

E-Mail-Marketing

ADITO Software GmbH

As of version 2026.4.0 | April 2026



Content marked with  has been moved to xRM-Help.



Screenshots

The UX design of ADITO is continuously optimised for you. Therefore, there may be deviations in the screenshots.



Agenda 1/2

Extension in contact management

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Email Marketing

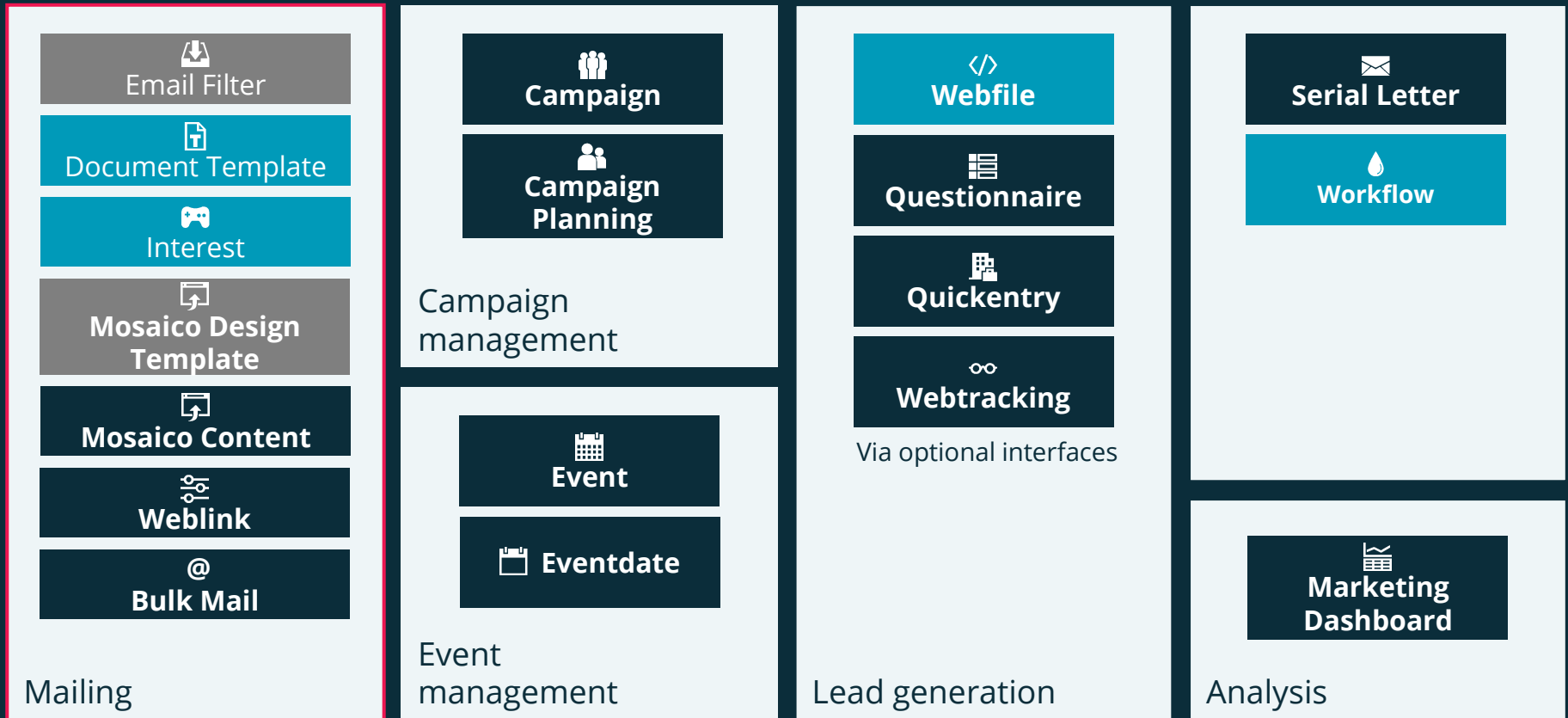
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Agenda 2/2

-  Bulk mail
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 -  with Mosaico editor
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 -  Analysis
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- Marketing Dashboard
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Communication settings



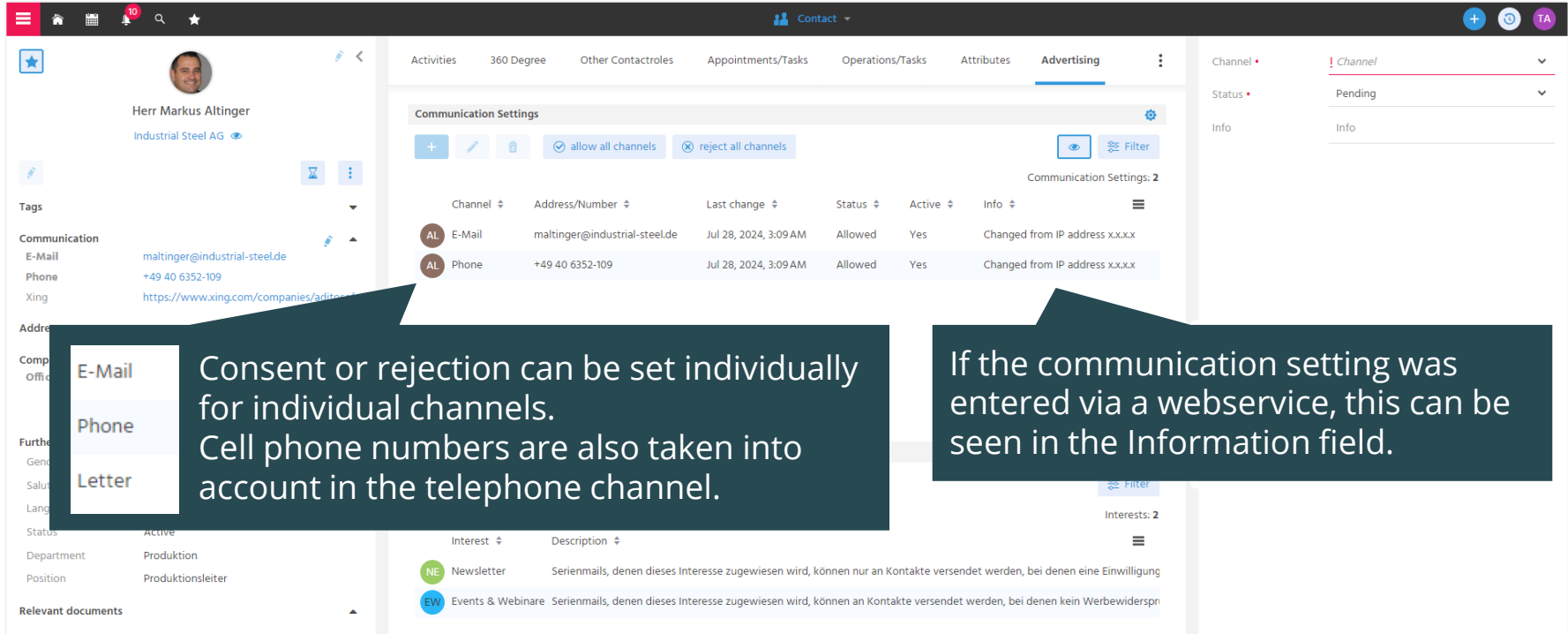
Communication settings

Definition of terms

- In order to document which data may or may not be used for advertising purposes, **advertising settings** (Communication settings + interests) can be recorded.
- For this purpose, there is the “Advertising” tab – short name for advertising settings.
- **Communication settings** are recorded for the various channels.
 - An **permission** is displayed with the status “**Allowed**”
 - And the **rejection**, with status “**Rejected**”.
 - As long as a **request** for an advertising flag is **pending** , the status “**Pending**” is set (e.g. double opt-in email has been sent).

Communication settings

Documentation of the communication settings (contact/company) – “Advertising” tab



The screenshot displays the 'Advertising' tab within the ADITO interface for a contact named Herr Markus Altinger. The 'Communication Settings' section is active, showing a table of communication channels. Two channels are listed: 'E-Mail' and 'Phone', both with a status of 'Allowed'. The 'Info' column for both channels indicates they were 'Changed from IP address x.x.x.x'. A callout box highlights the 'E-Mail' and 'Phone' options in the left sidebar, stating that consent or rejection can be set individually for individual channels and that cell phone numbers are also taken into account in the telephone channel. Another callout box points to the 'Info' column, stating that if the communication setting was entered via a webservice, this can be seen in the Information field. The bottom of the interface shows a list of interests, including 'Newsletter' and 'Events & Webinare'.

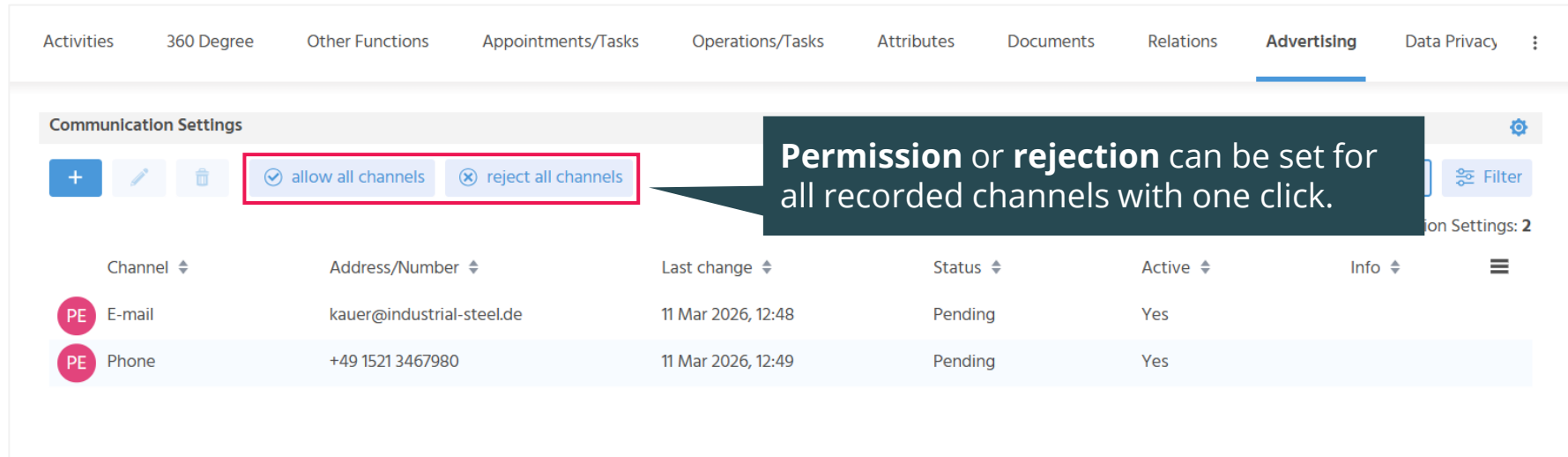
Channel	Address/Number	Last change	Status	Active	Info
E-Mail	maltinger@industrial-steel.de	Jul 28, 2024, 3:09 AM	Allowed	Yes	Changed from IP address x.x.x.x
Phone	+49 40 6352-109	Jul 28, 2024, 3:09 AM	Allowed	Yes	Changed from IP address x.x.x.x

Consent or rejection can be set individually for individual channels. Cell phone numbers are also taken into account in the telephone channel.

If the communication setting was entered via a webservice, this can be seen in the Information field.

Communication settings

Documentation of the communication settings (contact/company) – “Advertising” tab



The screenshot displays the 'Advertising' tab in the ADITO interface. The 'Communication Settings' section is visible, featuring a red box around two buttons: 'allow all channels' (with a checkmark icon) and 'reject all channels' (with an 'X' icon). A callout box points to these buttons with the text: 'Permission or rejection can be set for all recorded channels with one click.'

Below the buttons is a table with the following columns: Channel, Address/Number, Last change, Status, Active, and Info. The table contains two entries:

Channel	Address/Number	Last change	Status	Active	Info
PE E-mail	kauer@industrial-steel.de	11 Mar 2026, 12:48	Pending	Yes	
PE Phone	+49 1521 3467980	11 Mar 2026, 12:49	Pending	Yes	

Communication settings

Documentation of the communication settings (contact/company) – “Advertising” tab

Activities 360 Degree Other Contactroles Appointments/Tasks Operations/Tasks Attributes **Advertising**

Communication Settings

+ ✎ 🗑️ ☒ allow all channels ☒ reject all channels ☐ Filter

Communication Settings: 2

Channel	Address/Number	Last change	Status	Active	Info
RE E-Mail	maltinger@industrial-steel.de	Oct 22, 2024, 12:52 PM	Rejected	Yes	Changed from IP address x.x.x.x
AL Phone	+49 40 6352-109	Jul 28, 2024, 3:09 AM	Allowed	Yes	Changed from IP address x.x.x.x

Predefined filter shows only the active advertising flags.

Condition: Active equal "Yes" x

+ Add filter condition

Open extended filter conditions

Saved filters

If the filter is removed, all previously entered settings are displayed. This means that the history of changes can be traced.

Communication Settings

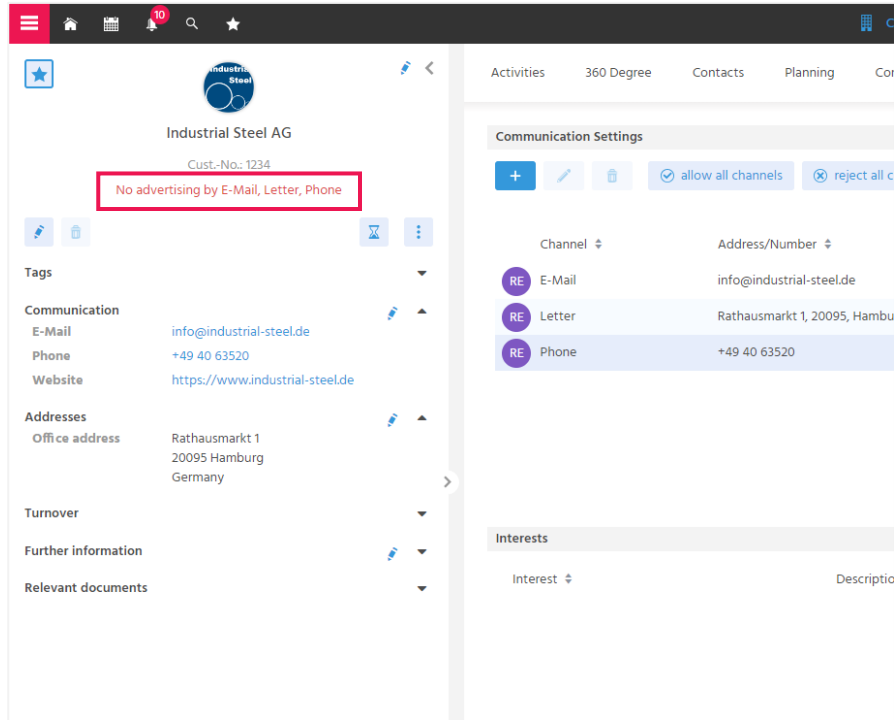
+ ✎ 🗑️ ☒ allow all channels ☒ reject all channels ☐ Filter

Communication Settings: 4

Channel	Address/Number	Last change	Status	Active	Info
RE E-Mail	maltinger@industrial-steel.de	Jul 28, 2024, 3:09 AM	Rejected	Yes	Changed from IP address x.x.x.x
PE E-Mail	maltinger@industrial-steel.de	Oct 20, 2023, 12:55 PM	Pending	No	Changed from IP address x.x.x.x
AL E-Mail	maltinger@industrial-steel.de	Oct 22, 2023, 12:52 PM	Allowed	No	Changed from IP address x.x.x.x
AL Phone	+49 40 6352-109	Jul 28, 2024, 3:09 AM	Allowed	Yes	Changed from IP address x.x.x.x

Communication settings

Note in the Preview



The screenshot shows the ADITO interface for a customer named Industrial Steel AG (Cust.-No.: 1234). The left sidebar contains various sections: Tags, Communication (E-Mail, Phone, Website), Addresses (Office address), Turnover, Further information, and Relevant documents. The main area displays the 'Communication Settings' section, which includes a table of communication channels and their status. A red box highlights the message 'No advertising by E-Mail, Letter, Phone'.

Channel	Address/Number
RE E-Mail	info@industrial-steel.de
RE Letter	Rathausmarkt 1, 20095, Hambu
RE Phone	+49 40 63520

The note in the preview is displayed as soon as there is at least one entry per channel with the status “Rejected”.

If there are several addresses or numbers for a channel and both the status “Allowed” and “Rejected” have been entered, the note is displayed.

The note shows the channel, but not the specific address or number.

Communication settings

When do the communication settings take effect?

- The “Email” channel is taken into account in the “Bulk mail” context.
How and whether the rejection or permission is taken into account is defined in the interests.
The interest must be stored in the bulk mail.
- The “Letter” channel is taken into account in the “Serial letter” context.
If a contact has a rejection, they cannot be assigned to a serial letter as a recipient. If the contact is already the recipient of a serial letter and then submits a rejection, they will be marked with a red warning  and can be removed from the recipient list.

Marketing specifics in contact/company



Information in the...

Preview:

- Note regarding advertising contradiction

MainView

- Tab “360 degrees”: Display of bulk mails, serial letters, events, campaigns and questionnaires to which the contact/company is linked.
- Tab „Addvertising”: Display of communication settings and interests.

Actions in the...

Preview:

- Add to bulk mail
 - Add to serial letter
- To add the individual contact/company in each case.

FilterView:

- Add to bulk mail
 - Add to serial letter
- To add the filter result or the selected contacts/companies in each case.



Marketing specific filters in contact



Filter criteria

- **Received Bulk Mail**
All contacts who have received a specific bulk mail are listed.
- **Interest (subscribed)**
All contacts who have subscribed to a specific interest are listed.
- **Communication Setting: Letter/E-Mail/Phone**
All contacts are listed for which the status “allowed/pending/rejected” is stored for the letter, email or telephone channels.



Marketing specific filters in company



Filter criteria

- **Received Bulk Mail**
All companies who have received a specific bulk mail are listed.
- **Communication Setting: Letter/E-Mail/Phone**
All companies are listed for which the status “allowed/pending/rejected” is stored for the letter, email or telephone channels.

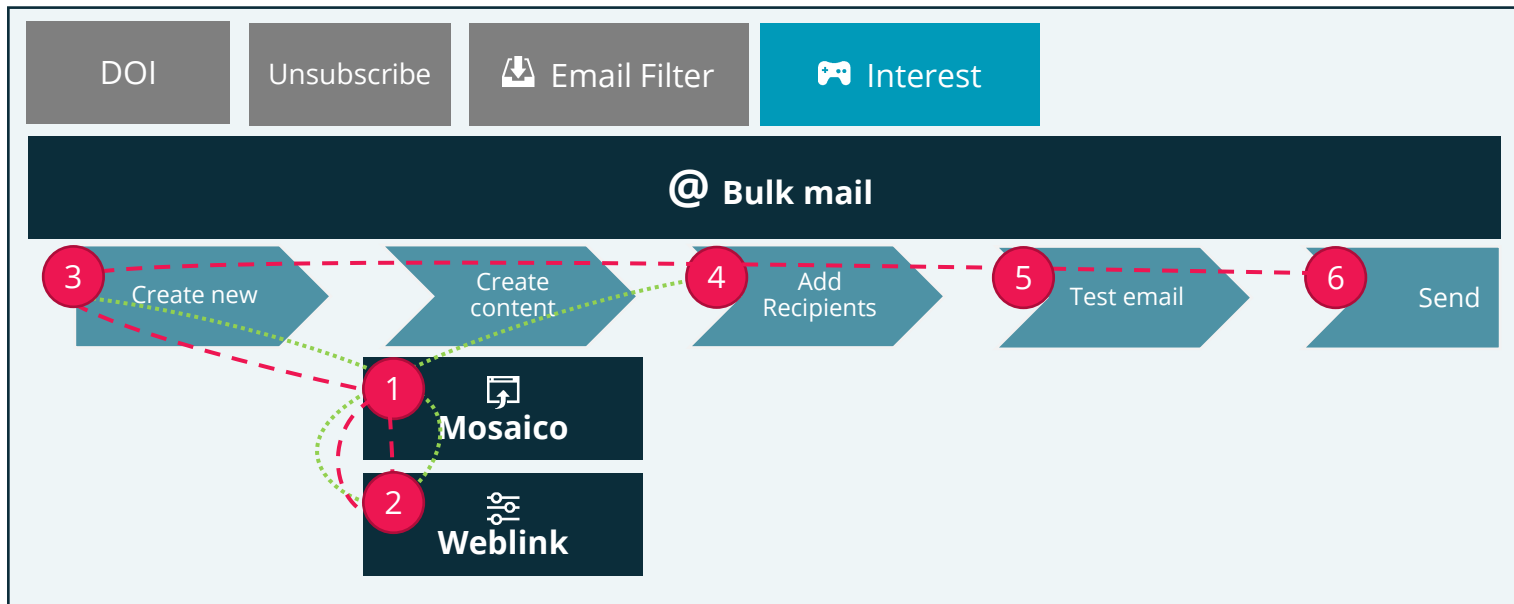


Email marketing



Procedure

Example: Create newsletter



Entry points: - - - Option 1 Option 2

■ To be defined in advance (infrequent adjustment)

■ Occasional addition/adjustment

■ By user "daily" in use

Interest



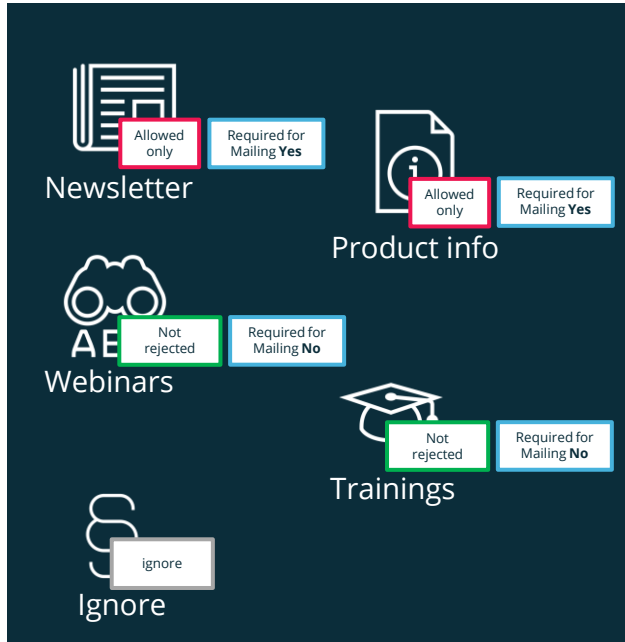
„Overview“

- You can use interests to categorize bulk mails and define how communication settings and interests are checked for sending in bulk mails.
- You record which interests are subscribed to/not subscribed to at the contact or company.
- In the Mosaico content template, you can specify an interest for each block. When sending the bulk mail, the interests subscribed to by the contact/company are checked so that the individual blocks of the bulk mail are sent according to interest.
- For the interest, you can define that it must be subscribed to by a contact in order to add them as a recipient of a bulk mail. To do this, use the following procedure:
 1. create interests in the “Interest” context with the “Required for mailing” indicator set to “Yes”.
 2. store the respective interest when creating bulk mails.
 3. filter contacts by subscribed interest and add them to the bulk mail.
- For the interest, you can define whether it is available via a website and can be changed specifically.

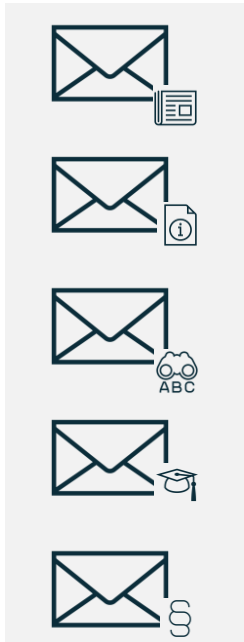
Interest

„Overview“

Interest:



Bulk mail:



Filter recipient list:

Only active contacts **with permission** can be added **and** the interest "Newsletter" **must** be subscribed to.
Filter: Interest (subscribed) equals newsletter

Only active contacts **with permission** can be added, the interest can be subscribed to.
Filter: Interest (subscribed) equals product info or other

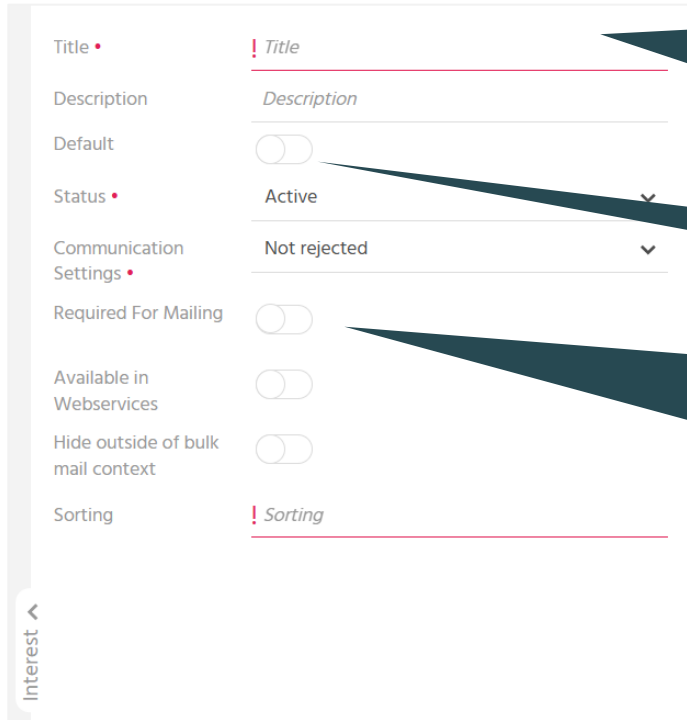
Active contacts for whom there is **no rejection** can be added **and** the interest **must** be subscribed.
Filter: Interest (subscribed) equals webinars

Active contacts for whom there is **no rejection** can be added, the interest can be subscribed to.
Filter: Communication setting: E-mail Not equal to Rejected or other

All active contacts can be added.
Any filters can be used.

