



What's New in **LISTSERV** **Maestro 5.0**

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This document describes the new features that have been introduced with LISTSERV Maestro 5.0 in comparison with LISTSERV Maestro 4.0.

The information furnished in this document is meant as an introduction to installing and administering a LISTSERV Maestro installation. For further in-depth information that may be helpful before initiating an installation, please see the LISTSERV Maestro Administrator's Manual (available at <http://www.lsoft.com/manuals.html>).

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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

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1 End User Features

1.1 Spreadsheet Document Import

Using data from spreadsheet document files has been simplified.

Uploaded Spreadsheet Details

The uploaded spreadsheet contains multiple datasheets.
Please select the sheet which contains your recipients.

File Name: listSubscribers1000.xls

Sheet Name: ▼

Preview

| Column 1 | Column 2 |
|---------------|----------|
| EMAIL | NAME |
| test1@rgw.de | Name |
| test2@rgw.de | Name |
| test3@rgw.de | Name |
| test4@rgw.de | Name |
| test5@rgw.de | Name |
| test6@rgw.de | Name |
| test7@rgw.de | Name |
| test8@rgw.de | Name |
| test9@rgw.de | Name |
| test10@rgw.de | Name |
| ... 1003 more | |

OK Cancel

Data from spreadsheet document files can now be imported directly, i.e. it is no longer necessary to first export the spreadsheet data to a text file. (Shown above: A spreadsheet document is imported for use as mail job recipient data).

This new method of direct spreadsheet import is also available when importing subscriber data into a hosted list or dataset in your hosted recipient warehouse.

Various spreadsheet formats are supported, including OpenOffice and LibreOffice formats and various versions of Microsoft Excel, including most recent and historic versions.

1.2 Recipients Type “Send to Hosted Recipient List”

Sending to subscribers of a hosted recipient list has been simplified. Now the desired hosted recipient list and the desired subscriber subset condition can be defined directly in the recipients wizard without preparing a recipient target group first:

Define Recipients

[Options](#) [Source](#) [Source Details](#) [Recipients Details](#) [Summary](#)

[Cancel](#) [<- Back](#) [Next ->](#) 

Source Details: List Subscriber Subset

Define the subset of list subscribers that you want to send the mailing to.

Selected List: [Product Announcements](#)

Subscriber Subset: [Subset Details](#)

(**Note:** Advanced conditions with more complex boolean logic involving more than one list profile field are still available via the target group feature.)

1.3 Single-List Membership Area

A new “Single-List Mode” has been introduced for membership areas that contain only one single recipient list. Once this mode is activated, a simplified list-centered user interface for the list subscribers is used instead of the many-list membership area user interface (which is still supported).

Gadget Newsletter Subscription Details

[Logout](#)

[Unsubscribe](#) [Change Password](#)

[Edit Profile](#)

Email Address: test1@rgw.de

Name: Tester Nr. 1

Subscription Status: Active (receiving mails)

1.4 Basic User Interface Mode

For users needing only one hosted recipient list and default tracking settings, a new simplified user interface mode has been introduced. (This new interface mode is called “Basic Mode” whereas the standard user interface mode from pre-5-0 versions is still available and has been called “Advanced Mode”.)

Immediate access to the single hosted recipient list (which is also preselected as target recipient list for mail jobs) is integrated into the account mode. (The advanced multi-dataset and multi-list recipient warehouse is still available if the account is configured as “Advanced Mode” when it is configured in the Administration HUB).

Dashboard

Start Here

- Mail Jobs
 - All Mail Jobs
 - Mail Jobs by Folders
 - My First Campaign
 - First Steps
 - Samples
- Subscriber List
- Reports

"Start Here" Homepage

The "Start Here" homepage is your central location from where you can begin exploring LISTSERV Maestro.

See below for some typical first steps for first-time users.

Customizing LISTSERV Maestro

Connect LISTSERV Maestro to your Twitter and Facebook accounts [Show Me](#)

Your LISTSERV Maestro Statistics

| | | | | | |
|-----------------|-----------|----------------------|------------------|-------------------|------------|
| Open Jobs: | 32 | Subscribers on List: | 1,020 | Emails Delivered: | 283 |
| Ongoing Jobs: | 0 | Maximum List Size: | 1,000,000 | | |
| Completed Jobs: | 13 | | | | |

Recent Mail Job Tracking Data

| Job ID | Job Name | Total Recipients | Viewed | Ignored | Bounced | Click Rate |
|---------|--|------------------|----------|--------------|----------|------------|
| 111017D | October Newsletter Issue | 1 | 0.0% (0) | 100.0% (1) | 0.0% (0) | 0.0% (0) |
| 110826B | New Mail Job - Copy - Copy - Copy - Copy | 121 | 5.0% (6) | 95.0% (115) | 0.0% (0) | 0.0% (0) |
| 110826A | New Mail Job - Copy - Copy - Copy | 121 | 0.0% (0) | 100.0% (121) | 0.0% (0) | 0.0% (0) |
| 110617F | New Mail Job - Copy - Copy | 31 | 0.0% (0) | 100.0% (31) | 0.0% (0) | 0.0% (0) |

Note: The “Start Here” homepage shown above (and the following screen shots) requires that the user account is defined with “Basic User Interface Mode” when it is created in the Administration Hub.

Mail Job Definition - Create

1 Create
Next ->
2 Test
Next ->
3 Send
Save & Exit
Cancel

From: trial1@rgw.de [Edit](#) [New](#)
To: All subscribers on list [Subset Details](#)
Subject:

HTML Content | Text Content | Attachments [Template Gallery](#)

Edit the HTML content: Click-and-fill template with editable fields (0 of 6 fields are completed). Click on a field below to edit it or [Show Field List](#).

If you have trouble viewing this newsletter, [click here](#).

To ensure that this newsletter is delivered to your inbox, add {{*FromAddress}} to your address book.

