LISTSERV Maestro 9.0
What's New

This document describes the main new features in LISTSERV Maestro 9.0, as well as changed features and features that have been removed.

 Throughout this document, descriptions of removed features, or features that have been altered substantially, are marked with the attention symbol shown on the left. **Before upgrading to LISTSERV Maestro 9.0, make sure that you are aware of these potentially disrupting changes!**

Information in this document is subject to change without notice. Companies, names, and data used in examples herein are fictitious unless otherwise noted. L-Soft Sweden AB does not endorse or approve the use of any of the product names or trademarks appearing in this document.

Permission is granted to copy this document, at no charge and in its entirety, provided that the copies are not used for commercial advantage, that the source is cited, and that the present copyright notice is included in all copies so that the recipients of such copies are equally bound to abide by the present conditions. Prior written permission is required for any commercial use of this document, in whole or in part, and for any partial reproduction of the contents of this document exceeding 50 lines of up to 80 characters, or equivalent. The title page, table of contents and index, if any, are not considered part of the document for the purposes of this copyright notice, and can be freely removed if present.

All of L-Soft's manuals for LISTSERV are available in ASCII-text format via LISTSERV and in popular word-processing formats via ftp.lsoft.com. They are also available on the World Wide Web at the following URL:
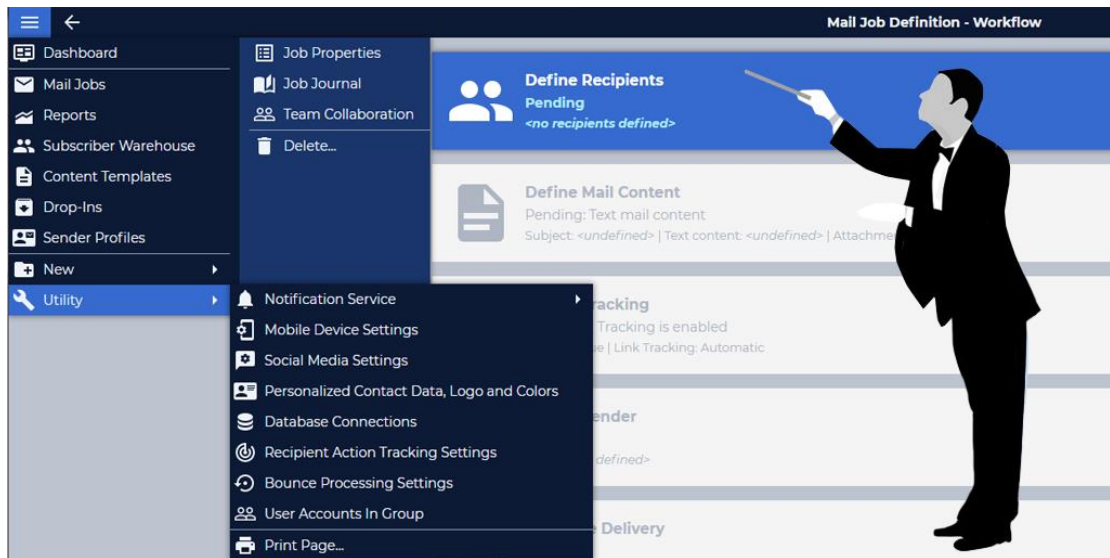
URL: http://www.lsoft.com/manuals.html

L-Soft invites comment on its manuals. Please feel free to send your comments by e-mail to:
MANUALS@LSOFT.COM

User Interface

- **New Look & Feel**
  The LISTSERV Maestro 9.0 user interface has a new, modern look & feel with a subdued and unobtrusive color scheme and a large, easily readable modern font, that help the user to focus on his work instead of distracting him with colorful and detailed user interface chrome.

- **New Menu**
  The re-designed menu appears in form of the well-known "burger" menu icon in the top left corner, from where the features of LISTERV Maestro 9.0 are accessible. This menu also includes a context sensitive part that changes depending on what you are currently working with.

- **New Page Layouts and Button Placements**
  The layout of most pages has been re-designed under the new look & feel, for better usability and with consistently placed buttons and controls that do not scroll out of view if a page happens to be too long to fit on screen.