Interest

Definition/creation of interests – 1/3



For example, you can enter the following as the title of interests:

- Ignored,
- Newsletter, product information, events & webinars, etc.

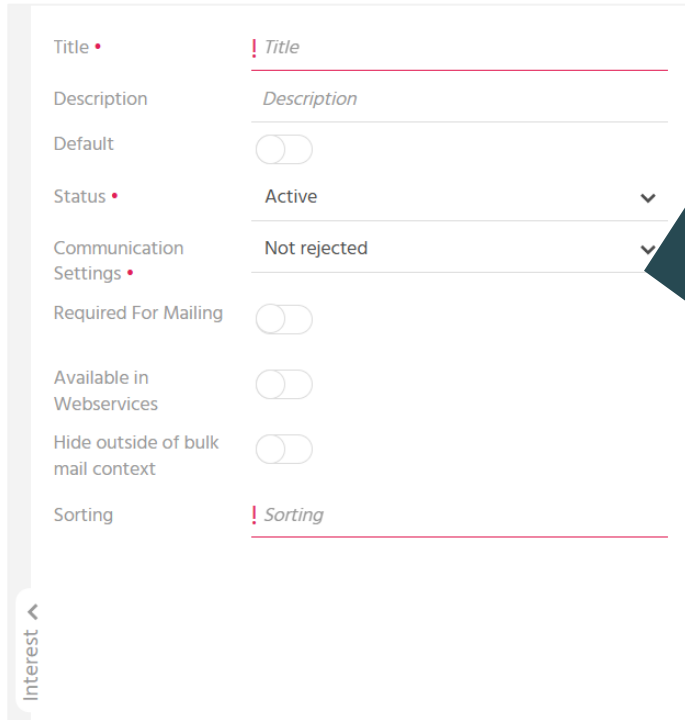
Interests set as **default** are automatically stored in the contact with an opt-in/advertising permission.

The “Required for mailing” indicator defines whether the interest in a contact must be subscribed to so that they can be assigned as a recipient to a bulk mail with this interest.

This means that not only the communication settings are checked, but also whether the interest is subscribed to.

Interest

Definition/creation of interests – 2/3



Title •	! Title
Description	Description
Default	☐
Status •	Active ▼
Communication Settings •	Not rejected ▼
Required For Mailing	☐
Available in Webservices	☐
Hide outside of bulk mail context	☐
Sorting	! Sorting

The interest defines how communication settings are taken into account for sending a bulk mail:

- **“Allowed only”** bulk mail may only be sent to recipients with permission in the “Email” channel
- **“Not rejected”** Bulk mail may be sent to contacts who do not have a rejection for the “Email” channel
- **“Ignore”** Bulk mail can be sent in a business context regardless of the communication setting for the “Email” channel (e.g. updating the terms and conditions)

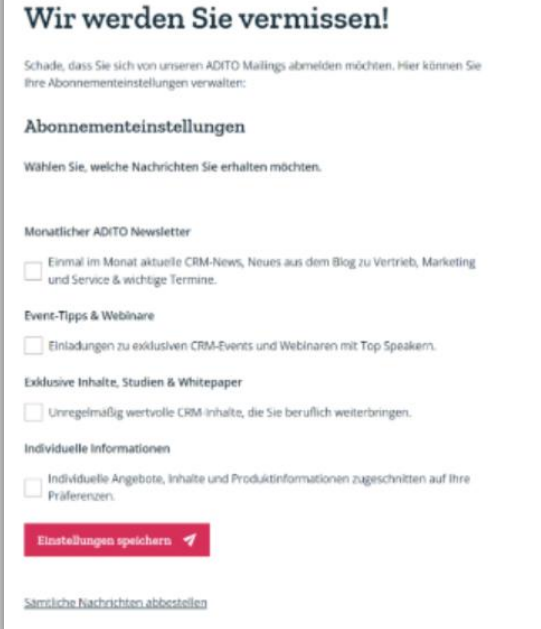
Interest

Change interests via the web

Interest:



For each interest, you can define whether it is available via a webservice and displayed on a website (e.g. landing page for newsletter unsubscribe). The order can also be specified for this.



Wir werden Sie vermissen!

Schade, dass Sie sich von unseren ADITO Mailings abmelden möchten. Hier können Sie Ihre Abbonementeneinstellungen verwalten:

Abbonementeneinstellungen

Wählen Sie, welche Nachrichten Sie erhalten möchten.

Monatlicher ADITO Newsletter

☐ Einmal im Monat aktuelle CRM-News, Neues aus dem Blog zu Vertrieb, Marketing und Service & wichtige Termine.

Event-Tipps & Webinare

☐ Einladungen zu exklusiven CRM-Events und Webinaren mit Top Speakern.

Exklusive Inhalte, Studien & Whitepaper

☐ Unregelmäßig wertvolle CRM-Inhalte, die Sie beruflich weiterbringen.

Individuelle Informationen

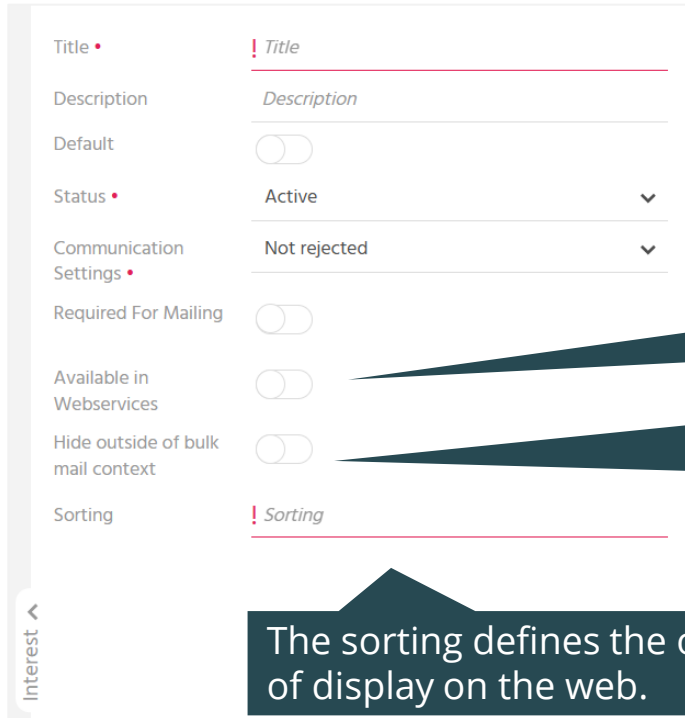
☐ Individuelle Angebote, Inhalte und Produktinformationen zugeschnitten auf Ihre Präferenzen.

Einstellungen speichern ➔

[Sämtliche Nachrichten abbestellen](#)

Interest

Definition/creation of interests – 3/3



Title •	! Title
Description	Description
Default	☐
Status •	Active ▼
Communication Settings •	Not rejected ▼
Required For Mailing	☐
Available in Webservices	☐
Hide outside of bulk mail context	☐
Sorting	! Sorting

If the indicator is active, the interest is made available via the webservice on the website.

If the “Hide outside of bulk mail context” flag is active, the interest is only displayed for selection when creating a bulk mail, but not in contacts/companies or in Mosaico (can be activated for the interest “Ignore,” for example.).

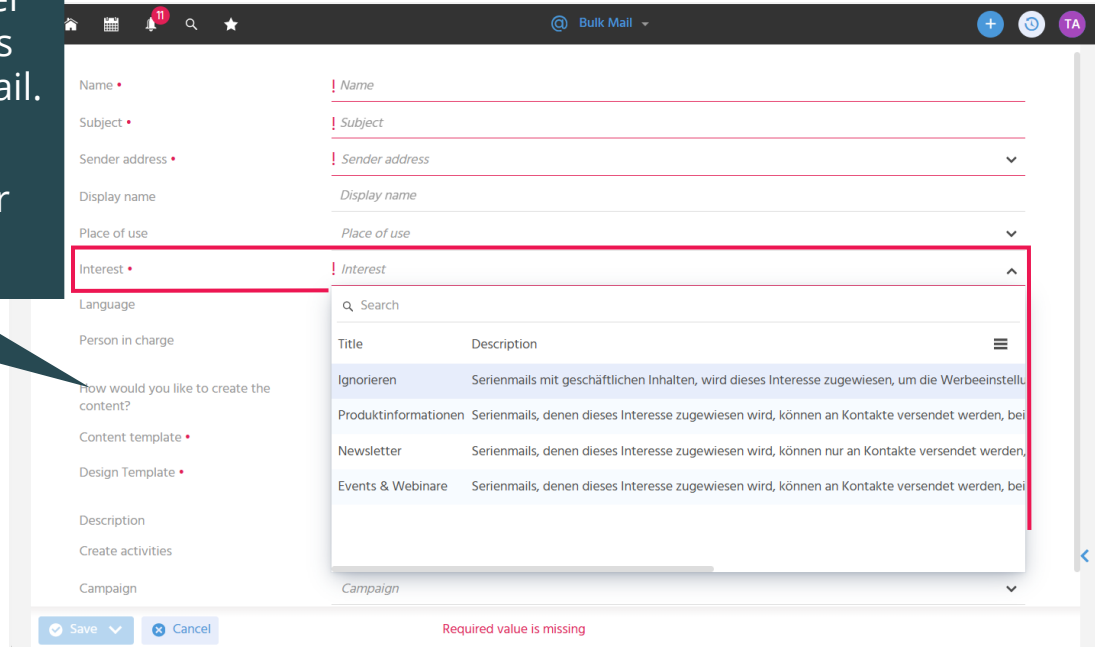
The sorting defines the order of display on the web.

Interest

Assignment of interests to the bulk mail – in the EditView

The interest must be recorded in order to define how communication settings are taken into account for the bulk mail.

The active interests that have been created in the system are available for selection.



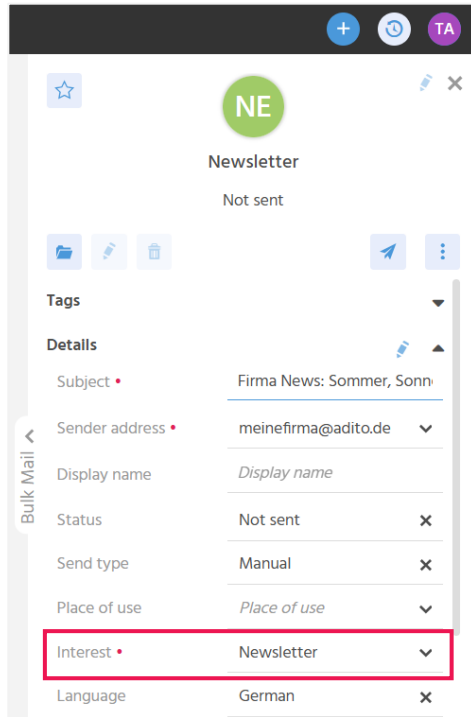
The screenshot shows the 'EditView' for a 'Bulk Mail' campaign. The 'Interest' field is highlighted with a red box, and a dropdown menu is open showing a list of interests. The dropdown menu has a search bar and a table with two columns: 'Title' and 'Description'.

Title	Description
Ignorieren	Serienmails mit geschäftlichen Inhalten, wird dieses Interesse zugewiesen, um die Werbeeinstellungen zu deaktivieren.
Produktinformationen	Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte versendet werden, bei denen das Interesse aktiviert ist.
Newsletter	Serienmails, denen dieses Interesse zugewiesen wird, können nur an Kontakte versendet werden, bei denen das Interesse aktiviert ist.
Events & Webinare	Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte versendet werden, bei denen das Interesse aktiviert ist.

At the bottom of the form, there are 'Save' and 'Cancel' buttons, and a red error message: 'Required value is missing'.

Interest

Assignment of interests to the bulk mail – in the Preview



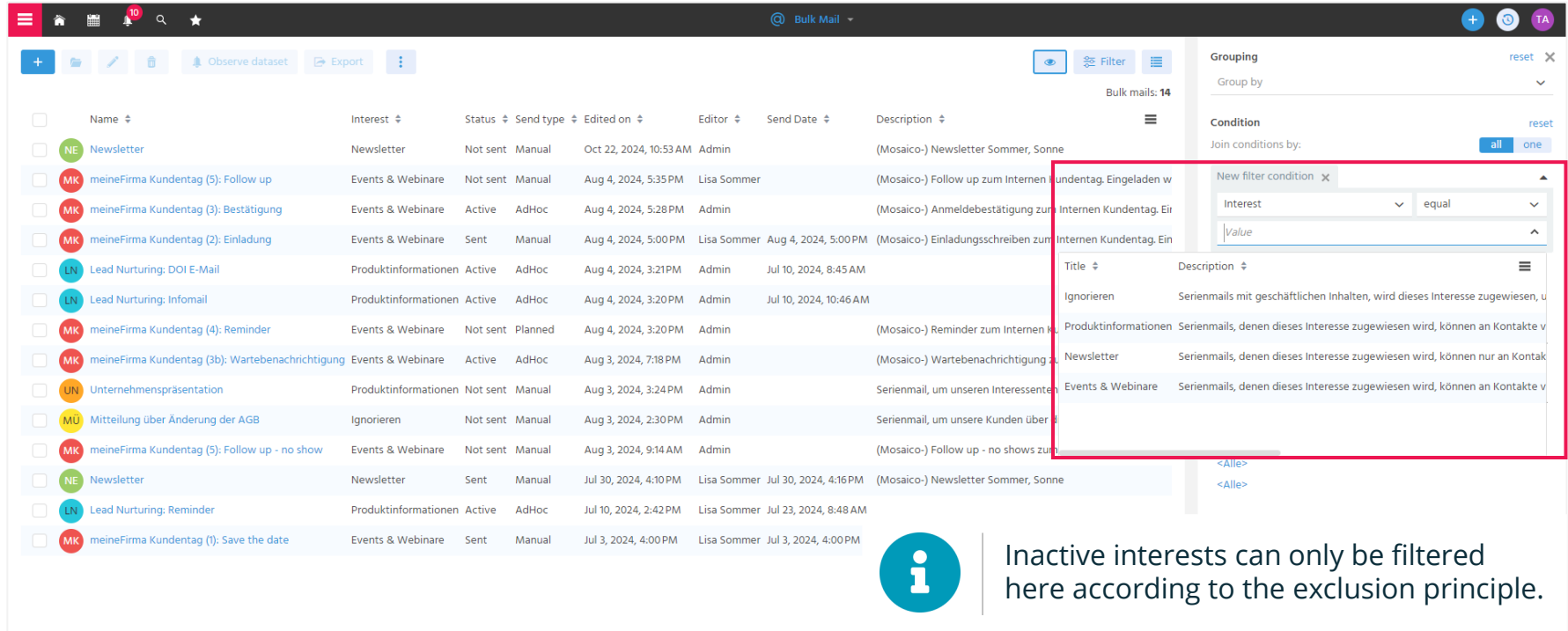
The screenshot shows the 'Bulk Mail' configuration interface. At the top, there's a header with a star icon, a green circle with 'NE', and a close icon. Below this, the title 'Newsletter' and status 'Not sent' are displayed. A sidebar on the left contains icons for folders, edit, and delete. The main area is divided into 'Tags' and 'Details' sections. The 'Details' section includes fields for Subject, Sender address, Display name, Status, Send type, Place of use, Interest, and Language. The 'Interest' field is currently set to 'Newsletter' and is highlighted with a red rectangular border.

Bulk Mail	
Subject	Firma News: Sommer, Sonn
Sender address	meinefirma@adito.de
Display name	Display name
Status	Not sent
Send type	Manual
Place of use	Place of use
Interest	Newsletter
Language	German

The active interests that have been created in the system are available for selection:

Title	Description	
Ignorieren	Serienmails mit geschäftlichen Inhalten, wird dieses Interesse zugewiesen, u	
Produktinformationen	Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v	
Newsletter	Serienmails, denen dieses Interesse zugewiesen wird, können nur an Kontak	
Events & Webinare	Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v	

Filter bulk mail by interests



The screenshot shows the ADITO Bulk Mail interface. The main table lists bulk mail items with columns: Name, Interest, Status, Send type, Edited on, Editor, Send Date, and Description. The table is filtered to show 14 bulk mails. A sidebar on the right shows the filter configuration. A red box highlights the 'New filter condition' dialog, which shows a list of interests. The 'Interest' dropdown is set to 'Interest' and the operator is 'equal'. The list of interests includes 'Newsletter', 'Events & Webinare', 'Produktinformationen', 'Ignorieren', 'Serienmails mit geschäftlichen Inhalten', 'Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v', 'Produktinformationen Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v', 'Newsletter Serienmails, denen dieses Interesse zugewiesen wird, können nur an Kontak', and 'Events & Webinare Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v'.

Table Data:

Name	Interest	Status	Send type	Edited on	Editor	Send Date	Description
Newsletter	Newsletter	Not sent	Manual	Oct 22, 2024, 10:53 AM	Admin		(Mosaico-) Newsletter Sommer, Sonne
meineFirma Kundentag (5): Follow up	Events & Webinare	Not sent	Manual	Aug 4, 2024, 5:35 PM	Lisa Sommer		(Mosaico-) Follow up zum Internen Kundentag. Eingeladen w
meineFirma Kundentag (3): Bestätigung	Events & Webinare	Active	AdHoc	Aug 4, 2024, 5:28 PM	Admin		(Mosaico-) Anmeldebestätigung zum Internen Kundentag. Ein
meineFirma Kundentag (2): Einladung	Events & Webinare	Sent	Manual	Aug 4, 2024, 5:00 PM	Lisa Sommer	Aug 4, 2024, 5:00 PM	(Mosaico-) Einladungsschreiben zum Internen Kundentag. Ein
Lead Nurturing: DOI E-Mail	Produktinformationen	Active	AdHoc	Aug 4, 2024, 3:21 PM	Admin	Jul 10, 2024, 8:45 AM	
Lead Nurturing: Infomail	Produktinformationen	Active	AdHoc	Aug 4, 2024, 3:20 PM	Admin	Jul 10, 2024, 10:46 AM	
meineFirma Kundentag (4): Reminder	Events & Webinare	Not sent	Planned	Aug 4, 2024, 3:20 PM	Admin		(Mosaico-) Reminder zum Internen K
meineFirma Kundentag (3b): Wartebenachrichtigung	Events & Webinare	Active	AdHoc	Aug 3, 2024, 7:18 PM	Admin		(Mosaico-) Wartebenachrichtigung z
Unternehmenspräsentation	Produktinformationen	Not sent	Manual	Aug 3, 2024, 3:24 PM	Admin		Serienmail, um unseren Interessente
Mitteilung über Änderung der AGB	Ignorieren	Not sent	Manual	Aug 3, 2024, 2:30 PM	Admin		Serienmail, um unsere Kunden über
meineFirma Kundentag (5): Follow up - no show	Events & Webinare	Not sent	Manual	Aug 3, 2024, 9:14 AM	Admin		(Mosaico-) Follow up - no shows zum
Newsletter	Newsletter	Sent	Manual	Jul 30, 2024, 4:10 PM	Lisa Sommer	Jul 30, 2024, 4:16 PM	(Mosaico-) Newsletter Sommer, Sonne
Lead Nurturing: Reminder	Produktinformationen	Active	AdHoc	Jul 10, 2024, 2:42 PM	Lisa Sommer	Jul 23, 2024, 8:48 AM	
meineFirma Kundentag (1): Save the date	Events & Webinare	Sent	Manual	Jul 3, 2024, 4:00 PM	Lisa Sommer	Jul 3, 2024, 4:00 PM	

Filter Sidebar:

- Grouping: Group by (dropdown)
- Condition: Join conditions by: (all, one)
- New filter condition: Interest (dropdown), equal (dropdown), |value (dropdown)
- Title: Ignorieren, Serienmails mit geschäftlichen Inhalten, wird dieses Interesse zugewiesen, u
- Description: Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v

Information: Inactive interests can only be filtered here according to the exclusion principle.

Documentation of interests (contact/company) – “Advertising” tab

Activities
360 Degree
Other Contactroles
Appointments/Tasks
Operations/Tasks
Attributes
Documents
Relations
Advertising
Data Privacy
Duplicates
Logs

Communication Settings

+

allow all channels
reject all channels

Filter

Communication Settings: 2

Channel	Address/Number	Last change	Status	Active	Info
AL E-Mail	maltinger@industrial-steel.de	Jul 28, 2024, 3:09 AM	Allowed	Yes	Changed from IP address x.x.x.x
AL Phone	+49 40 6353-109	Jul 28, 2024, 3:09 AM	Allowed	Yes	Changed from IP address x.x.x.x

+

Filter

Interests: 3

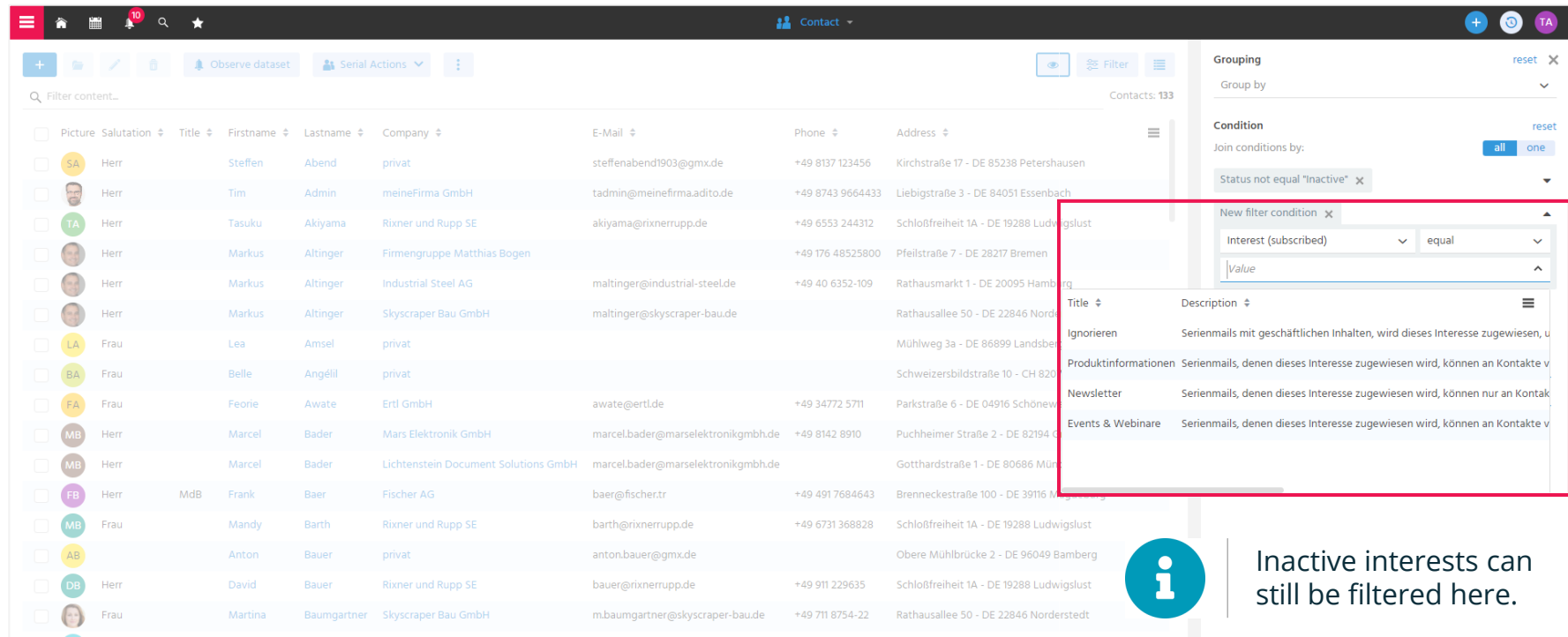
Interest	Description	Last change	Status
PR Produktinformationen	Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte versendet werden, bei denen kein Werbewiderspruch für den Kanal "E-Mail" vorliegt.	Jul 27, 2024, 7:19 AM	Subscribed
NE Newsletter	Serienmails, denen dieses Interesse zugewiesen wird, können nur an Kontakte versendet werden, bei denen eine Einwilligung für den Kanal "E-Mail" vorliegt.	Jul 27, 2024, 7:19 AM	Subscribed
EW Events & Webinare	Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte versendet werden, bei denen kein Werbewiderspruch für den Kanal "E-Mail" vorliegt.	Jul 27, 2024, 2:07 PM	Subscribed

Interests can be entered manually or subscribed to directly by the user using online forms.

 Inactive interests cannot be added here.

