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This document contains conceptual, procedural, and scenario information about the types of messages used in the ExactTarget application and the procedures designed to create and implement those messages.

Audience

This document is intended for application users responsible for creating, sending, and managing messages. Understanding of the Web Service API is required to implement most instances of triggered email messages, and SMS messages.

What Is a Message

A message is a communication sent to an individual (subscriber) or a collection of individuals (list, group, or data extension). The system supports the following channels of messages:

- [Email Messages](#)
- [SMS Messages](#)

Messages give you the ability to select from a variety of channels through which to communicate with your subscribers. Together with [activities](#) and [programs](#), messages can perform many of your recurring processes automatically, freeing you to focus on other tasks.

A message send can be user-initiated or triggered:

- A **user-initiated message** send goes to your selected subscribers you identify at a specified time. For example, you can send a monthly newsletter to a list of newsletter subscribers. You can manage the entire process of a user-initiated email message through the application interface.
- A **triggered send** goes to customers in response to a subscriber action. For example, you can send a confirmation message after a customer makes a purchase. You can define the content and interaction for a triggered email message through the ExactTarget application interface, and you can also use the application to send out the following triggered sends:
 - ? [Welcome email](#)
 - ? [Triggered Send via a Smart Capture Page](#)

All other events that trigger the interaction must be defined using API calls outside of the application.

If your account is integrated with [Salesforce](#) and your application user is mapped to a Salesforce user, you can select a Salesforce campaign or report as the audience of your email message interaction.

You can associate one or more user-initiated message sends with zero or more activities to make a program.

Message Content and Message Interaction

A message has two components:

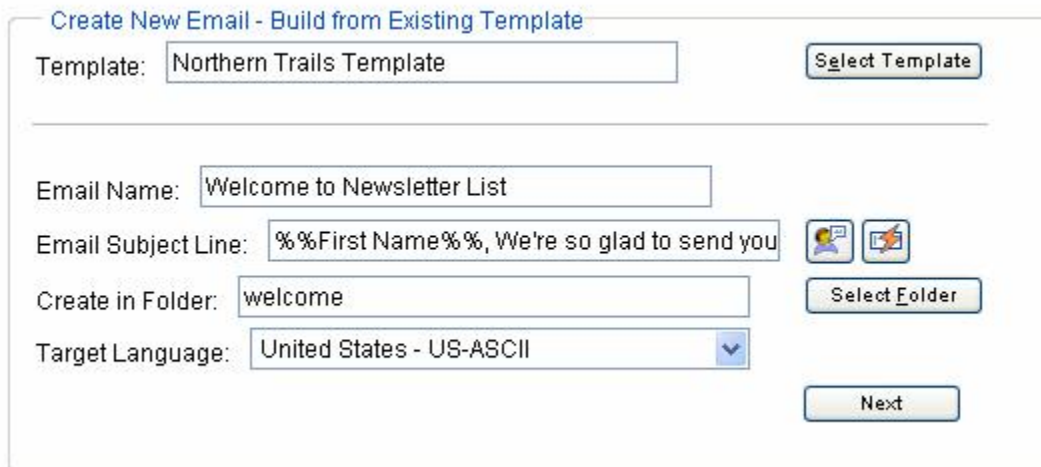
1. Content
2. Interaction

You use screens on the **Content** tab to control what appears in the message. You use screens on the **Interaction** tab to define the information that is necessary to send the message

Messages Scenario

A marketer at Northern Trail Outfitters sends a welcome email message to subscribers who opt-in to the newsletter mailing list through their web page. This process would be extremely time-consuming to complete manually, so the marketer creates a triggered email message interaction to contain the welcome message and automate the process.

First, the marketer creates the email message content. The process for creating the email message content for a triggered send interaction remains the same as for creating the email message content for a user-initiated interaction or a single send through the send wizard. As with any email message, the marketer can optionally use advanced features, such as dynamic content, personalization, and international character encoding.



The screenshot shows a web interface for creating a new email. The title is "Create New Email - Build from Existing Template". The form includes the following fields and buttons:

- Template:** A text box containing "Northern Trails Template" and a "Select Template" button to its right.
- Email Name:** A text box containing "Welcome to Newsletter List".
- Email Subject Line:** A text box containing "%%First Name%%, We're so glad to send you". To its right are two small icons: a person icon and a document icon.
- Create in Folder:** A text box containing "welcome" and a "Select Folder" button to its right.
- Target Language:** A dropdown menu showing "United States - US-ASCII".
- Next:** A button at the bottom right of the form.

Next the marketer creates the send classification. The send classification contains the CAN-SPAM classification, sender profile, and delivery profile that will be used for this triggered email interaction.

