LISTSERV® Maestro 3.3
What's New Manual

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Last Updated: June 9, 2008

Version 3.3 Builds 2, 3, 4, and 7

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Preface - About This Manual

This manual contains information on the new features associated with LISTSERV Maestro 3.3-2, 3.3-3, 3.3-4, and 3.3-7.

The following documentation conventions have been used in this manual:

- Menus, options, icons, fields, and text boxes on the screen will be bold (e.g. the **Administer User Accounts** icon).
- Clickable buttons will be bold and within brackets (e.g. the **[OK]** button).
- Clickable links will be bold and underlined (e.g. the **<u>Edit</u>** link).
- Directory names, commands, and examples of editing program files will appear in `Courier New` font.
- Emphasized words or phrases will be <u>underlined</u>.
- Some screen captures have been cropped and/or edited for emphasis or descriptive purposes.
- Unless otherwise specified, directory paths are for Microsoft Windows installations of LISTSERV Maestro. For Linux or Solaris, substitute the Maestro top-level directory for *\Program Files\L-Soft\Application Server*.
- This symbol denotes an important note or warning.
- This symbol denotes optional advice that can help you save time.

Requirements

LISTSERV Maestro 3.3-2, 3.3-3, 3.3-4, and 3.3-7 requires a valid maintenance LAK.

In addition, it also requires LISTSERV 15.5 with a build date of November 27, 2007 or later. The LISTSERV installer that is bundled with the Windows Setup Suite for LISTSERV Maestro 3.3 contains this version of LISTSERV.

Section 1 What's New in the LISTSERV Maestro 3.3-2 User Interface

Version 3.3-2 of LISTSERV Maestro has several new features in the User Interface, with benefits for every user and for the data administrator. This section gives you detailed information about the following new features:

- The ability to dynamically compare the tracking events of several jobs with the new Job Comparison Report. For details, see Section 1.1 Using the New Job Comparison Report.
- The ability to add reports to the Dashboard, giving you immediate access to your most important report statistics. For details, see Section 1.2 Adding Reports to the Dashboard.
- LISTSERV Maestro now offers even more flexibility when creating a quick report for a completed job. For details, see Section 1.3 Additional Quick Report Settings for Completed Jobs.
- The ability to download reports in the form of a PDF file. For details, see Section 1.4 Downloading Reports as a PDF.
- The ability to view additional details for the Event Distribution Over Time tracking report. For details, see Section 1.5 Viewing More Details on the Event Distribution Over Time Tracking Report.
- The ability to "drill-down" in the Delivered Recipients Statistics report. For details, see Section 1.6 Getting More Information from the Delivered Recipients Statistics Report.
- The ability to reorder the data sources in a Tracking report. For details, see Section 1.7 Reordering the Data Sources for a Tracking Report.
- LISTSERV Maestro 3.3 is now using an enriched set of colors for your reports. For details, see Section 1.8 Updated Color Definition for Reports.
- The ability to support the new LISTSERV 15.5 list header keywords. LISTSERV Maestro 3.3 will also write the list headers of HLLs using these new keywords. For details, see Section 1.9 Improved LISTSERV List Header Keyword Support.
- The ability to send a "welcome" or "farewell" email when a new subscriber/member has been added to an HRL, HLL, or dataset. For details, see Section 1.10 New Welcome and Farewell Emails for HRLs, HLLs, and Datasets.
- There is a new Subscription/Membership Date column available when browsing/editing subscribers of an HRL/HLL or members of a dataset. For more details, see Section 1.11 New Subscription/Membership Date Column.
- The ability to check whether or not a user-defined drop-in is empty. For details, see Section 1.12 Checking Whether or Not a User-Defined Drop-In is Empty.

- The ability to download a printable version of the Delivered Job Summary. For details, see Section 1.13 Downloading a PDF Version of the Completed Job Summary.
- The ability to download invalid recipients for delivered jobs. For details, see Section 1.14 Downloading Invalid Recipients for Delivered Jobs.
- The ability to preview a message's content using the same charset that is used when the email job is delivered. For details, see Section 1.15 Using the Mail Charset when Previewing a Message's Content.
- The ability to preview the blocked images of a HTML email, simulating the situation where the recipient's email client blocks images. For details, see Section 1.16 Previewing Blocked HTML Images.
- LISTSERV Maestro 3.3 now supports the RSS Abstract feature that is available in LISTSERV 15.5. For details, see Section 1.17 RSS Abstract Support.

1.1 Using the New Job Comparison Report

The Job Comparison report lets you dynamically compare the tracking events for two or more jobs (up to 12 jobs can be included). Job Comparison reports can be run to compare separate standard jobs or to compare the variants of an A/B-Split Job, which can help you figure out the best variant for the job.

To compare two or more standard jobs, go to the Completed Jobs screen, click on **Mail Job**, select **Multiple Job Action**, and then select **Enable Multiple Job Actions**. Select the jobs that you want to compare, and then select **Mail Job** > **Multiple Job Action** > **Job Comparison Report**. The Job Comparison Report Settings Screen opens.

To compare the variants of an A/B-Split Job, go to the Completed Jobs screen and select the A/B-split Job (not one of its variants) that you want to work with. The A/B-Split Job Details screen opens. From here, select **Mail Job** > **Comparison Report for Completed Variant Jobs**. The Job Comparison Report Settings Screen opens.

1.1.1 The Job Comparison Report Settings Screen

The Job Comparison Report Settings screen is where you define the settings for the report.

1. Select a report type:

   Event distribution over time – A simple line graph showing how event occurrence evolves over time.

   Sum of events – A bar graph that summarizes the number of recipients that clicked on each URL or opened up the email (the number and size of displayed bars depends on how the statistics are bundled, see choices below).

Note: The rest of the options available on this screen will vary depending on the report type you selected.

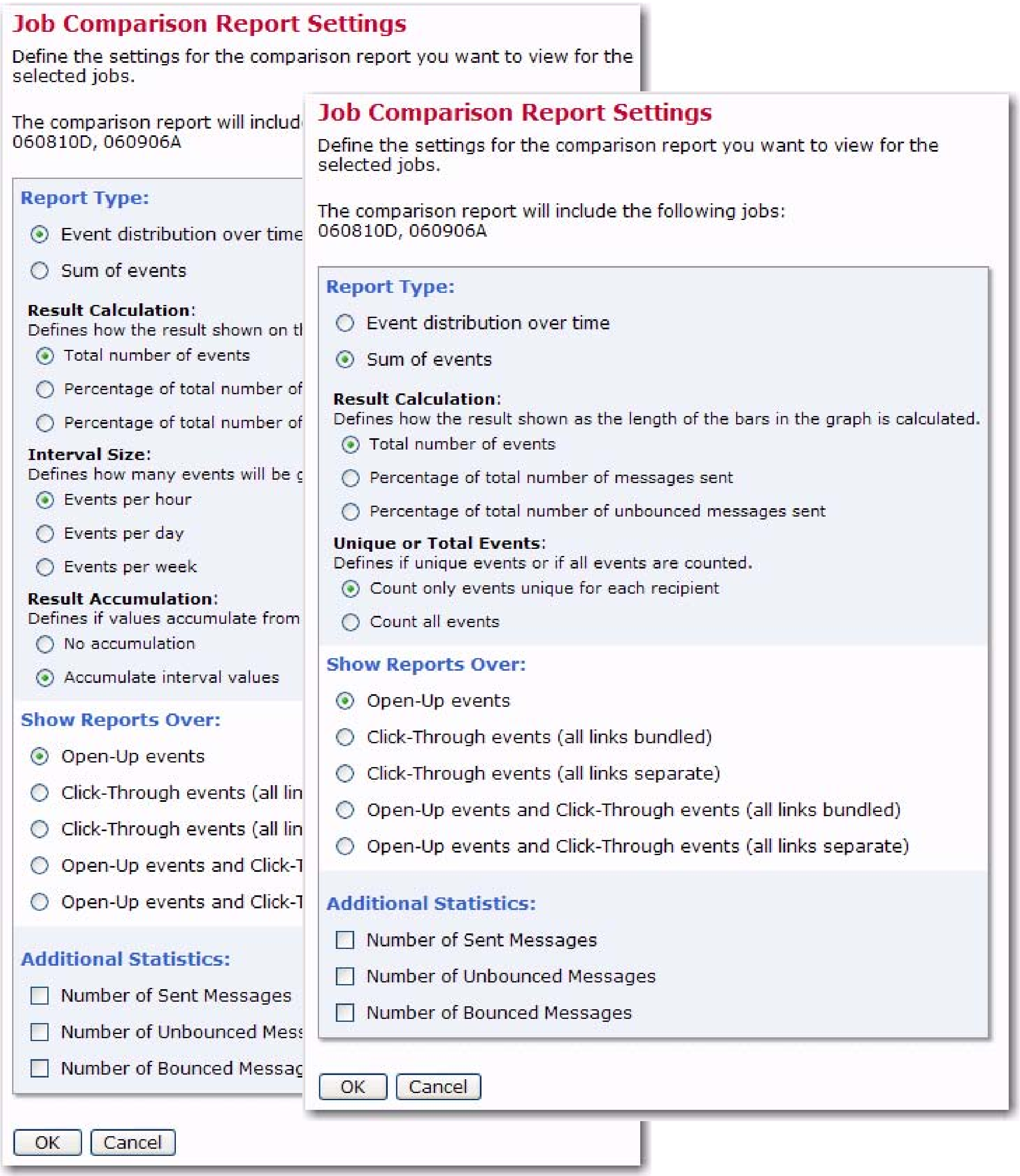
2. Define how the result shown on the Y-/X-axis of the graph is calculated:

   Total number of events – The Y-/X-axis will show the total number of events.

Percentage of total number of messages sent – The Y-/X-axis will show percentages in relation to the total number of messages sent.

Percentage of total number of unbounced messages sent – The Y-/X-axis will show percentages in relation to the total number of messages sent that have not bounced.

Figure 1-1 Job Comparison Report Settings



3. If applicable, define if unique events or all events are counted:

Count only events that are unique for each recipient – If the same recipient generates the same event several times, then it will only be counted once.

Count all events – All events are counted, whether they are generated by the same recipient or by different recipients.

4. If applicable, define how many events will be grouped in each interval:

   Events per hour – Each interval will count the events collected during a given hour.

   Events per day – Each interval will count the events collected during a given day.

   Events per week – Each interval will count the events collected during a given week.

Note: With small intervals, the curve will be smoother because there are more intervals to display. However, using more intervals will mean that the calculation of the report will take longer.

5. Define whether or not values should accumulate from one interval to the next:

   No accumulation – Each interval will only show the events counted from the beginning of the interval to its end. This means that the curve will rise and fall, depending on the event occurrence during each interval.

   Accumulate interval values – Each interval will show the accumulated number of events counted from the very beginning of the report period until the end of the interval. This means that the curve may only rise, but never fall. However, as events get more and more sparse with each proceeding report period, the curve will become less and less steep, until it tapers out into an (almost) horizontal line.

6. Select the type and the bundling of events to appear in the report:

   Open-Up Events – This option bundles all open-up events together into one variable charted on the report.

   Click Through Events (all links bundled) – This option bundles all click-through events together into one variable charted on the report.

   Click Through Events (all links are separate) – This option creates separate variables for each click-through event that is tracked.

   Open-Up Events and Click Through Events (all links bundled) – This option bundles all the open-up events into one variable and all the click-through events into a second variable charted on the report.

   Open-Up Events and Click Through Events (all links separate) – This option creates separate variables for each of the open-up and click-through events.

7. Check any of the following options to have additional statistics appear in the report:

   Number of Sent Messages – This option adds the number of messages that were sent with the job as a constant reference value to the report.

   Number of Bounced Messages – Another constant reference value is added to the report. This value shows the number of messages that were sent with the job but were detected as bounces. (See "About Bounces" below.)

   Number of Unbounced Messages – This constant reference value shows the number of messages that were sent with the job and were not detected as bounces.

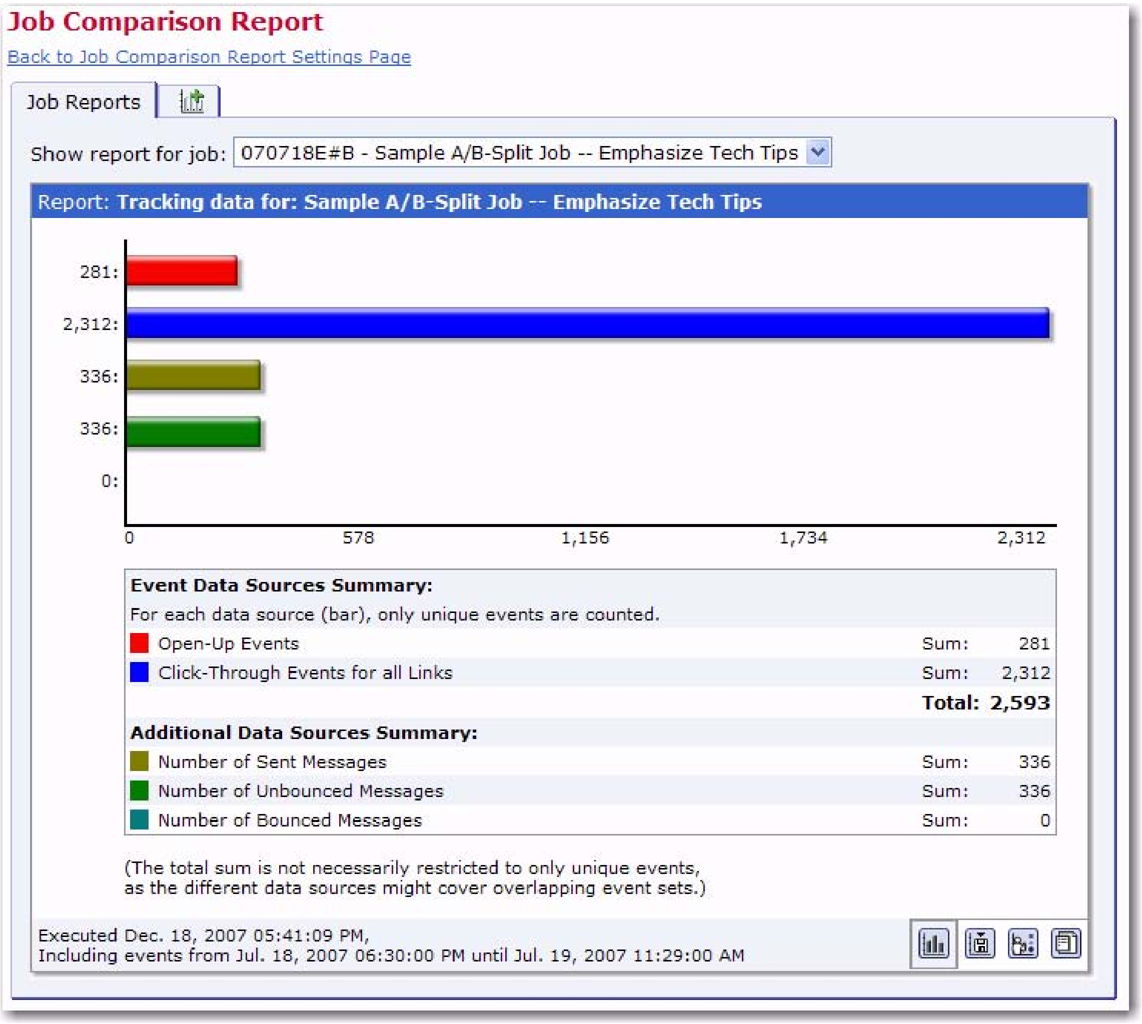
8. Once you have finished defining the report's settings, click **[OK]** to run the report.

1.1.2 The Job Reports Tab

The Job Comparison Report is displayed and, initially, it contains only the Job Reports tab, which contains the individual reports for all included jobs.

The Job Reports Tab displays the individual reports of all included jobs in the comparison report. Only one individual report is displayed at a time. Select the job for which you want to display the individual report from the **Show report for job** drop-down menu at the top of the tab. The displayed report is similar to the normal report that can be displayed for a completed job via the Reports tab on the job's Completed Job Details screen.

Figure 1-2 Job Comparison Report Sample



1.1.3 The Comparison Tabs

The comparison tabs are the heart of the job comparison report: There can be any number of these tabs and each tab can be used to create an individual comparison of the data sources from various of the included jobs in the report.

Additional comparison tabs can be added by clicking the **Add New Comparison Tab** icon that appears on a separate little tab at the top. When you click this icon, a new comparison tab will be created. This tab can be used for individually configured comparisons of the tracking events of several of the included jobs. There can be any number of such additional comparison tabs, for various comparisons (see below for details).

Click the **Back to Job Comparison Report Settings Page** link at the top of the page to go back to the settings screen, which is where you can change the general settings for the report (for example the report type and the type of the included data sources).

To close a certain comparison tab, click the **Close Tab** link at the top right of the tab.

Each freshly created comparison tab is initially empty and waits for you to select the jobs and report data sources to compare. For this selection, use the **Job Selection for Comparison** panel that appears at the right side of the window whenever a comparison tab is the active tab.

Figure 1-3 Adding a New Comparison Tab

On this panel, select the jobs that you want to compare by selecting their corresponding checkboxes. For each selected job, you may then also select one of its data sources to be included in the comparison chart. So for each selected job, there will always be exactly one data source that is included. Each job has an associated color which is displayed as a colored margin at the left on the selection panel. This color will be used to represent the selected data source of this job in the comparison chart. Depending on the type of the report, the data source will appear either as a colored line (in a "distribution over time" chart) or as a colored bar (in a "sum of events" chart).

Use the **Select All** and **Unselect All** links at the top of the panel to quickly select or unselect all jobs in the list.

By choosing the right combination of selected jobs, and for each job the selected data source, you can build your own individual comparison chart, which allows you to directly compare the data that interests you. And, by adding more comparison tabs, you can create several of these comparison charts. You can then quickly switch between these different charts by switching between the different comparison tabs.

For example, on one comparison tab you could compare the open-up data sources of several jobs, while on another comparison tab you could compare the click events for a certain link that appears in several jobs, or any other useful combination.

If you find a certain comparison chart especially useful, then you can use the **Create Report** icon at the bottom right of the comparison tab to create and save a standard tracking report that contains the selected jobs and data sources. You can then execute and view this report via the normal Tracking Reports list at any time, without having to go through the job comparison report interface again. (This option is only available if you have the necessary user rights and if at least one job is currently selected.)

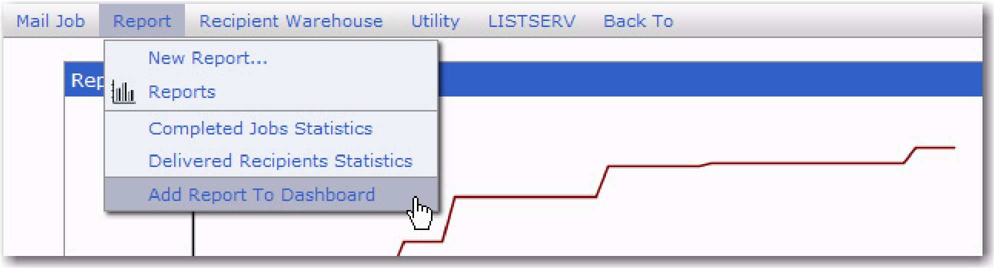
Note: If you are working with a small window size, then the job selection panel may overlap the actual reporting tab. In this case, to be able to view the full reporting tab without having to scroll horizontally, simply hide the job selection panel by clicking the **Hide Selection Panel** link at the top right of the panel. Of course, while the panel is hidden you can no longer change the selection of jobs and data sources, so to show the panel again, click the **Show Selection Panel** link that appears below the report on the reporting tab whenever the selection panel is hidden.

1.2 Adding Reports to the Dashboard

LISTSERV Maestro 3.3 gives you the ability to add up to 20 reports to the Dashboard. Each report is displayed in its own section, showing a "miniaturized" version of the report.

