

Double Opt-In Email Tools User Guide

Welcome to Admail.net's Double Opt-in Email Tools. You will find these email tools very helpful. Following are three types of confirmed opt-in emails you can send. We have included examples of each. You can choose a text email, html email template (html is not recommended), or custom html email.

1. **Text Email** – Option 1. Admail.net Default Opt-in Message...page 1
Option 2. Optional Modified Text Email...page 2

2. **HTML Email Template**

“A” Instructions- For Templates containing a header and footer...
page 4

“B” Instructions For templates with no header and footer...page 6

3. **Custom HTML Email - *For advanced users.***

You can create your own custom HTML and upload it. You will need this macro: %%confirm%% to be included in your custom HTML.

If you choose to utilize the Double Opt-in Tools, you may only contact new members once! If your list member does not confirm your email, their status is “Unconfirmed” (inactive). If you are a double opt-in user and your list member contacts you stating they did not receive your email, you can fax us a request on your letterhead asking us to activate the list member. Your list member will then be changed to Active status.

Text Email

We strongly recommend this option!

Go to Email Builder tab, select Create Email, select Text Email.

Now you're at the Address Your Email page.

Enter a subject: *for example* “This is your confirmation”.

Click on the checkbox next to “This will be a confirmation campaign.”

Notice the pink box: “Currently Selected” will reflect the number of list members who'll receive this confirmation email. If it shows 0 List Members – it is because your database currently has no un-confirms to be contacted.

Click **Next>>**

Ignore the Edit Email page and click **Next>>**

1. Admail.net Default Opt- in Message

If you choose to use our default opt- in...this is what will appear automatically.

```
Use the following link to confirm that
you'd like to receive future mailings.
http://www.admail.net/test/

[Your Company Name]
[Address]
[City State Zip]

Powered by Admail.net
```

Your company street address is automatically inserted by our system from your user information. To activate, check the box next to "Automatically Include Street Address" located on the Review Your Email Page.

On the Review Your Email page you can click **Preview** to see how it looks.

Now click **I'm ready to send>>** This takes you to **Begin your Mailing** page. You can verify the cost of your mailing on this page.

Now, if you're ready to send, *just click Send.*

2. Optional Modified Text Email

You can customize your text email for better recognition and response.

Go to Email Builder tab, select Create Email, select Text Email.

Now you're at the Address Your Email page.

Enter a subject: *for example* "This is your confirmation".

Check the box next to "This will be a confirmation campaign."

Click **Next>>**

Now you are at the **Edit Email** page. In the edit box enter your message. It should look something like this:

```
This email is to confirm your interest in [your Company's name, product
or service].
```

```
Click here to confirm %%confirm%%
```

```
Enter a short paragraph about your company, product or service, as well
as instructions for address inclusion and whitelisting.
```

Company Name
Address
City, State, Zip
Phone (*optional*)

Use %%confirm%% to indicate where you'd like the opt-in link to appear.

Click **Next**>>

Now, you are on the **Review Your Email** page. Click **Preview** to see how it looks.
Close Preview window.

Next, **deactivate** the "Automatically Include Street Address" by un-checking the checkbox, under Email Options.

Click **Save as Draft, Ok**.

Now click **I'm ready to send**>>. This will take you to **Begin your Mailing** page.
You can verify the cost of this mailing on this page.

Now, if you're ready to send...***just click Send.***

See our FAQ's on our website for more information on E-mail & Spam Blockers. You'll find whitelisting instructions to increase delivery.

HTML [Email Template]

Go to Email Builder tab, select Create Email, select Email Template.

Choose a Template.

If you choose a template that does not contain a header and footer you can create your own. Also, you can automatically have your street address inserted (by our system from your user information), in the footer by checking the “Automatically Include Street Address” check box on the Review This Email page. See “B” Instructions on page 6 for this type of template.

“A” Instructions- For templates containing a header and footer

Now, you’re at the Address Your Email page.

