User's Guide to

Campaign 3.0

Arial Software

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Introduction

About This Manual

This manual provides a comprehensive guide for using Campaign 3.0 to produce targeted, automated e-mail campaigns.

Before using Campaign, you should be comfortable performing basic procedures in Windows 95, such as using the mouse to point-and-click, locating and opening files, and using interface elements such as menus and checkboxes.

It is also very helpful to have familiarity with database and e-mail applications, as Campaign works extensively with outside applications and services to produce and send e-mail.

Conventions

This manual uses the following conventions for certain common commands and navigation in Campaign.

This command	Means
Choose View > Messages.	From the main menu, open the View menu, then choose Messages.
Click **Add Task**.	With the mouse, move the pointer over the onscreen **Add Task** button and click once.
Press Delete.	Press the Delete key on your computer's keyboard.
Check the **Enable e-mail scheduling** box.	Click the checkbox labeled **Enable e-mail scheduling**, so that the box contains a checkmark.
Uncheck the **Enable e-mail scheduling** box.	Click the checkbox labeled **Enable e-mail scheduling**, so that the box is empty.

About Campaign

Campaign may change the way you think about e-mail.

You can increase your productivity, efficiency and sales with the quick setup and easy automation that Campaign offers.

With this software, you can create targeted, personalized e-mail campaigns to reach customers, prospects, members and other important contacts. It's a powerful direct marketing tool that lets you use some of the most popular and proven marketing techniques to deliver your message. It's a sales device that automates backend sales with your existing customer base. It's a tool for non-profit fundraising and membership drives, customer service, technical support, online education, and more.

Features

Runs unattended

Campaign can generate and send e-mail by itself. Tell it to run every few minutes, on the hour or once a day. E-mail campaigns are now easier!

And if you have a dial-up Internet account, Campaign can even dial your account automatically.

Automated follow-up

Campaign is the only e-mail tool that lets you automate personalized follow-ups. Turn a one-time broadcast mailing into a sophisticated, ongoing communication with new and existing customers, prospects, group members, or subscribers.

Targeted, personalized messages

You don't have to send the same message to everyone in your database. Target your e-mail to a specific audience, using Campaign's sophisticated and easy-to-use data filtering capabilities.

There's no telltale multiple recipient headers with Campaign, as each recipient sees only their own address in the header. Plus, you can make each message personalized by merging data from your database – no limit on the amount of data that can be merged!

Always current data

Campaign reads data directly from your database.

And there's no exporting. You'll never have to keep track of recipient lists or re-export when the addresses get old.

Use with most popular business databases and PIMs

Read data from Access, dBase or Paradox, or link to your favorite contact manager, like ACT, Approach, GoldMine or TeleMagic.

What's New In This Release

Campaign v3.0 offers a number of improvements and entirely new features since the software's previous release.

Attachments

Attach files to your messages.

Broader database compatibility through ODBC

Campaign can now read data from any ODBC-compliant database, including server-based applications like Microsoft SQL Server, Oracle and Sybase.

Read Access Queries

In addition to reading Microsoft Access tables, Campaign now reads database queries – allowing you to read data across tables or to filter data before it's read by Campaign.

User-defined delay

You can define a brief delay between messages for smoother SMTP sending, which prevents the server from getting overloaded and interrupting your mailings.

More sending options

New compatibility with popular e-mail clients such as Lotus cc:Mail and Novell GroupWise gives you more choices for distributing a Campaign mailing.

Sort Outbox

Preview queued messages in the Out box and sort them by any field.

Scheduler

This new function lets you schedule any Project to run unattended. Set intervals ranging from every 15 minutes to once per day.

Autodial

No need to connect to the Internet manually with dial-up accounts. You can now automatically connect to the Internet as part of any Project!

New .sto files

Create a new Campaign Storage file quickly with a menu command.

Signature

Sign your e-mail without retyping your contact information each time you write a message.

Word wrap

The Message Editor includes a new, fully configurable word wrapping feature that lets you set the length of the text lines in outbound e-mail, without having to add hard returns manually.

System Requirements

To install and run Campaign, your computer will need:

- Windows 95
- 16MB of RAM
- 20MB hard drive space
- Database or Personal Information Manager (PIM)
  (Microsoft Access works best, but Campaign is compatible with many popular applications)
- Working e-mail account and Internet connection

Installation

Campaign is available through the Internet as a WinZip file or self-extracting .exe.

For an extra charge, Campaign is available on CD. The CD costs an extra USD$25 (domestic orders) or USD$35 (international orders).

To install Campaign from a WinZip or self-extracting .EXE files

1. Locate the .exe or .zip file containing Campaign.
2. Close all open applications (very important).
3. Extract the file to a temporary folder on your hard drive.
4. In the temporary folder, locate the file named **setup.exe** and double-click on it.
5. Follow the on-screen Installation instructions.

To install Campaign from CD-ROM

1. Insert the Campaign CD into your CD-ROM drive:
2. Quit all open applications.
3. Open the Windows Start menu.
4. Click **Run**.
5. Type `D:\Setup`, where "D" is the drive letter of your CD-ROM drive.
   If your CD-ROM drive has a drive letter other than "D," substitute the correct letter in the command.
6. Click **OK** and follow the on-screen Installation instructions.

Getting Started

In This Section

Navigating in Campaign

Overview of steps in a mailing

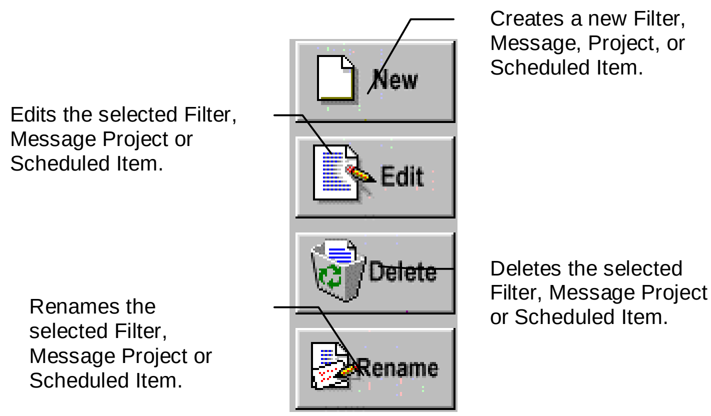
Navigation

When you first open Campaign, you will see the main Projects window.

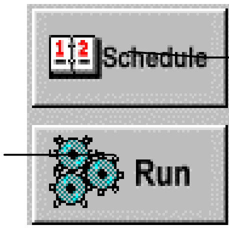
Each of Campaign's primary functions has a window that organizes items for you to choose form. For example, the main Database Filter window lists all the available Database Filters. To access a particular Filter, first open the Database Filter window, find the specific filter you want to open, .

The windows for each function are accessible through the View menu, which is divided into Database Filters, Messages, Projects, and Scheduler.

Windows use the same buttons and commands, which are accessible at the right side of the window.



Additionally, the Project selection window has two extra buttons:



Screens

In addition to the selection windows, each individual function has its own configuration screen.

Database Filter

The Database Filter takes the place of a static address book or recipient list. Instead, Campaign reads addresses directly from your database at the time of the merge, which means you will always have access to the most current information in your database without continually having to export data into lists.

The Database Filter screen is divided by tabs into Basic and Advanced. The Basic screen uses drop-down menus to define a filter, while the Advanced screen lets you type in SQL statements that filter data.

You can send messages to everyone in your database, or you can define an audience based on specific criteria from the database – for example, dates, location, interests, customer status, or any other information in your database.

If your data is in a Microsoft Access database, you can also use a Database Filter to read individual Tables or Queries in your database.

Message

The Message Editor is where you compose or paste your message text. You can also import messages from external text files. The Message Editor also makes it easy to personalize a large mailing by indicating where Campaign should insert data from your database.

On this screen, you can also attach files to your messages.

Projects

Projects may consist of one or more Tasks. A Task is an action that does one specific thing, such as merging e-mail.

Campaign has four types of Tasks.

Merge It

A Merge It Task creates messages by merging data from your data source into your message file, then it queues the resulting messages to the Out mailbox until you are ready to send them.

The Merge It screen is where you choose the message and data to merge.

This screen also lets you set up an e-mail campaign using Campaign's ActiveMail™ technology.

Mail It

The Mail It Task sends queued e-mail from Campaign's Out mailbox.

On the Mail It screen, you can configure the way Campaign sends your e-mail. Campaign works with many popular business e-mail clients and groupware applications, including Microsoft Outlook, Exchange or Windows Messaging; Lotus Notes and cc:Mail; and Novell GroupWise. Or you can easily create a direct connection to your SMTP mail server for faster sending.

RAS Dial

The RAS Dial Task uses your computer's modem to dial up and connect to your Internet account.

This task is especially useful for automating Campaign with a dial-up Internet account (see Automating).

You can still send mail through a dialup connection without using a RAS Dial Task. If you do, however, you will have to log on to the Internet manually before you can send mail.

RAS Hangup

The RAS Hangup Task closes a dial-up Internet connection.

There is no configuration screen for the Hangup task.

Scheduler

Use this screen to automate your mailings. In fact, with the Scheduler, you can automate a whole series of steps in Campaign– generating new messages, connecting to your e-mail account, sending messages, and closing the connection!

You can choose from a range of times for automatically running Campaign Projects – from every fifteen minutes to once per day.

Options

The Options screen lets you specify default settings for Mail It Tasks, such as e-mail account and mail server information.

Mailboxes

Campaign has two internal mailboxes, the Out box and the Sent box.

- The Out mailbox contains messages that are queued and ready to be sent, but have not been sent yet.

  When you merge e-mail, Campaign queues it to the Out mailbox. Messages remain in the Out mailbox until you run a Mail It task.

- The Sent mailbox displays the messages that Campaign has sent.

  Note that messages sent in one mailing will not overwrite messages that are already in the Sent box from a previous mailing. You should delete the contents of the Sent box periodically to conserve hard drive space.