[Send Classifications](#) > Northern Trail Outfitters Welcome Messages**Properties****Name** *(required)*

Northern Trail Outfitters Welcome Messages

External Key

33247wm

Description

Send classification for all welcome messages

About CAN-SPAM Classification**CAN-SPAM Classification**

Transactional

"Commercial" and "Transactional" have legal meanings under the U.S. Federal CAN-SPAM Act. A Commercial email message, is "any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service." Commercial messages must include a mechanism to unsubscribe, the physical mailing address of the sender, and (if unsolicited) a notice of advertisement. For commercial messages, we check for the presence of an unsubscribe link.

Transactional messages, per CAN-SPAM, are primarily emails that "facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender." Per the FTC, to be considered "transactional" per CAN-SPAM, the subject line must be transactional in nature and non-promotional. Also, the email body must present the "transactional content" prior to the commercial content. For transactional messages, we do not check for the presence of an unsubscribe. If you are unsure of classification, we recommend you check "commercial" and provide an unsubscribe link. This is not legal advice. Please see your legal counsel for the proper application for your organization."

Sender Information**Sender Profile** *(required)*

Welcome Message Sender Profile

Delivery Profile *(required)*

Welcome Message Delivery Profile

save

cancel

delete

After creating the email message content and send classification, the marketer brings them together into the triggered email interaction.

Triggered Emails > Welcome to Newsletter List

Interactions have an external key used to integrate external events and subscribers with associated message content and properties. Use this form to define the content and properties of your message.

Name *(required)*

External Key

Description

Send Classification *(required)*

 Override Sender Profile
Sender Profile

 Override Delivery Profile
Delivery Profile

 **Content**
Email *(required)*


A tree view showing email folders and messages. The 'welcome' folder is expanded, and 'Welcome to Newsletter List' is selected. Other folders include 'community service', 'web analytics demo', 'Community Service Newsletter', 'Recall Announcement', and 'Test Email'.

Email Subject Line

The marketer associates a send classification with the interaction. The marketer still has the option to override the sender profile or delivery profile for this triggered email interaction.

The marketer also chooses the email to be sent when this interaction is triggered. The marketer can optionally update a mailing list with subscribers who trigger this interaction as well as to throttle sends through this interaction.

Finally, the marketer starts the email interaction to make it available to be triggered by customer activity.


Triggered Emails

<input checked="" type="checkbox"/> The triggered send has been started			
Create Archive View Tracking Start/Restart Pause Publish Changes			
<input type="checkbox"/>	Name	External Key	Description
<input checked="" type="checkbox"/>	Welcome to Newsletter List	33247wnl	Interaction to send email after subscriber op...

NOTE: The events that trigger this interaction are determined using the API to create code outside of the application interface. The marketer coordinates with the IT department to put the necessary API components into place in order for the triggered email interaction to work correctly.


Now the interaction is available to send the email message when triggered. When a customer subscribes to Northern Trail Outfitters monthly newsletter via the website, they receive the welcome email.

To view this email as a web page, go [here](#).



Welcome!

Welcome to the Northern Trail Outfitters monthly newsletter. We are so pleased to have the opportunity to share information about our new products, special offers, and community service outreach programs with you. As a way to thank you for your interest in Northern Trail Outfitters, we are including a coupon for 20% off your next purchase.



This email was sent to: %%emailaddr%%

This email was sent by: %%Member_Busname%%
%%Member_Addr%%, %%Member_City%%, %%Member_State%%, %%Member_PostalCode%%, %%Member_Country%%

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)

How to Start a Message Interaction

Before you begin this procedure, you must create a triggered send interaction.

After you complete this procedure, you can pause the interaction.

Use the following steps to start a message interaction:

1. Click the **Interactions** tab on the navigation bar.
2. Click **Messages**.
3. Click **Email**.
4. Click **Triggered**.
5. Select the checkbox next to the message interaction to start.
6. Click **Start/Restart** on the toolbar. The system changes the status of the message interaction to **Running**.

How to Pause a Message Interaction

Use this procedure to stop the triggered send interactions from sending messages while you make changes to the content. Subscribers who trigger the message interaction will be placed in queue to receive the message after you publish changes.

Before you can perform this procedure, you must start the message interaction. After you complete this procedure, you can

- Publish changes to your message content
- Archive the message interaction

Use the following steps to pause a message interaction:

1. Click the **Interactions** tab on the navigation bar.
2. Click **Messages**.
3. Click **Email**.
4. Click **Triggered**.
5. Select the checkbox next to the message interaction to pause.
6. Click **Pause** from the toolbar. The system changes the status of the message interaction to **Paused**.

How to Archive a Message Interaction



Use this procedure to stop the system from sending the triggered send permanently. Before you can perform this procedure, you must pause the message interaction. You can still view tracking information for a message after you complete this procedure.

Use the following steps to pause a message interaction:

1. Click the **Interactions** tab on the navigation bar.
2. Click **Messages**.
3. Click **Email**.
4. Click **Triggered**.
5. Select the checkbox next to the message interaction that you want to archive.
6. Click **Archive** from the toolbar. The system changes the status of the message interaction to **Archived**.

This page was last updated by [Ryan Williams](#) on Tue, 24 Jan 2012 13:38:23 GMT.

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