

Newsletters

/ Getting started

In this article, you can find information about the newsletter functionality, which allows customers to register to a newsletter list, which can be sent to third-party applications via API, like Bloomreach. It is possible to create newsletter groups to categorize types of customers.

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/ Functionality configuration

To enable the customers to register for the newsletter on the website it needs to be first enabled in the system settings. Newsletter configuration can be found in:

System > System / Settings > Built-in Functions > Newsletter

The screenshot shows a settings window titled "1 Newsletter" with a close button in the top right corner. It contains three toggle switches: "Enabled" (ON), "Show 3rd party agreement checkbox" (ON), and "Double activation" (OFF). A "Save" button is located at the bottom.

Setting	Value
Enabled	ON
Show 3rd party agreement checkbox	ON
Double activation	OFF

Save

Visualization of the newsletter functionality system settings

In the Newsletter section you can find three switches:

- **Enabled** - Switch which enables / disables the functionality and the ability to use it by the customers.
- **Show 3rd party agreement checkbox** - Switch defining if the 3rd party newsletter agreement should be visible while registering a new account instead of a built-in agreement. This option requires properly configuring the agreement on a 3rd party platform.
- **Double activation** - A switch defining whether unregistered customers should confirm the newsletter subscription in a separate e-mail, before signing them in.

Additionally, the title of the newsletter confirmation e-mail can be changed in the

System > System / Settings > General > E-mails

5 E-mails

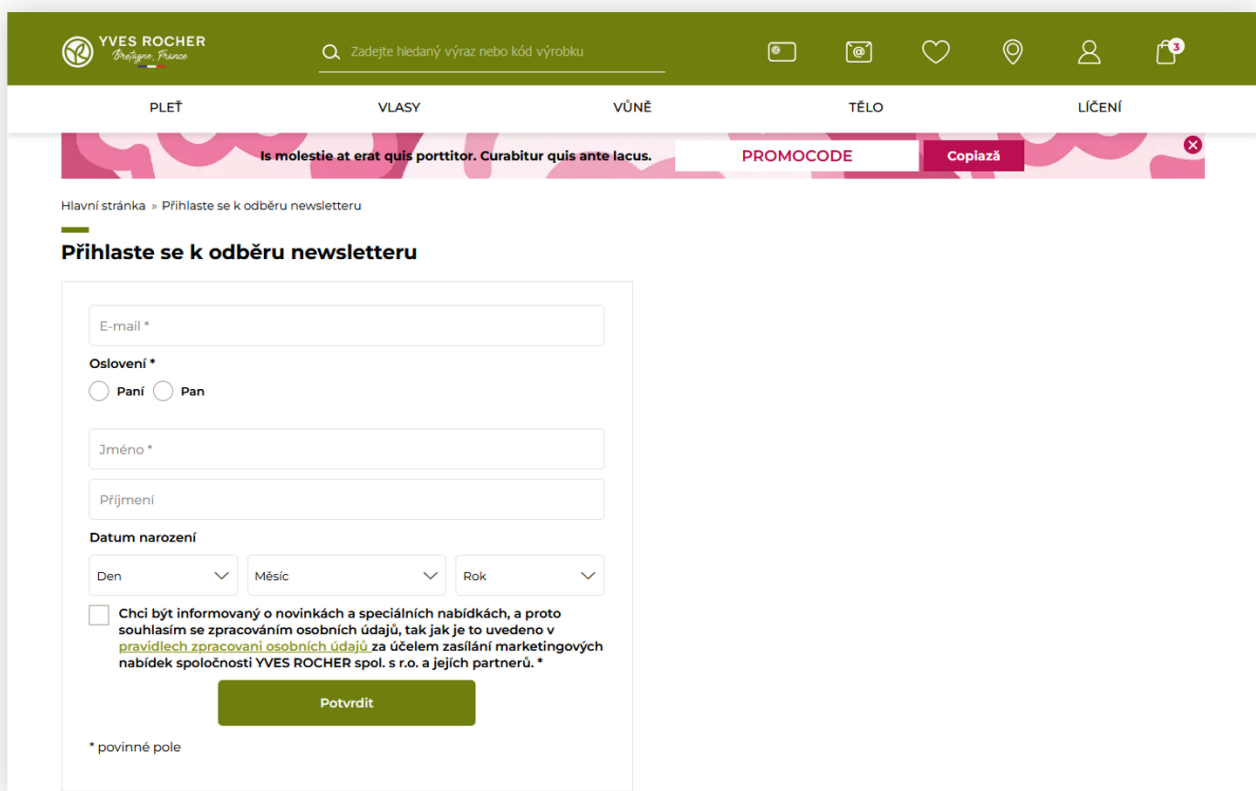
Sender name	<input type="text" value="Yves Rocher"/>
Registration e-mail title	<input type="text" value="Nezapomeňte potvrdit registraci Vašeho účtu Yves Rocher"/>
Order confirmation e-mail title	<input type="text" value="Potvrzení objednávky, internetový obchod Yves Rocher Tvůrce Ros"/>
NLT subscription e-mail title	<input type="text" value="Odteď Vám již nic neuteče, internetový obchod Yves Rocher Tvůrce"/>
Password reset e-mail title	<input type="text" value="Nové heslo k účtu internetového obchodu"/>
MC order summary e-mail title	<input type="text" value="Shrnutí objednávky, internetový obchod Yves Rocher Tvůrce Rostli"/>
MC invitation e-mail title	<input type="text" value="Member Club invitation"/>
Send first payment reminder after	<div><input type="text" value="5"/><div></div>days</div>
Send review invitation after	<div><input type="text" value="1"/><div></div>days</div>
PayU payment confirmation email enabled	<div><div>ON</div><div></div></div>
PayU order confirmation email enabled (simple version)	<div><div></div><div>OFF</div></div>