Naming

The only Campaign files that are accessible as files on the hard drive are storage files. Messages, Filters and Tasks are accessible only from within Campaign.

Names for Campaign's Messages, Filters, Projects and Tasks are only for use within Campaign. Therefore, you do not need to follow Windows naming conventions (such as using filename extensions).

To create and name a new item

1. Click **New**.
2. Enter a name in the dialog box.

To rename an existing item

1. Select the item in the selection window.
2. Click **Rename**.

Saving

Work is automatically saved when you exit any configuration screen. You do not need to save your work manually.

Getting Help

Campaign's online help is accessible at any time from the Help menu or by pressing F1 on your keyboard.

The Help menu also provides direct web links – when you choose a web site from the Help menu, Campaign will launch your web browser and point it to the specified web page.

Available choices include:

Frequently Asked Questions

Answers to common questions asked by Campaign users and customers.

Update

Download the most recent updates and patches to Campaign.

Comment

Provide feedback about Campaign.

Support

Send technical support e-mail or learn about our technical phone support plans.

Uses

See suggestions and bright ideas for using Campaign.

Products

Find out about other e-mail marketing software products that can be used with Campaign.

Order

Purchase an unlocking serial number to get the most out of Campaign.

News

Find out the latest news about Campaign and other products.

View Testimonials

Read client comments about using Campaign to provide real-world communication solutions.

Multilingual Marketing

Get information on expanding your e-mail campaign into foreign markets and reaching bilingual audiences in the U.S.

Storage Files

A storage file is a collection of Campaign's messages, projects, filters and mailboxes.

The default storage file is campaign.sto, but you can create and use different storage files.

If you use Campaign for a wide range of different mailings, you probably will want to use different storage files to keep your projects organized.

To create a new storage file

1. Choose File > New Storage File.
2. Use the dialog box to indicate a location for the new file.
3. Name the storage file and click **OK**.

To open a storage file

1. Choose File > Open Storage File.
2. Locate the storage file to use.
   The dialog box will show only storage files (which have the .sto filename extension).

3. Select a storage file and click **OK**.

Maintenance

Much as your computer's hard disk needs regular maintenance, Campaign's storage files should be cleaned up regularly. You can do this by compacting and repairing storage files.

Compacting a storage file

Compacting a storage file helps defragment the file and free disk space.

When you delete items in a storage file, it will eventually become fragmented and use disk space inefficiently. Compacting the storage file helps store the information more efficiently on your hard drive.

WARNING

- Make sure that you have enough hard drive space to hold a temporary copy of the storage file.
  During the compression process, Campaign creates a temporary copy of the storage file. If there is not enough hard drive space on your computer when you compress a storage file, the storage file may become corrupted.
- Before you compact or repair a storage file, always create a backup copy of it to prevent loss of data.

To compact a storage file

1. Choose File > Compact Storage File.
2. Locate the storage file to compact and click **OK**.
3. Click **Yes** in the confirmation dialog box.

Repairing a storage file

The repair function can help restore a damaged or partially corrupted storage file.

WARNING

- Use Campaign's repair function with caution. Before you compact or repair a storage file, always create a backup copy of it to prevent loss of data.

To repair a storage file

1. Choose File > Repair Storage File.
2. In the Browse box, locate the storage file to repair and click **OK**.
3. Click **Yes** in the confirmation dialog box.

Updating storage files

If you upgraded to Campaign 3.0 from a previous version, you can still use your existing storage files. However, previous storage files require some modification to work with Campaign 3.0.

Basic Database Filters in Campaign 3.0 use different logic for filtering criteria. If you used a Basic Database Filter with Campaign 2.5, you will need to modify (or possibly recreate) the filter for use with Campaign 3.0.

If you used an Advanced SQL filter as your data source in a previous storage file, you can use the filter as is with Campaign 3.0. No changes are necessary.

To update a Campaign 2.5 storage file

1. In Campaign 3.0, open the existing storage file (File > Open Storage File).
2. Choose View > Database Filter.
3. Open an existing Database Filter that uses the Basic Filter interface.
4. Find the first database field listed in the Fields column. Open the drop-down operator menu to the right of the database field name. Campaign will auto-detect the database field's type (text, date, numeric or true/false) and list the appropriate set of operators.
5. Choose an operator.
6. If your old filter criteria used a wildcard (*) for text filtering, delete the wildcard and use a different operator (such as 'starts with").
7. If there are additional criteria and operators used in the filter, adjust them as well. Otherwise, exit the current filter screen and edit any other filters that use the Basic Filter interface.

The Mailing Process

Here are the basic steps for creating a mailing with Campaign:

1. Define your audience.

   Campaign's Database Filters determine who will get your message. Use filter criteria to create a profile for your desired audience.
   Do you want to send a message to everyone in your database? First-time customers only? Recipients in a certain ZIP code? Customers who purchased on a certain date?

2. Compose your message.

   With Campaign's Message Editor, you can type in your message directly, or you can paste or import text from an external text file.

   It's easy to personalize messages too, because Campaign can merge any information directly from your database.

3. Merge e-mail.

A Merge It Task generates individual e-mail messages for each of your recipients. On this screen, you will pair a data source and a message file; when the data is merged, it produces a new e-mail message for each recipient. You can also use the Merge It Task to start an automated e-mail campaign that communicates regularly with your customers, prospects, members, or subscribers.

The Merge It screen also provides a powerful marketing tool in Campaign's A/B messaging ability, which allows you to test the response rate and effectiveness of your marketing messages.

4. Send e-mail.

   A Mail It Task actually sends the mail created in the previous step. Messages will be queued in the Campaign Out mailbox until you run a Mail It Task.

   You can open a direct connection to your mail server for the fastest sending, or transfer e-mail to your favorite e-mail client for sending via MAPI.

As you become more proficient using Campaign, you will probably add steps to the simple structure outlined here. For example, you may want to automate a mailing or create an e-mail campaign. Any mailing with Campaign will follow the same basic structure.

Wizard

To help you get started configuring Campaign to generate and send e-mail, Campaign now offers easy setup with the Project Wizard.

The Project Wizard guides you through the steps of a mailing, from writing a message, to merging data, to sending e-mail.

To set up a Project with the Project Wizard

1. Choose View > Projects.
2. Click **New**.
3. When you are asked if you want to use the Project Setup Wizard, click **Yes**.
4. Click **Next** to move forward through the Wizard, or click **Back** to return the previous screen.

Working With Data

In This Section

About Data Sources

When you send e-mail with a typical e-mail client like Outlook or Eudora, you probably store your recipients' e-mail addresses in an address book file. And if you have ever tried to send e-mail to a group, you might have built a recipient list for sending.

But Campaign makes large mailings easy by eliminating lists and address books. Instead, you define your audience with a Database Filter, which reads information directly from your external *database* rather than a list or address book.

The Database Filter also lets you define a particular audience out of all the records in your database. This is an important point -- rather than sending a message to everyone on a list, you are sending a message to selected people in your database who fit a certain profile or meet certain criteria.

One advantage of reading data directly, rather than exporting it into a recipient list, is the ability to use information dynamically. This makes audience management remarkably easy – whenever you add new records to your database or edit existing ones, Campaign will be using the most current sending information. By contrast, if you export addresses to a mailing list, that list becomes outdated as soon as you add or change records in your database.

There are different kinds of Database Filters too. You can create a simple filter in seconds with the easy-to-use Basic screen, or create a more complex one in the Advanced screen.

Defining your audience

A database filter can be simple or complex, able to create a broad-based mailing or one that is highly targeted.

The Database Filter screen is divided by tabs into Basic and Advanced sections.

Configuring a Basic filter

The Basic screen allows you to define a database filter using a series of drop-down menus. This interface is easy to use and well-suited for simple data filtering, but it lacks the power and complexity of the Advanced screen.

The Basic filter screen assembles a Database Filter using three elements: field name, operator and filter criteria.

Field name

The field name refers to a field in your database records. A database filter requires at least one specific field to search, with a maximum of five fields.

Once you enter the location and name of your database file, Campaign can read the field names automatically. Rather than type the field names in manually, you can use drop-down menus to choose the field name from a list.

For example, to filter for customers who live in Texas, the Field name would need to point to the field containing the customers' state of residence.

Also important for Campaign is the field *type*. The field type is important because it affects the way Campaign searches for data. Consult your database documentation for assigning field types.

Operators

An operator describes the relationship between the database field and the filter criteria.

A filter will use different operators, depending on the type of database field you choose. There are unique operators for text, numeric, date, and true/false type fields. Fortunately, you don't have to keep track of all the different operators; Campaign will automatically provide the correct set of operators for each type.

Suppose you choose a text field called LastName. Campaign will read the field and detect that it is a text field. When you open the operator menu, Campaign automatically provides the list of possible operators for searching a text field.

Numeric Field Operators

If the field is a numeric field, there are six possible operators:

Operator	Does this	Example	Valid Values
Equal to	Matches number equal to filter criteria	CustomerID equal to 10	10
Not equal to	Matches numbers not equal to filter criteria	CustomerID not equal to 10	1-9, 11-20
Greater than	Matches numbers larger than filter criteria	CustomerID greater than 10	11-20
Less than	Matches numbers smaller than filter criteria	CustomerID less than 10	1-9
Greater than or equal to	Matches numbers	CustomerID greater than or equal to 10	10-20
Less than or equal to	Matches numbers	CustomerID less than or equal to 10	1-10

Text Field Operators

For text fields, there are four possible operators:

Operator	Does this	Example	Valid Strings
Contains	Matches string anywhere in a field	FirstName contains ph	Philip, Persephone, Joseph
Starts with	Matches string at beginning of a word	FirstName starts with ph	Philip
Ends with	Matches string at end of a word	FirstName ends with ph	Joseph
Exactly like	Matches only the exact string	State exactly like WA	WA

Date Field Operators

For date fields, there are five operators:

Operator	Does this	Example	Valid Date Values
On	Matches exact date	PurchaseDate on 4/26/98	4/26/98
Before	Matches all previous dates	PurchaseDate before 4/26/98	4/25/98 and earlier
After	Matches all subsequent dates	PurchaseDate after 4/26/98	4/27/98 and later
On Or Before	Matches that date and all previous dates	PurchaseDate on or before 4/26/98	4/26/98 and earlier
On Or After	Matches that date and all subsequent dates	PurchaseDate on or before 4/26/98	4/26/98 and later

True/False Operators

For true/false fields, there are two operators that also double as the filter criteria.