Enter subject: *for example* “This is your confirmation”.

Check the box next to “This will be a confirmation campaign.”

Notice the pink box: “Currently Selected” will reflect the number of list members who’ll receive this campaign. If it shows 0 List Members – it is because your database currently has no un-confirms to be contacted.

Click **Next>>**

Click on the Header and enter the following in the header: *for example:*

Welcome to [Your Company Name] Update or Newsletter

Click **Update Template**

Click on the “Click HERE to add and modify your text”, delete the template text and click the Insert Link icon, delete http:// and type %%confirm%%.

Enter the text - *for example:* “Click here to confirm your email and receive future updates and newsletters.” Click the yellow insert link box

Click **Update Template**

Click on the “Click HERE to edit the body of your email!” and enter your own text.

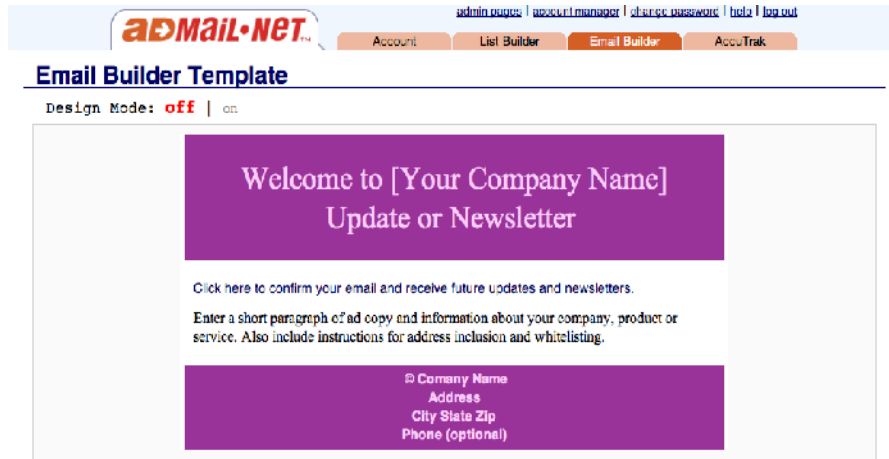
Enter a short paragraph of ad copy and information about your company, product or service, as well as instructions for address inclusion and whitelisting.

Click **Update Template**

Click the “Click here to add and modify your footer” and enter your own your footer:

Company Name
Address
City, State, Zip
Phone (*optional*)

