



Email Campaign Manager 1.3.3 What's New?

An Overview of the New Functionality in Email Campaign Manager 1.3.3

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Introduction

Welcome to the Email Campaign Manager 1.3.3!

This update contains important improvements related to performance as well as fixes to issues found in the previous version.

Performance Improvements

This section contains the overview of the performance improvements in this release.

SMTP Configuration Caching

When the module starts dispatching the messages, it checks with the Sitecore App Center that you have enough message credits to send this batch of messages and gets the SMTP server settings to use when sending the messages.

The ECM caches these settings and uses them for all further dispatches to increase performance. The module requests the updated settings from SAC only in case when it encounters a problem with sending a message.

Tracking Links in Messages with Minimal Load on Analytics Engine

In this update, the ECM implements special pages and methods for processing links in messages.

When recipients click links in ECM messages, the module tracks them with special pages first and then passes the tracked data to the Sitecore Analytics engine in an efficient way, which ensures that the Analytics engine is not overloaded with large numbers of recipients.

When you insert links in messages, the ECM redirects them to the **RedirectUrlPage.aspx** page with the following parameters:

- **ec_url** – the actual link to which the subscriber is redirected to. The link may lead to your website, or to an external website. Sitecore will track the link click in any case.
- **ec_camp** – the key that identifies an e-mail campaign.
- **ec_as** – the key that identifies automation states.
- **ec_recipient** – the key that sets the context user for rendering a web page as a message body.
- **ec_subscr** – the key that is used to confirm subscriptions to mailing lists.

These parameters do not trigger Sitecore Analytics events directly. The ECM module processes the parameters and then passes the appropriate data to the Analytics engine.

Handling Open Email Events

The ECM embeds a transparent one pixel image in messages. When recipients open the messages, a request is sent to the **RegisterEmailOpened.aspx** page through the image. The module tracks such requests and passes the tracked data to Sitecore Analytics.

CheckEmailResponse Processor Obsolete

Considering the changes in how ECM processes links in messages, the CheckEmailResponse processor is made obsolete. Links in ECM messages no longer trigger Sitecore Analytics pipelines directly.

UndeliveredCount Property is Set to Null Only on Link Click

As against to the previous version, the UndeliveredCount property is set to null only when a subscriber clicks a link in a message. This makes the load on the server smaller.

For more information about the **UndeliveredCount** property, see section *Section 5.6, Emails that Bounce and the Undelivered Max Setting* in the *Administrator's and Developer's Guide*.

Issues Resolved

This section contains the overview of the important issues that were resolved in this release.

GetBounces Method no Longer Runs More than Once a Day

In the previous version, under certain conditions, the `GetBounces` method could be called by the **Check Bounced Messages** task more than once a day, which could cause an excessive load on the SAC server.

In this version this issue is resolved and the scheduled time is now set using UTC time.

For more information about the **Check Bounced Messages** task, see *Section 3.1.2, Collecting Delivery Status Notifications* in the *Administrator's and Developer's Guide*.