Interest

Filter by interests



The screenshot displays the ADITO interface with a contact list and a filter sidebar. The contact list has columns for Picture, Salutation, Title, Firstname, Lastname, Company, E-Mail, Phone, and Address. The filter sidebar on the right includes a 'Grouping' section and a 'Condition' section. A red box highlights the 'Condition' section, which shows a filter condition: 'Interest (subscribed)' with a dropdown menu set to 'equal'. Below this, there is a 'New filter condition' section with a dropdown menu set to 'Interest (subscribed)' and a dropdown menu set to 'equal'. The 'Interest (subscribed)' dropdown menu is open, showing a list of interests: 'Ignorieren', 'Produktinformationen', 'Newsletter', and 'Events & Webinare'. The 'Ignorieren' interest is highlighted.

Picture	Salutation	Title	Firstname	Lastname	Company	E-Mail	Phone	Address
	Herr		Steffen	Abend	privat	steffenabend1903@gmx.de	+49 8137 123456	Kirchstraße 17 - DE 85238 Petershausen
	Herr		Tim	Admin	meineFirma GmbH	tadmin@meinefirma.adito.de	+49 8743 9664433	Liebigstraße 3 - DE 84051 Essenbach
	Herr		Tasuku	Akiyama	Rixner und Rupp SE	akiyama@rixnerrupp.de	+49 6553 244312	Schloßfreiheit 1A - DE 19288 Ludwigslust
	Herr		Markus	Alttinger	Firmengruppe Matthias Bogen		+49 176 48525800	Pfeilstraße 7 - DE 28217 Bremen
	Herr		Markus	Alttinger	Industrial Steel AG	maltinger@industrial-steel.de	+49 40 6352-109	Rathausmarkt 1 - DE 20095 Hamburg
	Herr		Markus	Alttinger	Skyscraper Bau GmbH	maltinger@skyscraper-bau.de		Rathausallee 50 - DE 22846 Norderstedt
	Frau		Lea	Amsel	privat			Mühlweg 3a - DE 86899 Landsberg
	Frau		Belle	Angéllil	privat			Schweizersbildstraße 10 - CH 8200
	Frau		Feorie	Awate	Ertl GmbH	awate@ertl.de	+49 34772 5711	Parkstraße 6 - DE 04916 Schönebeck
	Herr		Marcel	Bader	Mars Elektronik GmbH	marcel.bader@marselektronikgmbh.de	+49 8142 8910	Puchheimer Straße 2 - DE 82194
	Herr		Marcel	Bader	Lichtenstein Document Solutions GmbH	marcel.bader@marselektronikgmbh.de		Gotthardstraße 1 - DE 80686 München
	Herr	MdB	Frank	Baer	Fischer AG	baer@fischer.tr	+49 491 7684643	Brenneckestraße 100 - DE 39116 Magdeburg
	Frau		Mandy	Barth	Rixner und Rupp SE	barth@rixnerrupp.de	+49 6731 368828	Schloßfreiheit 1A - DE 19288 Ludwigslust
			Anton	Bauer	privat	anton.bauer@gmx.de		Obere Mühlbrücke 2 - DE 96049 Bamberg
	Herr		David	Bauer	Rixner und Rupp SE	bauer@rixnerrupp.de	+49 911 229635	Schloßfreiheit 1A - DE 19288 Ludwigslust
	Frau		Martina	Baumgartner	Skyscraper Bau GmbH	m.baumgartner@skyscraper-bau.de	+49 711 8754-22	Rathausallee 50 - DE 22846 Norderstedt

Filter sidebar details:

- Grouping:** Group by (dropdown)
- Condition:** Join conditions by: all (selected), one (reset)
- Condition:** Status not equal "Inactive" (reset)
- New filter condition:** Interest (subscribed) (dropdown), equal (dropdown), Value (input field)
- Interest (subscribed) dropdown:** Ignorieren, Produktinformationen, Newsletter, Events & Webinare



Inactive interests can still be filtered here.

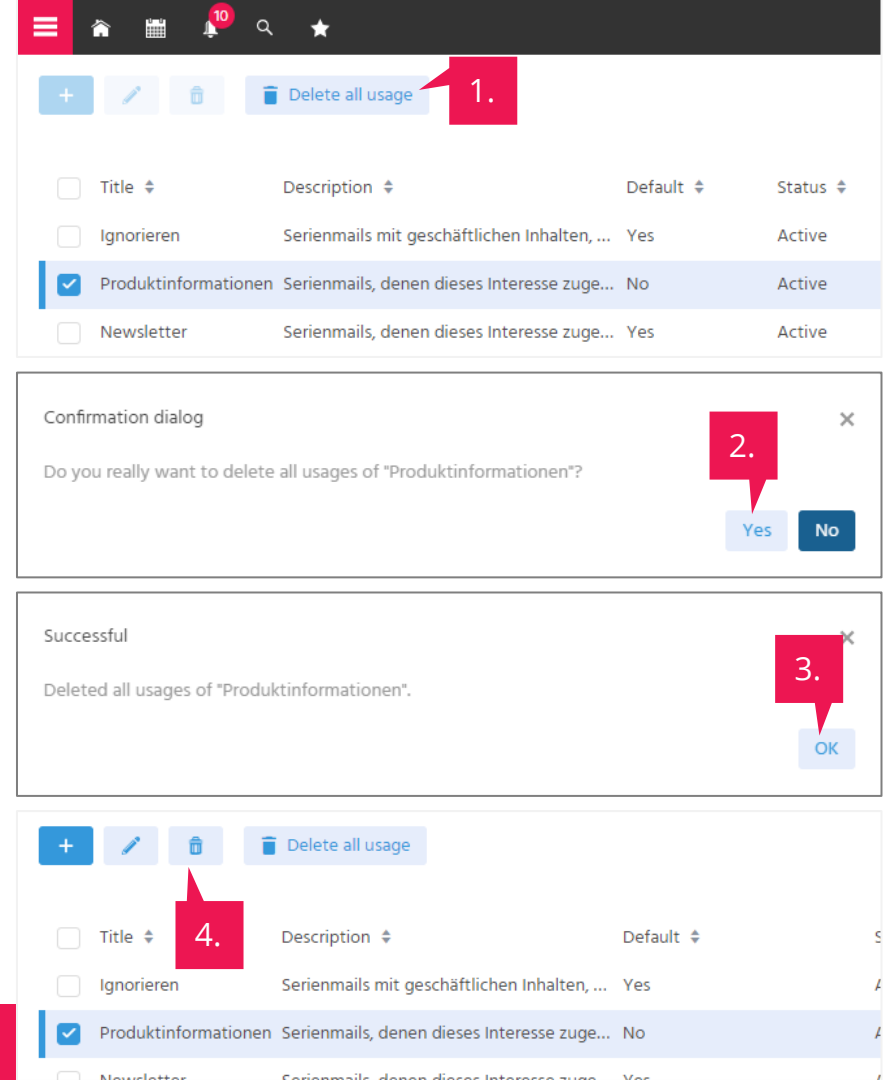
Interest

Deleting interests

To be able to delete an interest, it must no longer be used in a contact/company or bulk mail.

The delete button  becomes active if the interest is not used in a bulk mail and the action "Delete all usage" has been carried out.

- The deletion of the use in the contacts/companies is shown in steps [1] to [4].
- The use in the bulk mail must be removed manually or can only be replaced by another interest, as an interest must be stored in the bulk mail.



The screenshot illustrates the process of deleting an interest's usage in four steps:

- Step 1:** The 'Delete all usage' button is highlighted in the top toolbar.
- Step 2:** A confirmation dialog box appears with the text: "Do you really want to delete all usages of 'Produktinformationen'?" and 'Yes'/'No' buttons.
- Step 3:** A 'Successful' message box displays: "Deleted all usages of 'Produktinformationen'." with an 'OK' button.
- Step 4:** The 'Delete all usage' button in the toolbar becomes active (highlighted with a trash icon).

☐	Title	Description	Default	Status
☐	Ignorieren	Serienmails mit geschäftlichen Inhalten, ...	Yes	Active
☒	Produktinformationen	Serienmails, denen dieses Interesse zuge...	No	Active
☐	Newsletter	Serienmails, denen dieses Interesse zuge...	Yes	Active

Filter by subscribed interests

to add recipients to bulk mails (serial letters)

- The contacts/companies are filtered using “Interest (subscribed)” or other properties or indicators. This means that newly created contacts/companies are also included in the results.
- The filters can be saved.
- The basic functionality “Create dashlet” can be used,
 - to use a filter individually on the My Dashboard,
 - to share it in individual cases or
 - to have the dashlet published in the DashletStore if necessary.
- With the serial actions, the contacts/companies of the current result (which was filtered for) can be transferred to the respective bulk mail, serial letter, etc. as recipients. Inactive contacts/companies are not added as recipients.

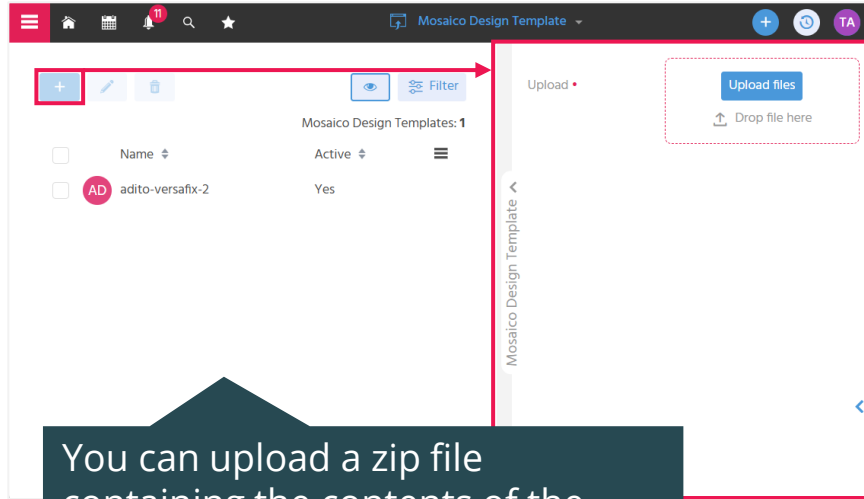


Mosaico Content

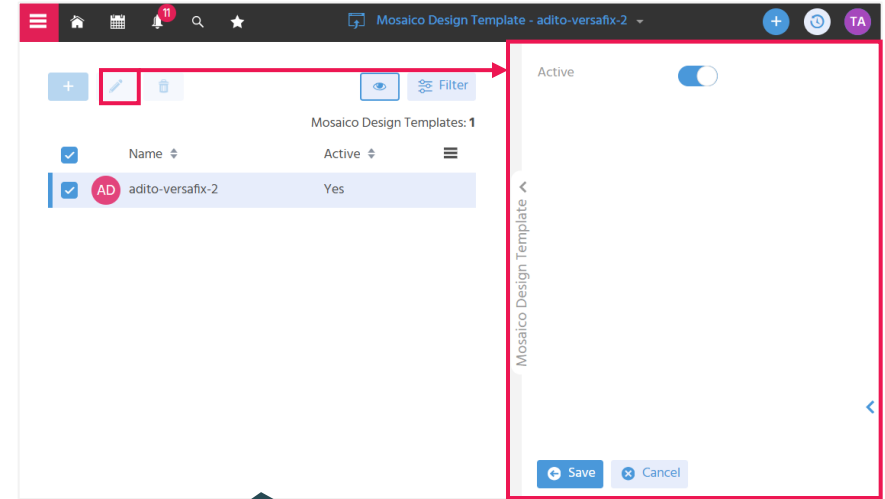
Overview

- The HTML editor Mosaico is integrated in ADITO: Context “Mosaico”
- HTML files can be created, edited, copied and used by different users in ADITO.
- When you create a bulk mail, you can select Mosaico content of the “template” type as content or a design template. You then create the content afterwards.
- The HTML can be created as a document template (e.g. for landing pages).
- The weblinks and personalization variables created in ADITO are available as a selection in Mosaico when creating the content.
- Mosaico templates can be exported and imported.

Excursus Mosaico Design Template



You can upload a zip file containing the contents of the design template. Please clarify the details with your project manager.



In edit mode, you can activate or deactivate a design template. An inactive design template is not available when creating Mosaico content or bulk mails.



[MOSAICO: Einführung in das Design Template Customizing | Wissen | Neon Prod.](#)

Mosaico Content

Create new mosaico content



If necessary, define a standard to be used as a basis for the name and information in the "Description" field.

Mosaico Content <

Name •	! Name
Mosaico Content-template •	! Mosaico Content-template ▼
Design-Template •	! Design-Template ▼
Type •	! Type ▼
Language •	German ▼
Description	Description

Here you can select Mosaico content of the type "Template".

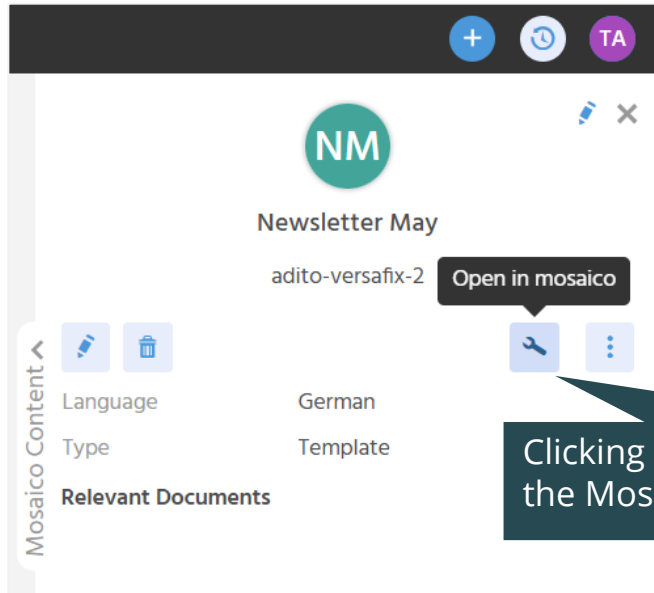
Select only the Design template and build the content from scratch afterwards.

Choose between the types "Template" or "Landingpage".

Language in which you create the Mosaico content.

Mosaico Content

Open in mosaico



273 x 150

176 x 130

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia.

BUTTON

BUTTON

300 x 170

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

BUTTON

BUTTON

564 x 150

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia.

BUTTON

BUTTON

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia.

176 x 90

176 x 90

176 x 90

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

BUTTON

BUTTON

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

BUTTON

BUTTON

Title

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

BUTTON

BUTTON

273 x 100

273 x 100

[Zur Websicht](#)

Drop here blocks from the "Blocks" tab

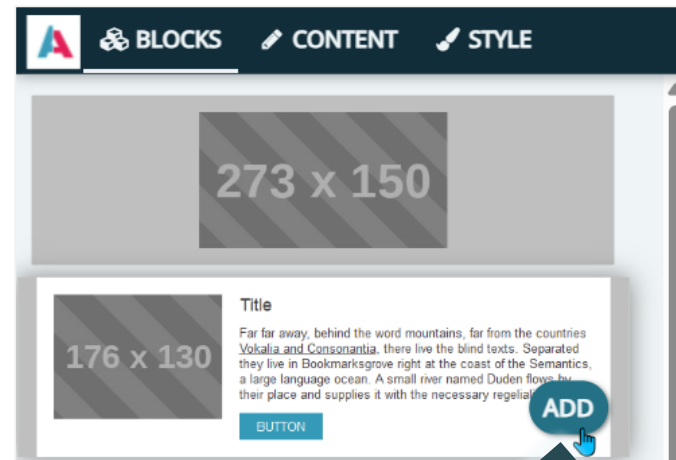
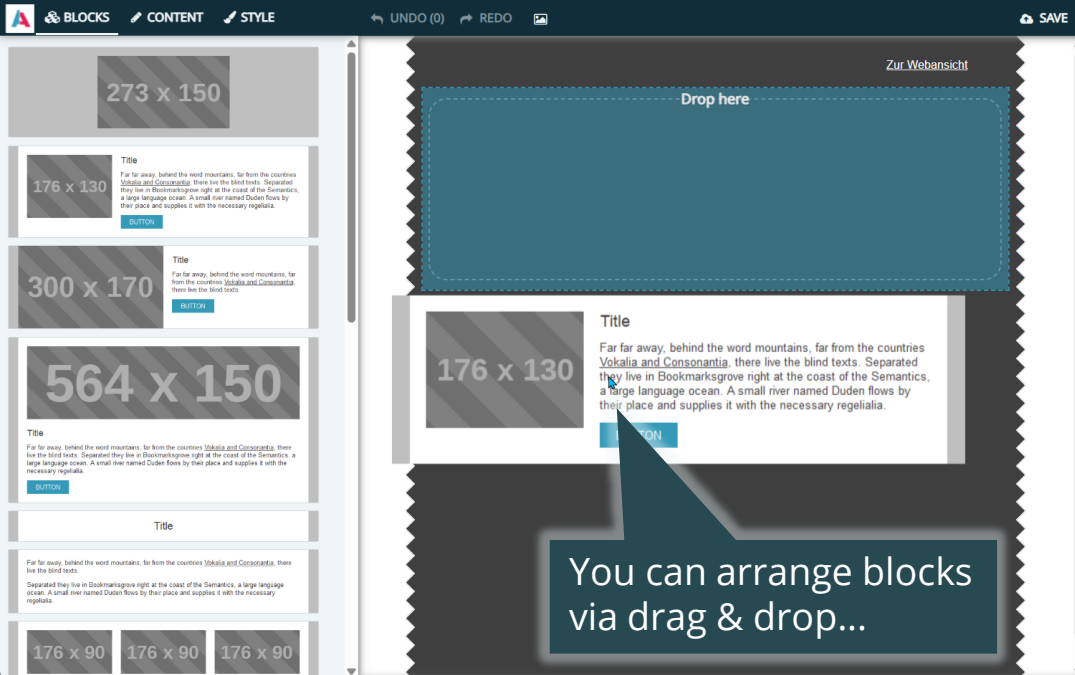
E-Mail wurde gesendet an (@email@)

[Abmelden](#)

The changes are saved in ADITO with "Save".

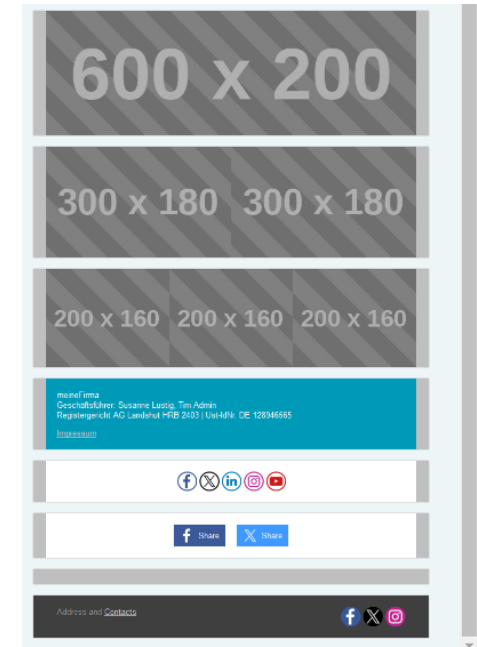
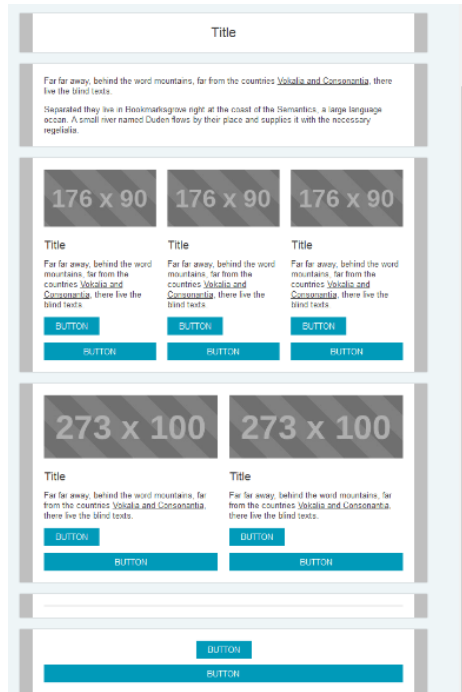
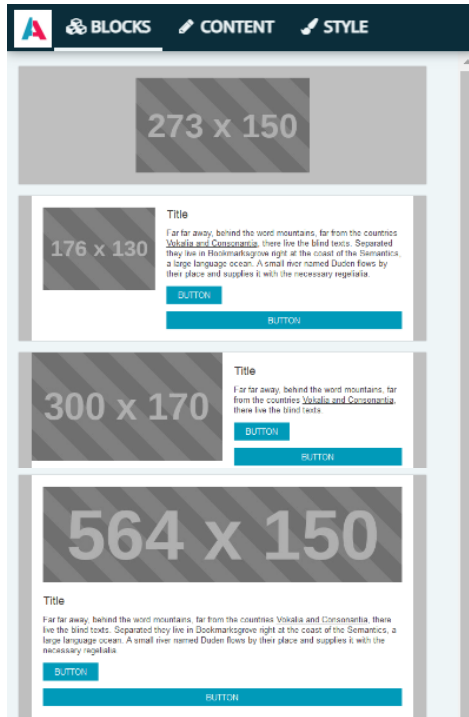
✓ Successfully saved.

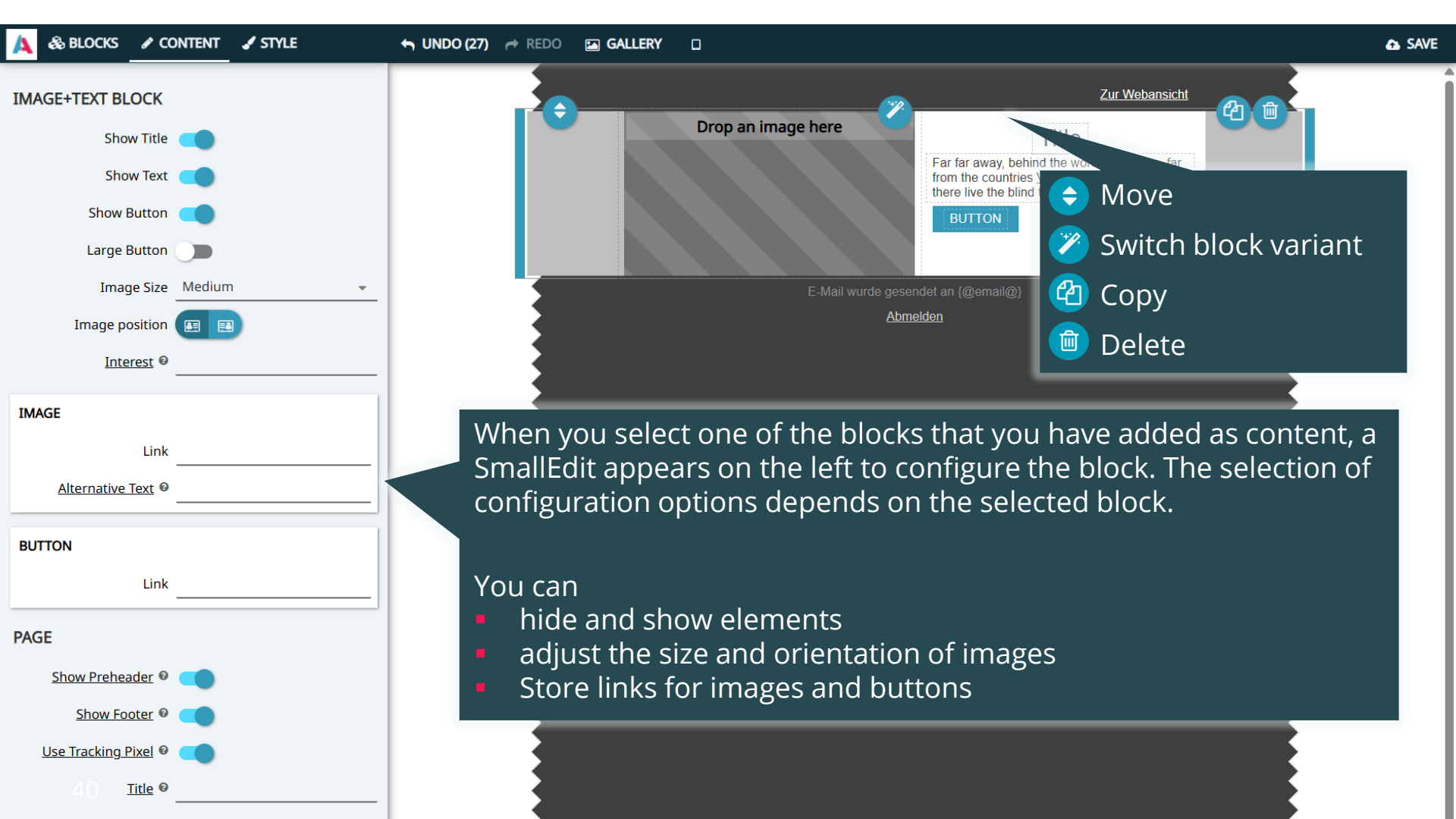
- If you used a **Mosaico content template** when creating the Mosaico content, the content configured in the template will be displayed when you open the Mosaico content.
- If you used a Design template when creating the Mosaico content, no content will be displayed when you open the Mosaico content. The blocks configured in the Design template are available for selection.



