Email Campaign Manager 1.3.1
What's New?

An Overview of the New Functionality in Email Campaign Manager 1.3.1

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Introduction

Welcome to Email Campaign Manager 1.3.1!

The key features of this update are:

- The module allows you to see how your email message looks in different email clients.

- The module allows you to test your message to see how different spam filters will treat it.

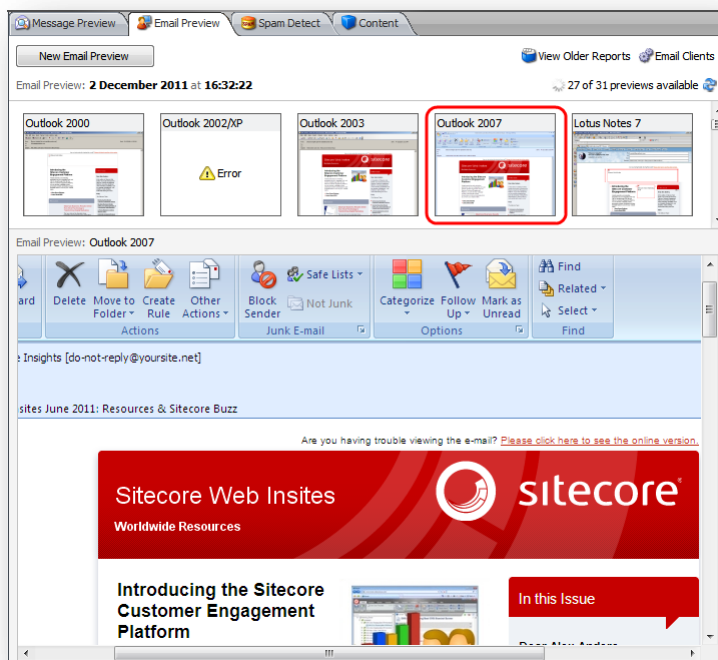The update introduces the following improvements:

- Two new security roles: *ECM Users* and *ECM Advanced Users*.

- The *ShowExactSubscribersNumber* setting, which specifies whether or not to show the exact number of subscribers in UI.

- The *Already Unsubscribed* setting.

New Features

This section contains the new features implemented in this version of the module.

Preview a Message in Different Clients

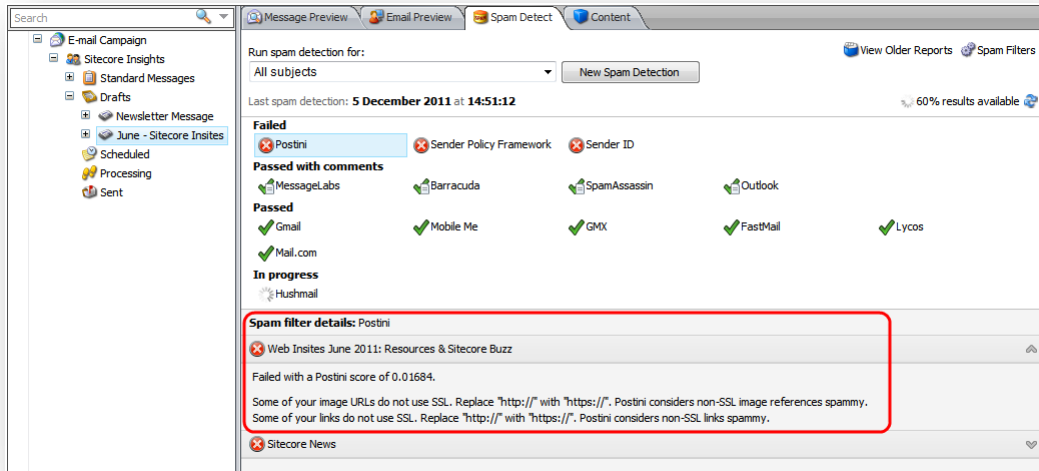The ECM allows you to see how your email message looks in different email clients:

This feature enables you see how your message is displayed in various email clients and fix any errors before sending the message to subscribers. The Email Preview service is available through the Sitecore App Center.

For information about how to use this feature, see the *ECM Marketer's Guide*, *Section 3.1.3, How to Preview a Message in Different Clients*.

Perform Spam Detection

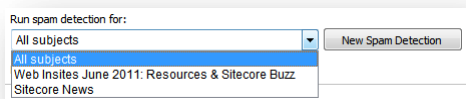You can test your message to see how different spam filters will treat it.

Spam filters can return different types of results:

- **Failed**.

- **Passed with Comments**.

- **Passed**.

If the result that a filter returns is other than passed, the module gives you suggestions of what you can do to avoid your message failing for this spam filter.

You can run the spam detection for a particular subject using the **Run spam detection for** field in the **Spam Detect** tab. By default, the ECM performs the Spam Detection for all subjects:

The Spam Detect service is available through the Sitecore App Center.

For information about how to use this feature, see the *ECM Marketer's Guide*, *Section 3.1.4, How to Perform Spam Detection*.

Improvements

This section contains the improvements to the functionality that existed in the previous version.

New Security Roles

This update installs two new security roles:

- ECM Advanced Users.
- ECM Users.

These roles let administrators control the access to the ECM functionality better.

For information about the new roles, see the *ECM Administrator's and Developer's Guide*, *Section 5.8, ECM Security Roles*.

ShowExactSubscribersNumber Setting

This update adds the `ShowExactSubscribersNumber` setting in the `Sitecore.EmailCampaign.config` file.

This setting specifies whether or not to show the exact number of subscribers in UI, for instance, in the message preview. Calculating the exact number of subscribers may be a time consuming operation if you have millions of users.

For information about this setting, see the *ECM Administrator's and Developer's Guide*, *Section 4.1, Sitecore.EmailCampaign.config*.

Already Unsubscribed Setting

This update introduces the *Already Unsubscribed* setting. When a visitor who is already unsubscribed clicks on the unsubscribe link, the module displays the page determined by this setting.

This improvement was requested since people who were already unsubscribed from a mailing list could receive errors when they clicked the unsubscribe link again.

For information about this setting, see the *ECM Administrator's and Developer's Guide*, *Section 4.3.2, Subscription Control*.

Performance Improvements

This update provides additional performance improvements in the dispatch and email rendering process.