

# **Dada Mail Manual**

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# A Gentle Introduction To Dada Mail

In the 14 years it has been in development, Dada Mail has grown from a very simple CGI script to a very large and sophisticated web-based application.

## What is Dada Mail?

In essence, Dada Mail does two very important things:

- Dada Mail allows a visitor to your site to subscribe to a mailing list.
- Dada Mail allows you to send a mass mailing to your mailing list.

Without these two things, Dada Mail wouldn't be Dada Mail!

## A Tour of Dada Mail

Dada Mail's web-based environment can be divided into two different sections.

The first section are **User Screens**. Everything that's publically accessible in Dada Mail is basically a **User Screen**.

The other section of Dada Mail is the **List Control Panel**. This is where you administrate your Dada Mail mailing lists. This includes: adding/removing subscribers, changing the preferences of your mailing list and sending out mass mailings.

## Default Screen

The **Default Screen** is what you see when you first encounter Dada Mail. If you haven't set up a mailing list yet, you'll first see a, *Congratulations* message, with a form to enter the **Dada Mail Root Password**, to create your first Dada Mail mailing list.



### Congratulations, and Welcome to Pro Dada!

You installed Pro Dada correctly. The next thing to do is set up a Mailing List. Be sure you know your Pro Dada Root Password before you begin making a new Mailing List.

First, please read, understand and agree to the *GNU Public License*, and agree not to use Pro Dada for unsolicited email (SPAM):

#### Table of Contents

- [GNU GENERAL PUBLIC LICENSE](#)
- [Preamble](#)
- [TERMS AND CONDITIONS FOR COPYING, DISTRIBUTION AND MODIFICATION](#)
- [How to Apply These Terms to Your New Programs](#)

You may not, under any condition, use this program (Pro Dada) or its libraries to send unsolicited email (spam).

I agree to the GPL license and no-SPAM conditions.

Pro Dada Root Password:

[Set Up a New Mailing List](#)

#### Program Configuration

If you would like to see more information about your current Program Configuration, enter your Pro Dada Root Password, below:

Pro DadaRoot Password:

[Program Configuration Settings](#)

### *The Default Dada Mail Screen, with the, "Congratulations" Message*

If you've already created a mailing list, the Default Screen will have a subscription form for all the current mailing lists, as well as a listing of each mailing list, with their descriptions.

### Subscribe to a Mailing List

**Subscribe**

Choose a Mailing List:

Email Address:  \* Required

First Name:

Last Name:

City:

State:

Your Favorite Color:

*The Default Dada Mail Screen,*

Each listing will also have a link to the **List Screen**.

## The List Screen

The List Screen is akin to the home page for your Mailing List. It'll have the description of your Mailing List, its Privacy Policy and more information.

This screen should also have a listing of any archived messages available to view, as well as a link to view all the archived messages that are available.

### Justin's Example List!

[Pro Dada](#) » [Justin's Example List!](#)

**Subscribe to Justin's Example List!**

Email Address:  \* Required

First Name:

Last Name:

City:

State:

Your Favorite Color:

#### Mailing List Information:

- This mailing list is a public mailing list - anyone may join or leave, at any time.
- This mailing list is announce-only.

This is my example List Description!

#### Privacy Policy:

This is my example Privacy Policy!

#### Archives:


#### Justin's Example List! Message

Sent March 30th 2014

*Hello! I wanted to give everyone an update on what I'm up to! We've been working on a new version of Dada Mail - I think it's going to be really great! Please see the support website for more information: <http://dadamailproject.com> We'll have more details soon! - Justin! ...*

[Index](#)

Search this list's archives:

([archive](#) [rss](#), [atom](#) )

[Administration](#)

### The List Screen

# The Mailing List Archives Screen

The Mailing List Archives Screen shows all the archived messages available.

Messages are archived from past mailings and are viewable from within Dada Mail.



## Justin's Example List! Archives

[Pro Dada](#) » [Justin's Example List!](#) » Archives

### Justin's Example List! Message

Sent March 30th 2014

*Hello! I wanted to give everyone an update on what I'm up to! We've been working on a new version of Dada Mail - I think it's going to be really great! Please see the support website for more information: <http://dadamailproject.com> We'll have more details soon! - Justin! ...*

[Index](#)

([archive](#) [rss](#) , [atom](#)  )

Search this list's archives:

This is my example List Description!

