

# eZ Summer Conference Berlin 2010

## CJW Newsletter Extension

# CJW Network - Who we are? I

- Three companies in two countries and 40 years of eZ Publish experience (*and counting ...*)
- We will bring your new ideas and visions to life
- Think about the future of your business and internet, we will realise it for you
- And: We move into uncharted territory on the eZ map - or develop alternatives to immature solutions.

# CJW Network - Who we are? II - Part of Team



# CJW Newsletter – the business model behind I

- eZ Premium Subscription
- Installation Support
- Customizing Support (templates, designs, tests in email clients ...)
- MX Support (Send-Out-Service, mail cluster, mail service ...)
- Pre Consulting (targets, performance, process analysis and planing, competitor analysis, tracking)
- Marketing Support (performance reporting, content selection, A/B testing, tracking and tracking tool support, subscriber acquisition)

# CJW Newsletter – the business model behind II

- getting paid: Funding for new functionality - examples:
  - banner advertising
  - landing pages, tracking id's and external tracking software
  - browser view, newsletter archive
  - automatic newsletter out of your interests entries in your profil
  - recurring newsletter, birthday newsletter, reminder function
  - more CRM / ERP integration: Salesforce, SugarCRM, Dynamics AX, SAP, Lexware ...
  - more import / export (CSV ready)
  - dynamic address interface or external content integration
  - send out to multiple lists, move subscribers to different lists
  - Your ideas → fill out the **survey**

# Online Survey / Webinar

- We collect your questions for our planned eZ webinar (07/07/2010)
- We collect your feature requests
- Please fill out our online survey or the print version
- <http://www.cjw-network.com/en/cjw-newsletter-survey> or
- <http://www.cjw-network.com/de/umfrage-cjw-newsletter>

# CJW Newsletter Subscription

[EN] DE



- Home
- eZ Publish
- eZ Solutions
- eZ Portfolio
- eZ Support
- Contact
- About
- News

## Newsletter subscribe

Here you can subscribe to one of our newsletters.

Please fill in the boxes "first name" and "last name" and enter your e-mail address in the corresponding field. Then, select the newsletter you are interested in and the format you prefer.

CJW Network

CJW Newsletter English

Salutation:

Mr  Mrs

First name:

Ekkehard

Last name:

Dörre

E-mail\*:

contact@cjl-network.com

### Data Protection:

Your e-mail address will under no circumstances be passed on to unauthorized third parties.

### Further Options:

You want to [unsubscribe](#) or [change](#) your profile?

\* mandatory fields



# CJW Newsletter activation

**Von:** cjw-network.com Newsletter Sender <newsletter@Cjw-network.com> [ins Adressbuch](#)  
**An:** @gmx.de  
**Betreff:** [Newsletter cjw-network.com] Subscription verification  
**Datum:** Mon, 21. Jun 2010 15:34:21

 **GMX Virenschutz:** In dieser E-Mail wurden keine Viren gefunden.

 [als SPAM behandeln](#)  [verschieben](#)

[Antworten](#) | [Allen antworten](#) | [Weiterleiten](#) | [Umleiten](#) | [Löschen](#)

Hello Ekkehard Dörre

Thank you for subscribing to the following newsletter:

- CJW Newsletter English

To activate or edit your subscription, please visit this link:

<http://cjw-network.com/en/newsletter/configure/7b40a277a1eb6c6f0b45609e9739a84f>

--

[www.CJW-Network.com](http://www.CJW-Network.com)

[Antworten](#) | [Allen antworten](#) | [Weiterleiten](#) | [Umleiten](#) | [Löschen](#)

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# CJW Newsletter Configure Settings

[EN] DE



- Home
- eZ Publish
- eZ Solutions
- eZ Portfolio
- eZ Support
- Contact
- About
- News

## Configure newsletter settings

Here you can edit your attitudes for newsletter.

Please select the newsletter for subscribe or unselect the newsletter for unsubsucrite.

You can also edit the small boxes "first name" and "last name".

You can not edit your email address. Please, announce yourselves once more to newsletter to use another email address.

### CJW Network

CJW Newsletter English

#### Salutation:

Mr  Mrs

#### First name:

Ekkehard

#### Last name:

Dörre

#### Email\*:

@gmx.de

Confirm

\* mandatory fields



# Newsletter Index / Overview Page

- The welcome page with last ten actions for fast access.

