

**XGEN<sup>PLUS</sup>**™  
Worlds Most Advanced E-Mail Server

# **TRACK-ABLE BULK MANAGEMENT SYSTEM**

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## 1. Introduction

In today's internet era, emails are the integral part of functioning of any individual as well as organization. This has led to the flood of email products in the market. But nothing stands in competition to XGen Plus. XGen Plus, world's most advanced email server, has always simplified your mailbox with its innovative modules and functionalities. XGen Plus keeps your mailbox virus free & spam free and its scalable architecture allows the organizations to scale from one user to millions of users, making it suitable for all kind of organizations as well as individuals.

With growing internet power, every work has moved over to emails. Be it buying, selling, managing, meeting or just keeping in touch. Your work time (and free time) depends on the emails you receive. But not all emails are meaningful. And that's why you plainly choose to ignore many emails, marking them as junk or even deleting them without reading.

But what about the emails you send? Are you sure you are **sending** the right kind of emails? Are you sure everyone is receiving the emails you send? And more importantly, is everyone reading the emails you send?

Let's consider some scenarios to understand the context more clearly.

### **Scenario 1: Effective Communication**

You run a company with a number of employees working for you. How do you handle internal communication for employee relationship management? Do you feel the need of a tool to help you build relationship with your employees by sending personalized, relevant emails? In a few clicks, sending personalised email to all your employees (whether few or lacs), tracking who read/replied and even unsubscribed for future notifications is the need of the hour.

### **Scenario 2: Behaviour and Getting Attention**

You are in the middle of your work when you receive two bulk emails.

- First bulk email is addressed to thousands of people along with you
- Second one is addressed only to you i.e. personalized email

Which of the two is you tempted to read? Chances are that you will appreciate a personalised communication rather than the email sent to many people with you being part of the huge list.

### **Scenario 3: E-Marketing**

You send bulk email for email marketing. Are you able to measure the effectiveness of your email? Are you able to boost your response ratio and drive sales through your email?

XGen Plus has always believed in innovative food for thoughts and has come up with **Track-able Bulk Management System (TBMS)**, a precise answer to all the scenarios mentioned above. Let's see how.

## 2. What is Track-able Bulk Management System?

Track-able Bulk Management System, shortly called TBMS, is a powerful, uncomplicated, undemanding and effective bulk email tool that lets you build relationships with your customers, members, and prospects through personalized, relevant email communications. It also allows you to track the effectiveness of your email via graphs and numbers.

TBMS ensures timely delivery of all bulk mails to all recipients (irrespective of numbers). In addition to this, TBMS also allows scheduling of mails to be sent at a later stage thus, allowing user to send the email whenever he wants.

In the nutshell, TBMS is about:

- Creating, automating and sending email campaigns

- Sending personalized, relevant emails
- Scheduling emails to be sent at later date and time
- Improving delivery rates to Inbox
- Measuring the effectiveness of your bulk mail campaigns
- And **Not** sending spam, junk or unsolicited mails

### 3. Track-able Bulk Management System

Track-able Bulk Management System is the new module added to power-packed XGen Plus. TBMS allows the user to send bulk mail to a large group of people without any hassles. User can easily send bulk mails (Organisational/Marketing/News/Informational) and even track their status.

Detailed functionality of TBMS has been explained below with the help of screenshots:

- **Send Personalized Bulk Mails** – XGen Plus TBMS allows you to send personalized group email without worrying about the number of people in the group. Select the group from contacts, frame the mail, select 'Delivery report' checkbox and send the email. You will be able to see the email delivery report immediately without any delay.

