



LISTSERV Maestro 10

What's New

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This document describes the main features that were added or changed in **LISTSERV Maestro 10**.

Most of the features described in this document are new in version **10.0**. The features that were later added in version **10.1** are additionally marked with this tag:



If you upgrade from **LISTSERV Maestro 8.2 or older**, please see also the applicable “What’s New” documents for LISYSERV Maestro 9.0 and older.



Throughout this document, feature changes that may be disruptive are marked with the attention symbol shown on the left.

Before upgrading to LISYSERV Maestro 10, make sure that you are aware of these potentially disrupting changes!

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URL: <http://www.lsoft.com/manuals.html>

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General

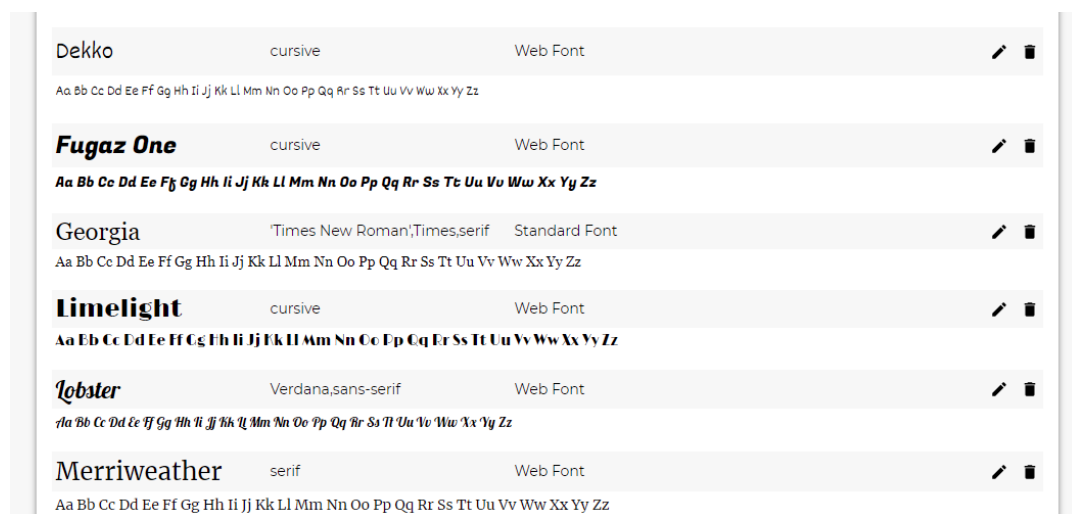
- **Improved Look & Feel**

We have further improved the new look & feel that was introduced in LISTSERV Maestro 9.0, always with the goal of improved usability in mind.

- **Support for Web Fonts**

You can now easily define and use your own custom set of web fonts. Web fonts allow for much nicer typographical design without having to rely on a certain font being installed on the recipient's device. The web fonts can be used in mail content, templates and on customized subscriber pages.

(Note: In delivered emails, web fonts are only shown if the email client supports them. Otherwise, the configured fallback font is used.)



Mail Job Definition

- **Improved Sending to Several Lists in the Same List Group**

Sending to multiple lists in a list group is now much simpler, without the need for defining an advanced search condition.

- **New Hosted Attachment Feature**

If you wanted to include an additional file with your mailing, you previously had the option to include the file as an attachment, which increased the size of the mailing, or store the file on a public server and include a link to that file in the message, which required you to have access to such a public server in the first place.

With the new hosted attachment feature, you can now upload the file to LISTSERV Maestro, which then acts as the public server that hosts the file for you. And of course you can easily include a download link for the file in your message.

- **Improved Handling of Sender Definition and Sender Profiles**

The way a sender profile is used during sender definition has been updated and improved.



- **Improved A/B-Split Job Definition**

The workflow and pages to define an A/B-split job, with its various variant mail jobs, has been redesigned and improved.



- **Expanded Options for Auto-Repeat Jobs**

Ongoing auto-repeat jobs can now be paused and resumed, and it is now possible to change the auto-repeat settings (for example the interval between two repeats) even for an already ongoing auto-repeat job.

Additionally, LISTSERV Maestro can now also be configured to allow auto-repeat intervals of down to 1 minute, for single-instance auto-repeat jobs.

- **Auto-Repeat and Extended Delivery Consolidated**

The two features, auto-repeat delivery (with a chain of multiple auto-repeat mail jobs) and extended delivery (with a single job that is delivered to additional recipients over time), have been consolidated into a single auto-repeat delivery feature.