Create Mosaico content

Selection of predefined blocks with responsive layout





IMAGE+TEXT BLOCK

Show Title ☒

Show Text ☒

Show Button ☒

Large Button ☐

Image Size Medium

Image position  

Interest 

IMAGE

Link

Alternative Text 

BUTTON

Link

PAGE

Show Preheader  ☒

Show Footer  ☒

Use Tracking Pixel  ☒

40 Title 

Zur Webansicht

Drop an image here

Far far away, behind the world
from the countries
there live the blind

BUTTON

E-Mail wurde gesendet an (@email@)

Abmelden

-  Move
-  Switch block variant
-  Copy
-  Delete

When you select one of the blocks that you have added as content, a SmallEdit appears on the left to configure the block. The selection of configuration options depends on the selected block.

You can

- hide and show elements
- adjust the size and orientation of images
- Store links for images and buttons


BLOCKS
CONTENT
STYLE
UNDO (9)
REDO

SAVE

TITLE

Interest ⓘ Newsletter ▼

PAGE

Show Preheader ⓘ ☒

Show Footer ⓘ ☒

Use Tracking Pixel ⓘ ☒

Title ⓘ Newsletter

Zur Webansicht

Newsletter



If you specify an interest in a block, that block will only be sent to recipients who have subscribed to that interest.

The “**PAGE**” area is displayed for each block. Adjustments in this area are also displayed in all other blocks because these are general settings.

PREHEADER BLOCK

Interest ?PreHeader Text ?

Newsletter Sommer Sonne

Enter an alternative text for the preheader

This text will be shown on some email clients as a preview of the email contents.

[Zur Webansicht](#)

PAGE

Show Preheader ?Show Footer ?Use Tracking Pixel ?Title ?

Newsletter

Preheader block is the first one on the top of the page. It contains web version link or a preheader text that will be shown as a preview on some email clients.

Display e.g. in Outlook:

Without alternative preheader textnewsletter@mailing.de
meineFirma Newsletter
Zur Webansicht

13:50

With alternative preheader textnewsletter@mailing.de
meineFirma Newsletter
Newsletter Sommer Sonne

25.04.2023


BLOCKS
CONTENT
STYLE
UNDO (12)
REDO
SAVE

UNSUBSCRIBE BLOCK

Interest 

PAGE

Show Preheader  ☒

Show Footer  ☒

Use Tracking Pixel  ☒

Title  Newsletter







 Share
 Share

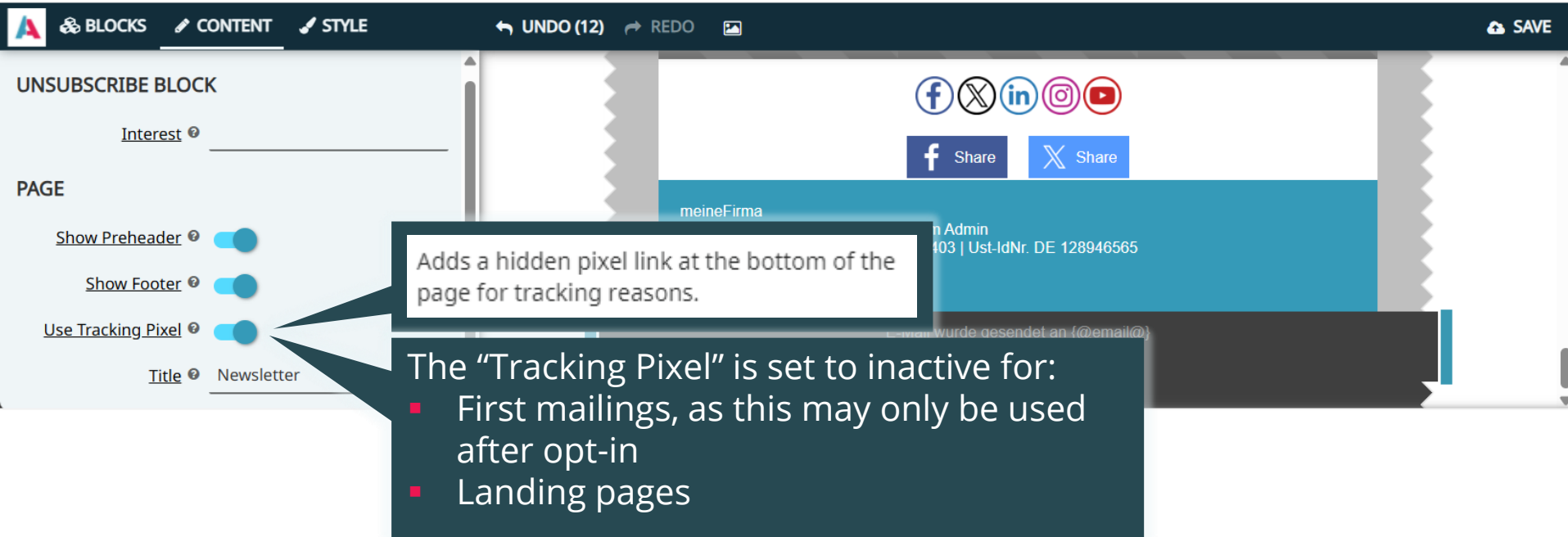
Susanne Lustig, Tim Admin
G Landshut HRB 2403 | Ust-IdNr. DE 128946565

E-Mail wurde gesendet an {email@}

[Abmelden](#)

Hides or shows the footer.

Footer block is the last one at the bottom of the page. It contains an unsubscribe link.



UNSUBSCRIBE BLOCK

Interest 

PAGE

Show Preheader  ☒

Show Footer  ☒

Use Tracking Pixel  ☐

Title  Newsletter

meineFirma

h Admin
103 | Ust-IdNr. DE 128946565

wurde gesendet an {email@}

Adds a hidden pixel link at the bottom of the page for tracking reasons.

The "Tracking Pixel" is set to inactive for:

- First mailings, as this may only be used after opt-in
- Landing pages

[Zur Webansicht](#)

Newsletter



This text will be shown as title in the browser.

Title ? Newsletter

Display in browser:



Social Blocks

BIG SOCIAL BLOCK

Icon Version:      

Icon Size: **SMALL** **BIG**

Facebook: ☒

Facebook Link: {@facebook@}

X / Twitter: ☒

X / Twitter Link: {@twitter@}

Google+: ☐

Website: ☐

Whatsapp: ☐

Telegram: ☐

LinkedIn: ☒

LinkedIn Link: {@linkedin@}

Pinterest: ☐

Flickr: ☐

Vimeo: ☐

Instagram: ☒

Instagram Link: {@instagram@}

YouTube: ☒

YouTube Link: {@youtube@}

TikTok: ☐

Weblink Configuration Table:

☐	URL	LINKART	PLATZHALTER
☐	IN https://www.instagram.com/adito_crm/	E-Mail	{@instagram@}
☐	LI https://www.linkedin.com/company/adito-software-gmbh	E-Mail	{@linkedin@}
☐	YO https://www.youtube.com/user/aditosoftware	E-Mail	{@youtube@}
☐	XI https://www.xing.com/pages/aditosoftwaregmbh	E-Mail	{@xing@}
☐	FA https://www.facebook.com/ADITO.CRM/	E-Mail	{@facebook@}

Final Social Block Preview:

Logo icons:     

Footer: © 2023 Adito Software GmbH. Alle Rechte vorbehalten. | Impressum

For the social blocks, you can configure which social media icons are displayed in the block. There you also enter the placeholders for the links created in the "Weblink" context. Usually, the "social block" is defined once and can then be easily added.



Customization of layout options and other properties

Colors and fonts can be set according to the CI.

[Zur Webansicht](#)

[Newsletter](#)

Drop an image here

w564

ne - meineFirma News

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

BUTTON

E-Mail wurde gesendet an { @email@ }

[Abmelden](#)

MAIN STYLE

External Background #bfbfbf

Background Color #ffffff

AaZz TITLE

Font Arial

Color #009AB9

Size 18

Alignment Left

Decoration None

Transformation None

Bold None

Italic None

AaZz PARAGRAPH

Font Arial

Color #3f3f3f

Size 13

Line Height 1X 1.5X 2X

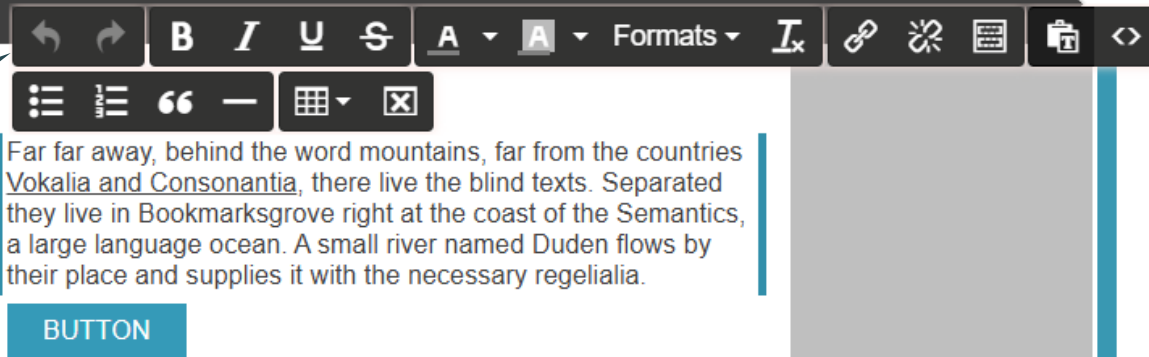
Alignment Left

Link Color #3f3f3f

Text formatting

Individual formatting within text blocks

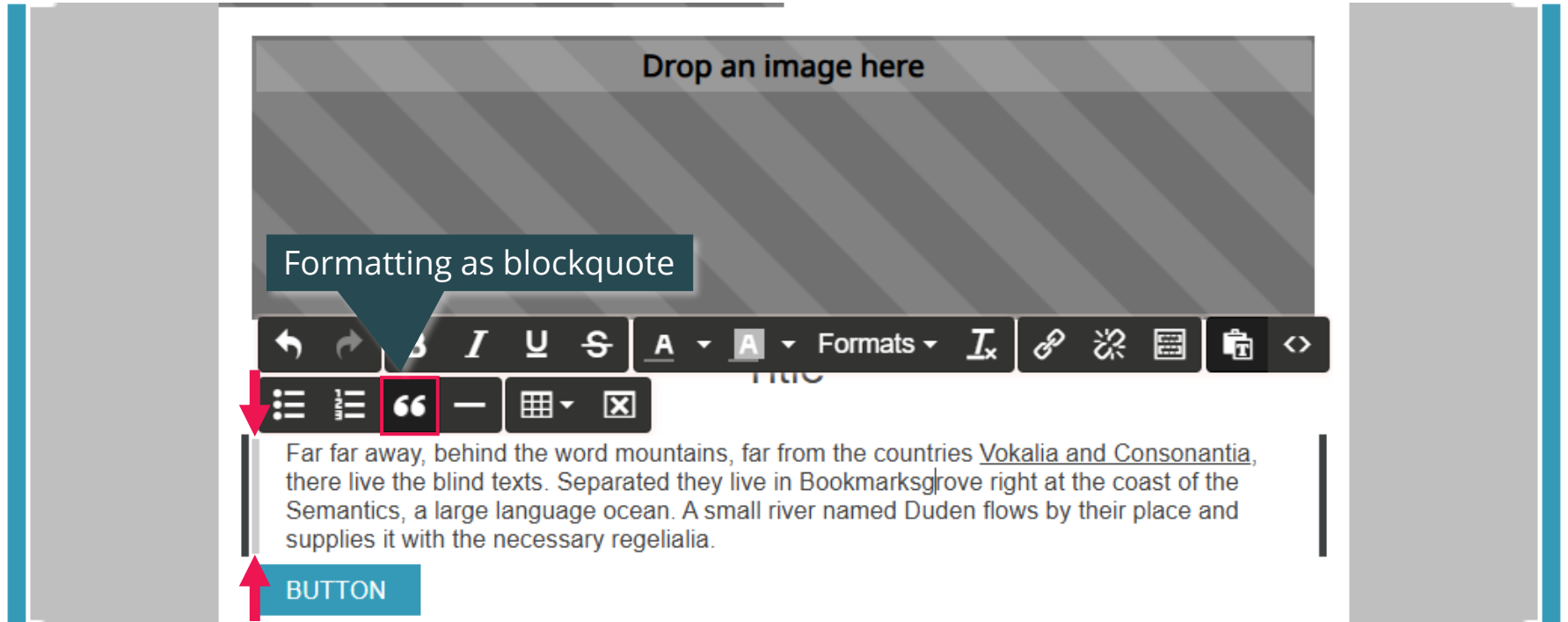
"Undo" and 'Redo', within the text editing in the individual block.



The screenshot displays a text editor interface. At the top, a dark toolbar contains various icons for text manipulation. The first row includes 'Undo' (left arrow), 'Redo' (right arrow), 'Bold' (B), 'Italic' (I), 'Underline' (U), 'Strikethrough' (ABC), 'Text Color' (A with a color swatch), 'Background Color' (A with a color swatch), 'Formats' (dropdown), 'Text Size' (Tx), 'Link' (chain), 'Unlink' (broken chain), 'Table' (grid), 'Image' (picture), and 'Fullscreen' (double arrows). The second row includes 'List' (three dots), 'List' (three horizontal lines), 'Quote' (double quote), 'Text Color' (A with a color swatch), 'Table' (grid), and 'Image' (picture). Below the toolbar, a text block contains the following text: "Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia." Below the text block, there is a blue button labeled "BUTTON".

Create content

Formatting: Blockquote



The screenshot shows a rich text editor interface. At the top, a grey box contains the text "Drop an image here". Below this is a dark toolbar with various icons. A callout box labeled "Formatting as blockquote" points to the double quote icon in the toolbar. A red arrow points to the same icon. Below the toolbar, a text block is shown with a grey background and a vertical line on the left, indicating it is a blockquote. The text inside the blockquote is: "Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia." A red arrow points to a blue button labeled "BUTTON" at the bottom left of the text block.

Drop an image here

Formatting as blockquote

↩ ↪ ↶ ↷ *I* U ~~S~~ A A Formats *I*_x 🔗 ✖ 📄 📁 <>

☰ ☷ “ — 📊 ✕

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

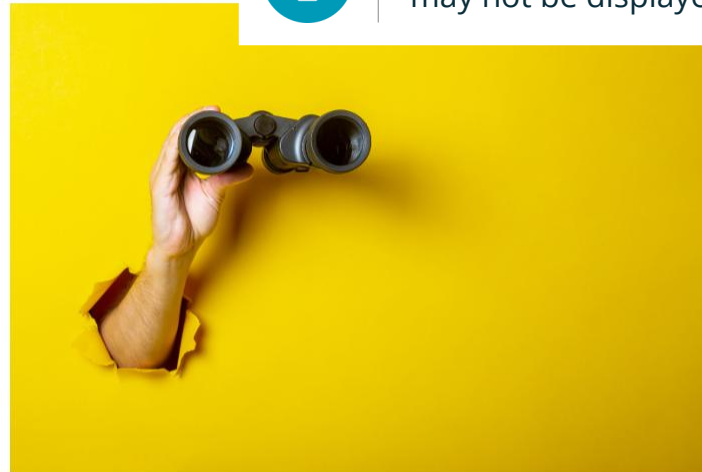
BUTTON

Shows the live preview on the right-hand side.



Note the zoom factor in the browser, the button may not be displayed if the zoom is too high.

meineFirma



Sommer, Sonne - meineFirma News

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

BUTTON

Sommer, Sonne - meineFirma News

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

BUTTON

meineFirma
Geschäftsführer: Susanne Lustig, Tim Admin
Registergericht AG Landshut HRB 2403 |
Ust-IdNr. DE 128946565

[Impressum](#)



E-Mail wurde gesendet an: (@email@)

Display for desktop, tablet or smartphone

Placeholder

Inserting placeholders

1. place the cursor at the position where the placeholder is to be inserted.

2. click the "Insert placeholder" button to open the following dialog.



Placeholder: Personalized letter salutation

Inserting personalization placeholders

Insert placeholder

Placeholder Letter salutation ▾

{@letterSalutation@}

Sehr geehrter Herr Admin

Preview of the content mapped by personalization placeholders.

Ok Cancel

Selection of possible personalization placeholders:
„Letter salutation“ and „Letter salutation 2“

Display of the placeholder

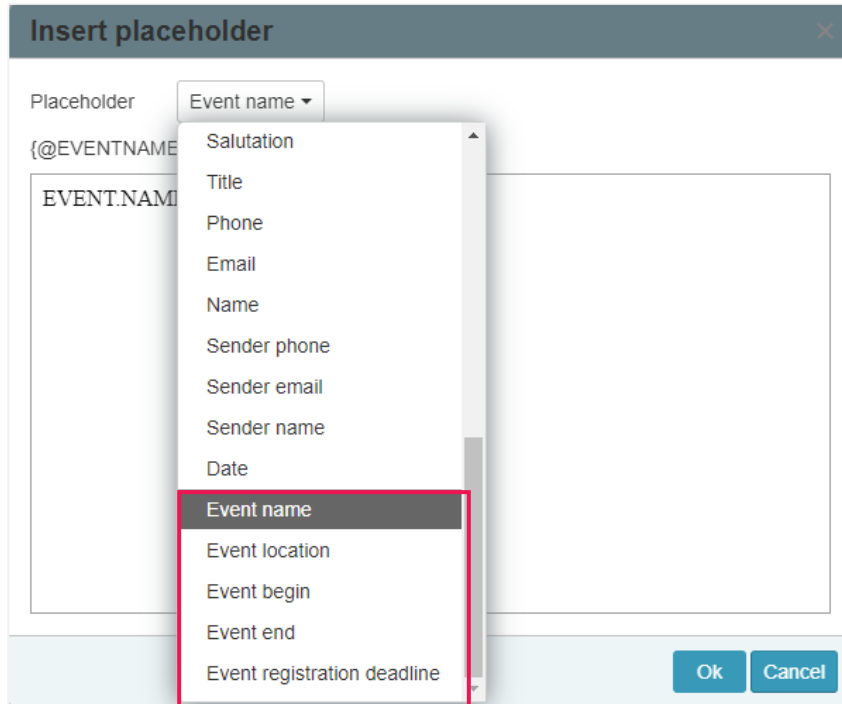
{@letterSalutation@},

Selected placeholder is displayed in the text.

Separated they live in Bookmarks ocean. A small river named Duder regelialia.

Placeholder: Event

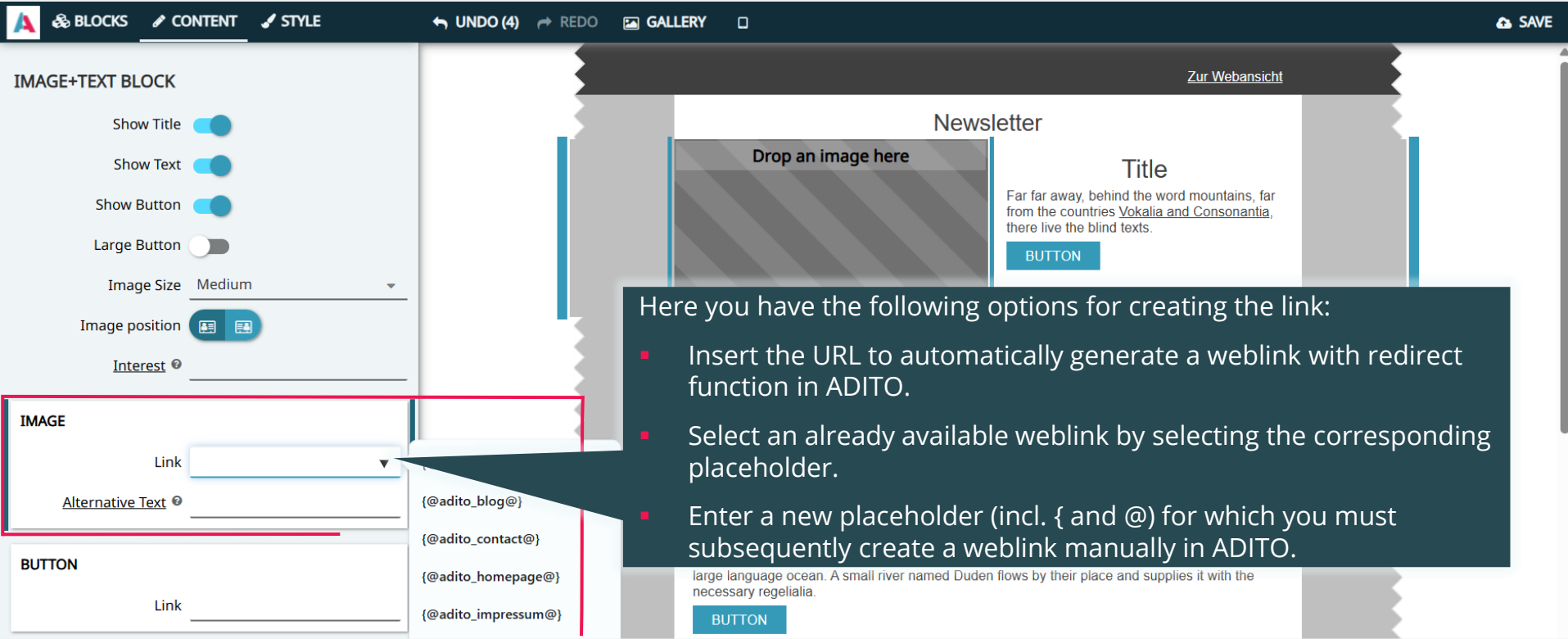
Inserting event placeholders



1. the placeholders are inserted in the Mosaico template.
2. the Mosaico template is transferred to a bulk mail with "Place of use: Event".
3. the bulk mail is created as a message in the event
4. when the bulk mail is sent, the placeholders are filled with the event information.

Integration of weblinks

Images



The screenshot shows the ADITO editor interface. The top navigation bar includes 'BLOCKS', 'CONTENT', and 'STYLE' tabs, along with 'UNDO (4)', 'REDO', 'GALLERY', and 'SAVE' icons. The left sidebar displays the 'IMAGE+TEXT BLOCK' settings, which include toggle switches for 'Show Title', 'Show Text', and 'Show Button', a 'Large Button' toggle, an 'Image Size' dropdown set to 'Medium', an 'Image position' selector, and an 'Interest' field. Below these settings are two sections: 'IMAGE' and 'BUTTON'. The 'IMAGE' section has a 'Link' dropdown menu and an 'Alternative Text' field. The 'BUTTON' section has a 'Link' field. A red box highlights the 'IMAGE' section, and a red arrow points from the 'Link' dropdown to a list of available weblinks: '@adito_blog@', '@adito_contact@', '@adito_homepage@', and '@adito_impressum@'. The main workspace shows a 'Newsletter' block with a placeholder for an image and a 'Title' field. A dark blue overlay box contains text and a list of options for creating the link.

IMAGE+TEXT BLOCK

- Show Title ☒
- Show Text ☒
- Show Button ☒
- Large Button ☐
- Image Size Medium
- Image position ☒
- Interest

IMAGE

Link

Alternative Text

BUTTON

Link

Here you have the following options for creating the link:

- Insert the URL to automatically generate a weblink with redirect function in ADITO.
- Select an already available weblink by selecting the corresponding placeholder.
- Enter a new placeholder (incl. { and @) for which you must subsequently create a weblink manually in ADITO.

large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia.

Integration of weblinks

Buttons



The screenshot shows the ADITO editor interface. On the left, the 'IMAGE+TEXT BLOCK' settings are visible, including toggles for 'Show Title', 'Show Text', and 'Show Button', a 'Large Button' toggle, 'Image Size' (Medium), 'Image position' (Left/Right), and an 'Interest' field. Below these are sections for 'IMAGE' (with 'Link' and 'Alternative Text' fields) and 'BUTTON' (with a 'Link' field). The main workspace shows a button placeholder with the text 'Drop an image here' and a title 'Title'. A text editor is open on the button, showing the text 'Far far away, behind the word mountains from the countries Vokalia and Consonantia the' and a toolbar with formatting options. A blue button labeled 'BUTTON' is visible below the text editor.

ATTENTION: As the name of the button is entered using the text editor, the link functions are also available here. **We recommend that you do not use them here**, as this changes the font color. Always enter the link in the "Button" content area.

The name of the button is entered here.

Here you have the following options for creating the link:

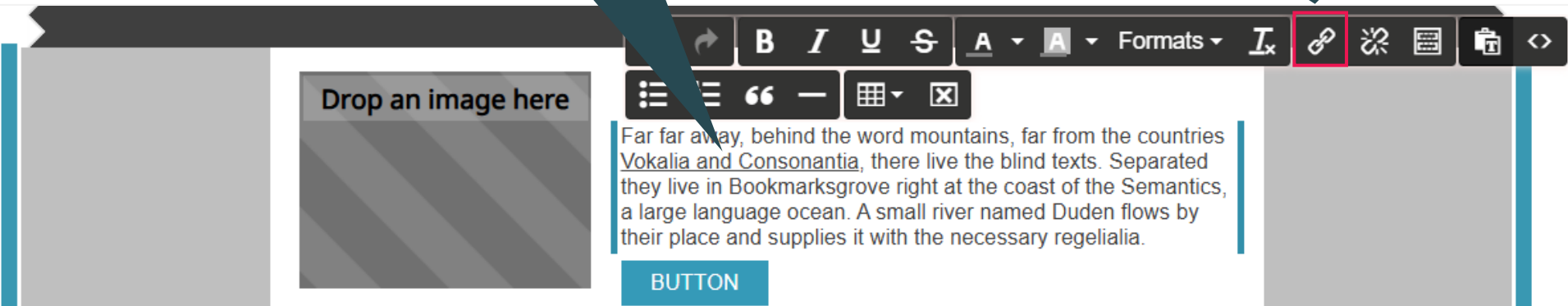
- Insert the URL to automatically generate a weblink with redirect function in ADITO.
- Select an already available weblink by selecting the corresponding placeholder.
- Enter a new placeholder (incl. { and @) for which you must subsequently create a weblink manually in ADITO..