Lorem ipsum dolor: Lorem ipsum dolor

In this Newsletter:

Lorem ipsum dolor | Lorem ipsum dolor | Lorem ipsum dolor | [Subscription Details](#)

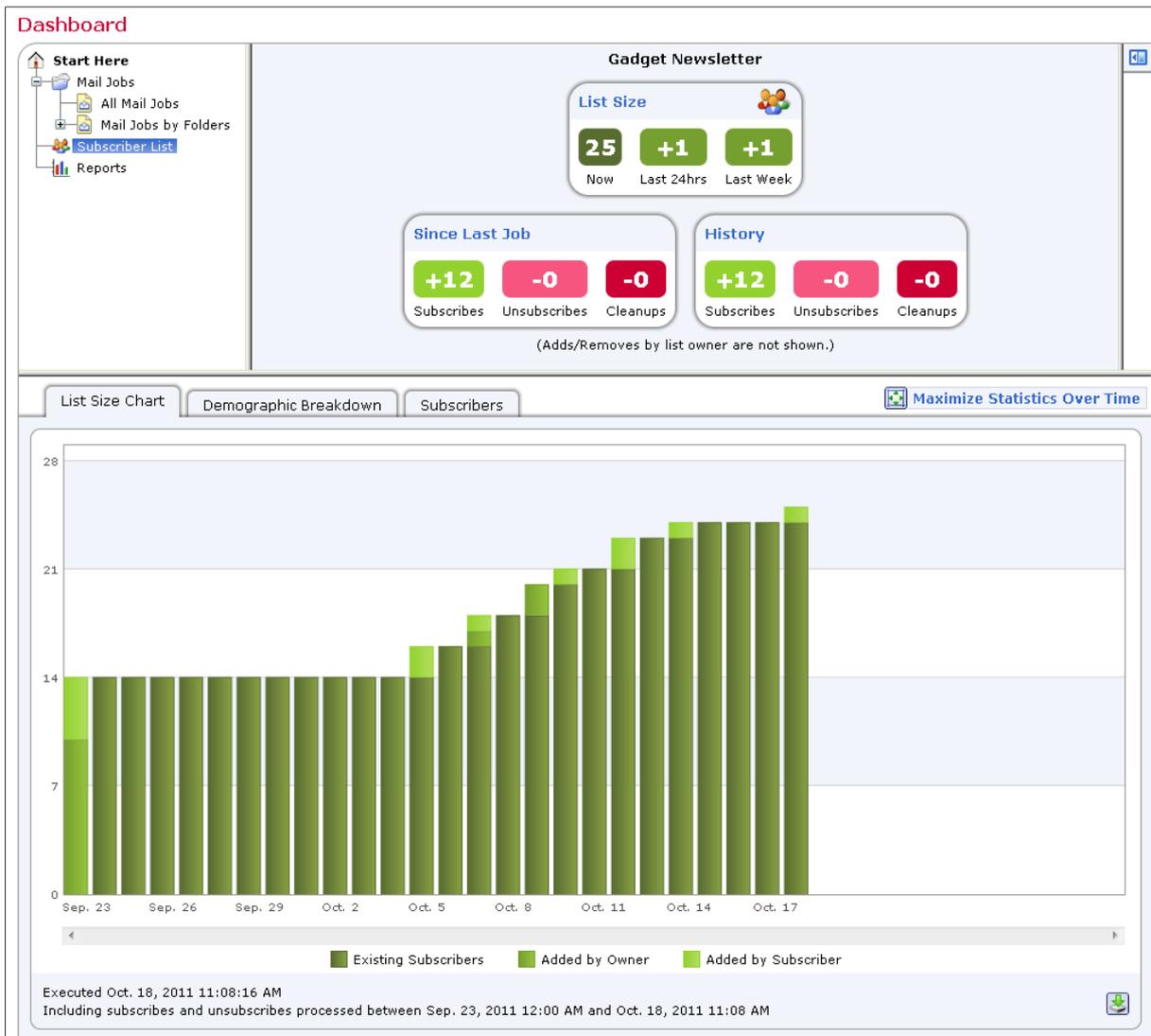
Lorem ipsum dolor

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus erat. Fusce varius risus bibendum massa. In magna odio, euismod nec, hendrerit eu, ornare ut, ligula. Vivamus nisl turpis, lacinia quis, interdum sed, rhoncus non, libero. Maecenas enim. Vestibulum tempus. Vestibulum odio. Pellentesque

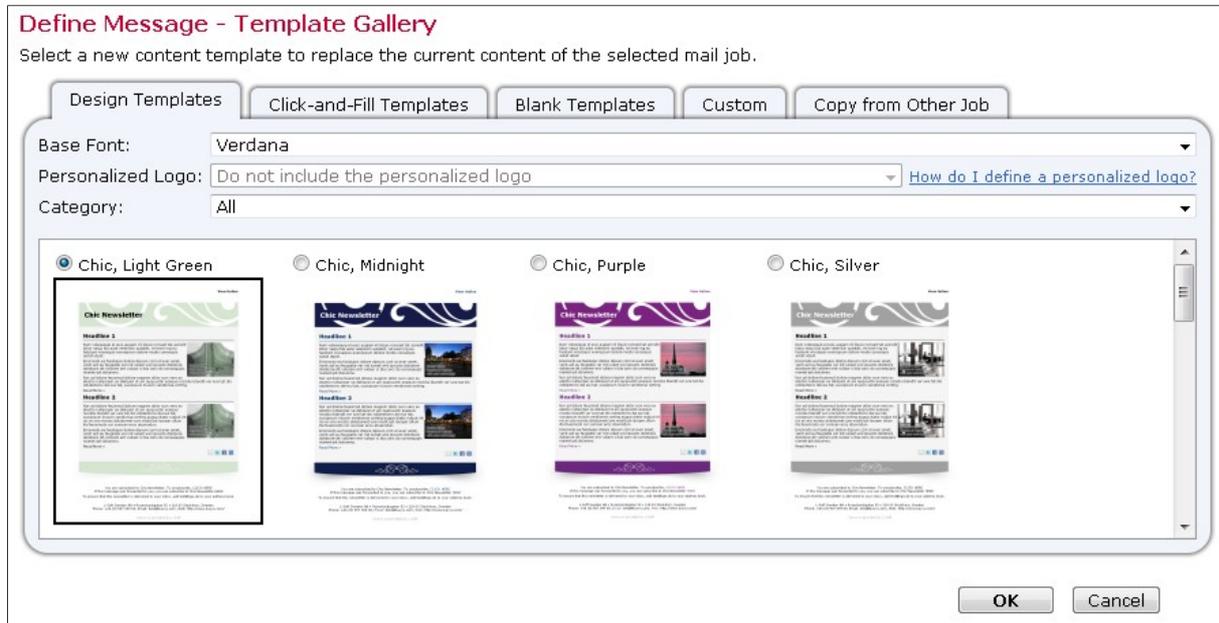
[Change template colors and font](#) Preview with linked images Preview with inline images

In basic user interface mode, tracking settings are configured automatically for each mail job and mail jobs are defined on a three-step wizard page (shown above) in a manner similar to popular e-mail clients. This page also includes the sender definition (under “From:”) and the recipients definition (under “To:”).