Visualization of the E-mails tab in the System / Settings

/ Registration for the newsletter subscription

Logged-out customers

Customers who do not have an account on the e-commerce platform, or are not logged in are able to register for the newsletter using the /newsletter webpage. Usually, the /newsletter webpage is linked in the e-commerce platform footer, but that depends on Yves Rocher needs.



The screenshot shows the Yves Rocher website's newsletter registration page. The header is green with the Yves Rocher logo and navigation icons. Below the header is a pink banner with a quote and a 'PROMOCODE' field. The main content area is white and titled 'Přihlaste se k odběru newsletteru'. It contains a registration form with fields for 'E-mail *', 'Oslovení *' (Paní/Pan), 'Jméno *', 'Příjmení', and 'Datum narození' (Day, Month, Year). There is a checkbox for consent to receive newsletters and a 'Potvrdit' button. A footnote indicates that asterisks denote mandatory fields.

Visualization of the /newsletter page

On the /newsletter webpage customers are able to type their e-mail address and their additional information, and register for the newsletters. When the **Double activation** is activated in the System / Settings customers will receive an e-mail confirmation if they want to register for a newsletter. If this functionality is disabled, the customers will instantly join the newsletter list. Customers are unable to cancel their subscription from this page - it has to be done using the URL

in the newsletter or from the customer panel described in [Logged-in customers](#).

During registration

During the registration process, when the customer selects the agreement, that they agree to an e-mail communication they will sign in to the newsletter list.