Operator	Does this	Example	Valid Values
Is true	Matches field where checkbox is checked	Customer is true	☑
Is false	Matches field where checkbox is empty	Customer is false	☐

Criteria

Filter criteria describe the particular data you want to match. While the Field tells *where* to look for information, the Criteria tells *what* to look for.

So in a Filter locating database records for customers in Texas, the filter criteria would be "Texas."

The Basic Filter accepts up to 3 criteria per database field.

Boolean searches

The Basic Database Filter screen filters data using implied Boolean AND and OR criteria.

In a horizontal row of criteria, the Boolean OR is implied. Likewise, the Boolean AND is implied in a *vertical* column.

Wildcards

Wildcard characters, such as * and ?, are not necessary in a Basic filter, although they will work. They can be used in an SQL statement in the Advanced screen, however.

To define a Basic database filter

1. Choose View > Database Filters.
2. Click **New**.
3. Name the new filter and click **OK**.

   The Database Filter screen appears.
4. Click **Browse**. In the Browse box, you can choose the database to use as your data source. In the Type of Database drop-down menu, specify the format and database application you want to use. Next, locate the database.
5. Click **OK**.
6. If your data source is a Microsoft Access database, use the Table name drop-down menu to choose a specific Table or Query in the Access file.

- **Note**: Campaign may be unable to read Access tables or queries that use special characters (such as dashes or symbols) in the name. Name your Access tables and queries with only standard alphabetic or numeric characters (A-Z, 1-9) for optimal compatibility with Campaign.

7. Locate the column under the heading Database Fields. Click the drop-down box for the top field.
   Notice that the menu lists all the fields in your database. Choose a field containing information to filter. For example, if you want to send messages to customers with the last name of Mandrake, you might choose "LastName".

8. Open the drop-down box in the adjacent field and choose an operator. See Configuring a Basic filter for operators and field types.
9. In the next field, enter filter criteria. See Configuring a Basic filter for more about using filter criteria.
10. Click **Preview** to see the matching database records.
11. When you finish previewing records, click **OK**.
12. Click **Save** to exit the Database Filter.

Configuring an Advanced filter

An Advanced database filter is more flexible and more powerful than a filter created in the Basic screen. However, Advanced filters require some knowledge of Structured Query Language (SQL), a query language used in relational database management.

Advanced filters are actually abbreviated forms of Select…From…Where SQL statements. See SQL in Campaign for more information about SQL.

SQL statements in the Advanced screen allow you to create more detailed filters than is possible in the Basic screen. For example, a Basic database filter can search up to five database fields, while an Advanced SQL filter can search many more fields.

Note: You cannot use the Basic and Advanced tabs within the same filter.

To define an Advanced (SQL) database filter

1. Create or open a Database Filter.
2. Click **Browse**. Use the Browse box to locate the database.
3. In the **Type of Database** drop-down menu, specify the type of database format and application you want to use.
4. Click **OK**.
5. If your data source is a Microsoft Access database, use the Table name drop-down menu to choose an Access table or Query.
6. Click the **Advanced** tab.
7. Type an SQL statement in the Advanced field.

   In the command, you will need to specify the database fields, operators and filter criteria. The statement should be a shortened Select…From…Where statement, without the Select…From.

   For example, to filter for customers with the last name of Shearer, the SQL statement would be:

   ```
   LastName like 'Shearer'
   ```

See SQL Reference for a discussion of using SQL for filtering data in Campaign.

8. Click **Preview** to see the matching database records.
9. When you finish previewing records, click **OK**.
10. Click **Save** to exit the Database Filter.

Compatibility

Campaign works natively with Microsoft Access (.mdb) databases. It also reads database files in other formats. Listed below are the database formats and applications that Campaign can read:

.db (Paradox, ContactPlus)

.dbf (ACT!, dBase, FoxPro, GoldMine, Media Map, Lotus Approach)

.mdb (Access)

.txt (delimited text files)

When you configure a Database Filter, you will need to specify the application and format of your data source, using the drop-down menu in the Browse box:

In addition, you can use Campaign with any ODBC-compliant database.

If your database is not listed in the menu of compatible databases, there are several possible workarounds:

- Save the database file into a format that Campaign can read. The most reliable format is a .dbf file.
- Save or export your data into a comma-delimited text (.txt) file.
- If the application is ODBC-compliant, use the database as an ODBC data source.

Notes for specific database applications

Access

Although you can use it with data sources in a variety of applications, Campaign was designed around Microsoft Access.

If you use Access, note that you must use a particular Table or Query as the data source, and avoid using special characters (such as *, {, /, and other non-alphanumeric characters) to name Tables or Queries.

The ability to use Access Queries provides additional flexibility and added power for using data.

Here are some advantages of using Access Queries:

- Use more than one source

  A Query in Access can read information from several Tables within the same database, while a filter in Campaign can only read from one Table at a time.

- Use Access' native capability and interface

  Campaign's ability to read Queries lets you use the Access environment to define your audience, which eliminates the need to recreate queries with an SQL Database Filter in Campaign.

ACT! 3.0

Symantec's popular PIM works well with Campaign, except for one peculiarity of the ACT! file structure – addresses in ACT!'s E-Mail field are actually stored in a separate file apart from the rest of the database. This structure means that Campaign cannot read the E-Mail field.

The workaround for ACT! is to copy e-mail addresses for your existing contacts into a different, unused database field, such as one of the User fields.

ODBC Databases

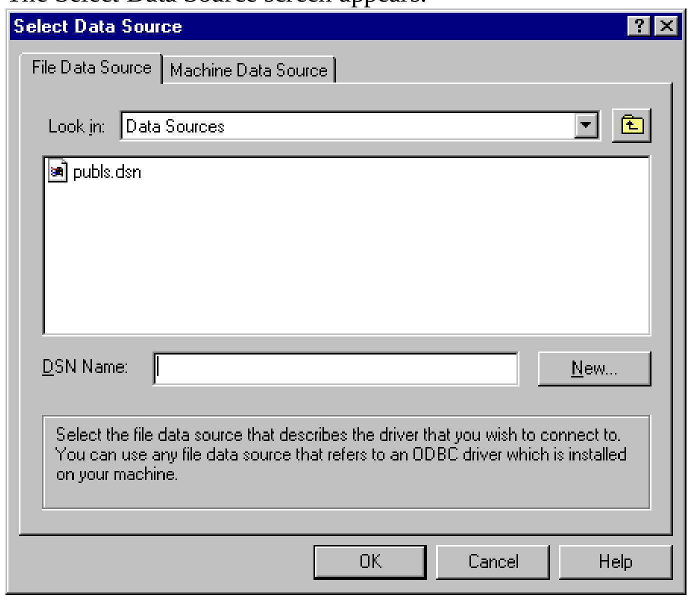
A new feature in Campaign 3.0 is its ability to link to any database using an ODBC (Open Database Connectivity) server.

The ODBC feature allows Campaign to read data from powerful server-based data sources, such as Microsoft SQL Server, Sybase and Oracle.

To read data from an ODBC database

1. On the Database Filter screen, click **ODBC**.

   The Select Data Source screen appears.



2. Choose **File Data Source** if your data source information is stored in a DSN file. Information from a DSN file is accessible to other users and applications in a network, and it will have a .dsn extension.

   The default location for DSN files is C:\Program Files\Common Files\Odbc\Data Sources.

- Choose **Machine Data Source** if your data source information is stored on your computer's Windows Registry.
  Microsoft recommends using a File Data Source instead of a Machine Data Source.

3. Click OK to return to the Database Filter screen. Configure the Filter using the Basic or Advanced interface.

Additional Resources

The Help button on the Select Data Source dialog box brings up Microsoft help files on DSN and ODBC data sources.

For further information about ODBC databases or creating DSN files, first consult your database documentation or system administrator.

You may also want to consult Microsoft's web site – in particular, the Microsoft Developer's Network – which provides both basic and advanced information about using ODBC data sources.

The URL is http://www.microsoft.com

Text Files

Campaign is a sophisticated tool optimized for reading data from a database. However, if you have a recipient list or address book that is not in a database, you can use a tab-delimited text file as your data source.

Make sure the text file follows these conventions:

- Field names are listed in the first row of data.
- Data are separated (delimited) by a comma or tab.
- Each entry is enclosed in quotes.
- Each line has the same number of fields.

For instance, if you list a customer's first and last name, ID number and e-mail address, a tab-delimited text file would look like this:

```
"First"    "Last"     "ID"  "Email"
"John"     "Doe"      "1"   "jdoe@company.com"
"Rita"     "Meter"    "2"   "rmeter@maid.gov"
"Sally"    "Manella"  "3"   "sally@isp.net"
"Larry"    "Looter"   "4"   "larry@school.edu"
```

Messages

In This Section

About Messages

One of Campaign's strengths as a communications tool lies in its database compatibility. Because it reads your database directly, Campaign can easily extract database information and use it in your messages to create personalized, effective direct mailings.

Composing Messages

Campaign allows flexibility in composing your e-mail messages: you can type in a new message, import a text file or paste text from another document into the Message Editor.

The Message Editor allows you to spell-check your work, as well as "cleaning" imported text. Cleaning text means that your message will be scanned for any non-e-mail compatible characters in the text. For example, curly or "smart" quotes that appear normally in Microsoft Word may become unreadable when pasted into Campaign's Message Editor. Cleaning text eliminates that problem.

To compose a new message in Campaign

1. Choose View > Messages.
2. Click **New**.
3. Name the message and click **OK**.

   The Message Editor appears.