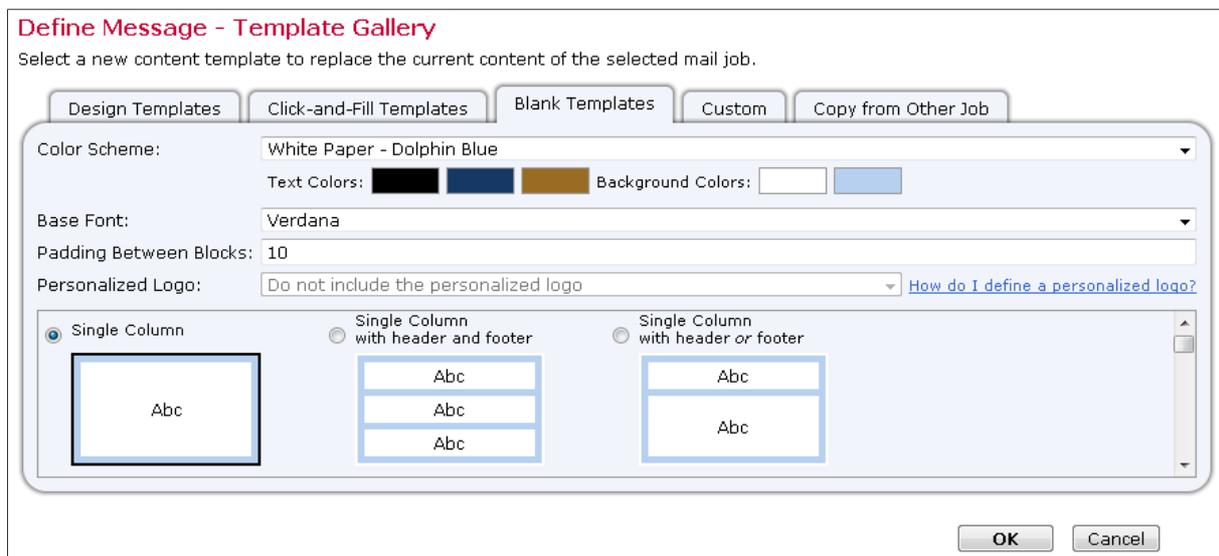


1.5 Template Gallery

In addition to the (still available) options to define custom HTML content manually, by uploading or by using a user-defined click-and-fill template, the template gallery of LISTSERV Maestro 5.0 offers two new types of content templates: Design Templates and Blank Templates.



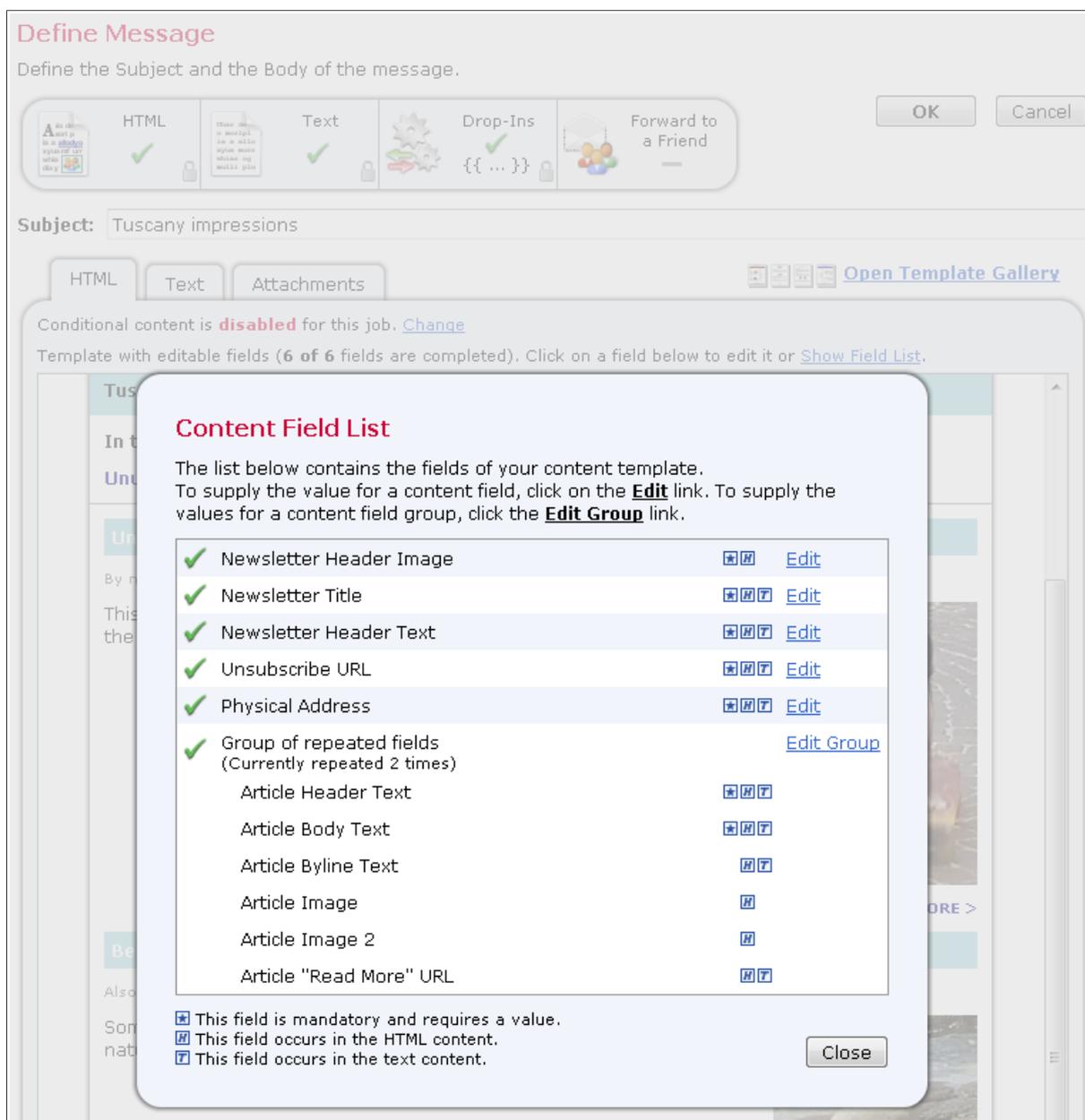
Templates of the type shown above come with a fully elaborated HTML design that contains content blocks that are editable via a point-and-click user interface.



Blank templates (shown above) instead only define the placement of one or many editable content blocks in a side-by-side or vertical manner (or a combination of the two).

