

E-Mail-Marketing

ADITO Software GmbH

As of version 2026.4.1 | Juni 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

- [Communication settings](#)
- [Interests](#)
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- [Marketing-specific filters](#)

Email Marketing

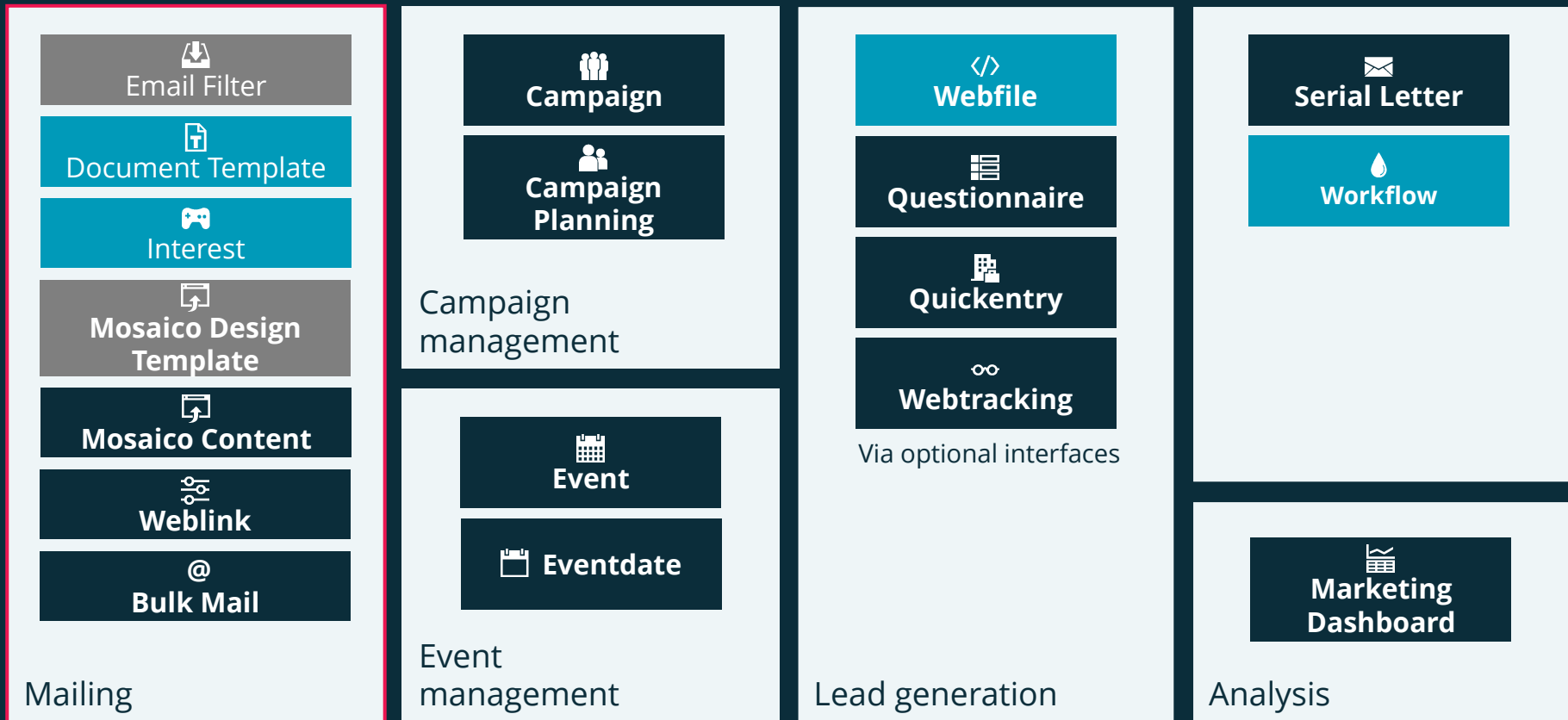
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Agenda 2/2

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 -  with text editor
 -  by uploading a HTML file
 -  E-Mail Header
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Communication settings



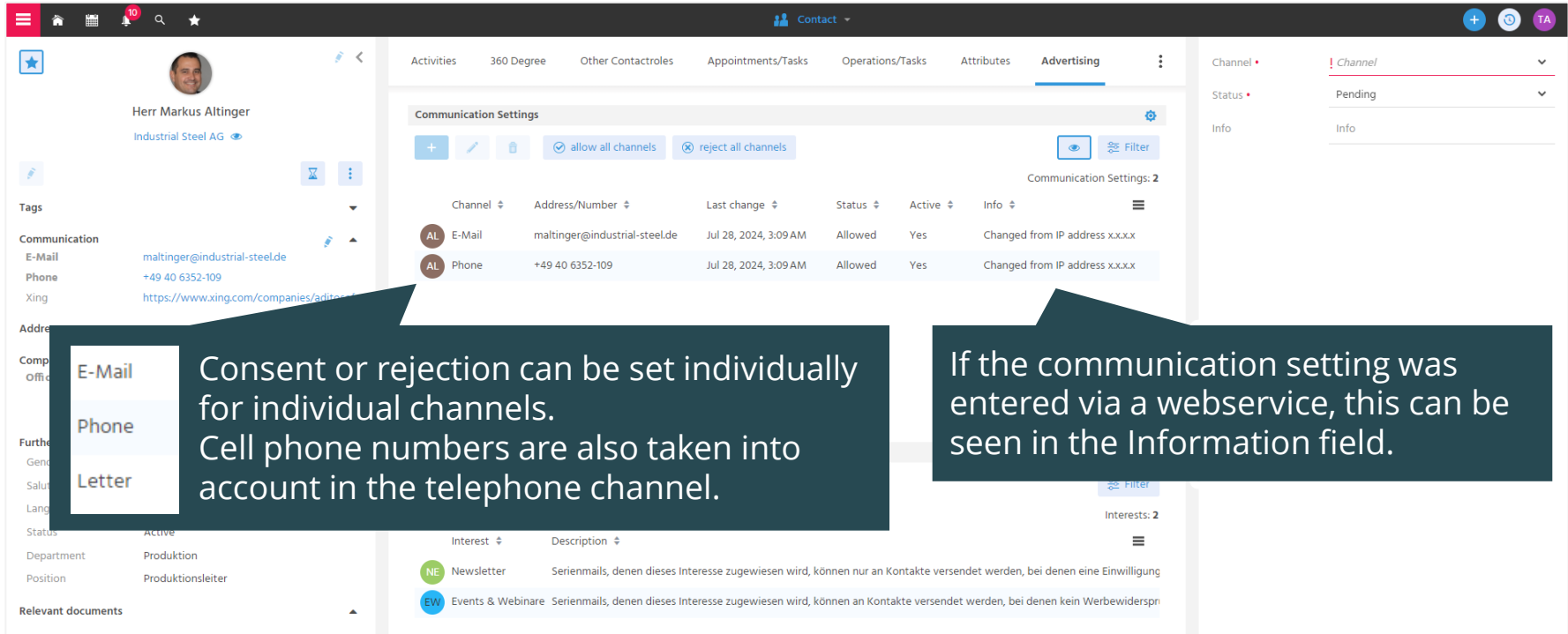
Communication settings

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 'Communication Settings' section for a contact named Herr Markus Altinger. The interface includes a sidebar with navigation options like 'Activities', '360 Degree', and 'Other Contactroles'. The main area shows a table of communication settings with columns for Channel, Address/Number, Last change, Status, Active, and Info. Two settings are listed: E-Mail and Phone, both set to 'Allowed' and 'Yes'. A callout box highlights the 'E-Mail' and 'Phone' options in the left sidebar. Another callout box points to the 'Info' field in the table, which contains the text 'Changed from IP address x.x.x.x'.

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

Activities 360 Degree Other Functions Appointments/Tasks Operations/Tasks Attributes Documents Relations **Advertising** Data Privacy ⋮

Communication Settings

   ☒ allow all channels ☐ reject all channels

Permission or rejection can be set for all recorded channels with one click.

 Filter

Communication Settings: 2

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" ☒

Join condition:

+ 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

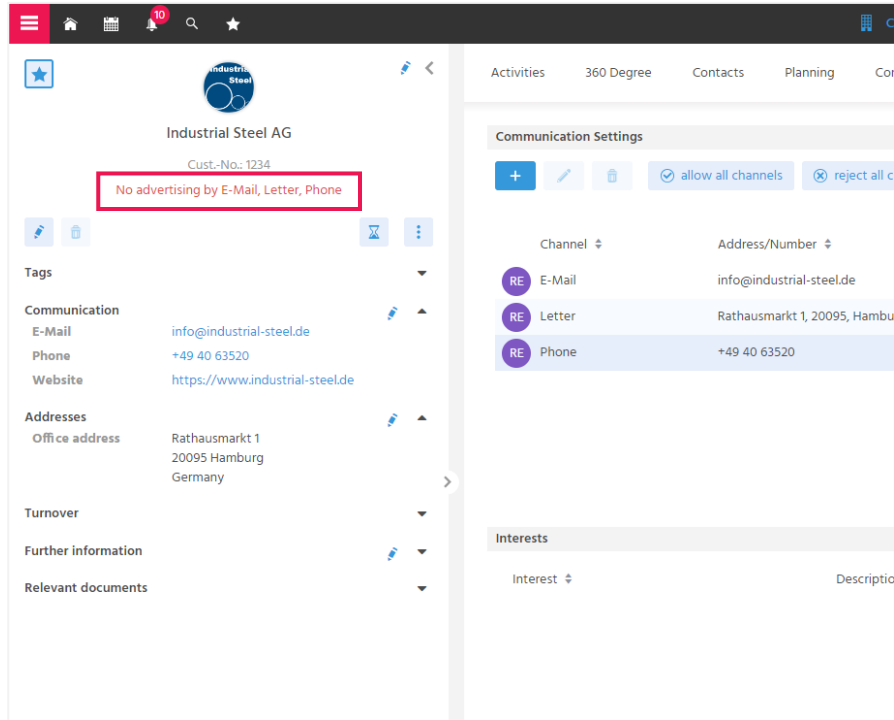
+ ✎ 🗑️ ☒ allow all channels ☒ reject all channels ☐ Filter

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 sections for Tags, Communication (E-Mail, Phone, Website), Addresses (Office address), Turnover, Further information, and Relevant documents. The main area displays the Communication Settings, which include a table of communication channels and their status. A red box highlights the message "No advertising by E-Mail, Letter, Phone" in the top left corner of the main area.

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.

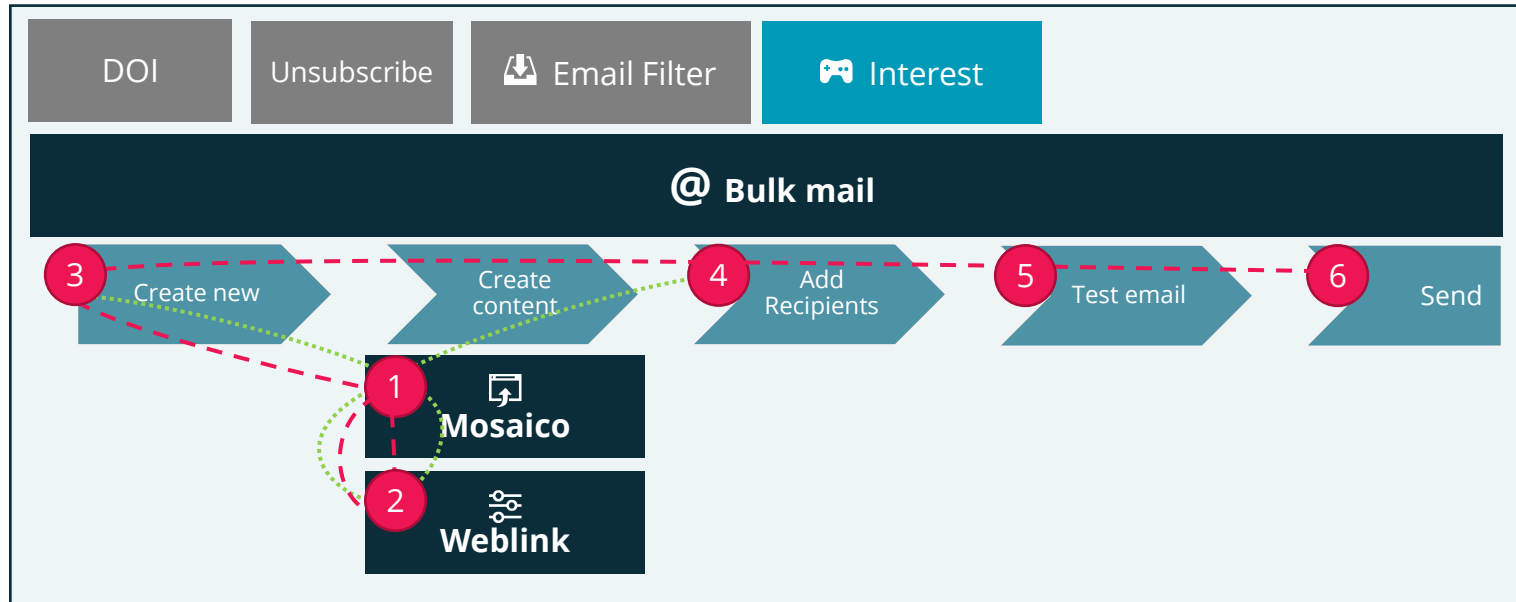


Email marketing



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

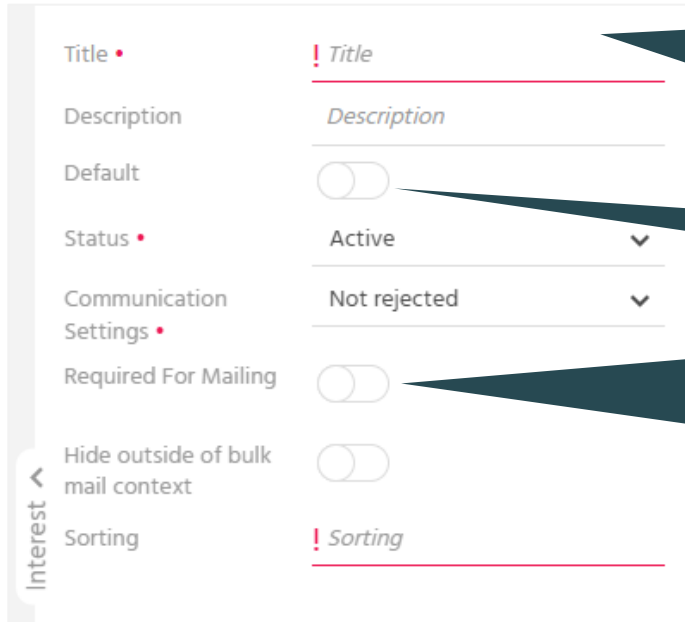
Active contacts for whom there is **no rejection** can be added **and** the interest **must** be subscribed.
Filter: Interest (subscribed) equals webinars

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



The screenshot shows the 'Interest' form in the ADITO system. The form has a sidebar on the left with a back arrow and the word 'Interest'. The main form area contains the following fields:

- Title**: A text input field with a red exclamation mark icon and the label 'Title'.
- Description**: A text input field with the label 'Description'.
- Default**: A toggle switch.
- Status**: A dropdown menu with 'Active' selected.
- Communication Settings**: A dropdown menu with 'Not rejected' selected.
- Required For Mailing**: A toggle switch.
- Hide outside of bulk mail context**: A toggle switch.
- Sorting**: A text input field with a red exclamation mark icon and the label 'Sorting'.

Three callout boxes point to specific fields:

- The first callout points to the 'Title' field.
- The second callout points to the 'Default' toggle switch.
- The third callout points to the 'Required For Mailing' toggle switch.