4. Click in the Subject field and type the subject line of your e-mail.
5. Click in the text field and type the message body for your e-mail.

To import a text file into the Message Editor

1. Click **Import Text**.
2. Using the Browse box, locate the file to import into the Message Editor. The file must be in plain text (.txt) format and no larger than 64K to be imported.

To clean an imported message

Special characters in a word processing document may become unreadable if text is copied or imported into Campaign's Message Editor. For example, "smart quotes" or symbols such as ™ and ® may not be in a plain text file, so using Campaign's message cleaning function can catch unreadable characters in your message before it becomes e-mail.

- Click **Clean Message**.

To spell-check a message

- Click **Check Spelling**.

To print a message

- Click **Print**.

Hypertext

You can add hypertext to messages sent with Campaign; however, whether the text becomes an active link depends on the recipient's e-mail client, not on Campaign.

To add a clickable link to a web page in your message, type the full URL (make sure to include the "http://"). If it appears at the end of a sentence, do not add a period after the URL.

Example:

```
Visit our new web site at
http://www.arialsoftware.com
```

In the e-mail, the URL will appear as an active hyperlink:

```
Visit our new web site at
http://www.arialsoftware.com
```

To add a clickable link that creates an e-mail message, type "mailto:" followed by your e-mail address.

Example:

```
Drop me a line at mailto:sales@arialsoftware.com
```

TIP:

Put your contact information in a signature.

To create a signature for your e-mail, choose Options from the main menu. In the signature text field, enter your contact information, including clickable links to your web site and e-mail address.

Example:

```
==============================
Best regards,
Cory Olis
http://www.arialsoftware.com
mailto:cory@arialsoftware.com
==============================
```

Merging Data

When you use Campaign with a compatible database, there's no need for exporting or importing data to recipient lists. Campaign reads data "live," so you will always have the most current information in your database instantly available when you prepare a mailing.

Because Campaign reads data directly from your database, it can merge a nearly unlimited amount of data into each e-mail message.

You can personalize a message by adding merge fields into your message template. Each merge field will be replaced during a Merge It process with information from the database.

A merge field is a database field name in braces. For example, if your database has a field called FirstName, the corresponding merge field would be {FirstName}. When you generate e-mail, each message will have the merge field replaced by the contents of the FirstName field in your database.

Note: Before you add merge fields to a message, you will need to have a Database Filter already defined.

To add merge fields to a message

1. Open a new or existing message in the Message Editor.
2. Enter information in the following fields:

- **Get fields from this database filter definition**

  From the drop-down box, choose a database filter to use as your data source. After you choose a filter, Campaign will read the database and list the field names for you.

3. With the mouse, position the cursor where you want to add the merge field. You can add a merge field anywhere in the message or the subject line.

- **Fields available to insert**

  This menu lists database fields that can be used in your message as merge fields. Select a field name to use, then double-click it.

  The field name will be added to your message as a merge field.

  Later, when you merge data into your message, Campaign will replace merge fields with the contents of the corresponding database field.

Hint: You can also add merge fields manually. Simply type the name of a database field, enclosed in braces {}, into your message; for example {FirstName} for a field labeled FirstName. You must use the exact name of the field – including capital letters. If the field name is wrong in the message, Campaign will not recognize the merge field and the data will not be merged. To test it, preview mail in the Out mailbox before sending it.

Tips and Tricks

- To use a formal greeting in your e-mail (such as "Dear Ms. Williams," rather than "Dear Kim"), add a database field for titles or special forms of address.
  Example:
  Add a field to your database called Title, and enter Mr., Ms., or other titles. You can then set up e-mail greetings like this:
  Dear {Title} {Last Name}

- Remove blank lines by using "~C" after a merge field.

  For example, suppose you have a database field called Address2 for supplementary address information. The field contains information in some database records, but it may be blank in others. If you try to merge in this format:

  {First} {Middle} {Last}
  {Address1}
  {Address2}
  {City}, {State} {Zip}

  some of your resulting messages will contain a conspicuous blank line when there is no data in the field.
  But the ~C command after a merge field will add a line *only* if there is data in the corresponding field
  {First} {Middle} {Last}
  {Address1}{Address2}~C
  {City}, {State} {Zip}

  Putting the ~C at the end of the field instructs Campaign to insert the data, if it is not null or blank, on the next line. This only applies to the field immediately preceding the ~C.

- Specify decimal places for numbers.

  Campaign normally merges numeric field contents as whole numbers. So the contents of numeric fields containing decimals are rounded to the nearest whole number. For example, the numbers 167.06 and 0.12 would be merged into an e-mail message as 167 and 0.

  You can specify longer decimal places for a merge field with
  ~*x*
  where *x* is the number of places after the decimal point. So, for example, ~2 would display a number to two decimal places, such as 2.64.

Attachments

You may want to attach a file to send with your message. This is easily done in the Message Editor.

While Campaign doesn't limit the size of attachments, your mail server may limit file size for individual messages and attachments. Check with your network administrator or ISP before sending large files as e-mail attachments.

Also, note that because attachments take extra time to send, they may slow down your mailings.

To attach a file to messages

1. Open a new or existing message in the Message Editor.
2. Click **Browse**.
3. Locate the file to attach and click **Open**.

IMPORTANT: Make sure the attachment file is not moved or deleted before you merge the e-mail. The file is attached at *merge* time, using the path and file name specified in the Message Editor.

Merging Data

In This Section

About Merging Data

Writing your message and choosing a data source are the most work *you* will have to do in Campaign. After that, the really tedious work – merging data, generating and sending e-mail – is done by the software.

Projects vs Tasks, Merge vs. Mail

Campaign's main actions are merging data to create your e-mail, and sending the e-mail after it has been created.

These actions in Campaign are grouped by Projects and Tasks.

A *Project* consists of one or more related *Tasks*. A *Task* is a specific action, such as sending mail, that Campaign carries out when a Project is running. You can combine multiple Tasks within a Project, or you can limit each Project to only one Task.

Projects are listed in the Projects window. When you open a Project to edit it, notice that it lists a series of Tasks.

TIP:

When you create new projects, use descriptive names to help you keep track of the different functions.

For example, using names like "My stuff" or "Merge" will become very confusing as you accumulate more and more projects. By contrast, a name like "Welcome message and 3 follow-ups for new customers" will help you find the right Project quickly and easily.

To create a new project

1. Choose View > Projects.
2. Click **New**.
3. The Project Wizard dialog box appears. If you want to use the Wizard to set up a Project, click **Yes**. To configure a Project manually, click **No**.
4. If you are configuring the Project manually, name the Project and click **OK**.
   To use the Wizard, follow the onscreen instructions.

To open an existing project

1. Choose View > Projects.
2. In the Projects window, select the name of a Project.
3. Double-click the Project name, or click **Edit**.

To delete a project

1. Choose View > Projects.
2. In the Projects window, select the name of a Project.
3. Click **Remove**.

Tasks

A Task is a specific action performed by Campaign. Available tasks include generating messages, sending messages, or dialing a modem to connect to an e-mail account.

There are 4 different types of Tasks in Campaign (although you do not have to use all 4 to create a Project). Following are descriptions of each type.

Merge It

A Merge It Task merges data with a message to create e-mail, which is then queued for sending.

In the Merge It Task screen, you choose a Database Filter and a Message to merge. When the Task runs, it creates an e-mail message for each recipient, and merges data into each message to make it personalized.

After messages are generated, they are queued to Campaign's Out mailbox, but they are not mailed. The Merge It Task does not send the e-mail; sending requires a separate step called a Mail It Task.

Mail It

A Mail It Task sends messages that are queued in the Out mailbox.

The steps in the mail sending process depends on the sending method you use.

If you use Campaign to send mail using an SMTP connection, your e-mail will be sent out directly.

If you use Campaign with another e-mail client such as Outlook or cc:Mail, there is an additional step in sending messages. When you run a Mail It Task, your mail will go from Campaign's Out mailbox to your *other mail client's* Outbox. From there, you can send the e-mail to your recipients.

RAS Dial

This Task uses your computer's modem to connect to a dial-up e-mail account.

Use the RAS Dial and Hangup Tasks only if you have a dial-up Internet connection and are using a direct SMTP connection as your e-mail sending method.

RAS Hangup

This Task complements the RAS Dial by closing a dial-up Internet connection.

Generating Mail

The first Task you will need to configure is a Merge It Task, so you can merge the e-mail and get it ready for sending.

To generate e-mail with a Merge it Task

1. Click **Add Task**.

   The Task Selection box appears.

2. From the list of Tasks, choose Merge It.

   The Merge It screen appears.

3. Use the drop-down menus to enter information in the following fields:

- **Use this Database Filter definition**
  Choose the name of the Database Filter to use as your data source.

  To see the available Filters, click the button to open the Filter selection window.

- **Get e-mail address from field**
  Choose the database field that contains your recipients' e-mail addresses.
  Campaign will try to detect the correct field automatically. If it chooses an incorrect field, choose the correct one from the drop-down box.

- **Use this e-mail message**
  Choose the name of a message you wrote or imported in Campaign's Message Editor.

  To see the available Messages, click the button.

- **Alternate e-mail message (optional)**
  Choose the name of a message to use as an alternate message. This field lets you use Campaign's A/B messaging feature, which is a powerful marketing tool to help you compare response rates and the effectiveness of two messages.

  To see the available Messages, click the button.

4. To use the current Merge It Task as part of an e-mail campaign, check the Enable e-mail scheduling box.
   See Campaigns for instructions on creating and managing e-mail campaigns.
5. Click **OK** to exit and save the Task.

Other Options

The Merge It Task has several optional features that can greatly enhance your efficiency and task automation.

Writing to your database

Campaign can not only read your database, it can write to the database as well.

The value of Campaign writing to your database is partly for good recordkeeping, but more importantly, it can modify records for use in future database filters.

For example:

You have a Campaign mailing that is set up to send a sales or information brochure to new customers. Your database includes a field called "Brochure", which notes whether the brochure was sent. So with a Merge It Task, Campaign can automatically record the date that the brochure was sent, saving you from recording the date yourself.