Auto-repeat jobs with fixed content that do not contain any drop-ins are automatically handled as single extended delivery jobs (with additional new options available). With auto-repeat jobs that have potentially variable content, you can select if you want fixed content extended delivery or auto-repeat chain delivery with multiple jobs that can have variable content.



Upgrade impact: This consolidation can also affect existing auto-repeat jobs. If you have a chain of multiple auto-repeat mail jobs where the job content is actually fixed, then after the upgrade to LMA 10, this chain will no longer be continued. Instead, the last existing job in the chain will be used as an extended delivery job and all future auto-repeat recipients will be added to this job.



- **Auto-Repeat Delivery Option for A/B-Split Jobs**

Allows you to start off your auto-repeated mail job with A/B-split testing. The A/B-split test “with sampling” is used to determine the best mail job variant, which is then sent to the bulk of the recipients and is also used for the following auto-repeat delivery.

Fluid Design Widgets

- **Improved Fluid Design Widgets**

Multiple small but useful improvements have been made to the fluid design widgets:

- Text widgets now have the ability to set various styles for all text in the widget. This includes: font family, relative font size, bold, italic, underline and text alignment (left, center, right, justified).
- The content box widget can now be defined without a maximum pixel size, so that it always uses the given percentage width of the parent.
- The content box widget can now have a simple drop shadow that does not rely on the box-shadow CSS style (which is not well supported by email clients).
- The two column layout widget can now be defined with a user defined column size distribution (in addition to the 1:1, 2:1 and 1:2 options).
- Widgets can now be named, which makes it easier to work with them in the widget hierarchy panel.
- Widgets can now be assigned one or several CSS class names. This allows you to specifically target a widget with style settings from one of your CSS style sheets.

- **Improved Handling and Representation of Widgets**

The representation of widgets in the editor, as well as how you interact with them, has been improved and streamlined. This includes an improved widget frame with an associated menu icon for direct access to:

- Open the widget's properties dialog.
- Insert content (either standard HTML or another widget) directly before or after the selected widget.
- Clone the selected widget.
- Select the parent widget.
- Unselect the widget.
- Delete the widget.



- **Conditional Content Widgets**

A new option to specify a condition for a widget, in form of a calculation formula that is usually based on one or more merge fields. A widget with such a condition is shown or hidden depending on the individual result of the condition for each recipient. This allows for even more flexible and better personalization of the message content, as it is now very easy to individually show or hide whole content blocks for each recipient.

- **Improved Interaction with Editable Blocks**

In the content editor, when using a template with editable blocks, you now have easily accessible icons to:

- Clone the editable block.
- Delete the editable block.
- Replace an editable image.
- Adjust the size of an editable image.
- Specify the action URL of an editable action button.

- **Streamlined Widget Hierarchy**

The widget hierarchy panel that displays all widgets that are present in the message content has been streamlined. Some unnecessary nodes in the hierarchy have been removed and a right click on a widget entry now opens the new widget menu (as described above).

- **New Widget Gallery**

The old fluid design widget panel in the content editor, where you selected a widget to insert into your content, has been replaced with a new panel that gives you quick access to a brand new widget gallery, from where you can comfortably select the widget you need.

This widget gallery presents all available widgets and HTML elements in a neat and tidy overview and also includes detailed explanations of the various widget types and options.

- **New Pre-Assembled Widgets**

In addition to the standard widgets, the new widget gallery also includes a section with pre-assembled widgets that contains newsletter frames and articles, both with and without a logo or images, and with various layout and color options, that have been pre-assembled from the standard widgets.

These pre-assembled widgets are now available to be included in your message with just a single click in the widget gallery, allowing you to quickly compose a newsletter with several articles, just by selecting from the pre-assembled widgets in the gallery.

- **New Action Button Widget**

This new widget allows you to include a button into your message, that sends the recipients of your message to a specified URL when they click the button. The action button can be easily styled to look like a button or like a clickable link.



- **Additional Options to Define Links on Images**

There are now more options for various link types when defining a link on an image widget or on a normal non-widget image. These types of links now offer the same options as normal link tags.

- **Improved Compatibility with Outlook**

The fluid design widgets have been improved regarding their compatibility with Outlook. This includes advanced options to define a fixed image width in Outlook and to force the two column layout widget to use the side-by-side layout even in Outlook.