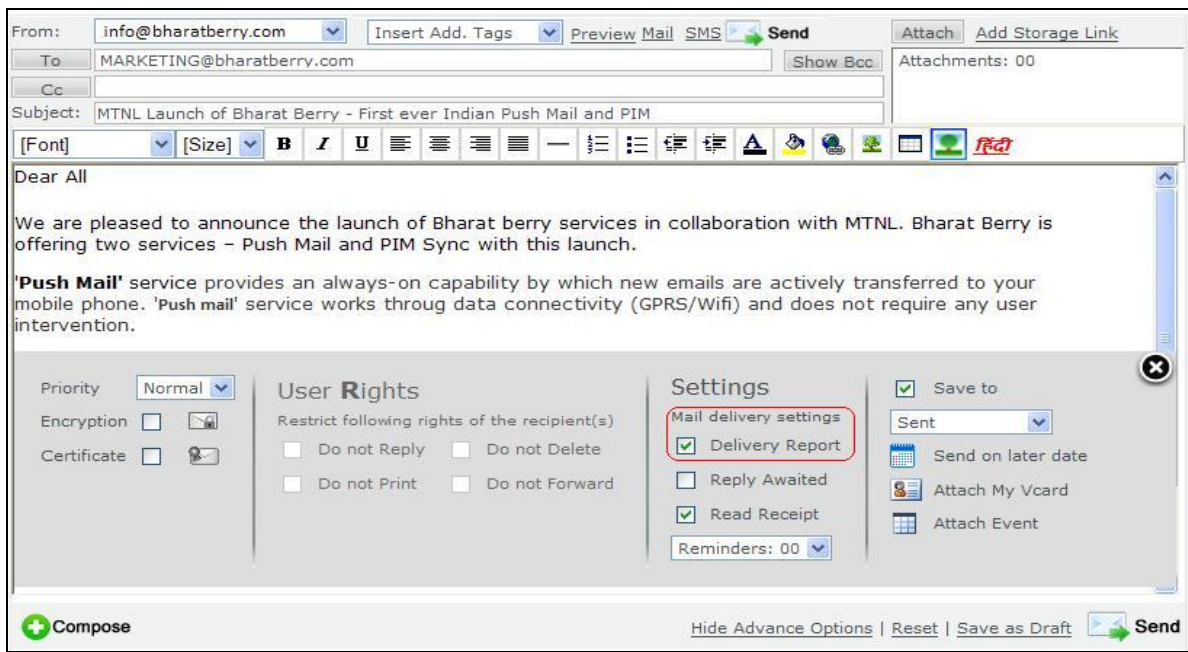


Fig. 1 Sending Bulk mail to MARKETING Group

Point worth noting is that the recipients of the group mail receive the email as addressed to them and they will not be able to see other emails Ids in the mail. This feature also saves the recipient from receiving unwanted replies to group mail.



Fig. 2 Recipient receives emails as if addressed to her/him

- Delivery Report** – Once you have sent the group mail, you will receive the delivery report email in your mailbox. The delivery report email will have a link to the bulk mail tracking report. Sample email is shown below:

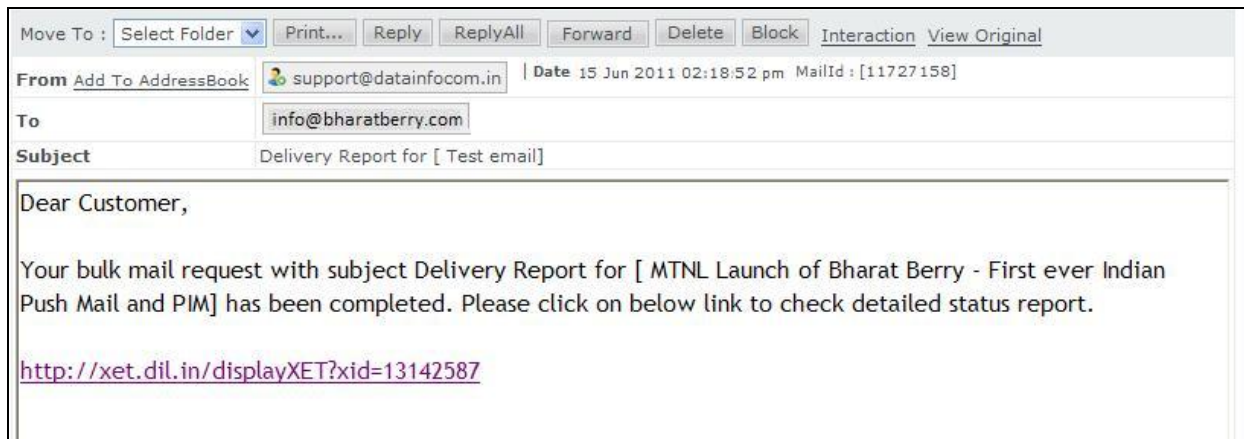


Fig.3 Delivery Report email (with link for bulk mail tracking) received after sending Group mail

You can also get the delivery report link through your sent mail. Go to your sent folder and open the group mail you had sent. You will be able to see the “Delivery Report” link on top of the email as shown below.



Fig. 4 Delivery Report link in sent mail

Clicking on ‘Delivery Report’ link opens report window shown in the screenshot below. It shows the total number of emails sent along with delivered, pending and bounced email count. It also shows read, replied and unsubscribed count for your bulk email.