Or, if your database supports checkboxes or True/False fields, the Merge It Task could mark a checkbox to indicate whether the brochure was sent.

You can use the Merge It Task to record a date, a number, or text to any database field.

To record data to your database with a Merge It task

1. In a Merge It Task, open the **Set field** drop-down box.

   Choose the name of a database field. This is the field that Campaign will write to. Do not use a field that already contains important information, as Campaign will overwrite any existing data in that field when the Merge It Task runs.
2. Now open the drop-down menu in the field to the right of the first one. Choose the type of information that Campaign should write in the database. There are four options:

- **A Value**: Sets the field to a user-specified value after sending.

- **Today's Date**: Writes today's date to the database field after merging.
- **Increment 1**: Increases the value of the field by 1 after sending. This option only works with numeric database fields.
- **Decrement 1**: Decreases the value of the field by 1 after sending. This options only works with numeric database fields.

3. If you chose **A Value** in the previous step, a third field labeled **Value** will appear. Enter the text or number for Campaign to write to the database.
   For example, if you enter the word "Yes" as the Value, Campaign will write "Yes" to the specified database field.

Word Wrap

The word wrap option lets you add carriage returns automatically to your e-mail. This option saves you from having to insert carriage returns manually in the text of your message, and ensures that all your recipients will be able to read your message as you intended.

Some e-mail clients, such as Netscape Mail, do not add auto word wrapping to incoming messages. If carriage returns were not added to the message when it was composed, some recipients may see an unformatted message as one long line of text.

The value you enter here is the maximum number of characters allowed in each line of your message.

To set word wrapping

- In a Merge It Task, enter a value for **Automatically wrap lines at __ characters in the outgoing e-mail**.

The default value is 0 (no wrap).

An average range for word wrapping is 50-60 characters per line.

Alternate Message

The Alternate Message feature provides a valuable option for direct e-mail marketing. It uses the marketing principle of A/B message testing to compare the response rates of two messages with the same intent but different wording.

When the alternate message option is on, the Merge It Task will generate e-mail by alternating between the first and second messages.

To set an alternate message

1. Configure a Merge It Task with the basic required information (Filter, e-mail address field).
2. From the **Use this e-mail message** menu**,** choose the first message to send.
3. From the **Alternate e-mail message menu**, choose the second message to send.

X-Header

You can use the contents of a database field as extended header information in your e-mail. This data will show up in some e-mail clients (such as Eudora Pro) only when the user requests extended sending information.

X-header information can help users filter e-mail before reading it, or for senders to identify clearly the nature or source of the e-mail.

The X-header feature will also help integrate Campaign with upcoming versions of SignUp, an application by Arial Software that posts e-mail web form data to your database.

To set the X-header

- From the **Set X-header to field** menu, choose a database field name.

  Information in this database field will be added to the extended header information of your e-mail messages.

Reporting

After you run a Project, Campaign displays a report log. The log file summarizes Campaign's activity, including a count of the messages it generated and sent.

You can print the Project summary to keep a record of Campaign's mailing activity.

To print the Project log

- Click **Print**.

Campaigns

The unique feature that gives Campaign its name lets you go beyond simple e-mail broadcasts. Campaign's greatest value is its ability to send not just one message, but a series of automated follow-ups– an easily executed e-mail "campaign" to communicate your sales, marketing, technical support, or customer service messages.

How an e-mail campaign works

1. Suppose you have four e-mail messages in a campaign that go out to each new customer after they buy your product. The campaign starts with a thank you message on the day of purchase. After that, each successive message goes out in 1 week intervals.
2. John Doe orders your product. His name and contact information is added to your database in a new customer record; the record also includes the date of his purchase.

3. Campaign later runs and detects John Doe's new record in the database. The new record triggers the e-mail campaign to start, so Campaign sends the first message of the campaign to John Doe and other customers added to the database that day.
4. A week later, the same Campaign Project is run. Campaign reads the customer database and detects that a week has passed since Mr. Doe got his first message – which means the second message in the campaign is now due. John then gets his second message.
5. In another week, the same process occurs and the third message in the campaign is sent. Finally, in the fourth week, the Project runs and sends the last message of the campaign to Mr. Doe.

Carrying out this campaign manually would be a difficult chore – you would have to continually keep track of each new customer, track the status of the mail campaign, write all the messages for their recipients, and prepare the mailing.

Yet with Campaign, it takes only one click to do the same process after you do the initial configuration.

The elements of an e-mail campaign

Open a Merge It Task. The right half of the screen has a large text box containing data fields and grayed-out text. When you click the checkbox that says **Enable e-mail campaign scheduling**, this section becomes active.

There are three fields on this screen necessary to define a campaign: a starting date, relative sending date, and status.

Starting date

The starting date is the cornerstone of an e-mail campaign, for it determines when each message will be sent. The starting date can be the day a customer made a purchase, contacted you for information, signed your web guestbook – any date will work.

The starting date should never be modified.

In the Merge It Task, the starting date for a campaign is indicated in the field called **Field containing campaign starting date**.

Use the drop-down box to choose the database field with the starting date.

Relative sending date

The value entered for **Number of days after start date to e-mail this message** determines when each message in a campaign will be sent .

The relative sending date is the number of days after the starting date. Campaign compares the current date (according to your computer's internal system clock) to the starting date; if the indicated number of days have elapsed, Campaign generates and sends the correct e-mail.

For this field, you won't enter a calendar date; instead, enter a number. This number is the number of days after the starting date that a message will be sent.

If your starting date is June 1 and you enter 7 as the sending date, the message will go out on June 8 – 7 days after the starting date.

Status

The status field, labeled **Field to reserve for campaign status** on the Merge It screen, is necessary for Campaign to track the progression of an e-mail campaign.

When a message in the campaign is sent, the contents of the status field are updated. For instance, after you send a message that goes out 7 days after the starting date, Campaign writes "7" in the status field.

The status field must be a numeric type field.

Setting up

Before you create an e-mail campaign, you may need to make additions or changes to your database.

Database

You will need database fields for a *starting date* and *campaign status*.

Starting date field

The starting date is the reference point for an e-mail campaign. Campaign uses the starting date to calculate when to send each message to each recipient.

Your database records must have a date field in order for the campaign function to work. If you plan to create e-mail campaigns but your database records do not have a starting date field, you will need to modify the database to add a date field.

The starting date field must be a date-type field. If the field type is text or numeric, Campaign will not recognize the contents as a date and the e-mail campaign will not work properly.

Microsoft Access users: Make sure the starting date field uses Long format. Campaign will not recognize dates in Short format.

Status field

The status field lets Campaign keep track of where each recipient is in a campaign. For example, suppose you have a campaign that sends e-mail on a weekly basis. After sending the first week's message, Campaign writes "7" to the status field (meaning that the message was sent 7 days after the starting date); when it sends the second week's message, it updates the status field to "14"; after the third message, "21", and so on as the campaign progresses.

The status field must be a numeric type field. To set up a status field, simply create a new numeric field in your database. Do not use a text or date field for the status; if you do, your campaign will not run correctly.

Also, never edit the contents of the status field manually, especially after a mailing. If you ever change or delete the contents of the status field, you will disrupt the e-mail campaign – potentially sending some of your recipients multiple copies of a message they have already received.

Campaign

After your database is set up properly, you may also need to prepare Campaign before creating an e-mail campaign.

What you need in Campaign:

Messages

Before you actually assemble an e-mail campaign in a Project, you need the messages that will constitute the campaign.

A series of related messages is called a "campaign." You will need to write at least two messages to take advantage of Campaign's capabilities.

Your campaign may use the simple structure of one substantial message (such as an order confirmation) with a shorter follow-up message sent a few days later.

Or you can have a longer campaign, consisting of many messages sent over a longer period of time.

For information on using the Campaign Message Editor, see Composing Messages.

Intervals

Along with writing the messages, planning for your e-mail campaign also requires that you decide how much time should pass between sending the messages.

Although you may think in terms of intervals between each message, remember that all sending times are based on the campaign's *starting* date. So to send 3 messages that are each a week apart, the intervals would be 7 days from the starting date for the first message, 14 days from the starting date for the second message, and 21 days from the starting date for the third.

To create an e-mail campaign

1. Create a new Merge It Task.

   This Task will be for the first message in your campaign.

2. Enter the basic Merge It Task data by supplying information for the following fields:

- **Use this Database Filter definition**

  Choose a Database Filter to use as the data source.

- **Get e-mail address from field**

  Choose the database field containing recipients' e-mail addresses.

- **Use this e-mail message**

Choose the first message in your e-mail campaign.

3. Check the **Enable e-mail scheduling** box.

   The grayed-out text becomes active. These fields provide scheduling information for your e-mail campaign.

4. Enter information in the campaign fields:

- **Field containing campaign start date**

  From the drop-down box, choose the database field that contains the starting date for the e-mail campaign.

- **Number of days after start date to e-mail this message**

  Enter the number of days that need to pass between the campaign starting date and the day this particular message will be sent.

- **Field to reserve for campaign status**

  From the drop-down menu, choose the database field to use for recording the status of the e-mail campaign.

5. Click **Save**.
6. Click **Add Task** and create a second Merge It Task.
7. Configure the basic Merge It Task information for Database Filter and e-mail address fields.
8. For **Use this e-mail message**, choose the *second* message in your e-mail campaign.
9. Check **Enable e-mail scheduling**.
10. Enter information to schedule the second message in the campaign:

- **Field containing campaign start date**

  Choose the database field with the starting date. Use the same database field you chose for the first Merge It Task.

- **Number of days after start date to e-mail this message**

  Enter the number of days that will pass between the campaign starting date and sending the *second* message of the campaign.

- **Field to reserve for campaign status**

  Choose the database field used for tracking the status. Use the same field you chose for the first Merge It Task.

11. Click **OK**.
12. For the third and each subsequent message in your e-mail campaign, repeat steps 6-11.

Sending Mail

In This Section

About Sending E-Mail

Merging mail is only half the battle of your mailing. The final, most important step is sending the messages to your audience.