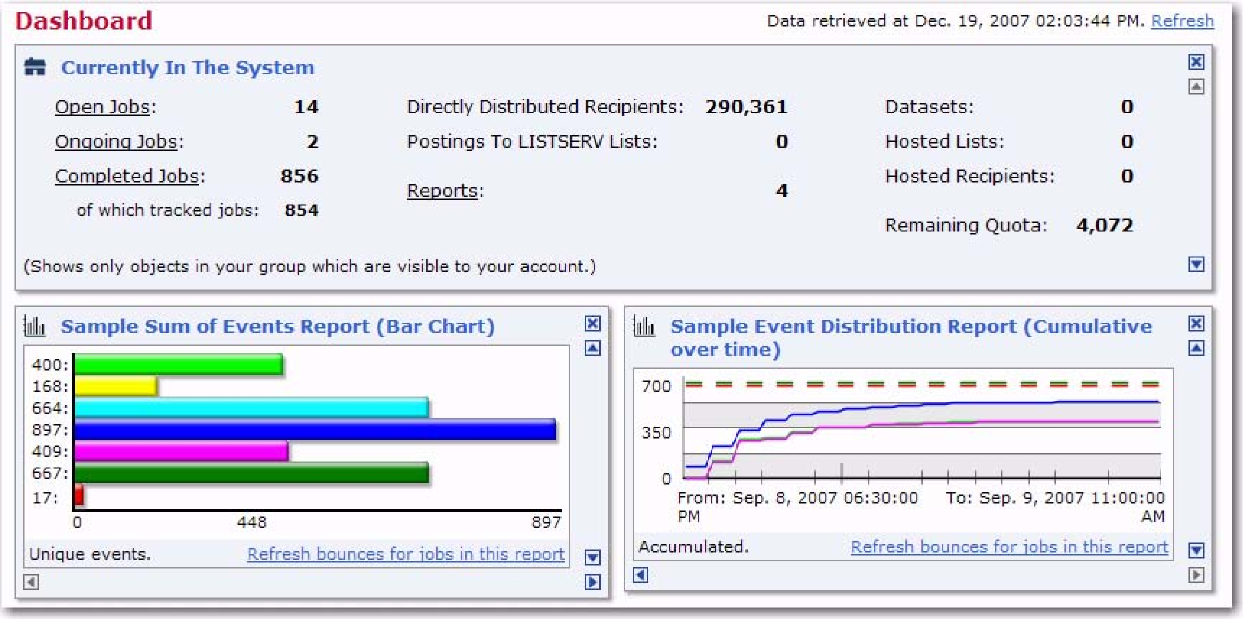
To add a report to the Dashboard, go to and view the actual report that you want to add, and then select **Report** > **Add Report To Dashboard**.

Figure 1-4 Adding a Report to the Dashboard



Click **[OK]** to add the report. To see the report on the Dashboard, click **Back To** > **Dashboard**. The report section will be located at the bottom of the Dashboard. To move the report, use the up and down arrows. If you have more than one report displayed on the Dashboard, you can also display them side-by-side. To do so, simply click the up or down arrow for one report until it is on the same level as the other report. Once the reports are on the same level, you can move them left or right using the side arrows.

Figure 1-5 Dashboard Report Samples



To view more details on the report, simply hover your mouse over the report. To view the full report with all details on its own screen, simply click on the report. Once you have opened the Dashboard report, you can change the view settings; however, these changes are only temporary and only apply to the current report details. To apply these changes to the report on the Dashboard as well, select **Report** > **Apply Settings To Report On Dashboard**.

To rename the report on the Dashboard, click on the report title, enter the new name in the text box, and then click **[OK]**.

To remove a report from the Dashboard, simply click the [x] box located in the upper right corner of that report section.

1.3 Additional Quick Report Settings for Completed Jobs

The Reports tab on the Completed Jobs screen now offers a wider variety of options for generating quick reports for the selected job.

In the **Report Type** sections, select one of the following:

- **Event distribution over time** – A simple line graph showing how event occurrence evolves over time.
- **Sum of events** – A bar graph that summarizes the number of recipients that clicked on each URL or opened up the email (the number and size of displayed bars depends on how the statistics are bundled, see choices below).
- **Event details** – Offers details about each single event for download. Includes event timestamp, browser platform, client address, and other valuable statistics.
- **Recipient details** – Offers detailed statistics about the recipient behavior for download. The detail level of the downloaded statistics can be configured freely for each download. This type of report is only available if personal or anonymous tracking was selected.

Note: The rest of the options available on this screen will vary depending on the report type you selected.

If the **Result Calculation** section is available, select one of these options to define how the result shown on the Y-/X-axis of the graph is calculated:

- **Total number of events** – The Y-/X-axis will show the total number of events.
- **Percentage of total number of messages sent** – The Y-/X-axis will show percentages in relation to the total number of messages sent.
- **Percentage of total number of unbounced messages sent** – The Y-/X-axis will show percentages in relation to the total number of unbounced messages.

If the **Unique or Total Events** section is available, select one of these options to define if unique events or all events are counted:

- **Count only events that are unique for each recipient** – If the same recipient generates the same event several times, then it will only be counted once.
- **Count all events** – All events are counted, whether they are generated by the same recipient or by different recipients.

If the **Interval Size** section is available, select one of these options to define how many events will be grouped in each interval:

- **Events per hour** – Each interval will count the events collected during a given hour.
- **Events per day** – Each interval will count the events collected during a given day.
- **Events per week** – Each interval will count the events collected during a given week.

Note: With small intervals, the curve will be smoother because there are more intervals to display. However, using more intervals will mean that the calculation of the report will take longer.

If the **Result Accumulation** section is available, select one of these options to define whether or not values should accumulate from one interval to the next:

- **No accumulation** – Each interval will only show the events counted from the beginning of the interval to its end. This means that the curve will rise and fall, depending on the event occurrence during each interval.
- **Accumulate interval values** – Each interval will show the accumulated number of events counted from the very beginning of the report period until the end of the interval. This means that the curve may only rise, but never fall. However, as events get more and more sparse with each proceeding report period, the curve will become less and less steep, until it tapers out into an (almost) horizontal line.

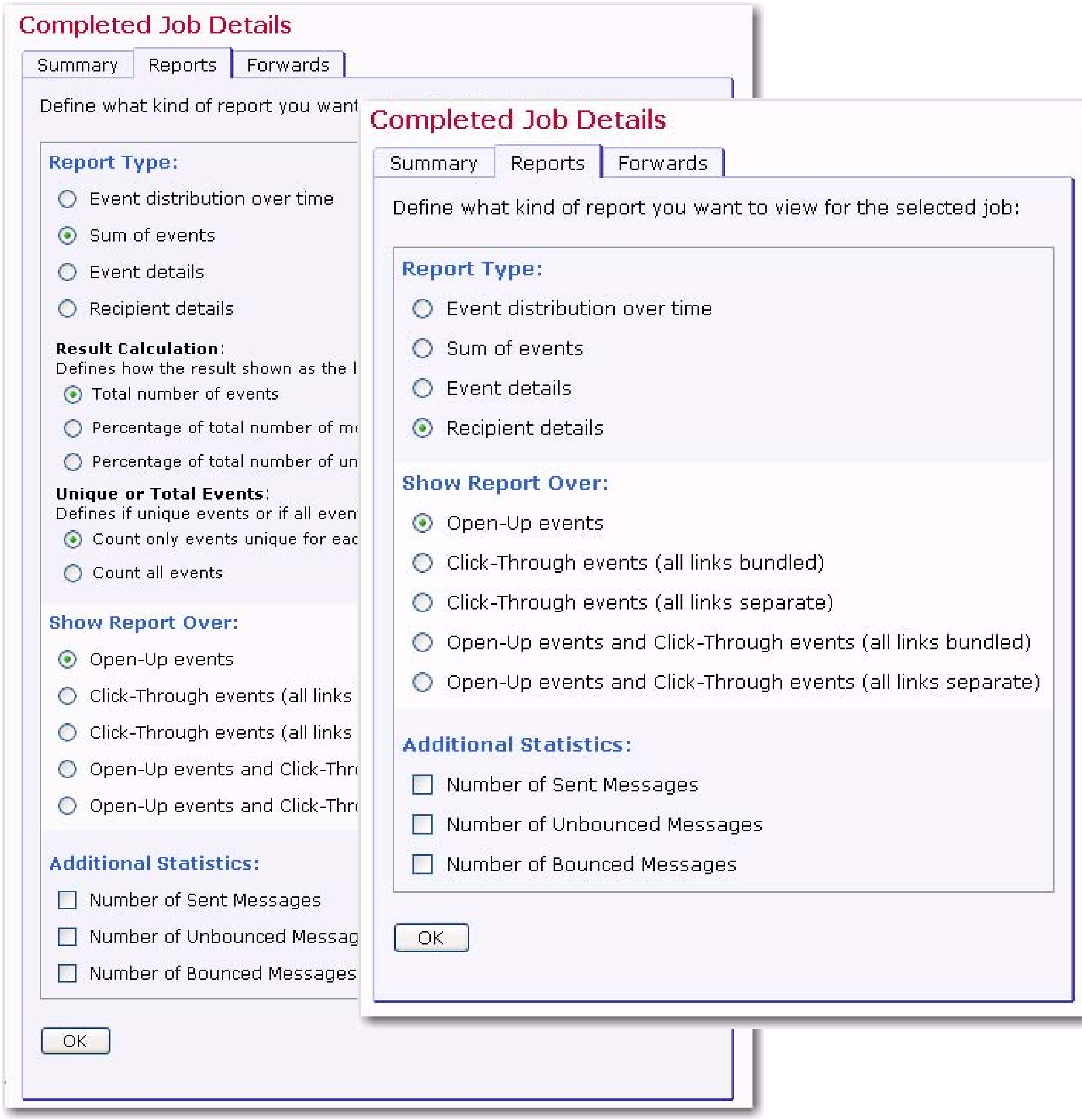
In the **Show Report Over** section, select the type and the bundling of events to appear in the report:

- **Open-Up Events** – This option bundles all open-up events together into one variable charted on the report.
- **Click Through Events (all links bundled)** – This option bundles all click-through events together into one variable charted on the report.
- **Click Through Events (all links are separate)** – This option creates separate variables for each click-through event that is tracked.
- **Open-Up Events and Click Through Events (all links bundled)** – This option bundles all the open-up events into one variable and all the click-through events into a second variable charted on the report.
- **Open-Up Events and Click Through Events (all links separate)** – This option creates separate variables for each of the open-up and click-through events.

In the **Additional Statistics** section, check any of the following options to have additional statistics appear in the report:

- **Number of Sent Messages** – This option adds the number of messages that were sent with the job as a constant reference value to the report.
- **Number of Bounced Messages** – Another constant reference value is added to the report. This value shows the number of messages that were sent with the job but were detected as bounces. (See "About Bounces" below.)
- **Number of Unbounced Messages** – This constant reference value shows the number of messages that were sent with the job and were not detected as bounces.

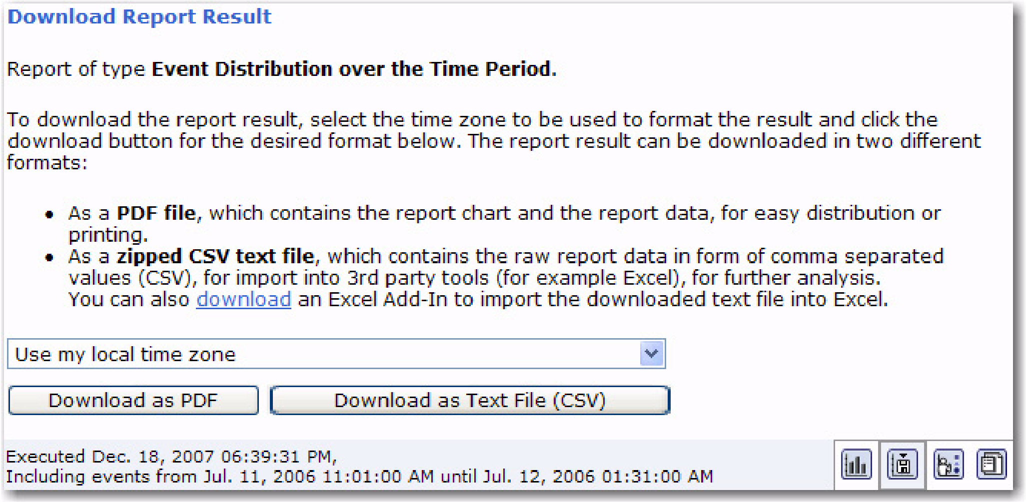
Figure 1-6 More Options on the Reports tab of the Completed Job Details Screen



1.4 Downloading Reports as a PDF

The Download Report Results screen for most LISTSERV Maestro reports has been changed to accommodate the PDF download feature. To download one of these reports as a PDF, simple click the new **[Download as PDF]** button.

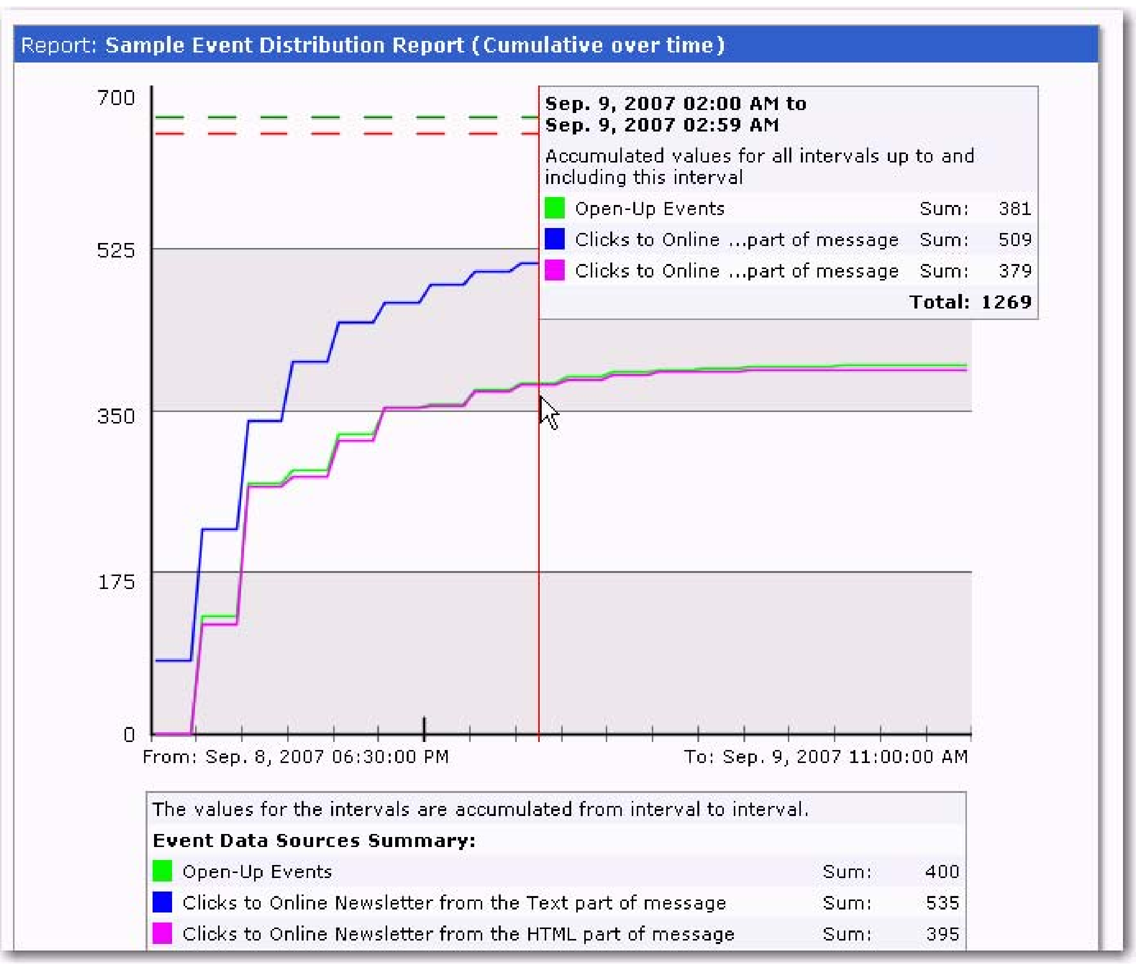
Figure 1-7 Downloading Reports as a PDF Example



1.5 Viewing More Details on the Event Distribution Over Time Tracking Report

LISTSERV Maestro 3.3 has improved the Event Distribution Over Time tracking report by making the report chart interactive.

Figure 1-8 Special Interval Marker on the Event Distribution Over Time Tracking Report

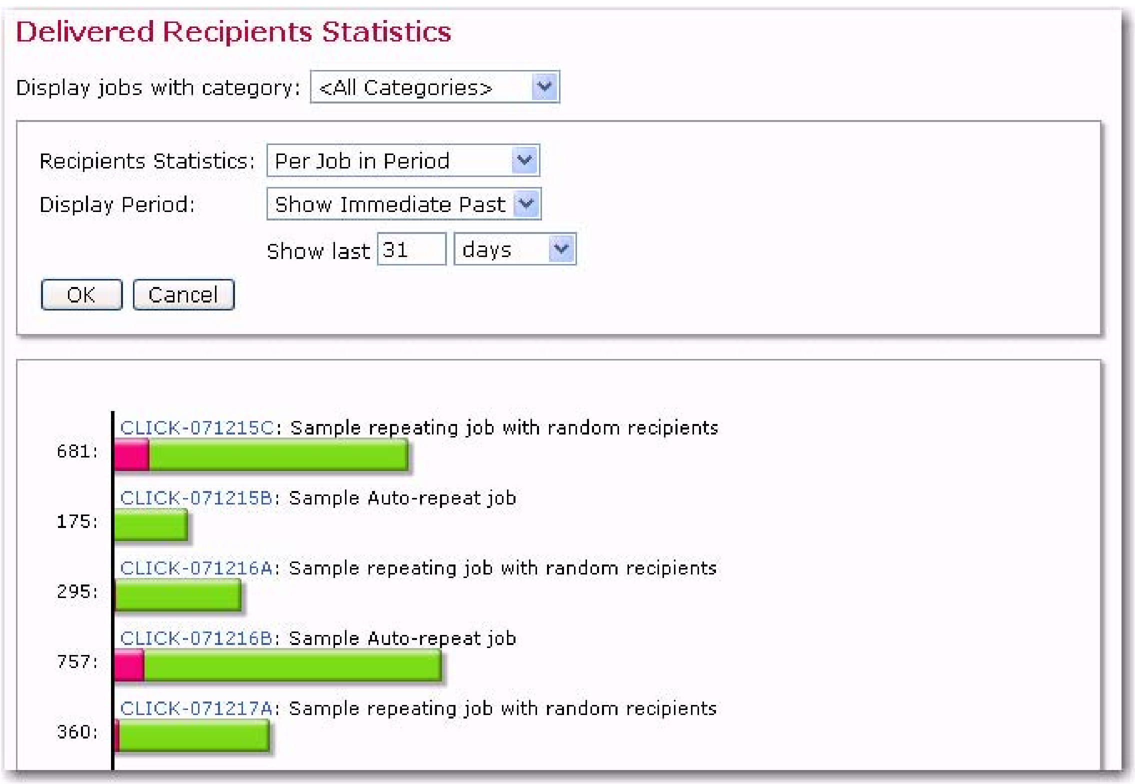


When you move the mouse pointer over the chart, a special interval marker is displayed. This marker appears as a red line in the middle of the interval, with a little box at the top that contains the boundary dates (and times) of the interval. With the help of this marker you are able to pick out a certain interval in the chart even if the interval size is very small (so that each interval is only a few pixels wide). You can then click on any interval to view details about it. The information box of the marker that usually only contains the boundary dates/times is expanded and shows additional details about the selected interval. Click anywhere on the report to close the more detailed information box.