- **Improved LISTSERV Maestro Explorer**
  The LISTSERV Maestro explorer has been separated into several smaller explorers for mail jobs, reports, the recipient warehouse, templates, drop-ins and sender profiles, all of which are easily accessible from the main menu.

- **Additional Help for New Users on Dashboard**
  The dashboard has been augmented with new panels that welcome a new user and suggest first steps for how to store recipients and how to send a mailing with LISTSERV Maestro.

- **Additional „Hidden Options"**
  Several seldom used options have been re-defined as "hidden options" that are normally not visible, to reduce user confusion and improve usability, but that can be made available via the "hidden options" setting in the user's preferences.

Mail Job Definition and Templates

- **Re-Designed New Mail Job Workflow**
  The mail job workflow page has been redesigned with a single linear workflow where each step follows one after another. The workflow page also gives a quick summary of each step's current status, that allows the user to get an overview without entering each step.

- **Improved Recipients Definition**
  The recipients wizard has been simplified with regards to selecting the recipients type. A recipients type change is now done on a separate dialog that only appears when actually needed.

- **Improved Content Definition**
  The content definition step has been streamlined and improved. The user is now launched directly into the editor and can immediately start editing the content. The content options are now available as panels directly in the editor.

- **Auto-Save in Content Editor**
  In the new content editor, whenever the user stops editing the content for a short moment, LISTSERV Maestro automatically stores a recover copy of the current editor content. If the user leaves the editor without saving, for example via the menu, or even if he accidentally closes the browser window, and then later re-enters the content editor, LISTSERV Maestro now allows him to restore this recovery copy into the editor and continue editing from there.

- **Better Representation of Widgets in Code Mode**
  The special LISTSERV Maestro fluid design widgets now have a better representation when viewing or editing the HTML content in code mode, that is more resilient to user edits and copy & paste actions, and that allows you to insert and edit widgets while in code mode.

- **Improved Editor for Click-and-Fill Templates**
  The editor for click-and-fill templates has also been improved and streamlined, similar to the mail job content editor.

Subscriber Warehouse

- **Improved Presentation in Explorer Tree**
  The presentation of subscriber lists in the explorer tree has been improved by removing superfluous tree nodes, for better usability.

- **Introduced Stand-Alone Lists and Replaced „Dataset" Concept With „List Group" Concept**
  The subscriber warehouse now puts the subscriber lists in the focus. Datasets as a concept have been replaced:
    - Stand-alone subscriber lists have been introduced in a prominent role and replace what used to be achieved with a dataset in "single list mode".
    - If multiple subscriber lists need to be grouped together, this is now done with a "list group", which replaces what used to be achieved with a dataset in "multi list mode".

- **Improved Workflow for Creating a New Subscriber List or List Group**
  The workflow for creating a new subscriber list or list group, and especially one of the new stand-alone subscriber lists, has been greatly improved and allows for automatic generation of the profile fields, based on the subscriber data in a spreadsheet or text file.

- **Improved Subscriber List and List Group Wizards**
  Improved the wizards for defining the settings and profile fields of a subscriber list or list group (what used to be a dataset). Some settings that were previously defined in the wizard are now defined elsewhere, on newly created configuration pages.

- **Improved Handling of Special „Subscription Consent" Profile Field**
  The handling of the special profile field for "subscription consent" in the subscriber list wizard has been improved.

- **Added More Predefined Profile Field Types**
  Additional predefined types for profile fields have been added, for example for a "Country" or "US-State" field.

- **Improved Customization of Subscriber Pages**
  The user interface to customize the public subscriber pages of a subscriber list has been re-designed and greatly improved. The UI now gives a visual overview of the current state of the subscriber pages and their customization and also allows for easy comparison and deployment of draft and public versions.
  There is now a central "master page" that defines the overall style, colors and font for all other customizable pages, and this master page can be customized in LISTSERV Maestro's WYSIWYG editor.
  LISTSERV Maestro's fluid design widgets are now also available in the subscriber page customization, as well as the option to upload images into LISTSERV Maestro, that can then be used on the subscriber pages.