Campaign sends e-mail using a Task called Mail It. A Mail It Task sends e-mail that is queued and waiting in Campaign's Out mailbox.

Previewing and Sending Messages

The placement of a Mail It Task in a Project will affect your ability to preview e-mail before sending it.

When you run a Project, Campaign goes through it and performs each Task in the sequence it is listed. In order to preview messages before you send them, you will need to create separate Projects for merging messages and for sending them.

Suppose you have a Project containing 5 Merge It tasks and one Mail It task (in that order). When you run the Project, Campaign will start with the first Merge It Task, generating e-mail and queuing it to the Out mailbox. Then it runs the second Merge It, followed by the third, fourth and fifth. Finally, with all the e-mail from the five Merge It Tasks queued and ready to go, the Mail It Task sends out the messages to your recipients.

Immediate sending

If you want to send messages as soon as they're generated, add a Mail It Task to the same Project containing your Merge It Tasks.

For example, if you have a Project containing these tasks:

Merge It

Merge It

Mail It

Campaign will run the first Merge It Task and queue the resulting messages to the Out mailbox. Then the second Merge It Task runs and those messages are queued to the Out mailbox. Finally, the Mail It Task runs and sends the queued messages.

When the Project is complete, the messages are all sent – they are not available for previewing.

Queue before sending

You may want to preview your outgoing messages before they're sent, so you can proofread them and make sure the recipient data was merged correctly from your data source.

To queue messages without sending them, you will need to create separate Projects for merging messages and for sending them.

For example, suppose you have two simple Projects. Project One contains only Merge It Tasks:

Merge It

Merge It

Project Two consists of one Mail It Task:

Mail It

When you run Project One, it runs the first Merge It Task and queues the merged e-mail to Campaign's Out box. The second Merge It Task runs, generating a second batch of e-mail which is also queued to the Out box.

When Project One is complete, you can open the Out mailbox and preview the Project One messages, which are queued and waiting to be sent. Then, after you view the messages, you run Project Two, which mails the queued e-mail you just viewed.

Sending Methods

Campaign offers numerous choices for the way to send your e-mail, but there are fundamentally two main options for sending mail – using Campaign as a standalone SMTP mail client that connects directly to the mail server to send messages, or using Campaign in conjunction with your favorite e-mail client software.

Which Method Should I Use?

The way you send e-mail with Campaign depends on the type of Internet connection you have and your personal preferences.

Direct SMTP connection

SMTP stands for Simple Mail Transfer Protocol, a widely used method for sending Internet e-mail.

A direct SMTP connection is the fastest method for sending messages with Campaign, because it lets Campaign communicate directly with your mail server.

However, if your computer is part of a corporate LAN using a proxy server, you probably will not be able to send mail with a direct connection. Instead, Campaign can be used with your existing e-mail client to send e-mail.

If you have an e-mail account through an Internet Service Provider (except America Online or Juno) or web hosting service, your connection is most likely an SMTP connection.

Different flavors of SMTP

You will notice that the Mail It Task provides a choice between SMTP #1 and SMTP #2.

Each method uses the SMTP sending protocol but through a different mail control in the Campaign software. The choice is available to cover potential mail server incompatibility. If you find that one SMTP option creates difficulty with your mail server, you can use the other one.

Also, SMTP #2 does not support e-mail attachments. If you want to send messages through SMTP and attach files to your e-mail, use SMTP #1.

Other e-mail clients

You can use Campaign to generate e-mail from your database, while actually sending the messages using your preferred e-mail client.

Use Campaign with your e-mail client if you are in a corporate network setting that uses a proxy server.

Campaign works with the following e-mail client software:

- Lotus cc:Mail
- Lotus Notes
- Microsoft Outlook
- Microsoft Exchange
- Novell NetWare
- Banyan VINES

Sending methods

Sending Method	Use it if	Advantages	Disadvantages
Direct SMTP connection	You have an e-mail account with an Internet Service Provider* You are in a local area network using an SMTP mail server and no proxy server.	Fastest way to send e-mail with Campaign Fewer steps	Does not work in LAN with proxy server or non-SMTP mail systems
Other e-mail client	You prefer to send e-mail with your regular e-mail client. You are in a local-area network environment that uses a proxy server or firewall.	Easy to configure Lets you send from familiar environment No server information required	Extra step of transferring mail to the mail client

Advanced users may also choose mail sending protocols that work with their e-mail clients, including VIM, MHS, or MAPI.

ISP Compatibility

Campaign cannot send e-mail through an account with a proprietary ISP (such as America Online, Juno, Prodigy, or CompuServe) that require customers to use their special software to access the Internet. Most Internet Service Providers provide a generic connection to the Internet that allows you to use your choice of software.

Sending Messages With Other E-Mail Clients

When you use Campaign with another e-mail client, you may need to take extra steps in the sending process.

1. Run a Project containing Merge It Tasks.

   The Merge It generates e-mail and queues it in the Campaign Outbox.

2. Run a different Project containing a Mail It Task.

   The Mail It Task then sends mail from Campaign's Outbox to the Outbox in your main e-mail client.

   So if you're using Campaign with Outlook, the Mail It Task will transfer e-mail from Campaign to Outlook.

3. Depending on the settings in your primary e-mail client, messages may be queued and waiting for you to send manually, or they may be sent immediately.

   If they are queued, open your main e-mail client and check the Outbox. Send queued e-mail as you would normally.

4. If you plan to automate a Campaign mailing with the Scheduler, you need to set your main e-mail client for immediate sending. Otherwise, campaign will be automated but messages will remain queued in the other e-mail client until you send them.

   Consult your e-mail client documentation for instructions on configuring manual or immediate sending.

Configuring Mail It Tasks

After e-mail is generated and queued for sending, you will need to send it. Sending mail requires a Mail It Task.

To create a Mail It Task for direct SMTP sending

1. Open a new or existing Project.
2. Click **Add Task**.

   The Task Selection box appears.

3. From the list of Tasks, choose **Mail It**.

   The Mail It screen appears.

4. Enter information in the following fields:

Send mail via:

From the drop-down box, choose **SMTP #1** or **SMTP #2**.
Use SMTP #1 if you plan to send attachments with your e-mail.

SMTP Host Name or IP Address

- Enter the name of the mail server that handles your outbound (SMTP) e-mail.
- Alternately, if you know the numeric (IP) address of the mail server, you may also enter it.

Return E-Mail Address

Enter your e-mail address or the address to which recipients should reply.
TIP: To add your name to the address, use this format
"Name" <E-mail address>
Example: "John Doe" <jdoe@company.com>
(This format works with most, but not all mail servers).

Note: Some SMTP mail servers may change the return e-mail address on outgoing mail to the default address of the account used for sending. If the address is changed, contact your network administrator or Internet Service Provider.

5. Click **Save** to save and exit the Task.

   If you haven't merged any mail yet, run a project with one or more Merge It Tasks to merge e-mail and queue it to the Out mailbox. Once the e-mail is queued, you can send it with the Mail It Task.

6. Choose View > Projects to open the Project selection window. Select the Project containing the Mail It Task you created. Click Run.

   The Project Status progress box appears. It displays the number of messages being sent and the estimated time remaining in the mailing.

7. When the mailing is complete, the Project report appears, displaying the number of messages sent. Click **Print** to print a hard copy of the report.

To create a Mail It Task for sending through another e-mail client

1. Open your main e-mail client (cc:Mail, Outlook, etc) and leave it running.
2. In Campaign, open a new or existing Project.
3. Click **Add Task**.

   The Task Selection box appears.

4. From the list of Tasks, choose **Mail It**.

   The Mail It screen appears.

5. Enter your sending information in the following fields:

- **Send mail via**

  From the drop-down menu, choose the e-mail application you want to use for sending e-mail. Use one of the following options:

  MS Exchange or Outlook

  Lotus cc:Mail

  Lotus Notes

  Novell GroupWise

  Banyan VINES

- **Advanced Users only**
  Instead of choosing a specific e-mail client, choose a sending protocol:

  MAPI

  Generic VIM messaging

  Generic MHS messaging

6. Enter your account information:

- **Profile Name**: Enter the profile or user name for your e-mail account.
- **Password** (if applicable): Enter the password for your e-mail account.

8. Click **Save** to save and exit the Task.

   If you haven't merged any mail yet, run a project with one or more Merge It Tasks to merge e-mail and queue it to the Out mailbox. Once the e-mail is queued, you can send it with the Mail It Task.

   When you run the Mail It Task, the e-mail will be sent from Campaign's Out mailbox to the Outbox in your main e-mail client.

9. Choose View > Projects to open the Project selection window. Select the Project containing the Mail It Task you created. Click Run.

   The Project Status progress box appears. It displays the number of messages being sent and the estimated time remaining in the mailing.

10. When all messages are sent, the Project report appears, displaying the number of messages sent. Click **Print** if you want a hard copy of the report.

11. If your main e-mail client is set up to send messages immediately, it will begin delivering messages to your recipients.

    However, if the e-mail client queues messages until you send them manually, you will now need to send them.

    Open your Outbox of your main e-mail client. The messages from Campaign will be queued for sending. Send e-mail as you would normally.

Sending Defaults

You can set Campaign's default sending information in the Options screen, which is accessible from the main menu bar. Options marked below with an asterisk (*) apply to SMTP sending only.

Send Mail Thru:

This option sets the default method for sending e-mail.

Choose **SMTP** for sending mail through a direct server connection, or choose your preferred e-mail client from the list of compatible applications.

Advanced users can choose a specific sending protocol instead of an e-mail application: VIM, MHS, Banyan VINES, or MAPI.

SMTP Host Name or IP Address*

Enter the name of your SMTP mail server.

Most commercial ISPs use a format like this:

mail.ispname.com

mail.ispname.net

smtp.ispname.com

smtp.ispname.net

where "ispname" is the name of the provider. For example, Concentric's mail server is smtp.concentric.net.