1.6 New User Interface for Click-And-Fill Templates

Editing the placeholder values of click-and-fill templates has been simplified in LISTSERV Maestro 5.0. The new user interface combines logically related placeholders into repeated field groups, making editing the content based on templates with a complex structure an easy task.



Above: The new Content Field List popup dialog showing the placeholder structure together with indicators that show which of the placeholder values have already been supplied and how many instances of repeated placeholders have been defined.

Below: All values of logically related placeholders in a multi-repeat group are being edited.

Group of Repeated Fields

Supply the values for the repeated field group below. To select a different field, click its value in the list below.
Click **Add Field Group Instance** below to create an additional instance of the same group of fields.

Instance 1 of Field Group

Article Header Text*: Unusual Means of Transportation

Article Body Text*: This little dog on a skateboard was the star of a show taking place in the town of Grosseto (Tuscany).

Article Byline Text: By me

Article Image:
(Plain text)



[Change Image](#)

Title: The skateboard dog

Article Image 2: <not supplied>

Article "Read More" URL: http://www.lsoft.com

Instance 2 of Field Group

Article Header Text*: Beach Art: By Man and Nature

Article Body Text*: Some stones stacked by tourists and a flotsam tree smoothed by nature.

Article Byline Text: Also by me

Article Image:



Article Image 2:



Fields marked with an asterisk (*) are mandatory and require a value.

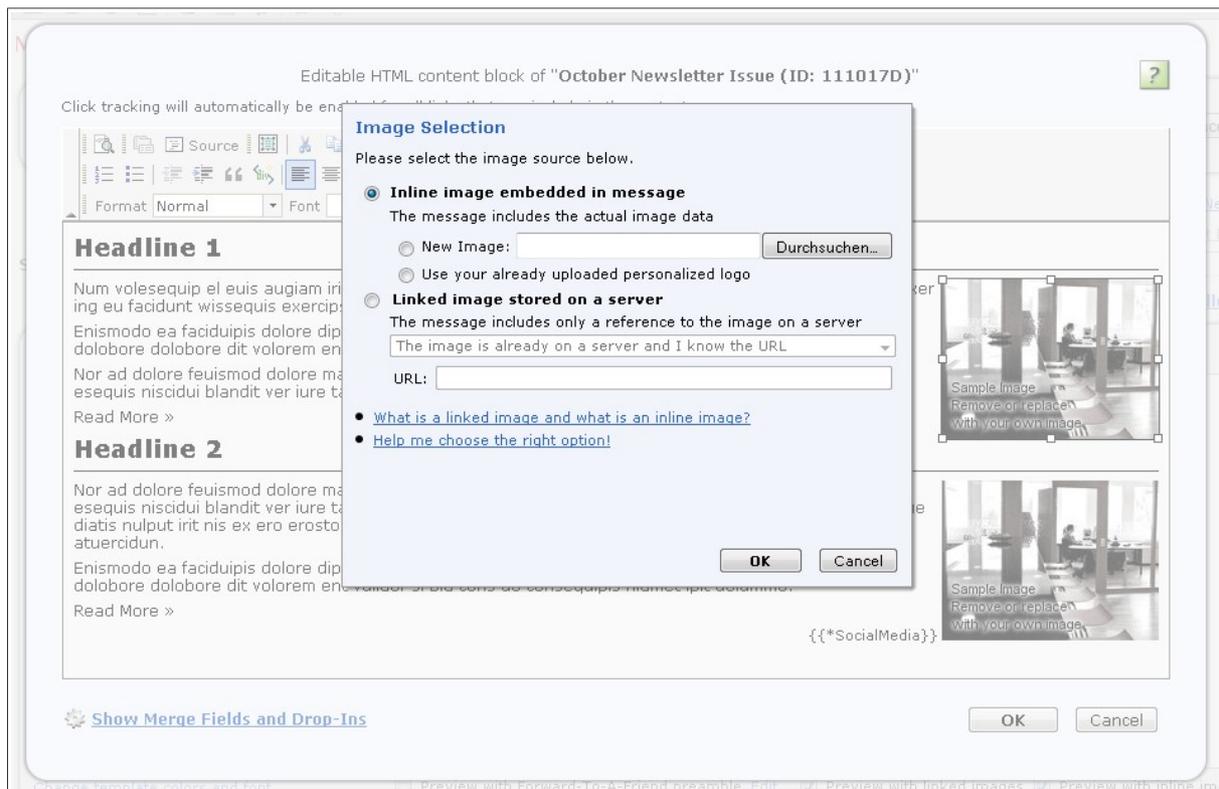
[+ Add Field Group Instance](#) [Show Merge Fields and Drop-Ins](#)

1.7 New Options for Images

LISTSERV Maestro now supports three options when editing new or already uploaded images of your mail job content:

1. Upload the image and send it "inline" embedded into the message
2. Provide an image URL (and maintain the image data on an external server)

3. Upload the image and use an image URL pointing to the Maestro server (no need to maintain the image data on an external server, this is provided automatically by Maestro)



These new options are also available for existing images that have been added or uploaded previously to the HTML content of your mail job.

1.8 Social Media Sharing and Publishing

LISTSERV Maestro now supports social media sharing and publishing. To let your subscribers share your message via their preferred social network, use a simple new drop-in to include a bar of social media sharing icons similar to the one below to your mail job content:



If your organization is active on Twitter or Facebook, LISTSERV Maestro now supports publishing a short text with a link to your message on Twitter (or, similarly, on Facebook) by using a simple message dialog like the one below:

HTML Text Attachments Social Media

Twitter

Upon successful delivery of this mail job, the following message shall be published on Twitter, using the Twitter account `rgw_test`:

Check out our new product information: `{{MessageURL}}`

[Edit Message](#)

Define Twitter Message 70

Check out our new product information: `{{MessageURL}}`

Leave empty to **not** publish a message on Twitter.
Use the placeholder `{{MessageURL}}` to specify where the view-URL for your message is supposed to appear (mandatory).

OK Cancel

Upon delivery of the mail job, this causes Maestro to publish a tweet similar to this one:

What's happening?