Integration of weblinks

Text

1. Select the text to be linked

2. Click the "Insert/edit link" button to open the following dialog.

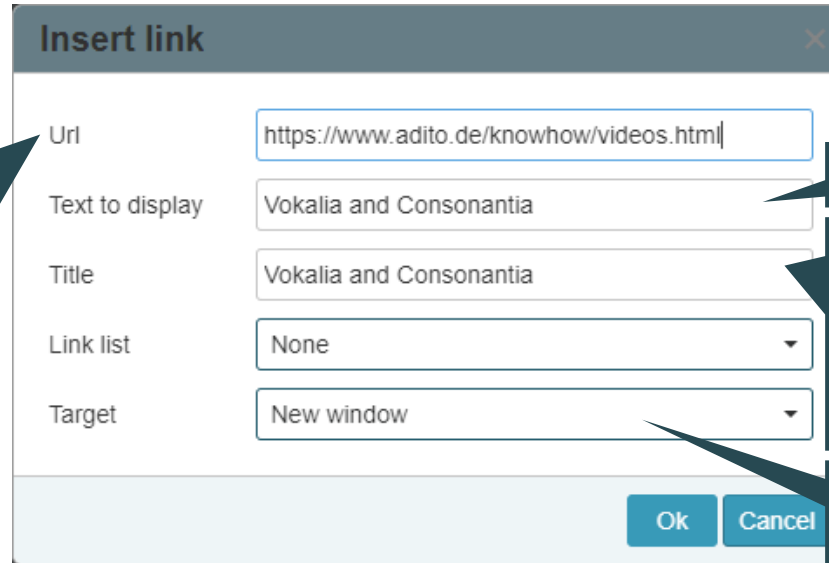


The screenshot shows a rich text editor interface. On the left, there is a placeholder for an image with the text "Drop an image here". In the center, there is a text area containing the following text: "Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia." The text "Vokalia and Consonantia" is underlined. Below the text area is a blue button labeled "BUTTON". Above the text area is a toolbar with various formatting options: a link icon (a chain link), a list icon, a quote icon, a table icon, and a link icon. The link icon in the toolbar is highlighted with a red square. The toolbar also includes buttons for bold (B), italic (I), underline (U), strikethrough (ABC), text color (A), background color (A), and a "Formats" dropdown menu.

Integration of weblinks

Text – Weblink is automatically created in the “Weblink” context

Insert the URL to automatically generate a weblink with redirect function in ADITO.



Insert link

Url:

Text to display:

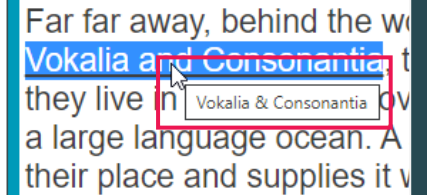
Title:

Link list:

Target:

Ok Cancel

Marked text



Far far away, behind the w
Vokalia and Consonantia t
they live in
a large language ocean. A
their place and supplies it v

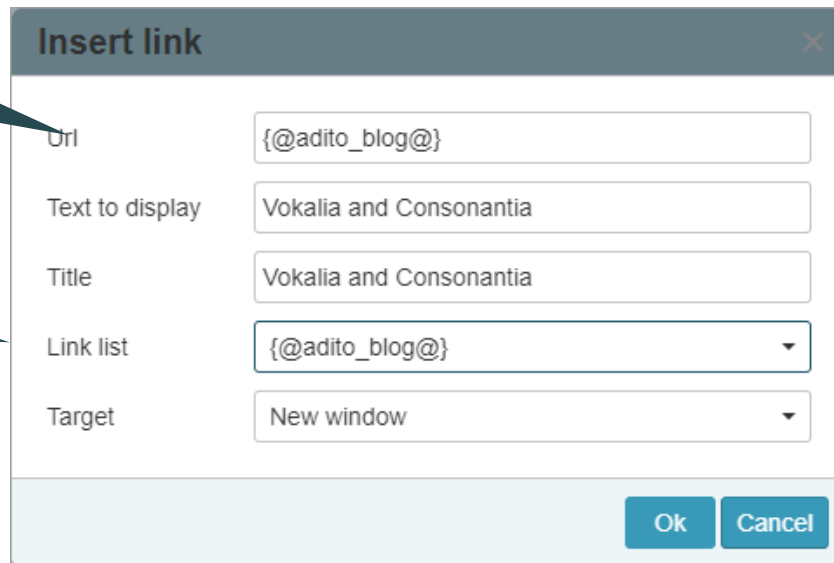
Selection of the target page handling

Integration of weblinks

Text – Weblink was created in advance in the context “Weblink”

2. Is automatically inserted as soon as the selection is made in the “Link list” field

1. Selection of the weblinks available in ADITO in the context weblink



The screenshot shows a dialog box titled "Insert link" with a close button (X) in the top right corner. It contains five input fields and two buttons at the bottom:

- Url:** A text input field containing the placeholder text "{@adito_blog@".
- Text to display:** A text input field containing the text "Vokalia and Consonantia".
- Title:** A text input field containing the text "Vokalia and Consonantia".
- Link list:** A dropdown menu with a blue border and a downward arrow, containing the placeholder text "{@adito_blog@".
- Target:** A dropdown menu with a downward arrow, containing the text "New window".
- Buttons:** "Ok" and "Cancel" buttons at the bottom right.

Two callout boxes are present:

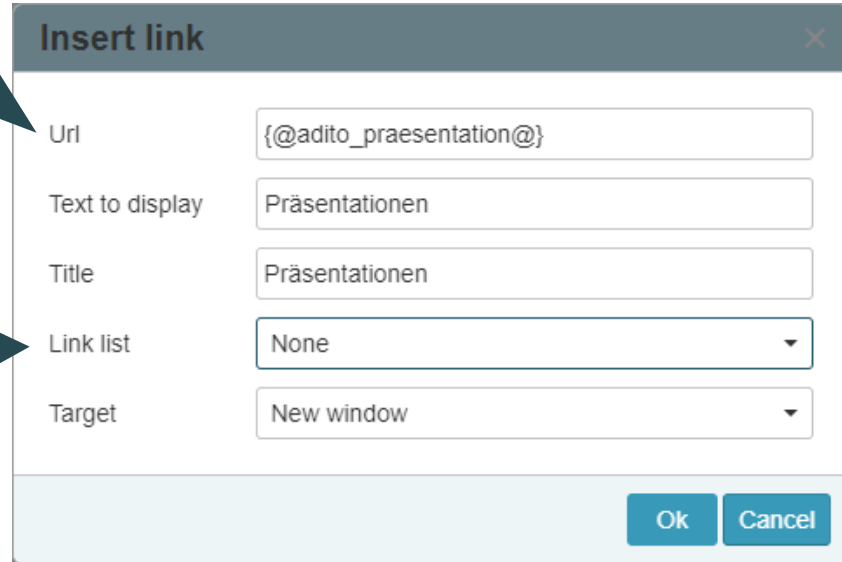
- A callout box on the left points to the "Link list" dropdown, containing the text: "1. Selection of the weblinks available in ADITO in the context weblink".
- A callout box on the left points to the "Url" text field, containing the text: "2. Is automatically inserted as soon as the selection is made in the “Link list” field".

Integration of weblinks

Text – Weblink is then created in the “Weblink” context

1. The placeholder for the weblink can be entered manually here (incl. {@...@}). This means that the weblink does not have to be created in the system in advance, but can be created later.

2. Selection remains at “None” and is automatically set by the system as soon as the link is created in the “Weblink” context.



The "Insert link" dialog box contains the following fields and options:

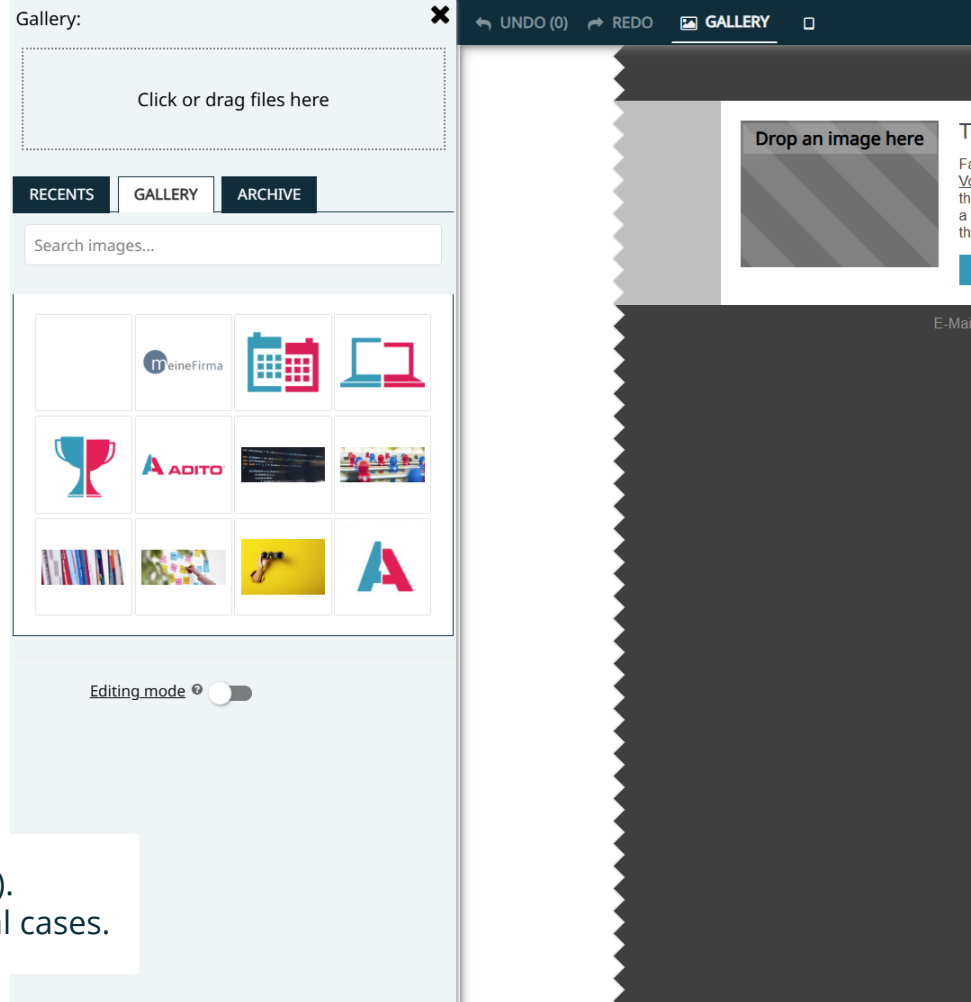
Field	Value
Url	{@adito_praesentation@}
Text to display	Präsentationen
Title	Präsentationen
Link list	None
Target	New window

Buttons: Ok, Cancel

Integration of images

Insert images

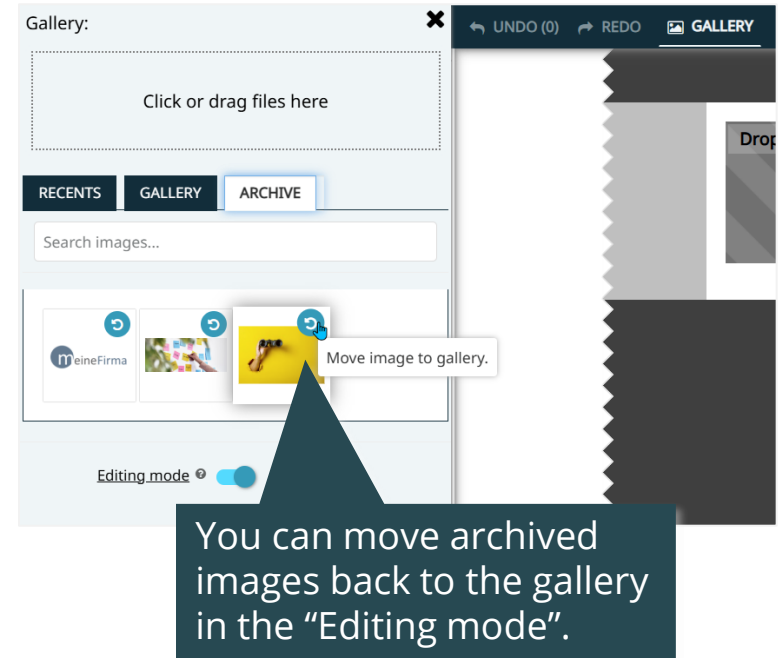
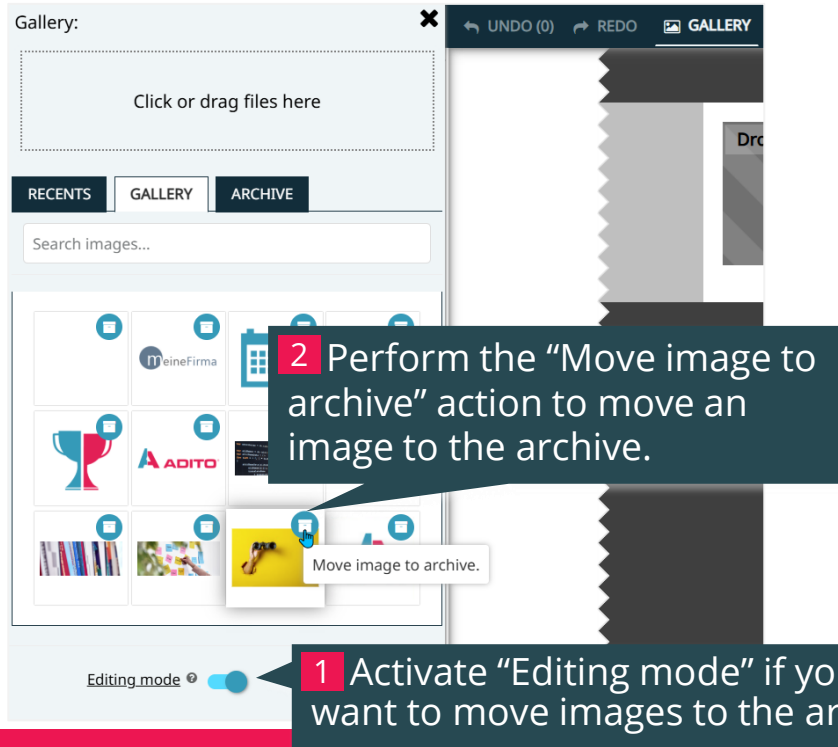
- Upload images/graphics by click or drag 'n' drop
- Placement of images in the content with drag 'n' drop
- Automatic scaling



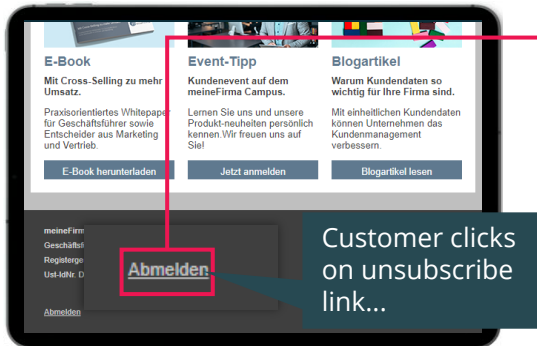
Images cannot be deleted (only with great effort).
Images should only be overwritten in exceptional cases.

Integration of images

Archive images



Excursus: Newsletter unsubscribe



Customer clicks on unsubscribe link...

...and is redirected to the landing page



The unsubscribe link is a weblink with the URL of the landing page and redirect functionality and triggers the workflow.

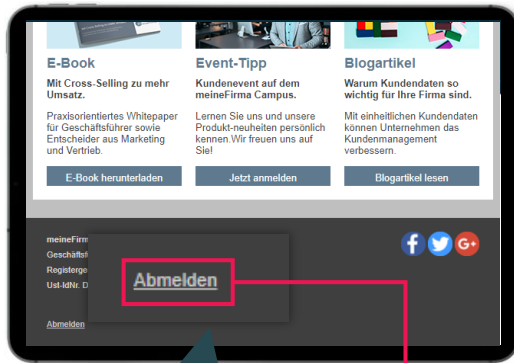
The "Unsubscribe" workflow sets a defined interest in the contact to "not subscribed" and the advertising opt-out for the "email" channel.



As it is defined that a contact must have given their permission for bulk mails to be sent for newsletters in the interest, two cases can occur.

- The contact is still included as a recipient of the newsletter in the upcoming bulk mail, but is now marked as an invalid recipient.
- The contact is not a recipient in a bulk mail and can no longer be added to bulk mails in which this interest is stored via the bulk mail action.

Excursus: Newsletter unsubscribe

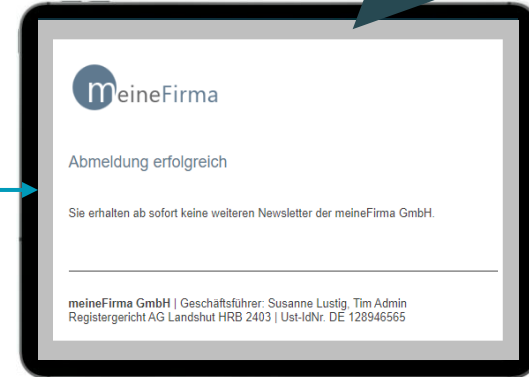


Customer clicks on unsubscribe link...

The unsubscribe link is a weblink with the **URL of the landing page** and **redirect functionality and triggers the workflow**.



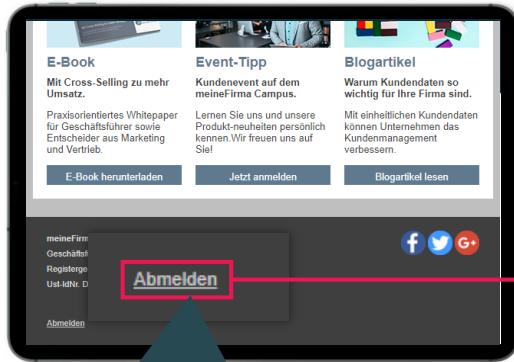
...and is redirected to the landing page



The workflow sets a defined interest to "not subscribed" and the advertising opt-out for the "email" channel.



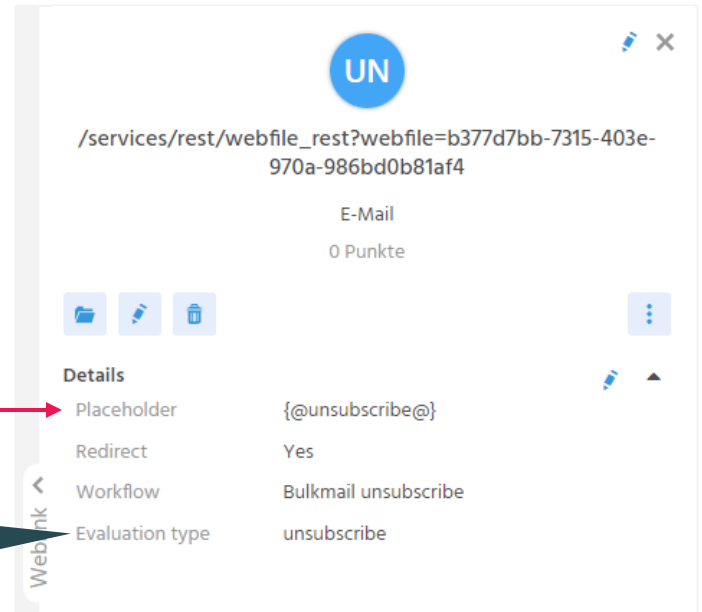
Excursus: Newsletter unsubscribe



The unsubscribe link is integrated with the placeholder.

"Unsubscribe" is selected as the 'Evaluation type' so that the clicks can be clearly assigned to the unsubscribe and this is displayed in the dashboard, for example.

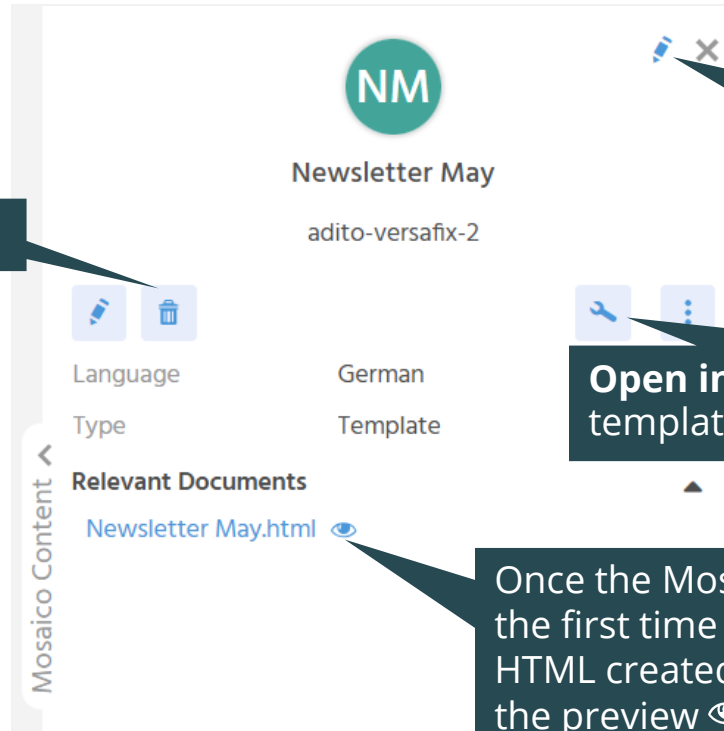
The unsubscribe link is a weblink with the URL of the landing page and redirect functionality and triggers the workflow.



Mosaico Content

Preview

Delete  the template



Rename : change the name of the template.

Open in Mosaico : here you open the template directly in the Mosaico editor.

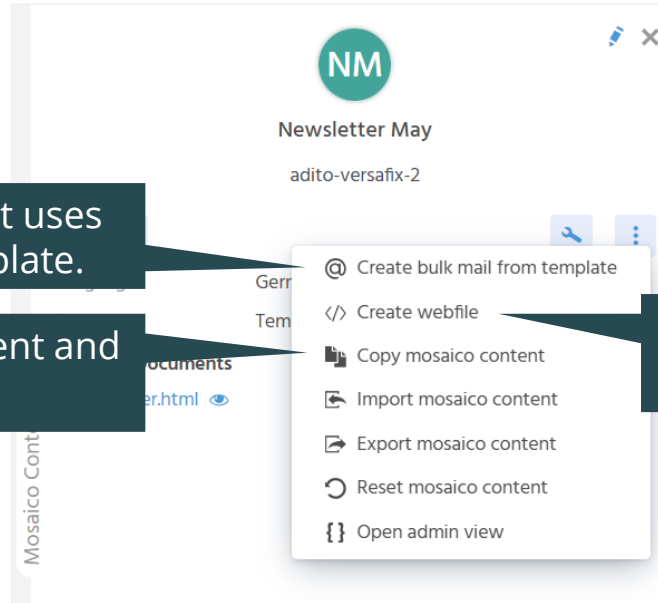
Once the Mosaico editor has been opened for the first time and content has been saved, the HTML created is displayed here. You can open the preview  and download the document.

Mosaico Content

Preview

A **bulk mail** is created that uses this Mosaico content template.

Copies the Mosaico content and the associated HTML file.