1.6 Getting More Information from the Delivered Recipients Statistics Report

When the **Recipients Statistics** option for the Delivered Recipients Statistics Report is set to **Per Job in Period**, the bar diagram is displayed with the job ID and job title of each job above each bar. In LISTSERV Maestro 3.3, the job ID is now clickable. Once you click it, the corresponding Completed Job Details screen opens.

Figure 1-9 Delivered Recipients Statistics Report with Job ID



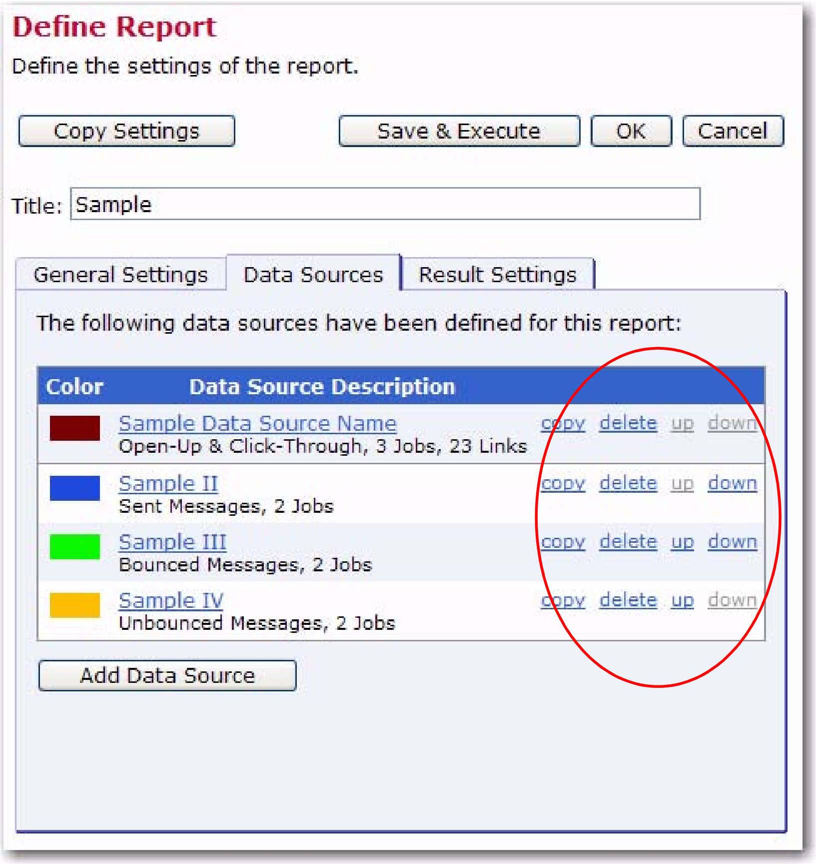
1.7 Reordering the Data Sources for a Tracking Report

When creating or editing a Tracking report, you can now rearrange the order of the report's data sources using the **up** and **down** links on the Data Sources tab.

For distribution reports, this ordering affects the order in which the data sources will appear in the legend. It will also affect the order in which the lines in the chart diagram are drawn. This means that the line of the first data source is drawn first, the line of the second data source second, and so on. This order may be of interest if you have data sources with similar values, where the lines are drawn on top of each other, so that lines which are drawn first are "hidden" by lines which are drawn later. By reordering the data sources, you can define which lines are drawn later, making them more likely to be visible in such cases.

For sum-of-events reports, this ordering affects both the order of the bars in the bar chart and the order in which the data sources will appear in the legend.

Figure 1-10 Reordering Data Sources

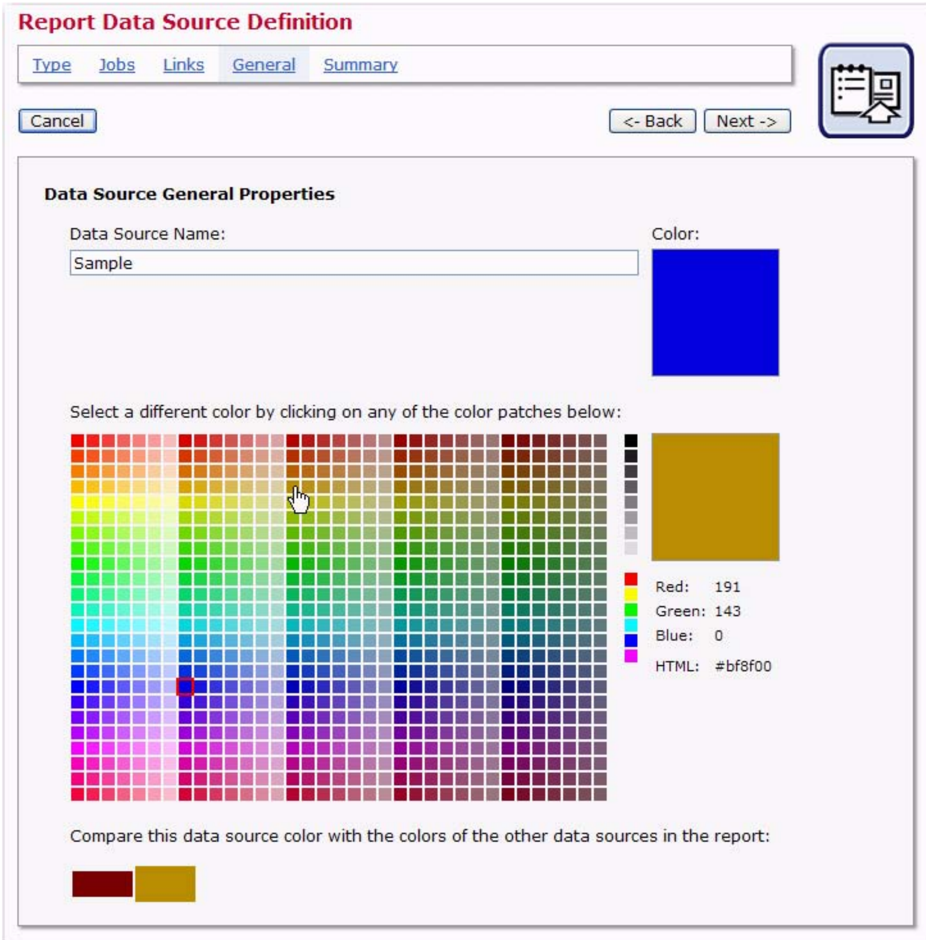


1.8 Updated Color Definition for Reports

When defining a report, the Data Source General Properties screen defines the name of the data source and its color. This screen now contains an advanced set of colors to choose from.

In addition, the colors used for any built-in Maestro report and any quick report have also been enriched and modernized.

Figure 1-11 Updated Color Definition for Reports



1.9 Improved LISTSERV List Header Keyword Support

LISTSERV Maestro 3.3 supports the new LISTSERV list header keywords that were introduced in LISTSERV 15.5. LISTSERV Maestro will also write the list headers of HLLs using these new keywords. The new LISTSERV list header keywords are:

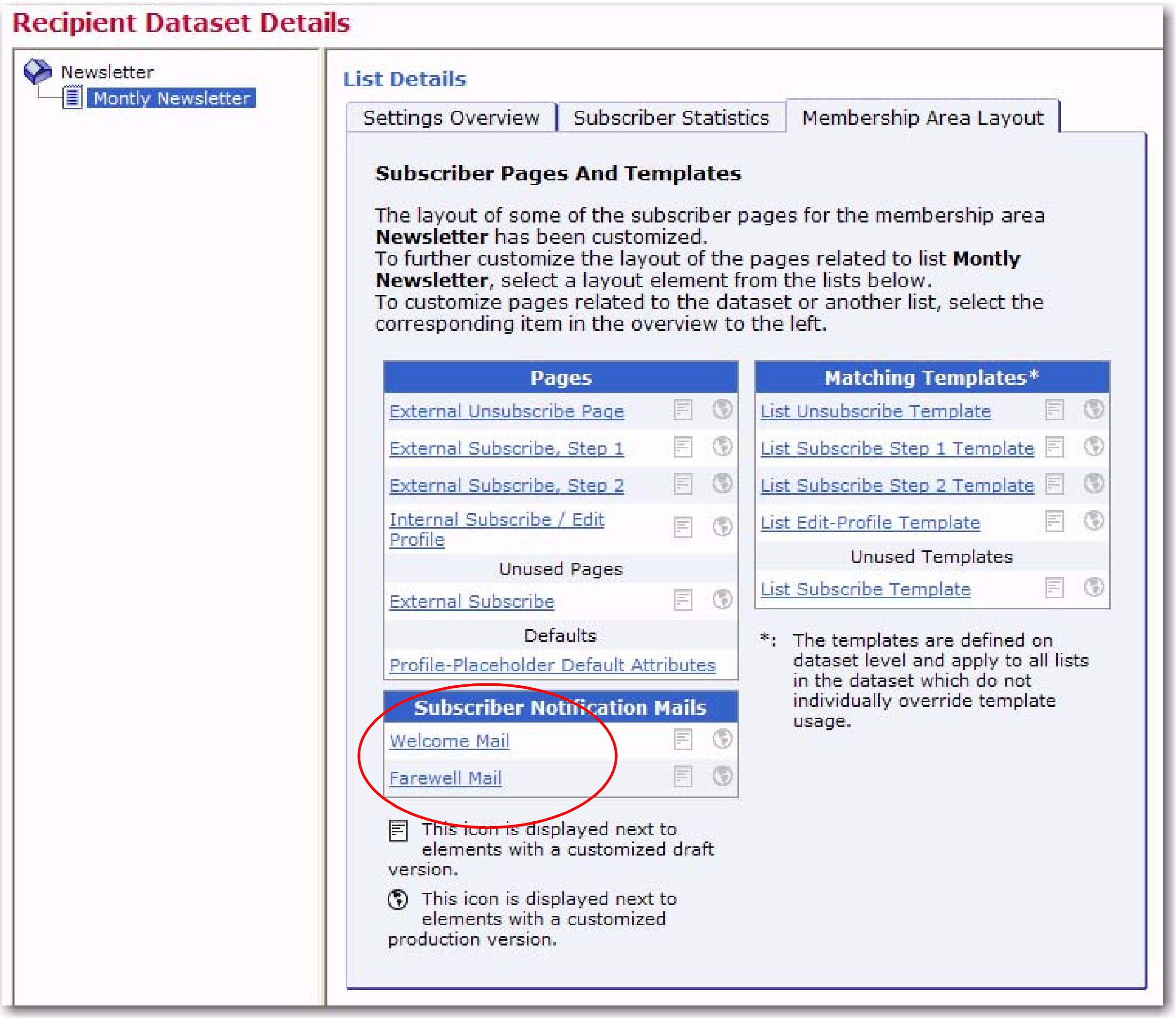
- `RSS_Abstract_Words`
- `Misc-Options=KEEP_EXCHANGE_DATA` (This replaces `Language=Exchange`; however, LISTSERV Maestro will still recognize `Language=Exchange`.)
- `Misc-Options=DISCARD_HTML` (This replaces `Language=NoHTML`; however, LISTSERV Maestro will still recognize `Language=NoHTML`.)

1.10 New Welcome and Farewell Emails for HRLs, HLLs, and Datasets

For each dataset or hosted list, you can now individually define a Welcome email and Farewell email, which is sent to the user whenever the user joins/subscribes or unregisters/unsubscribes. These new emails are optional. For HLLs, when you define a Welcome or Farewell email, then you are actually defining the corresponding mail templates in LISTSERV for the matching LISTSERV list. For datasets and HRLs, Maestro keeps track of these mails by itself.

To access these new emails, go to the Recipient Dataset Details screen, click on the dataset/HRL/HLL you'd like to work with, and then click on the Membership Area Layout tab. The Welcome and Farewell emails will be located in the **Subscriber Notification Mails** section.

Figure 1-12 New Welcome and Farewell Emails



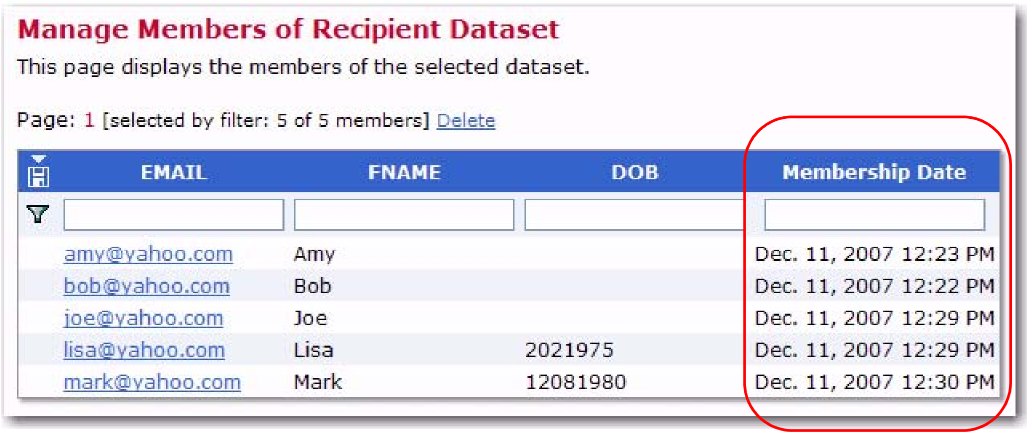
To enable one or both of the new emails, click on the **Welcome Mail** link and/or the **Farewell Mail** link. The Customize Page Layout screen opens, which is where you will define and deploy valid content for the Welcome/Farewell email. To define, click on the **Edit Source** icon. The Draft Version and Production Version tabs are displayed. Enter the content for the email on the Draft Version tab. Once you are finished, click the **[OK]** button. If you are satisfied with the email content and wish to enable it for use, click the **Deploy as Production Version** icon. This will also make your content available for viewing on the Production Version tab.

1.11 New Subscription/Membership Date Column

When browsing/editing subscribers of a Hosted Recipient List (HRL)/Hosted LISTSERV List or members of a dataset, there is now a new column that lets you know when that subscriber/member subscribed to the list or joined the dataset.

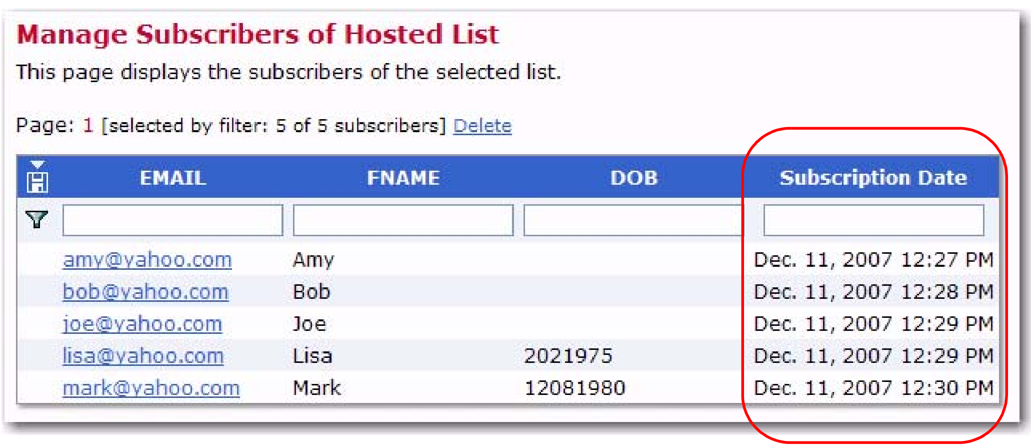
To see this new column for a member in a dataset, go to a dataset in the Recipient Warehouse, click **Dataset**, and then select **Browse/Edit Confirmed Members**. The Manage Members of Recipient Dataset screen opens.

Figure 1-13 New Membership Data Column



To see this new column for a subscriber of an HRL or HLL, go to the list in the Recipient Warehouse, click **Hosted List**, and then select **Browse/Edit Confirmed Subscriber**. The Manage Subscribers of Hosted List screen opens.

Figure 1-14 New Subscription Date Column



Tip

Tip: It is also possible to filter the Membership/Subscription Date column by supplying a filter string in the edit box above the column; however, there are special rules that need to be observed when this filter is supplied (see the help page for details).

1.12 Checking Whether or Not a User-Defined Drop-In is Empty

LISTSERV Maestro 3.3 contains a system drop-in that allows you to check if a given user drop-in actually has a non-empty content or not. The system drop-in itself will always be replaced either by the text "true" or "false" (without the quotes), depending on if the referenced user drop-in has a non-empty content or not.

A non-empty content is a content with at least one non-whitespace character in it. I.e. all content which is either totally empty or which contains only whitespace characters (like space, tab, linebreaks, etc.) is interpreted as empty.

This system drop-in is usually used in a conditional block where its result (which is always either "true" or "false") is used in the condition to decide if a conditional block shall be included in the mail or not. That way, it is for example possible to include a certain block only if a given user-drop is actually non-empty, or the other way round, include a certain block only if the user drop-in is empty.

The "name" of this drop-in is a directive with the following syntax:

```
*HasContent(NAME)
```

Where "NAME" is the name of the user drop-in to check (do not specify the name of another system drop-in). The directive is case-sensitive, and it requires this exact syntax, the correct spelling of the user drop-in name, and the correct drop-in enclosing tags.

Examples:

Assume that you have an auto-repeat job with a user drop-in called "DailyQuote" that pulls its content from a file. The job is sent on a daily basis and the content of the drop-in file is also updated daily, so that each day there is a different quote included. Only on some days there is actually no content at all for this drop-in. Now assume that in the part of the mail where this drop-in is included, there is also some short intro-text, which is only supposed to appear if the user drop-in is actually not empty. Also, if the user drop-in is empty, a suitable replacement text should appear instead. For this a conditional block with the `*HasContent` system drop-in can be used (indentations for readability only):

```
.BB {{*HasContent(DailyQuote)}} = true
.* Included only if the "DailyQuote" user drop-in has content
    Here comes the daily quote:
    {{DailyQuote}}
.ELSE
.* Included if the "DailyQuote" user drop-in is empty
    Sorry, but we do not have a quote for you today.
.EB
```

Assume that you have a job with a user drop-in called "Sample" that is included at some location in the mail job, where the drop-in also sometimes is empty. In case that it is empty, there is supposed to appear a certain alert text at another location in the same mail job. For this too a conditional block with the `*HasContent system` drop-in can be used (indentations for readability only):

```
.BB {{*HasContent(Sample)}} = false
.* Included only if the "Sample" user drop-in is empty
    Warning: The sample drop-in was empty!
.EB
```

1.13 Downloading a PDF Version of the Completed Job Summary

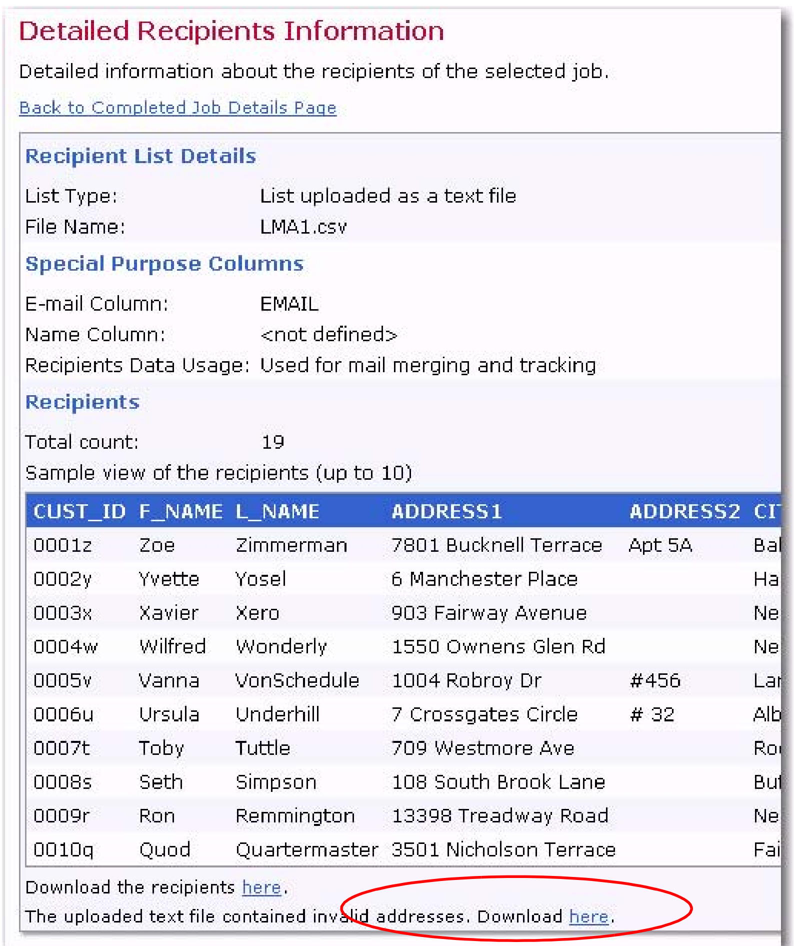
To download a printable PDF version of the job details that are displayed on the Summary tab of the Completed Job Details screen, simply click on the new **download** icon that is located in the upper right corner of the Completed Job Summary. Once you click this icon, you are prompted to open or save the PDF file.