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

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

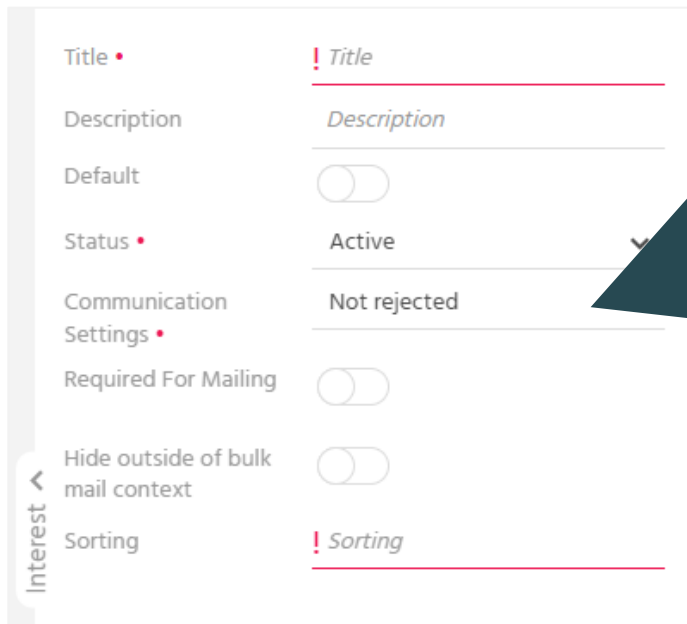
Interests set as **default** are automatically stored in the contact with an opt-in/advertising permission.

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



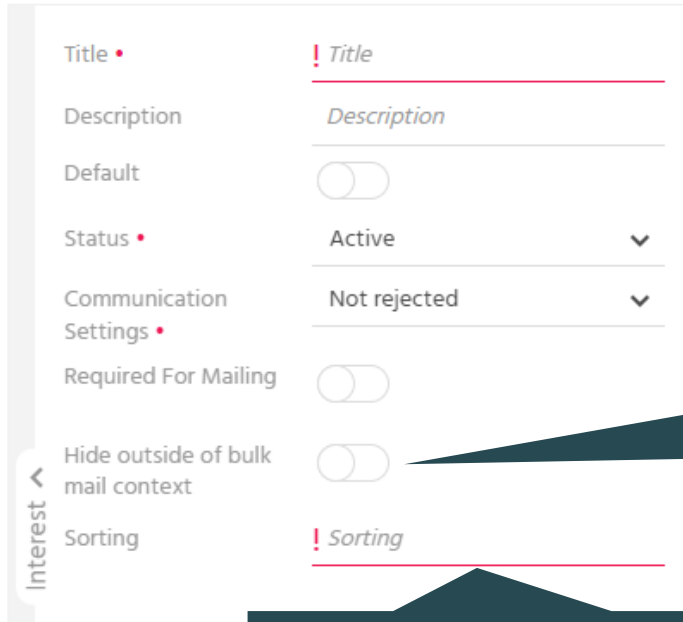
Title •	! Title
Description	Description
Default	☐
Status •	Active
Communication Settings •	Not rejected
Required For Mailing	☐
Hide outside of bulk mail context	☐
Sorting	! Sorting

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

Definition/creation of interests – 3/3



Title •	<i>! Title</i>
Description	<i>Description</i>
Default	☐
Status •	Active ▼
Communication Settings •	Not rejected ▼
Required For Mailing	☐
Hide outside of bulk mail context	☐
Sorting	<i>! Sorting</i>

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.).

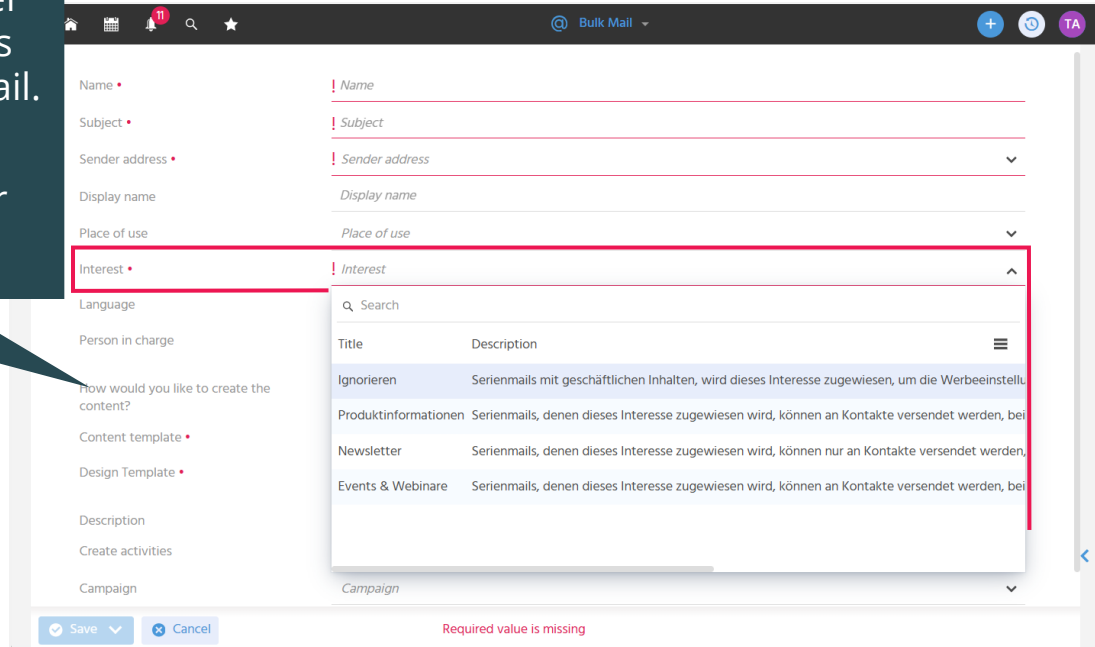
The sorting order determines the sequence of interests in the filter view and in selection fields.

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.



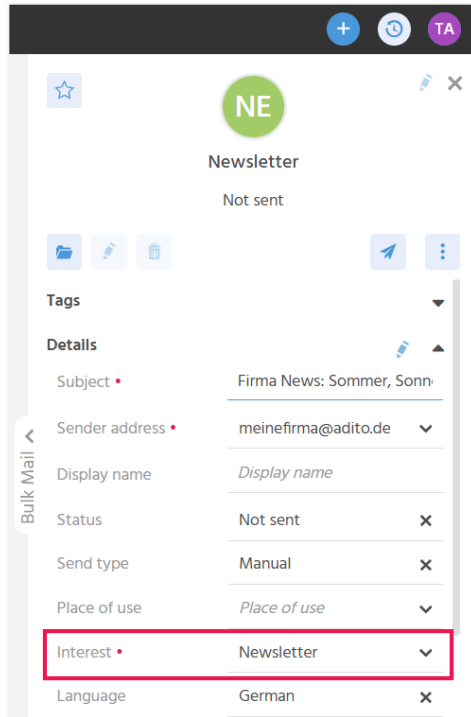
The screenshot shows the 'Bulk Mail' edit view in the ADITO system. The 'Interest' field is highlighted with a red box, and a dropdown menu is open, displaying a list of interests. A red arrow points from the text box on the left to the 'Interest' field.

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

Required value is missing

Interest

Assignment of interests to the bulk mail – in the Preview



NE

Newsletter

Not sent

Tags

Details

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	

The screenshot shows the Mailbox app interface. The main list displays emails with columns: Name, Interest, Status, Send type, Edited on, Editor, Send Date, and Description. The 'Interest' column shows various categories like 'Newsletter', 'Events & Webinare', 'Produktinformationen', and 'Ignorieren'. A sidebar on the right contains a 'Filter' section with a red box around it. The 'Filter' section includes a 'New filter condition' dropdown, which is currently set to 'Interest'. Below this, a list of interests is visible, including 'Newsletter', 'Events & Webinare', 'Produktinformationen', and 'Ignorieren'. The 'Filter' section also has a 'Grouping' section with a 'Group by' dropdown and a 'Condition' section with a 'Join conditions by:' dropdown.

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

ADITO interface showing a list of contacts and a filter sidebar. The filter sidebar is open, showing the 'Interest' filter condition. The filter condition is set to 'Interest (subscribed)' and 'equal'. The filter value is 'Inactive'. The filter is applied to the 'Interest' column.

Contacts: 133

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
- Condition: Join conditions by: all, one
- Status not equal "Inactive"
- New filter condition: Interest (subscribed) equal
- Value: Inactive
- 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 Kontakte
- Events & Webinare: Serienmails, denen dieses Interesse zugewiesen wird, können an Kontakte v



Inactive interests can still be filtered here.



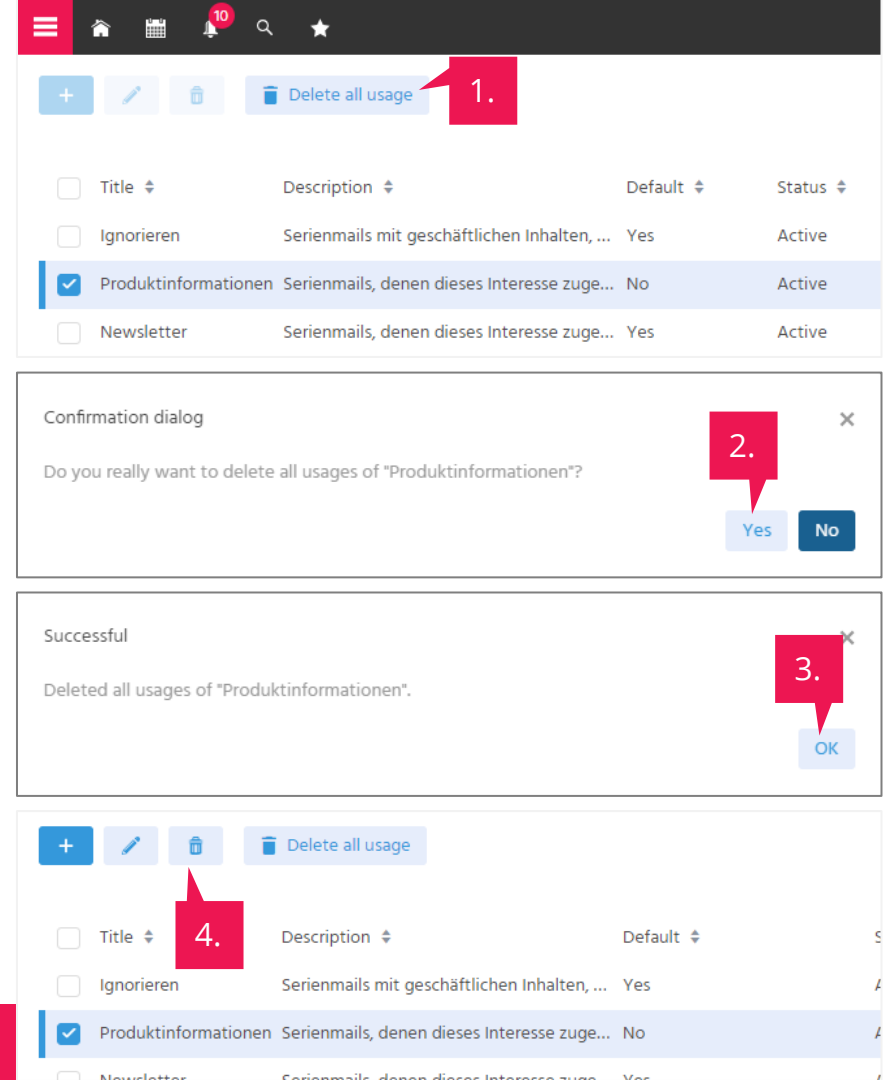
Interest

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.



1. Click the "Delete all usage" button.

2. Confirmation dialog: "Do you really want to delete all usages of 'Produktinformationen'?"

3. Successful: "Deleted all usages of 'Produktinformationen'."

4. The "Delete all usage" button is active (indicated by the 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.

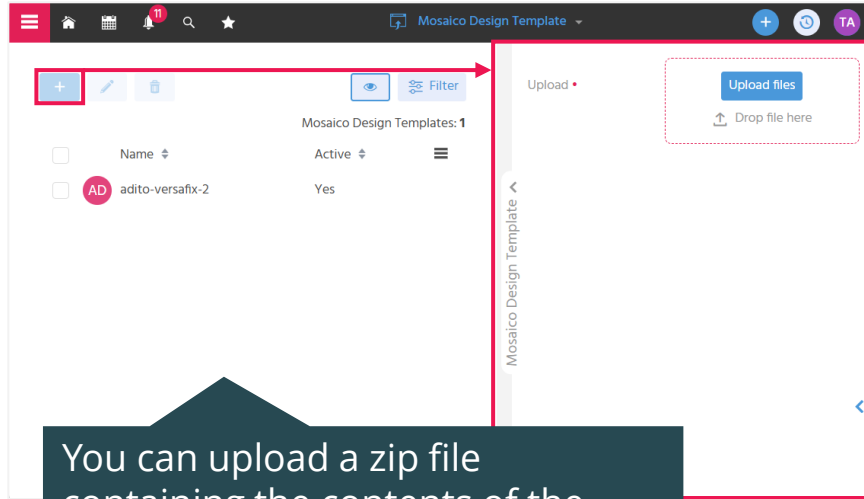


Mosaico Content

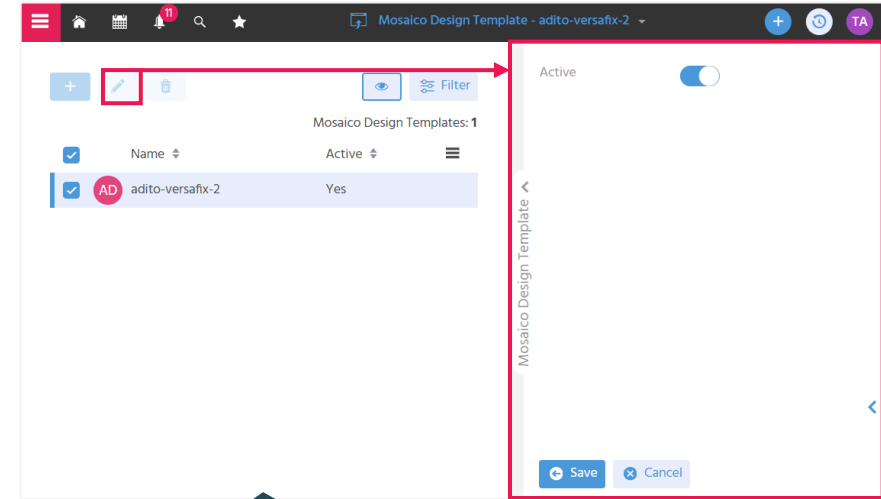
Overview

- 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.

Name •

! Name

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

Mosaico Content-template •

! Mosaico Content-template ▼

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

Design-Template •

! Design-Template ▼

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

Type •

! Type ▼

Language •

German ▼

Language in which you create the Mosaico content.