Save HTML as a webfile (e.g. to create a landing page)

Mosaico Content

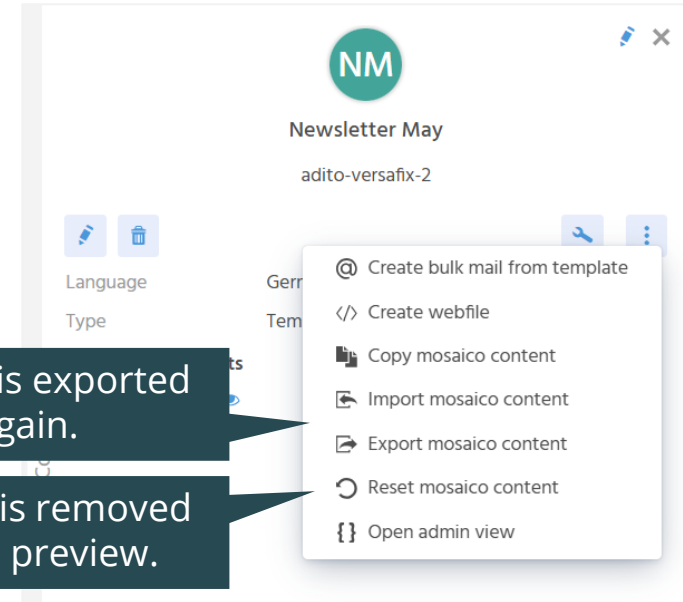
Preview

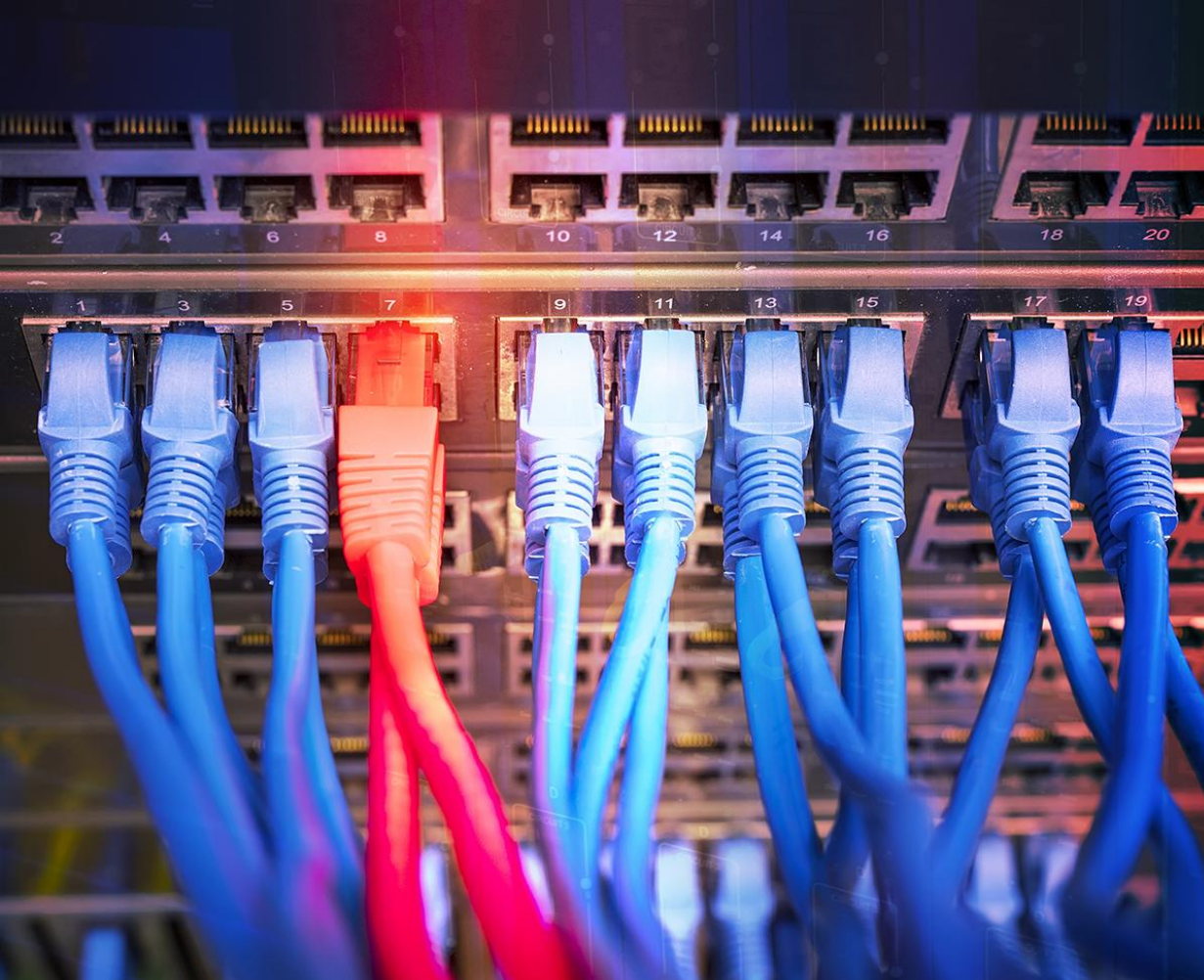


The actions described are not intended for daily use, but export and import, e.g., to temporarily store templates outside of ADITO when a transfer from the test system to the production system is to take place.

The Mosaico template is exported and can be imported again.

Deletes the content in Mosaico. The HTML is removed from the "Relevant Documents" area in the preview.





Weblink

Overview

The “Weblinks” context is used to analyze and create weblinks.

- The weblinks can be used in **emails** or originate from **web tracking** with active website recognition (e.g. Lead Lab).
 - Links for emails are generated automatically or created manually.
It is also possible to control whether links should be tracked or not. Trackable links with redirect functionality can be used, for example, in registration/unsubscription processes etc.
 - Links from web tracking are imported via an interface.
- Links can also be assigned **tags** and a **point score** for analysis.
- A click log makes it possible to see who opened the link, when and with which device, etc.
- Clicks caused by virus scanners, for example, are not counted as user interaction

Automatically generated and trackable

In order to easily enter and track links in the content (of a newsletter etc.), these are automatically created in the context “Weblinks” with the **type “Email (autogenerated)”** .

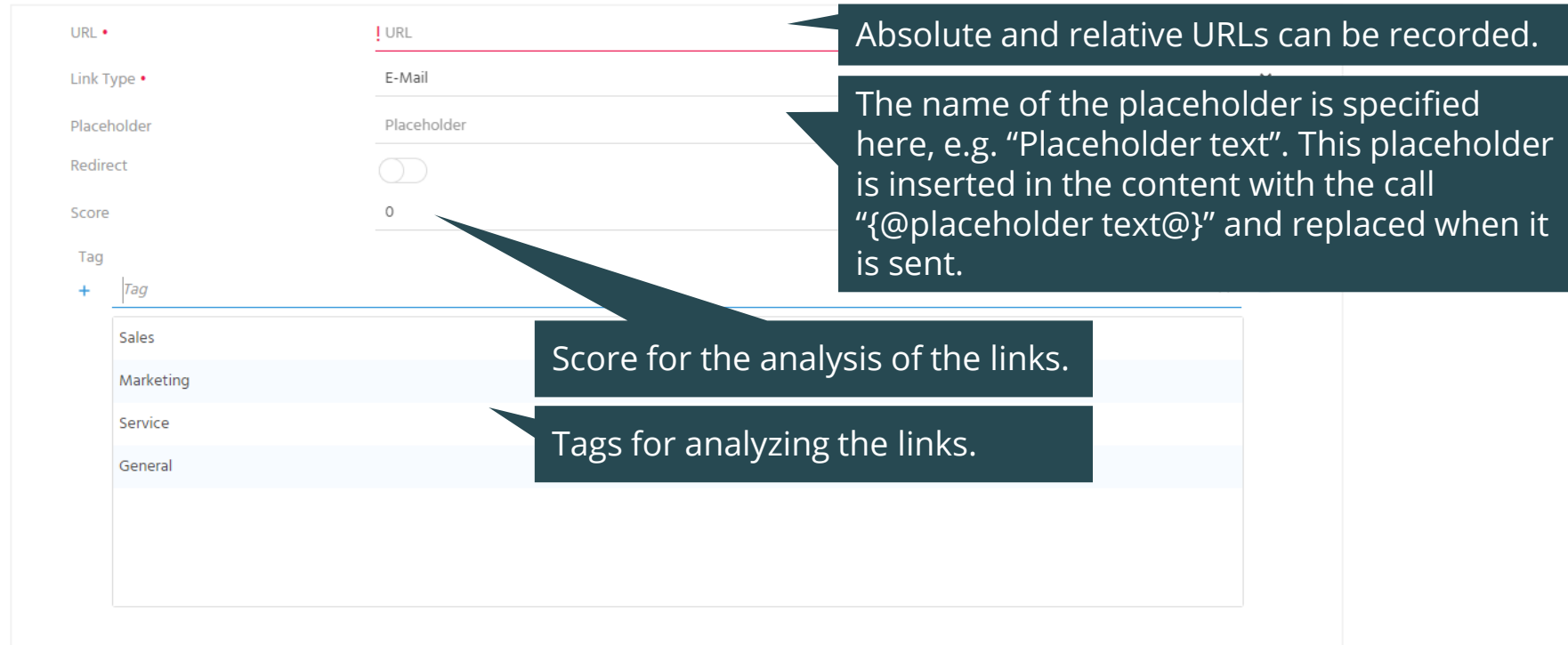
- They are created in Mosaico by entering the URL for the link and saving the Mosaico template. [Creation of this weblink type see slides for weblink integration in Mosaico](#)
- The link is generated in the context “Weblink” and receives a placeholder {@ID@}, the redirect function is active and the evaluation type is “default”. Tags and points can be subsequently entered for the link. This means that the link with the placeholder is integrated into the content and can be analyzed.
- If the same URL is used again, duplicate links are prevented.
- If the link should/may not be trackable, the redirect function can subsequently be set to inactive (e.g. in DOI mailings).
- If the link is removed from the content before the mail is sent, it can also be deleted in the “Weblink” context. If it is only deleted in the “Weblink” context, it is automatically recreated as soon as the content is saved again in Mosaico. **Links should not be deleted after a mail has been sent** so that they are still available in the mailing.

Manual creation and trackable/non-trackable

Links, e.g. social media links that are integrated in the footer or links for mapping processes, can be created manually in advance as a weblink of the **type “E-mail”**.

- The creation takes place in the context “Weblink”
- A placeholder {@placeholder name@} is assigned to the link, the redirect function is activated/deactivated and the evaluation type is selected. Tags and points can be entered. The link is then available for selection in Mosaico using placeholders in order to integrate it into the content.
- If the same URL is used again, duplicate links are prevented.
- Whether or not the link is trackable or triggers follow-up actions can be defined.

Manual creation



The screenshot shows a form for manually creating a Weblink. The form includes fields for URL, Link Type, Placeholder, Redirect, Score, and Tag. A table at the bottom lists categories: Sales, Marketing, Service, and General. Callouts provide additional information about each field.

Field	Value / Option	Explanation
URL	! URL	Absolute and relative URLs can be recorded.
Link Type	E-Mail	
Placeholder	Placeholder	The name of the placeholder is specified here, e.g. "Placeholder text". This placeholder is inserted in the content with the call "{@placeholder text@}" and replaced when it is sent.
Redirect	☐	
Score	0	Score for the analysis of the links.
Tag	+ Tag	Tags for analyzing the links.

Sales
Marketing
Service
General

Redirect

URL •	! URL
Link Type •	E-Mail
Placeholder •	! Placeholder
Redirect	☒
Evaluation type •	! Evaluation type
Action	Action
Score	0
Tag	
+ Tag	

The Redirect indicator can be activated here. The link is masked by a webservice, which makes it possible to **track and evaluate** the links.

The evaluation type must be specified for weblinks with a redirect function:

- **Unsubscribe:** Evaluation of the unsubscribe links
- **Default:** for all other trackable weblinks
- **Ignore:** for the pixel link

Use case: **Opener pixel**

This weblink is used to obtain information on whether the newsletter has been opened when the images are reloaded. The information can be found per link in the "Clicks" tab, or can be viewed per bulk mail in the "Clicks" tab.

Redirect startet Workflow

URL •	! URL
Link Type •	E-Mail ▼
Placeholder •	! Placeholder
Redirect	☒
Evaluation type •	default
Action	Start workflow
Workflow	Workflow
Score	0
Tag	

Workflows are available for selection here, which are started accordingly when this link is clicked.

Use case: **Unsubscribe link**

This weblink is used to enable the recipient of a newsletter to unsubscribe from the newsletter.

Thus, the redirect of the link triggers the workflow that sets the status "Rejected" for the "E-mail" communication setting in the contact.

New creation: Redirect provides signal for workflow

URL •	! URL
Link Type •	E-Mail ▼
Placeholder •	! Placeholder
Redirect	☒
Evaluation type •	default
Action	Send <u>workflow signal</u>
Signal	Signal
Score	0
Tag	
+ Tag	▼ —

Here you can select signals that are forwarded to a workflow when this link is clicked.

Creation by import

Links that originate from web tracking, with active website recognition (e.g. Lead Lab), are imported via an interface and created in the context “Weblinks” with the **type “Web tracking”** .

- The link can be viewed in the “Weblink” context and tags and points can be subsequently recorded.
- It does not receive a placeholder or other functionalities (redirect function etc.)

Addition of a web link for a questionnaire

- **Anonymous questionnaires**

The URL that can be generated in the questionnaire (action “Copy questionnaire link”) can either be inserted in the “Weblink” context or used directly as a link in Mosaico.

- **Not anonymous questionnaires**

The URL is also generated from the questionnaire and contains the ContactID as a placeholder.



There are no additional placeholders for web links. Apart from the placeholder for the ContactID in the questionnaire, no other dynamic placeholders can be inserted into the URL.

FilterView

+

📁

✎

📄

Filter content...

👁️

Filter

📄

Weblinks: 53

☐	URL ↕	Placeholder ↕	Score ↕	Tags ↕	Last Click ↕	Edited on ↕	Editor
☐	▼ E-Mail (15)						
☐	/services/rest/webfile_rest?webfile=688c7f20-7553-48b9-af9f-a1622bf9cc5e	{@testkopie@}	25 Punkte			Sep 16, 2024, 2:14 PM	Admin
☐	/services/rest/webfile_rest?webfile=688c7f20-7553-48b9-af9f-a1622bf9cc5e	{@nurturing_datenschutz@}	25 Punkte	General		Sep 16, 2024, 2:09 PM	Admin
☐	/services/rest/webfile_rest?webfile=fc5f421d-31af-4269-adcf-4d69312b9911	{@nurturing_download@}	100 Punkte	Marketing	Jul 23, 2024, 8:49 AM	Sep 16, 2024, 2:09 PM	Admin
☐	/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	{@kundentag_landingpage@}	125 Punkte	Marketing	Aug 4, 2024, 7:59 PM	Sep 16, 2024, 2:09 PM	Admin
☐	/services/rest/webfile_rest?webfile=f84ab1e4-ba92-4707-81e9-fe4d639656e8	{@nurturing_optin@}	50 Punkte	Marketing	Aug 4, 2024, 2:49 PM	Sep 16, 2024, 2:08 PM	Admin
☐	/services/rest/webfile_rest?webfile=b377d7bb-7315-403e-970a-986bd0b81af4	{@unsubscribe@}	0 Punkte		Jul 30, 2024, 4:18 PM	Sep 16, 2024, 2:08 PM	Admin
☐	/services/rest/questionnaireLandingPage_rest?surveyid=d4e8b599-0a2c-4d0b-a05f-6af9fe9ab9c9	{@kundentag_umfrage@}	0 Punkte			Aug 6, 2024, 10:01 AM	Admin
☐	https://www.adito.de/impressum.html	{@adito_impressum@}	0 Punkte			Dec 31, 2023, 2:56 AM	Lisa Sommer
☐	https://www.adito.de/knowhow/blog/	{@adito_blog@}	0 Punkte		Jun 22, 2024, 12:39 PM	Dec 31, 2023, 2:56 AM	Franz Müller
☐	https://www.adito.de/knowhow/webinare.html	{@adito_webinare@}	0 Punkte			Dec 31, 2023, 2:56 AM	Franz Müller
☐	https://www.adito.de/unternehmen/philosophie.html	{@adito_about@}	0 Punkte			Dec 31, 2023, 2:56 AM	Lisa Sommer
☐	https://www.adito.de/kontakt/formular.html	{@adito_contact@}	0 Punkte			Dec 31, 2023, 2:56 AM	Lisa Sommer
☐	http://www.adito.de	{@adito_homepage@}	0 Punkte		Jun 22, 2024, 12:39 PM	Dec 31, 2023, 2:56 AM	Lisa Sommer
☐	https://www.adito.de/software/xrm.html	{@adito_xrm@}	0 Punkte			Dec 30, 2023, 3:56 AM	Peter Pffiffg
☐	https://www.adito.de/fileadmin/user_upload/pixel.png	{@pixel@}	0 Punkte		Aug 4, 2024, 7:59 PM	Dec 29, 2023, 2:44 AM	Admin

Grouping

Link Type ✕

Group by

Condition

Join conditions by:

all

one

New filter condition ✕

Property

Operator

Value

+ Add filter condition

🔗 Open extended filter conditions

Saved filters

Save new filter

Last filters

[Link Type] <all>

<Alle>

<Alle>

🔍 Filter content...

URL	Placeholder	Score	Tags	Last Click	Edited on
▼ E-Mail (15)					
/services/rest/webfile_rest?webfile=688c7f20-7553-48b9-af9f-at622bf9cc5e	{@testkopie@}	25 Punkte			
/services/rest/webfile_rest?webfile=688c7f20-7553-48b9-af9f-at622bf9cc5e	{@nurturing_datenschutz@}	25 Punkte	G		
/services/rest/webfile_rest?webfile=fc5f421d-31af-4269-adcf-4d69312b9911	{@nurturing_download@}	100 Punkte	M		
/services/rest/webfile_rest?webfile=ed0e373-ee22-4fcd-9eff-827512bbc75e	{@kundentag_landingpage@}	125 Punkte	M		
/services/rest/webfile_rest?webfile=f84ab1e4-ba92-4707-81e9-fe4d639656e8	{@nurturing_optin@}	50 Punkte	M		
/services/rest/webfile_rest?webfile=b377d7bb-7315-403e-970a-986bd0b1af4	{@unsubscribe@}	0 Punkte			
/services/rest/questionnaireLandingPage_rest?surveyid=d4e8b599-0a2c-4d0b-a05f-6af9fe9ab9c9	{@kundentag_umfrage@}	0 Punkte			
https://www.adito.de/impressum.html	{@adito_impressum@}	0 Punkte			
https://www.adito.de/knowhow/blog/	{@adito_blog@}	0 Punkte		Jun 22, 2024, 12:39 PM	Dec 31, 2023, 2:56 AM
https://www.adito.de/knowhow/webinare.html	{@adito_webinare@}	0 Punkte			Dec 31, 2023, 2:56 AM
https://www.adito.de/unternehmen/philosophie.html	{@adito_about@}	0 Punkte			Dec 31, 2023, 2:56 AM
https://www.adito.de/kontakt/formular.html	{@adito_contact@}	0 Punkte			Dec 31, 2023, 2:56 AM
http://www.adito.de	{@adito_homepage@}	0 Punkte		Jun 22, 2024, 12:39 PM	Dec 31, 2023, 2:56 AM
https://www.adito.de/software/xrm.html	{@adito_xrm@}	0 Punkte			Dec 30, 2023, 3:56 AM
https://www.adito.de/fileadmin/user_upload/pixel.png	{@pixel@}	0 Punkte		Aug 4, 2024, 7:59 PM	Dec 29, 2023, 2:44 AM
▼ E-Mail (autogenerated) (6)					
https://fontawesome.com/privacy.	{@580072cc-81de-4627-8dad-a3726c52d1e8@}	0 Punkte			Sep 16, 2024, 8:45 AM
https://policies.google.com/privacy?hl=de	{@ac6f83ea-0204-4be0-b54f-89b076d014c5@}	0 Punkte			Aug 6, 2024, 11:22 AM
https://www.e-recht24.de	{@5bdfc68c-5156-487a-9874-7ed2200df173@}	0 Punkte			Aug 6, 2024, 11:22 AM

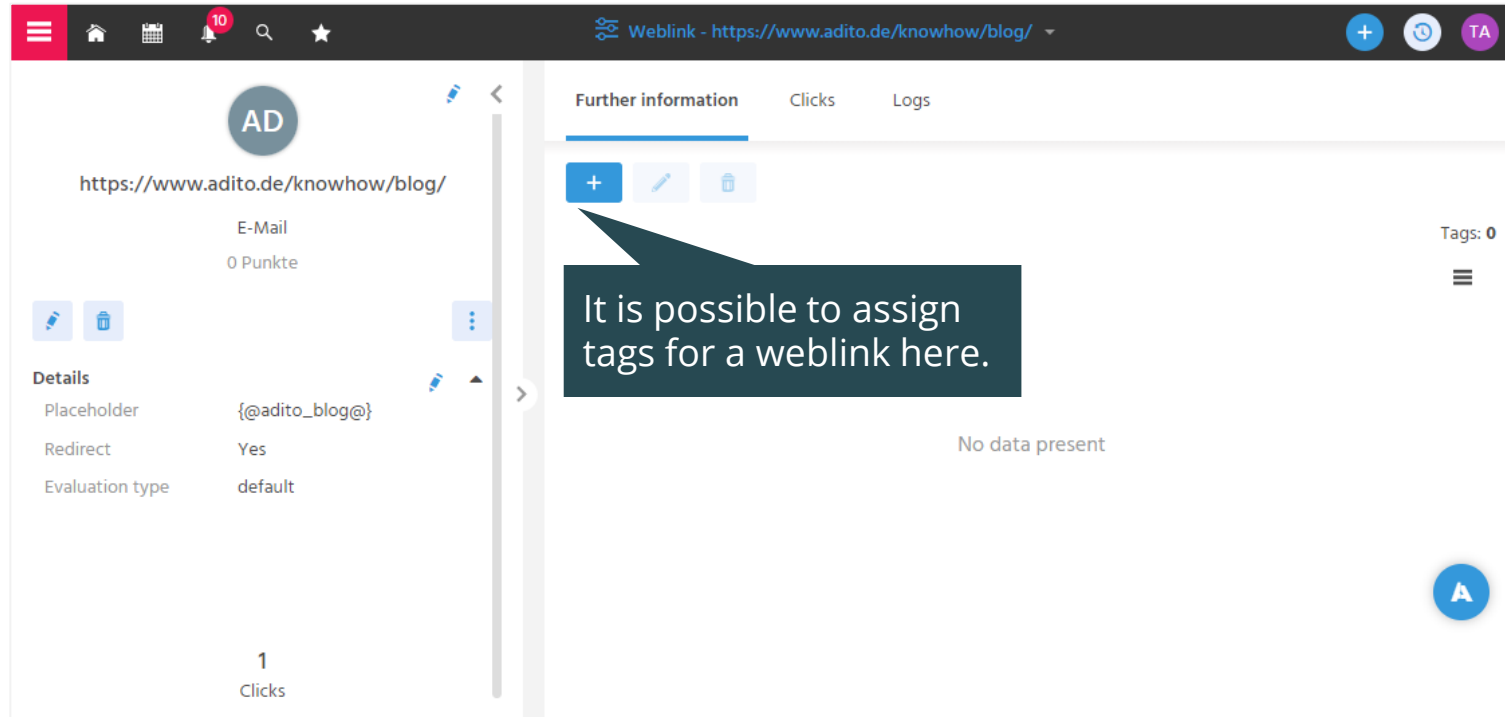
Possible grouping

Possible filters:

- Edited by
- Edited on
- Last click
- Link type
- Placeholder
- URL

Possible operators for "Last click"

„Further information“ tab



The screenshot displays the Weblink management interface. The top navigation bar includes a hamburger menu, home, calendar, notifications (10), search, and star icons. The address bar shows 'Weblink - https://www.adito.de/knowhow/blog/'. The left sidebar features a circular profile icon 'AD', the URL 'https://www.adito.de/knowhow/blog/', 'E-Mail', '0 Punkte', and a 'Details' section with fields: Placeholder ({@adito_blog@}), Redirect (Yes), and Evaluation type (default). At the bottom of the sidebar, it shows '1 Clicks'. The main content area has three tabs: 'Further information' (active), 'Clicks', and 'Logs'. Below the 'Further information' tab are three icons: a blue '+' icon, a pencil icon, and a trash icon. A callout box points to the '+' icon with the text: 'It is possible to assign tags for a weblink here.' To the right of the icons, it says 'Tags: 0' with a menu icon. The main content area below the tabs displays 'No data present'. A blue circular button with a white 'A' is located in the bottom right corner of the main content area.