Figure 1-15 Downloading the Completed Job Summary as a PDF

1.14 Downloading Invalid Recipients for Delivered Jobs

To download invalid recipients for a delivered job, click **Mail Job**, and select **Completed Jobs**. The Completed Jobs screen opens. From here, click on the Job ID for the job you’d like to download recipients from. The Completed Job Details screen opens. Click on the **View** link in the **Recipients** section. The Detailed Recipients Information screen opens.

Figure 1-16 Downloading Invalid Recipients for Delivered Jobs



If you have invalid recipients for this particular job, then there will now be a new download link available. At the bottom of this screen, click either the “uploaded text file contained invalid addresses. Download **here**" link (for CSV recipients) or the "The result set from the database contained invalid addresses. Download **here**" link (for DB-select recipients). You'll then have the option to view or save the zipped text file.

Note: This is only available for recipients that were uploaded from a Comma Separated Values file (CSV) or when LISTSERV Maestro selects the recipients from a database.

1.15 Using the Mail Charset when Previewing a Message's Content

On the Define Message screen, the Plain Text Preview tab will now use the same charset that is used when the mail is delivered. Because of this, any characters that will not be expressible during delivery will appear as a question mark (?) on the Plain Text Preview tab.

Note: This feature only applies to the Plain Text Preview tab. The HTML part of a message will never contain unprintable characters because characters that are not contained in the selected charset will be included as HTML entities instead (such as, "&#NUMBER;")

1.16 Previewing Blocked HTML Images

When defining an HTML email, it is now possible to preview the HTML part in a state that simulates the situation where the recipient's email client has blocked the images. This gives you the opportunity to check whether or not your message is still discernible even if your images get blocked.

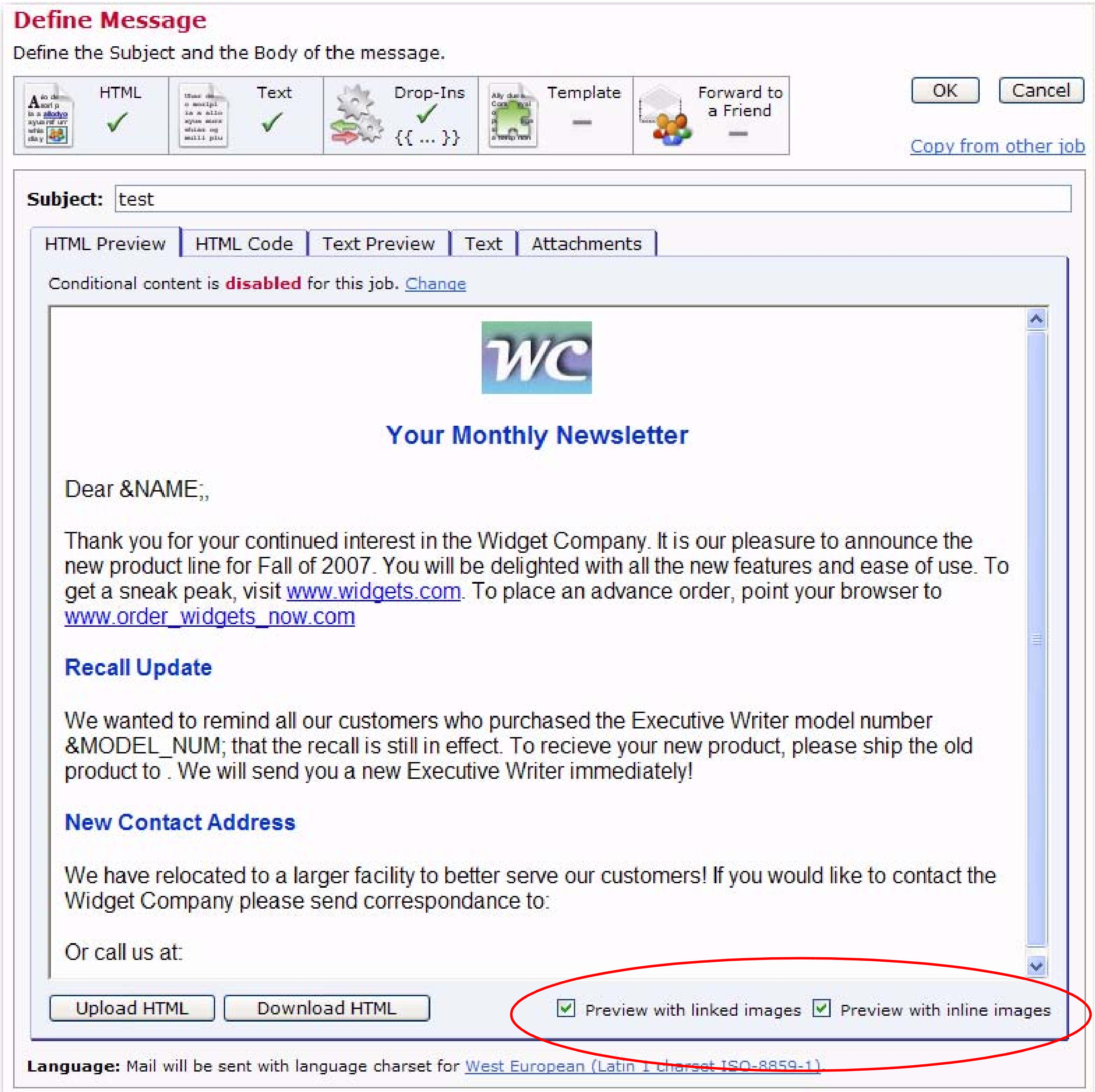
There can be many reasons why images are not being displayed by an email client. For example, the email client could initially be blocking the display of linked images until the user manually unblocks them (this is very common with current email clients), or any inline image attachments may have been stripped from the email by the recipient's email server, or the mail client could simply be unable to display any images at all (as may be the case with older email clients). Because of these reasons, it is extremely important that you make sure your message is readable and understandable even if the images in the message are not being displayed. If your message is not discernible, then you should rework your text so that the message is apparent without the images.

To preview your message, go to the Define Message screen for your email job. This screen contains the new options, **Preview with linked images** and **Preview with inline images**, used for previewing your message's HTML images.

Removing the checkmark from either of these options will have the effect that the corresponding image type will no longer be displayed in the preview, which lets you check how the message would look if this image type were blocked (or stripped) by the recipient's email client.

Notes: These options only work if these image types are present in the email message. In addition, these options only affect the preview of the message. The actual emails will always include the images (either linked or inline, depending on the type of each image) no matter how the options are set here on the HTML Preview tab.

Figure 1-17 New Previewing Options on the HTML Preview Tab



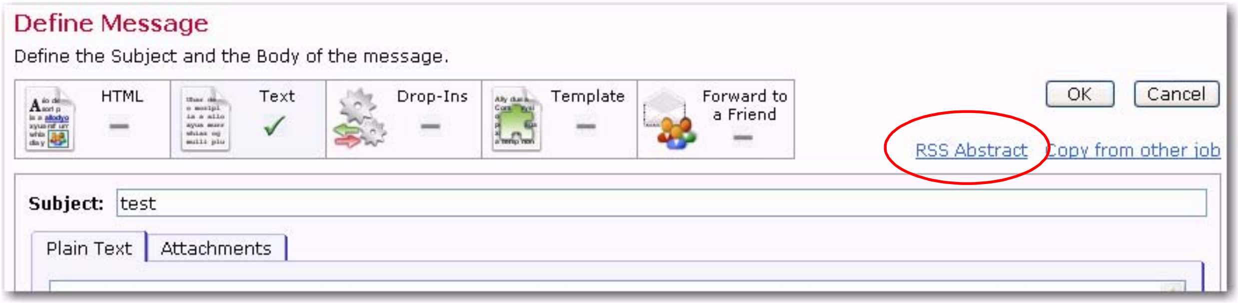
1.17 RSS Abstract Support

If the LISTSERV list archive is enabled for a LISTSERV list, then postings to this list may also be read in form of a RSS feed (in contrast to subscribing to the list and receiving the messages via email).

RSS feed readers usually display a short abstract for each message in the feed, which allows the user to determine if he/she is interested in reading the full message.

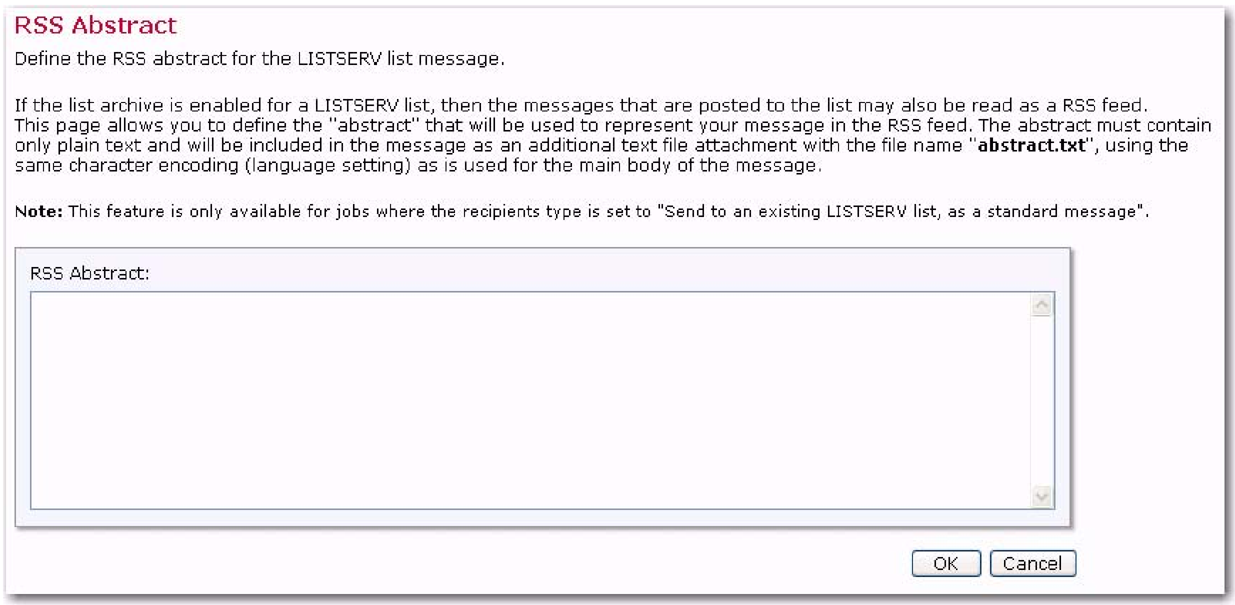
If the current recipient definition of the mail job is set to **Send to an Existing LISTSERV List** with the **Send job as a standard list message to list members** option, then the RSS abstract definition will be available on the Define Message screen.

Figure 1-18 RSS Abstract Support on the Define Message Screen



To define the RSS abstract, click the **RSS Abstract** link. The RSS Abstract screen open. From here, you can define the abstract that will be used for your message, in case your message is read via a RSS feed.

Figure 1-19 The RSS Abstract Screen



The message you enter must be plain text only and should be a short and concise overview about the full message content. In addition, you should not rely on text formatting like indentations or linebreaks, as RSS feed readers may not display these correctly.

Click **[OK]** to submit your message or **[Cancel]** to return to the Define Message screen without submitting any changes.

The abstract will be added to the message in the form of a special attachment that is of the "text" type and that uses the filename "abstract.txt". This attachment will be recognized by LISTSERV when the message is posted to the list, and LISTSERV will retrieve the text from the attachment and use it as the RSS abstract for the submitted message.

Notes: This attachment will also be visible to all subscribers of the list who receive the message as a normal email. In this case, the attachment will be displayed in the same manner as the recipient's email client usually displays attachments, and the recipient may chose to open and read the content of this attachment. Therefore, when writing the abstract, you should remember that both RSS feed readers and normal subscribers may read this text.

The attached plain text file will be encoded using the same character encoding (language setting) that will be used for the main body of the message. Because of this, make sure that all characters in the abstract are able to be displayed in the language setting that was chosen for the main message.

Also, if you selected one of the "determine language setting automatically" options for the main message, then this auto-detect process will not include the text in the abstract. This means that the language detection will process only the main message, and the setting that was determined by this will also be applied to the abstract.

Section 2 What's New in the LISTSERV Maestro 3.3-2 Administration HUB

Version 3.3-2 of LISTSERV Maestro has several new features in the Administration HUB that benefit the system administrator. This section gives you detailed information about the following new features:

- There are new INI-file entries for the Maestro User Interface and Tomcat components. For details, see Section 2.1 New Entries for the Maestro INI-Files.
- There are several new features that pertain to the Tomcat Server. These features include the ability of Tomcat to serve the WAs of several LISTSERV nodes on the same server (Windows only), the ability to use "virtual hosting" when adding user-defined content served by Tomcat, and the ability to restrict the login of a user to the User Interface based on the host name the user uses in the access-URL. For details on these features, see Section 2.2 Adding Content to the Tomcat Server.
- The ability to define separate SMTP workers (worker pool letters) for standard and test deliveries. For details, see Section 2.3 Defining Separate SMTP Workers for Standard and Test Deliveries.
- The ability to query the build number of "list" context. For details, see Section 2.4 Querying the Build Number of List Context.

2.1 New Entries for the Maestro INI-Files

The following INI-file entries are new for LISTSERV Maestro 3.3:

- for the Maestro User Interface INI-File:

Entry Key	Description
`DashboardReportLifetimeBase`	Defines the basis for the calculation of the dashboard report lifetime, in minutes. For efficiency's sake, a dashboard report is refreshed again only after its lifetime has expired. The lifetime until the next refresh is re-calculated after each refresh as a random value in the range from "baseTime" to "baseTime*1.5". **Note:** Tracking event reports do not use this base-time, as they determine their lifetime based on the event transfer interval instead. Default: 4 (i.e. by default the actual dashboard lifetime is a random value in the range between 4 and 6 minutes.)

- for the Tomcat INI-File:

Entry Key	Description
`AdditionalHost.N`	Defines an additional host, to be used for added custom content. See Section 2.2 Adding Content to the Tomcat Server for details. Default: By default there are no additional hosts.

2.2 Adding Content to the Tomcat Server

IMPORTANT: The procedure described in Section 26 Adding the LISTSERV Web Interface to the Tomcat Server of the Administrator's Manual for LISTSERV Maestro is only meant to be used when a single LISTSERV instance is present on the LISTSERV Maestro server, and Tomcat is supposed to serve the LISTSERV WA application. If there are several LISTSERV nodes on the server, the procedures and information in Section 2.2.5 Serving Multiple LISTSERV Nodes on a Single Server should be used instead.

2.2.1 Adding Content as a New Context

For LISTSERV Maestro 3.3, the procedure for adding content as a new context has changed. To create a new context with your own content, the first question that you have to decide is the following:

> "Does the server where Tomcat is running have several different host names, and if yes, do you want your own content to show up for all of these host names or not?"

Or in different words: Depending on which host name is used in the access URL when the user tries to access your content, is the content to show up for all host names in the URL, or only for specific ones?

The way that you proceed depends on how you answer this question:

- If the server has only a single host name anyway, or if you want your content to show up for all host names:

  Create a new folder inside of the "webapps" folder of LISTSERV Maestro, like this:

  ```
  [install_folder]/webapps/CONTEXT/
  ```

  where you replace "CONTEXT" with the name of your context, for example:

  ```
  [install_folder]/webapps/sample/
  ```

  Then proceed as described further below.

- If the server has several host names, and you want your content to show up not for all of them, but only for one (or several) specific host name(s):

  First you need to decide which one of the desired host names shall be the "main host name". All others will be aliases. If you have only one desired host name, then this will be the "main host name" and there are no aliases.

  Then create a new folder like this one:

  ```
  [install_folder]/webapps-MAIN_HOST_NAME/CONTEXT/
  ```

where you replace "MAIN_HOST_NAME" with the "main host name" and "CONTEXT" with the name of your context, for example:

```
[install_folder]/webapps-host.domain.com/sample/
```

Now, add an entry like the following to the tomcat.ini file:

```
AdditionalHost.N=MAIN_HOST_NAME,ALIASLIST
```

where you replace "MAIN_HOST_NAME" with the "main host name" and "ALIASLIST" with a comma-separated list of all aliases (or leave out the ",ALIASLIST" part if there are no aliases). Also you need to replace the "N" with a unique number, i.e. there must not be two "AdditionalHost.N" entries with the same "N". For example:

```
AdditionalHost.0=host.domain.com,alias.domain.com,alias.domain.org
AdditionalHost.1=host-without-alias.domain.com
```

Note: You can have several such "AdditionalHost" entries in the tomcat.ini file (as shown in the example above). Each of these entries defines one additional host, with a "main host name" and optionally a list of aliases for this host. The host names used by these entries must be unique, i.e. you must not use the same host name in two different "AdditionalHost" entries (neither as a "main host name" nor as an alias).

Then proceed as described below.

As your next step, copy the following folder (and the files in it) from the "archives" context to your own freshly created context (the archives context is automatically installed with each Maestro Tomcat). Copy the following folder:

```
[install_folder]/webapps/archives/WEB-INF/
```

So that at the end you have something like this:

```
[install_folder]/webapps/CONTEXT/WEB-INF/
```

or (in case you have a specific "main host name"):

```
[install_folder]/webapps-MAIN_HOST_NAME/CONTEXT/WEB-INF/
```

In the "WEB-INF" folder that you just copied, edit the file "web.xml" and look for the entry that says "<param-value>archives</param-value>". Change the text "archives" as follows:

- If your context is in the default "webapps" folder, then change the text to your context name, like this:

```
<param-value>CONTEXT</param-value>
```

- If your context is in a specific "webapps-MAIN_HOST_NAME" folder, then change the text to the "main host name" plus the context name, separated by a dash "-", like this:

```
<param-value>MAIN_HOST_NAME-CONTEXT</param-value>
```

Now you can put whatever files you want into your "CONTEXT" folder (you can also create subfolders). Usually you may want to include a start page like "index.html" or similar, but you can also have other pages, even in subfolders. Also image files or other downloadable content if you want.

Restart Maestro to make it aware of the new context.

The files in the new context will then be accessed for example as follows:

`http://HOST/CONTEXT`	access to the start page (if one was supplied)
`http://HOST/CONTEXT/`	also access to the start page (if one was supplied)
`http://HOST/CONTEXT/page.html`	access to page `page.html`
`http://HOST/CONTEXT/sub/other.html`	access to page `other.html` in the `sub` subfolder

Where of course you have to replace "`CONTEXT`" with your own context name and "`HOST`" with the correct host name for this context:

- If your context is in the default "webapps" folder, then you can use any host name that is assigned for this server to access this context, except for any host names which are used as a "main host name" or as an alias host name, as described above (if any).
- If your context is in a specific "webapps-MAIN_HOST_NAME" folder, then you can only use this "main host name" and its aliases to access this context. Also, you can not use this "main host name" or any of its aliases to access any contexts in the default "webapps" folder (including the default Maestro contexts) or any contexts in other "webapps-DIFFERENT_MAIN_HOST_NAME" folders (if there are any).