**Subscribe to Justin's Example List!**

Email Address:  \* Required

First Name:

Last Name:

City:

State:

Your Favorite Color:

## The List Archives Screen

Individual archived messages will have their own screen, with a search form, to search through the mailing list's archived messages and a Dada Mail Subscription Form, so your users can send each other copies of the archived messages.

### Justin's Example List! Message

[Pro Dada](#) » [Justin's Example List!](#) » [Archives](#) » Justin's Example List! Message

**From:** "Justin's Example List!" <listowner@dadademo.com>  
**Subject:** Justin's Example List! Message  
**Date:** March 30th 2014

Hello! I wanted to give everyone an update on what I'm up to! We've been working on a new version of Dada Mail - I think it's going to be really great!

Please see the support website for more information:

<http://dadamailproject.com>

We'll have more details soon!

- Justin!



Like Be the first of your friends to like this.

[| Archive Index |](#)

([archive](#) [rss](#) , [atom](#) )

Search this list's archives:

*An Individual Archive Screen*

## Dada Mail Profiles

Dada Mail Profiles gives a user one place to manage their own Dada Mail subscriptions.

Subscribers with Profiles will be able to View their subscriptions, unsubscribe from individual Mailing Lists and update the email address used for their subscriptions.





Profile

[ Logout ]

Hello, me@justinsimoni.com!

**Profile Fields**

First Name:

Last Name:

City:

State:

Your Favorite Color:

[Update Information](#)

**Your Mailing List Subscriptions**

**Justin's Example List!**

This is my example List Description!

- Public Mailing List
- Announce-only list.
- [View Archives](#)
- [Unsubscribe from Justin's Example List!](#)

**Update Your Profile Email Address**

The Profile Email Address and Subscriptions using your current email address (me@justinsimoni.com) will be replaced with this new email address, where it's allowed:

Your New Profile Email Address:

[Confirm and Update Your New Profile Email Address](#)

**Change Your Profile Password**

New Password:

New Password Again:

[Change Password](#)

**Delete This Profile**

Deleting your profile will remove all your profile information, but all your subscriptions to subscribed mailing lists will remain.

[Delete Your Profile](#)

**See Also**

The Dada Mail Support Docs on [Profiles](#).

## Administration

On the Default Screen, there's a link labeled, *Administration* on the very bottom. If you follow this link, you'll go to the Administration Screen, which will allow you to log into lists you've already have created and allow you to create a new mailing list.

This is the gateway between the **User Screens** and the **List Control Panel**.

When you log into a mailing list that's already created, you do have the option of logging in using the **List Password**, which is set during mailing list creation, or the **Dada Mail Root Password**, which is set during installation of Dada Mail itself.

The Dada Mail Root Password will allow you to log into any mailing list you'd like and may give you special, "Super User" abilities.



### Administration

#### Enter Your List Control Panel

You may use either your **List Password** or Pro Dada Root Password to to log into the List Control Panel. Your Pro Dada Root Password will work for all Mailing Lists.

Select your Mailing List:

Type in your **Password**:

Please be sure **cookies** and **JavaScript** are enabled in your browser.

#### Create a New Mailing List

You will need to know the Pro Dada Root Password to create a new Mailing List.

Type in your **Pro Dada Root Password**:

## The List Control Panel

The **List Control Panel** has a great number of screens that allow you to interact with your mailing list. Not only can you send out a mass mailing, you can also set preferences for your mailing list, as well as add/remove subscribers.

Each separate mailing list will have different preferences associated with it, each mailing list is fairly separate from each other Mailing List.

### Admin Menu

The various screens can be accessed from the list control panel menu.