The screenshot shows a web application interface for managing newsletters. At the top, there is a navigation bar with tabs for Dashboard, Content structure, Media library, User accounts, Setup, and Newsletter. The Newsletter tab is active. On the right side of the navigation bar, there is a 'Logout admin' link and a search box labeled 'Search in all content'.

Below the navigation bar, the breadcrumb path reads 'You are here: newsletter / index'. The main content area is divided into several sections:

- Overview:** A list of links including Overview, User list, Blacklist, and Mailbox item list.
- Settings:** A list of links including Mailbox list, Import list, Registration form, and Settings.
- Systems:** A tree view showing the hierarchy of newsletter systems. Under 'Newsletter System 1', there are sub-items for 'CJW Network News en' (with sub-items: User (3/3), Draft (1), Send (0), Archive (0), Abort (0)) and 'CJW Network Neues de'.
- Newsletter overview:** A section titled 'Newsletter System 1' containing a list of newsletters:
  - CJW Network News en / CJW Network News en Newsletter Drafts
    - NL Edition 2010/06
  - CJW Network Neues de / CJW Network Neues de
- Last ten actions:** A table showing the most recent actions:

Name	Status	Mails	Bounced	Modified
NL Edition 2010/06				21/06/2010 6:53 pm

# CJW Newsletter Structure under NL Root

- [I] CJW Newsletter System
  - [II] CJW Newsletter List 1
    - [III] CJW Newsletter Edition 1 (NL Edition 2010/06)
      - [IV] CJW NL Article 1
      - [IV] CJW NL Article 2
    - [III] CJW Newsletter Edition 2
  - [II] CJW Newsletter List 2

