LISTSERV Maestro 6.0
What's New

This document describes the main new features in LISTSERV Maestro 6.0.

LISTSERV Maestro Explorer

- The new LISTSERV Maestro explorer is the central page from where the user has access to his dashboard, mail jobs, reports, recipient lists and other objects and settings. It is also the first page that the user sees after login.

- The explorer has two main panes: The tree view on the left side combines all objects in LISTSERV Maestro in a single object tree, for quick and easy access. The details pane on the right side shows the details of the currently selected object.

- The explorer comes with "Back" and "Forward" buttons that allow the user to quickly navigate through his history of selected items.

- It also has a breadcrumb navigation control with which the user can keep track of his location in the object tree hierarchy.

- The structure of the main menu has been changed. Instead of various object specific menus, there is now the "Edit" menu which is automatically adjusted to always show only the actions that are applicable to the currently selected item.

- The dashboard has a new section that shows the tracking results overview of the four most recently delivered mail jobs.

Message Content

- The "Define Message" page has been redesigned and streamlined, for a better overview and less distractions from the actual message content.

- The actual content editor has been considerably enhanced. The editor now uses the full window size, for maximum space when editing the content, with a sidebar for additional controls, for example to insert merge fields or drop-ins, or to change template colors on the fly.

- The HTML editor has been updated.

- The text editor for plain text mails or HTML source code has been greatly enhanced and now supports keyword highlighting, syntax coloring and auto completion.

- When filling out the content of a mail job that is based on a design template or blank template, the editor now allows inline editing of the template blocks right in the full mail content. It is no longer necessary to edit each message block in a separate edit window.

- When filling out the content of a mail job that is based on a click-and-fill template, the editor is now much more streamlined with greatly enhanced usability.

- The subject line now supports the usage of drop-ins in addition to merge fields.

- For a delivered mail job, it is now possible to publish a "Public View URL" that allows anyone who accesses it to view the job's message. This allows the user to publish a link to the job's message on various channels in addition to the original mailing, like on a web page, on a social media website, in an electronic document, or even in print. And of course LISTSERV Maestro tracks any access to these published links.

Recipients & Recipient Warehouse

- When defining the recipients of a mail job, it is now possible to set up a staggered delivery, so that the mail job is not delivered to all recipients at the same time, but instead is delivered in batches, with a delay between the batches.

- For A/B-split jobs with sampling variants, there is now a useful report page that displays the tracking rates of all variants, so that the user can easily see which variant performed best. From this page, the user can then pick the "winner" with a single click. The winner will then automatically be used as the main variant, to be delivered to the main bulk of recipients.

- It is also possible to automate this selection of the "winner". This is done already before delivery of the A/B sampling variants, by defining the rules under which the winner shall be determined. At a configurable time after the delivery of the sampling variants, the system will then automatically pick the winner according to these rules and will use it as the main variant, whose delivery is then triggered automatically, without the need for further user intervention.

- The recipient datasets and hosted lists and their folder trees have been integrated into the main explorer tree.

- There are new and enhanced reports both for datasets and hosted lists, that show the development of the list size and the list's subscribes/unsubscribes over time.

- It is now possible to copy the subscriber pages customization of a dataset or hosted list to another dataset/list.

- It is now possible to define defaults for profile fields in datasets or lists, so that a new subscriber will see the edit controls for the fields already pre-filled with the default values.

Tracking & Reporting

- It is now possible to select a fully automatic tracking definition. With this, the system will always automatically track all trackable elements in the message content. If the user makes changes to the content, the system will automatically scan these changes and update the tracking definition accordingly, without the need for further user intervention.

- Many trackable elements are now always tracked and can no longer be excluded from tracking, as long as tracking is not switched off altogether. This makes the tracking definition more streamlined and easier to use.

- The tracking reports have been modernized and enhanced and at the same time simplified, for better usability and to enhance the information that the user can extract from the reports. The reports now always consist of two charts: An overview bar chart and a time distribution line chart, plus a detailed textual report legend.

- The reports are now integrated into the main explorer tree, and the user can create folders in the tree to group reports together. If such a folder is selected, then the explorer's main pane will display a thumbnail collection of all reports in the folder, giving the user an instant report dashboard.

- For each delivered job, there is now a "Details Report" tab that shows a default tracking report for this job.

- The social media sharing report for a delivered job has been enhanced and a new "Publishing Report" has been added, that allows the user to compare the success of the various publishing channels, for example email in comparison to various social media platforms.

- The page to create a quick report for a selected job has been greatly enhanced, for much better usability.

- The page to edit and define individual report data sources has been updated to be easier to understand and use.

- The "Completed Jobs Statistics" and "Delivered Recipients Statistics" reports have been combined into a new and enhanced "Delivery Statistics" report.

- A new "Tracking Statistics" report allows the user to view the average tracking rate of his mail jobs and compare them to the tracking rate of a specific job. This allows the user to analyze how the tracking performance of his jobs develops over time, and how a given job compares against the average.

Administration

- It is now possible for the LISTSERV Maestro administrator to elevate one or several accounts in a group to "Group Administrators". As a group admin, the account is then allowed to administrate the other accounts in the group, like assigning or revoking account rights, or creating and deleting accounts in the group, without additional help by the main LISTSERV Maestro administrator.

- It is now possible to define several LISTSERV Maestro administrator accounts, in addition to the default "admin" account. That way, different users that all have the role of the LISTSERV Maestro administrator can use different accounts, so that the log file will reflect exactly which administrator performed a certain activity.

- It is now possible for the LISTSERV Maestro administrator to restrict an account from using attachments.

Various

- Wherever there is an input field that expects a date value, LISTSERV Maestro will now show an easy to use calendar-style date picker.

- Wherever there is the need to a select a color, a new interactive color picker is now displayed, that gives access to all 12 million colors.

- Most multi-line text input fields now use the same advanced text editor that is also used for content editing, making use of keyword highlighting, syntax coloring and auto-completion where applicable.