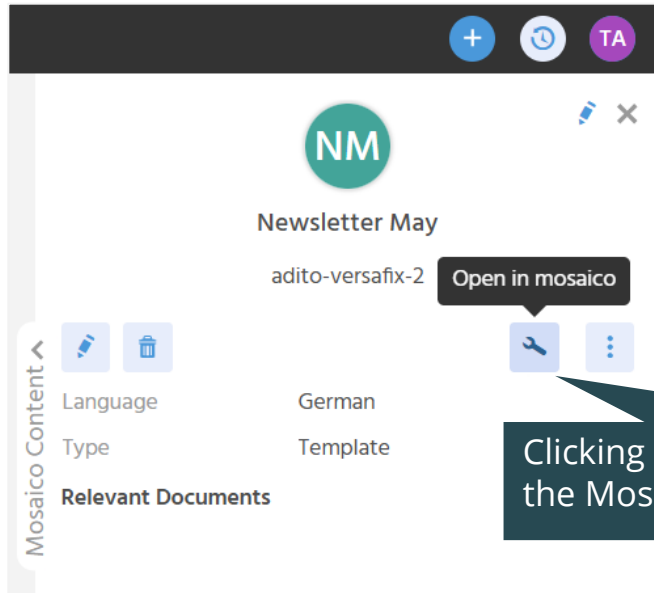
Description

Description

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 *Voluptate* and *Consequat*, 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 *Voluptate* and *Consequat*, there live the blind texts.

BUTTON

BUTTON

564 x 150

Title

Far far away, behind the word mountains, far from the countries *Voluptate* and *Consequat*, 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 *Voluptate* and *Consequat*, 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 *Voluptate* and *Consequat*, there live the blind texts.

BUTTON

BUTTON

Title

Far far away, behind the word mountains, far from the countries *Voluptate* and *Consequat*, there live the blind texts.

BUTTON

BUTTON

Title

Far far away, behind the word mountains, far from the countries *Voluptate* and *Consequat*, there live the blind texts.

BUTTON

BUTTON

273 x 100

273 x 100

[Zur Websicht](#)

Drop here blocks from the "Blocks" tab

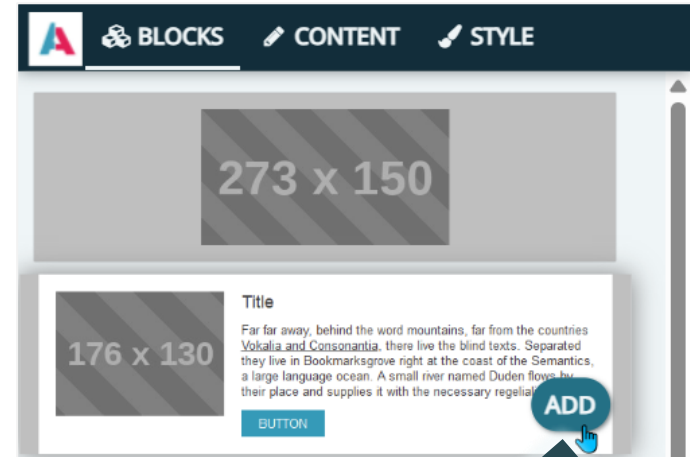
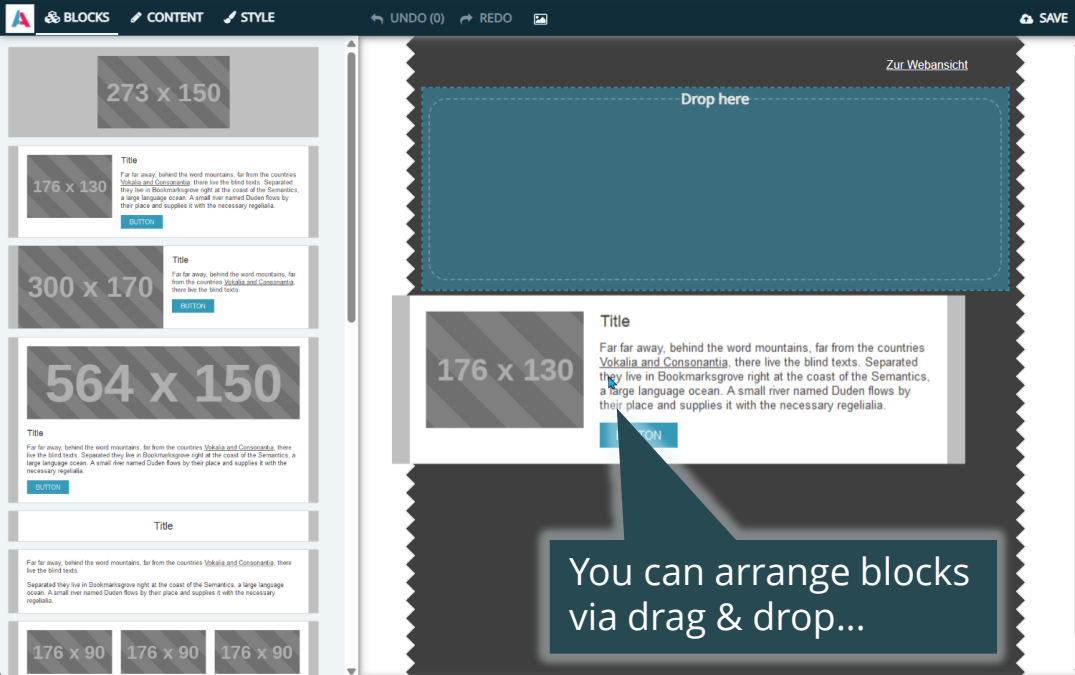
E-Mail wurde gesendet an (@email@)

[Abmelden](#)

The changes are saved in ADITO with "Save".

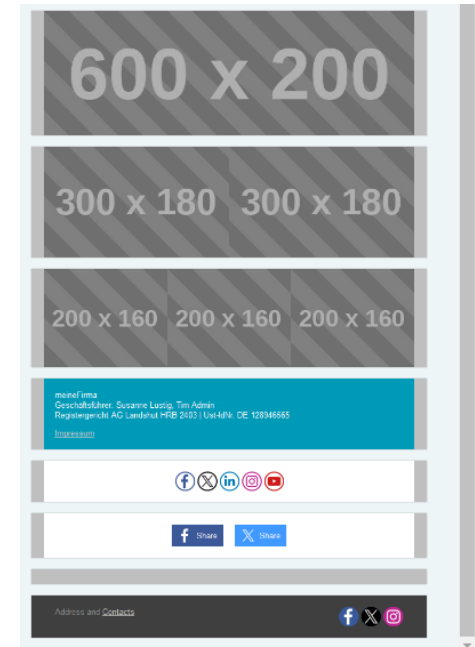
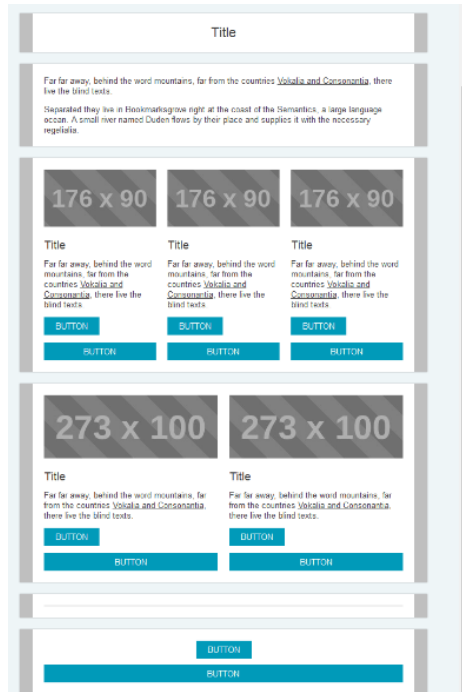
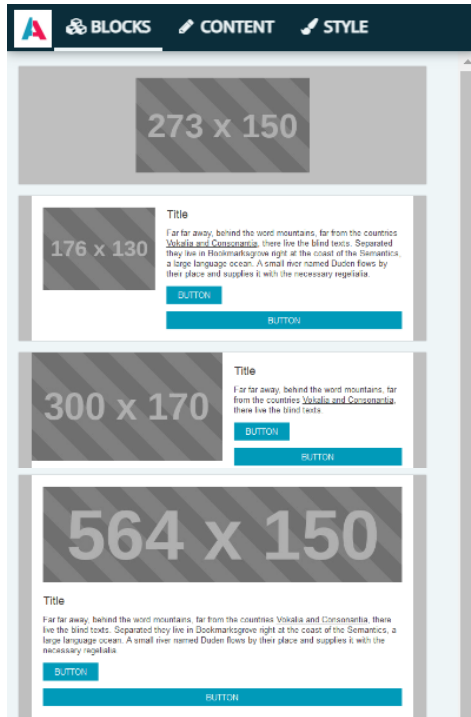
✓ Successfully saved.

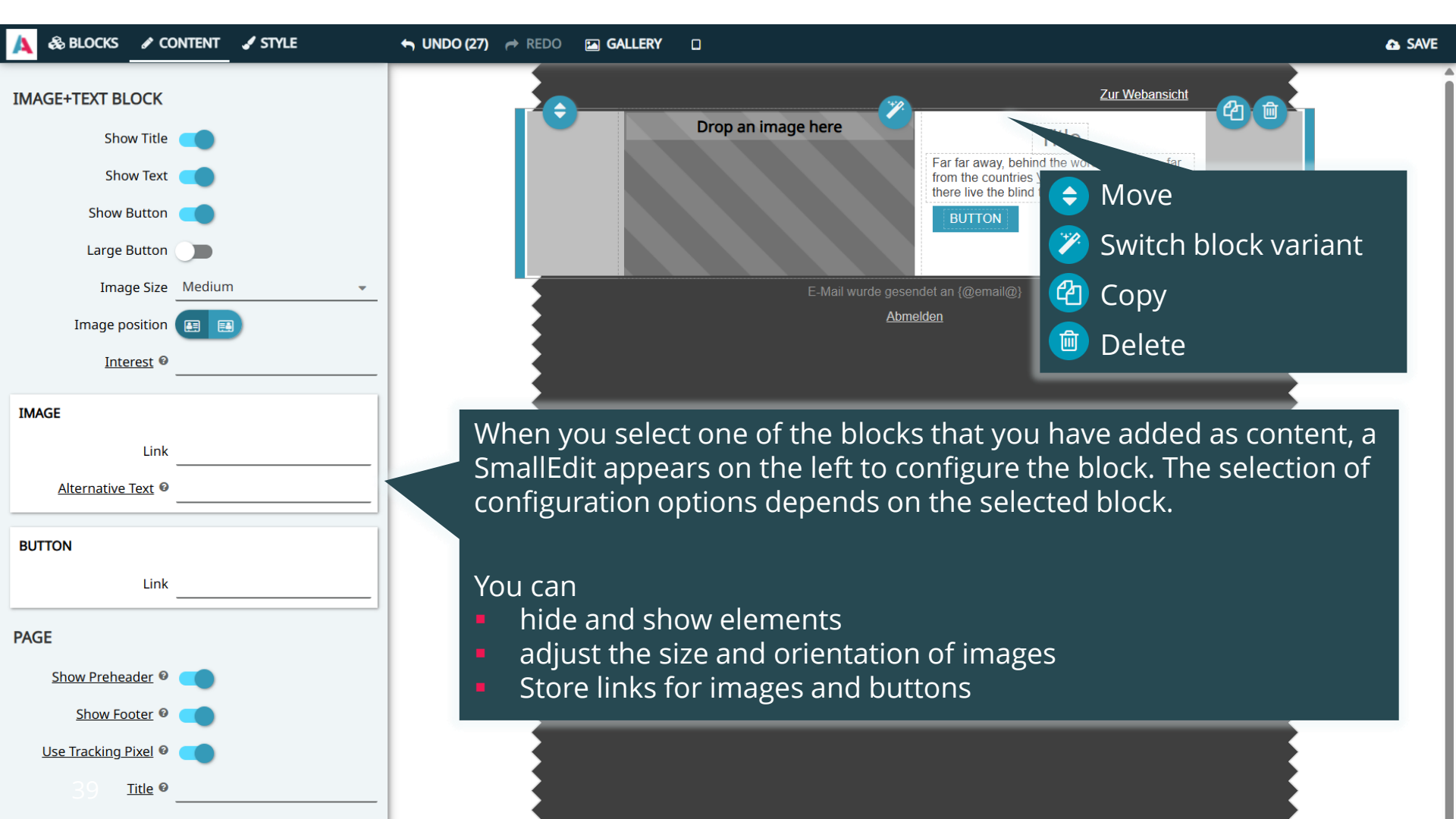
- If you used a **Mosaico content template** when creating the Mosaico content, the content configured in the template will be displayed when you open the Mosaico content.
- If you used a Design template when creating the Mosaico content, no content will be displayed when you open the Mosaico content. 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  ☒

39 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

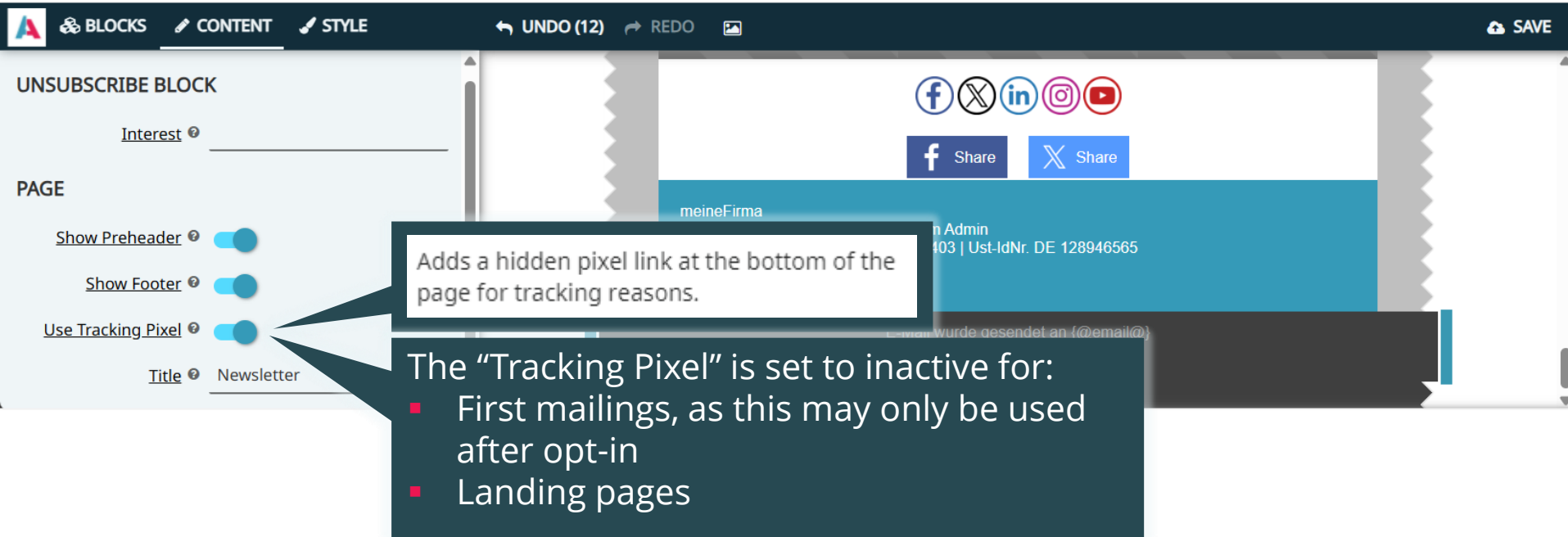
Susanne Lustig, Tim Admin
G Landshut HRB 2403 | Ust-IdNr. DE 128946565

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

PREHEADER BLOCK

Interest ?PreHeader Text ?