Timeline @Erwähnungen Retweets Suchen Listen

 **rgw_test** RGW Tester
Check out our new product information: vetinari.isoft-germany.de/z/Oi9mvluijht0d
vor 3 Minuten

Mail Jobs Overview

Mail Jobs

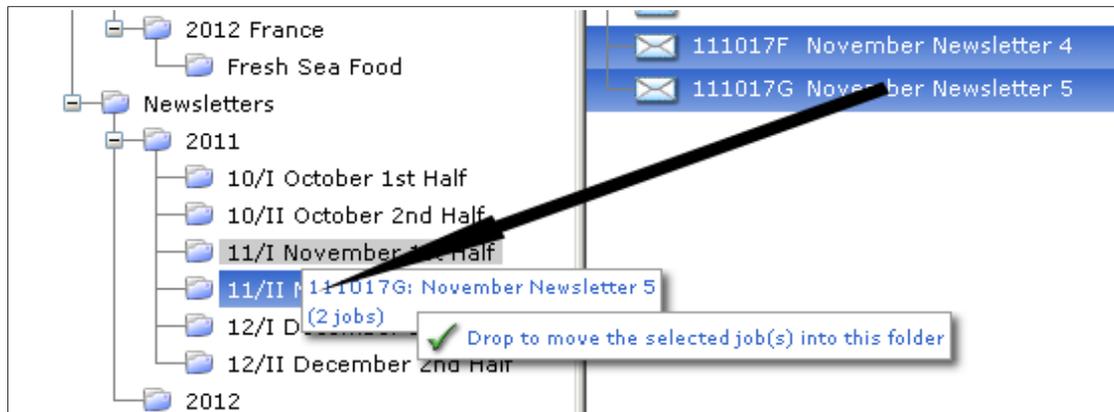
- All Mail Jobs
- Mail Jobs by Folders
 - Custom Product Announcements
 - 2011 Italy
 - 2009 Red Wines
 - 2012 France
 - Fresh Sea Food
 - Newsletters
 - 2011
 - 10/I October 1st Half
 - 10/II October 2nd Half
 - 11/I November 1st Half
 - 11/II November 2nd Half
 - 12/I December 1st Half
 - 12/II December 2nd Half
 - 2012

Open Jobs (4) Ongoing Jobs (0) Completed Jobs (0) [Advanced Filter Settings](#)

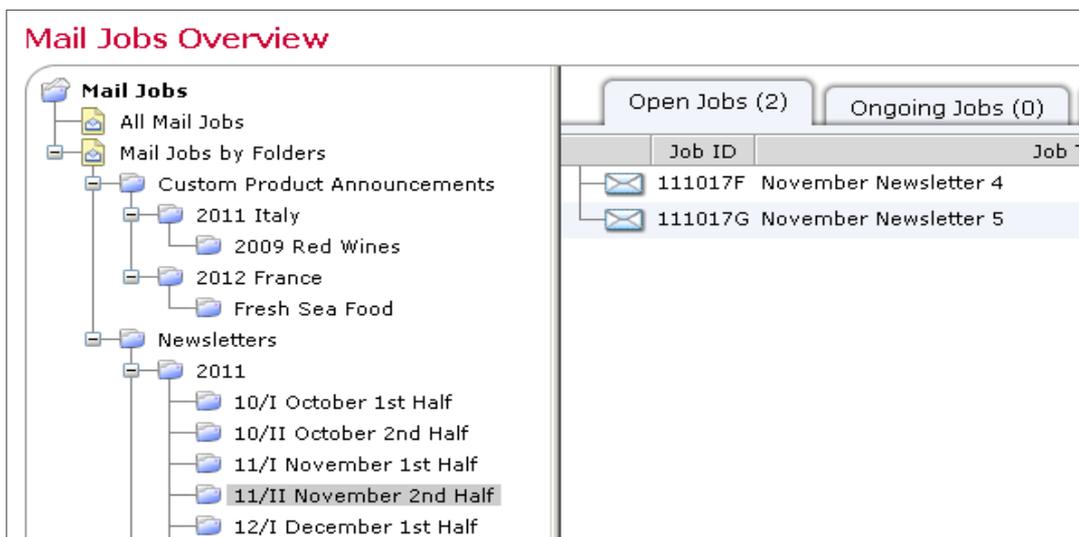
| Job ID | Job Title | Mail Type | Authorization Due By |
|---------|-----------------------|-----------|----------------------|
| 111010B | November Newsletter 1 | Plain | --- |
| 111010A | November Newsletter 2 | Plain | --- |
| 111017E | November Newsletter 3 | Plain | --- |
| 111017F | November Newsletter 4 | Plain | --- |

This allows you to group your mail jobs into folders similar to file folders known from desktop operating systems.

The new job folders and job lists can be maintained with standard drag/drop:



Performing the drag/drop operation shown above gives the result shown below:



1.10 Unsubscribed Address Protection

LISTSERV Maestro 5.0 now protects unsubscribed addresses from being accidentally added back to your list (this also covers bounced addresses). During bulk import, bounced and unsubscribed addresses are skipped automatically. When adding addresses one at a time, a warning and a checkbox are shown, to allow a manual override.

1.11 Mini-Subscribe Form

LISTSERV Maestro 5.0 supports a new method to integrate list subscription with your website.

As an alternative to using a link that points to the subscribe page hosted at the LISTSERV Maestro server, it is now also possible to embed an HTML `<form>` tag directly into the code of your website.

Logged in as: standard Selected Recipient Dataset: ACME List Subscribers; Selected List: Product Announcements

LISTSERV Maestro 5.0 ?

Mail Job Report Recipient Warehouse Utility Dataset Hosted List Back To Preferences Logout

Product Announcements Mini Subscribe Form

If you want to embed a mini subscribe form for **Product Announcements** into your own website, use the form shown below.

You can also link directly to the public subscriber pages: [View Subscriber Access URLs](#)

Mini Subscribe Form Sample

Mini Subscribe Form Source Code

To add a mini subscribe form like the one shown above into your own website, copy the HTML form source code shown below and include it at the appropriate location of your website.

```
<form method="POST"
  action="http://vetinari/list/action/subscribeStep1.do?L-
Soft.outsideSubscribe=true&lui=luijht0&mContainer=14&mOwner=N13&mListId=HL%2318">
  <input name="mAddress">
  <input name="ok" value="Subscribe" type="submit">
</form>
```

The mini-subscribe form display page (shown above) informs you about the details of the <form> tag that you need to embed into your website.

1.12 Upper Limit of Mails per Subscriber

LISTSERV Maestro 5.0 allows you to control how many mails per a certain number of days are sent to a subscriber at maximum. A record is kept of how many mails each subscriber has received in the supplied number of days and further mails to subscribers whose limit has been reached are suppressed.

