager and reporting.

### 6.2. Email setup area

6.2.1. A new area of Control Center will house all of the email-related tools.

Figure 63: Mockup of email section of Control Center



### 6.3. Account management area

6.3.1. A new client site permission will be added to give the client access to email functionality.

6.3.2. A new admin user permission will be added to give the user editorial control over emails. Without this permission, the user may only view email reporting.

# Open Issues

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This section details those items that remain under consideration.

## General UI

A consultant is being used to finalize a few details of the UI. Several minor screens remain to be finalized.

## Terminology

User vs subscriber vs recipient. We need to settle on the term we use to describe those that receive emails.

Solicited vs unsolicited is the right concept to differentiate between those two types of email, but nobody wants to be thought of as sending unsolicited email.

'Email Template' might be too abstract a term to describe the message

'Scheduled' vs. 'Triggered' tracks might need some refinement.

## Processing and Tracking

Client data storage planning requires additional research and corroboration with Systems and Client Services. If the system is to be capable of metering storage space, a robust process needs to be in place to alert both clients and client service personnel when limits are approached. This also includes wider considerations of pricing tiers, contracts, billing, etc.

Similarly, Product Management has expressed interest in pricing the product by the number of email tracks that the client may create. This would require additional infrastructure.

## NOTES