- **Replaced Customizable Subscriber Pages with Re-Designed Improved Pages**
  In addition to changing the user interface for the subscriber page customization, the public subscriber pages themselves have also been re-designed and greatly improved.
  The new pages come with a more intuitive subscriber workflow and are better able to automatically adapt to changes in the list settings. In addition, the default layout for these pages has been modernized and implements a responsive design that automatically adjusts when viewed on a small device.

These new subscriber pages are however not backwards compatible to the subscriber pages of older LISTSERV Maestro versions, which has the following effects that you should be aware of before upgrading:
All subscriber lists that already existed before the upgrade to LISTSERV Maestro 9.0 will initially continue to use the original old-style pages, keeping their existing customization (if any). So an upgrade does initially not affect your existing lists with their customizations. Their subscriber pages will look and work just like before the upgrade.
It is however no longer possible to further edit the customization of these older pages. After the upgrade to LISTSERV Maestro 9.0, these existing pages are "frozen" into their current state. From then on, you only have the option to either keep them exactly as they are, or to transform the subscriber list into the new format. This transformation however has the effect, that the existing subscriber page customizations for this list are *deleted* and all pages revert back to their (new) system defined defaults.

- **New Filter Option: Is Subscribed To List**
  A new activity filter "Is subscribed to a given list" has been added to the subscribers filter of a list group (formerly known as "dataset"). This allows you to select exactly those subscribers in a given list group, that are currently subscribed to a certain list in this group.

- **Improved Subscriber List Welcome Emails**
  The definition of the welcome email for a subscriber list has been improved to support more use cases. If a welcome email is defined for a stand-alone list (or list group), then a special mail job is created, similar to other mail jobs that the user creates. And each time the welcome email is sent to a new subscriber, this mail job is used to send out the actual mailing. This allows for several interesting use cases, for example the user can do tracking reports on this welcome email to assess its effect, and he can easily do follow up mailings to all subscribers that received the welcome email.

- **Removed Linked LISTSERV List Feature**
  The option to link a standard LISTSERV list into an existing list group (formerly known as "dataset") has been removed. After an upgrade, any linked LISTSERV lists that existed in a previous version will simply no longer appear in the respective list groups. Instead of linking LISTSERV lists into a group in this fashion, it is recommended to outright convert them into normal LISTSERV Maestro subscriber lists.

- **Removed Option to Define Subscriber Segment in List Group (formerly „Dataset")**
  It is no longer possible to define a subscriber segment directly on the subscribers of a list group (formerly known as "dataset"). Subscriber segments can only be defined on the subscribers of a list in the group. Any subscriber segments that were defined directly on a dataset are deleted during the upgrade. Subscriber segments that were defined on a subscriber list are not affected.

Administration

- **Additional Configurable Account Restrictions**
  In the interest of optimized usability, LISTSERV Maestro offers new configurable account restrictions that enable the administrator to allow or disallow certain features. This in turn enables the LISTSERV Maestro user interface to dynamically show or hide these features, thus improving the user interface experience for the user.

- **Improved Workflow When Creating a New Account**
  The workflow for creating a new account has been improved with a series of additional configuration pages, where the administrator is prompted to decide on a few of the most important configuration settings.

- **Improved Recipients Restrictions**
  The definition of the recipients restrictions has been re-designed, to make it easier for the administrator to select only the required recipients type, without leaving unneeded types enabled, thus reducing the chaff in the user interface and improving usability.

- **Improved Tracking Restrictions**
  The definition of the tracking restrictions has been augmented with a set of predefined tracking settings. If such a predefined setting is selected, then, for this user, the mail job workflow will no longer allow editing of the "Tracking Definition" step, as all settings are already defined by the predefined choice. This reduces chaff in the user interface and improves usability.

- **Removed „Basic Mode" for User Accounts**
  The distinction between the two account modes "basic" and "advanced" has been removed. All accounts are now in the same mode that is essentially the same as the previous "advanced" mode, but with additional options for account restrictions (see above).
  During upgrade, any existing "basic mode" accounts are automatically converted and their account restrictions are set in such a way that the available account features are very similar to what was available in "basic mode" before. Any "advanced mode" accounts are left unchanged.

- **Removed User Interface Text Customization**
  Removed the ability to customize some user interface texts, as described in old versions of Admin Tech Doc 17.