Newsletter Sommer Sonne

PAGE

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

Newsletter

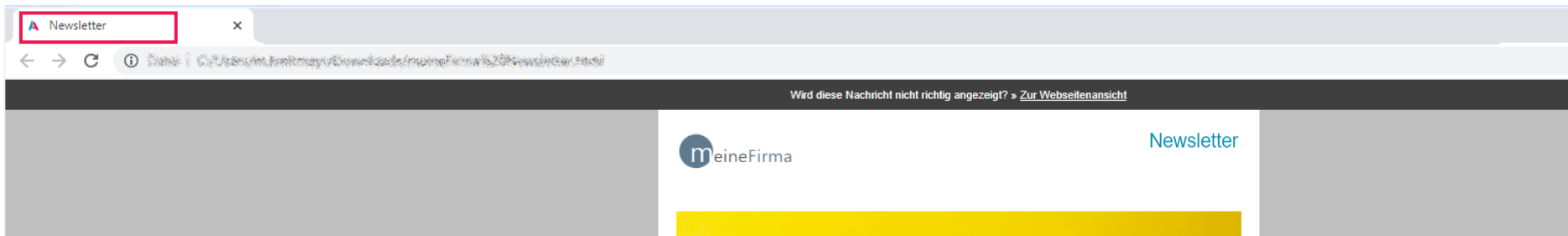
This text will be shown as title in the browser.

[Zur Webansicht](#)

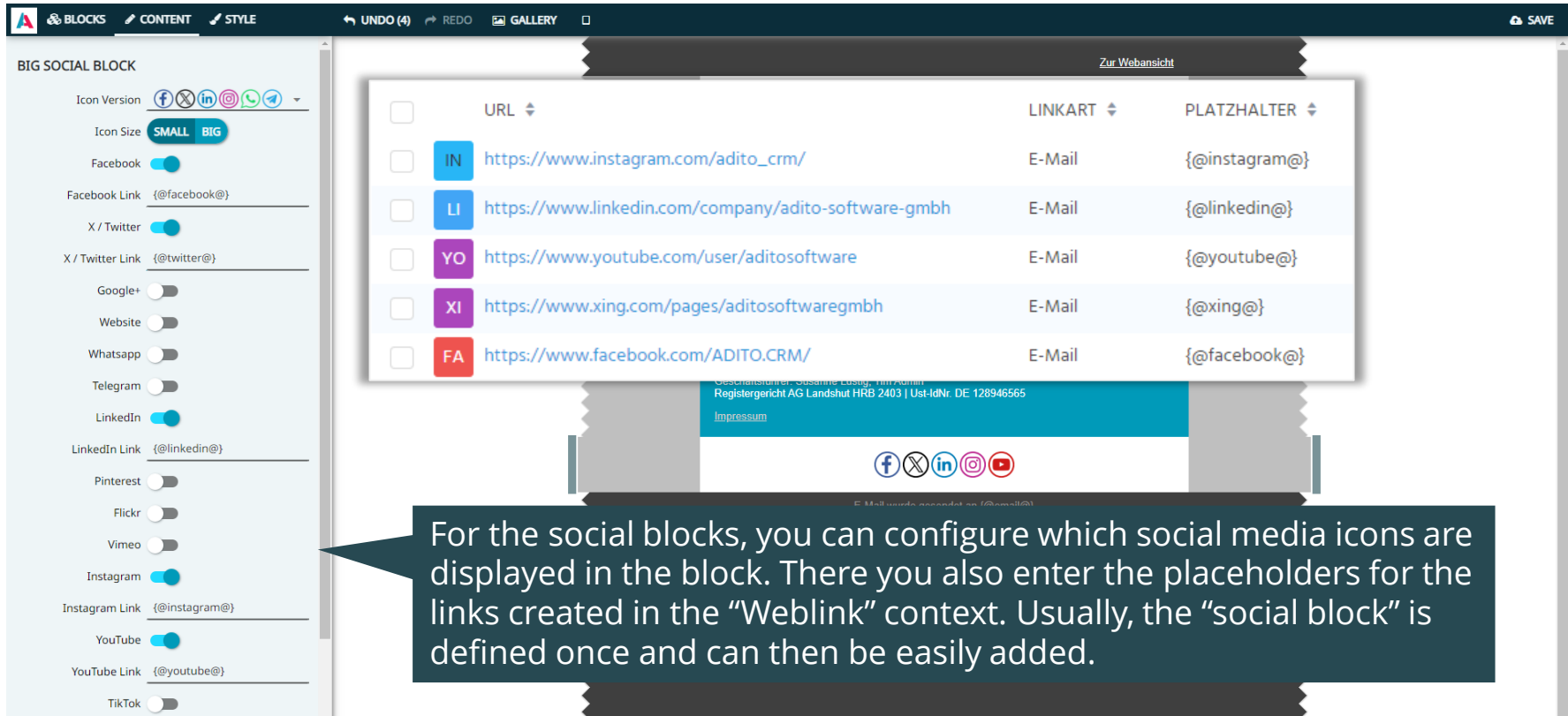
Newsletter

meineFirma

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: ☐

☐	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@}

Zur Webersicht

Impressum

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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

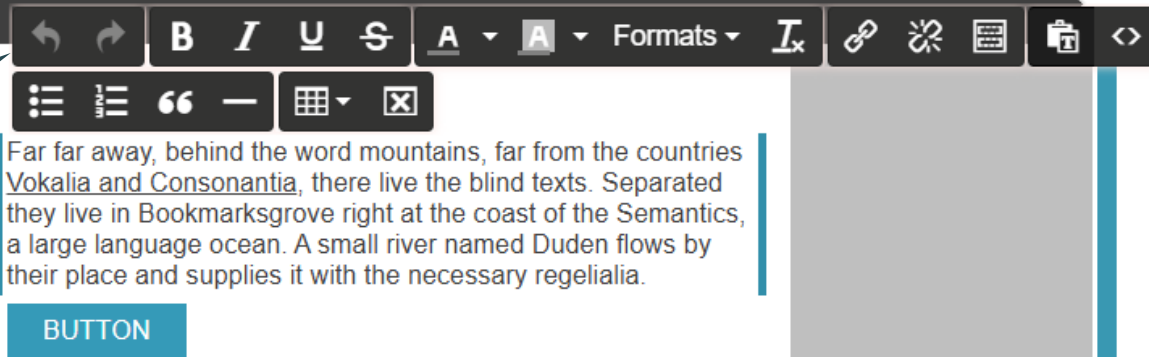
Alignment Left

Link Color #3f3f3f

Text formatting

Individual formatting within text blocks

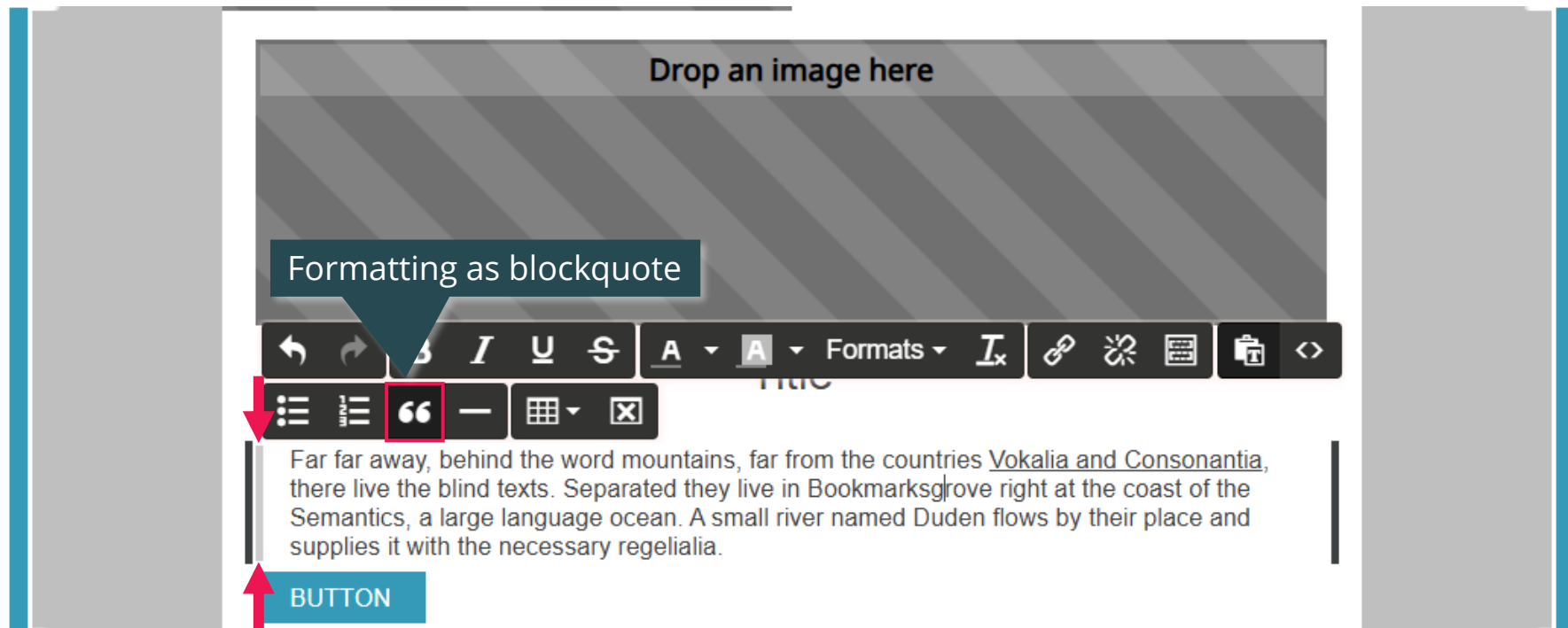
"Undo" and 'Redo', within the text editing in the individual block.



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 picker), 'Background Color' (A with a color picker), '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), 'Unlist' (three dots with a slash), 'Quote' (double quote), 'Unquote' (single dash), 'Table' (grid with a dropdown), and 'Table' (grid with an X). 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

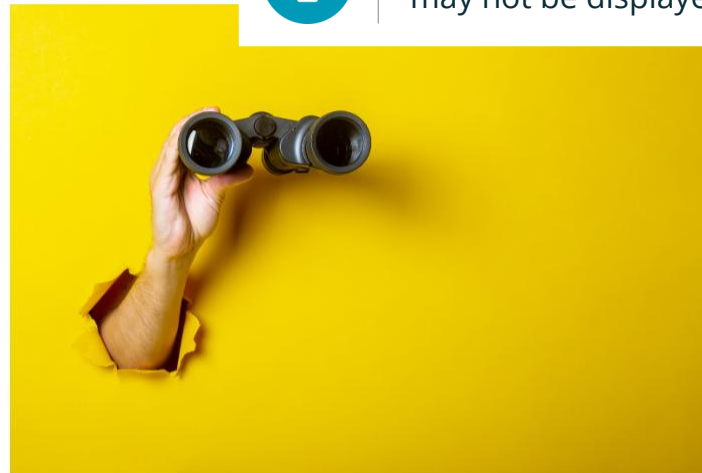
Formatting: Blockquote



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

{@letterSalutation@}

Sehr geehrter Herr Admin

Ok Cancel

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

Display of the placeholder

Preview of the content mapped
by personalization placeholders.

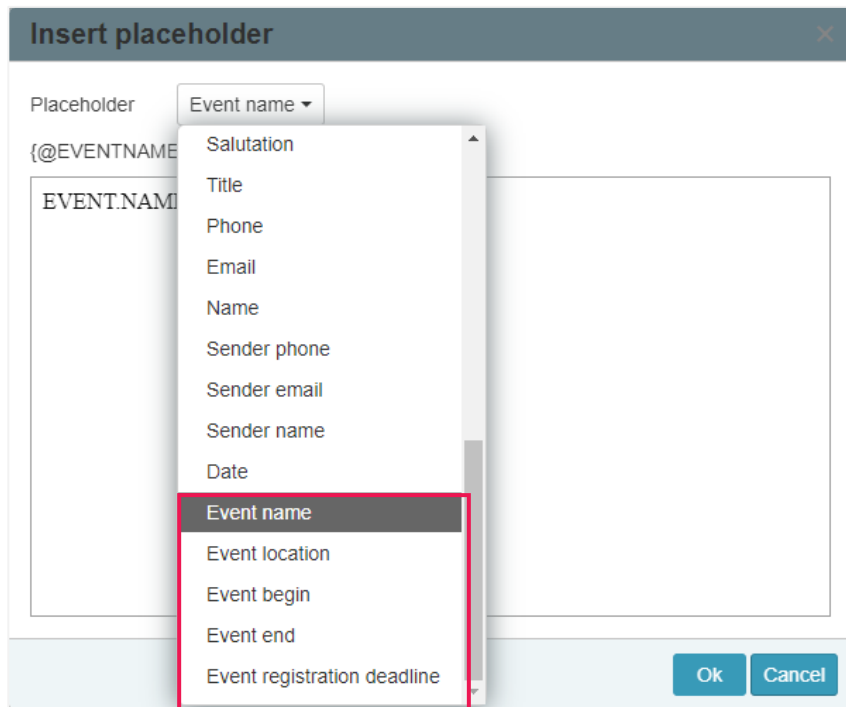
{@letterSalutation@},

Selected placeholder is displayed in the text.

Separated they live in Bookmarks ocean. A small river named Duderregelialia.

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 toggles 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, the 'IMAGE' section is highlighted with a red box, showing a 'Link' dropdown menu and an 'Alternative Text' field. The 'BUTTON' section below it also has a 'Link' field. A dark blue callout box with white text provides instructions on how to create a 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.

The main workspace shows a 'Newsletter' block with a 'Drop an image here' placeholder, a 'Title' field, and a 'BUTTON' field. The 'Zur Webansicht' link is visible in the top right corner of the workspace.

Integration of weblinks

Buttons



IMAGE+TEXT BLOCK

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

IMAGE

Link _____

Alternative Text ? _____

BUTTON

Link _____

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:

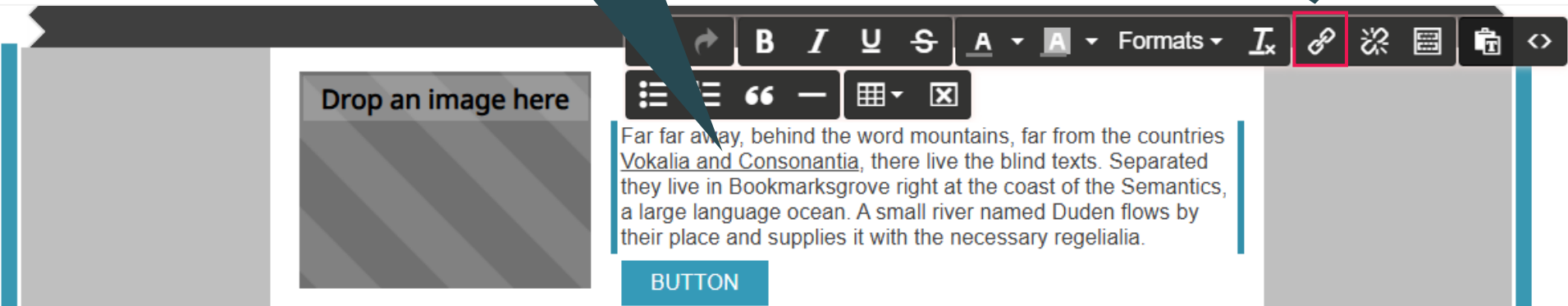
- Insert the URL to automatically generate a weblink with redirect function in ADITO.
- Select an already available weblink by selecting the corresponding placeholder.
- Enter a new placeholder (incl. { and @) for which you must subsequently create a weblink manually in ADITO..