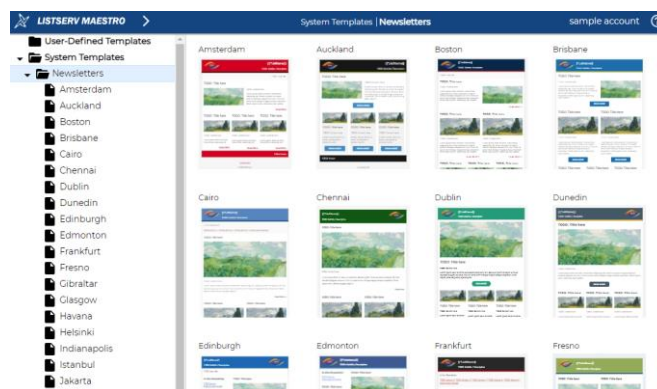
Templates

- **New System Templates**

The system templates have been replaced with a whole new modernized and redesigned set of templates, categorized into newsletters and announcements. The click-and-fill templates have also been given a facelift and slight redesign.

Of course all of the new templates are designed using the improved widget features and web fonts that are also new in this version. And the representation of the system templates in the LISTSERV Maestro explorer has also been improved.

Upgrade impact: The old standard system templates (Newsletters Type 1-4, Cards, Invitations, Standard Letters) are no longer available.



- **Improved Editable Blocks**

Multiple smaller improvements have been made to the editable block widgets. They now have properties to set the font family and relative font size for all text in the widget, as well as properties to set the bold, italic and underline font styles, to set the text alignment (left, center, right, justified) and to control the margin before and after the first content paragraph.

- Widgets in Templates Can Now Be Cloned and/or Deleted**

If you include a fluid design widget in a template, where the widget is outside of an editable block but has one or more editable blocks nested into it, then you can now define the widget itself as cloneable and/or deletable.

This allows you to create structures in your template that are composed out of multiple nested widgets and editable blocks, where the structure can be cloned (or deleted) as a whole. For example this can be used to create a newsletter article structure that consists of multiple widgets and editable blocks (e.g. for title, subtitle, article body, etc.), where the article can be cloned as a whole, to quickly create a second article with the same structure, layout and editable areas.
- Widget Images Can Now Be Defined as Replaceable**

If you include an image widget in a template, where the widget is outside of an editable block, then you can now define the widget's image as replaceable.

This allows the end user (who edits the mail content based on this template) to replace the image with one of his own, even though the image itself is not inside of an editable block. Essentially, this makes the image widget into a specialized editable block, where only the image itself can be changed.
- Special Feature of New Action Button Widget in Templates**

If you include an action button widget in a template, where the widget is outside of an editable block, then you can define the button's action URL as "supplied by the end user". This allows the end user (who edits the mail content based on this template) to define his own action URL for the button, even though the button itself is not inside of an editable block. That way, there is no need to hardwire the action URL already in the template.

Reporting and Tracking

- Improved Report Charts**

The various report charts that are available throughout LISTSERV Maestro have been improved and modernized, using SVG rendering technology. This includes for example the mail job overview reports, the user defined tracking reports, the tracking and delivery statistics reports, and the system metrics reports.
- Improved Report Settings**

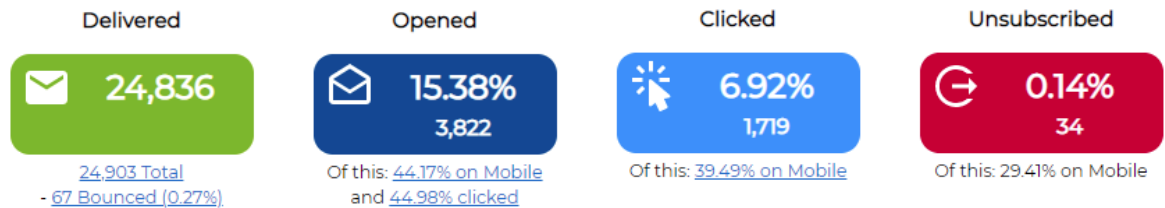
The user interface to define the settings for the tracking statistics, delivery statistics and system metrics reports has been improved, including a new quick selection of predefined settings and a new feature to save user defined chart settings, for later quick recall.
- Improved Tracking Statistics Report**

In addition to showing the tracking statistics per job, the report can now also show the average tracking rates over all jobs sent in a time period (day, week, month, year), or all jobs sent to each recipient list, or all jobs sent in a time slot (hour of day, day of week).
- Improved Delivery Statistics Report**

In addition to showing the delivery statistics per job, the report can now also show either the average delivered/bounced rates or the total recipient counts over all jobs sent in a time period (day, week, month, year), or all jobs sent to each recipient list, or all jobs sent in a time slot (hour of day, day of week).