Založit účet na e-shopu



Log in using Facebook



Sign in with Google



Přihlásit přes Seznam



Přihlásit se přes Apple

or

Jméno *

Příjmení *

E-mail *

Heslo *

Minimálně 6 znaků

Telefon *

+420

Kód pozvánky

Pohlaví

☐ Žena

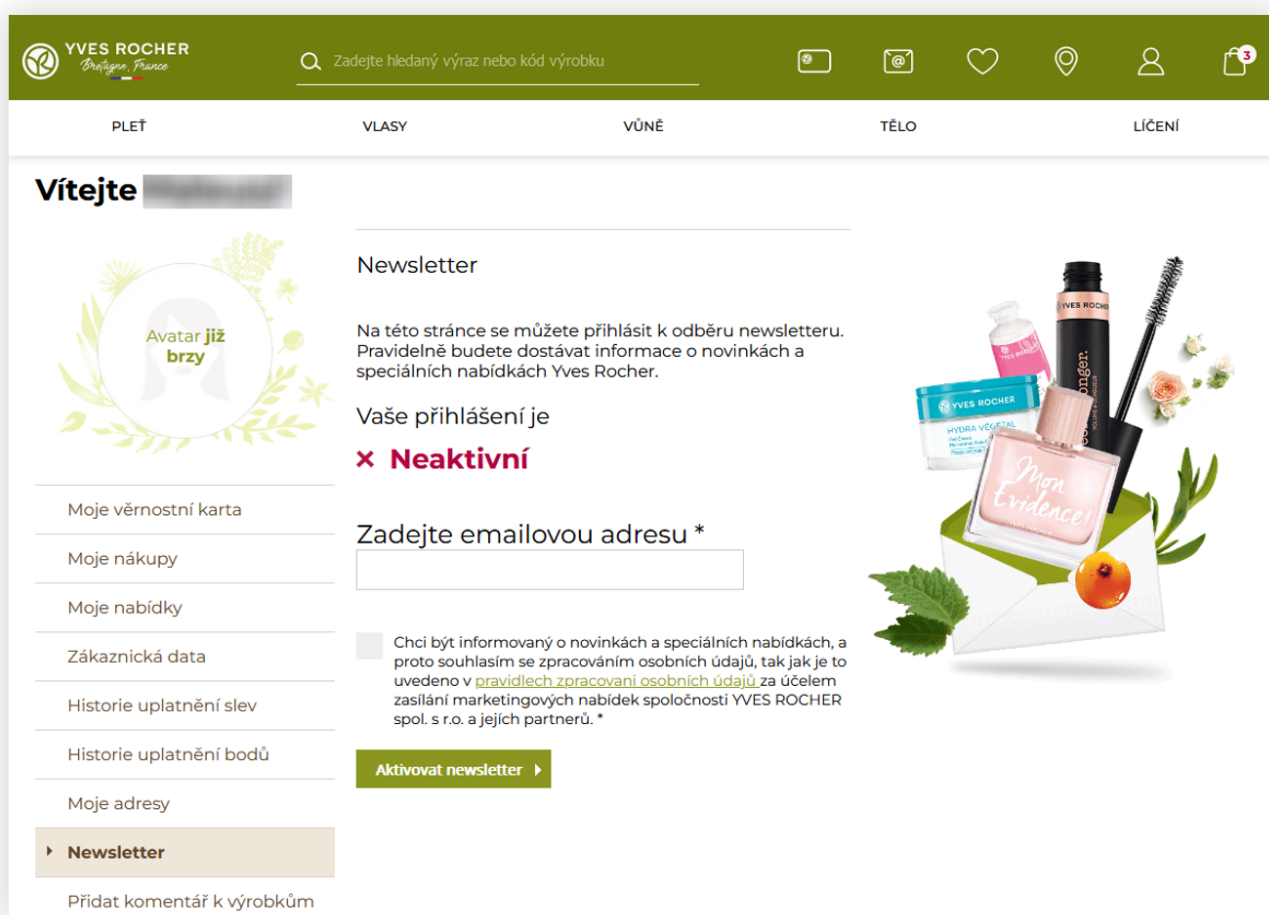
☐ Muž

☐ Select all agreements

Same as for logged-out customers when the **Double activation** is activated in the System / Settings customers will receive an e-mail confirmation if they want to register for a newsletter. If this functionality is disabled, the customers will instantly join the newsletter list. Customers are able to cancel their subscription using the URL in the newsletter or from the customer panel described in Logged-in customers.

Logged-in customers

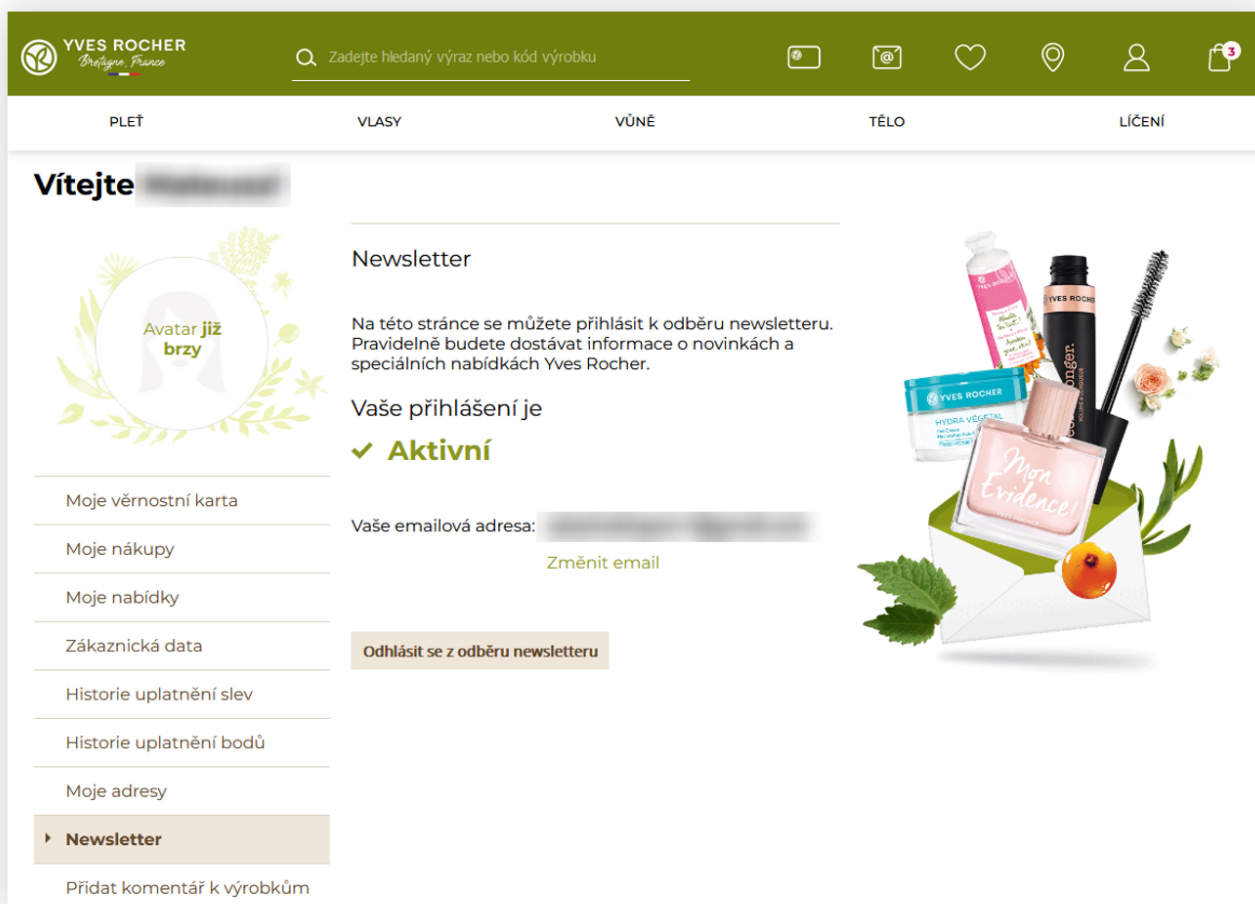
Registered and logged-in customers are able to register to the newsletter functionality in their customer panel by accessing the /customer/newsletter option. Logged-in customers will also get redirected to this webpage when they access the previously mentioned /newsletter URL.