Integration of weblinks

Text

1. Select the text to be linked

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

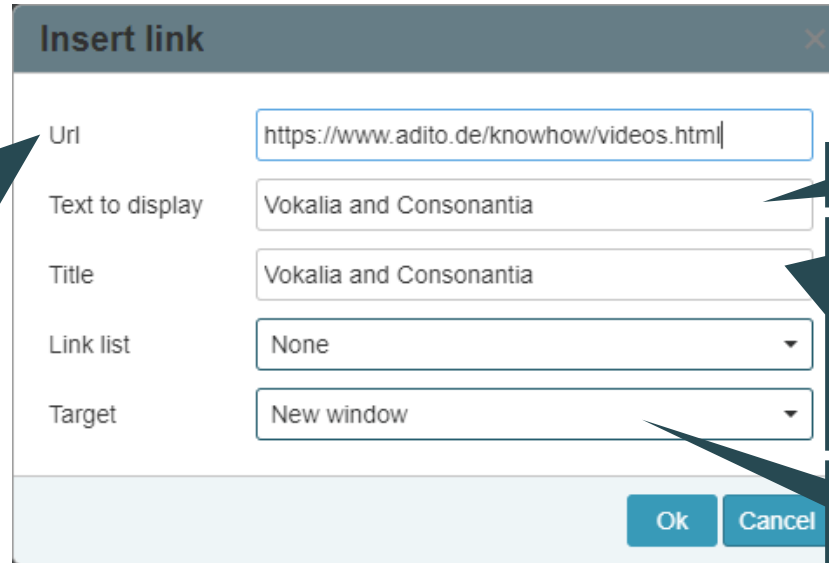


The screenshot shows a text editor interface. On the left, there is a placeholder box with the text "Drop an image here" and a diagonal striped pattern. In the center, there is a text area containing the following text: "Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, 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 icons. The "Insert/edit link" icon, which is a chain link, is highlighted with a red square. A dark blue callout box with a pointer indicates that the user should click this button to open the link dialog.

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.



The 'Insert link' dialog box contains the following fields:

- Url: <https://www.adito.de/knowhow/videos.html>
- Text to display: Vokalia and Consonantia
- Title: Vokalia and Consonantia
- Link list: None
- Target: New window

Buttons: Ok, Cancel

Marked text

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

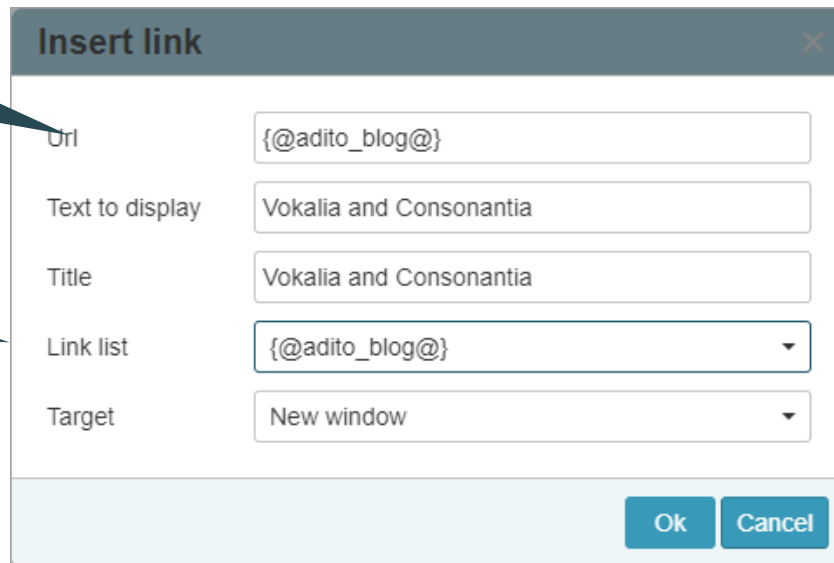
Selection of the target page handling

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. The dialog contains five input fields:

- Url:** A text field containing the placeholder text "{@adito_blog@".
- Text to display:** A text field containing the text "Vokalia and Consonantia".
- Title:** A text field containing the text "Vokalia and Consonantia".
- Link list:** A dropdown menu with the selected option "{@adito_blog@" and a downward arrow.
- Target:** A dropdown menu with the selected option "New window" and a downward arrow.

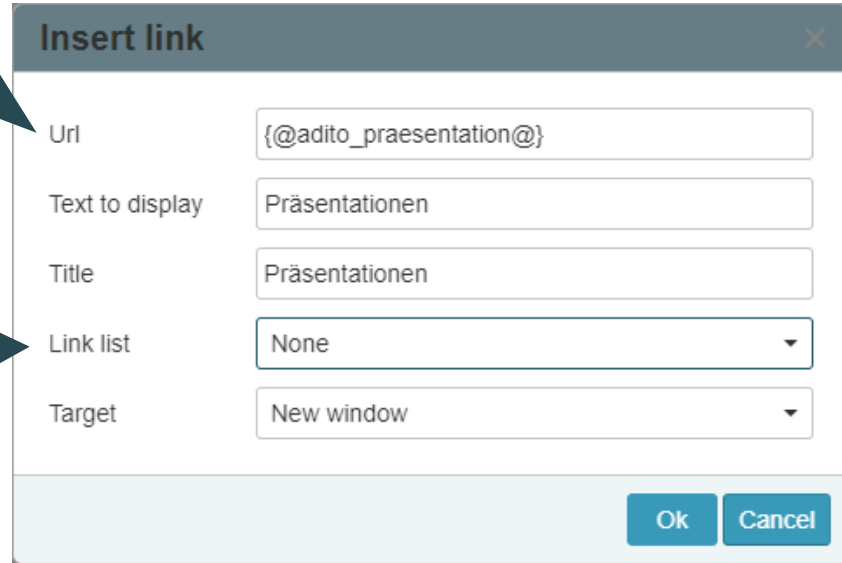
At the bottom right of the dialog, there are two buttons: "Ok" and "Cancel".

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:

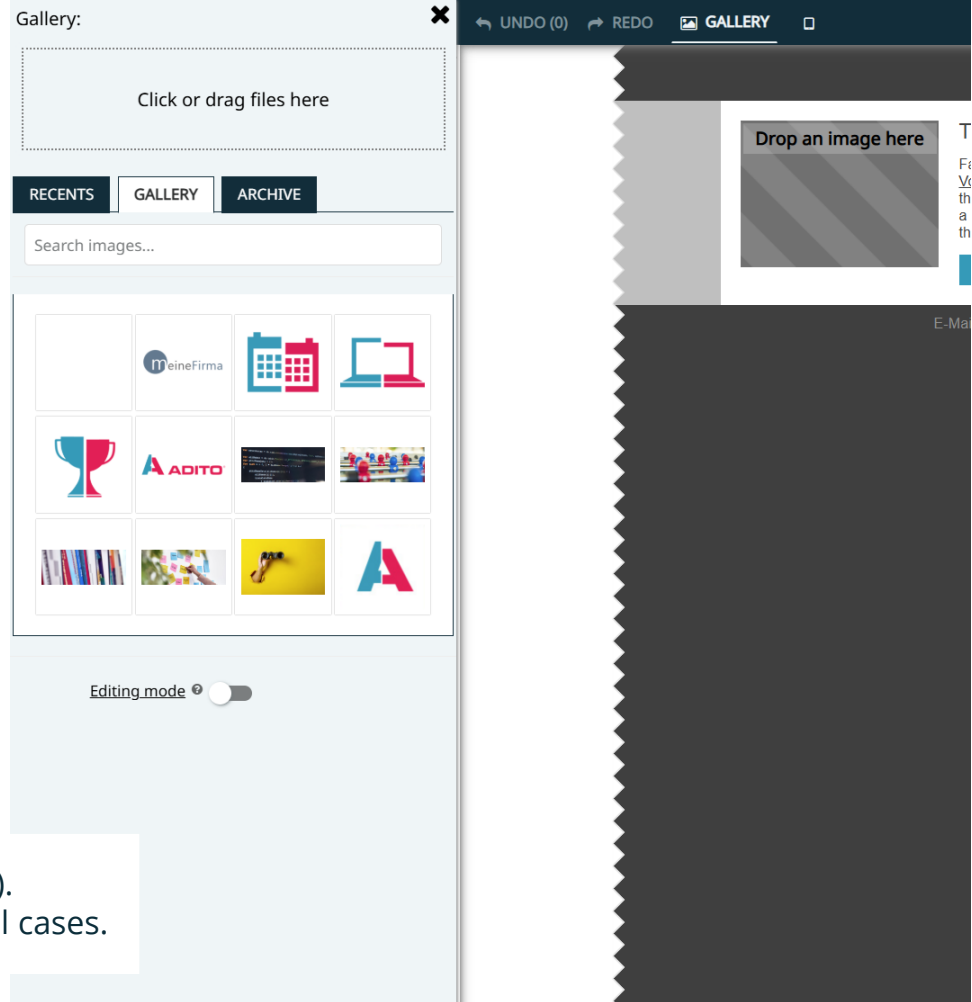
Field	Value
Url	{@adito_praesentation@}
Text to display	Präsentationen
Title	Präsentationen
Link list	None
Target	New window

Buttons: Ok, Cancel

Integration of images

Insert images

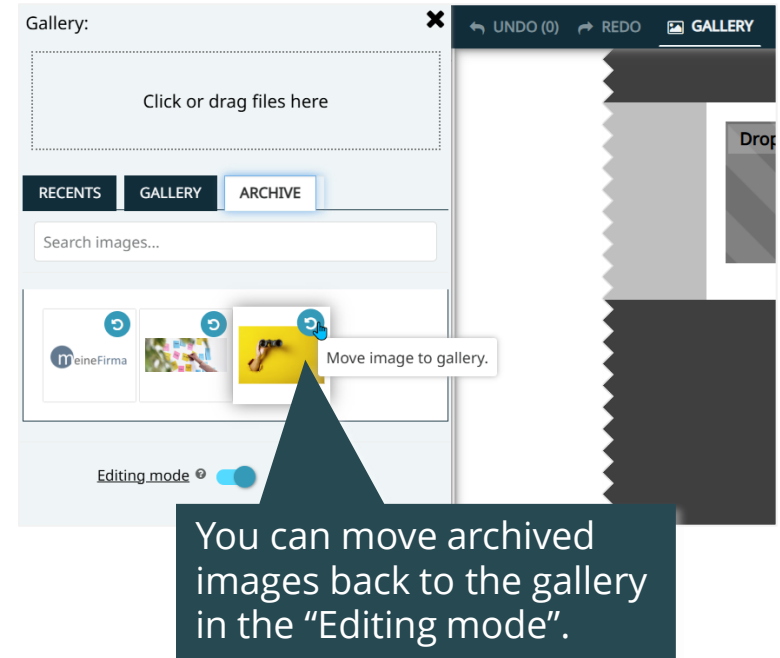
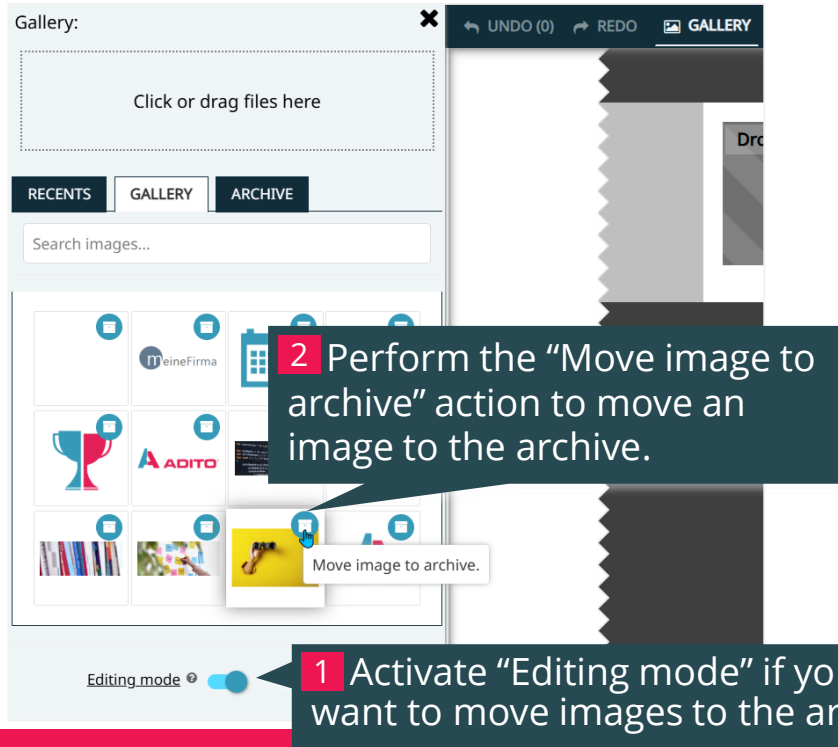
- Upload images/graphics by click or drag 'n' drop
- Placement of images in the content with drag 'n' drop
- Automatic scaling



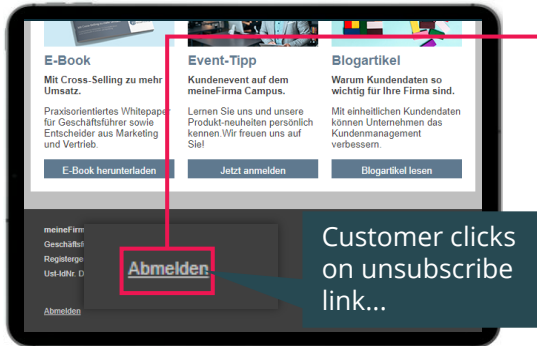
Images cannot be deleted (only with great effort).
Images should only be overwritten in exceptional cases.

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.

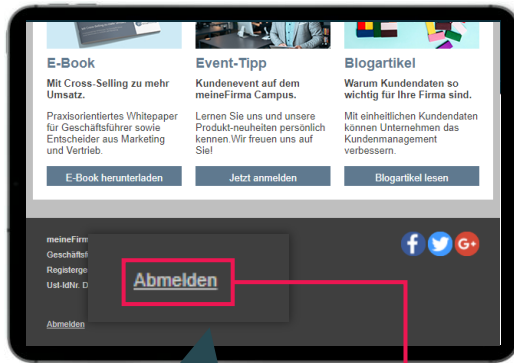
The "Unsubscribe" workflow sets a defined interest in the contact to "not subscribed" and the advertising opt-out for the "email" channel.



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.

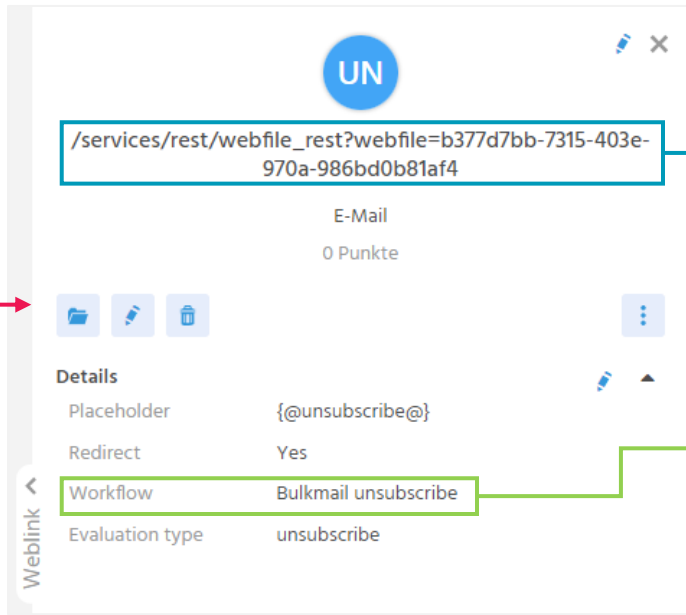
- The contact is still included as a recipient of the newsletter in the upcoming bulk mail, but is now marked as an invalid recipient.
- The contact is not a recipient in a bulk mail and can no longer be added to bulk mails in which this interest is stored via the bulk mail action.

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**.