## [-] Systems

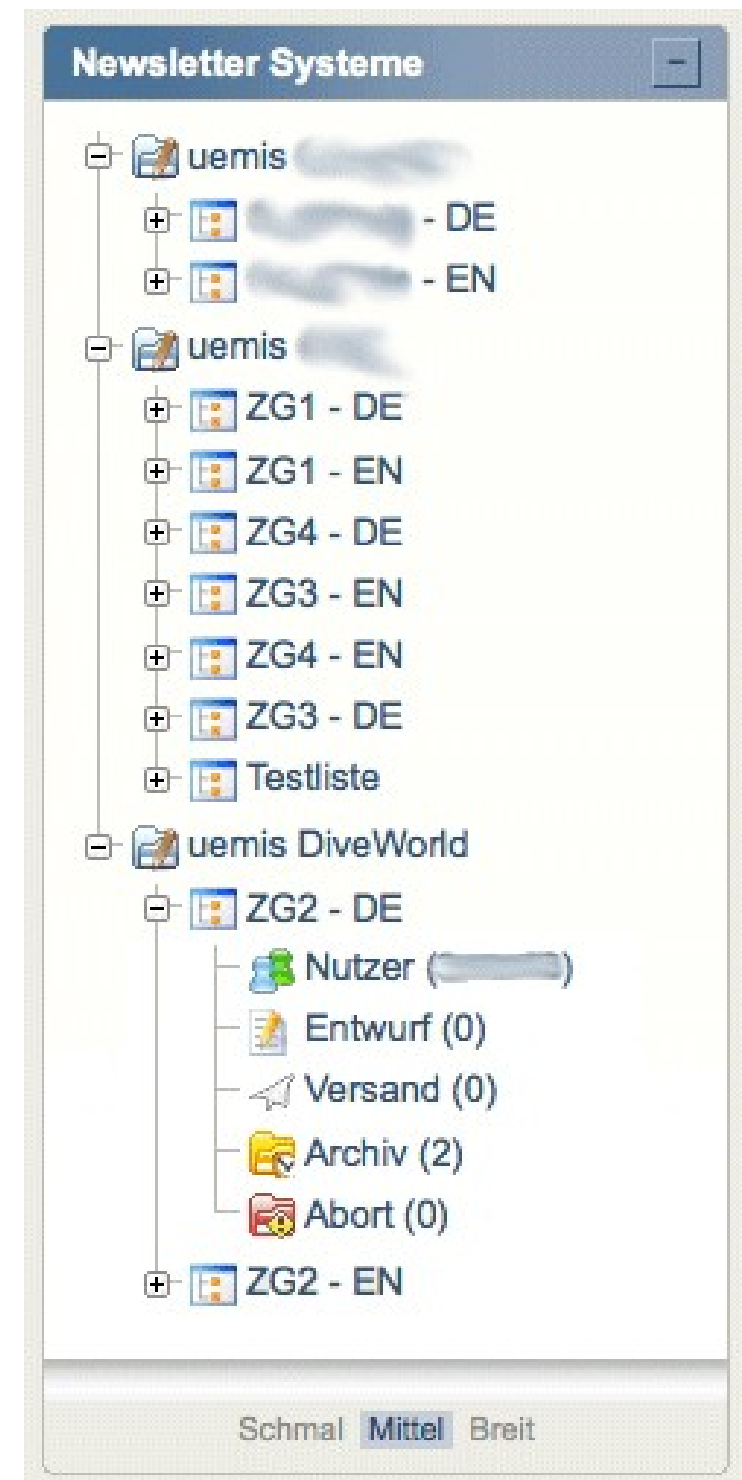


# CJW Newsletter System [I] – Why so complex?

- Run multiple CJW Newsletter systems in one eZ Publish installation.
- Think about the CJW Newsletter system as an independent system.
- Example: Think about a multinational company with dependent and independent subsidiaries and many languages
- For the dependent, the newsletter is made by the headquarter – 1 NL system and NL lists for each subsidiary
- For the independent they have own NL systems with different user access, editors and languages

## e.g. Multiple Systems and Lists

- A three CJW Newsletter systems setup
- with ten CJW Newsletter lists
- and one test list.
- This is very flexible.



# CJW Newsletter in different Languages

- [I] CJW Newsletter System
  - [II] CJW Newsletter List 1 en
  - [II] CJW Newsletter List 2 de
- languages in a tree and no parallel like rest in eZ Publish – reasons:
  - newsletter often very different in other languages
  - better list – language combination
  - easier for editors → less wrong newsletters

## [-] Systems



# CJW Newsletter List [II] Overview



## CJW Network News en [CJW Newsletter LIST]

Last modified: 21/06/2010 6:23 pm, [Administrator User](#) (Node ID: 177, Object ID: 175)

English (United Kingdom)

Preview

Details

Translations (1)

Locations (1)

Relations (0)

ezwebin\_site, eng, ger, ezwebin\_site\_admin, ezwebin\_site\_admin2

<b>Main siteaccess</b>	<b>Main siteaccess site url</b>	<b>Main siteaccess locale</b>
eng	ez430-cnl-trunk.in-mv.com/index.php?/eng	eng-GB

**Newsletter output formats:**  
HTML, Text

**Approve subscription after user registration?:**  
Yes

<b>Email sender:</b>	<b>Email sender name:</b>	<b>Email receiver test:</b>
no-reply@cjlw-network.com	(CJW Network News)	felix@jac-systeme.de

**Personalize content:**  
Yes

English (United Kingdom)

Edit

Move

Remove

Manage versions

# CJW Newsletter List [II] - edit

- [1] Title is visible on subscribe page.
- [2] List Option.
- [3] create once and publish multiple: HTML, txt, SMS, Twitter, Fax, Jabber ..
- [4] Subscriber can be approved with confirmation mail (yes) or directly (no).
- [5] Email settings
- [6] You can choose here different skins.
- [7] Personalize your CJW Newsletter.

**Edit <CJW Network News en> (CJW Newsletter LIST)**

Title (required) :  
CJW Network News en [1]

Short title :

Short description :  
This is the english version of our newsletter list.

Path:  
[Disable editor](#)

Newsletter list configuration (required) : [2]

\* List options

Render output	Can subscribe	Siteaccess
<input type="radio"/>	<input checked="" type="checkbox"/>	ezwebin_site ( eng-GB - ez430-cn1-trunk.in-mv.com/index.php? )
<input checked="" type="radio"/>	<input checked="" type="checkbox"/>	eng ( eng-GB - ez430-cn1-trunk.in-mv.com/index.php?/eng )
<input type="radio"/>	<input checked="" type="checkbox"/>	ger ( ger-DE - ez430-cn1-trunk.in-mv.com/index.php?/ger )
<input type="radio"/>	<input checked="" type="checkbox"/>	ezwebin_site_admin ( eng-GB - ez430-cn1-trunk.fw.lokal/index.php? )
<input type="radio"/>	<input checked="" type="checkbox"/>	ezwebin_site_admin2 ( eng-GB - ez430-cn1-trunk.fw.lokal/index.php? )