You should be able to find the SMTP Host Name in your main e-mail client's settings or options screen. Look under in the settings under Mail Servers or Hosts for the mail server name.

If you do not know the mail server information, contact your network administrator or ISP.

Alternately, you can use the mail server's IP address instead of the DNS name. The IP (Internet Protocol) address is a identifying number such as 204.159.111.101. Only use the server's IP address if you are sure of it; otherwise, use the server name.

SMTP Retries*

Sometimes Campaign may be unable to connect to your mail server for various reasons – the server may be busy or rebooting, for example. If Campaign cannot connect to the mail server, it will stop and subsequently try again to connect. This field sets the number of times that Campaign will try to connect. The default value is 5 tries.

SMTP Timeout*

A timeout occurs when Campaign cannot open an SMTP connection. The value you enter here determines how long Campaign will wait when trying to open a connection.

The default value is 30 seconds. That means Campaign will try for 30 seconds to open an SMTP connection; if the server is busy and a connection cannot be established, Campaign will stop, then try again. The SMTP Retries option (above) determines how many times Campaign will try to make a connection.

Signature

Use the Signature field to enter text that will appended to the end of each outgoing message.

When you activate the Signature in a Mail It task, Campaign will append the contents of this box to each e-mail.

Using a Signature allows you to standardize your e-mail with your contact information. It also saves you from having to retype the same lines each time you compose a new message with the Message Editor.

Turn on debugging

The log file records exchanges between Campaign and your mail server computer. This information can pinpoint sending problems with an SMTP connection. Check this box to create a log file when Campaign sends e-mail.

Do not show startup tutorial

Prevents the tutorial help file from appearing when you launch Campaign.

Mailboxes

Campaign has two mailboxes to help you track messages before and after they are sent – the Out mailbox (holds messages before sending) and the Sent mailbox (holds messages after sending).

Note that Campaign does not have an Inbox because it does not receive e-mail – it only sends messages.

Out mailbox

The Out mailbox displays all the outgoing e-mail that is waiting to be sent. Mail remains queued (and will accumulate) in the Out mailbox until you run a Mail It Task.

The Out mailbox shows the recipient's e-mail address, the message subject, and the message text. You can manually edit any text in the Out mailbox.

To select a queued message

1. Move the pointer into the left-hand column made up of gray boxes.
2. The pointer will turn into an arrow pointing to the right.
3. Click the gray box in the row with the recipient and subject of you want to select.

Sorting queued messages

The Out mailbox displays messages in the order they are produced by a Merge It Task. However, you can sort e-mail by recipient and by subject.

Sorting only affects message viewing , not message sending.

To sort queued messages by recipient address

- Click the **To** heading.

To sort queued messages by Subject

- Click the **Subject** heading.

Skipping queued messages

As you preview queued mail, you may find messages that you don't want to send right away, but you don't want to delete them either. Campaign can skip over selected messages during a mailing, allowing you to leave them queued in the Out mailbox until you want to send them.

To skip a selected queued message

- Check the **Skip?** box next to the recipient's e-mail address.

To skip all queued messages

- Click **Skip All**.

To remove a skip on a selected queued message

- Uncheck the **Skip?** checkbox next to the recipient's e-mail address.

To clear all skips

- Click **Clear Skips**.

To send skipped messages

1. Clear the **Skip** checkbox for the messages to send.
2. Click **OK**.
3. Choose View > Projects.
4. Select a Project containing a Mail It Task.
5. Click **Run**.

Deleting queued messages

When you want to delete messages in the Out mailbox, you can delete individual messages, all skipped messages, or all messages in the Out mailbox.

To delete a selected queued message

- Press Delete.

To delete queued messages that are marked as skipped

- Click **Delete Skips**.

To delete all queued messages

- Click **Delete All**.

Sent mailbox

The Sent mailbox displays e-mail that Campaign successfully sent. The Sent mailbox has most of the same functions as the Out mailbox

Deleting sent mail

Sent messages will accumulate in the Sent mailbox until you delete them. Left unchecked, the Sent mailbox can grow very large and consume vast amounts of hard drive space. Delete the contents of the Sent mailbox regularly.

To delete a selected sent message

- Press Delete.

To delete sent messages marked as skipped

- Click **Delete Skips**.

To delete all sent messages

- Click **Delete All**.

Connecting to the Internet

With a dial-up account, the RAS Dial and Hangup Tasks are necessary to automate any message sending.

A Dialup Task will automatically use phonebook entries created with Windows 95 Dialup Networking. To create or edit a phonebook entry, use Windows Dialup Networking.

The RAS Dial and Hangup Tasks are only necessary for dial-up Internet accounts. If your computer is on a network with a full Internet connection, you do not need to add any special configuration to Campaign to open or close an Internet connection.

To configure an RAS Dial Task

1. Open a new or existing Project.
2. Click **Add Task**.
3. Choose **RAS Dial** from the Task list.
4. Use the drop-down menu to choose a dial-up phonebook entry.
5. Click **Save**.

Automating

In This Section

Using the Scheduler function

Automating your mailings

Setting up Projects for effective automation

About Automating Campaign

If you use Campaign for ongoing communication – such as an e-mail marketing campaign or regular customer contact – you can make it even easier by automating with Campaign's Scheduler.

With the Scheduler, you can make any Project in Campaign run unattended at regularly scheduled intervals. If your database sees steady, frequent activity (like customers being added, or website visitors signing your guestbook), you can generate and send mail by the hour or minute. For slower activity, you can set a Project to be run once per day.

And if you use a dial-up Internet connection, Campaign can be set to dial in to your account, send messages, and disconnect.

Scheduler

Campaign does most of the work for a mailing – namely, merging and delivering messages – but it usually needs a user present to click Run and start the processes of generating and sending mail.

However, the Scheduler eliminates the need for you to be present to run Campaign. Basically, the Scheduler schedules a Project to run at selected intervals. The smallest interval is once per minute; the longest one is once per day.

You can automate any Project listed in the Projects window.

To automate a Project

1. Choose View > Scheduler

   OR

   Click the **Schedule** button on the Projects window.

2. Click **New**. Name the new scheduled item and click **OK**.

   The Scheduler screen appears.

3. Using the drop-down boxes, enter information for the following fields:

- **Project to run**

  Choose the name of a Project to automate.

- **Run every**

  Choose the interval for running the project.

  You can choose from 30 intervals, from once per minute to once per day.

4. Check the **Active** box.

5. Click **Save**.

6. On the Project selection window, check the **Schedule Active** box.
   When the Scheduler is active, the graph icon will be animated.

Preparing for automation

After you schedule a Project for automation, you still need to make sure that your desktop computer is properly set up for Campaign to run automatically.

What to leave open:

- Your computer
- Campaign
- Network connection (LANs)
- If you are using Campaign with another e-mail client (such as cc:Mail or Outlook), leave the second e-mail client running.
- If you have an external modem and a dial-up Internet account, make sure that the modem remains on and connected to a phone line.

Your database or contact manager application does *not* have to be open in order for Campaign to merge or send e-mail.

Automating with a dial-up Internet account

If you use a modem to up and access your dial-up e-mail account, your automated Projects in Campaign must contain RAS Dial and Hangup Tasks.

These special Tasks use the computer's modem to dial your Internet account, open a connection for sending e-mail, then disconnect after the messages are sent.

The basic order of the Tasks in a simple automated Project would be:

Merge It (to generate e-mail and queue it for sending)

RAS Dial

Mail It (to send the e-mail)

RAS Hangup

Note that e-mail merging process can be completed offline – the only time that you need to have an open Internet connection is for *sending* messages.

Note too that the Hangup Task is equally important as the Dial Task. Without the Hangup, your computer could remain connected indefinitely (although most ISPs will timeout a connection that remains idle for a long period of time).

Troubleshooting

In This Section

Common Problems and Solutions

Database filter/Merge It can't find e-mail addresses in an ACT! file

If you want to send e-mail from Campaign to contacts in an ACT! database, you will need to take an extra step and modify the database.

The reason lies in the structure of an ACT! contact file. An ACT! database contains a default field called "Email". However, the information in that field is stored in a file that is kept physically separate from the rest of the database – in effect, hiding the addresses from Campaign.

Solution

In ACT!, copy e-mail addresses for your existing contacts into a different, unused database field, such as one of the User fields.

Mail transferred to e-mail client has to be sent manually from that client

If you use Campaign with an e-mail client such as Outlook, Notes, cc:Mail, or GroupWise, you will generate messages in Campaign but ultimately send messages through the other client software.

Solution

If you have the main e-mail client set up to queue messages until you manually send them, the same situation will happen with a Campaign mailing. If you would prefer to eliminate that additional step, you will need to configure your main e-mail client to send messages immediately.

Consult the e-mail client documentation for configuring immediate sending.

Campaign stops during a mailing (SMTP connection)

Campaign sends mail very rapidly when it is connected directly to an SMTP mail server. However, the drawback is that the volume and speed of a mailing can overwhelm slow mail servers, causing Campaign to stop in the middle of a mailing.

Solution:

If this occurs, adding a 1 or 2 second delay between each message will pace the mailing more evenly and reduce the pressure on the mail server.

To add a delay between messages, open your Mail It Task, and enter a value for **Send messages __ seconds apart**.

Another potential cause of mailing errors may be incomplete e-mail addresses (specifically, addresses without the "@" sign, necessary for Internet e-mail).

You can scan the Out mailbox manually for bad e-mail addresses. An easier way is to add criteria to your Database Filters that filters only addresses with the @ sign.

E-mail sent with Campaign has old return address

You may be running a Mail It Task that uses an old return address.

Solution:

To update the return address on the e-mail, edit the Return E-Mail Address in all existing Mail It Tasks.

OR

Your mail server may be changing the return address. Some mail servers change the return address on outgoing e-mail to the default address for the account.

Solution:

Ask your network administrator to update the e-mail account you are using to send mail with Campaign.

Recipients see text of e-mail in one long line

Campaign sends your e-mail *exactly* the way you typed it (or pasted it in from the clipboard). This means that if you don't manually put in line breaks, the e-mail may not actually be broken up at the receiving end.