The screenshot shows the Yves Rocher website's customer newsletter registration page. The header is green with the Yves Rocher logo and a search bar. Below the header is a navigation bar with categories: PLEŤ, VLASY, VŮNĚ, TĚLO, and LIČENÍ. The main content area is white and features a welcome message 'Vítejte' followed by a placeholder for the user's name. To the left is a sidebar menu with options: Moje věrnostní karta, Moje nákupy, Moje nabídky, Zákaznická data, Historie uplatnění slev, Historie uplatnění bodů, Moje adresy, and Newsletter (highlighted). The main content area has a 'Newsletter' section with a circular avatar placeholder labeled 'Avatar již brzy'. Below this, it states 'Na této stránce se můžete přihlásit k odběru newsletteru. Pravidelně budete dostávat informace o novinkách a speciálních nabídkách Yves Rocher.' It then says 'Vaše přihlášení je' followed by a red 'x' and 'Neaktivní'. There is a text input field for 'Zadejte emailovou adresu *' and a green button labeled 'Aktivovat newsletter'. A small disclaimer text is visible below the input field. To the right of the text is an image of Yves Rocher products, including a bottle of 'Mon Evidence' perfume, a tube of 'HYDRA VÉGÉTAL' cream, and a mascara.

In the /customer/newsletter webpage customer only has to fill in their e-mail address and are able to register to the newsletter list. Customers registering to the newsletters this way do not have to

accept the newsletter registration even if the **Double activation** is enabled.



Visualization of the /customer/newsletter page

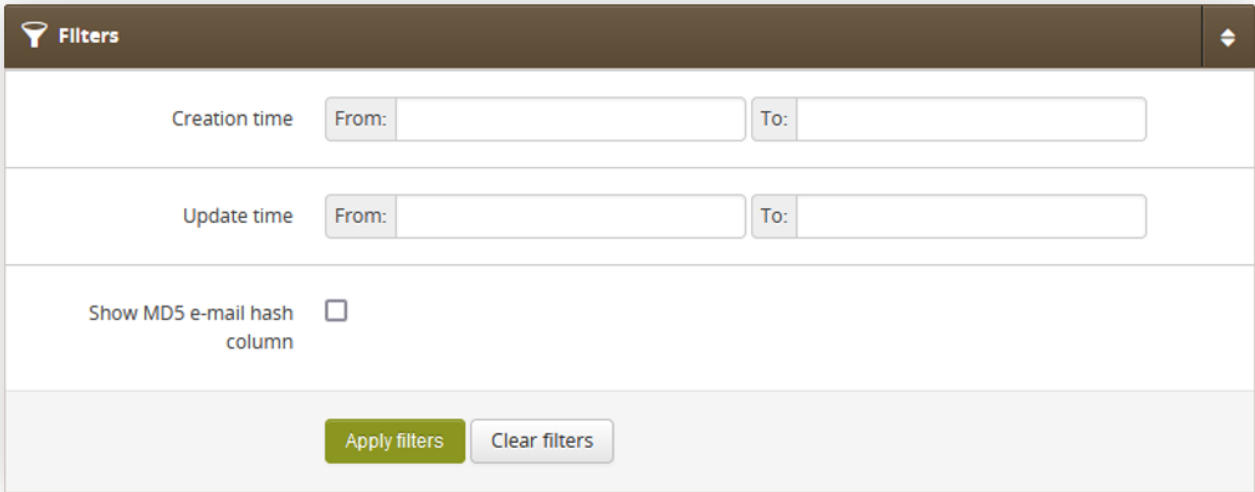
When the customer is logged-in and registered to a newsletter functionality they are able to cancel their subscription from the /customer/newsletter webpage.