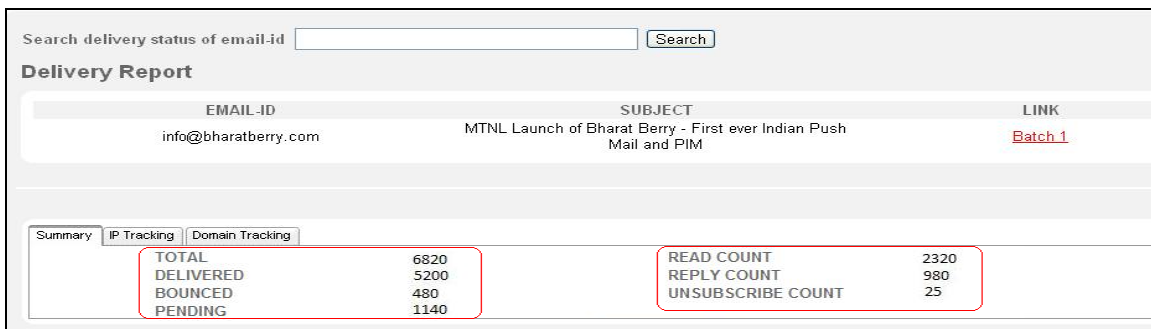


Fig. 5 Delivery report showing total, delivered, bounced, pending, read, replied, unsubscribed counts

**Load Distribution:**

XGen Plus' Bulk Mail delivery system can be deployed to different physical servers in the world, and then can be used to deliver the emails to final recipients anywhere in the world. With even different physical servers, you will still get the whole report in the same dashboard. This allows the system to send as many emails as you want and also avoid blacklisting of the IPs and Servers.

Along with the displayed dashboard report, you can also track your counts based on IP and domain as explained below:

➤ **IP Tracking -**

Click on 'IP Tracking' tab and you will be able to see the list of IPs being used to send your bulk email.

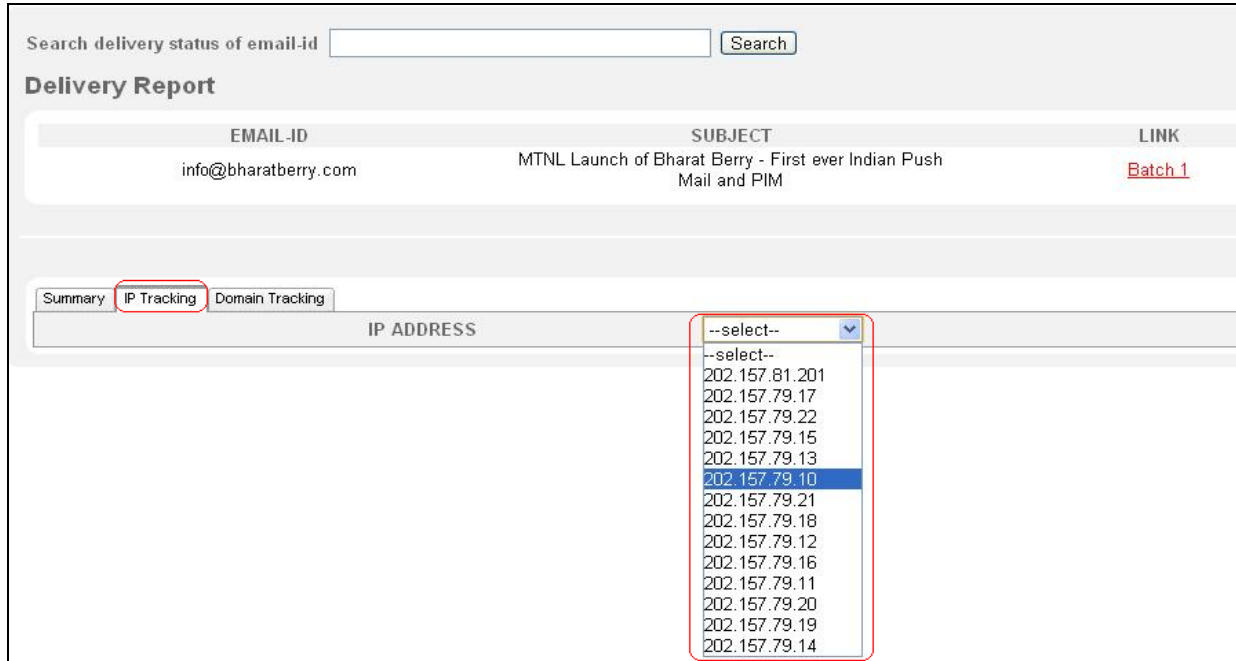


Fig. 6 Bulk mail IP Tracking

Select any one of the IPs in the dropdown and you will be able to see the count of emails sent through the selected IP. This also clearly shows the load shared among various servers.

