



# LISTSERV Maestro 7.1

## What's New

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This document describes the main new features in LISTSERV Maestro 7.1 and 7.0.

Features new in 7.1-1 are marked with



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## Recipients Warehouse

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- In LMA 7.1-1: Fusion of the two former hosted list types “Hosted Recipient List” (HRL) and “Hosted LISTSERV List” (HLL) into one single type, now called “Subscriber List”. Including a terminology change for the former recipient warehouse, going away from using the terms “hosted”, “member” and “recipient”, and always using the term “subscriber” instead.
- In LMA 7.0-1: Greatly improved filter/search capabilities when viewing the members of a dataset or subscribers of a recipient list. The filters are now much more flexible and easier to use, but at the same time allow the specification of more complex and detailed filter conditions than before.
- In LMA 7.0-1: The improved filters also allow you to specify search conditions that are based on previous subscriber activity, like for example:
  - Show all subscribers that were recipients of job X.
  - Show all subscribers that were recipients of job X and job Y.
  - Show all subscribers that were recipients of job X or job Y or job Z.
  - Show all subscribers that were recipients of job X and that opened the job (=generated at least one tracking event).
  - Show all subscribers that were recipients of job X and that clicked on link A in that job, or that were recipients of job Y and that clicked link B in that job.
- In LMA 7.0-1: This can of course also be combined with other filters, for example:
  - Show all subscribers with value “A” or “B” or “C” in the profile field SAMPLE that were also recipients of job X and have clicked on any link in the job.
- In LMA 7.0-1: Ability to define and save segments of the dataset members or recipient list subscribers. A segment is defined by a filter condition (similar to the filters described above) that is saved in the system and that appears as a named node in the explorer tree below the dataset/recipient list. The segment will then always show exactly those subscribers that currently fulfill the condition. That way, if you have filter conditions that you regularly use, you can save them in form of a segment, so that they are always quickly available.
- In LMA 7.0-1: The filter definition for a segment also allows you to reference other existing segments in the condition, like for example:
  - Include in the segment all subscribers that are included both in segment A and in segment B.
  - Include in the segment all subscribers that are included in segment A or in segment B or in segment C.
  - Include in the segment all subscribers that are not included in segment S and that have the value “A” or “B” in the profile field SAMPLE and that were recipients of job X and that have viewed the job.
- In LMA 7.0-1: Ability to create a new mail job (with recipients definition already filled out) that is based on the current filter and/or segment settings.

## Recipients Definition

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- In LMA 7.0-1: New option for "Extended Delivery ". Previously (and still available with the "Normal Delivery" option), a mail job was delivered exactly to those recipients that existed at the moment of delivery. Once delivery was complete, the recipients set for that job was fixed. With the new extended delivery option (and recipients from a dataset or recipient list), you can now define a period after the initial delivery (which can also be unlimited) during which the system re-evaluates the original recipient condition once per day, at the same time of day as the initial delivery, to check if there are new subscribers that now fulfill the condition. If yes, then the same job is also delivered to these new subscribers and they are added to the recipients set of the job. You can use this for example for the following scenario:  
A monthly newsletter is sent out on the first day of each month. At that moment, it is delivered to all current subscribers. The extended delivery period is defined to extend until the end of the month, so during the rest of the month, the system checks once per day if there are any new subscribers on the list, and if yes, then these new subscribers automatically receive the current month's newsletter too.
- In LMA 7.0-1: New option for "On Demand Recipients". With this option, you can define that a mail job is based on a certain recipient list (or dataset). When you authorize this job, the job is however not delivered to any of the current list subscribers. Instead, the job is changed into the "completed" state immediately, with initially zero recipients, and you can now have an external process gradually add recipients to the job, one-by-one. The external process does this via an API (a special trigger URL), by supplying the data of which recipient is supposed to receive the email at this time. If the recipient is not yet a subscriber, it can optionally also automatically be subscribed to the list. This essentially constitutes an API for sending emails through LISTSERV Maestro (to take advantage of Maestro's tracking and reporting features).
- In LMA 7.0-1: In the recipients wizard, when defining recipients that are based on a recipient list or dataset, the options to define recipient filters have been greatly enhanced: You can select to send to the full list, or only to one of the predefined segments (see above) or you can define your own ad-hoc recipient filter, with similar powerful features as described above.

## Message Content

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- **In LMA 7.1-1:** Automatic inliner for CSS style sheets in HTML based mail jobs and templates. You can now write all your styles in a `<style>` style sheet at the beginning of your HTML page, just like you are used to from coding web pages. Maestro will automatically convert all the style definitions from such style sheets into inline `style=" . . . "` attributes for all the applicable tags.

- In LMA 7.0-1: New fluid design widgets in WYSIWYG editor. "Fluid design" (an extension of the "responsive design" concept) means, that a HTML email is crafted in such a way, that it automatically adapts to smaller window or screen sizes, for example if the email is viewed on a smartphone. The new widgets allow you to create such fluid design emails without requiring any knowledge of how to structure the underlying HTML code to achieve the desired "fluid" result. The widgets will handle all of this for you automatically. The fluid design widgets allow you to create:
  - Text boxes that automatically shrink/expand to fit their surroundings.
  - Images that automatically shrink/expand to fit their surroundings.
  - Text/Image combinations (optionally with text flowing around the image) that automatically shrink/expand to fit their surroundings.
  - Two column layouts that automatically change their arrangement depending on the screen/window size: On larger screens, the two columns are shown side-by-side, on smaller screens they automatically mutate and are shown below each other (then in a single column format).
- In LMA 7.0-1: Automatic content edit locks: In a multi-user group, the system keeps track of which user has opened the content for editing and disallows other users to edit the content at the same time. This avoids the situation where two people work on the content at the same time, and at the end, only one of them will be able to save his changes, while the other loses all his work.
- In LMA 7.0-1: Various smaller enhancements in WYSIWYG editor.