Warnings: In the default "`webapps`" folder, **do not** create custom contexts with one of the reserved names used by LISTSERV Maestro, i.e. do not call your context lui, hub, trk, list, archives, or scripts.

Do not put any files into the `WEB-INF` folder, as they would not be accessible via a URL.

When creating subfolders in your context, **do not** create a folder called "`META-INF`", as this is a reserved name

2.2.2 Defining the Default Context

For LISTSERV Maestro 3.3, the procedure for defining the default context has changed.

The default context is the context that is used if the user types the access URL without any context name; for example, only "`http://yourhost`" or "`http://yourhost/`" or "`http://yourhost/somepage.html`".

This is not supported out of the box by Maestro but must be configured first.

To define a default context, create a new context (with a new subfolder either in "`webapps`" or in "`webapps-MAIN_HOST_NAME`") as described above.

In addition, before restarting Maestro, include the following entry in the `tomcat.ini`:

- If your context is in the default "`webapps`" folder:

```
DefaultContext=CONTEXT
```

- If your context is in a specific "`webapps-MAIN_HOST_NAME`" folder:

  `DefaultContext.MAIN_HOST_NAME=CONTEXT`

where you replace "`CONTEXT`" with the name of your context and, if applicable, "`MAIN_HOST_NAME`" with the corresponding "main host name".

For example for a context called "`sample`" you would have

`DefaultContext=sample`

- or -

`DefaultContext.host.domain.com=sample`

Warning: Do not define any of the reserved LISTSERV Maestro contexts as the default context (lui, hub, trk, list, archives or scripts)!

With this entry in the `tomcat.ini`, the specified default context can now be accessed in two ways:

- As before, you can still specify the context directly in the URL:

`http://HOST/CONTEXT`	access to the start page (if one was supplied)
`http://HOST/CONTEXT/`	also access to the start page (if one was supplied)
`http://HOST/CONTEXT/page.html`	access to page `page.html`
`http://HOST/CONTEXT/sub/other.html`	access to page `other.html` in the `sub` subfolder

- In addition, you can leave out the context in the URL but will still see the same pages (but this works only for the default context, of course):

`http://HOST`	access to the start page of the default context (if one was supplied)
`http://HOST/`	also access to the start page of the default context (if one was supplied)
`http://HOST/page.html`	access to page `page.html` in the root folder of the default context
`http://HOST/sub/other.html`	access to page `other.html` in the `sub` subfolder of the default context

2.2.3 Enabling Access Logging for WA

For LISTSERV Maestro 3.3, the procedure for enabling access logging for the WA has changed.

To enable access logging for the WA component itself, edit the following file:

`[install_folder]/webapps/scripts/META-INF/context.xml`

and/or to enable access logging for the WA archives, edit the following file:

`[install_folder]/webapps/archives/META-INF/context.xml`

In this file, add a "`<Valve>`" tag similar to the following, just before the "`</Context>`" closing tag, so that the resulting "`context.xml`" file looks similar to this (the part that you should add is marked with bold):

```
<Context caseSensitive="false">
    <Manager className="org.apache.catalina.session.StandardManager" pathname=""/>
    <Valve prefix="YOURNAME_access_log."
           className="org.apache.catalina.valves.FastCommonAccessLogValve"
           directory="logs" suffix=".log" pattern="common" resolveHosts="false"/>
</Context>
```

In this tag, replace "`YOURNAME`" with a name that uniquely identifies the context for which you are enabling the logging, for example "`WA`" or "`Archives`" (this will become part of the log file name).

Then, restart LISTSERV Maestro.

Note: The above procedure applies to a normal LISTSERV installation only, with a single LISTSERV instance, whose WA is served by Tomcat. In case you are dealing with an installation, with several LISTSERV instances where Tomcat serves the WA applications of all of these instances (see Section 2.2.5 Serving Multiple LISTSERV Nodes on a Single Server below), then the procedure is slightly different.

In this case, the locations for the two "`context.xml`" files are slightly different. Instead of editing the files in the locations quoted above, edit the following files:

(1) To enable access logging for the WA component of a ListPlex node with a certain ListPlex-FQDN, edit the following file:

`[install_folder]/webapps-LSVNODE_FQDN/scripts/META-INF/context.xml`

(2) And/or, to enable access logging for the WA archives of a ListPlex node with a certain ListPlex-FQDN, edit the following file:

`[install_folder]/webapps-LSVNODE_FQDN/archives/META-INF/context.xml`

Also, when deciding on a substitution for "`YOURNAME`" (see above), you should include the FQDN of the LISTSERV node you are configuring (for example "`LSVNODE_FQDN-WA`" or "`LSVNODE_FQDN-Archives`"), so that the access logs of the WA applications of the various LISTSERV nodes will get different file names.

2.2.4 Enabling Access Logging for Custom Content

For LISTSERV Maestro 3.3, the procedure for enabling access logging for custom content has changed.

To enable access logging for a given custom content that you have added to Tomcat, use the following procedure:

- Copy the following folder (and the files in it) from the "archives" context to your own context (the archives context is automatically installed with each Maestro Tomcat). Copy this folder:

  `[install_folder]/webapps/archives/META-INF/`

  So that at the end you have something like this:

  `[install_folder]/webapps/CONTEXT/META-INF/`

  or (in case you have a specific "`main host name`"):

  `[install_folder]/webapps-MAIN_HOST_NAME/CONTEXT/META-INF`

  (where "`CONTEXT`" stands for the name of your context).

- In the "`META-INF`" folder that you just copied, edit the file "`context.xml`" and look for the "`<Valve>`" tag. If one already exists, edit the value of its "`prefix`" attribute. If no such "`<Valve>`" tag exists, add a new one similar to the following, just before the closing "`</Context>`" tag. The resulting "`context.xml`" file should then look similar to this (the part that you are supposed to add is marked with bold):

```
<Context caseSensitive="false">
    <Manager className="org.apache.catalina.session.StandardManager" pathname=""/>
    <Valve prefix="CONTEXT_access_log."
           className="org.apache.catalina.valves.FastCommonAccessLogValve"
           directory="logs" suffix=".log" pattern="common" resolveHosts="false"/>
</Context>
```

- In this tag, replace "`CONTEXT`" with the name of your context, or in case that you have a specific "main host name", replace it with the "main host name" and the context name, separated by a dash "–" (this prefix will become part of the log file name).

  Example for the context "`sample`" in the default folder "`webapps`":

```
<Context caseSensitive="false">
    <Manager className="org.apache.catalina.session.StandardManager" pathname=""/>
    <Valve prefix="sample_access_log."
           className="org.apache.catalina.valves.FastCommonAccessLogValve"
           directory="logs" suffix=".log" pattern="common" resolveHosts="false"/>
</Context>
```

Example for the context "`sample`" in the specific folder "`webapps host.domain.com`":

```
<Context caseSensitive="false">
    <Manager className="org.apache.catalina.session.StandardManager" pathname=""/>
    <Valve prefix="host.domain.com-sample_access_log."
           className="org.apache.catalina.valves.FastCommonAccessLogValve"
           directory="logs" suffix=".log" pattern="common" resolveHosts="false"/>
</Context>
```

- Finally, restart LISTSERV Maestro.

2.2.5 Serving Multiple LISTSERV Nodes on a Single Server

Important: Setting up a server that has LISTSERV Maestro and multiple LISTSERV nodes is a complex operation. For best results, we recommend that you utilize L-Soft's consulting and installation services.

As described in Section 26 Adding the LISTSERV Web Interface to the Tomcat Server of the Administrator's Manual for LISTSERV Maestro 3.3, it is possible to use LISTSERV Maestro's Tomcat server to serve the LISTSERV Web Interface (WA) for a LISTSERV instance that is installed on the same server as LISTSERV Maestro.

This is also possible if on the LISTSERV Maestro server there is not only a single LISTSERV instance, but a whole array of LISTSERV nodes. The following describes how to set up the Tomcat server in this situation, to serve the WA for all nodes on the server.

Notes: The following procedure is only meant for the situation where Tomcat is supposed to serve several WAs at once. For the normal case with a single LISTSERV installation and its WA, see Section 26 Adding the LISTSERV Web Interface to the Tomcat Server of the Administrator's Manual for LISTSERV Maestro 3.3.

The procedure described here assumes that you are starting with a clean server, on which neither LISTSERV Maestro or any LISTSERV instance is installed yet. For example, a server where you freshly set up a LISTSERV Maestro installation plus a number of LISTSERV nodes. However, the procedure can easily be adapted to situations where LISTSERV Maestro is already installed and addition LISTSERV nodes will be added, or the other way round, where some LISTSERV nodes are already installed and LISTSERV Maestro is added and is supposed to serve the WAs for these nodes.

The ability to run multiple LISTSERV nodes on the same server is only available on Windows; therefore, the information in this section only applies to those using Windows.

1. Preparation

For this procedure to work, it is necessary that for the server in question you have several fully qualified domain names (FQDNs) as well as several IP-addresses.

One set of FQDNs and IP-addresses is required for each LISTSERV node:

- For each LISTSERV node, you need one separate FQDN whose DNS entry points to a separate IP-address that is assigned to this server (i.e. all LISTSERV nodes must have dedicated FQDNs and IP-addresses). The same IP-address should not be used by any other FQDN (except for a possible second FQDN for the Maestro User Interface access, see below). Below, we call these FQDNs the "LISTSERV-FQDNs".

For LISTSERV Maestro, you can either use a single FQDN or there can be a separate FQDN for accessing Maestro to match each LISTSERV node.

- If all users are supposed to access the Maestro User Interface using the **same shared FQDN**, then you only need one additional FQDN.

Below, we call this one additional FQDN the "shared-LMA-FQDN".

The shared-LMA-FQDN must not reuse any of the LISTSERV-FQDNs, but must be a separate FQDN. However, it does not have to point to a separate IP-address. It can point to one of the already existing addresses (for example also share it with one of the LISTSERV-FQDNs of above).

- If you want users to access the Maestro User Interface with a **personal FQDN**, then you need several additional FQDNs, namely **one per node**.

Below, we call these additional FQDNs the "dedicated-LMA-FQDNs"

The dedicated-LMA-FQDNs must not reuse any of the LISTSERV-FQDNs, but each must be a separate FQDN. However, these dedicated-LMA-FQDNs do not have to use separate IP-addresses, but can share the dedicated IP-address of the corresponding LISTSERV-FQDN of above. The best practice for this is to define a dedicated IP-address per LISTSERV node (as described above) and then define the LISTSERV-FQDN and the dedicated-LMA-FQDN for this customer to both point to this dedicated IP-address.

2. Install the LISTSERV Nodes

First, install the LISTSERV nodes as you usually would. Follow the usual procedure for setting up several LISTSERV nodes on one server. When installing the LISTSERV nodes, do not set them up for using the WWW Interface (WA) at this time (this will come later, as explained below); instead, install all nodes as if no WA access was required.

When installing the nodes, use the dedicated LISTSERV-FQDN with the dedicated IP-address for each node, as is customary when setting up multiple LISTSERV nodes (see above).

Note: Procedures for installing multiple LISTSERV nodes on a single server are available from L-Soft Support.

3. Install LISTSERV Maestro

Install a fresh instance of LISTSERV Maestro on the server. Use the following options and choices in the install wizard:

- On the first Setup Type screen, select **Custom Setup**.
- On the LISTSERV Maestro Package: Individual Products Setup screen, click on **LISTSERV Maestro**.
- On the second Setup Type screen, select **Custom Setup** again.

- On the Existing LISTSERV Installation Found screen, select the **No** option.
- On the Default LISTSERV Settings screen, leave all entries empty for now. The LISTSERV connection settings will later be supplied in the HUB.

4. Configure Tomcat to serve the WA application for all LISTSERV Nodes

The following procedure must be repeated once for each of the LISTSERV nodes:

Note: In the following, certain placeholders are used which need to be replaced as follows:

LISTSERV_FQDN – Replace with the LISTSERV-FQDN of the node that you are currently configuring.

[install_folder] – The installation folder for LISTSERV Maestro.

- Create a folder with the following name:

  [install_folder]/webapps-LISTSERV_FQDN

- Copy the following two folders (and the subfolders and files in them) into the "webapps-LISTSERV_FQDN" you created above, so that this folder then contains an "archives" and a "scripts" subfolder. Copy these folders:

  [install_folder]/webapps/archives

  [install_folder]/webapps/scripts

  to create these folders:

  [install_folder]/webapps-LISTSERV_FQDN/archives

  [install_folder]/webapps-LISTSERV_FQDN/scripts

- Edit the following file:

  [install_folder]/webapps-LISTSERV_FQDN/archives/WEB-INF/web.xml

  Look for the entry that says "<param-value>archives</param-value>". Edit the value of this entry so that the entry instead looks like this:

  <param-value>LISTSERV_FQDN-archives</param-value>

- Edit the following file:

  [install_folder]/webapps-LISTSERV_FQDN/scripts/WEB-INF/web.xml

  Look for the entry that says "<param-value>scripts</param-value>". Edit the value of this entry so that the entry instead looks like this:

  <param-value>LISTSERV_FQDN-scripts</param-value>

- Edit the following file:

  [install_folder]/conf/tomcat.ini

  Add an entry like the following:

  AdditionalHost.N=LISTSERV_FQDN

where you replace the "N" with a unique number (for example "0", or "1" or similar), in such a fashion, that if there are several "AdditionalHost.N" entries in the tomcat.ini file (as is the case as soon as you configure the second LISTSERV node), then each entry must use a different value for "N".

- Copy the file wa.exe from the "MAIN" folder of the ListPlex node to the following folder:

  ```
  [install_folder]/webapps-LISTPLEX_FQDN/scripts/WEB-INF/cgi
  ```

- Skip this step if you are currently configuring the main LISTSERV instance. Only do this step if you are currently configuring one of the secondary LISTSERV instances:

  Rename the wa.exe file that you just copied into the "cgi" folder from "wa.exe" to "wa-INSTANCE_NAME.exe", where "INSTANCE_NAME" must be replaced with the value of the "INSTANCE" variable in the SITE.CFG of the LISTSERV node that you are currently configuring. For example "wa-hq.exe".

- Edit the SITE.CFG of the LISTSERV node that you are currently configuring and add the following entries (linebreak added for readability only):

  ```
  WWW_ARCHIVE_CGI=/scripts/WA_EXE_NAME
  WWW_ARCHIVE_DIR=[install_folder]\webappsLISTSERV_FQDN\archives
  SITE_CONFIG_CGI_DIR=[install_folder]\webapps-LISTSERV_FQDN\scripts\
  WEB-INF\cgi
  ```

  where you replace "WA_EXE_NAME" with the name that you gave the WA executable in the previous step (make sure to check which name the WA executable for this LISTSERV node has in the [install_folder]\webapps-LISTSERV_FQDN\scripts\WEB-INF\cgi folder).

Important: In the above entries in the SITE.CFG, make sure not to specify a path which contains spaces. This means, that if the path of "[install folder]" contains folders with spaces in their names (which is, for example, the case for LISTSERV Maestro's default install folder "C:\Program Files\L Soft\Application Server\"), then you must use the space-free 8.3 variants of these folder names, for example "C:\Progra~1\L-Soft\Applic~1\".

- Repeat the above steps for the next LISTSERV node, until all nodes have been configured in the same fashion. If you later add a new node, repeat the same steps for this node too.

<u>Restart all LISTSERV Instances and LISTSERV Maestro.</u>

LISTSERV Maestro and the LISTSERV Web Interface for each of the nodes will now be available with a web browser via the following URLs:

To access LISTSERV Maestro:

- If a shared-LMA-FQDN is used, then for all users, the Maestro User Interface is accessible via this shared name, with the following URL:

  http://SHARED_LMA_FQDN/lui

- If dedicated-LMA-FQDNs are used, then for each user, the Maestro User Interface is accessible via his personal dedicated FQDN, with the following URL:

  http://DEDICATED_LMA_FQDN/lui

To access the LISTSERV interface (WA):

- For each user, WA is accessible via its personal LISTSERV-FQDN only, with the following URLs:

  http://LISTSERV_FQDN/archives

  http://LISTSERV_FQDN/scripts/wa.exe

With this setup, you now have the following behavior/restrictions:

- To access the Web Interface of a certain LISTSERV node, you must use the LISTSERV-FQDN of that node. Using one of the other LISTSERV-FQDNs or the shared-LMA-FQDN or any of the dedicated-LMA-FQDNs (whichever is applicable) will not work.
- When using a shared-LMA-FQDN, you must use this FQDN to access the Maestro User Interface. Using one of the LISTSERV-FQDNs will not work.
- When using dedicated-LMA-FQDNs, then by default you will be able to use any of these FQDNs to access the Maestro User Interface (this default can however be changed, see below for details). Using one of the LISTSERV-FQDNs will however not work.

As described in the last bullet above, if you are using dedicated-LMA-FQDNs, then by default any of these FQDNs can be used to access the Maestro User Interface. This is because in reality there is actually only one LISTSERV Maestro instance on a server sharing the same IP address. Therefore, any of these host names will allow you to access the Maestro User Interface.

When using dedicated-LMA-FQDNs, you may restrict each group (or non-group account) in such a way that the users of this group/account are only allowed to login if they use their assigned dedicated-LMA-FQDN. If they use a different FQDN (even if that would theoretically be a valid LMA-FQDN) their login shall be rejected.

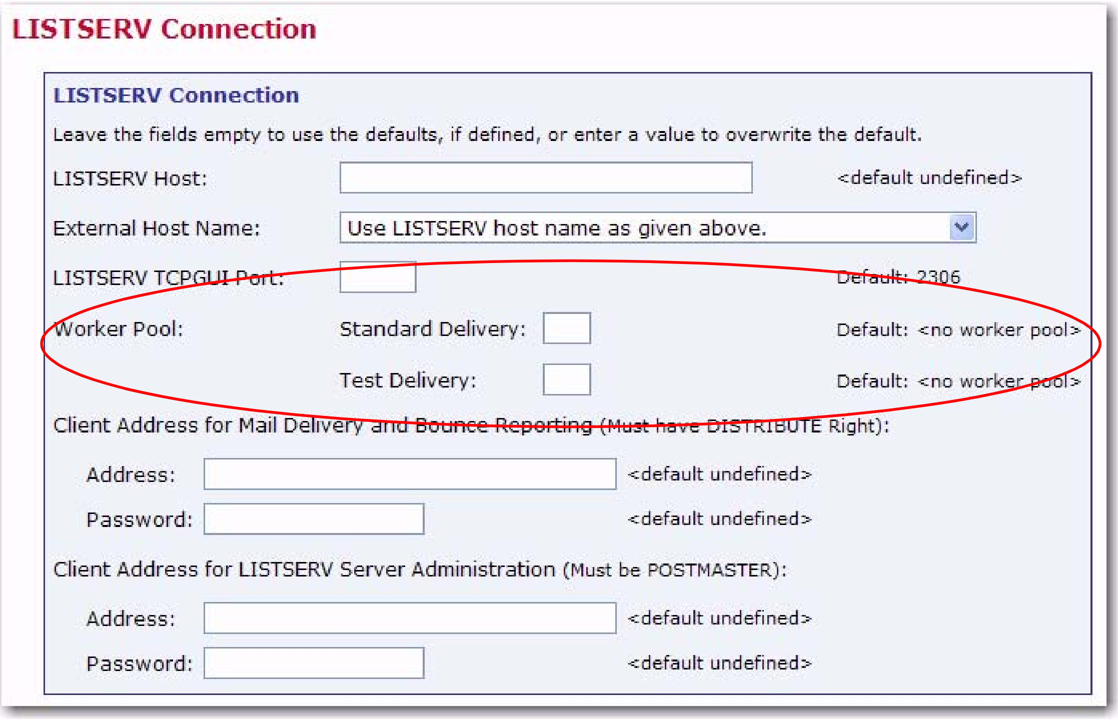
This is configured in the Administration Hub and needs to be configured for each group and each non-group account that shares the LISTSERV Maestro server with its own dedicated-LMA-FQDN. From the Administration Hub home page, click on **Administer User Accounts**, click on the group name or non-group account name, click on **Maestro User Interface**, and then click **Login Restrictions**.