„Clicks“ tab

Further information

Clicks

Logs

Filter

Clicks: 15

URL	Date Clicked	Device Type	Browser	Operating System	IP Address
Frau Christine Burger Meister Messebau (1)					
Frau Clara Hüven Tech Tools GmbH (4)					
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Aug 4, 2024, 7:59 PM	Desktop	Chrome	Windows	84.184.206.15
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Aug 4, 2024, 7:59 PM	Desktop	Chrome	Windows	84.184.206.15
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Aug 4, 2024, 5:49 PM	Desktop	Chrome	Windows	84.184.206.15
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Jun 27, 2024, 2:00 AM	Desktop	Chrome	Windows	84.184.206.15
Frau Line C. Koch Lugner AG (3)					
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Aug 4, 2024, 7:58 PM	Desktop	Chrome	Windows	84.184.206.15
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Aug 4, 2024, 7:58 PM	Desktop	Chrome	Windows	84.184.206.15
/services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e	Aug 4, 2024, 7:49 PM	Desktop	Chrome	Windows	84.184.206.15
Herr Josef Metzger Meister Messebau GmbH					
Herr Matthias					
Herr MdB					
Herr Peter					
Mr. Cameron Doyle Glob Group (2)					

Grouping

reset

Contact

Group by

Condition

reset

Join conditions by:

all one

Test Run equal "No"

+ Add filter condition

Open extended filter conditions

Saved filters

Last filters



Bounce Management & Blacklisting

Bounce Management & Blacklisting



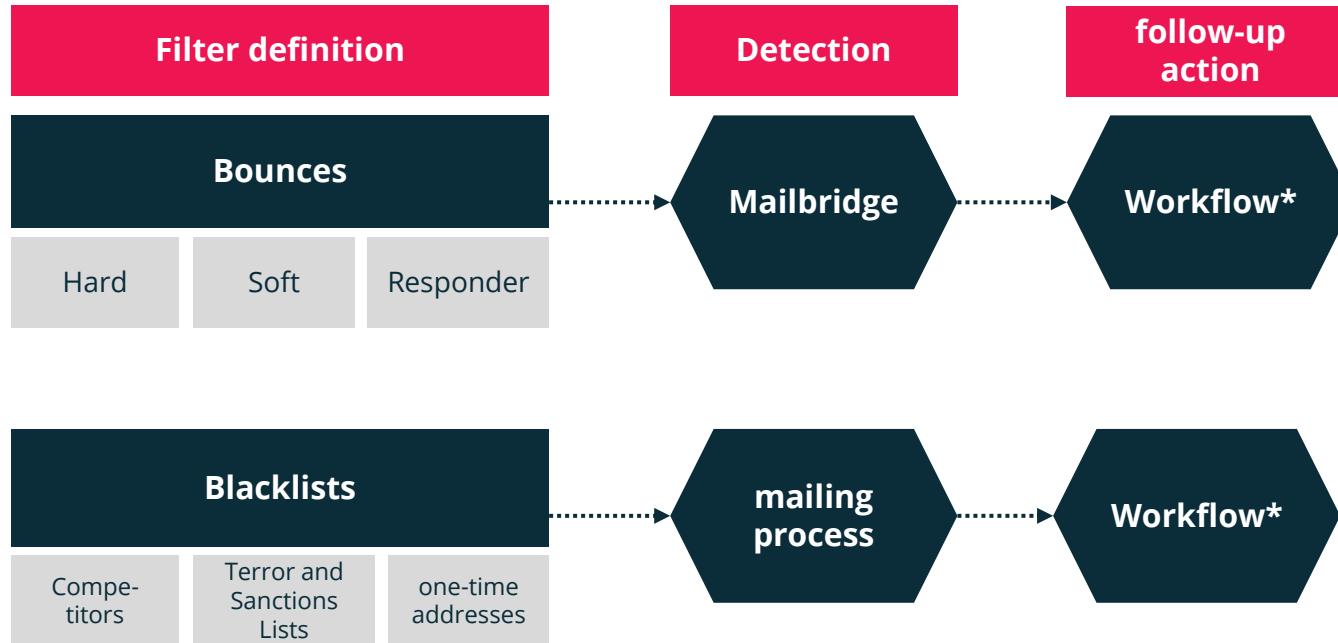
Overview

- The “Email Filter” context is used to manage **filter criteria**
 - for **bounce detection** (soft bounces, hard bounces, autoresponders) or
 - for **blacklist entries** (competitors, terrorist lists, sanction lists, one-time addresses).
- Bounces are detected via Mailbridge.
- The filter criterions for bounces are processed in a definable order. The process stops as soon as a filter criterion is met.
- Blacklists are taken into account during the sending process.
- Various workflows can be used to control/map follow-up steps for detected bounces.



Bounce Management & Blacklisting

Overview



* Workflows can be individually configured

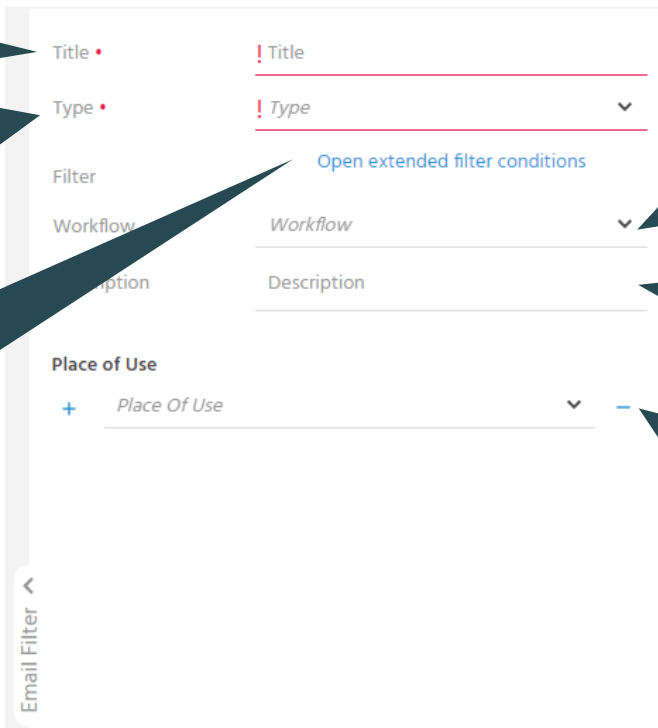
Email Filter

New creation of filter conditions

Title of the filter criterion

The **type** is defined as: blacklist, soft bounce, hard bounce or autoresponder.

To recognize the **filter conditions**. Depending on the type, different filter conditions are available (see next slides)



The screenshot shows the 'Email Filter' creation form in the ADITO system. The form is titled 'Email Filter' and has a sidebar on the left with a 'Filter' button. The main form area contains several fields: 'Title' with a red exclamation mark icon, 'Type' with a red exclamation mark icon and a dropdown arrow, 'Filter' with a blue link 'Open extended filter conditions', 'Workflow' with a dropdown arrow, 'Description' with a text input field, and 'Place of Use' with a plus icon, a text input field, and a dropdown arrow. The form is styled with a light gray background and red accents.

Workflow that is triggered when the respective error code is found, for example.

Description of e.g. the error code

The place of use is used to control whether the entry is used for checking bulk mails or service tickets.

Email Filter

Filter conditions for the types: soft bounce, hard bounce, autoresponder

Extended filter condition ×

all **one** Add filter condition Add group

New filter condition ×

Property ^

- Attachment count
- Email body
- Email body (Regular expression)
- Error
- Sender address
- Subject

Cancel

Example:

- Autoresponder

all **one** Add filter condition Add group

Subject contains "Abwesenheit"

Subject contains "Abwesenheitsnotiz"

Subject contains "out of office"

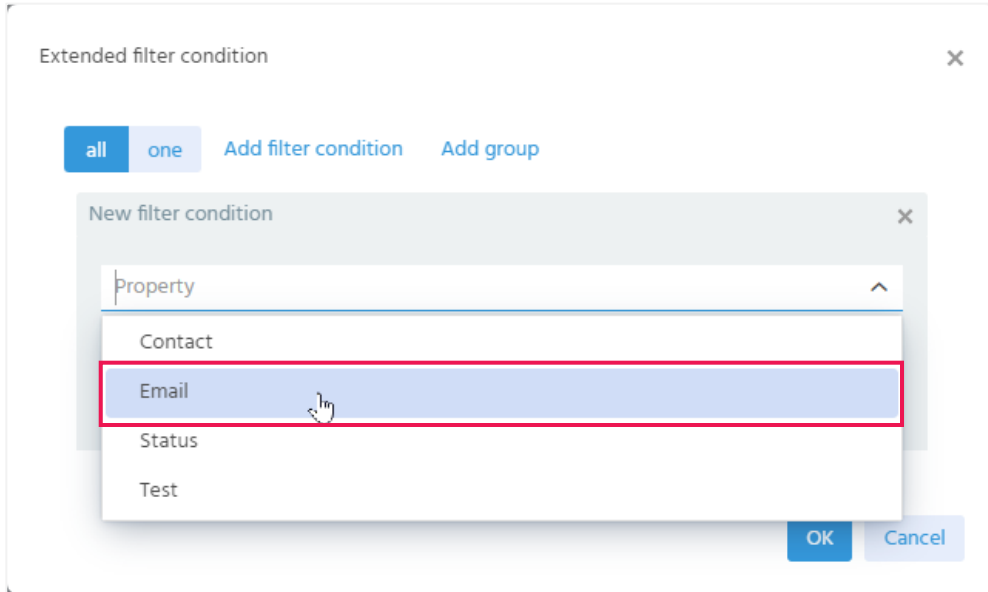
- Bad email address

all **one** Add filter condition Add group

Email body contains "smtp;510"

Email Filter

Filter conditions for the “Blacklist” type



Extended filter condition

all one Add filter condition Add group

New filter condition

Property

- Contact
- Email
- Status
- Test

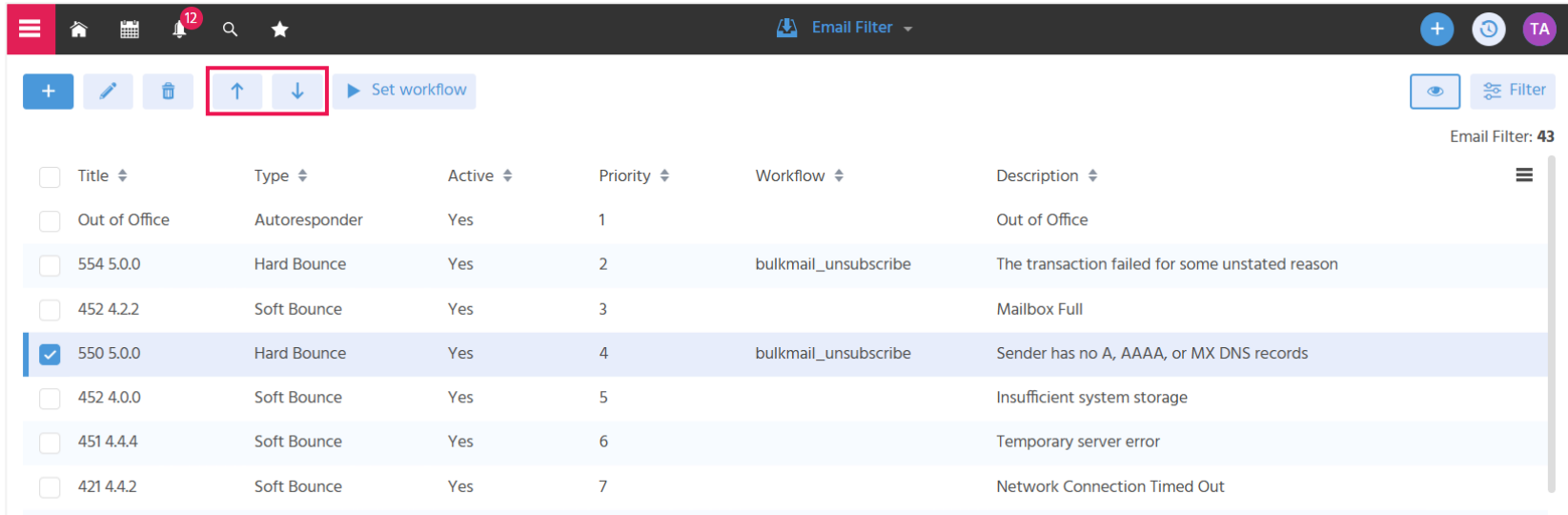
OK Cancel

- Exclusion of domains (e.g. competitors)
- Terror lists
- 1-time addresses

Email Filter

Adjusting the priority in the FilterView

- Increase priority
- Decrease priority

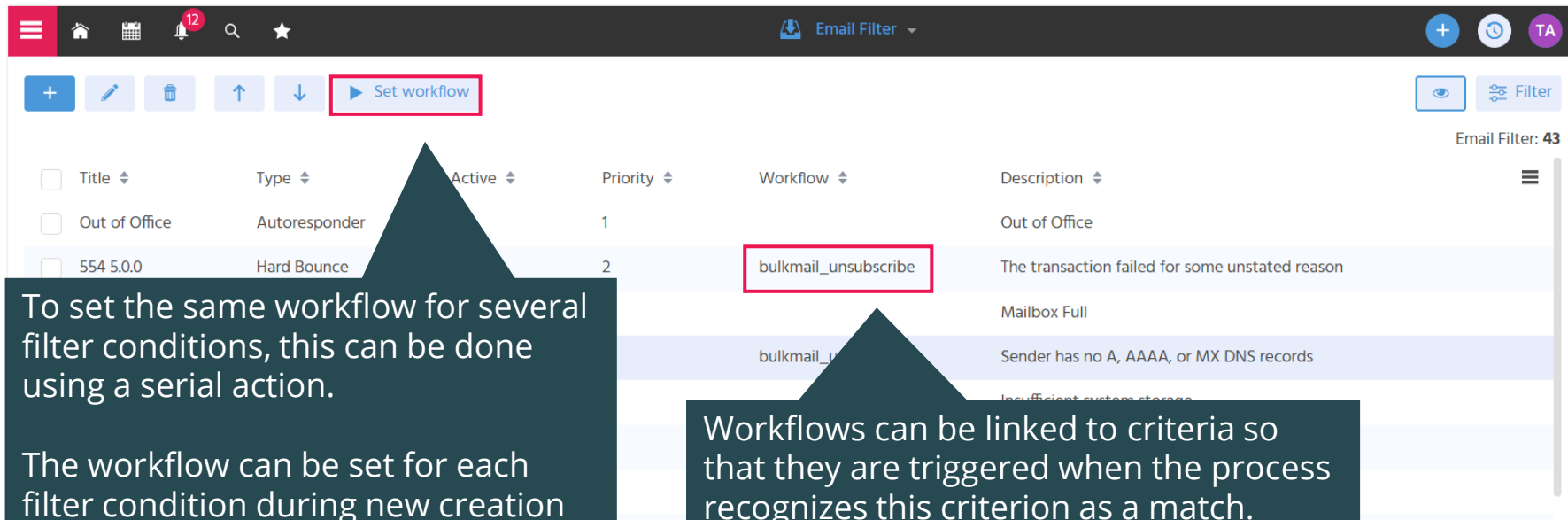


The screenshot shows the ADITO Email Filter management interface. At the top, there's a navigation bar with icons for home, calendar, notifications (12), search, and star. The main header area includes a 'Email Filter' dropdown and user profile icons. Below this, a toolbar contains buttons for adding (+), editing (pencil), deleting (trash), and priority adjustment (up/down arrows, highlighted with a red box), followed by a 'Set workflow' button. On the right, there are icons for view (eye) and filter (funnel), and a label 'Email Filter: 43'. The main content is a table with columns: Title, Type, Active, Priority, Workflow, and Description. The table lists several filters, with the one having ID '550 5.0.0' and priority '4' selected (checked checkbox).

☐	Title	Type	Active	Priority	Workflow	Description
☐	Out of Office	Autoresponder	Yes	1		Out of Office
☐	554 5.0.0	Hard Bounce	Yes	2	bulkmail_unsubscribe	The transaction failed for some unstated reason
☐	452 4.2.2	Soft Bounce	Yes	3		Mailbox Full
☒	550 5.0.0	Hard Bounce	Yes	4	bulkmail_unsubscribe	Sender has no A, AAAA, or MX DNS records
☐	452 4.0.0	Soft Bounce	Yes	5		Insufficient system storage
☐	451 4.4.4	Soft Bounce	Yes	6		Temporary server error
☐	421 4.4.2	Soft Bounce	Yes	7		Network Connection Timed Out

Email Filter

Workflows for processing bounces



The screenshot shows the ADITO Email Filter interface. At the top, there is a dark navigation bar with icons for home, calendar, notifications (12), search, and star. Below this is a toolbar with buttons for adding (+), editing (pencil), deleting (trash), and sorting (up/down arrows). A 'Set workflow' button is highlighted with a red box. On the right side of the toolbar, there are buttons for adding a new filter (+), a refresh/clock icon, and a user profile icon (TA). Below the toolbar, there is a table of filter conditions. The table has columns for Title, Type, Active, Priority, Workflow, and Description. The first row shows 'Out of Office' as an 'Autoresponder' with priority 1. The second row shows '554 5.0.0' as a 'Hard Bounce' with priority 2, and its workflow is 'bulkmail_unsubscribe', which is highlighted with a red box. The description for this row is 'The transaction failed for some unstated reason'. Below this, another row shows 'Mailbox Full' with the workflow 'bulkmail_unsubscribe' and the description 'Sender has no A, AAAA, or MX DNS records'. A third row shows 'Insufficient custom storage' with the same workflow. On the right side of the table, there is a 'Filter' button and a status indicator 'Email Filter: 43'.

To set the same workflow for several filter conditions, this can be done using a serial action.

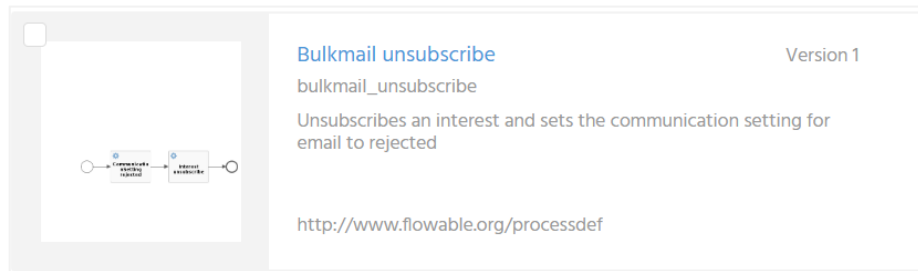
The workflow can be set for each filter condition during new creation or in the Preview.

Workflows can be linked to criteria so that they are triggered when the process recognizes this criterion as a match.

Email Filter

Workflows for processing bounces

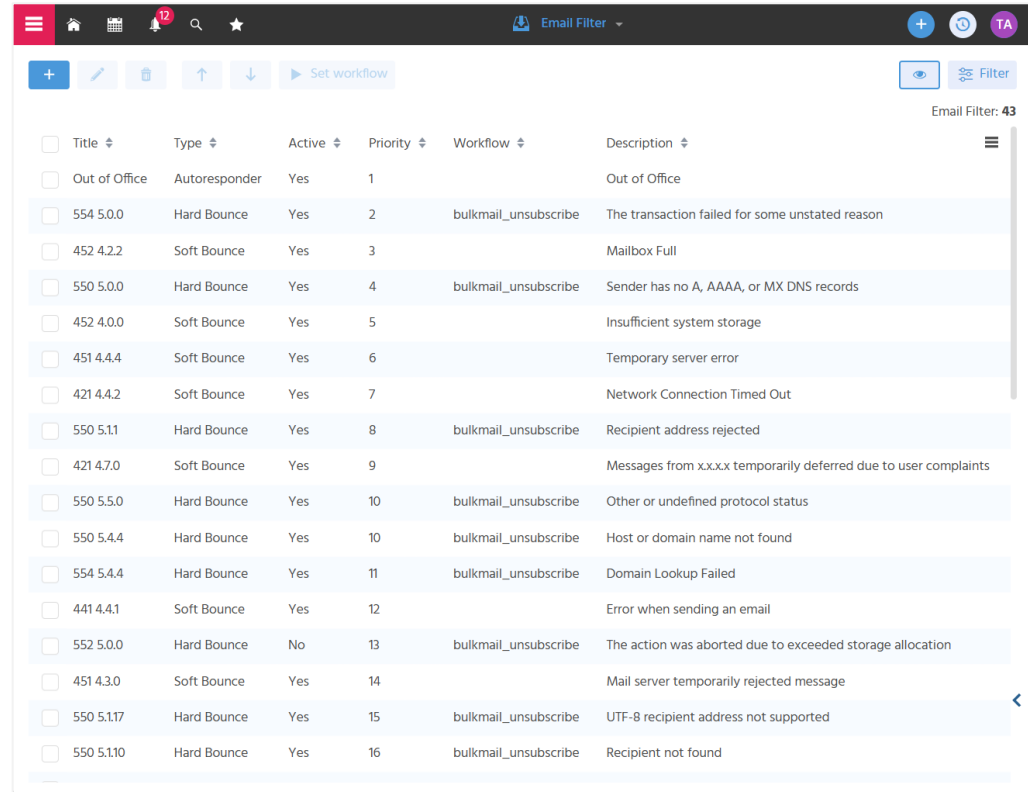
- The **standard workflow “bulkmail unsubscribe”** sets the status to “rejected” in the communication settings for the “email” channel in the event of a hard bounce at the contact.
- If this workflow is not sufficient at this point, you can define your own workflow that, for example, additionally creates a task for a specific role.



Email Filter: Bounces

Catalog for soft and hard bounces

An expandable selection of the criteria catalog for soft bounces and hard bounces is provided by default in xRM.



The screenshot displays the ADITO Email Filter interface. At the top, there's a navigation bar with a menu icon, home, calendar, notifications (12), search, and star icons. The main header shows 'Email Filter' with a dropdown arrow and user profile icons. Below the header is a toolbar with icons for adding, editing, deleting, and sorting, along with a 'Set workflow' button. The main content area is a table listing various bounce criteria. The table has columns for Title, Type, Active, Priority, Workflow, and Description. The criteria are numbered 1 through 16, with some having associated workflows like 'bulkmail_unsubscribe'. The table is scrollable, and a 'Filter' button is visible in the top right corner.

Title	Type	Active	Priority	Workflow	Description
Out of Office	Autoresponder	Yes	1		Out of Office
554 5.0.0	Hard Bounce	Yes	2	bulkmail_unsubscribe	The transaction failed for some unstated reason
452 4.2.2	Soft Bounce	Yes	3		Mailbox Full
550 5.0.0	Hard Bounce	Yes	4	bulkmail_unsubscribe	Sender has no A, AAAA, or MX DNS records
452 4.0.0	Soft Bounce	Yes	5		Insufficient system storage
451 4.4.4	Soft Bounce	Yes	6		Temporary server error
421 4.4.2	Soft Bounce	Yes	7		Network Connection Timed Out
550 5.1.1	Hard Bounce	Yes	8	bulkmail_unsubscribe	Recipient address rejected
421 4.7.0	Soft Bounce	Yes	9		Messages from x.x.x.x temporarily deferred due to user complaints
550 5.5.0	Hard Bounce	Yes	10	bulkmail_unsubscribe	Other or undefined protocol status
550 5.4.4	Hard Bounce	Yes	10	bulkmail_unsubscribe	Host or domain name not found
554 5.4.4	Hard Bounce	Yes	11	bulkmail_unsubscribe	Domain Lookup Failed
441 4.4.1	Soft Bounce	Yes	12		Error when sending an email
552 5.0.0	Hard Bounce	No	13	bulkmail_unsubscribe	The action was aborted due to exceeded storage allocation
451 4.3.0	Soft Bounce	Yes	14		Mail server temporarily rejected message
550 5.1.17	Hard Bounce	Yes	15	bulkmail_unsubscribe	UTF-8 recipient address not supported
550 5.1.10	Hard Bounce	Yes	16	bulkmail_unsubscribe	Recipient not found

Deal with bounces

How can I find contacts with bounces in the system?

If bounces were reported back during a dispatch, there are two ways to view them in the system:

- Pro bulk mail – After sending, you will find the “Overview” tab here, which directly displays the bounces as a key figure. From here you can open the “Maillogs” tab and then see the contacts who have bounced.
- For all bulk mails: You can find the number of bounces in the “Bulk Mail Key Figures” dashlet. You can also access the mail logs from here. Click on the “Bounces” key figure and a filter view will open with all bounced contacts.

Deal with bounces

How can bounces be resolved in the system?

If a bounce is reported back for a contact, a workflow is triggered for hard bounces (currently) that sets the “Communication setting: E-mail” to “Rejected” for the contact.

Now check this contact and resolve the bounce.

- To do this, you may need to adjust the email address or enter a new email address (depending on the actual reason for the bounce).
- As soon as you complete the entry/adjustment of the email address in the communication area by clicking “Save”, a new communication setting for email with the status “pending” is entered. The setting entered by the bounce workflow is set to inactive.



Landingpage

Landingpage

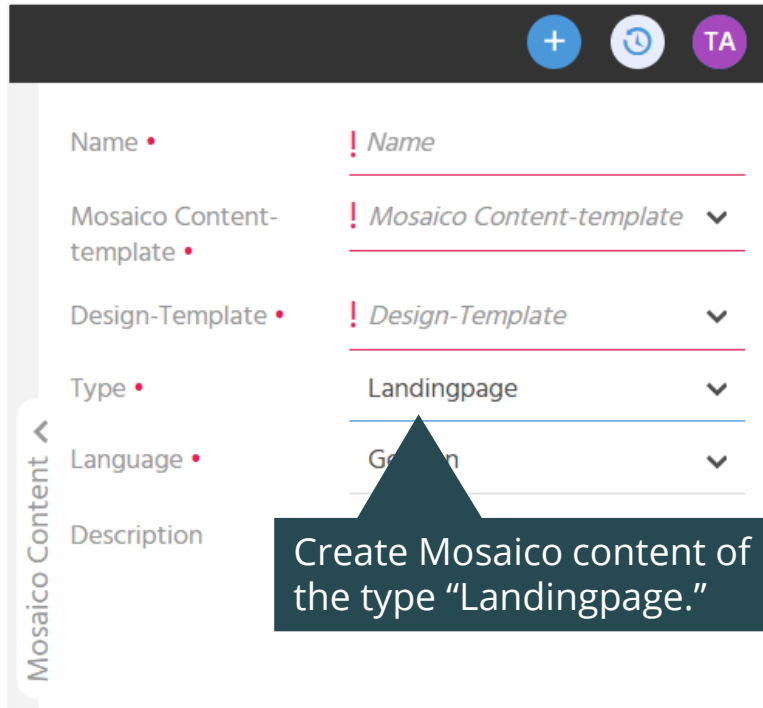
„Overview“

Landing pages that are needed for newsletter registration (or cancellation) or event registration, for example, can be created in ADITO.

1. The HTML can be created with the integrated HTML editor Mosaico.
2. The HTML is entered as a webfile in ADITO.
3. A weblink that calls up this webfile with a webservice can be used to link to this landing page, for example in the unsubscribe link of the email footer.