Click **Update Template**



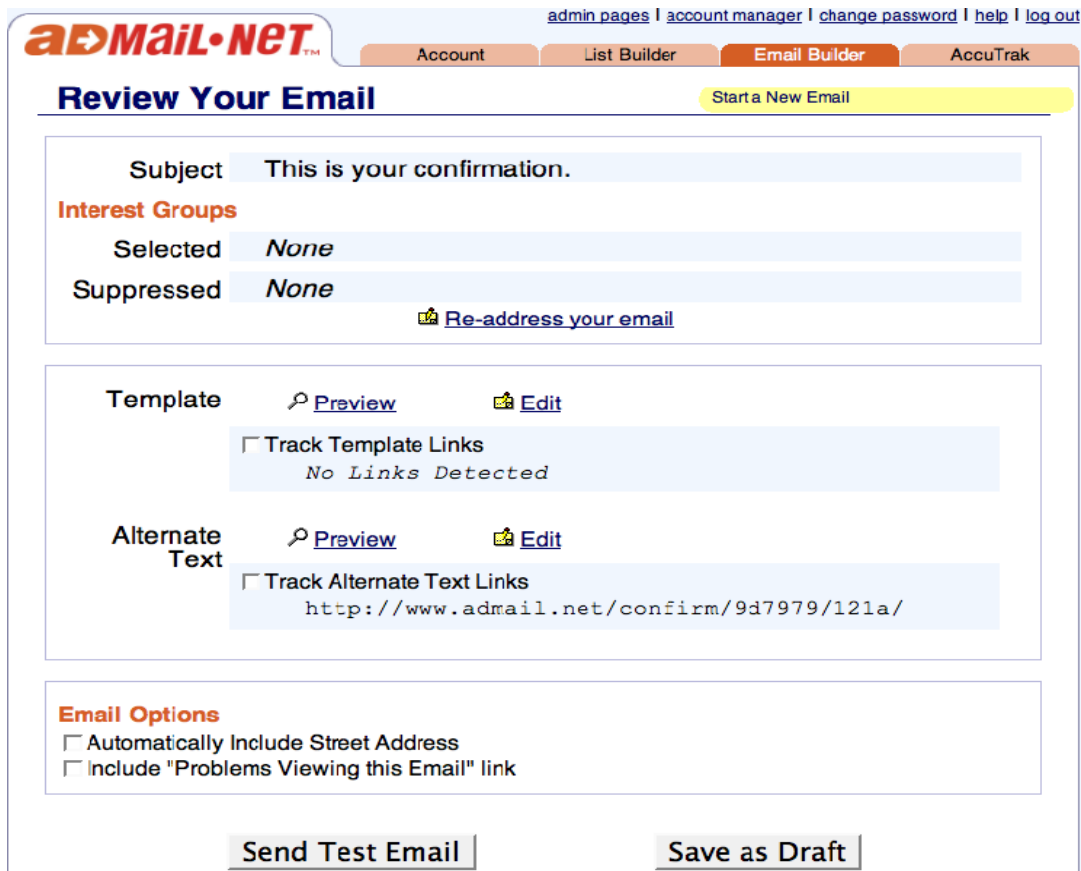
Click **Next**>>

Click Load From HTML

Click **Next**>>

Now you are on the Review Your Email page. Click **Preview** to see how it looks.

Next, *deactivate* the “Automatically Include Street Address” by un-checking the checkbox, under Email Options.



Click **Save as Draft, Ok**

Now click **I'm ready to send**>> This takes you to **Begin your Mailing** page. You can verify the cost of this mailing on this page.

Now, if you're ready to send, *just click Send*.

Reference our User Guide- Section on HTML Email for more details.

"B" Instructions: For templates with no header and footer

Now you're at the Address Your Email page.

Enter subject: *for example* "This is your confirmation".

Check the box next to "This will be a confirmation campaign."

Notice the pink box: "Currently Selected" will reflect the number of list members who'll receive this campaign. If it shows 0 List Members – it is because your database currently has no un-confirms to be contacted.

Click **Next**>>

You are at Email Builder Template page.

Click on "Click Here to add your text or insert an image!" and type the following: *for example* -

Welcome to [Your Company Name] Update or Newsletter

Click on the Insert Link icon, delete http:// and type %%confirm%%

Enter the Text: *for example* -

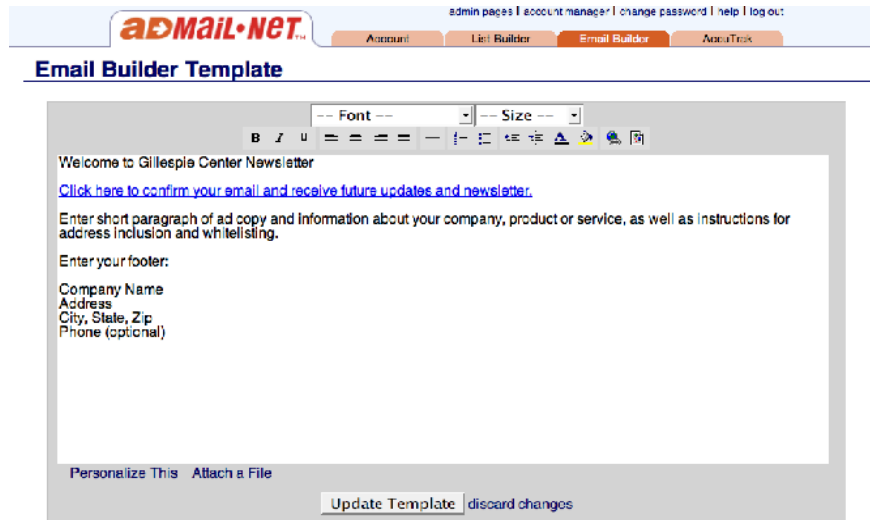
Click here to confirm your email and receive future updates and newsletters.

