

FAQs

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Which From/Reply-To addresses can I use?

ANSWER: When your community is set up in CONNECT, we ask for a domain that you would like to use for your email messages. This domain is setup in the backend by our Connect Support team so that you may set up any email address that uses that domain. For example: If the domain you ask to set up is "acmewidgets.com" then any email address that has that domain (ie. email@**acmewidgets.com**) will be valid for sending email.

However, this rule only applies to the From Address. The Reply-To address can be any valid email address from any domain and does not need to match the From Address. The Reply-To address is used when the recipient replies to your email message and is placed in the "To:" field instead of the From Address.

What are Subscriptions?

ANSWER: Subscriptions are a collection of people who have decided at one point to receive or not receive, all or specific email communications from your company.

In a majority of cases, email programs only have one Subscription. The customer either does or doesn't want to receive all email publications from you. However, some email marketing programs are a little more sophisticated. Many programs have a monthly newsletter, as well as promotional email alerts. Then the option to opt-in or opt-out to one or both of the campaigns is presented. This is where subscriptions shine. They allow you to manage each opt-in/opt-out process in one Community. You are able to see the total size of each subscription, segment on this subscription, and deploy email marketing direct to it. There are even users that have a preference page that Subscribers can manage. This preference page provides their customers to opt-in/opt-out of different types of alerts so they can customize their email experience with your company. Connect Subscriptions provide each user the flexibility to manage the simplest of email programs to the most complicated.

How Do I make my List Files CONNECT Compatible?

ANSWER: Lists files need to be saved as a .CSV (Comma delimited) file in Excel with UTF-8 encoding.

Each column should have a header that indicates what data is below it. See below for steps and examples.

1. Open your list in Microsoft Excel



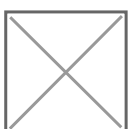
2. Right click on the first row and select Insert to add a row into the top of your list



3. Type in header names for each column



4. Once finished, click File - Save As.



5. Select CSV (Comma delimited) under "Save as type" before saving the file



6. Click "OK" when given warning about "multiple sheets"



7. Click "Yes" when asked if you wish to keep workbook in current format



8. When exiting Excel, you will be asked if you wish to "Save changes" even though none were made. Click "Don't Save"