Available newsletter output formats

- HTML [3]
- Text

Approve subscription after user registration? [4]  
 no  yes

\* Newsletter sender email [5]  
no-reply@cjw-network.com

Newsletter sender name [5]  
CJW Network News

Newsletter default test receiver email  
felix@jac-systeme.de

Newsletter skin name [6]  
 CJW Network  default

Personalize newsletter if data are available? [7]  
 no  yes

[Send for publishing](#) [Store draft](#) [Store draft and exit](#) [Discard draft](#)



# CJW Newsletter Subscription List [II]

## Subscription list <CJW Network News en>

**Name:** CJW Network News en  
**Creator:** [editor editor](#)  
**Published:** Tuesday 11 May 2010 3:08:25 pm  
**Modified:** Monday 21 June 2010 7:41:50 pm

### Subscribed user statistic:

all	pending	confirmed	approved	removed	bounced	blacklisted
3	0	0	3	0	0	0

[Import CSV](#) [Export CSV](#) [Create new Subscription](#)

[1] [2] [3]

### Subscriber list

[10](#) [25](#) [50](#)

SID	Email	First name	Last name	eZ ID	Format	Status	Created	Modified	Confirmed	Approved	Removed	Import Id
12	<a href="mailto:donat@fritschy.ch">donat@fritschy.ch</a>	Donat	Fritschy	0	HTML	Approved	02/06/2010 11:48 am	02/06/2010 11:48 am	n/a	02/06/2010 11:48 am	n/a	
11	<a href="mailto:felix.wold@googlemail.com">felix.wold@googlemail.com</a>			0	HTML	Approved	01/06/2010 4:44 pm	01/06/2010 4:44 pm	n/a	01/06/2010 4:44 pm	n/a	
1	<a href="mailto:felix@jac-systeme.de">felix@jac-systeme.de</a>	Administrator	User	14	Text	Approved	19/05/2010 1:19 pm	19/05/2010 1:19 pm	n/a	21/05/2010 4:58 pm	n/a	

[4]

[5]

# CJW Newsletter Edition [III] edit mode

## Description (required) :

Format **B** *I* U  $\times_2$   $\times^2$  [List icons] [Link icon] [Image icon] [Table icon] [Undo icon] [Redo icon] [Print icon] [Help icon]

**CJW** Newsletter is a full featured newsletter system developed by **CJW** Network and available as a native add-on for **eZ Publish** based projects.

**CJW** Newsletter is a multi channel marketing extension for **eZ Publish**, providing seamless integration with **eZ Publish** from both a technical and usability perspective.

### Features

- Newsletter subscription management
- Management of multiple newsletter and lists in one **eZ Publish** installation
- Newsletter creation following regular **eZ Publish** editing principles
- Test and preview (plain text and HTML)
- Bounce management and blacklists
- Import and export mailing lists (**CSV** format)

### References

- [www.uemis.com](http://www.uemis.com) , [www.uemis.org](http://www.uemis.org)
- [www.rsag-online.de](http://www.rsag-online.de)
- [www.darss.net](http://www.darss.net)
- [www.eldorado-templn.de](http://www.eldorado-templn.de)
- [www.hav-shop.de](http://www.hav-shop.de)
- [www.ostseebad-dierhagen.de](http://www.ostseebad-dierhagen.de)

Path:

**Disable editor**

## Newsletter edition :

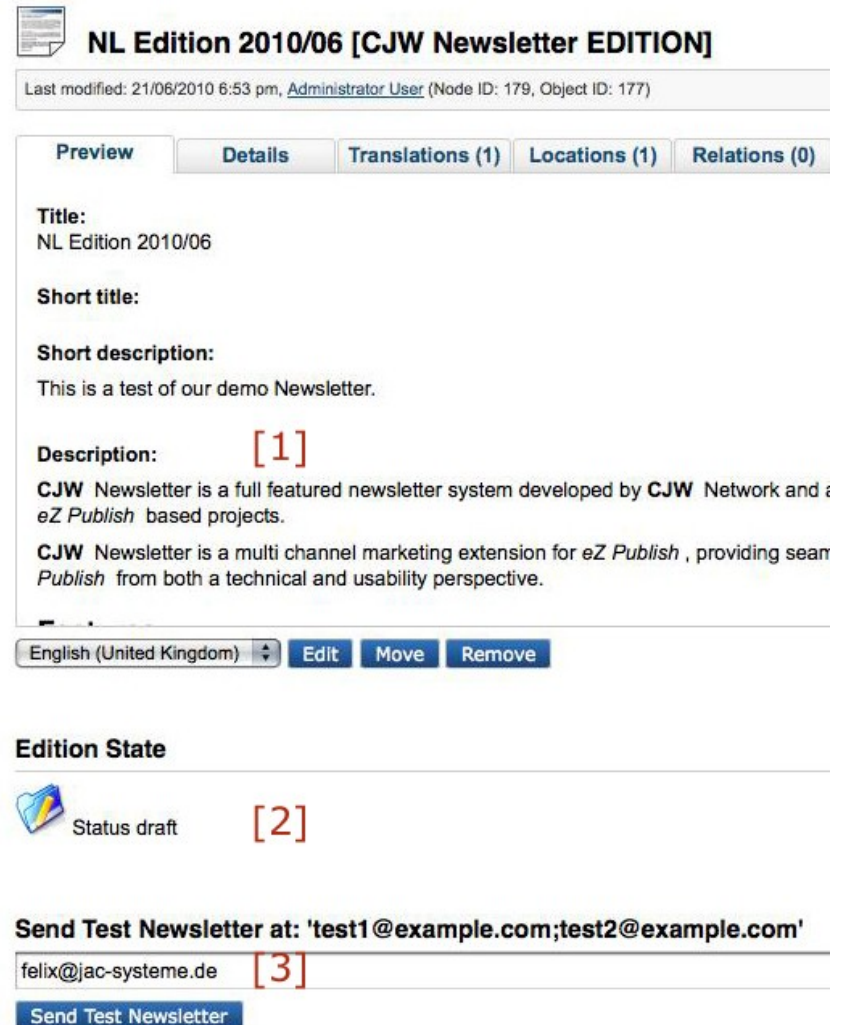
### Status:

draft

**Send for publishing** **Store draft** **Store draft and exit** **Discard draft**

# CJW Newsletter Edition [III] part I

- [1] You can add your CJW Newsletter edition (NL Edition 2010/07) text here.
- [2] This sign indicates the status of the CJW Newsletter edition (NL Edition 2010/07).
- [3] You can control your CJW Newsletter edition (NL Edition 2010/07) with test CJW Newsletter send outs or with the preview.



The screenshot shows the management interface for a CJW Newsletter Edition. At the top, it displays the title "NL Edition 2010/06 [CJW Newsletter EDITION]" and a timestamp "Last modified: 21/06/2010 6:53 pm, Administrator User (Node ID: 179, Object ID: 177)". Below this are tabs for "Preview", "Details", "Translations (1)", "Locations (1)", and "Relations (0)". The "Preview" tab is active, showing the following information:

- Title:** NL Edition 2010/06
- Short title:**
- Short description:** This is a test of our demo Newsletter.
- Description:** [1] CJW Newsletter is a full featured newsletter system developed by CJW Network and eZ Publish based projects. CJW Newsletter is a multi channel marketing extension for eZ Publish , providing search and analytics from both a technical and usability perspective.

At the bottom of the preview section, there is a language dropdown menu set to "English (United Kingdom)" and three buttons: "Edit", "Move", and "Remove".

Below the preview section, the "Edition State" is shown as "Status draft" with a [2] indicator.

At the bottom, there is a field for "Send Test Newsletter at: 'test1@example.com;test2@example.com'" with the email address "felix@jac-systeme.de" entered and a [3] indicator. A "Send Test Newsletter" button is located below this field.

# CJW Newsletter Edition [III] part II

[4] CJW Newsletter edition (NL Edition 2010/07) preview HTML and [5] Text. Full screen preview next slide.

[5] If you think, it is time for spreading your content into the world, then click on the “Send Newsletter” button, and with the next cronjob round, the send out starts.

[6] Here you have your sub items for the extended CJW Newsletter edition (NL Edition 2009/01).

## Newsletter edition preview

Preview "HTML" [Skin: default] [4]

**cjw NETWORK**  
Developers united in eZ Publish

**NL Edition 2010/06**

CJW Newsletter is a full featured newsletter system developed by CJW Network and available as a native add-on for eZ Publish based projects.