Click the yellow Insert Link box.

Enter a short paragraph of ad copy and information about your company, product or service, as well as instructions for address inclusion and whitelisting.

Enter your footer:

Company Name
Address
City, State, Zip
Phone (*optional*)



OR if you want your footer automatically inserted...in a later step you can check the “Automatically Include Street Address” check box. The street address is automatically inserted by the system from your user information.

Click **Update Template**

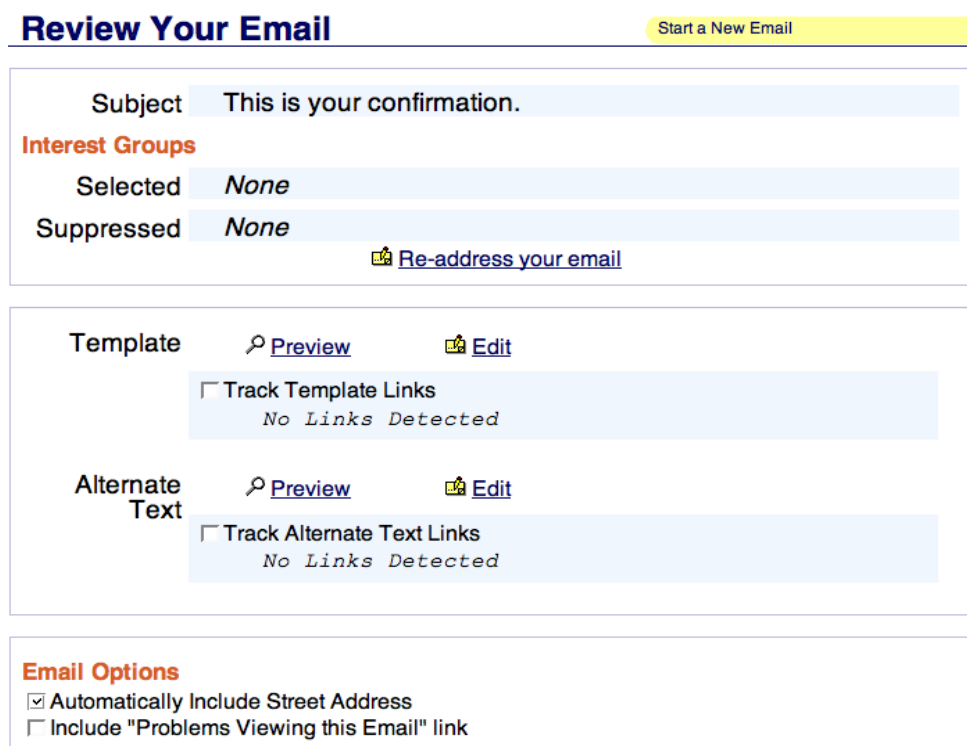
Click **Next>>**

You are at the Edit Alternate Text page. Click **Load From HTML**

Click **Next>>**

Now you are on the Review Your Email page. Click **Preview** to see how it looks.

If you want your footer automatically inserted check the “Automatically Include Street Address” check box, located on Review Your Email page, under Email Options. *If you have entered your own footer be sure the check box is unchecked*



Click **Save as Draft, Ok**

Now click **I'm ready to send**>> This takes you to **Begin your Mailing** page. You can verify the cost of this mailing on this page.

Now, if you're ready to send, *just click Send.*