We'll routinely give directions on how to access certain administration screens, by giving the Header and Subheading on where they're located. For example, **Membership - Invite/Subscribe/Add** would be located at:

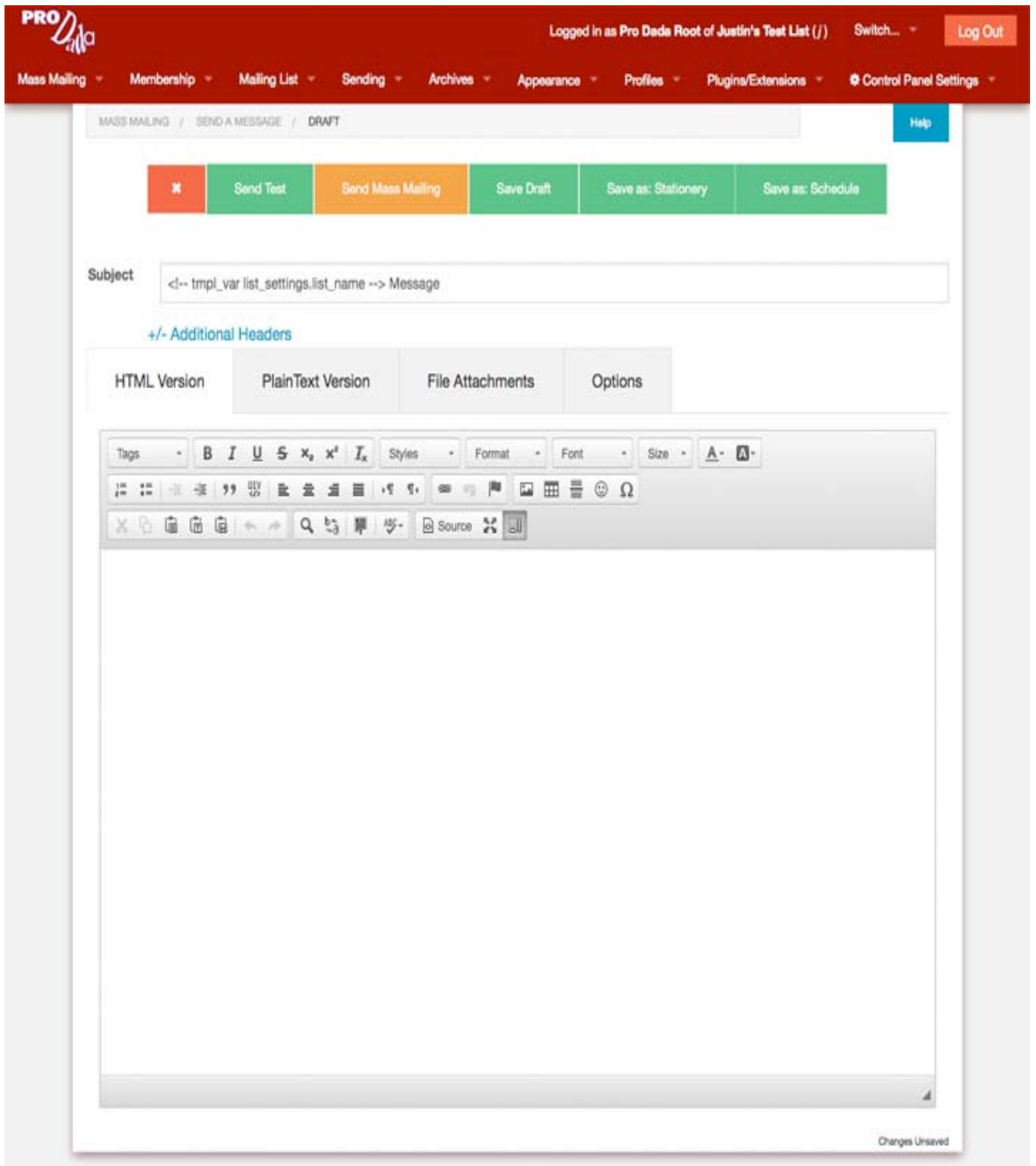


The screenshot displays the Dada Mail administration interface. At the top, it shows the user is logged in as 'Pro Dada Root of Justin's Example List! (example)' with a 'Log Out' link. The main navigation menu on the left is organized into several categories: 'Mass Mailing' (with 'Send a Message' highlighted), 'Membership', 'Your Mailing List', 'Mail Sending', 'Message Archives', 'Appearance and Templates', 'Profiles', 'Plugins', and 'Extensions'. The 'Send a Message' option is circled in red. The main content area is titled 'Mass Mailing » Send a Message' and includes buttons for 'Save Draft', 'Cancel Message', 'Send Test Message', and 'Send Mass Mailing'. Below these are sections for 'Message Headers' (with a subject line containing a template variable), 'Message Body' (with a rich text editor), and 'Options' (with checkboxes for archiving and sending).