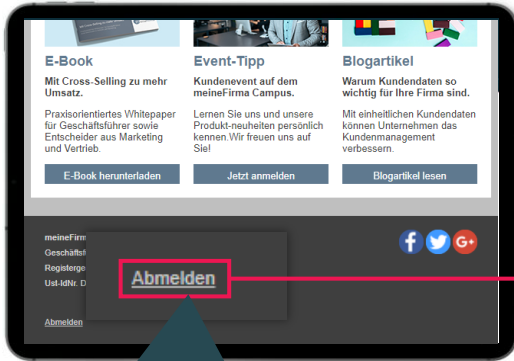
...and is redirected to the landing page



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



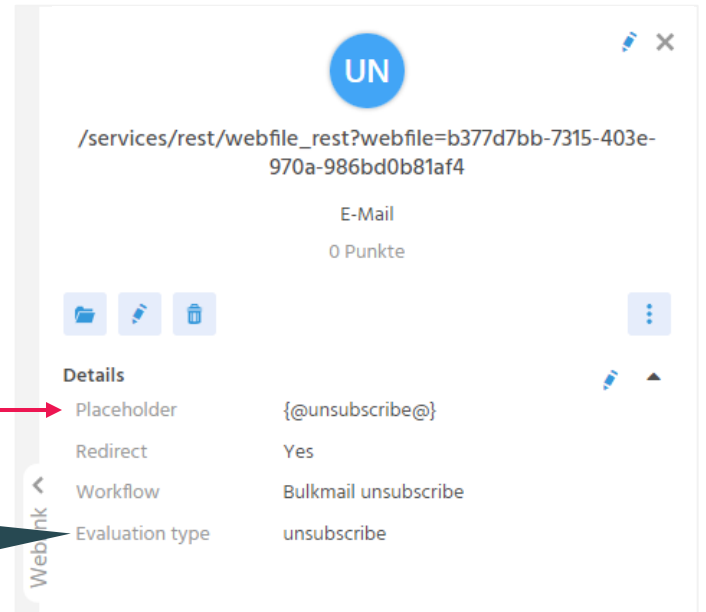
Excursus: Newsletter unsubscribe



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.

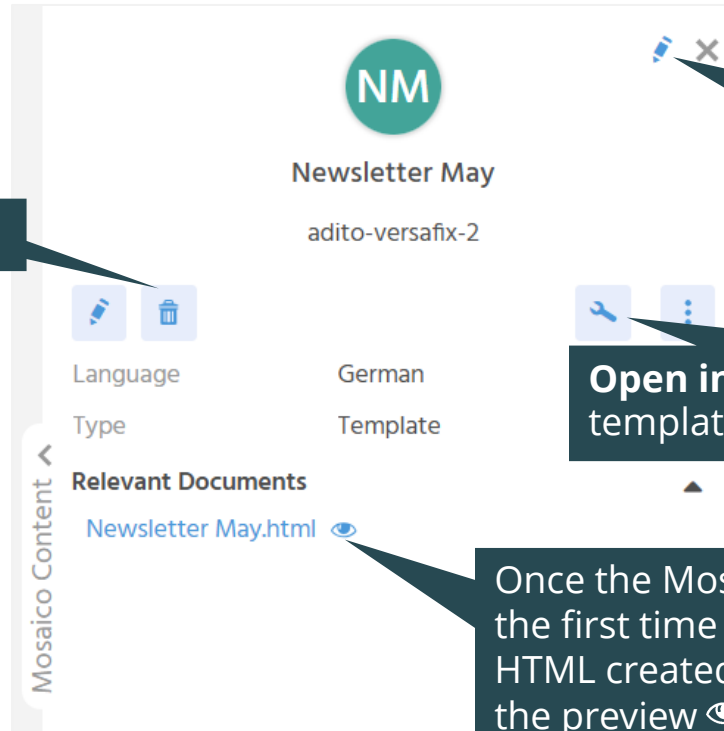
The unsubscribe link is a weblink with the URL of the landing page and redirect functionality and triggers the workflow.



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.

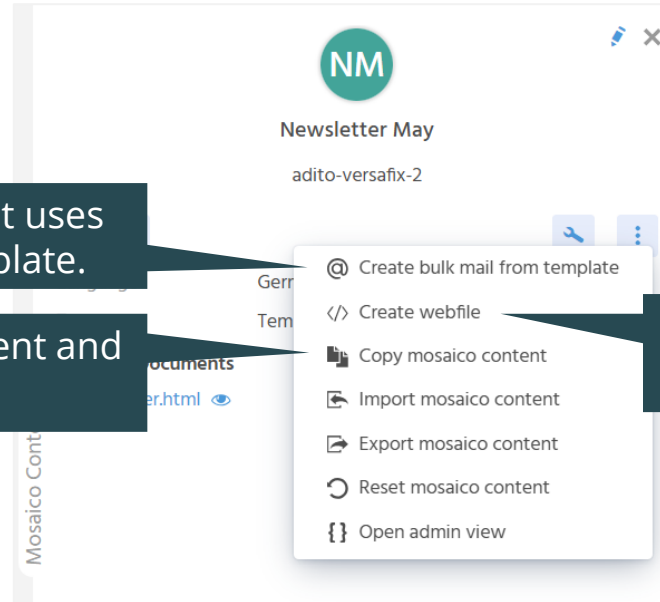
Once the Mosaico editor has been opened for the first time and content has been saved, the HTML created is displayed here. You can open the preview  and download the document.

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

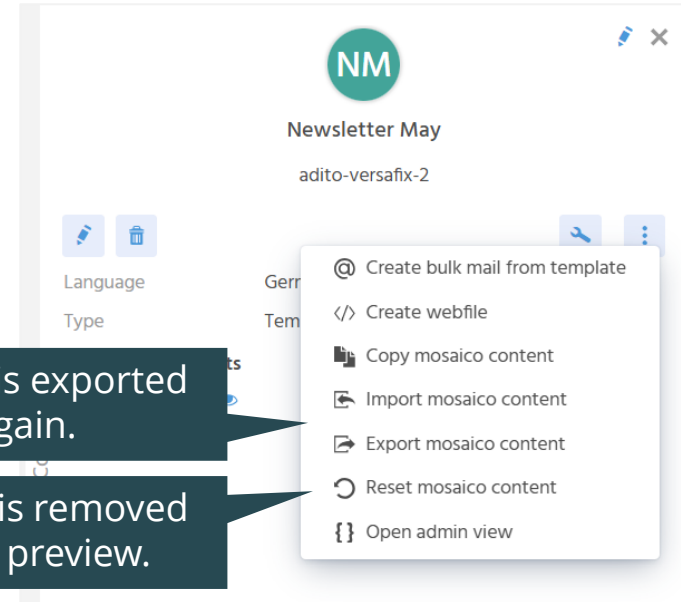
Preview

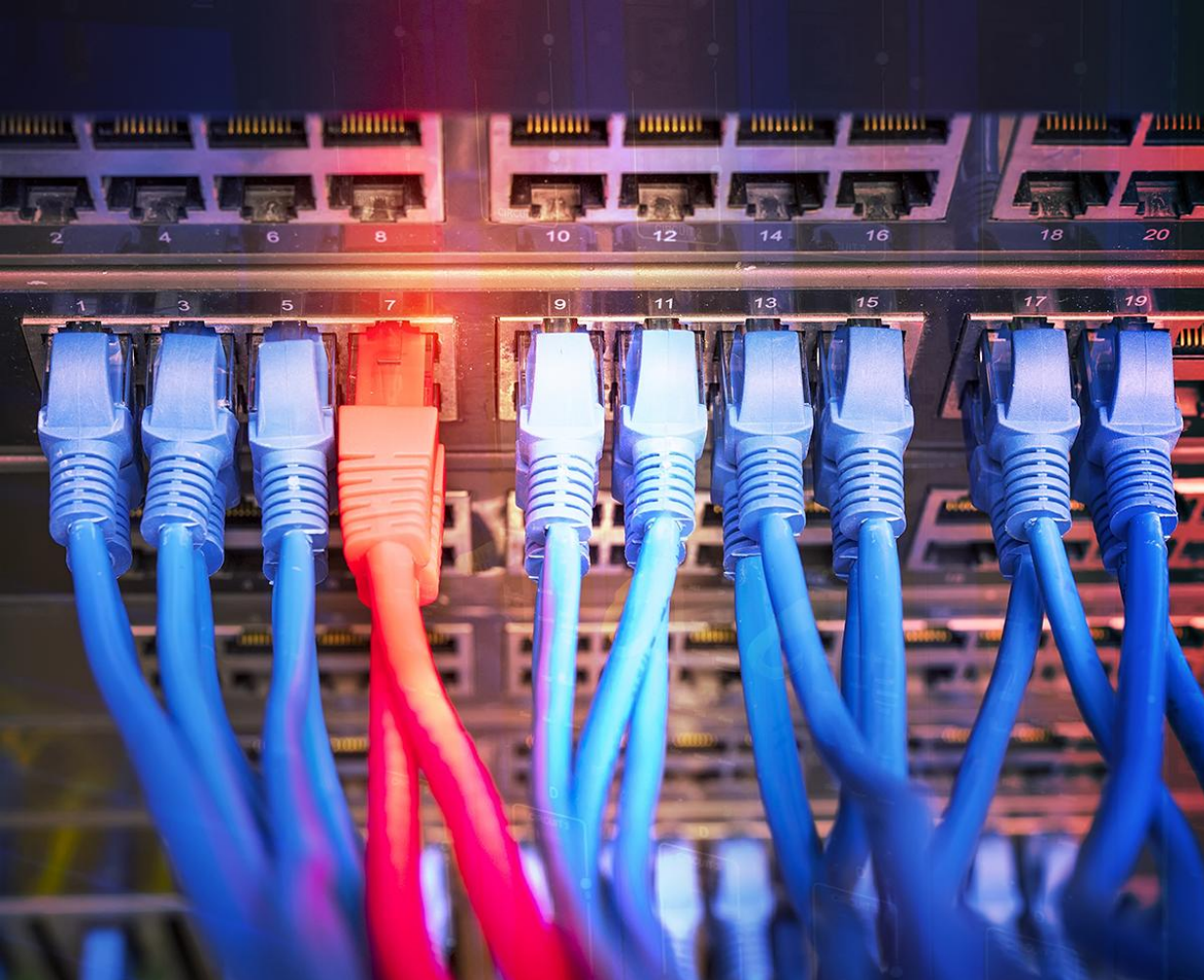


The actions described are not intended for daily use, but export and import, e.g., to temporarily store templates outside of ADITO when a transfer from the test system to the production system is to take place.

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)”** .

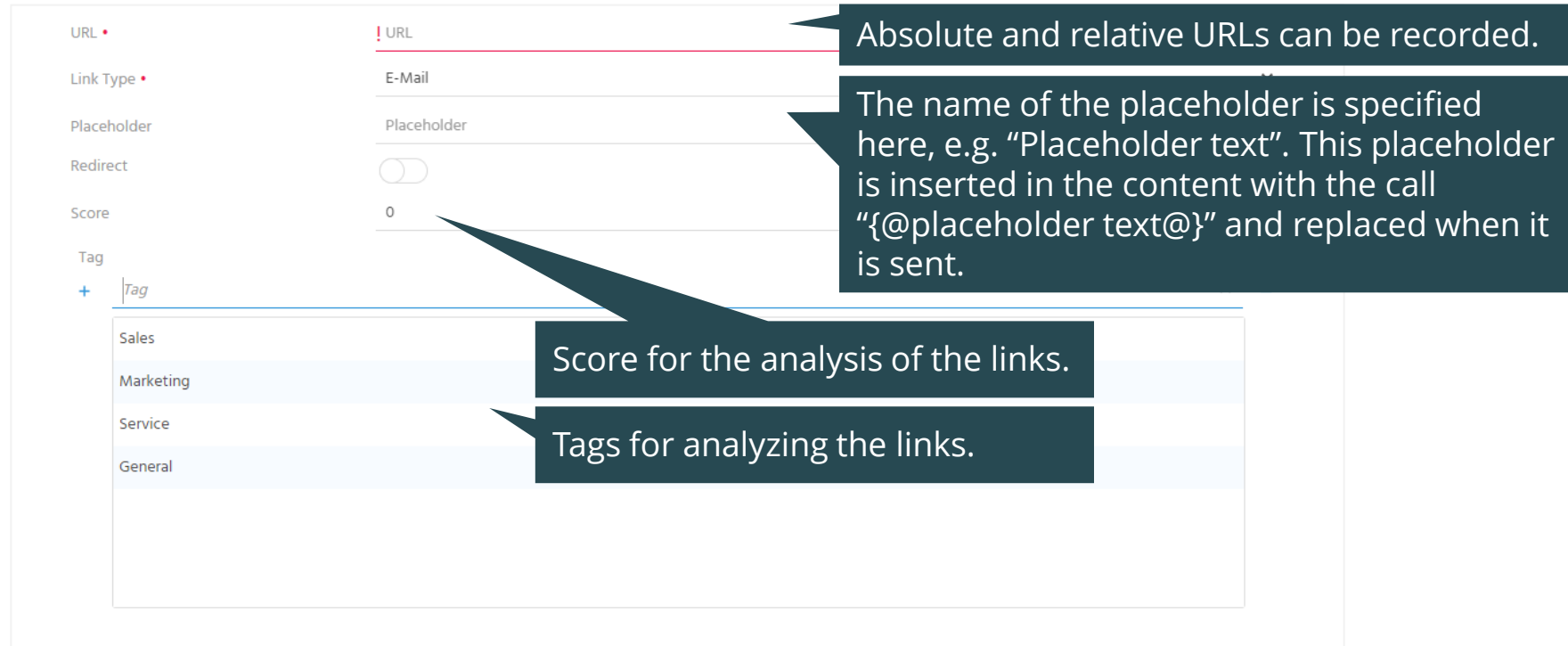
- They are created in Mosaico by entering the URL for the link and saving the Mosaico template. [Creation of this weblink type see slides for weblink integration in Mosaico](#)
- The link is generated in the context “Weblink” and receives a placeholder {@ID@}, the redirect function is active and the 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 dropdown menu for Tag is open, showing options: Sales, Marketing, Service, and General. Four callout boxes provide additional information:

- URL:** Absolute and relative URLs can be recorded.
- 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.
- Score:** Score for the analysis of the links.
- Tag:** Tags for analyzing the links.

