

## axis diplomat 2016 eBusiness Modules

# eBusiness Mailing List

Simplify the management of mailing lists via your **axis vMerchant** website by allowing you to offer options on your website to subscribe and unsubscribe from emails and to have that information synchronised back into your **axis diplomat** system.

### How It Works

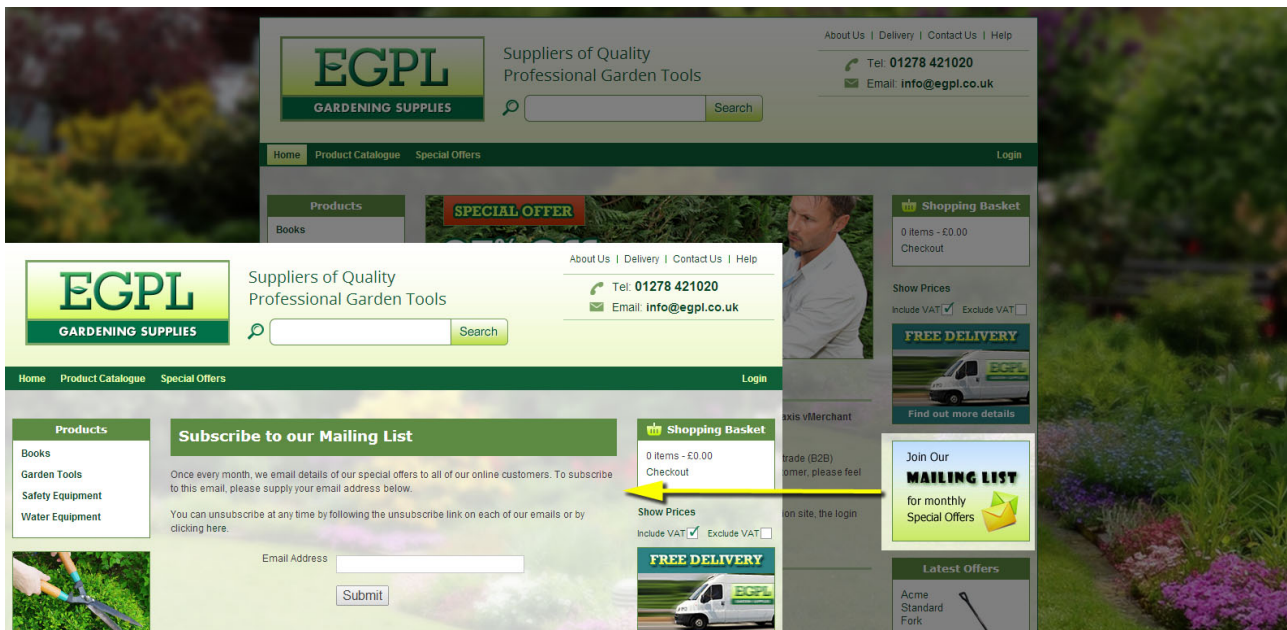
With the eBusiness Mailing List module added to your **axis diplomat** system, you are able to link a pseudo-customer account, the Mailing List Account, to each **axis vMerchant** website to use as a repository for email subscribers.

Each time someone subscribes to emails on your website (without going through the checkout process), they are added as a contact to the Mailing List Account for that site.

If they subsequently unsubscribe, they are removed from the contact list of that account.

If, however, they purchase, and a full customer account is created for them on your Sales Ledger, then the contact is moved from the Mailing List Account to the live one.

In this way, the Mailing List account always automatically holds the list of people that have subscribed to your email mailing list but do not have an account on your Sales Ledger.



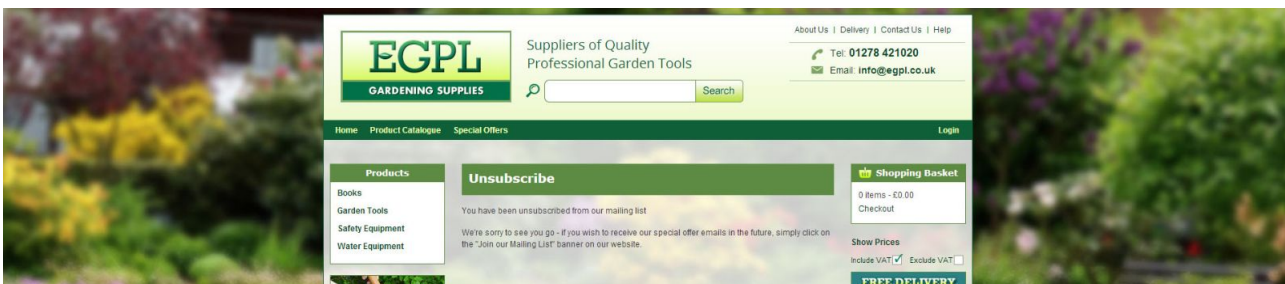
## Benefits

This module allows you to automate the subscription process for people wishing to add themselves to your mailing list without going to the lengths of registering for an account. The subscription process is designed to operate with the minimal amount of information (only the email address itself is mandatory).

Without the eBusiness Mailing List module, your web server would email you with details of any subscriptions and a member of staff would need to record the details manually. A similar process would also be required for unsubscribers.

With this facility it is also very straightforward to create an "unsubscribe" web page and for that page to be optionally passed the contact details from a link in an email.

This means that, if you are sending your emailshots via **axis diplomat**, your email template can have an "Unsubscribe" link which does not require the recipient to enter any information at all - they simply click on the link and they are unsubscribed. That unsubscribe request is then imported back into **axis diplomat** - any occurrences (even if there are multiples) of contacts with that email address are then marked as "declines emailshots".

A screenshot of the "Contact Maintenance" software interface. It shows a form with two tabs: "General" and "Audit Trail". The "General" tab is active, displaying "Customer Details" and "Contact Details".  
**Customer Details:**  
Account: 01/3005, Tools 'R Us  
Main Telephone Number: 01432 555666  
Main Fax Number: 01432 666555  
Contact Status: Current  
**Contact Details:**  
Contact name: Andy Brown (Full Name)  
Email address: ab@cheap.net (Email...)  
Telephone Number: [ ] Extension: [ ]  
Mobile number: [ ]  
Fax Number: [ ]  
Job title: Managing Director  
Prefers contact by: Email  
Declines email shots:   
Notes: [ ]  
**Contact Classification:**  
Contact group 1  
Contact group 2  
Contact group 3  
Contact group 4  
eBusiness  
Business authority  
Suppress eBusiness  
Minimum order value  
Business password

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