1.13 Simplified User Interface for Profile Field Customization

In previous versions, profile field style customization was performed by supplying a list of key/value pairs of style definition properties. LISTSERV Maestro 5.0 improves upon this by allowing you to edit the default profile field style like this:

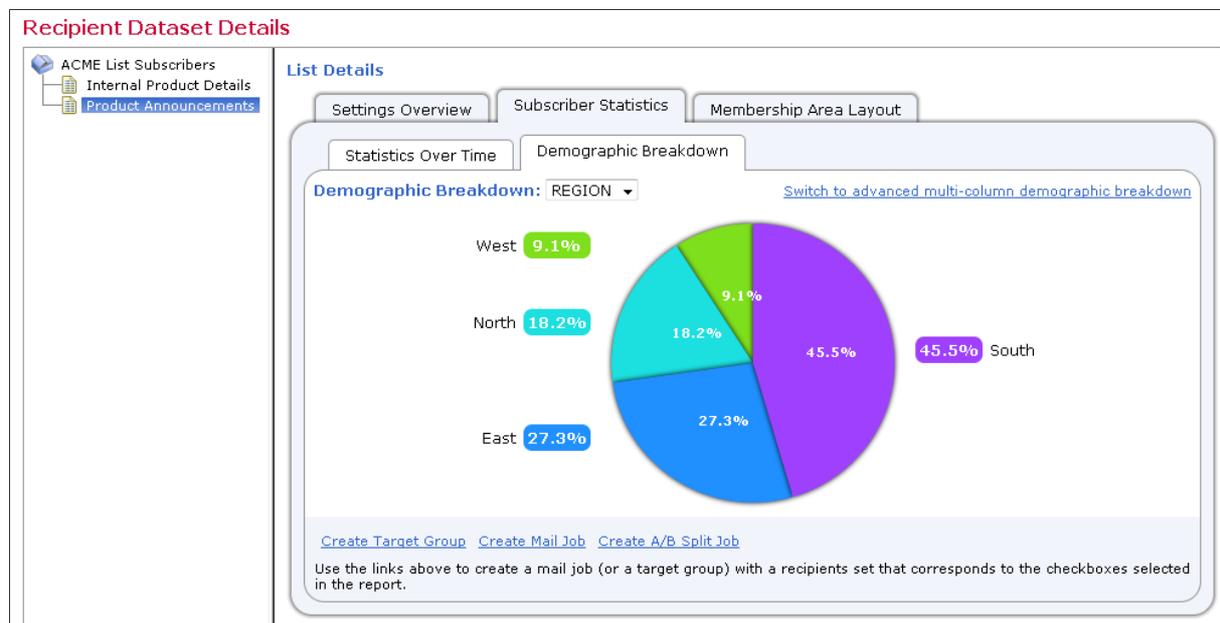
The screenshot shows a web interface for 'Recipient Dataset Details' with a sidebar containing 'ACME List Subscribers', 'Internal Product Details', and 'Product Announcements'. The main area has tabs for 'List Details', 'Settings Overview', 'Subscriber Statistics', 'Membership Area Layout', 'Subscriber Pages', and 'Default Profile Field Styles'. A modal dialog titled 'Edit Default Style: "REGION" Field' is open. It contains a help icon, a text block explaining that settings define the input control rendering, and a dropdown menu for 'Type of Input Control' with options: 'Array of Radio Buttons', 'Drop-Down Menu (Single Select)', and 'Array of Radio Buttons'. Below the dropdown are 'Standard Settings' and 'Advanced Settings' tabs. Under 'Standard Settings', there are two fields: 'Array Size' with a dropdown set to 'Automatic Rows and Columns' and an empty input field, and 'Grid Orientation' with a dropdown set to 'Horizontal' and an empty input field. 'OK' and 'Cancel' buttons are at the bottom right.

Also new in LISTSERV Maestro 5.0: The profile field style customization is also applied to the subscriber add/edit pages used by the data administrator:

The screenshot shows a form titled 'Shared Fields in Dataset' with a light blue background. It contains the text 'Email Address*: test@lsoft.com'. Below this is a section titled 'List Specific Fields' with a 'Name:' label and an empty text input field. Underneath is a 'Region*:' label followed by four radio button options: 'North', 'East', 'South', and 'West'. At the bottom of the form, a note states '(Values marked with an asterisk <*> are mandatory.)'. 'OK' and 'Cancel' buttons are located at the bottom right of the form.

1.14 Simplified Demographics Report

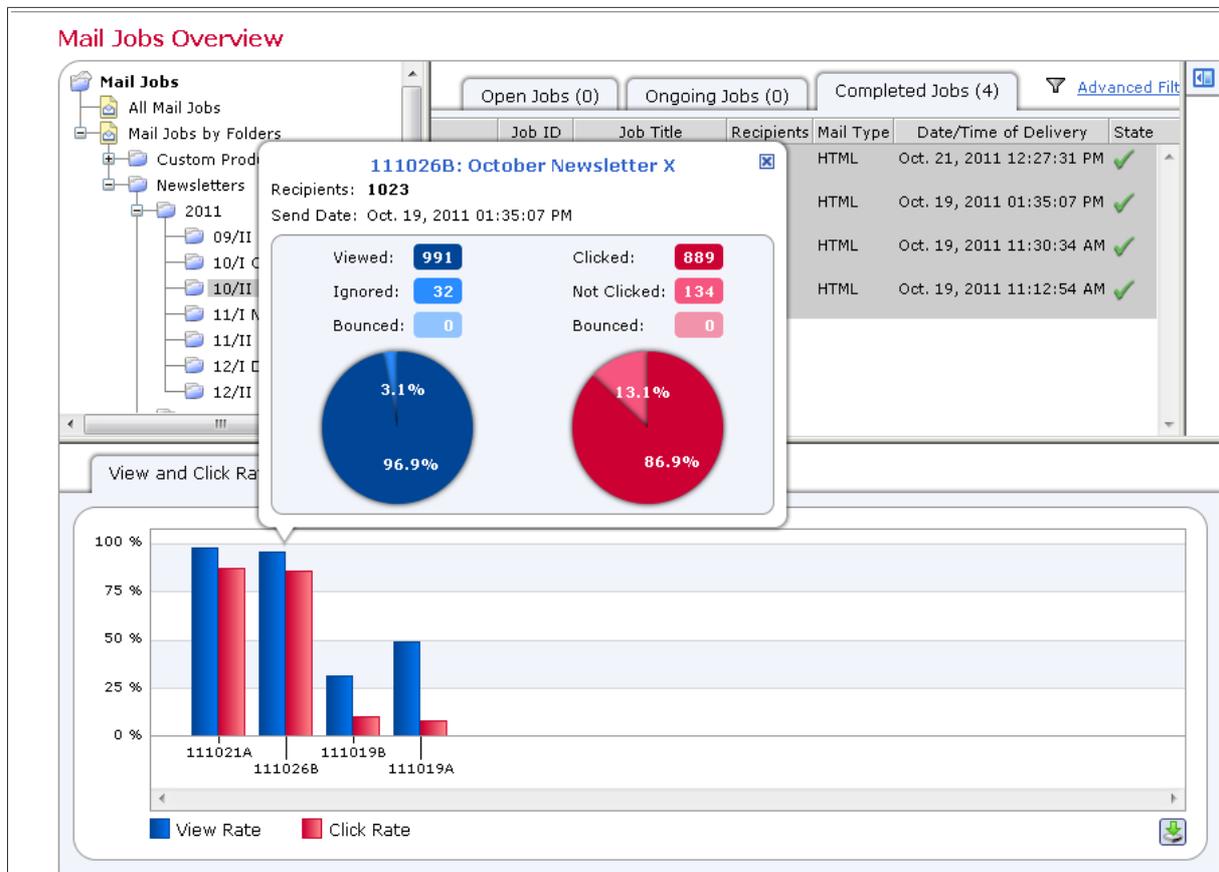
Demographic reporting has been made easier in LISTSERV Maestro 5.0:



The new single-field demographics report (shown above for an advanced-mode multi-list dataset) is also available for the basic-mode hosted recipient lists. (Multi-column demographic reports are still available to cover the more complex case of for example a breakdown on two fields, e.g. a field like REGION above combined with a GENDER field).

1.15 Overview Tracking Report for Multiple Jobs

Integrated with the new job list user interface, LISTSERV Maestro 5.0 has added a new multi-job tracking overview report:



This new report offers at-a-glance tracking statistics comparison for multiple jobs that are selected on the "Completed Jobs" tab of the "Mail Jobs Overview" page.

2 Administration Features

2.1 Send Message to Maestro Users

The ability to send notification email messages to LISTSERV Maestro user accounts (or multi-account groups) has been added.

Send Notification Email

The notification email defined below will be sent to the group **myaccounts** using the following email addresses:
account1@rgw.de; account2@rgw.de; myaccounts@rgw.de

Sender Address:

Subject:

Message:

Hi!

We will be performing scheduled maintenance operations as follows:

2/11/2011: Upgrade Server OS (exp. downtime window: 5 PM EDT - 8 PM EDT)
4/11/2011: Upgrade Database (exp. downtime window: 5 PM EDT - 10 PM EDT)

Regards,

The Admins|

Above: Sending a notification email to all notification addresses that are configured for the selected group and all accounts in the group.

Below: Sending a notification email to all notification addresses that are configured for the selected account.

Send Notification Email

The notification email defined below will be sent to the account **account1** using the following email addresses:
account1@rgw.de

Sender Address:

Subject:

Message:

2.2 Copy User Accounts / Groups

The new “Copy User Account” and “Copy Group” features allow the administrator to quickly create new accounts and groups with settings copied from existing accounts / groups.

Copy Group

A copy of the selected group **myaccounts** will be created with the group name specified below. In the new group, a copy of each account in the original group will also be created.

New Group:

Above: Copying a group and all accounts in the group. This copies all group and account settings that are configured in the Administration Hub but does not copy any data in LUI such as mail jobs or hosted data.

Below: Copying a user account is also supported. Settings are copied similarly as above, the new account is created in the same group (if any) as the original account.

Copy User Account

A copy of the selected account **account2** will be created with the account name and password specified below:

New User Account:

Password:

Confirm Password:

2.3 Suppression Lists

“Do Not Send” lists are now configurable both by the administrator or by privileged user account holders. These lists can be assigned exclusively to accounts/groups or can be shared across several accounts/groups, depending on the organizational requirements.

Browse / Edit Suppression List Entries

Selected Suppression List: <Default Suppression List>

This page lists the addresses on the selected suppression list

Page: **1** [selected by filter: 3 of 3 addresses] [Delete](#)

| Address | |
|-------------------------------|------------------------|
| <input type="text" value=""/> | |
| nomailtome2@rgw.de | Delete |
| nomailtome3@rgw.de | Delete |
| nomailtome@rgw.de | Delete |

Above: The addresses on the default suppression list.

Below: A data administrator is trying to add a suppressed address to his hosted recipient list.

Add Single Subscriber to List

The following errors have occurred:

- The email address provided is on the suppression list and must not be added to any dataset.

This will add a new subscriber with the email address **nomailtome@rgw.de** to the list **Product Announcements**.

A subscriber with the given email address is not yet in the recipient dataset. If you proceed, the subscriber will be added to the dataset and subscribed to the list with the values you specify below.

Shared Fields in Dataset

Email Address*: nomailtome@rgw.de

Prefer Text Messages:

List Specific Fields

First Name*:

Last Name*:

Organization*:

Region*: North East South
 West US

Product*:

Url:

Sales Rep Name:

Sales Rep Email:

(Values marked with an asterisk <*> are mandatory.)

2.4 Rename Group

The ability to rename a group (while keeping all settings) has been added.

Edit Group

Edit the settings of the group as required.

Group Name:

Email Notifications:
Any email notifications sent to this group by the LISTSERV Maestro administrator shall be sent to the following addresses, in addition to any addresses that may be configured for individual accounts in the group (one per line):

myaccounts@rgw.de

Above: The new “Edit Group” page with edit fields for the group name and the group-wide notification addresses.

2.5 “Forgot Password” and “Forgot User Name” Pages

LISTSERV Maestro 5.0 has added the ability for account holders to handle the situation of a forgotten user name or password without involving manual work by the system administrator.

Forgot Your LISTSERV Maestro Password?

Please enter your user name and a new password. LISTSERV Maestro will send an email to the address used to register your account. Be sure to click on the confirmation link in the email to activate your new password.

Account Information

User Name:

Group:

Password

New Password:

Confirm Password:

Above: A LISTSERV Maestro account holder has forgotten the account password and use the new “Forgot Password” page to define a new password. (**Note:** This requires additional configuration on the LISTSERV Maestro server and is disabled by default for backwards compatibility).

Below: Similarly, if the account holder has forgotten the account user name, the new “Forgot User Name” page allows the user to recover from this.