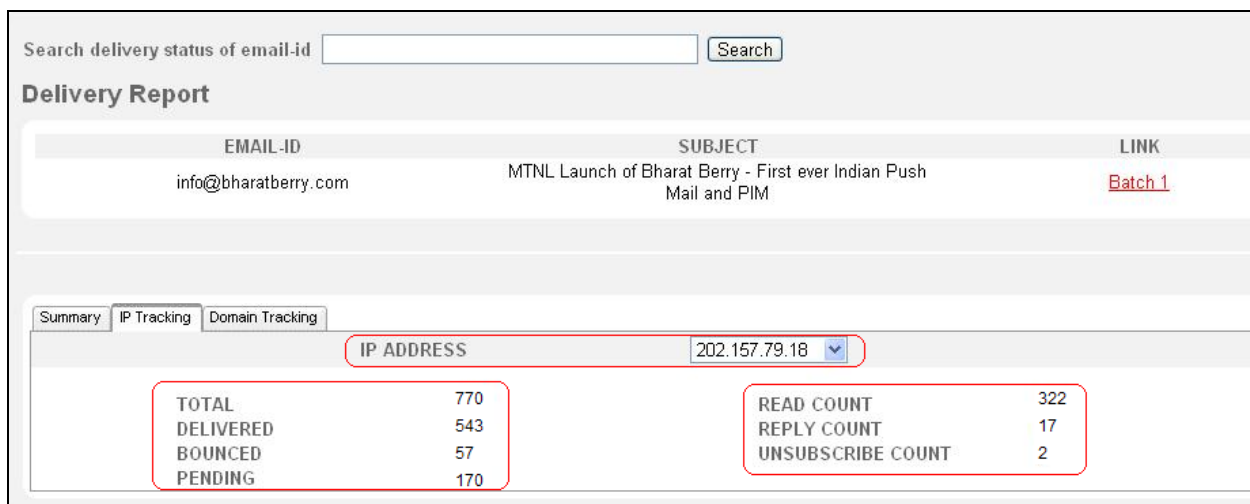


Fig. 7 Delivery report showing email count for selected IP address

➤ **Domain Tracking –**

Click on ‘Domain Tracking’ tab and you will be able to see the dropdown populated with all the domains to which bulk email has been sent.

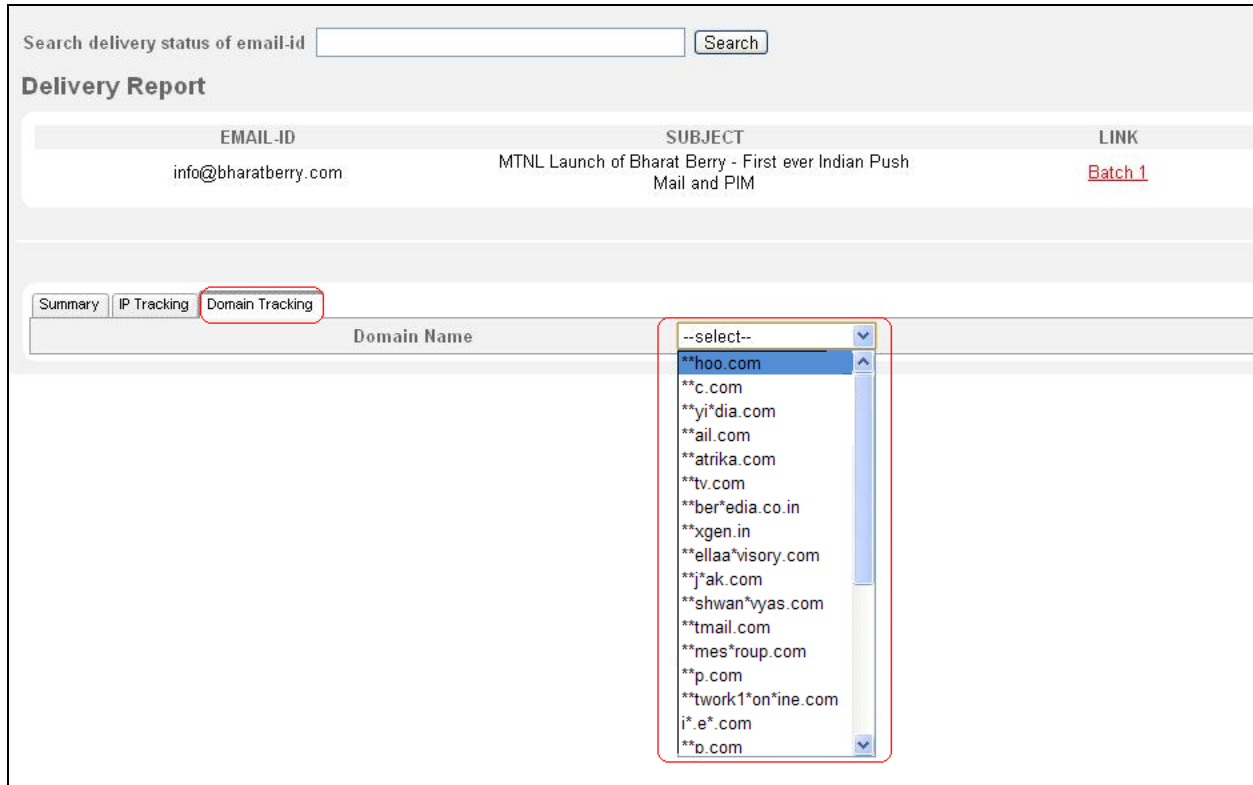


Fig. 8 Bulk mail Domain Tracking

Select any domain and you will be able to see the mail count for that specific domain. This helps you prioritize the users based on domain.