The form fields are as follows:

- URL:** A text input field with a red exclamation mark icon and the text "URL".
- Link Type:** A dropdown menu with "E-Mail" selected.
- Placeholder:** A text input field with the text "Placeholder".
- Redirect:** A toggle switch.
- Score:** A text input field with the value "0".
- Tag:** A dropdown menu with a plus icon and the text "Tag". The dropdown is open, showing a list of tags: Sales, Marketing, Service, and 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>

☐	 /services/rest/webfile_rest?webfile=688c7f20-7553-48b9-af9f-a1622bf9cc5e	{@testkopie@}	25 Punkte		
☐	 /services/rest/webfile_rest?webfile=688c7f20-7553-48b9-af9f-a1622bf9cc5e	{@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=ed02e373-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-986bd0b81af4	{@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

☐	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 filters:

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

Link Type x

Condition reset

all one

Last Click  within (time span) 

span)

[Open extended filter conditions](#) coming

Last filters

Possible operators

Possible operators for "Last click"

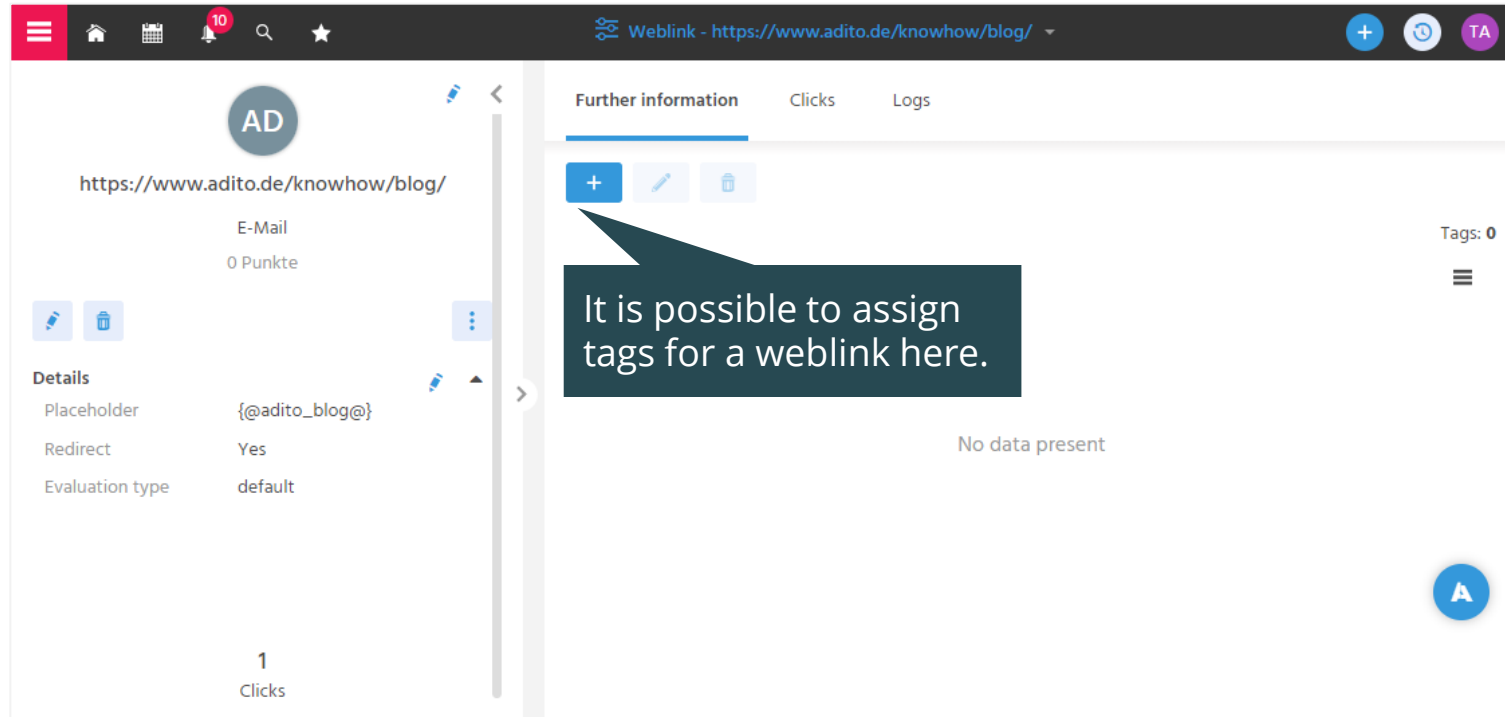
for "Last click"

100



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„Further information“ tab



The screenshot displays the Weblink management interface. The top navigation bar shows the URL `https://www.adito.de/knowhow/blog/` and user information (TA). The left sidebar contains a details panel for the weblink, showing fields like Placeholder, Redirect, and Evaluation type. The main content area has three tabs: 'Further information' (selected), 'Clicks', and 'Logs'. A callout box highlights the '+' icon in the 'Further information' tab, indicating that tags can be assigned. The 'Clicks' tab shows '1 Clicks' and the 'Logs' tab shows 'No data present'.

Further information Clicks Logs

It is possible to assign tags for a weblink here.

Tags: 0

No data present

1 Clicks

„Clicks” tab

Weblink - /services/rest/webfile_rest?webfile=ed02e373-ee22-4fcd-9eff-827512bbc75e

+ TA

Further informationClicksLogs

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 F...					
▶ Herr Peter B...					
▶ Mr. Cameron Doyle Glob Group (2)					

Groupingreset X

Contact X

Group by

Conditionreset

Join conditions by:

allone

Test Run equal "No" X

+ Add filter condition

Open extended filter conditions

Saved filters

Last filters

This documents/logs who opened the link, when, with which device, browser, operating system and IP address.

Use the standard functions of the filter for the evaluation.



Bounce Management & Blacklisting

Bounce Management & Blacklisting



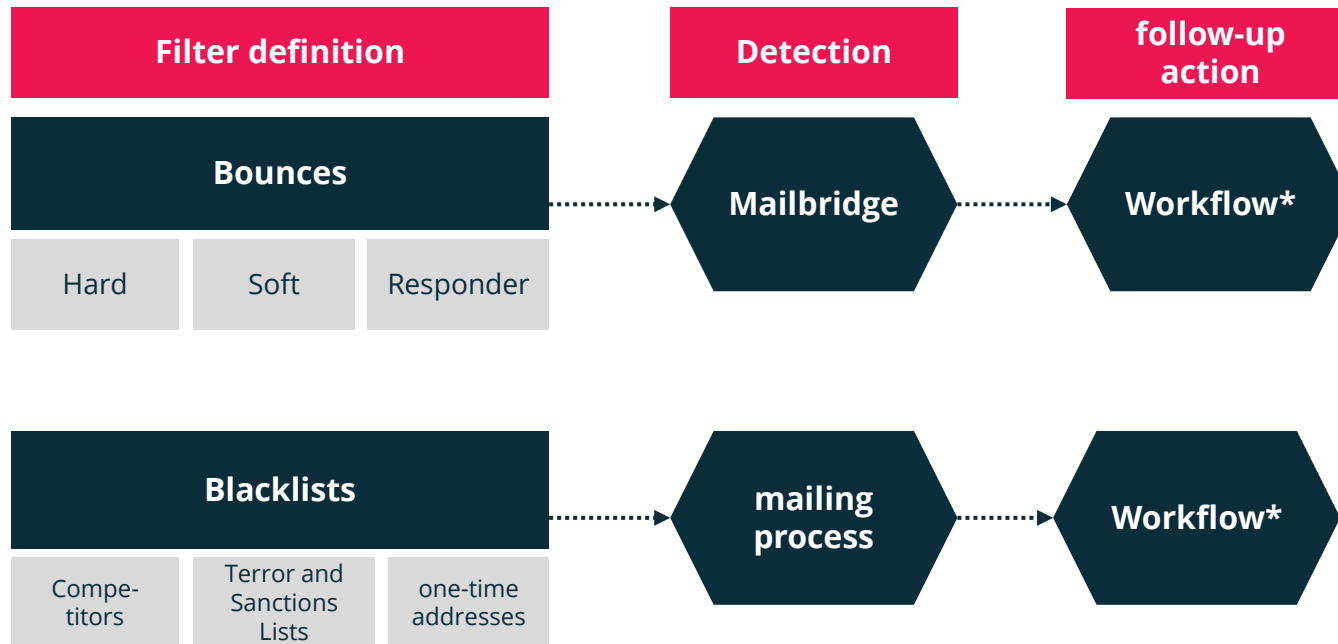
Overview

- 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

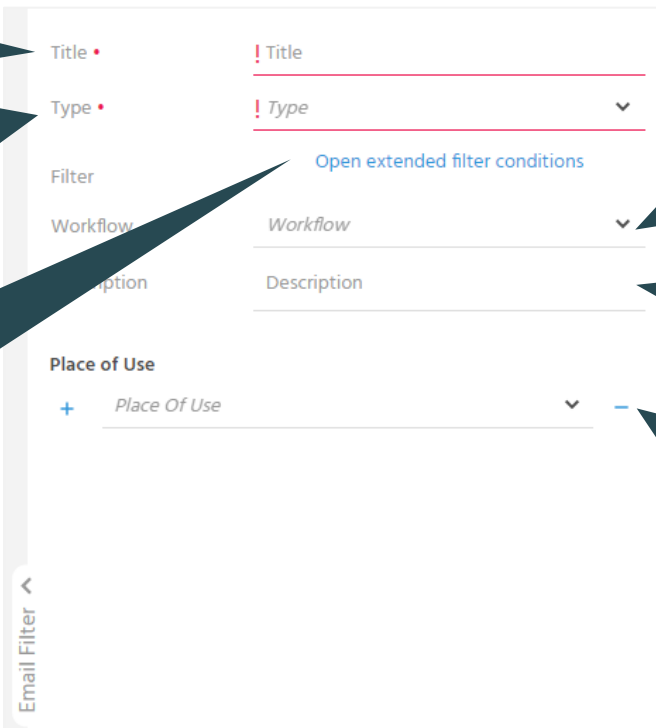
Email Filter

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 interface. It includes a sidebar on the left with a vertical label 'Email Filter' and a downward arrow. The main form contains the following fields:

- Title**: A text input field with a red exclamation mark icon and the placeholder text '! Title'.
- Type**: A dropdown menu with a red exclamation mark icon and the placeholder text '! Type'.
- Filter**: A section header.
- Workflow**: A dropdown menu with the placeholder text 'Workflow'.
- Description**: A text input field with the placeholder text 'Description'.
- Place of Use**: A dropdown menu with a plus icon on the left, the placeholder text 'Place Of Use', and a minus icon on the right.

A blue link 'Open extended filter conditions' is located between the 'Type' and 'Workflow' fields.

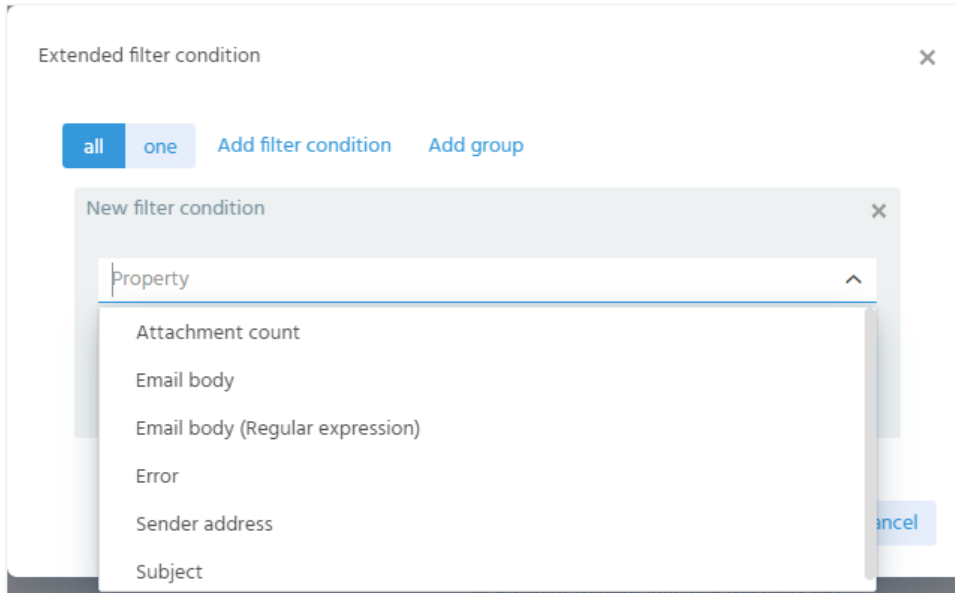
Workflow that is triggered when the respective error code is found, for example.