Preview "Text" [Skin: default] [5]

**Email subject:** [Newsletter example.com] NL Edition 2010/06

-----  
NL Edition 2010/06  
-----

CJW  
Newsletter is a full featured newsletter system developed by CJW Network and available as a native add-on for eZ Publish based projects.

CJW

**Send Newsletter** [6]

# CJW Newsletter Edition [III] part III full preview



## NL Edition 2010/06

CJW Newsletter is a full featured newsletter system developed by CJW Network and available as a native add-on for eZ Publish based projects.


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### Features

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- Test and preview (plain text and HTML)
- Bounce management and blacklists
- Import and export mailing lists (CSV format)

### References

- [www.uemis.com](http://www.uemis.com) , [www.uemis.org](http://www.uemis.org)
- [www.rsag-online.de](http://www.rsag-online.de)
- [www.darss.net](http://www.darss.net)
- [www.eldorado-templin.de](http://www.eldorado-templin.de)
- [www.hav-shop.de](http://www.hav-shop.de)
- [www.ostseebad-dierhagen.de](http://www.ostseebad-dierhagen.de)



To unsubscribe from this newsletter please visit the following link: [unsubscribe](#)  
© 2010 [www.CJW-Network.com](http://www.CJW-Network.com)

# Send out control panel and cronjob abort [III]

- See all the steps of the CJW Newsletter edition send out process.
- Possibility to stop the send out in case of a big mistake.

Versendete Newsletterausgaben

Aktuelles Datum: Freitag, 12. Dezember 2008 20:05:33

id	mail count	mail send	mail not send	creator_id	
(12)			0	14	<a href="#">Abort cronjob</a>

Cronjob Status:

- 0 - wait\_for\_process ( 15.07.2008 18:09 )
- 1 - mailqueue\_created ( 15.07.2008 18:09 )
- 2 - mailqueue\_process\_started ( 15.07.2008 18:09 )
- **3 - mailqueue\_process\_finished ( 15.07.2008 18:10 )**
- 9 - mailqueue\_process\_aborted ( - )

# Newsletter User List

- See all subscriber status informations or find them fast









## User list

Email:

[Create Newsletter user](#)

## Sub items [10]

[10 25 50](#)

UID	Email	Lists	Conf	Black	Bounce	Status	eZ User	
10	<a href="mailto:donat@fritschy.ch">donat@fritschy.ch</a>	2 / 2	-	-	- / 0	Confirmed	0	
2	<a href="mailto:тино.maass@jac-systeme.de">tino.maass@jac-systeme.de</a>	1 / 1	-	-	- / 0	Confirmed	0	
3	<a href="mailto:dfritschy@webmanufaktur.ch">dfritschy@webmanufaktur.ch</a>	1 / 1	-	-	- / 0	Confirmed	0	
4	<a href="mailto:felix.woldt@googlemail.com">felix.woldt@googlemail.com</a>	1 / 1	-	-	- / 0	Confirmed	0	
5	<a href="mailto:cjwresearch@web.de">cjwresearch@web.de</a>	1 / 1	-	-	- / 0	Confirmed	0	
6	<a href="mailto:hallo1999999999@wiek.de">hallo1999999999@wiek.de</a>	1 / 1	-	-	- / 0	Confirmed	0	
7	<a href="mailto:dirk.lampe@jac-systeme.de">dirk.lampe@jac-systeme.de</a>	1 / 1	-	-	- / 0	Confirmed	0	
8	<a href="mailto:felix.wold@googlemail.com">felix.wold@googlemail.com</a>	2 / 2	-	-	- / 0	Confirmed	0	
9	<a href="mailto:test33333333@test.de">test33333333@test.de</a>	1 / 1	-	-	- / 0	Confirmed	0	
1	<a href="mailto:felix@jac-systeme.de">felix@jac-systeme.de</a>	2 / 2	-	-	- / 0	Pending	14	

# Mailbox Item for Bounce Management

- Own CJW Newsletter X-Header Hash for better matching

Mailbox item list

Collect all mails Parse mails

Mailbox items [54]

Here you will find all collected emails and you can try to detect bounce mails.