On the Login Restrictions screen, enter the dedicated-LMA-FQDN that is assigned to the selected group/account into the **Required Login Host Name** field.

Once you have done this for all groups and non-group accounts, then each group/account will only be allowed to login if they use their assigned dedicated-LMA-FQDN. So if customer-A tried to login using the FQDN of customer-B, then his login would be rejected in the same manner as if his account/group was not known at all, i.e. to one group it would look exactly as if there actually was a different server behind the FQDN used by a different group.

2.3 Defining Separate SMTP Workers for Standard and Test Deliveries

The **SMTP Worker Pool** section on the LISTSERV Connection screen lets you specify a LISTSERV worker pool to use for specific delivery situations. You can specify different worker pools for standard deliveries and for test deliveries. Worker pools are an advanced LISTSERV feature, please consult with L-Soft support for details. Leave the field empty to use the displayed default. The system default is "no worker pool", i.e. normal distribution by LISTSERV. If you do not know what worker pools are or what they are used for, you should always stick to this system default.



2.4 Querying the Build Number of List Context

Previously, the current version and build number of the LISTSERV Maestro components (LUI, HUB, TRK) could be queried remotely. Now, in addition to these components, you can also query the build number of the list context. To perform this action, go to

```
http://LUISERVER/list/build
```

where `LUISERVER` is the name of the server running the LISTSERV Maestro User Interface.

Section 3 What's New in the LISTSERV Maestro 3.3-3 User Interface

Version 3.3-3 of LISTSERV Maestro has several new features in the User Interface. This section gives you detailed information about the following new features:

- The ability to create multiple Dashboards, giving you the ability to monitor several communication strategies from a single interface. For details, see Section 3.1 Creating Multiple Dashboards.
- There is a new **Check/Uncheck All** link if you have selected the **Determine Recipients Based on Reaction to the Job** when defining the recipient type for an email job. For details, see Section 3.2 Using the New Check/Uncheck All Link in the Define Recipient Wizard.

3.1 Creating Multiple Dashboards

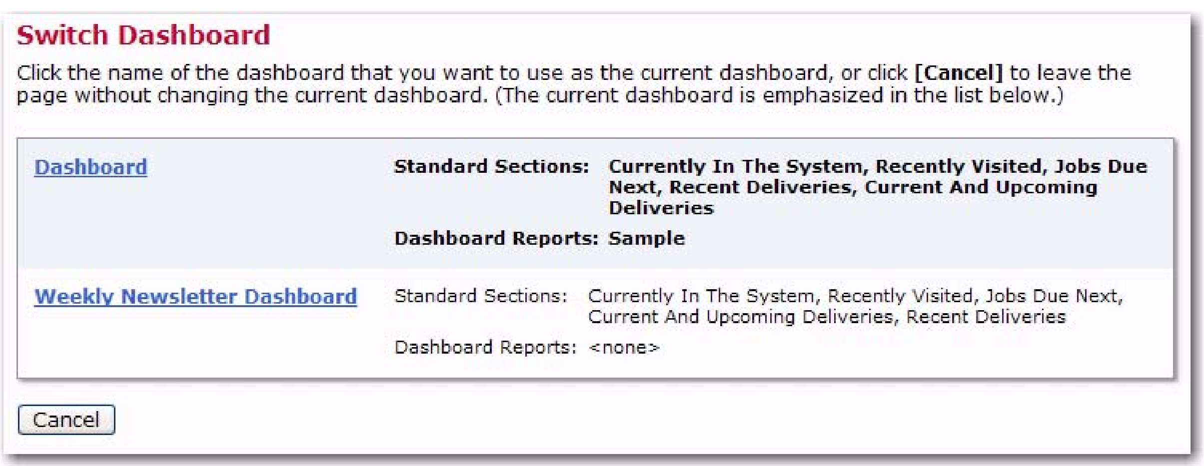
You can now define and configure several Dashboards, each with a unique collection of standard sections and reports. Once these Dashboards are created, you can easily switch between these Dashboards. The ability to create multiple Dashboards is available on the new **Dashboard** menu on the Toolbar. This menu also contains many options for managing and customizing the Dashboard.

Note: This menu is only available when the Dashboard is displayed. If you are in any other part of the User Interface, then it is not available.

The following options are available on the **Dashboard** menu:

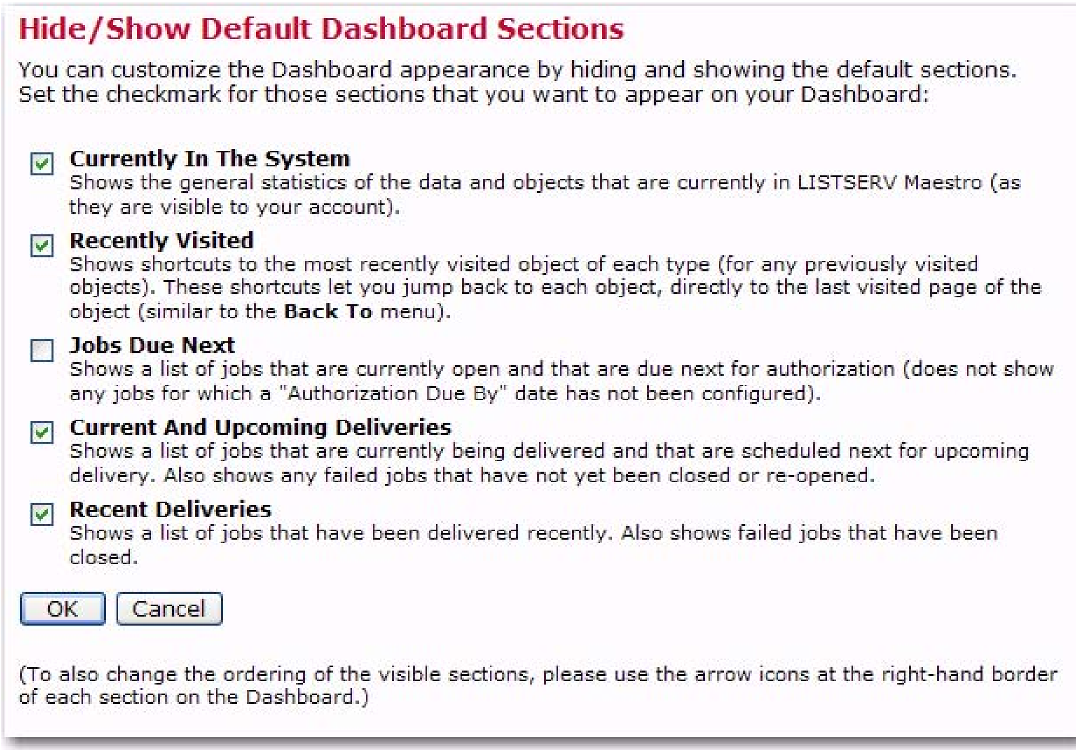
- **Switch Dashboards** – Opens the Switch Dashboard screen, which is where you can choose the Dashboard to display.

Figure 3-1 Switching Dashboards



- **Hide/Show Default Sections** – Opens the Hide/Show Default Sections screen, which is where you can customize the Dashboard's appearance by hiding or displaying the default sections. This option replaces the **Hide/Show Default Sections** link that was previously found on the Dashboard.

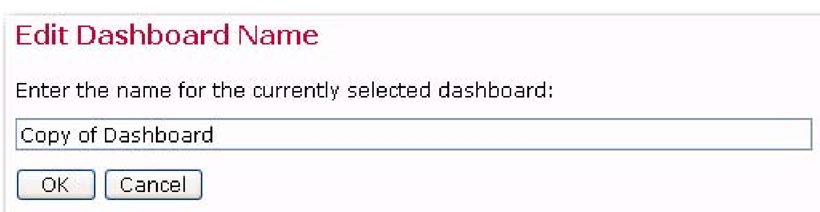
Figure 3-2 Hiding/Showing Sections on the Dashboard



Note: This screen does not contain the option to add or remove a report section to the Dashboard. For details on this feature, see Section 1.2 Adding Reports to the Dashboard.

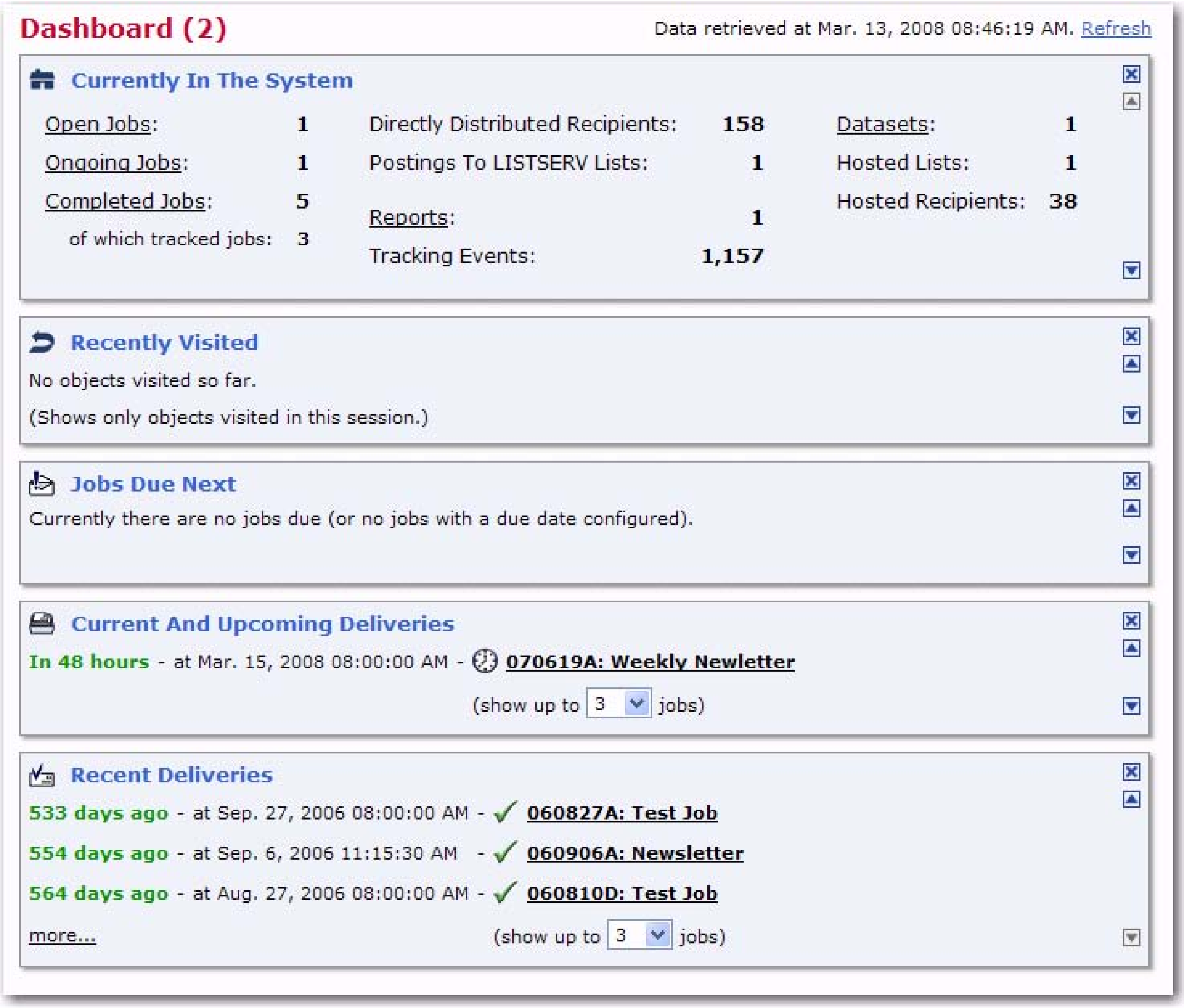
- **Edit Dashboard Name** – Opens the Edit Dashboard Name screen, which is where you can change the current Dashboard's name.

Figure 3-3 Editing the Dashboard Name



- **Create New Dashboard** – Creates a new Dashboard from scratch, opening a new Dashboard with the default sections displayed.

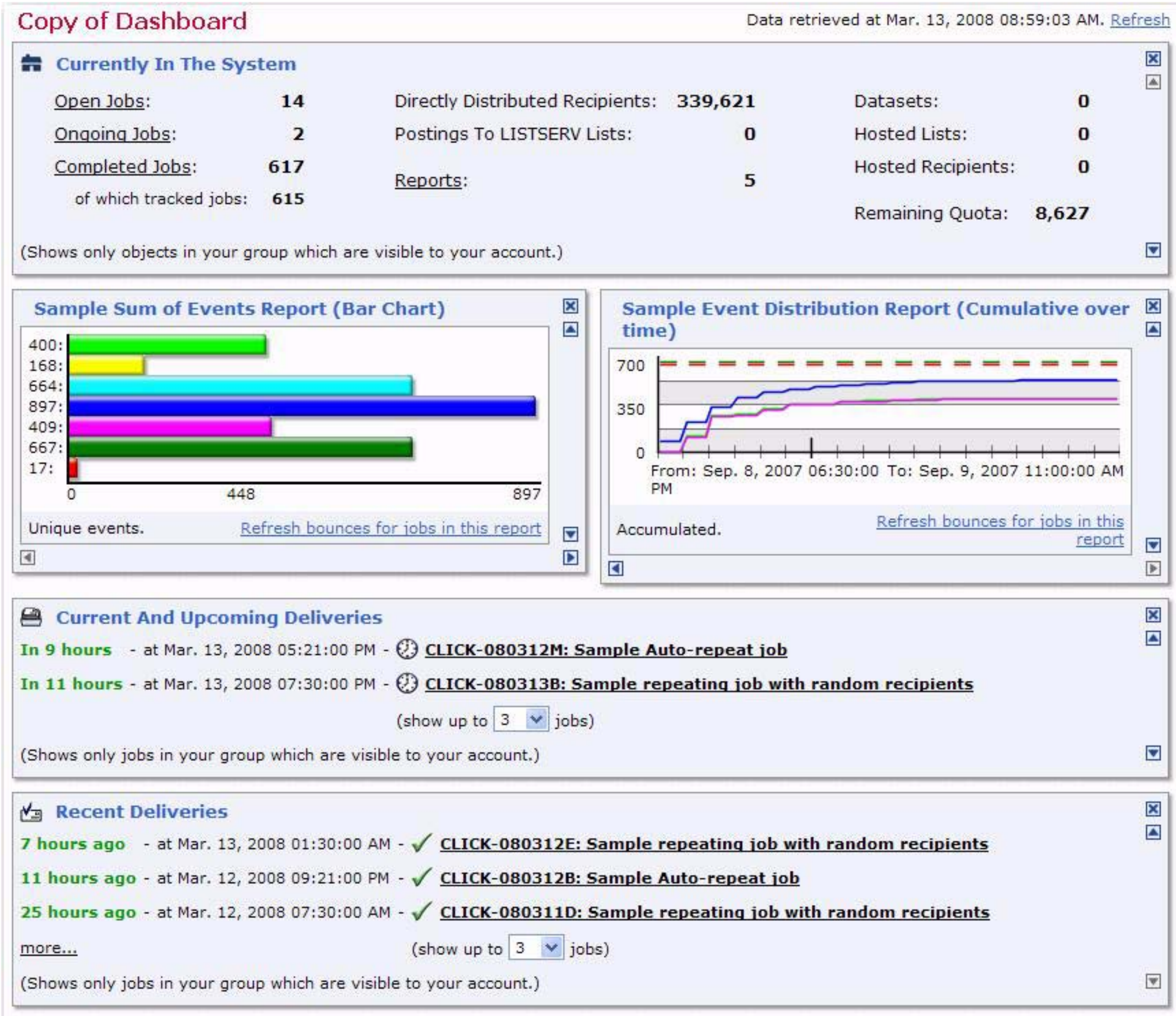
Figure 3-4 Creating a Dashboard



Once the new Dashboard is created, use the options on the **Dashboard** menu to further customize it: Give the new Dashboard a unique name, show or hide sections, or add reports (see Section 1.2 Adding Reports to the Dashboard).

- **Copy Current Dashboard** – Creates a new Dashboard by copying the existing Dashboard.

Figure 3-5 Copying a Dashboard



Once the Dashboard is copied, use the options on the **Dashboard** menu to further customize it: Give the copied Dashboard a unique name, show or hide sections, or add reports (see Section 1.2 Adding Reports to the Dashboard).

- **Delete Current Dashboard** – Deletes the current Dashboard.

3.2 Using the New Check/Uncheck All Link in the Define Recipient Wizard

If you have selected the **Determine Recipients Based on Reaction to the Job** option when defining the recipient type for an email job, then a list of all tracked links that are in the selected source job will be displayed on the Source screen. At the bottom of this list, there is now a new **Check/Uncheck All** link, which allows you to quickly check or uncheck the items in the list.

Note: This link only appears if there are at least 2 tracked links. If there are no tracked links, or only one, then this new link does not appear.

Section 4 What's New in the LISTSERV Maestro 3.3-4 User Interface

Version 3.3-4 of LISTSERV Maestro has several new features in the User Interface. This section gives you detailed information about the following new features:

- The ability to produce and display results from several spam checkers. For details, see Section 3.1 Spam Checking Your Email Jobs.
- For specific recipient types, there is a new option on the Summary screen that lists how many recipients would receive this job if it were delivered immediately. For details, see Section 3.2 Previewing the Recipient Count.
- The ability to hide the CSV "just before sending" recipient option when defining recipients for an email job. For details, see Section 3.3 Hiding the CSV "Just Before Sending" Option in the Define Recipients Wizard.

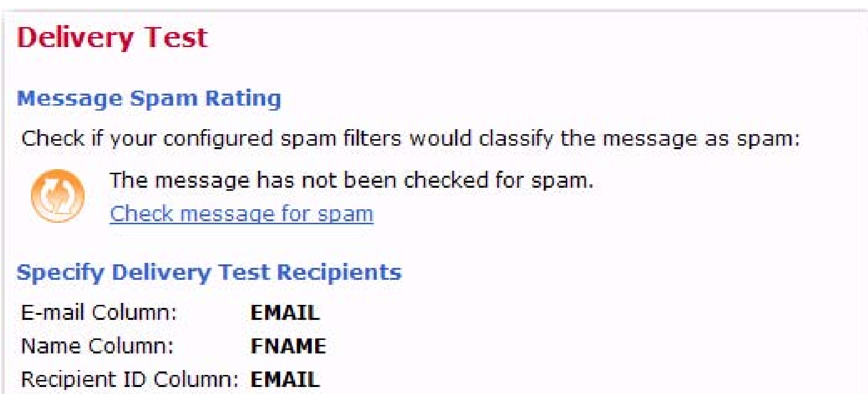
4.1 Spam Checking Your Email Jobs

if at least one spam filter is configured, then you will be able to run your email jobs through each spam filter.

Email messages of a large email job will almost certainly pass through a spam filter on their way to the intended recipients. Therefore, we recommend that you check the spam rating of your message from such spam filters, to evaluate if your message may be classified as spam (which would impede the deliverability of your message).

For a message that has not yet been checked (since it was last edited), click the **<u>Check message for spam</u>** link to initiate the spam check.

Figure 4-1 Spam Checker Link on the Delivery Test Screen



For a message that has already been checked, the spam classification (classified as spam or not) will be displayed. Click **<u>View</u>** results to view the detailed results of this spam check, or click **<u>Repeat spam check</u>** to initiate a new spam check.

Notes: The exact contents of the spam report and, most importantly, the performed spam tests and how they are rated, depend strongly on the configuration of the spam filters that are being used. If the report classifies the message as spam and this decision appears to be in error, please contact the administrator to review the configuration of the spam filters.