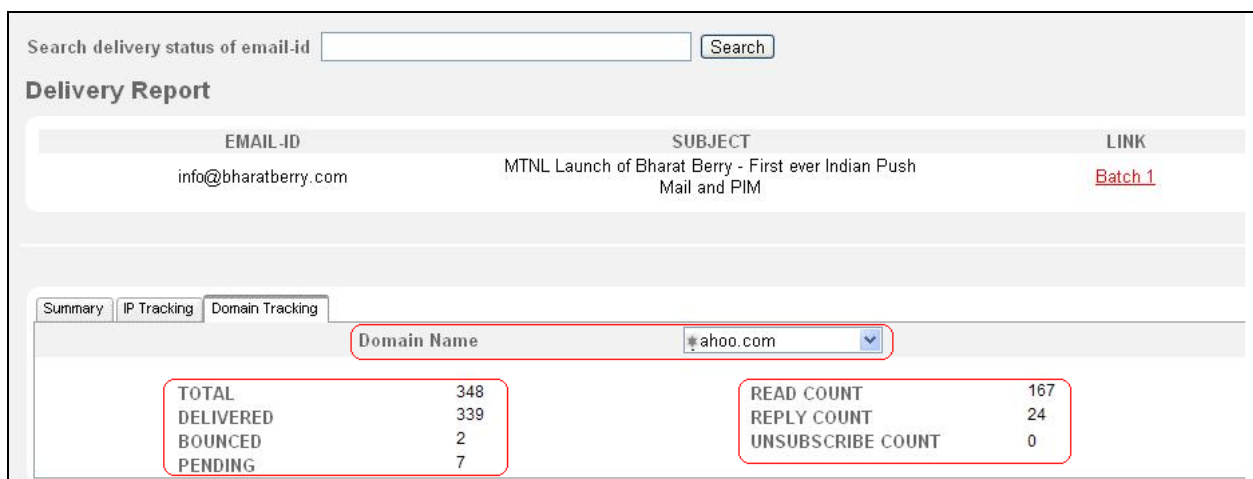


Fig. 9 Delivery report showing mail count for selected domain

➤ **Email Search –**

Bulk Mail delivery report also allows you to search for an email Id and know the delivery status for that particular email Id. You can enter the email id in the textbox and click on Search. The delivery status of email Id will be displayed as shown below:

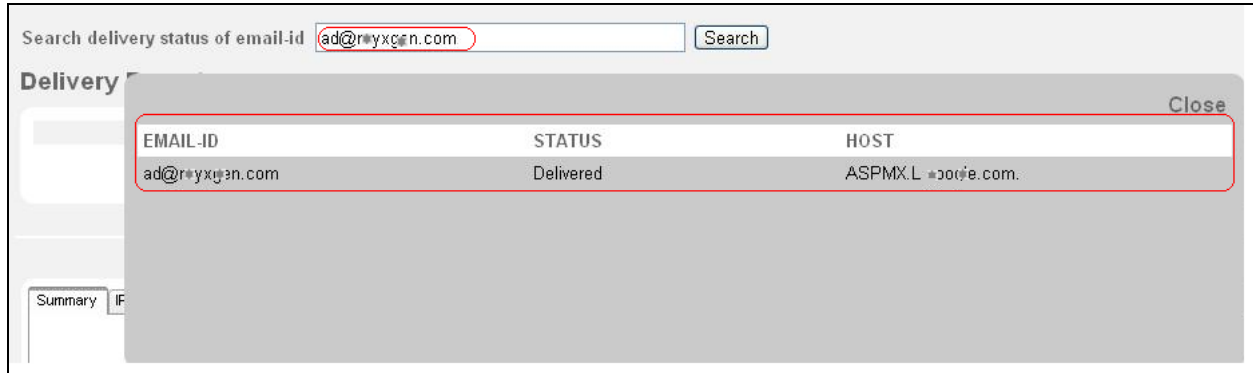


Fig. 10 Delivery report - Email search to know the delivery status

You can also enter partial email Ids in the textbox for search as shown below:

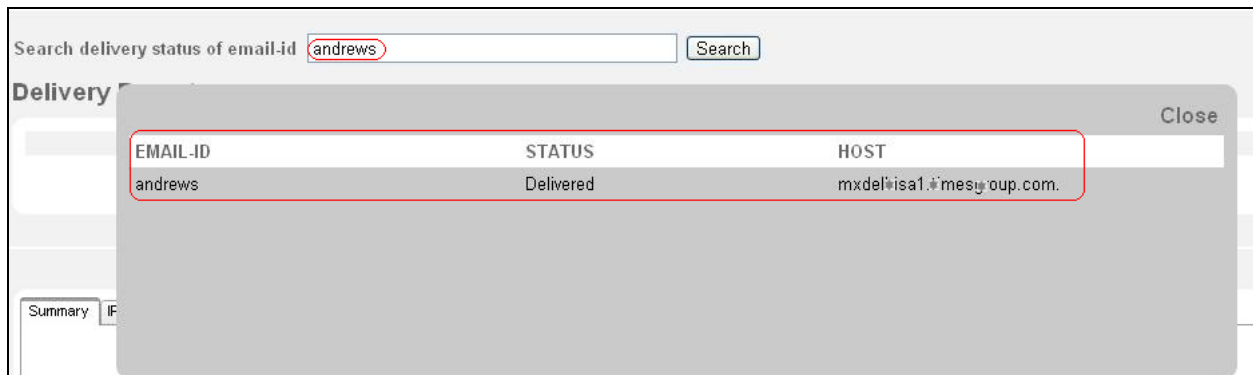


Fig. 11 Delivery report – Partial email search

This search enables you to get the status of individual email Id from a group of Ids. This eases your tracking needs for all individual Ids.

Once you familiarize yourself with Delivery report, you can click on 'Batch' link from delivery report page to move on to Tracking report.



Fig. 12 Delivery report highlighting the link to tracking page

- **Track the emails** – Click on ‘Batch 1’ link from Delivery Report page and you will be taken to the Delivery report graph as shown below:

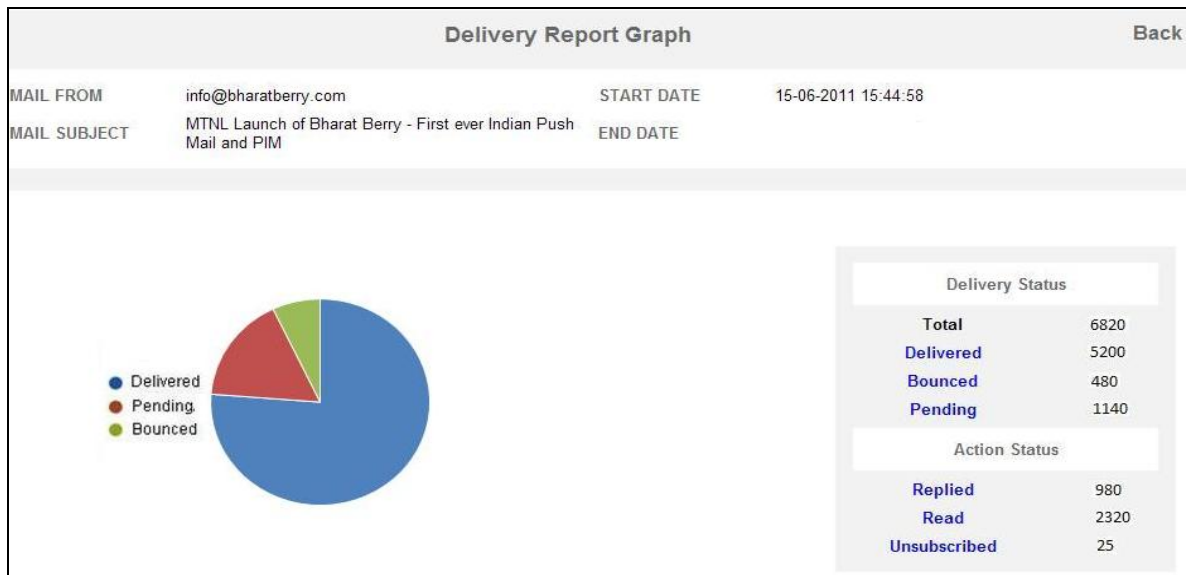


Fig. 13 Delivery Report Graph

This page shows the ‘From’ id, bulk mail subject along with Start Date and End Date.

- **Start Date** is the date & time when you send bulk email.
- **End Date** is the date & time when all emails have been successfully delivered or 24 hours after Start Date, whichever is less.

This page also shows the graphical representation of the Delivered, Pending and Bounced numbers for the bulk mail. Along with the graph, you will be able to see ‘Delivery Status’ and ‘Action Status’ blocks on the right.