/ Managing subscribers

All customers that are registered for a newsletter functionality, or have canceled their subscription can be found in the admin panel. Subscribers list is located in the:

Customers > Subscribers / list

This tab contains filters, which will help manage the desired customers



The screenshot shows a 'Filters' modal window with a dark brown header containing a funnel icon and the word 'Filters'. The main area is white and contains three filter sections: 'Creation time' and 'Update time', each with 'From:' and 'To:' input fields, and a 'Show MD5 e-mail hash column' section with an unchecked checkbox. At the bottom, there is a light gray bar with two buttons: 'Apply filters' (green) and 'Clear filters' (gray). Below the modal, a caption reads 'Visualization of the Subscribers / list filters'.

Filters

Creation time From: To:

Update time From: To:

Show MD5 e-mail hash column ☐

Apply filters Clear filters

Visualization of the Subscribers / list filters

There are the following filters available:

- Creation time - A time range when the subscribers were created
- Update time - A time range when the subscribers were last updated
- Show MD5 e-mail hash column - Adds a new column that contains MD5 e-mail hash

Subscribers list + Add

1 Show 10 entries Search:

ID	First/last name	E-mail	Status	Creation time	Actions
66			Blacklisted	2023-09-27 15:06:09	Edit View
65			Active	2023-09-11 10:57:24	Edit View
64			Active	2023-09-08 12:10:13	Edit View
63			Active	2023-09-08 12:06:35	Edit View
62			Active	2023-08-16 09:18:35	Edit View
61			Active	2023-08-15 14:22:39	Edit View
60			Active	2023-08-09 15:54:31	Edit View
59			Active	2023-08-09 15:49:49	Edit View
58			Active	2023-08-03 10:39:38	Edit View
57			Blacklisted	2023-05-23 08:49:46	Edit View

Showing 1 to 10 of 78 entries

← Previous 1 2 3 4 5 Next →

Visualization of the Subscribers list tab

In the subscriber list table you can find the following options:

- **(1) Show X Entries** allows to filter how many entries should be visible at once
- **(2)** Various table columns. All of them can be sorted by clicking on them.
 - **ID** - Subscribers internal ID
 - **First/last name** - Subscribers first and last name
 - **E-mail** - Subscribers e-mail address
 - **Status** - Subscribers status. Available statuses are **Active** and **Blacklisted**. Blacklisted customer unsubscribed to the newsletter, or was manually blacklisted, and won't receive newsletter e-mails.
 - **Creation time** - A date and hour when the customer has subscribed to a newsletter.
 - **Actions** - Two available actions:
 - **Edit** - Allows to edit the selected customer. More about adding and editing the customer can be found below
 - **View** - View the selected subscriber. Viewing doesn't allow to edit any data.
- **(3) Add** button allows to manually add a new subscriber. Adding and editing a subscriber looks exactly the same. Below you can find more information about the available fields, when adding or editing a new customer.

- **(4) Search** field allows to search the subscribers by their name / surname as well as their e-mail address.
- **(5) Pages list** allows to show the next batch of customers on the another pages according to applied sorting option and filters.

✉ Newsletter subscriber: salasinski@spam-onetimesql@gmail.com

E-mail

Customer

🔍 View

E-mail *

salasinski@spam-onetimesql@gmail.com

This e-mail is assigned to customer. If you want to change this subscription e-mail, you have to change customer email.

Subscriber\'s groups

✕ ALL

Dane personalne

First name

Test

Last name

Test

Gender

☐ Male 🧑

☒ Female 🧑

☐ Not provided

Birthday

Pozostale

Active

ON

III

Is blacklisted?

III

OFF

Save

Cancel

✓ Agreements

Agreement date	System name	Description	Is newest version?
2023-09-11 10:57:24	Newsletter agreement	Chci byt informovany o novinkach a specialnich nabidkach, a proto souhlasim se zpracovanim osobnich udaju, tak jak je to uvedeno v pravidlech zpracovani osobnich udaju za ucelem zasilani marketingovych nabidek spolocnosti YVES ROCHER spol. s r.o. a jejich partneru.	✓

Visualization of the customer in the subscribers / list

When editing or adding a new customer you can find there the following fields:

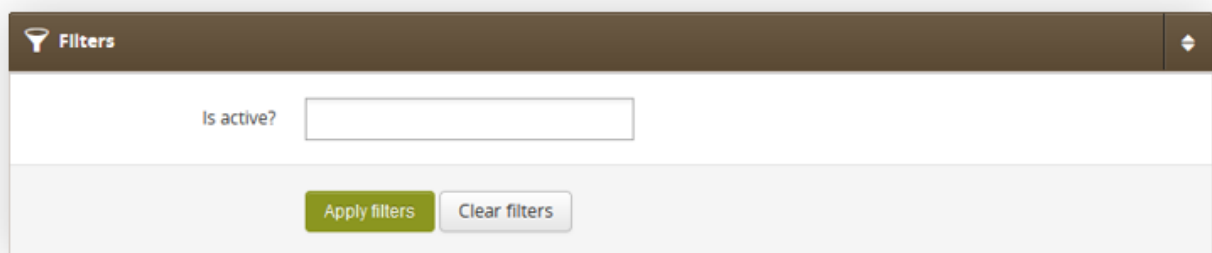
- **Customer** - A button that redirects to customers e-commerce profile. This option is only available if both subscriber e-mail and e-commerce account e-mail are the same.
- **E-mail** - Subscribers e-mail address. This field is mandatory.
- **Subscriber's groups** - Groups that the subscriber is assigned to. You can find more about the subscriber groups in the [Managing subscriber groups](#) chapter.
- **First name** - Customers first name
- **Last name** - Customers last name
- **Gender** - Customers gender
- **Birthday** - Customers birthday date
- **Active** - A switch that defines if the subscriber is active or not. Not active subscribers won't receive any newsletters.
- **Is blacklisted?** - A switch, which defines if the subscriber is blacklisted. Blacklisted subscribers won't receive any newsletters.

Additionally, all agreements the subscriber has agreed on will be visible at the bottom of the page.

/ Managing subscriber groups

Subscribers can be put in subscriber groups, which allows to easily manage them, and send a desire newsletters to a certain selected group. Subscriber groups can be manged in

Customers > Subscribers groups



The screenshot shows a 'Filters' section with a dark brown header containing a funnel icon and the word 'Filters'. Below the header is a white area with the text 'Is active?' followed by an empty text input field. At the bottom of the filter section are two buttons: a green 'Apply filters' button and a grey 'Clear filters' button.

Subscribers groups filters allow to filter by **is active?** flag, which defines if the selected group is set as active or not.

The screenshot shows a web interface for managing subscriber groups. At the top, there's a header 'Subscribers groups' with an '+ Add' button (3). Below the header, there's a 'Show 10 entries' dropdown (1) and a search bar (4). The main table (2) has columns: ID, Name, Description, Is active?, and Actions. It lists 10 groups, each with an 'Edit' button. At the bottom, there's a pagination bar (5) showing 'Showing 1 to 10 of 36 entries' and navigation buttons.

ID	Name	Description	Is active?	Actions
1	ISAM - with promo code (0 subscribers)	ISAM - with promo code	✓	Edit
2	ALL (66 subscribers)		✓	Edit
101	I1 (0 subscribers)	consumers buying exactly once in the past 12 months	✓	Edit
102	I2 (0 subscribers)	consumers buying more than once in the past 12 months	✓	Edit
103	Inactive subscribers (0 subscribers)	Inactive subscribers	✓	Edit
104	Inactives (0 subscribers)	consumers who have not purchased	✓	Edit
105	Passives (0 subscribers)	consumers who have purchased more than 12 months ago	✓	Edit
106	First contact (0 subscribers)	customers who have not received anything nl	✓	Edit
107	Loyal (0 subscribers)	loyal customers	✓	Edit
108	have a birthday this month - October (0 subscribers)	consumers who have a birthday this month	✓	Edit