In addition, the spam rating given by your spam filters can only be used as a general guideline when trying to evaluate if your message may be classified as spam. The actual spam filters of your recipients may be configured differently than your spam filters which are used by LISTSERV Maestro to determine this rating. Therefore, a message that passes your tests may still be classified as spam by a recipient's filter, or vice versa. For additional details, see the examples below.

Spam checking your email forwards the currently defined email content, augmented with the sender settings such as the From: address and name, to the spam filter that is configured at your LISTSERV host. The spam filter creates a report that includes a decision whether or not the message is classified as spam. Read the report carefully; it contains valuable information about what aspects of the message might cause it to be classified as spam.

Once finished, the results will be displayed.

Example of a Spam Rating Result

```
SpamAssassin score: 12.2 ***SPAM***


Spam detection software, running on the system "host.example.com", has identified
this incoming email as possible spam. The original message has been attached to
this so you can view it (if it isn't spam) or label similar future email. If you
have any questions, see the administrator of that system for details.

Content preview: [...]

Content analysis details:   (12.2 points, 6.0 required)

 pts rule name              description

---- ---------------------- --------------------------------------------------

 0.0 HTML_MESSAGE           BODY: HTML included in message

 1.5 HTML_IMAGE_ONLY_12     BODY: HTML: images with 800-1200 bytes of words

 1.2 MIME_HTML_ONLY         BODY: Message only has text/html MIME parts

 0.6 URIBL_SBL              Contains an URL listed in the SBL blocklist

                            [URIs: hesatosser.com]

 0.5 URIBL_WS_SURBL         Contains an URL listed in the WS SURBL blocklist

                            [URIs: hesatosser.com solomongerdom.com]

 2.0 URIBL_OB_SURBL         Contains an URL listed in the OB SURBL blocklist

                            [URIs: hesatosser.com solomongerdom.com]

 3.9 URIBL_SC_SURBL         Contains an URL listed in the SC SURBL blocklist

                            [URIs: hesatosser.com]

 2.4 DRUGS_PAIN_OBFU        Obfuscated reference to a pain relief drug

 0.0 DRUGS_PAIN             Refers to a pain relief drug
```

As seen in this report, several of the tests applied by the spam filter yielded penalty points and the sum of the penalty points exceeded the configured threshold value, meaning that the spam filter classified the message as spam.

Example of a Non-Spam Rating Result

```
SpamAssassin score: 0.2


Spam detection software, running on the system "host.example.com", has identified
this incoming email as possible spam. The original message has been attached to
this so you can view it (if it isn't spam) or label similar future email. If you
have any questions, see the administrator of that system for details.

Content preview: Visit L-Soft's web site: "http://www.lsoft.com" Visit

L-Soft's web site! [...]

Content analysis details:   (0.2 points, 6.0 required)

 pts rule name              description

---- ---------------------- --------------------------------------------------

 0.2 NO_REAL_NAME           From: does not include a real name

 0.0 HTML_MESSAGE           BODY: HTML included in message
```

This report is an example of a message that was classified as non-spam. However, the content analysis assigns the missing real name in the From: address with a penalty. This penalty can be avoided by supplying an actual name in the sender settings of the mail job.

Even if the spam filter determined that an email message is not spam, it is best to eliminate everything that might cause a penalty because the spam filters that are actually in place on the way to the recipients may be configured very differently and could evaluate the tests with much higher penalties.

Example of a Skipped Spam Check

```
SpamAssassin score: 0
```

In this particular example, the spam filter did not scan the message because the message size exceeded a (usually configurable) threshold value. Scanning big messages for spam can be omitted because the message size of spam is usually small, and the number of messages sent is usually very large. As a result, many spam filters simply do not scan the message if a message is considerably large. This also reduces the consumption of computing power.

Important: The exact contents of the spam report and, most importantly, the performed spam tests and the assigned penalty points depend strongly on the configuration of the spam filter that is being used. If the report classifies the message as spam and this decision appears to be in error, please contact the administrator to review the configuration of the spam filter.

After the message has been scanned, click **[OK]** to return to the Delivery Test screen. Click **[Download Spam Check Results]** to review the settings of the mailing before returning to the Delivery Test screen.

4.2 Previewing the Recipient Count

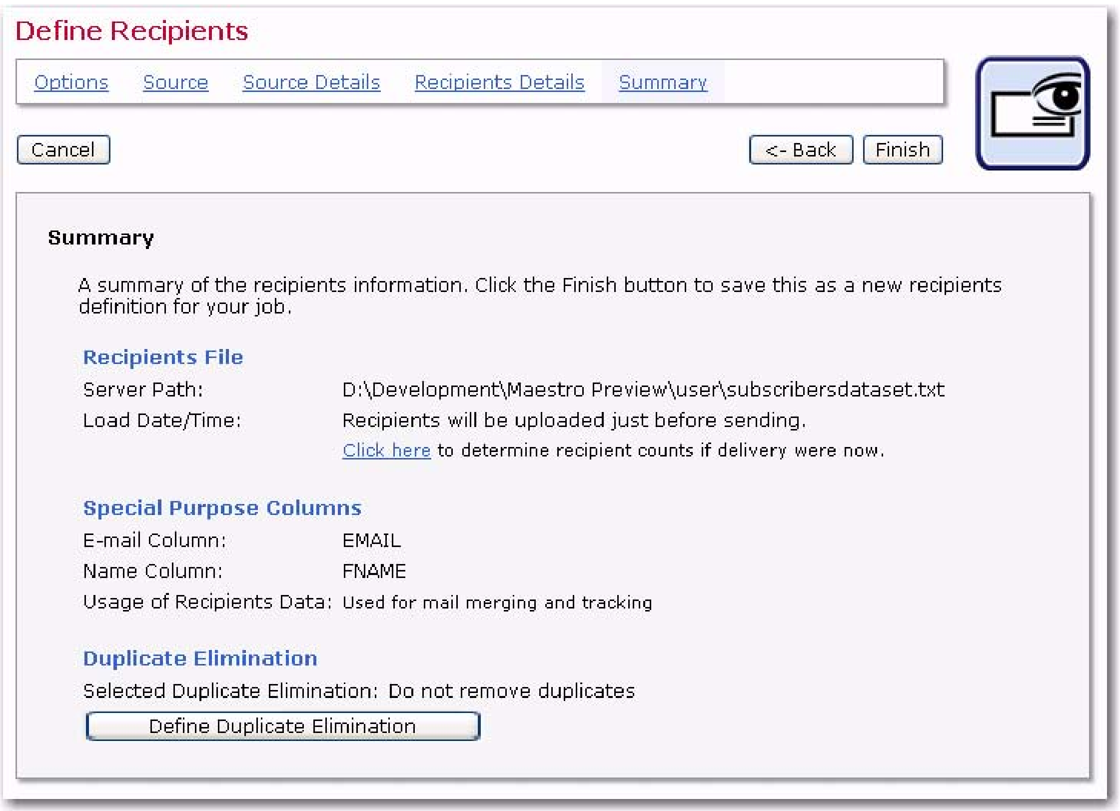
If you use certain recipient types when defining an email job, then you can preview how many recipients would receive the email job if it were delivered now.

The following recipient types can be previewed:

- CSV "just before sending"
- Maestro database select "just before sending"
- Target group based on "just before sending"
- Target group based on "Maestro database select just before sending"
- Target group based on "HRL"

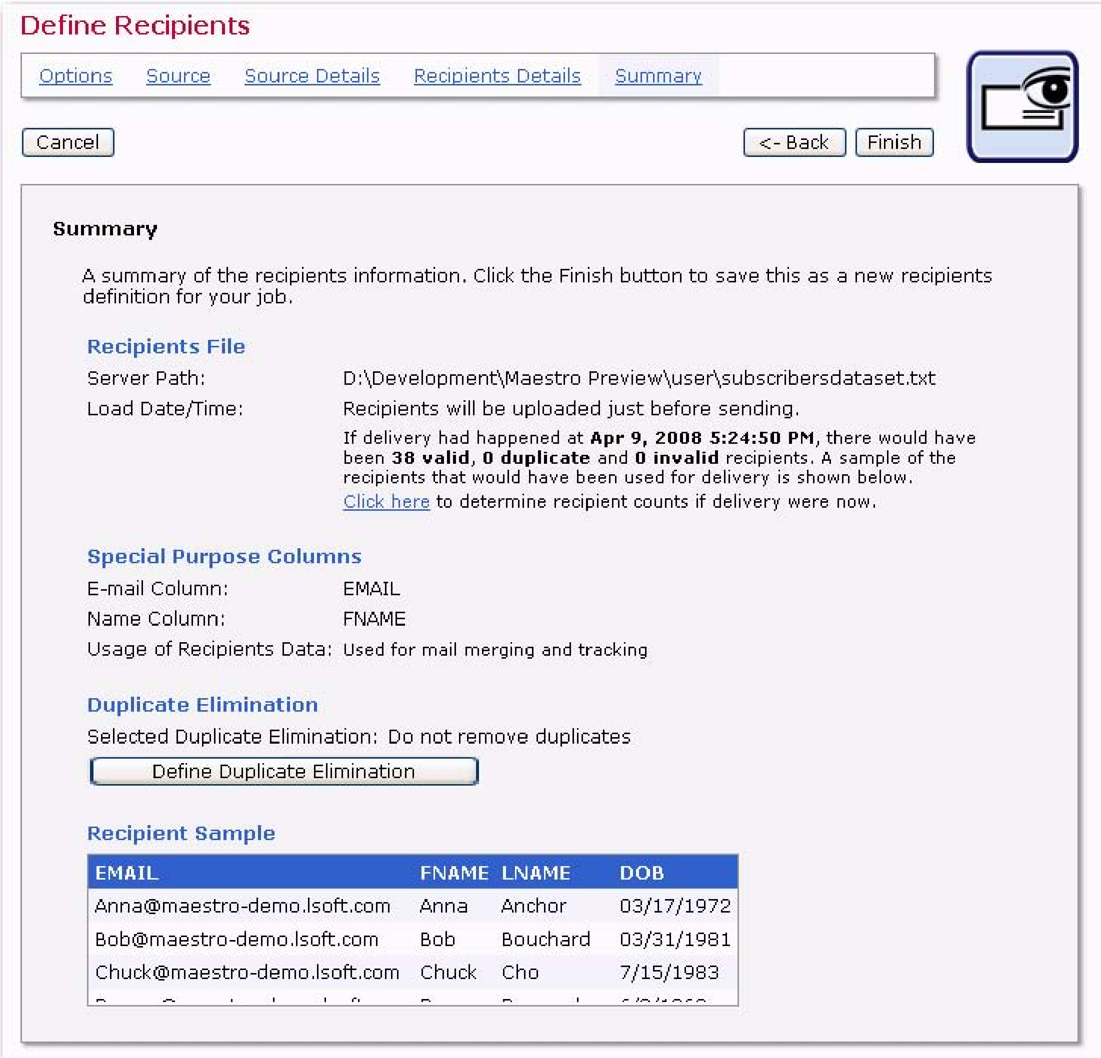
If one of these recipient types is selected, then the **Click Here** link is available on the Summary screen so you can preview your recipient count.

Figure 4-2 Define Recipients Summary Screen with New Link



Once you click this link, the Summary screen will display how many recipients would have received the job and a sample of the first 10 recipients so you can make sure you are sending the job to the correct recipients.

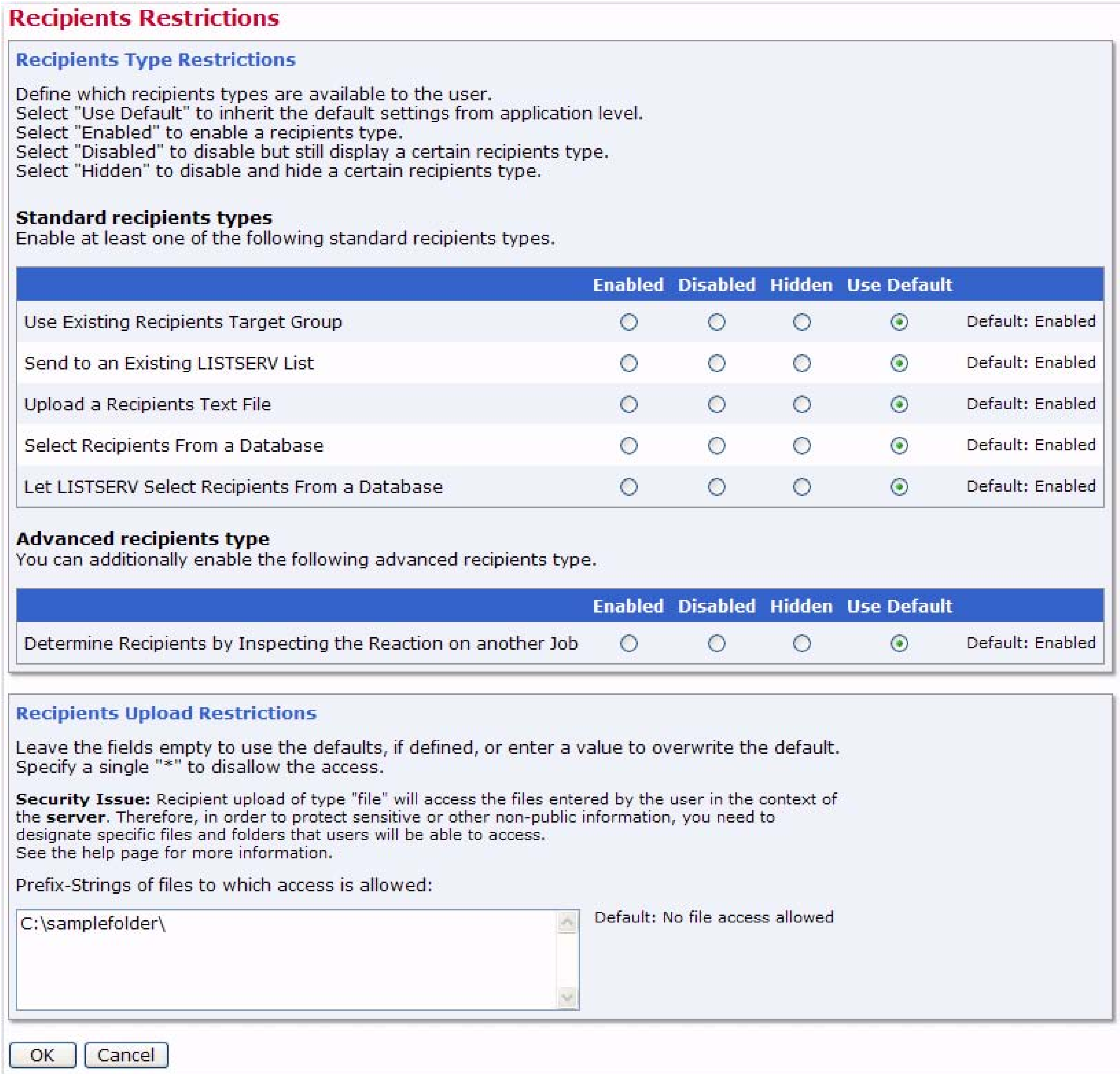
Figure 4-3 Previewing Recipient Count



4.3 Hiding the CSV “Just Before Sending” Option in the Define Recipients Wizard

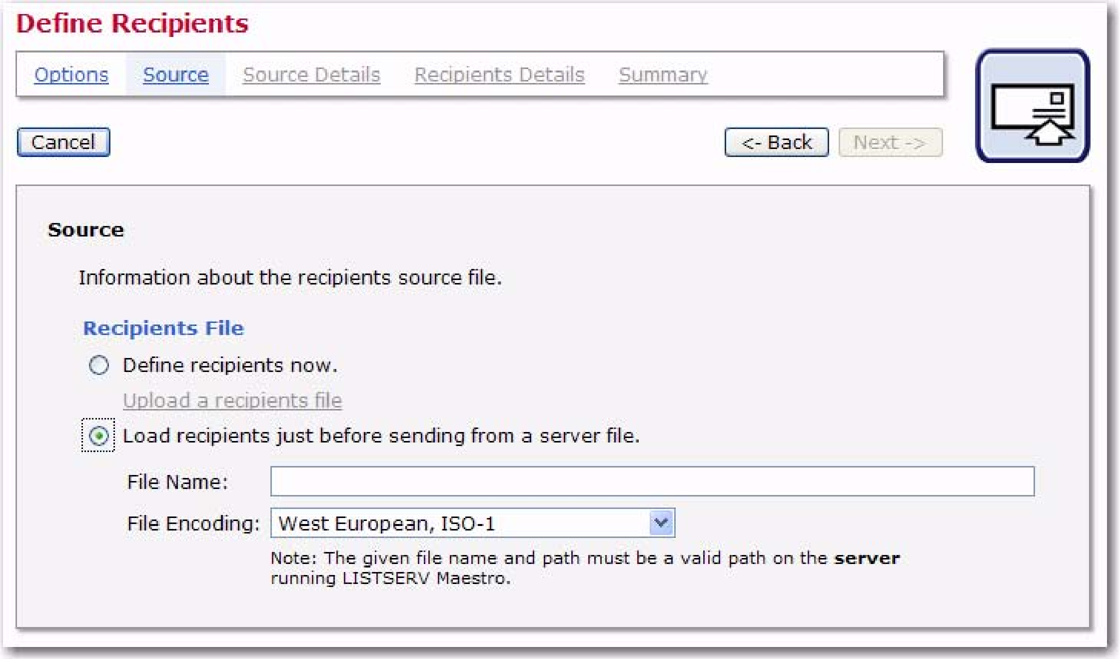
For the Define Recipients wizard, the option to load recipients just before sending is only visible if the administrator has defined at least one folder in the **Recipients Upload Restrictions** section on the Recipients Restrictions screen in the HUB.

Figure 4-4 The Recipients Restrictions Screen in the HUB



Once this option is defined, the **Load recipients just before sending from a server file** option is available on the Source screen of the Define Recipients wizard.

Figure 4-5 The Source Screen with the Load Recipients Just Before Sending Option Enabled



Section 5 What's New in the LISTSERV Maestro 3.3-7 User Interface

Version 3.3-7 of LISTSERV Maestro contains several new features in the User Interface that has lead to many important changes. This section gives you detailed information about the following new features:

- The data administrator can now see the status of a dataset and list from the Quick-Access screen. For details, see Section 5.1 Viewing a Dataset/List's Status.
- When defining recipients for an email job, you can now use recipients that are stored in a LDAP directory. For details, see Section 5.2 Defining Recipients using LDAP.
- Similarly, you can create new target groups based on recipients that are stored in a LDAP directory. For details, see Section 5.3 Creating Target Groups using LDAP.

5.1 Viewing a Dataset/List's Status

With LISTSERV Maestro 3.3-7, the data administrator can see the status of a list/dataset from the Quick-Access screen. To view the status for a specific dataset, go to the Recipient Dataset Details screen for that dataset, click on the **Dataset** menu, and then select **Subscriber Access URLs**.