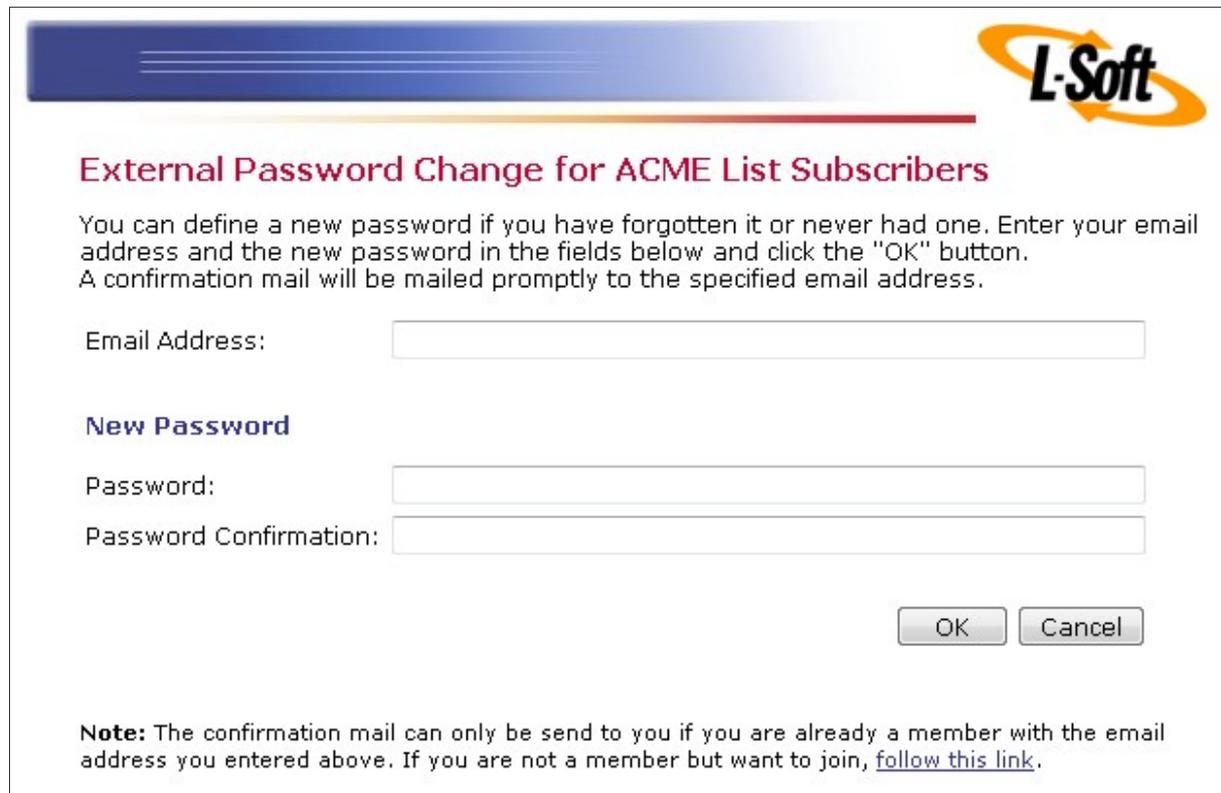
Forgot Your LISTSERV Maestro User Name?

Please enter the email address that is registered for your LISTSERV Maestro account. LISTSERV Maestro will send an email with your user name to this address.

Email Address:

2.6 Security Enhancement: “External Password Change” instead of “Request Password” (for subscribers)

Similar to the approach chosen for the “Forgot Password” page above, dataset members now no longer can request their subscription password via email. This requires sending the subscription password verbatim and is seen as a security weakness. To improve this, LISTSERV Maestro 5.0 instead uses the “External Password Change” page, shown in the screen shot below.



External Password Change for ACME List Subscribers

You can define a new password if you have forgotten it or never had one. Enter your email address and the new password in the fields below and click the "OK" button. A confirmation mail will be mailed promptly to the specified email address.

Email Address:

New Password

Password:

Password Confirmation:

Note: The confirmation mail can only be send to you if you are already a member with the email address you entered above. If you are not a member but want to join, [follow this link](#).

2.7 Administrative Messages

To augment the messages that are shown when login is already locked, LISTSERV Maestro 5.0 has added support for messages that are shown during normal runtime, for example to announce an upcoming maintenance downtime.

Three messages are supported, each shown at different location in the LISTSERV Maestro User Interface to all users:

Administrative Messages

Supply the administrative messages that you want to display, or leave empty where no message shall be displayed.

Message to show at the top of each page:

Scheduled Maintenance at 11/01/2011 4 AM EDT

Message to show at the bottom of the login page:

We will be performing scheduled maintenance at 11/01/2011 4 AM EDT

Message to show on a separate message page, immediately after login:

If you have important mailings to go out at 11/01/2011, please notify us ASAP

With the text supplied above under “...at the bottom of the login page”, the login page is augmented as shown below:



After login, the two texts supplied above under "...at the top of each page:" and "...immediately after login:" appear as shown below:

Scheduled Maintenance at 11/01/2011 4 AM EDT

Logged in as: standard

LISTSERV Maestro 5.0

Mail Job Report Recipient Warehouse Utility Back To Preferences Logout

LISTSERV Maestro

If you have important mailings to go out at 11/01/2011, please notify us ASAP

OK

Shown below: The dashboard with the administrative message at the top.

Scheduled Maintenance at 11/01/2011 4 AM EDT

Logged in as: standard

LISTSERV Maestro 5.0

Mail Job Report Recipient Warehouse Utility Dashboard Back To Preferences Logout

Dashboard Data retrieved at Oct. 31, 2011 11:11:55 AM. [Refresh](#)

Currently In The System

| | | | | | |
|------------------------|-----------|----------------------------------|--------------|--------------------|--------------|
| <u>Open Jobs:</u> | 3 | Directly Distributed Recipients: | 5,860 | <u>Datasets:</u> | 1 |
| <u>Ongoing Jobs:</u> | 0 | Postings To LISTSERV Lists: | 0 | Hosted Lists: | 3 |
| <u>Completed Jobs:</u> | 13 | <u>Reports:</u> | 7 | Hosted Recipients: | 1,024 |
| of which tracked jobs: | 13 | Tracking Events: | 9,728 | | |

Successful vs. Bounced Messages

From: Oct. 1, 2011 12:00:00 AM To: Oct. 31, 2011 11:13:02 AM

[Refresh bounces for jobs in this report](#)

Open-Ups vs. Clicks

From: Sep. 26, 2011 03:01:00 PM To: Oct. 26, 2011 12:28:00 PM

Accumulated.

Clicks on Newsletter Articles

Unique events.

Jobs Due Next

In 24 hours - at Nov. 1, 2011 11:00:00 AM - **111010B: November Newsletter 1**

In 24 hours - at Nov. 1, 2011 11:00:00 AM - **111017E: November Newsletter 3**

(show up to 50 jobs)