- **Mobile Tracking**

The various tracking reports now also show statistics of mobile usage. For example you can see your overall open and click rates, as well as which percentage of these rates were generated on mobile devices. Mobile statistics are automatically displayed by a variety of the system reports. User defined tracking reports allow you to either group all events together, or to separately report events generated on mobile devices vs. all other devices.



- **Improved Status and Notification Emails**

The status and notification email messages that can be subscribed to via the notification service have been updated with improved design and content. Several charts are now included directly in the various emails.



- **Improved Downloadable PDF Reports**

The layout and design of the downloadable PDF reports has been modernized and consolidated with the overall LISTSERV Maestro design.

- **New Personal Tracking Details for Classic LISTSERV List Postings**

When viewing the results of a classic LISTSERV list posting that was delivered with personal tracking, it is now possible to view the actual list of recipients that have opened or clicked the message.

- **Options to Work Without Open Rate Metric**

Users can decide not to display the open rate metric and/or not to include an invisible tracking pixel in HTML emails in the first place (which, if included, has the purpose of increasing the quality of the open rate metric).

This can be beneficial, as the open rate metric is less accurate than other metrics, like clicks, due to privacy protection features, such as the Mail Privacy Protection (MPP) introduced by Apple in the Mail app of iOS 15 (and other operating systems).

Subscriber Warehouse

- **Copy & Paste of Subscriber Lists and List Groups**

It is now possible to copy & paste subscriber lists and list groups in the LISTSERV Maestro explorer.

- A subscriber list can be copied as either a new stand-alone list or as a new list in an existing list group. This includes copying the list between two groups, or from a group to stand-alone or vice versa.
- A list group can be copied as a new list group and creates copies of all lists in it too.

(Note: Only the list or group definition is copied, not the subscribers on the list.)

- **Move Profile Fields Between List and List Group**

For lists in a list group, it is now possible to move profile fields from the list into the group, if you decide that fields that were formerly list specific should now be shared fields. And vice versa it is possible to move shared fields into one (or several, or even all) of the lists, if you decided that the fields should actually be list specific and no longer shared. The profile values of the individual subscribers are of course retained during this modification.



- **New Predefined Data Type “Email Address”**

A profile field can now be given this new predefined type, which automatically performs a syntax check of the input, to only allow valid email addresses. This can be used to add secondary email addresses to a recipient profile that can be used for mail merging.

- **Custom Merge Fields in Public Website Customization**

As part of the public website customization, you can now create custom merge fields with user defined content that you can then use on the various customizable subscriber pages. Such a merge field can be defined on the list group level and/or as an override on the list level. This allows you to merge different content into the page, depending on the current context of either the list group or one of its lists.

For example you can use these merge fields to customize slightly different subscribe or unsubscribe pages for each of the lists in the list group.

- **Improved Welcome Email for Lists in List Group**

The customizable welcome email for a list group has been improved, so that the email is slightly different for each list in the list group.



- **Improved Access to Public Website Customization**

The menu items and the hierarchy of the pages that are used for the public website customization have been reworked for a more intuitive access to the various features and options.

- **API to Add a Subscriber to a List**

A new API that allows an external process to submit subscribe requests for an existing subscriber list in LISTSERV Maestro.

You can for example use this, if you already have a signup form of some kind on your website, to allow users to also subscribe to one or more of your LISTSERV Maestro subscriber lists from the same signup form.

Administration

- **Improved System Database Management**

The user interface in the Administration Hub where the administrator manages the current system database settings has been improved.

This also includes an improved procedure to transfer the system database to a new DBMS or a new database server. The procedure is now easier to follow and additional checks have been added, to protect against user mistakes.

Upgrade impact: To protect against potentially serious data loss, it is no longer possible to specify a non-empty database as the new system database (and have LISTSERV Maestro clean it for you) when moving to a new system database. If necessary, you must clean the new system database manually from any existing data before you can use it.



- **Improved Database Plugin Management**

Administrators no longer have to manually register or deregister database plugins. They can simply select those plugins that they want to allow from the list of all supported plugins. This setting can be defined on default application level and also be overridden individually on group or user level.