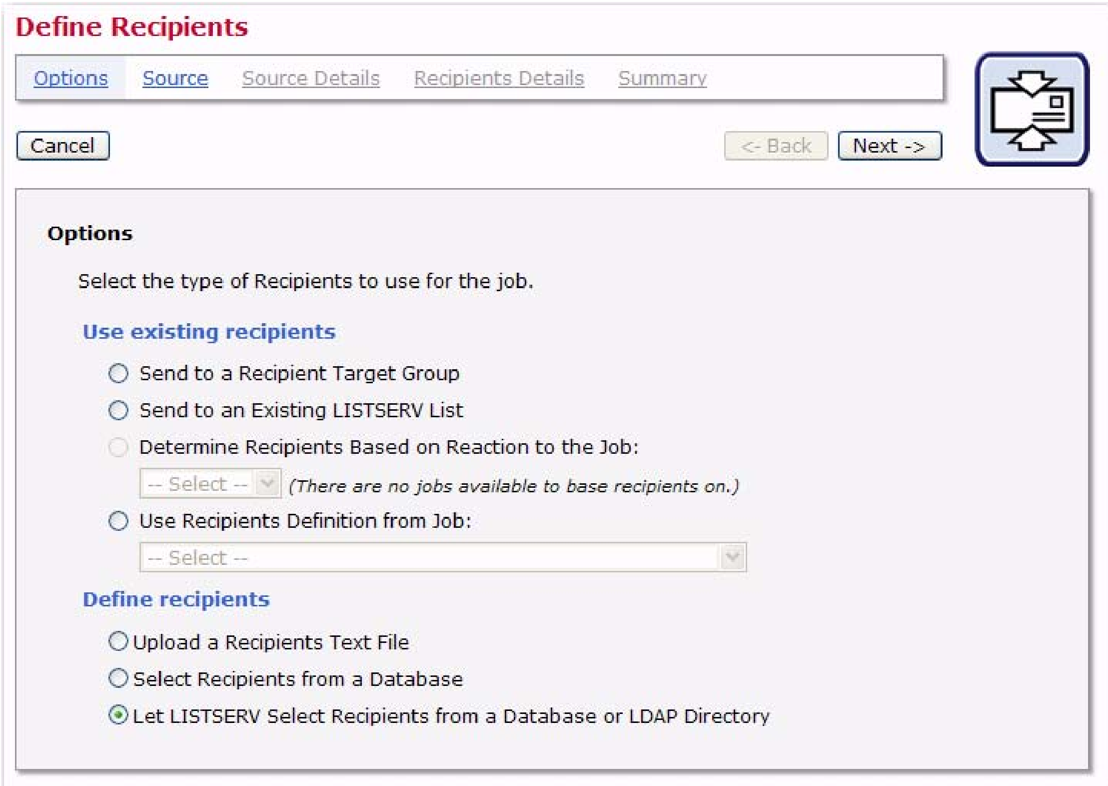
Figure 5-1 Viewing a List's Status

5.2 Defining Recipients using LDAP

Important: Before you can use this feature, it must be enabled by the administrator. For details, see Section 6.1 Enabling LDAP Support.

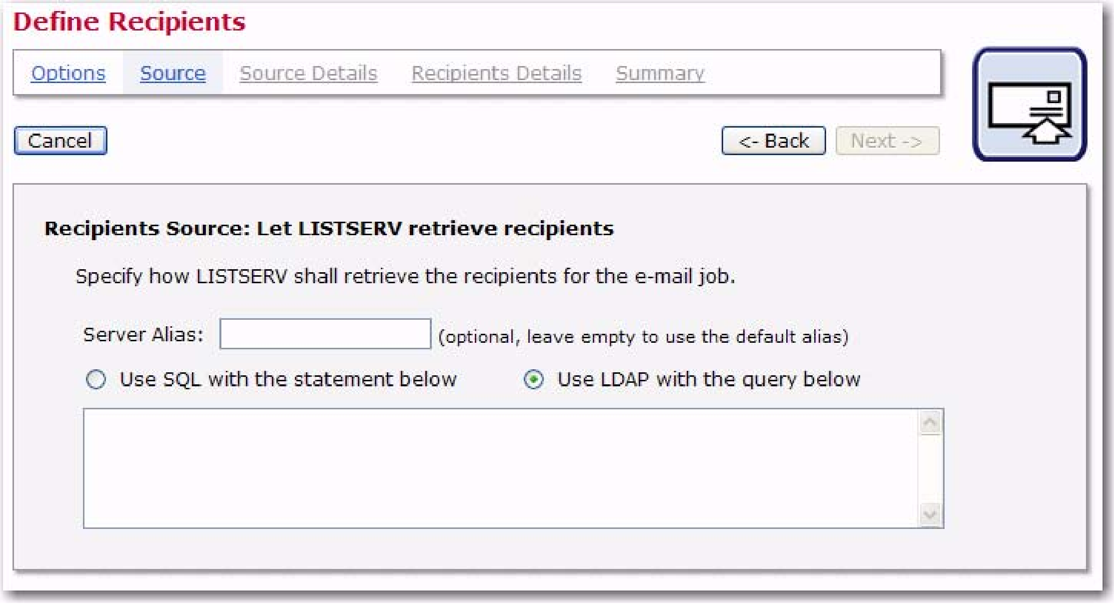
LISTSERV Maestro 3.3-7 employs LISTSERV's capabilities to use recipients that are stored in a LDAP directory. To define recipients using this new feature, go to the Define Recipients wizard and, on the Options screen, select the **Let LISTSERV Select Recipients from a Database or LDAP Directory** option.

Figure 5-2 The Source Screen



Click the **[Next]** button. On the Source screen, select the **Use LDAP with the query below** option. In the text box, define the LDAP query that will be used to select recipients from the database. LISTSERV Maestro will save the query and will forward it to LISTSERV. This command will then be executed by LISTSERV to retrieve the recipient information for the email job.

Figure 5-3 The Source Screen



Click the **[Next]** button and finish defining the recipients as usual. On the Recipient Details screen define any additional details about the recipients selected from the LDAP directory. Once you are finished, click **[Next]** to view the Summary screen and review the details you've defined for the recipients.

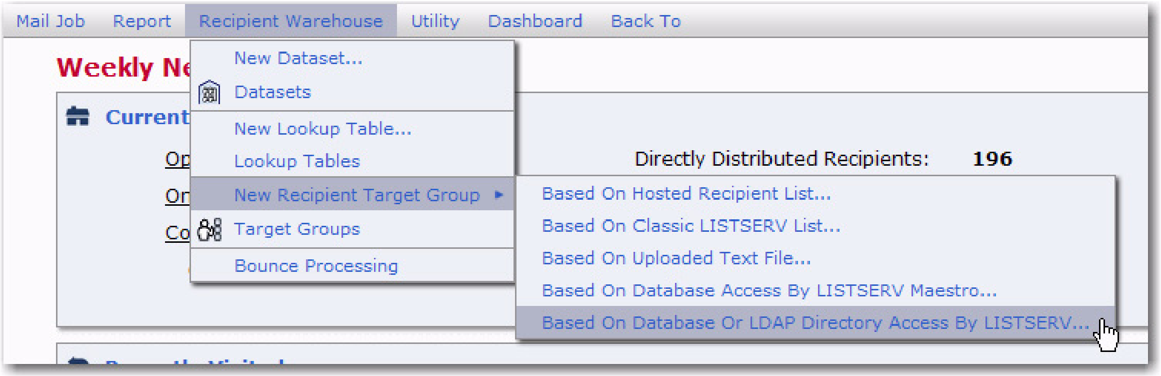
5.3 Creating Target Groups using LDAP

Important: Before you can use this feature, it must be enabled by the administrator. For details, see Section 6.1 Enabling LDAP Support.

Similar to the Define Recipient wizard, the Target Group Definition wizard now lets you define a target group using the LDAP directory that is accessed by LISTSERV.

To define target groups using this feature, click on the **Recipient Warehouse** menu, select **New Recipient Target Group**, and then select **Based on Database or LDAP Directory Access by LISTSERV**.

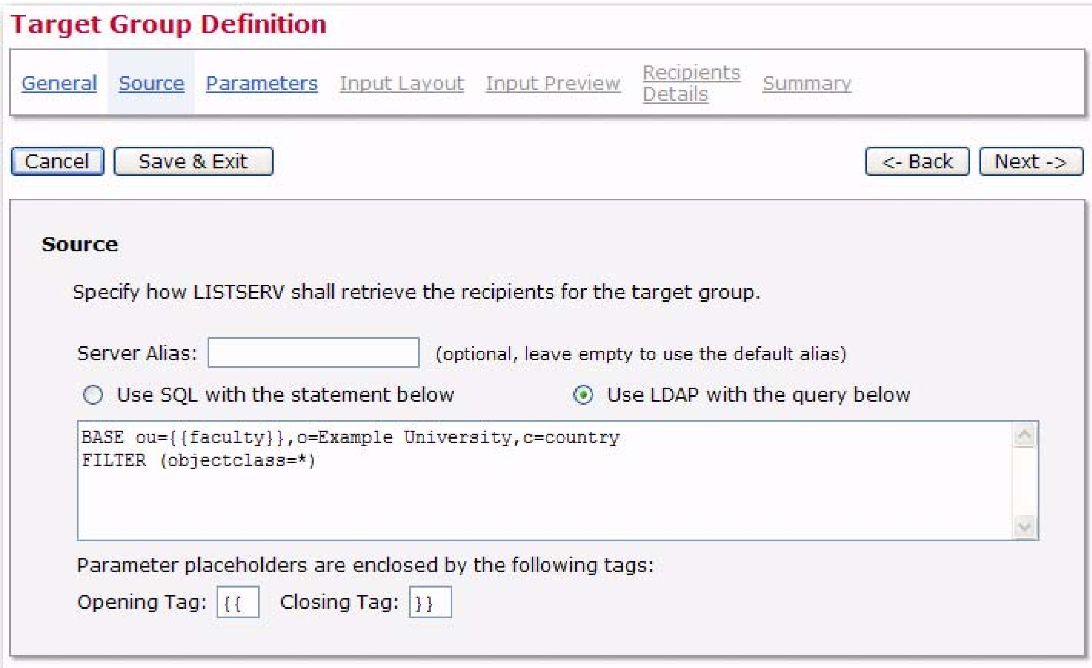
Figure 5-4 New LDAP Menu Option



On the General screen enter the name and description of the target group. If necessary, you can also enter a category. Click the **[Next]** button.

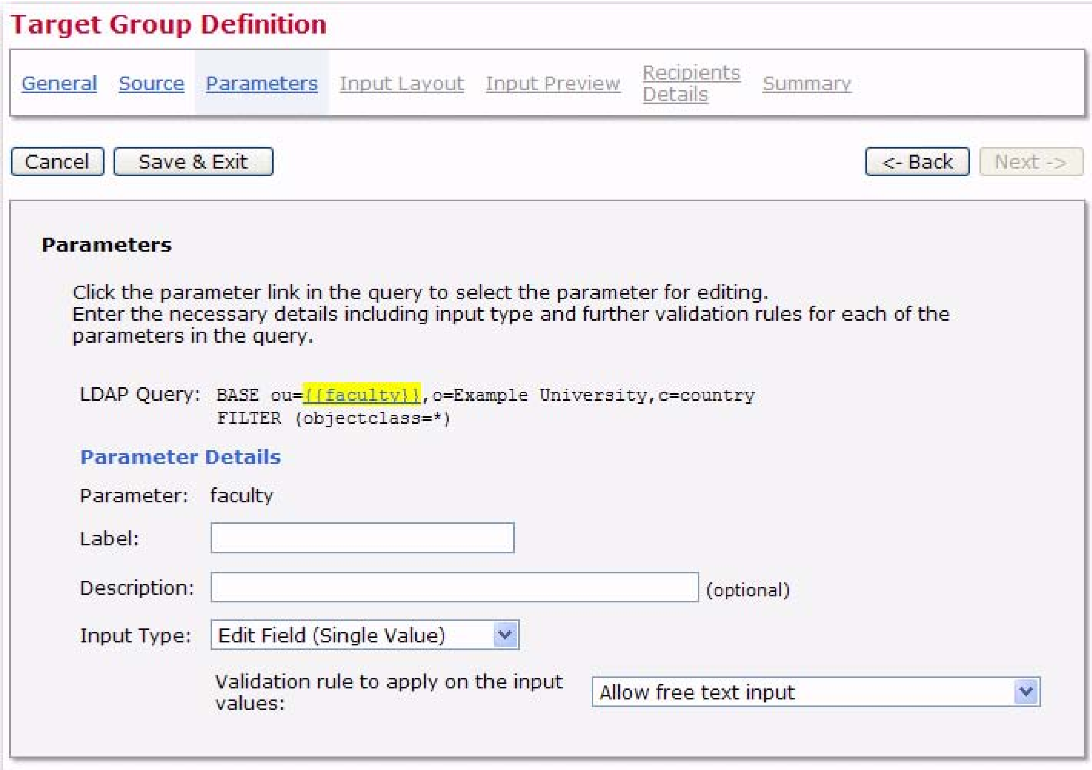
On the Source screen, select the **Use LDAP with the query below** option, and then enter the LDAP query that will be executed by LISTSERV to retrieve the recipients in the text box.

Figure 5-5 The Source Screen



Click the **[Next]** button to continue. The Parameters screen opens, which is where you can define how the parameters from the LDAP query will be treated. At the top, the LDAP query is displayed, with each parameter that has been found converted into a clickable link. Each of these parameters must now be defined. All parameters that are undefined are displayed with a highlighted yellow background. Parameters that are already defined are displayed without the highlighted background.

Figure 5-6 Parameters Screen



Once the parameters are defined, click **[Next]**. Finish defining the target group and make sure to review all details on the Summary screen.

Section 6 What's New in the LISTSERV Maestro 3.3-7 Administration HUB

Version 3.3-7 of LISTSERV Maestro contains several new features in the Administration HUB. This section gives you detailed information about the following new features:

- The administrator can now allow recipients and targets groups be defined using recipients from a LDAP directory. For details, see Section 6.1 Enabling LDAP Support.
- The administrator can now limit the number of email jobs a specific group/user can send per month. For details, see Section 6.2 Establishing Email Job Limits.

6.1 Enabling LDAP Support

Important: Before starting, LDAP needs to be enabled in LISTSERV. See the LISTSERV documentation for details.

To coordinate with the new LDAP support feature in the LISTSERV Maestro User Interface (see Section 5.2 Defining Recipients using LDAP and 5.3 Creating Target Groups using LDAP for details), there is now a new option on the Recipients Restrictions screen (see Figure 6-1). This option, **Let LISTSERV Select Recipients from a Database or LDAP Directory**, can be defined for the entire User Interface or for a particular account/group gives the user(s) the ability to define recipients from a database or LDAP directory.

6.2 Establishing Email Job Limits

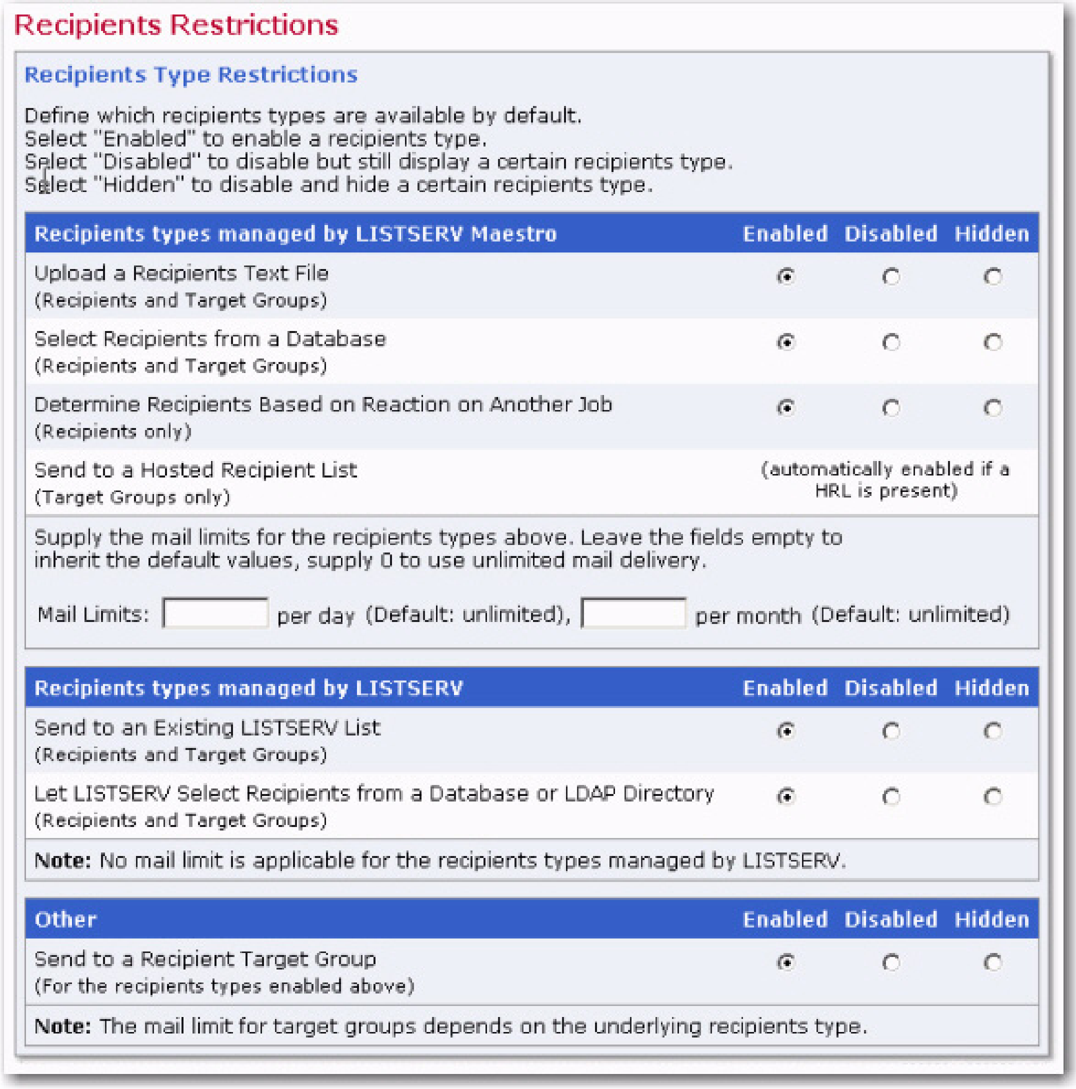
The administrator can now limit the number of email jobs a group or user sends per day and/or month. This limit is used to prevent excessive limits for those wishing to control the amount of email being sent (e.g. for server limitation reasons or for license limitations).

Limiting the number email jobs sent can only be defined for the following recipient types:

- **Upload a Recipients Text File** (Limits can be defined for both Recipients and Target Groups.)
- **Select Recipients from a Database** (Limits can be defined for both Recipients and Target Groups.)
- **Determine Recipients Based on Reaction on Another Job** (Limits can only be defined for Recipients.)
- **Sent to a Hosted Recipient List** (Limits can only be defined for Target Groups; in addition, they are automatically enabled if a HRL already exists.)

Note: Recipient types that are controlled by LISTSERV (**Send to an Existing LISTSERV List** and **Let LISTSERV Select from a Database or LDAP Directory**) cannot have email limitations applied to them.

Figure 6-1 New Default Recipients Restrictions Screen for LISTSERV Maestro 3.3-7


Recipients Restrictions

Recipients Type Restrictions

Define which recipients types are available by default.
Select "Enabled" to enable a recipients type.
Select "Disabled" to disable but still display a certain recipients type.
Select "Hidden" to disable and hide a certain recipients type.

Recipients types managed by LISTSERV Maestro	Enabled	Disabled	Hidden
Upload a Recipients Text File (Recipients and Target Groups)			
Select Recipients from a Database (Recipients and Target Groups)			
Determine Recipients Based on Reaction on Another Job (Recipients only)			
Send to a Hosted Recipient List (Target Groups only)	(automatically enabled if a HRL is present)		

Supply the mail limits for the recipients types above. Leave the fields empty to inherit the default values, supply 0 to use unlimited mail delivery.

Mail Limits: per day (Default: unlimited), per month (Default: unlimited)

Recipients types managed by LISTSERV	Enabled	Disabled	Hidden
Send to an Existing LISTSERV List (Recipients and Target Groups)			
Let LISTSERV Select Recipients from a Database or LDAP Directory (Recipients and Target Groups)			

Note: No mail limit is applicable for the recipients types managed by LISTSERV.

Other	Enabled	Disabled	Hidden
Send to a Recipient Target Group (For the recipients types enabled above)			

Note: The mail limit for target groups depends on the underlying recipients type.

To define email limitations, go to the Recipients Restrictions screen, click the **Enable** option next to any of the permissible recipient types (see list above). Next, in the **Mail Limits** fields, enter the per day and per month limits.

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