## Content Templates

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- In LMA 7.0-1: Support for user defined standard templates. It is now possible to create your own standard templates (in addition to the already previously available advanced user defined click-and-fill templates). The editor to create a user defined standard template supports full WYSIWYG mode, with flexible features to define the editable areas in the template. When later used in the content of a mail job, these user defined templates also support full WYSIWYG mode. The usage of such a template in the job's content editor has also been enhanced. And of course it is easy to use the new fluid design widgets in such a template too.
- In LMA 7.0-1: All ready-made standard system templates have been updated to use the same fluid design widgets that are available to the user in the content editor (see above). The click-and-fill system templates have also been updated according to fluid design principles. In addition, all system templates have been optimized to work well in Outlook too (Outlook optimization in click-and-fill system templates was added in LMA 7.0-2.)
- In LMA 7.0-1: Improved template gallery, with better layout and better usability.
- In LMA 7.0-1: When selecting a template in the template gallery (to use in a mail job) the user now has a choice about how the images in the template shall be used in the mail job: Either as linked images (hosted by LISTSERV Maestro) or as inline images that are included in the email as attachments.
- In LMA 7.0-1: The previously available system templates of the type "Blank Template" have been removed from the template gallery. To replace them, a new set of "Basic" standard system templates has been added to the gallery. Mail jobs that already use a "blank" template of the old style continue to function normally.

## Tracking & Reporting

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- In LMA 7.0-1: Improved report on the “Overview Report” tab of a mail job. As new features, the improved report now includes the following (if applicable for the mail job):
  - An open-rate that is relative to the unbounced mails count (no longer relative to total mails sent).
  - Two different click-rate representations (one relative to the unbounced mails count, the other relative to the opened mails count).
  - New: The unsubscribe rate for the mail job (rate of recipients that unsubscribed from the recipient list through the unsubscribe link in the mail job, relative to the unbounced mails count).
- In LMA 7.0-1: A new “Tracking Statistics” and “Delivery Statistics” report. This new report is available when the “Reports” node is selected in the LISTSERV Maestro explorer tree. It combines and improves the two similar reports that were previously available in the explorer tree as separate “System Report” nodes (these nodes have been removed).
- In LMA 7.0-3: A new “Job Statistics” report page that combines on a single page all the mail job specific reports that are available on the “Overview Report”, “Click Report”, “Publishing Report” and “Sharing Report” tabs, plus the “Click Rate Visualization” report.

## Various

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- **In LMA 7.1-1:** Redesign of team collaboration rights with respect to who is allowed to "view" a mail job, user-defined report or subscriber dataset, including a new "view all" user right.
- **In LMA 7.1-1:** Optional "List-Unsubscribe" MIME header for mail jobs that are not sent to recipients from the subscriber warehouse (for subscriber warehouse recipients, LISTSERV Maestro already sets its own "List-Unsubscribe" MIME header).
- **In LMA 7.1-1:** Option to ignore tracking events originating from certain configurable IP addresses.
- In LMA 7.0-1: Greatly improved support of touch devices, especially tablets, including such problematic areas as support for drag & drop (via touch), support for opening a context menu (since a right-click with the mouse is not possible) and multi-select in lists (since it is not possible to hold down SHIFT and/or CTRL while clicking an item).
- In LMA 7.0-1: Redesigned job list. The three previous job lists for jobs in the "open", "ongoing" and "completed" states have now been merged into a single job list, so that it is possible to sort, filter and multi-select jobs even if they are in different states. The job list has improved filter/search capabilities and grouping options (one grouping option is "group by state", i.e. the same grouping by "open", "ongoing" and "completed" as before) and has an improved representation of jobs that are in an auto-repeat chain.
- In LMA 7.0-1: Improved features to work with follow-up jobs, i.e. jobs that are somehow based on previous jobs, usually in their recipient definition. Usually something like "send to all recipients of the previous job X" or "send to all recipients of the previous job X that viewed the job" (or "that generated certain click events in the job", etc.).

- In LMA 7.0-1: The system automatically detects all such follow-up job relations and displays them on a new "Message Sequence" tab in the job list, where all jobs that are somehow related to each other in such a predecessor/follow-up fashion are collected and where their relationship is illustrated.
- In LMA 7.0-1: New notification service for important user notifications in certain situations. Notifications can be shown both in the UI and/or received as emails. Notifications include:
  - Job delivery success / failure state (immediately after delivery)
  - Job tracking statistics report (after a configurable delay after delivery)
  - Tracking statistics overview report (on a weekly or monthly basis)
  - Recipient warehouse health report (on a weekly basis)
- In LMA 7.0-1: Ability to define "expected rates" for view rate, click rate and bounce rate, with highlighting and notification if the tracking results of a given job are worse than the expected results.
- In LMA 7.0-1: For A/B-split jobs with sampling and main variants, on the screen where you select the "winning" variant that is to be used as the main variant (based on the tracking data of the sampling variants) you can now mix the subject line plus delivery time from one job (for this you usually select the variant with the best open rate) with the content of another job (for this you usually select the variant with the best overall click rate).
- In LMA 7.0-1: Generally improved UI when working with and defining A/B-split jobs.