Showing 1 to 10 of 36 entries

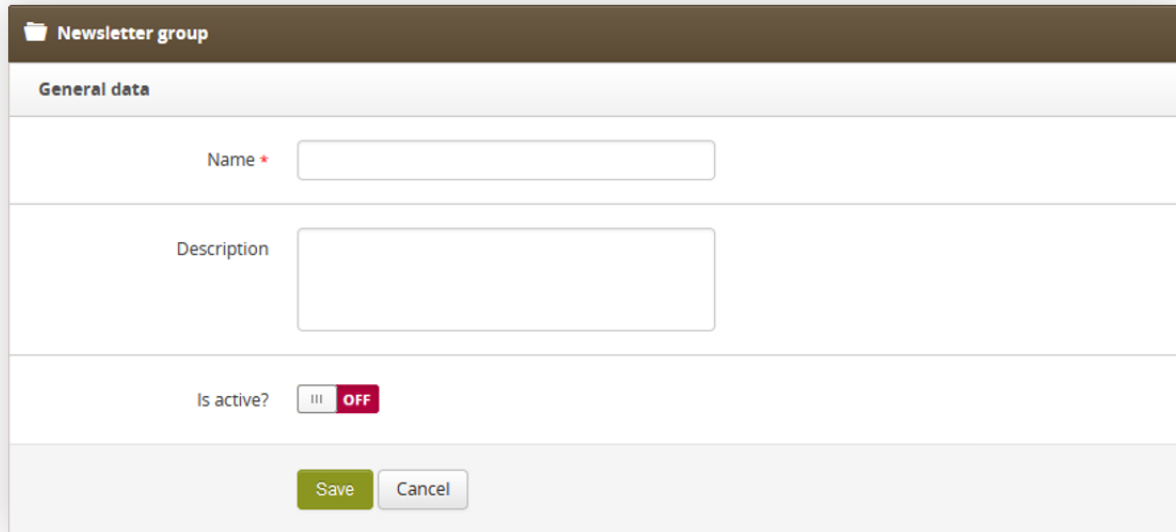
← Previous 1 2 3 4 Next →

Visualization of the subscribers groups

In the subscribers groups table you can find the following options:

- **(1) Show X Entries** allows to filter how many entries should be visible at once
- **(2) Various table columns.** All of them can be sorted by clicking on them.
 - **ID** - Subscriber group internal ID
 - **Name** - Internal name of a subscriber group.
 - **Description** - Short description of a subscriber group.
 - **Is active?** - Subscriber group activity status.
 - **Actions**
 - **Edit** - Allows to edit the selected subscriber group. More about adding and editing the customer can be found below

- **(3) Add** button allows to addition of a new subscriber group. Adding and editing a subscriber looks exactly the same. Below you can find more information about the available fields, when adding or editing a new group.
- **(4) Search** field allows to search the subscribers groups by their name.
- **(5) Pages list** allows to show the next batch of groups on the another pages according to applied sorting option and filters.



The screenshot shows a web form titled "Newsletter group" with a folder icon. It contains a "General data" section with three fields: "Name" (marked with a red asterisk), "Description", and "Is active?". The "Is active?" field is a toggle switch currently set to "OFF". At the bottom of the form are "Save" and "Cancel" buttons.

Visualization of the subscriber group creation

In the subscriber group creation / edition you can define the following fields:

- **Name (mandatory)** - An internal name of a subscriber group.
- **Description** - Internal description of a subscriber group.
- **Is active?** - An activity flag, which defines if the selected group is active for use.

/ Subscribers import

Subscribers can be imported using the import functionality located in

Import / Export > Import

Import

Import file

Type * Newsletter subscribers CSV

File * [Przeglądaj...](#) Nie wybrano pliku.

Options ☐ [Test Import](#)

[Import file](#)

Visualization of the subscribers import

In order to import subscribers you have to select the "Newsletter subscribers CSV" option and select the prepared .csv file.

A	B	C	D	E	F
email	gender	group	first_name	last_name	birthday
	M	test111	name		
	F	test111		surname	
		test111			01/01/2001

Visualization of the subscribers csv file

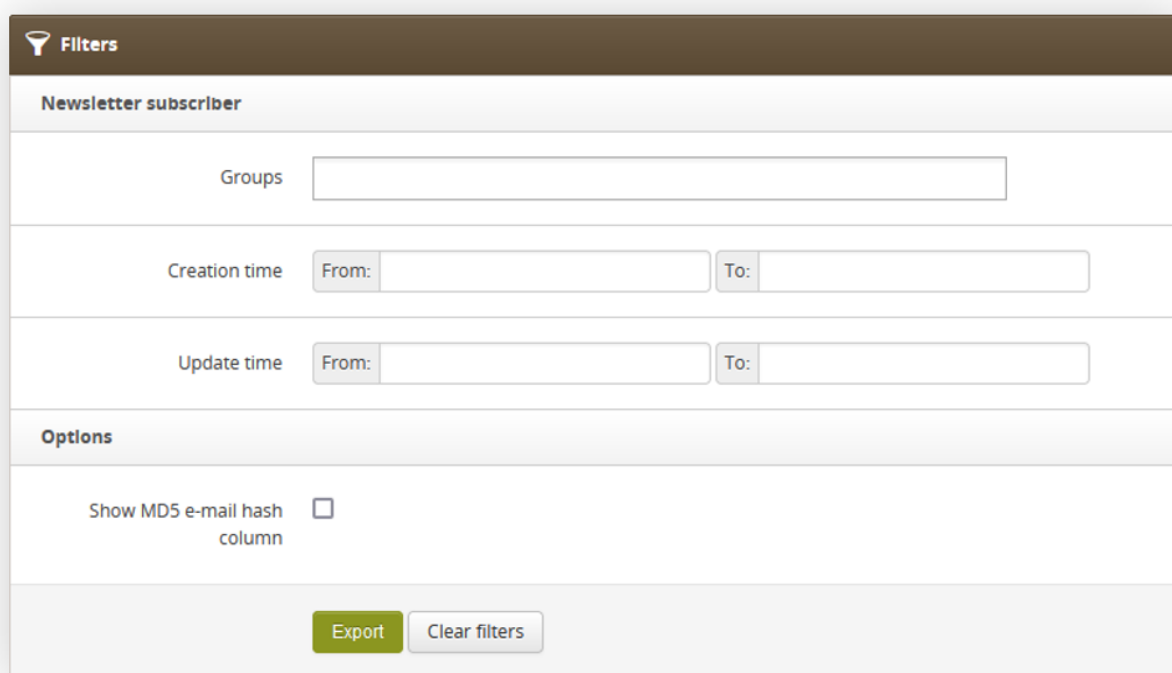
Subscribers .csv file can have any file name and must contain the following columns:

- **email (mandatory)** - Customers e-mail address.
- **Gender** - Customers gender. Accepted values are **M** for males and **F** for females.
- **Group** - Subscriber group internal name. This field will assign the selected customer to a selected subscriber group.
- **first_name** - Customers first name
- **last_name** - Customers last name
- **birthday** - Customers birthday in DD/MM/YYYY format.

/ Subscribers export

Subscriber lists can be exported using the:

Import / Export > Export / Subscribers



The screenshot shows a 'Filters' dialog box with a dark brown header containing a funnel icon and the word 'Filters'. Below the header is a section titled 'Newsletter subscriber'. It contains three filter groups: 'Groups' with a single text input field; 'Creation time' with 'From:' and 'To:' date input fields; and 'Update time' with 'From:' and 'To:' date input fields. Below these is an 'Options' section with a checkbox labeled 'Show MD5 e-mail hash column'. At the bottom are two buttons: 'Export' (green) and 'Clear filters' (grey).

Visualization of the subscribers csv file

In the Export / Customers you can filter out desirable data by using the selected filters:

- **Groups** - A list of selectable subscriber groups that should be exported.
- **Creation time** - A range of dates whenever the subscriber was created.
- **Update time** - A range of dates whenever the subscriber was updated.
- **Show MD5 e-mail hash column** - Adds the MD5 e-mail hash column in the exported file.

By pressing the "**Export**" button the file will be exported with the selected filters.

A	B	C	D	E	F	G	H	I	J	K	L
id	first_name	last_name	email	is_active	is_blacklist	gender	status	mc_hash	joy_id	birthday	subscribe_time
78				1	0	M	Only Newsletter				
77				1	0	M	Only Newsletter				
76				1	0	M	Only Newsletter				
75				1	0	M	Only Newsletter				
74				1	0	M	Only Newsletter				
73				1	0	M	Only Newsletter				
72				1	0	M	Only Newsletter				
71				1	0	M	Only Newsletter				
70				1	0	M	Only Newsletter				
69				1	0	M	Only Newsletter				
68				0	1		Customer				
67				1	0	M	Only Newsletter				
66				0	1	M	Customer		8092975		
65				1	0	F	Customer		9453846		11/09/2023 10:57
64				1	0	F	Customer				08/09/2023 12:10
63				1	0	M	Customer				08/09/2023 12:06
62				1	0		Customer				16/08/2023 09:18
61				1	0		Customer				15/08/2023 14:22
60				1	0		Customer				09/08/2023 15:54
59				1	0		Customer				09/08/2023 15:49
58				1	0		Customer				03/08/2023 10:39

Visualization of the exported subscribers file

In the exported subscribers file you can find the following columns:

- **ID** - Subscriber internal ID.
- **First_name** - Customers first name.
- **Last_name** - Customers last name.
- **Email** - Subscribers e-mail address.
- **is_active** - Activity status of a subscriber. 1 means active, 0 means not active.
- **is_blacklisted** - blacklisted status of a subscriber. 1 is blacklisted, 0 is not blacklisted.
- **Gender** - Customers gender. M is for Male, F is for Female.
- **Status** - Subscribers status. Available statuses are:
 - **Only newsletter** - Customer is only registered to the newsletter communication and doesn't have an account on a e-commerce platform.
 - **Customer** - The customer has a created account on an e-commerce platform
- **Mc_hash** - MD5 e-mail hash. This field is only visible if the **Show MD5 e-mail hash column** filter was selected.
- **Joy_id** - Customers JOY ID.
- **Birthday** - Customers birthday date.
- **Subscribe time** - A date with an hour when the customer has subscribed to an e-mail communication.

Revision #2

Created 27 November 2024 21:05:58 by Tau Ceti

Updated 27 November 2024 21:18:16 by Tau Ceti