**Delivery Status block** has the links for the following:

- **Delivered:** This link takes you to the Delivered Mail Detail page. This page shows all the emails to which the bulk mail has been successfully delivered. Along with the email Id, it also shows the mail host and delivered time as shown below:

Delivered Mail Detail <span style="float: right;">Close</span>		
Email Id	Host	Delivered Time
hi*an*hur*th@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:04
a*ul@**yindia.com	webmail.**yindia.com	2011-06-15 15:45:05
va*unj*in@**l.in	aspmx.**amjadoo.com	2011-06-15 15:45:09
sa*y*g@**atrika.com	aspmx.l.**ogle.com	2011-06-15 15:45:10
ani*shar*a.jai*ur@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:10
3.s*n*h@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:10
p*r@**ber*edia.co.in	**ber*edia.co.in.inbound10.mxlogic.net	2011-06-15 15:45:15
sa*ja*go*ha@**ail.com	**ail-smtp-in. .**ogle.com	2011-06-15 15:45:04
a*@**xgen.com	aspmx.l.**ogle.com	2011-06-15 15:45:04
prer*a.mis*ra@**dia*imes.co.in	smtp.**dia*imes.co.in	2011-06-15 15:45:02
d_j*a@**j.bhas*ernet.com	**jmx.**askernet.com	2011-06-15 15:45:07
ro*it.ka*oor@**mes*roup.com	mxdelhisal1.**mes*roup.com	2011-06-15 15:45:05
abhi*hek.*aur@**mes*roup.com	mxdelhisal1.**mes*roup.com	2011-06-15 15:45:22
vi*ay.and*ews@**mes*roup.com	mxdelhisal1.**mes*roup.com	2011-06-15 15:45:12
s*eku*_in@**diff*ail.com	mx.**diffmail.**diff.akadns.net	2011-06-15 15:45:01
ragh*v.b*hl@**twork18o*line.com	smtpin.**linfo.net	2011-06-15 15:45:01
dra*ayr*i@**tmail.com	mx4.**tmail.com	2011-06-15 15:45:03
mo*it.ba*sai@i*.y.com	ap01.*y.com	2011-06-15 15:45:04

Fig. 14 Delivered Mail Details

- **Bounced:** This link takes you to Bounced Mail Detail page. This page shows you the bounced emails and reason for bounce along with email hosts as shown below.

EMAIL-ID	HOST	REASON
l*ree*em@**p.com	**m.com.s5a1.*smtp.com	550 No such user - *smtp
a*ap*or@**ella*dvisory.com	null	Mx and A Record Not Found For Domain **ella*dvisory.com
b*r*ha@**tv.com	mail.global.**ontb*idge.com	550.5.7.1 Service unavailable; Client host [202.157.79.22] blocked using Bocklist 2, mail from IP banned; To request removal from this list please forward this message to d*li*t@**ssaging.**crosoft.com.
lak*hmi.pu*i@**ctad.org	**inky.**og.ch	550.5.1.1 : Recipient address rejected: undeliverable address; host bss-**og-smtp01.**og.**g.org[157.150.64.198] said: 550 lak*hmi.pu*i@**ctad.org...No such user (In reply to RCPT TO command)
ku*ari.shi*pi@**j*ak.com	email.**j*ak.com	550 No such user (ku*ari.shi*pi@**j*ak.com)

Fig. 15 Bounced Mail Details

Select the reason from 'Reason' dropdown and you will also be able to filter out email Ids based on reason as shown below.

EMAIL-ID	HOST	REASON
l*ree*em@**p.com	**m.com.s5a1.*smtp.com	550 No such user - *smtp
b*r*ha@**tv.com	mail.global.**ontb*idge.com	550.5.7.1 Service unavailable; Client host [202.157.79.22] blocked using Bocklist 2, mail from IP banned; To request removal from this list please forward this message to d*li*t@**ssaging.**crosoft.com.
lak*hmi.pu*i@**ctad.org	**inky.**og.ch	550.5.1.1 : Recipient address rejected: undeliverable address; host bss-**og-smtp01.**og.**g.org[157.150.64.198] said: 550 lak*hmi.pu*i@**ctad.org...No such user (In reply to RCPT TO command)
ku*ari.shi*pi@**j*ak.com	email.**j*ak.com	550 No such user (ku*ari.shi*pi@**j*ak.com)

Fig. 16 Filter bounced mails on reason

- **Pending:** This link shows you the list of email Ids to which the bulk mail delivery is still pending. Along with the email Ids, this list also shows you host and reason for pending message. You can also filter email Ids based on pending message code as shown in the screen below:

Pending Mail Detail			Close	
EMAIL-ID	HOST	REASON	All	
l*ree*em@**p.com	**m.com.s5a1.*smtp.com	451 Message tem	All	fferred - [160]
N*r*a@**r.com	mail.global.**ontb*ie.com	Error in before Hello 421 (202.157.79.10) temp	421 451	L01] Message from fferred - 4.16.50.
k*hi.pop*i@**ct.org	**in.**og.com	451 Message temporarily deferred - [160]		
T*ari.si*pi@**le.com	email.**le.com	"451 4.4.0 primary target IP address responded with: "421 4.4.2 connection dropped".		
va*u*in@**l.in	aspmx.**amjadoo.com	451 Message temporarily deferred - [160]		
ea*y*g@**atrika.com	aspmx.l.**ogle.com	451 Message temporarily deferred - [160]		
ni*sha*a@**ail.com	**ail-smtp-in.l.**ogle.com	Error in before Hello 421 4.7.0 [GL01] Message from (202.157.79.10) temporarily deferred - 4.16.50.		
s*n*h@**ail.com	**ail-smtp-in.l.**ogle.com	451 Message temporarily deferred - [160]		
d*@**ber.co.in	**ber*edia.co.in.inbound10.mxlogic.net	451 Message temporarily deferred - [160]		