*Finding the, "Membership -> Invite/Subscribe/Add" Screen*

## **Sending a Mass Mailing**

When you log into the List Control Panel, the first you'll see is the, *Send a Message* screen. This screen will allow you to send out a mass mailing to everyone that's subscribed on your mailing list.



*The Send a Message Screen*

Dada Mail can handle quite a few different message formats (PlainText, HTML, Both), attachments, custom headers, mailing list message templates and a whole lot more. You don't have to know about any of these to start though, just fill out the Subject of your message, write out the message itself and press, **Send Mass**



## Mailing

### See Also

(Try this!) The Chapter on the *Send a Message* screen.

## Adding Subscribers in the List Control Panel

If you're importing a mailing list from another system, you can add subscribers en-mass in the List Control Panel's, **Membership - Invite/Subscribe/Add** screen.



There is a set limit of 1000 addresses you may import at one time.

Subscribers (0)

Black List (2)

CSV Format to use for Import:

Email Address, first\_name, last\_name, city, state, favorite\_color, \_secret, Profile Password

Upload Your Addresses:

Upload a text file (UTF-8 encoded) in the CSV format mentioned above.

Browse... No file selected.

Clear Changes

Verify Addresses...

Paste Your Addresses Below:

Or, Enter addresses (UTF-8 encoded) in the CSV format mentioned above.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Clear Changes

Verify Addresses...

Invite / Subscribe Just One Address:

Or, just enter one address, below:

Email Address:

First Name (first\_name):

Last Name (last\_name):

City (city):

State (state):

Your Favorite Color (favorite\_color):

Secret Field (\_secret):

Profile Password:

Clear Changes

Verify Address...

*The Membership - Invite/Subscribe/Add Screen*

**See Also**

The Chapter on the [Membership - Add](#) screen.

## Profile Fields

Dada Mail Subscribers can also have Profile Fields associated with them, allowing you to store things like the name, of a subscriber, or anything else you'd like to capture. Profile Fields can also be set as being required.

Profiles » Profile Fields
Help

Profile Fields are **Global** and will affect all Mailing Lists. You may only change the Profile Fields if you are logged in with the Pro Dada Root Password.

### Profile Fields

	Name	Label	Fallback Value	Required
[edit] ^ v	first_name	First Name	0	<span style="color: red;">⊗</span>
[edit] ^ v	last_name	Last Name	0	<span style="color: red;">⊗</span>
[edit] ^ v	city	City	0	<span style="color: red;">⊗</span>
[edit] ^ v	state	State	0	<span style="color: red;">⊗</span>
[edit] ^ v	favorite_color	Your Favorite Color	0	<span style="color: red;">⊗</span>

### Add a New Field

**Field Name:**   
(Use underscores, instead of spaces - no funny characters, and use lower case characters instead of uppercase.)  
Field Names prefixed with, "\_" will not be displayed on public subscription forms.

**Label:**   
This label will be used on public subscription forms

**Fallback Value:**   
This value is used in things like mail merging, when there's no information saved for the subscriber.

**Required:**

Add Field

*Profile Fields*

## Dada Mail Subscription Forms

The Dada Mail Subscription Form is the HTML code that you'll need to put a subscription form on any page of your web site. It can be copied from the, *Appearance and Templates - Subscription Form HTML* screen.





*The Dada Mail Subscription Form HTML*

**See Also**

The Chapter on the [Manage Appearance -> Subscription Form HTML](#) screen.