This is because some e-mail clients will word wrap, but amazingly, others won't. Eudora, for example, forces word wrap for incoming mail; Netscape Mail does not.

Solution

Campaign can add line breaks with the auto word wrap function. You can adjust the per line character count in a Merge It Task. The default is 0, but 50-70 is a good range if you decide to adjust the line length manually.

Messages won't send

A common problem for SMTP users is an incorrect mail server or domain name in your Mail It task or Options screen.

Solution

Check that you have entered the correct server and domain settings. If you are unsure about the correct settings, try using the settings in your other e-mail software (such as Eudora). Contact your system administrator or Internet Service Provider if you are still unsure.

Make sure you are have an active Internet connection before sending e-mail.

Messages aren't available for preview in the Outbox

You may be using a Project that contains a Mail It Task along with a Merge It Task. This causes messages to be sent immediately, without the chance to preview them.

Solution

If you want to preview messages before sending, make sure the Project you used to merge your mail does not contain a Mail It Task. Use a separate Project that contains only a Mail It Task.

Error Messages

`"DBQuery (LoadTableBox: Couldn't find file __ ) An error occurred loading the filename or table specified. Choose a different filename."`

- Campaign cannot find your database file because the path or file name is wrong or outdated. Open the Database Filter and use the Browse box to provide the correct path and file name.

`"Error: ExecuteProject - There is an error in the Database Filter criteria section or the SQL statement.  This can usually be caused by not using operators on number-type fields.  Check the criteria of the DB Query."`

Open the Database Filter you are using.

- Click **Preview**. If you cannot preview the filter results
- If you are using an Advanced SQL Filter, check that you are using operators that correspond to the database field types.

`"An unknown error has occurred. Edit this project and review the settings."`

This message occurs when there is a problem with the data source.

Open the Project that you tried to run.

- Check each Merge It Task.
- Is the correct Database Filter selected?

- Is the correct E-Mail Address field selected?
- Is the correct Message selected?
- Is the database file used by the Database Filter currently open? If so, close it.
- Are you logged on to your computer as the correct user? Do you have user permission to access the database file?

Open each Database Filter being used in the Project.

- Click Preview. Are you able to preview data?
- If you cannot preview the database, the location, name or format of the database may be wrong. Check the settings, and if necessary, enter them again until you can preview information.

Technical Support

Your purchase of Campaign comes with 30 days of complimentary telephone technical support and lifetime e-mail support.

You may purchase extended support plan packages. Contact Arial Software for details.

Phone

(503) 646-4515 (8 a.m.- 5 p.m. PST)

E-mail

support@arialsoftware.com

Please include the following information in technical support e-mail so we can better serve you:

1. Your Campaign serial number.
2. Your computer system hardware.
3. What you were doing when the problem occurred.
4. Steps you tried to correct the problem.
5. Your storage file (if applicable).

WWW

Home page

http://www.arialsoftware.com

Go to the main Support section to find these pages:

- Knowledge Base

  Specific technical support issues, solutions and workarounds for Campaign
- Frequently Asked Questions

  General questions and answers about features and usage of Campaign 3.0

SQL Reference

SQL in Campaign

If you're already familiar with SQL, you know that a simple SQL filter usually starts with the SELECT command, which specifies the database you want to filter. In Campaign's SQL window, however, you don't need the SELECT, FROM, or even the WHERE command. You also don't need to close a statement with a semicolon.

Normally, a basic SQL statement for locating specific records might begin with Select…From Where, with Select defining the From defining the database and Where setting the criteria.

```
Select From CustomersDB Where LastName like
Rogers
```

However, the Database Filter in Campaign already specifies the full database path in the Database File Location field. Therefore, do not use the Select…Where syntax in the Advanced filter. In fact, Campaign will return an error message if you do.

This query in Campaign would be

```
LastName like Rogers
```

Note: Campaign can use only one data source per filter. It is not possible to write an SQL command to link relational databases in Campaign.

If you use Microsoft Access, however, you can have Campaign read an Access Query, and you can define relational queries directly in Access.

Syntax

Simple SQL filters use English words, such as LIKE, TO, and IN. Yet your searches can be very sophisticated simply by using a few basic commands.

An SQL statement in Campaign follows this syntax:

```
[field name] [operator] [value]
```

For example, in the filter `LASTNAME='Doe'`, LASTNAME is the database field name, = is an operator, and Doe is the value. This filter would find all database records where the last name is "Doe."

You need to observe a few rules when building an SQL filter in Campaign:

- SQL commands are case-insensitive, but they are capitalized in this section for emphasis. However, you should enter your filter data in the same case that it is stored (i.e., if you stored last names with only the first letter capitalized, you would search for a name as Flynn, rather than as flynn or FLYNN).
- Text strings must be enclosed in single quotes (').
- You must separate field names with commas.
- Field names containing a space (i.e., Last Name, ZIP Code) must be enclosed in brackets [ ].
- The Basic and Advanced screens may not both contain information in the same filter.

Operators

Operators help define the SQL filter. There are different types of operators that you'll need for SQL filters in Campaign: comparison, character, logical, arithmetic, and other.

Comparison Operators

Operator	Description	Example
=	Finds text or numbers equal to the value you specify.	`LASTNAME = 'Pool'` `AREACODE = 123`
>, >=	Finds text or numbers greater than (or greater than or equal to) the value you specify.	`AREACODE > 500` `STATE >= 'M*'`
<, <=	Finds text or numbers less than (or less than or equal to) the value you specify.	`STATE < 'I*'` `PURCHASES <= 5`
<>	Finds text or numbers not equal to value you specify.	`STATE <> 'NY'` `ZIPCODE <> 05602`
TRUE	Finds database fields that contain data.	`EXCLUDE IS TRUE`
FALSE	Finds empty database fields.	`EXCLUDE IS FALSE`
NULL/NOT NULL	Finds fields with or without data.	`EXCLUDE IS NULL`

When the greater than and less than operators are applied to text, Campaign will search in alphabetical order. For instance, in the table above, `STATE < 'I*'` would find state names starting with A through H.

The TRUE/FALSE and NULL/NOT NULL operators are useful if you have database fields that are not filled in for all records, such as the checkbox function in Microsoft Access. In the table above, for example, if you have a checkbox for customers who want to be excluded from future e-mail notices, the NULL or TRUE/FALSE commands can look for customers who don't have a check in the Exclude box.

Character Operators

Operator	Description	Example
LIKE	Finds similar patterns of text or numbers; used with wildcards	(see below)
* (asterisk)	Wildcard for multiple characters.	`LASTNAME LIKE 'P*'`
		`E-MAIL LIKE '*@*edu'`
? (question mark)	Wildcard for one character.	`LASTNAME LIKE '?p'`
		`AGE LIKE 5?`

`LIKE` is used when you employ wildcards. Use the = operator when you want an exact match (`LASTNAME = 'Phillips'`), and use `LIKE` for wildcards (`LASTNAME LIKE 'P*'`).

Logical Operators

Operator	Description	Example
AND	Finds data matching two or more expressions	`STATE = 'NY' AND PURCHASES >5` `LASTNAME LIKE 'P*' AND OCCUPATION = 'ACCOUNTANT'`
OR	Finds data matching at least one of multiple expressions.	`ZIPCODE = 02134 OR ZIPCODE = 95818`
NOT	Finds data not matching information you specify.	`LASTNAME NOT LIKE 'P*'` `AREACODE NOT LIKE 8*`

Notice that these operators, especially AND, opens the door for very specific filters. The example demonstrating AND in the table above, for instance, shows a filter for accountants whose last name starts with P.

Arithmetic Operators

Operator	Description	Example
+	Adds values in different database fields.	`SALARY + COMMISSION > 50000`
-	Subtracts values in different fields.	`SALARY - TAXES > 50000`
*	Multiplies values in different database fields.	`PAYMENT * INTEREST > 100`
/	Divides values in different database fields.	`PURCHASES / RETURNS > 5`

Arithmetic operators lets you build filters involving simple math functions. For instance, the table shows you how to use the addition operator to find all employees whose base salary and commission together exceed $50,000:

```
SALARY + COMMISSION > 50000
```

Note that "Salary" and "Commission" are two *separate* database fields; with SQL, you've just done a simple spreadsheet-type calculation.

Other Operators

Operator	Description	Example
IN	Creates a list without using separate OR statements.	`STATE IN ('TX', 'VT','AK')`
BETWEEN	Creates a range of values.	`PURCHASES BETWEEN 1 AND 25`

The `IN` and `BETWEEN` commands let you cut out the wordiness of complex SQL filters. For instance, if you wanted to find customers in four different ZIP codes, you would have to write four OR steps:

```
ZIPCODE = 02134 OR ZIPCODE = 95818 OR ZIPCODE
= 75693 OR ZIPCODE = 49586
```

But use `IN` to write a much simpler list:

```
ZIPCODE IN(02134, 95818, 75693, 49586)
```

Note that the criteria following `IN` must be enclosed in parentheses.

`BETWEEN` eliminates the greater than/less than signs for creating a range of values.

If you wanted to find all customers whose ZIP codes fall within a certain range, you would need greater than/less than symbols:

```
ZIPCODE >95818 AND ZIPCODE < 97213
```

That becomes less clunky with `BETWEEN`:

```
ZIPCODE BETWEEN 95818 AND 97213
```

Glossary of Terms

e-mail client

The software you use normally to send e-mail from your desktop computer. (Client refers to the client/server relationship of a computing network.) Campaign can work directly with several e-mail clients from Microsoft, Lotus and Novell.

ISP

Internet Service Provider. A company that provides access to the Internet and other services, such as e-mail accounts and web hosting. A personal or commercial ISP account is usually accessed through a dial-up connection with a modem.

SMTP

Simple Mail Transfer Protocol. A standard method for sending Internet e-mail. Using SMTP is the fastest way to send mail with Campaign, because it opens a direct connection with the mail server.