Fig. 17 Pending mail details

**Action Status block** includes the links for 'Read', 'Replied' and 'Unsubscribed' emails.

- **Read** - This link takes you to the Read Mail Details. This page shows you the emails Ids of persons who have opened the email along with the opened/read time as shown below.

Read Mail Detail		Close	
Email Id	Read Time		
*d@**xgen.com	2011-06-16 13:54:15.681378		
vy*pa*ik@**l.in	2011-06-16 09:47:12.855644		
p*gra*ala@**c.in	2011-06-15 17:37:46.114164		
mu*eshjai*ips@**hoo.com	2011-06-15 15:45:04.351832		
aka*shi*us@**hoo.com	2011-06-16 15:50:23.398462		
ch*tan.bha*at@**ail.com	2011-06-16 15:40:33.351832		
23.y*sm*en@**ail.com	2011-06-15 15:45:04.681378		
ami*abh.sha*ma@*atrika.com	2011-06-15 15:45:09.855644		
pr*san*as@**ber*edia.co.in	2011-06-15 15:45:10.114164		
sh*utisi*ha23@**diff*ail.com	2011-06-15 15:45:11.855644		
*e@**shwa*tvyas.com	2011-06-15 15:45:18.398462		
nj*in@**c.in	2011-06-15 15:48:39.351832		
s*ri*ti@**l.in	2011-06-15 15:48:42.681378		
prer*a.mis*ra@**dia*imes.co.in	2011-06-15 15:45:09.855644		
d_j*a@**j.bhas*ernet.com	2011-06-15 15:45:10.114164		
ro*it.ka*oor@**mes*roup.com	2011-06-15 15:45:11.855644		
abhi*hek.*aur@**mes*roup.com	2011-06-15 15:45:18.398462		

Fig. 18 Read mail details

- **Replied** – This link takes you to Replied Mail Detail page. This page shows you the list of emails Ids who have replied to your group mail.

Replied Mail Detail		Close
Email Id		
s*el*a@**l.in		
M*rk.jo*es@**ail.com		
Ant*ony.B*at@**c.in		
Ashu*osh.B*att@**hoo.com		
Gar*ma.P*nt@**dia*imes.co.in		
ro*it.ka*oor@**hoo.com		
su*hir.o*al@**mes*roup.com		
Da*iel.F*tz@**diff*ail.com		
Re*u.ba*sal@**hoo.com		
*d@**xgen.in		
G*ry.br*wn@**ail.com		
Pa*l.Gi*bert@**p.com		
Jer*my.Ta*lor@**s.com		
abhi*hek.a*ur@**dia*imes.com		

Fig. 19 Replied email details

- **Unsubscribed** – This link takes you to unsubscribed email details page. This page shows you the list of users who have unsubscribed from your bulk mail campaign.

Unsubscribed User Detail		Close
Email Id		
*d@**xgen.com		
D*bbie.J*nes@**ail.com		
a*@**xgen.in		
D*n.Re*d@**diff*ail.com		
G*ry.Ha*old@**hoo.co.in		
Roh*t.Bi*ht@**c.in		
Ani*esh.Si*ha@**mes*roup.com		
Har*y.Fitzg*rald@**diff.com		
mar*o.cha*el@**hoo.com		
*s@**xgen.in		
rona*d.br*wn@**ail.com		
har*reet.si*gh@**p.com		
jer*my.jer*me@**u.com		
ra*ul.gu*ta@**dia*imes.com		
le*na.cha*dra@**s.com		
vai*hav@**dia*imes.com		

Fig. 20 Unsubscribed user details

Also, the users who unsubscribe from your bulk email campaign will be automatically removed from all your groups and he will not receive any bulk mail from you. This allows automatic group management without your intervention at all.

## 4. Conclusion

XGen Plus TBMS provides power to send out bulk emails anytime and anywhere to each user configured on the system. TBMS has been equipped with the right technology that allows you to personalize and include relevant content so you can send the right message, to the right person, at the right time. Most importantly, TBMS keeps email recipient in mind while sending the emails because email is personal and TBMS understands it.

XGen Plus has always brought forward avant-garde ideas like TBMS and will keep doing so in the future as well. For more details about XGen Plus and TBMS, please visit [www.xgen.in](http://www.xgen.in).