Landingpage

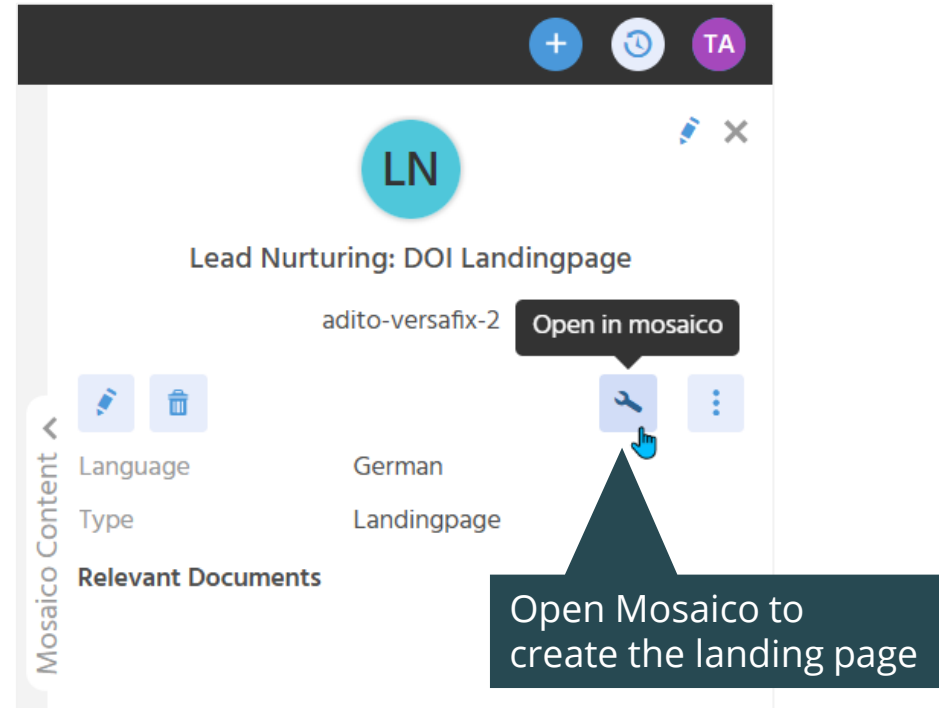
Create HTML in the “Mosaico Content” context



Form fields for creating Mosaico Content:

- Name: *! Name*
- Mosaico Content-template: *! Mosaico Content-template* ▼
- Design-Template: *! Design-Template* ▼
- Type: Landingpage ▼
- Language: German ▼
- Description

Create Mosaico content of the type “Landingpage.”



Lead Nurturing: DOI Landingpage

adito-versafix-2 **Open in mosaico**

Language: German

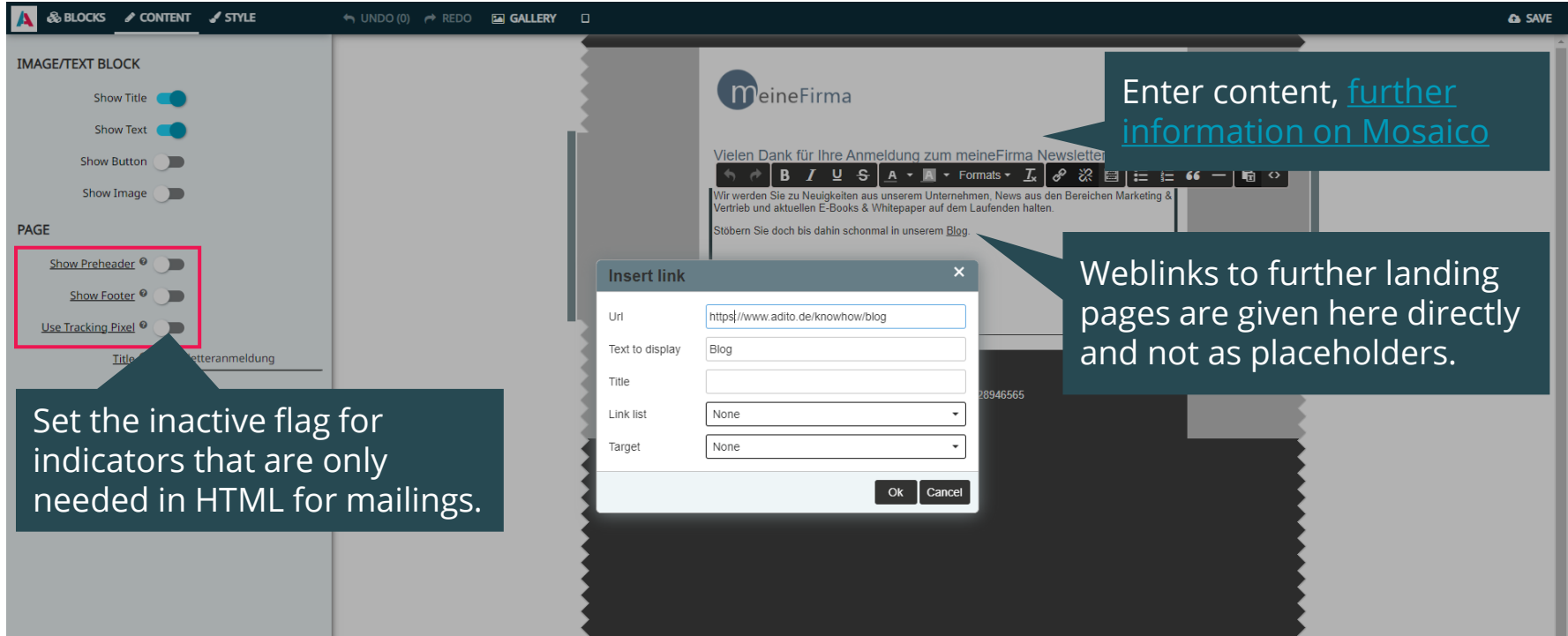
Type: Landingpage

Relevant Documents

Open Mosaico to create the landing page

Landingpage

Create content



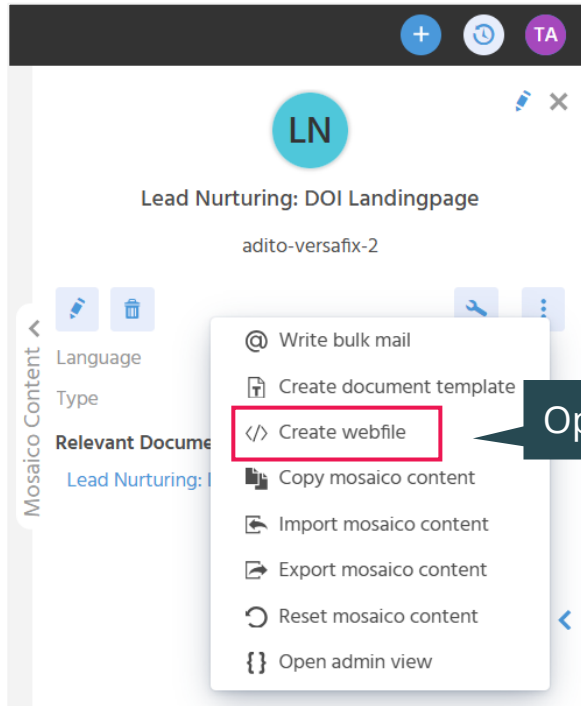
The screenshot displays the ADITO landing page editor. On the left, the 'IMAGE/TEXT BLOCK' panel shows toggle switches for 'Show Title', 'Show Text', 'Show Button', and 'Show Image', all of which are currently active. Below this, the 'PAGE' panel contains three options: 'Show Preheader', 'Show Footer', and 'Use Tracking Pixel', all of which are inactive (disabled). A red box highlights these three options. A callout bubble points to this box with the text: 'Set the inactive flag for indicators that are only needed in HTML for mailings.'

The main editor area shows a preview of a newsletter template for 'meineFirma'. The text in the preview includes: 'Vielen Dank für Ihre Anmeldung zum meineFirma Newsletter', 'Wir werden Sie zu Neuigkeiten aus unserem Unternehmen, News aus den Bereichen Marketing & Vertrieb und aktuellen E-Books & Whitepaper auf dem Laufenden halten.', and 'Stöbern Sie doch bis dahin schonmal in unserem Blog'. A callout bubble points to the 'Blog' link with the text: 'Enter content, [further information on Mosaico](#)'. Another callout bubble points to the 'Blog' link with the text: 'Weblinks to further landing pages are given here directly and not as placeholders.'

An 'Insert link' dialog box is open in the center, showing the following fields: 'Url' (https://www.adito.de/knowhow/blog), 'Text to display' (Blog), 'Title' (empty), 'Link list' (None), and 'Target' (None). The dialog has 'Ok' and 'Cancel' buttons at the bottom.

Landingpage

Create a new webfile based on the Mosaico template.



Open the edit view of the webfile for new creation.

Landingpage



Create a new webfile based on the Mosaico template.

Name	Kundentag DOI Landingpage
Typ	Landingpage
Status	Aktiv
Beschreibung	To create a landing page, select t <pre> <DOCTYPE html> <html xmlns="http://www.w3.org/1999/xhtml" <meta http-equiv="Content-Type" content="text/html; charset=utf-8" /> <meta name="viewport" content="width=device-width, initial-scale=1" /> <meta name="description" content="Kundentag DOI Landingpage" /> <title>Newsletter</title> <link rel="shortlink" href="https://www.kundentag-doi.de/landingpage" /> demodata.dev target="_new"> <style> /* custom @font-face { font-family: 'Helvetica Neue'; font-style: normal; src: url('https://www.kundentag-doi.de/landingpage/fonts/HelveticaNeue/HelveticaNeue-Regular.woff2') format('woff2'), url('https://www.kundentag-doi.de/landingpage/fonts/HelveticaNeue/HelveticaNeue-Regular.woff') format('woff'); } @font-face { font-family: 'Helvetica Neue'; font-style: italic; src: url('https://www.kundentag-doi.de/landingpage/fonts/HelveticaNeue/HelveticaNeue-Italic.woff2') format('woff2'), url('https://www.kundentag-doi.de/landingpage/fonts/HelveticaNeue/HelveticaNeue-Italic.woff') format('woff'); } @font-face { font-family: 'Helvetica Neue'; font-style: normal; font-weight: bold; src: url('https://www.kundentag-doi.de/landingpage/fonts/HelveticaNeue/HelveticaNeue-Bold.woff2') format('woff2'), url('https://www.kundentag-doi.de/landingpage/fonts/HelveticaNeue/HelveticaNeue-Bold.woff') format('woff'); } </style> <style type="text/css"> body { margin: 0; padding: 0; } </pre>

To create a landing page, select the **type "Landingpage"**.



Landingpage



Create weblink

A weblink is created that calls up the webfile using a webservice.

`https://$hostname$/services/rest/webfile_rest?webfile=$webfileid$`

- *`$hostname$`* = publicly accessible hostname of the ADITO system
- *`/services/rest/webfile_rest?`* – calling the webservice
- *`$webfileid$`* = the ID of the webfile that contains the landingpage

Such a weblink can be linked as an unsubscribe link in the email footer, for example, and thus forward the user to the unsubscribe landingpage.



Landingpage

Create weblink

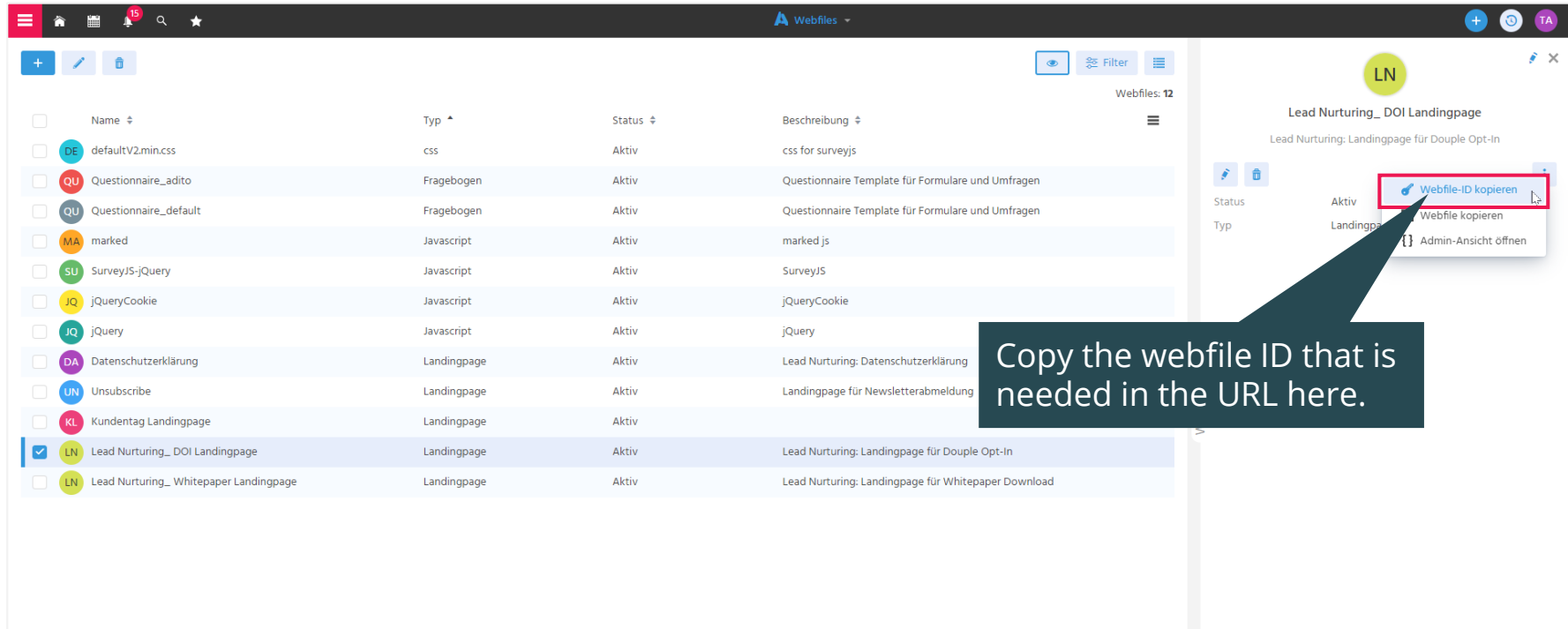
URL •	/services/rest/webfile_rest?webfile=f84ab1e4-ba92-4707-81e9-fe4d639656e8
Link Type •	E-Mail
Placeholder •	nurturing_optin
Redirect	☒
Evaluation type •	default
Action	Start workflow ▼
Workflow	Sample LeadNurturing workflow ▼
\${WEBLINK_SCORE}	50
Tag	
+ Marketing	▼ —

You can find the ID under Further Actions in the preview of the webfile (see next slide) and can be inserted here using copy and paste.

Create weblink
[Further information](#)

Landingpage

Access to the “Webfile ID”



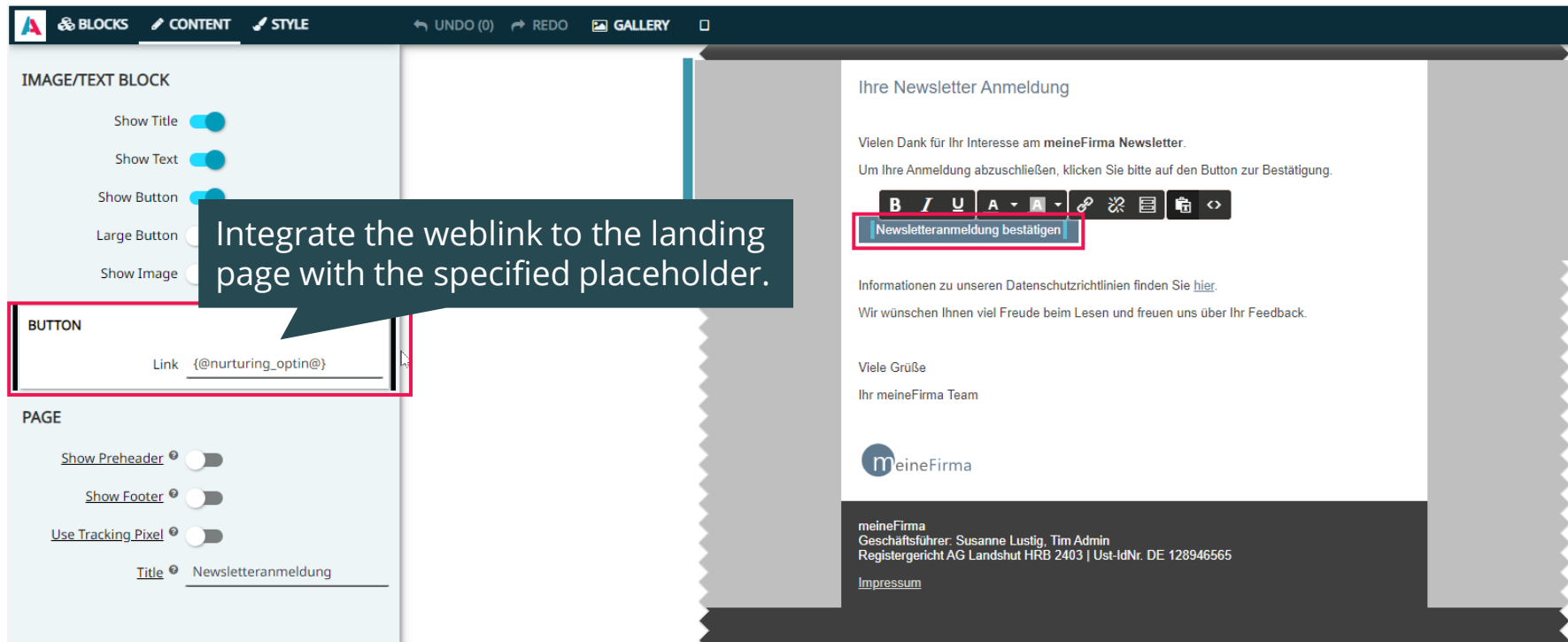
The screenshot displays the ADITO Webfiles interface. On the left, a table lists various webfiles. The table has columns for Name, Typ, Status, and Beschreibung. The 'Lead Nurturing_ DOI Landingpage' is selected, indicated by a blue checkmark in the first column.

	Name	Typ	Status	Beschreibung
☐	defaultV2.min.css	css	Aktiv	css for surveyjs
☐	Questionnaire_adito	Fragebogen	Aktiv	Questionnaire Template für Formulare und Umfragen
☐	Questionnaire_default	Fragebogen	Aktiv	Questionnaire Template für Formulare und Umfragen
☐	marked	Javascript	Aktiv	marked js
☐	SurveyJS-jQuery	Javascript	Aktiv	SurveyJS
☐	jQueryCookie	Javascript	Aktiv	jQueryCookie
☐	jQuery	Javascript	Aktiv	jQuery
☐	Datenschutzerklärung	Landingpage	Aktiv	Lead Nurturing: Datenschutzerklärung
☐	Unsubscribe	Landingpage	Aktiv	Landingpage für Newsletterabmeldung
☐	Kundentag Landingpage	Landingpage	Aktiv	
☒	Lead Nurturing_ DOI Landingpage	Landingpage	Aktiv	Lead Nurturing: Landingpage für Double Opt-In
☐	Lead Nurturing_ Whitepaper Landingpage	Landingpage	Aktiv	Lead Nurturing: Landingpage für Whitepaper Download

On the right, the detailed view of the 'Lead Nurturing_ DOI Landingpage' is shown. It includes a 'Webfile-ID kopieren' button, which is highlighted by a red box and a callout arrow. A dark blue callout box contains the text: 'Copy the webfile ID that is needed in the URL here.'

Landingpage

Integrate the weblink to the landing page in the mailing



The screenshot displays the ADITO email editor interface. On the left, the 'BLOCKS' sidebar is active, showing options for 'IMAGE/TEXT BLOCK' and 'BUTTON'. The 'BUTTON' block is highlighted with a red box, and its 'Link' field is set to '{@nurturing_optin@}'. A dark blue callout box with white text points to this field, stating: 'Integrate the weblink to the landing page with the specified placeholder.'

The main editor area shows a preview of the email content. The header reads 'Ihre Newsletter Anmeldung'. The body text includes: 'Vielen Dank für Ihr Interesse am meineFirma Newsletter.', 'Um Ihre Anmeldung abzuschließen, klicken Sie bitte auf den Button zur Bestätigung.', a button labeled 'Newsletteranmeldung bestätigen' (highlighted with a red box), 'Informationen zu unseren Datenschutzrichtlinien finden Sie [hier](#).', 'Wir wünschen Ihnen viel Freude beim Lesen und freuen uns über Ihr Feedback.', 'Viele Grüße', and 'Ihr meineFirma Team'. The footer contains the 'meineFirma' logo, contact information for Susanne Lustig and Tim Admin, and a link to the 'Impressum'.



**Download
documents**

Download



„Overview“

For example, to avoid sending studies, white papers, annual reports, product brochures, terms and conditions, etc. as email attachments, but to make them available as a link directly in the mailing or for download via a landing page, ADITO's "document templates" context allows you to capture these files (e.g. with the PDF).

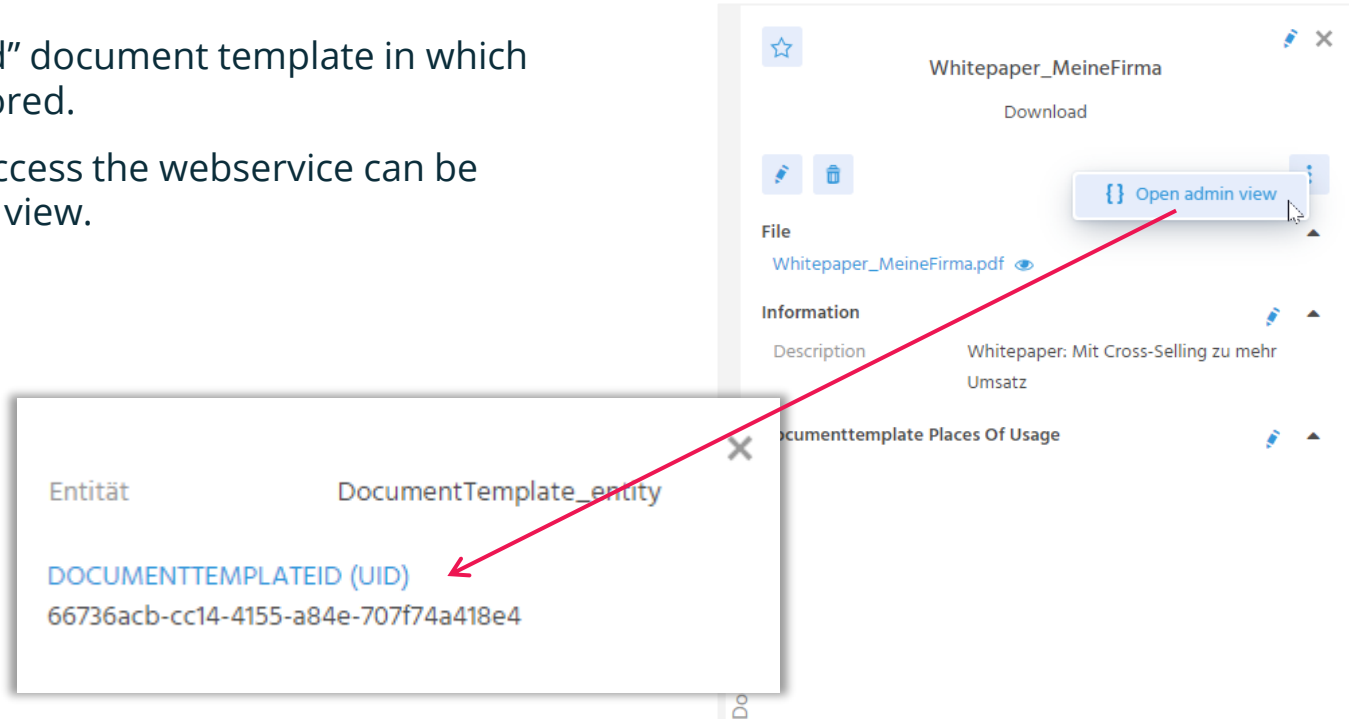
A weblink can be created for this ID, which opens this document via a webservice.



Download

Configuration of the document template

- Create a "Download" document template in which the document is stored.
- The ID needed to access the webservice can be found in the admin view.



The screenshot displays the ADITO admin interface for configuring a document template. The main panel shows the template name "Whitepaper_MeineFirma" and the type "Download". Below this, there are sections for "File" (containing "Whitepaper_MeineFirma.pdf"), "Information" (containing "Description" and "Whitepaper: Mit Cross-Selling zu mehr Umsatz"), and "Documenttemplate Places Of Usage". A red arrow points from the "Open admin view" button in the top right to the "DOCUMENTTEMPLATEID (UID)" field in the bottom left modal.

Entität DocumentTemplate_entity

DOCUMENTTEMPLATEID (UID)
66736acb-cc14-4155-a84e-707f74a418e4

Download



Create weblink

A weblink is created that uses a webservice to call up the document template.

`https://$hostname$/services/rest/downloadDocument_rest?documenttemplate=$documenttemplateid$`

- *`$hostname$`* = publicly accessible host name of the ADITO system
- *`/services/rest/downloadDocument_rest?`* – calling the webservice
- *`$documenttemplateid$`* = the ID of the document template that contains the landing page

Such a weblink can be entered in the “Weblink” context, for example, and integrated into mailings or landing pages. If it does not need to be tracked, it can also be integrated directly into the respective content.



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