**Plugins**

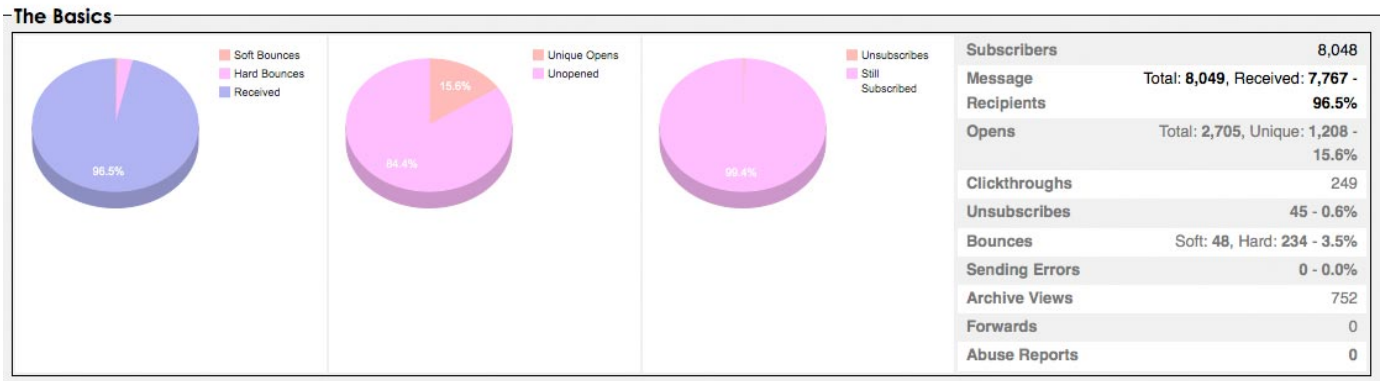
Additional functionality of Dada Mail is done using Dada Mail's simple plugin system. All plugins available for Dada Mail are shipped with the distribution, and can be installed with the included web-based installer. These plugins are tightly integrated with the core of Dada Mail, and also work together to provide even more features.

**Tracker**

The **Tracker** plugin creates analytic reports based on data collected about your mass mailings: things like messages opens, clickthroughs, bounces, forwards, archive views, etc.



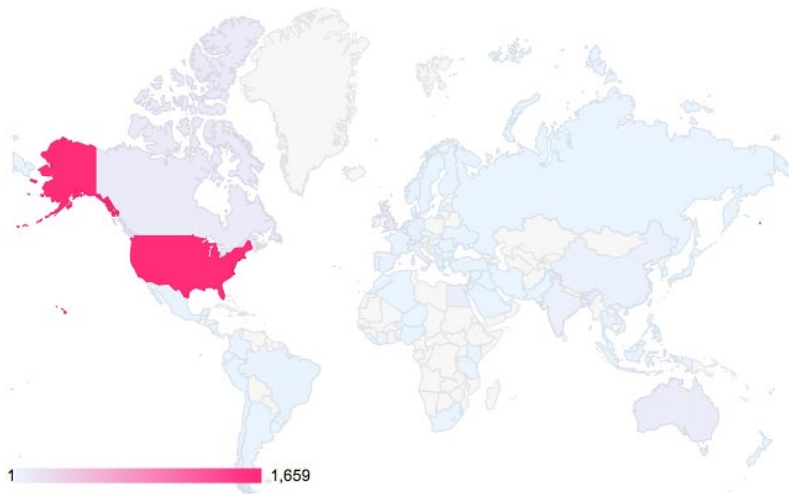
**Tracking Info For: My Awesome Mass Mailing**



- Subscriber Activity
- Opens**
- Clickthroughs
- Unsubscribes
- Bounces
- Sending Errors
- Archive Views
- Forwards
- Abuse Reports

**Message Opens by Country**

Country	Opens
United States	1659
United Kingdom	123
Canada	91
Australia	77
Netherlands	61
Egypt	53
Italy	51
Germany	50
India	42
China	36
Lebanon	32
France	24
Mexico	24
Spain	22
Taiwan	22
Brazil	19



*Tracker Plugin*

**See Also**

[Using Tracker](#) Chapter.

**Bounce Handler**

The **Bounce Handler** plugin allows you to easily and efficiently deal with the inevitable bounce back of messages sent to mailing list subscribers.

**See Also**

[Using Bounce Handler](#) Chapter.

## Bridge

Bridge allows you to both send Announce Only messages from your mail reader, as well as set up a Discussion Lists, where all members of your mailing list can join in and start talking to each other via email.

### See Also

[Using Bridge](#) Chapter.