ID	Mb	Ms	MI	MSize	Bouncecode	IsBounce	NI user	Subject	From	To	Email send date	Created	Processed
<a href="#">24</a>	2	3	0000008e4ae1ae99	5 kB	550	x	<a href="#">5</a>	Returned mail: see transcript for details	Mail Delivery Subsystem &lt;...>	<felix_test_system_info@...>	27/10/2009 3:33 pm	10/11/2009 11:55 am	10/11/2009 11:55 am
<a href="#">23</a>	2	2	0000008d4ae1ae99	4 kB	554	x		Returned mail: see transcript for details	Mail Delivery Subsystem &lt;...>	<felix_test_system_info@...>	27/10/2009 4:21 pm	10/11/2009 11:55 am	10/11/2009 11:55 am
<a href="#">22</a>	2	1	0000008c4ae1ae99	5 kB	554	x		Returned mail: see transcript for details	Mail Delivery Subsystem &lt;...>	<felix_test_system_info@...>	27/10/2009 4:21 pm	10/11/2009 11:55 am	10/11/2009 11:55 am
<a href="#">21</a>	1	21	163	7 kB	0	-		Unzustellbar: Jetzt bei HAV im Angebot - dem Shop am See!	<systempostmaster@htl.mo...>	<newsletter@hav-shop.de>	29/10/2009 2:40 pm	10/11/2009 11:55 am	10/11/2009 11:55 am
<a href="#">20</a>	1	20	162	11 kB	0	-		SourceForge.net Update: 30 October 2009	"SourceForge.net Team&...>	felix@jac-systeme.de	31/10/2009 11:45 am	10/11/2009 11:55 am	10/11/2009 11:55 am
<a href="#">19</a>	1	19	161	26 kB	0	-		Neuer PC f	<sonderflyer@hardwarever...>	<felix@fezie.de>	04/11/2009 12:29 pm	10/11/2009 11:55 am	10/11/2009 11:55 am



# Blacklist

- Blacklist subscribers
- Send me never, never, never a newsletter again! OK.

## Blacklist overview

If you want that a user with a special email do not get any newsletter from this newsletter system you can blacklist him!

[Add an email to blacklist](#)

## Blacklist items [1]

10 [25](#) [50](#)

ID	Email hash	Email	Newsletter user	Created	Creator	Note
1	84142bbb6b140d15b7e3e0ad78437409	test3333333@test.de <a href="#">9</a>		21/06/2010 8:24 pm	Administrator User	Send me never, never, never a newsletter again!

# Import Lists

- You have control over multiple imports
- Automatic connection to existing eZ User via email matching

## Import overview

Here you find a list of all data imports!

## Import items [1]

10 [25](#) [50](#)

ID	Type	List Id	Creator	Note	Created	Imported	Count
<a href="#">1</a>	cjwnl_csv	<a href="#">CJW Network Neues de</a>	Administrator User		25/05/2010 2:21 pm	25/05/2010 2:21 pm	8   8   7

# Import Detail Information

## 1 [Import details]

Id	1
Subscription list	<a href="#">CJW Network Neues de</a>
Import type	<a href="#">cjwnl_csv</a>
Created	25/05/2010 2:21 pm
Creator	Administrator User
Import note	
Data text	var/ezwebin_site/cjw_newsletter/csvimport/1-20100525-142132-20100525_12-20_sub
Remote id	cjwnl_csv:6f275e532da595b114bcc607d00a
Imported	25/05/2010 2:21 pm
Imported subscription count   Live count   Live count approved	8   8   7
Imported user count   Live count   Live count confirmed	8   8   7

[Remove 7 active subscriptions by admin](#)

## Subscriptions created by import [8]

Id	List name	Newsletter User	Format	Status	Created	Modified	Remote id
3	<a href="#">CJW Network Neues de</a>	<a href="mailto:tino.maass@jac-systeme.de">tino.maass@jac-systeme.de</a> (Tino Maass)	HTML	Approved	25/05/2010 2:21 pm	25/05/2010 2:21 pm	cjwnl:csvimport:06ee3
4	<a href="#">CJW Network Neues de</a>	<a href="mailto:dfritschy@webmanufaktur.ch">dfritschy@webmanufaktur.ch</a> (Mr Donat Fritschy)	HTML	Approved	25/05/2010 2:21 pm	25/05/2010 2:21 pm	cjwnl:csvimport:71d22

# Questions, Thank You and Contact Information

- [coolscreen.de](http://coolscreen.de) - Hamburg / Germany
- [jac-systeme.de](http://jac-systeme.de) - Rostock and Stralsund / Germany
- [webmanufaktur.ch](http://webmanufaktur.ch) - Berne / Switzerland
- Developers united in eZ Publish - Worldwide