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

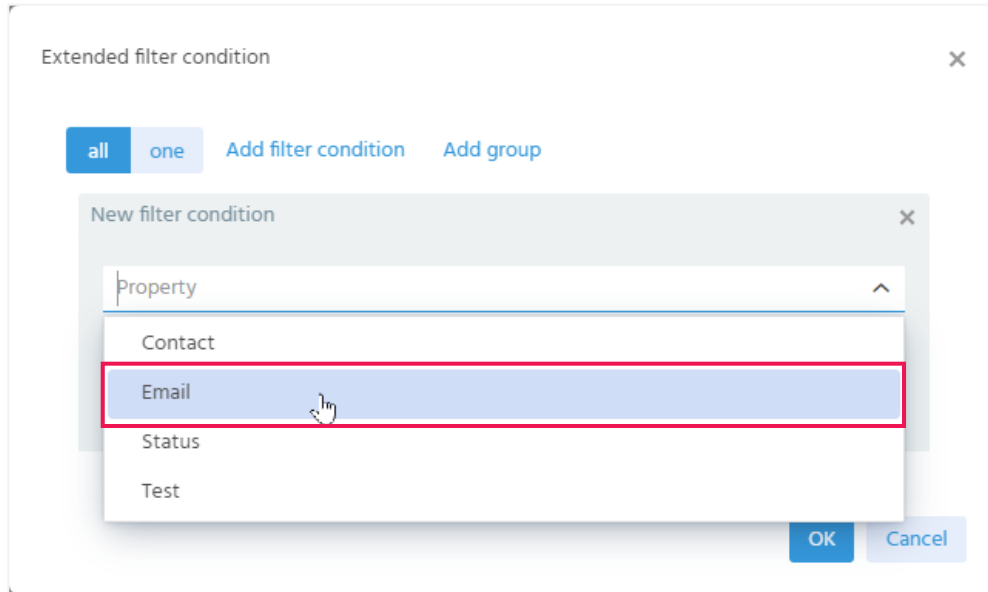


all one Add filter condition Add group

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

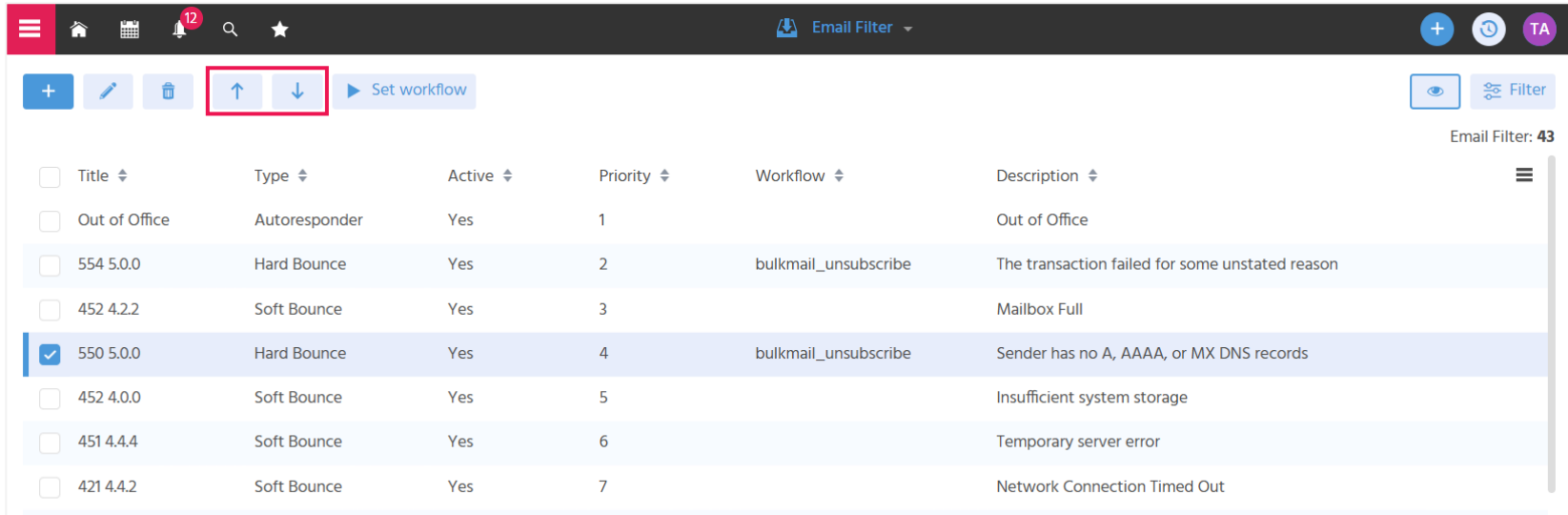
OK Cancel

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

Email Filter

Adjusting the priority in the FilterView

- Increase priority
- Decrease priority

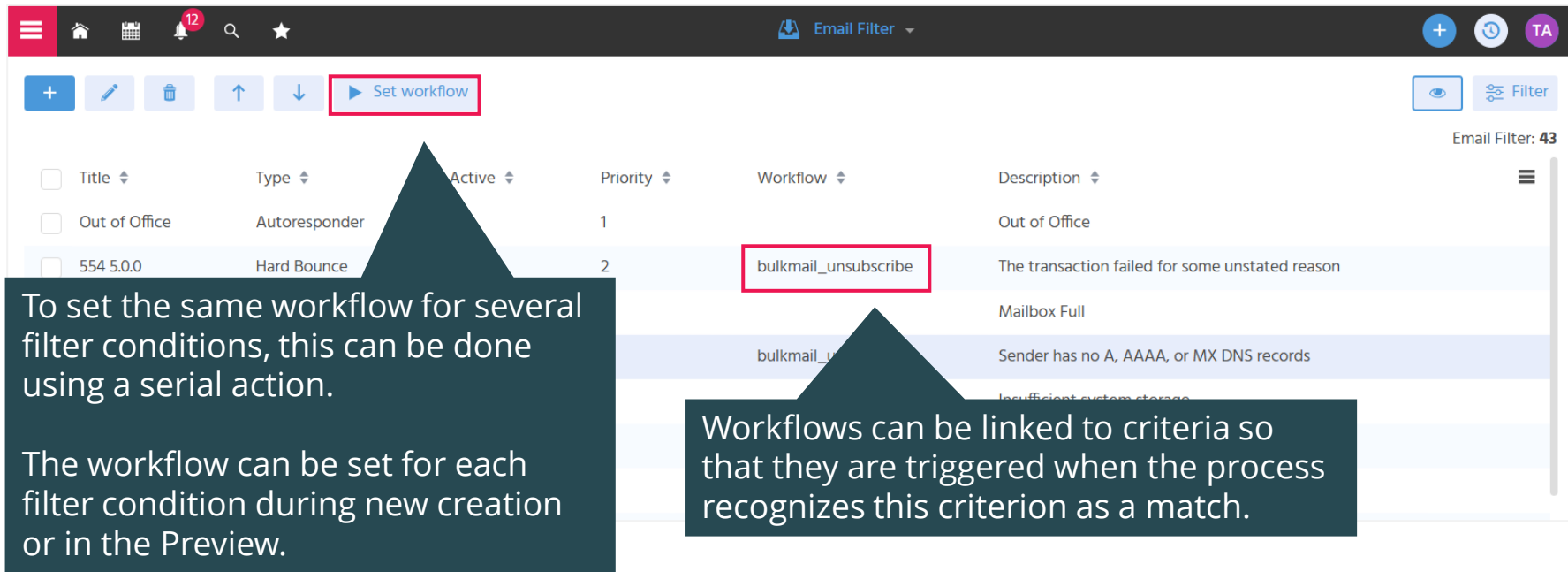


The screenshot shows the ADITO Email Filter management interface. At the top, there's a navigation bar with icons for home, calendar, notifications (12), search, and star. The main header area includes a 'Set workflow' button and a 'Filter' button. Below this is a table of email filters. The table has columns for Title, Type, Active, Priority, Workflow, and Description. The 'Priority' column has up and down arrows for adjustment. The filter with ID 550 5.0.0 is selected, and its priority is 4.

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



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.

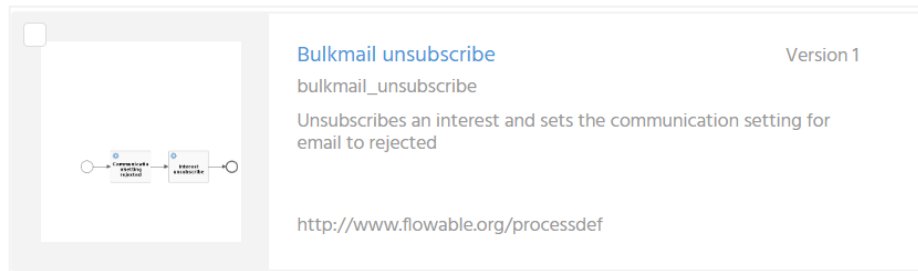
Workflows can be linked to criteria so that they are triggered when the process recognizes this criterion as a match.

☐	Title	Type	Active	Priority	Workflow	Description
☐	Out of Office	Autoresponder		1		Out of Office
☐	554 5.0.0	Hard Bounce		2	bulkmail_unsubscribe	The transaction failed for some unstated reason
						Mailbox Full
					bulkmail_u	Sender has no A, AAAA, or MX DNS records
						Insufficient custom storage

Email Filter

Workflows for processing bounces

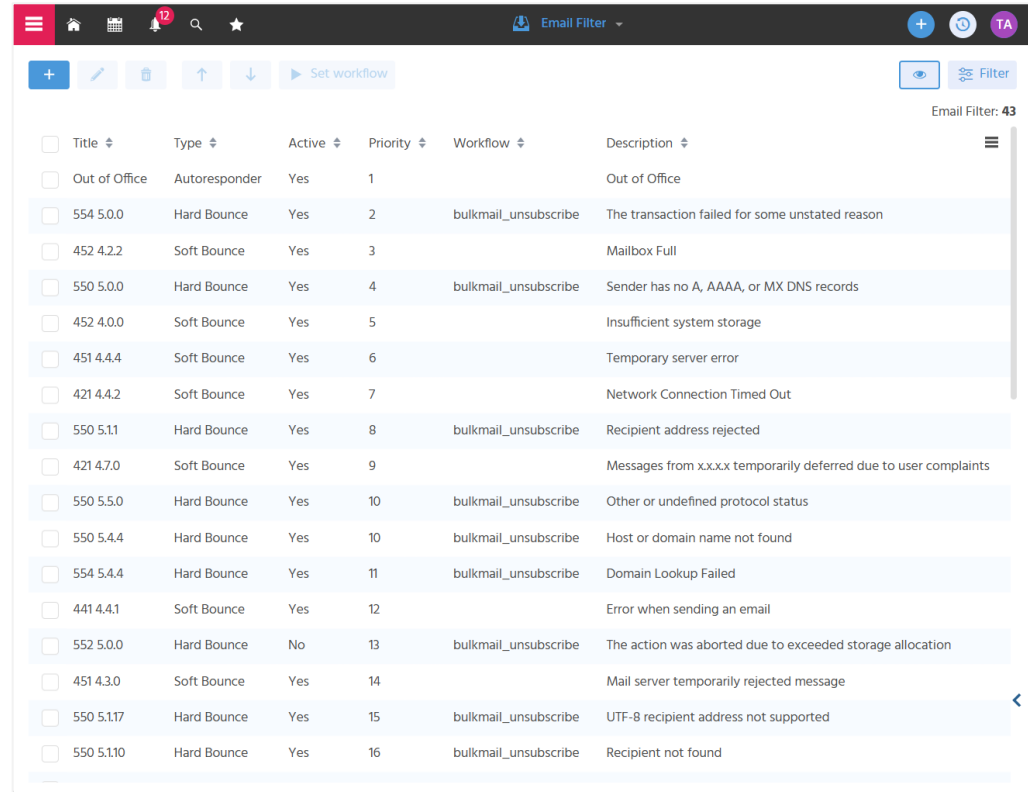
- The **standard workflow “bulkmail unsubscribe”** sets the status to “rejected” in the communication settings for the “email” channel in the event of a hard bounce at the contact.
- If this workflow is not sufficient at this point, you can define your own workflow that, for example, additionally creates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

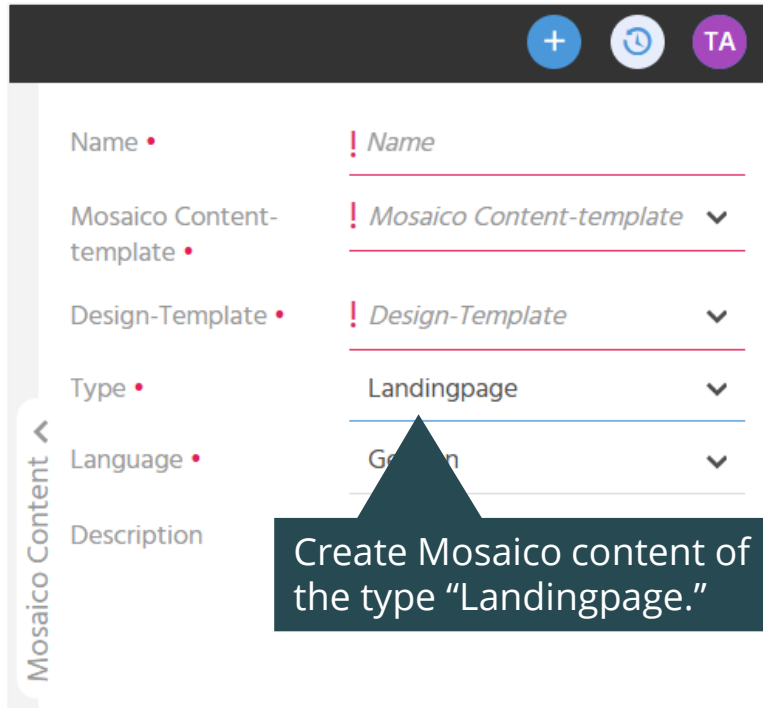
„Overview“

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

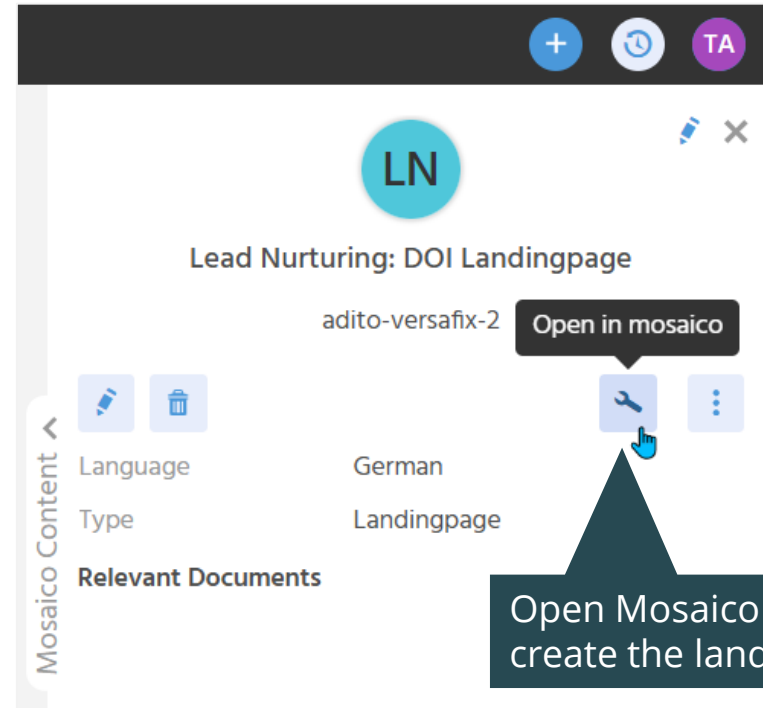
Create HTML in the “Mosaico Content” context



The screenshot shows the 'Mosaico Content' creation interface. The left sidebar is labeled 'Mosaico Content'. The main form has the following fields:

- Name: *! Name*
- Mosaico Content-template: *! Mosaico Content-template* (dropdown)
- Design-Template: *! Design-Template* (dropdown)
- Type: Landingpage (dropdown)
- Language: German (dropdown)
- Description: (empty)

A dark blue callout box at the bottom right of the form contains the text: "Create Mosaico content of the type “Landingpage.”"



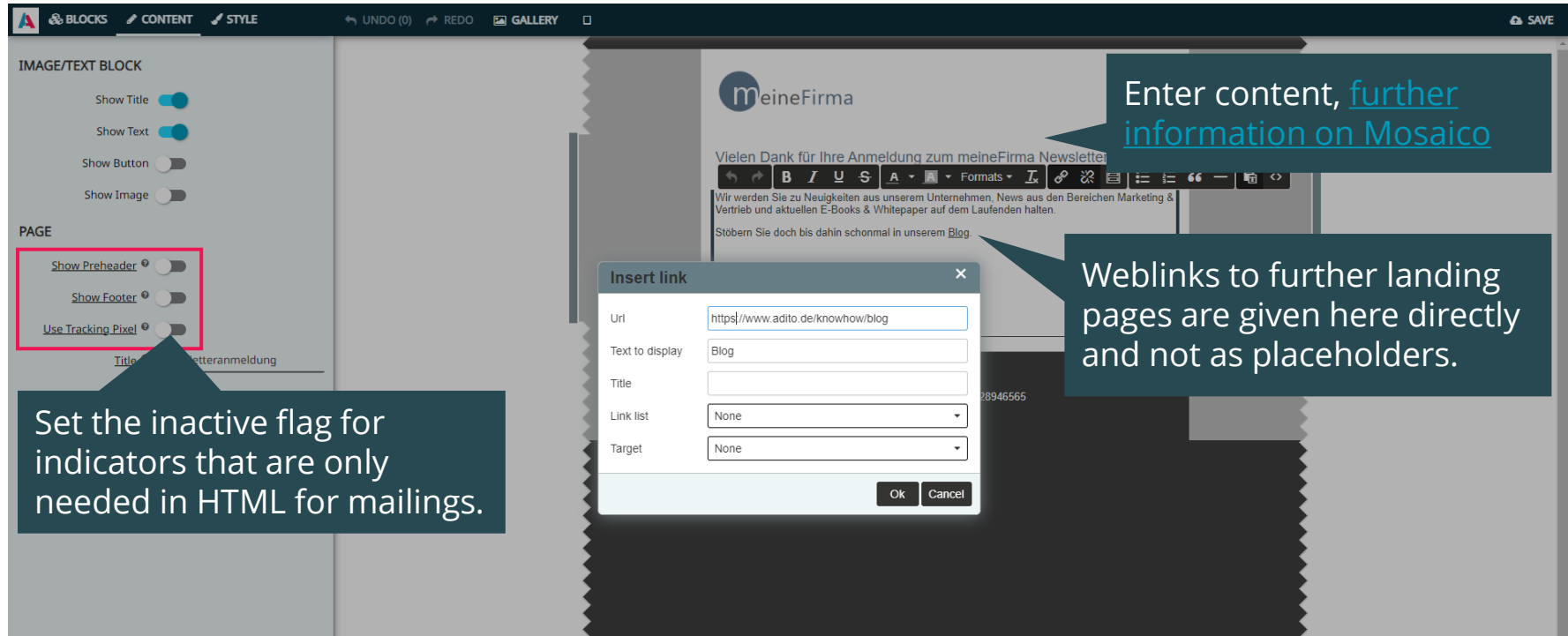
The screenshot shows the 'Mosaico Content' detail view for a landing page. The left sidebar is labeled 'Mosaico Content'. The main view displays:

- A circular icon with the letters 'LN'.
- The title: Lead Nurturing: DOI Landingpage
- The identifier: adito-versafix-2
- A button labeled 'Open in mosaico'.
- Metadata fields: Language (German), Type (Landingpage).
- A section titled 'Relevant Documents'.

A dark blue callout box at the bottom right of the view contains the text: "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. A red box highlights these three options, with a callout pointing to them stating: 'Set the inactive flag for indicators that are only needed in HTML for mailings.'

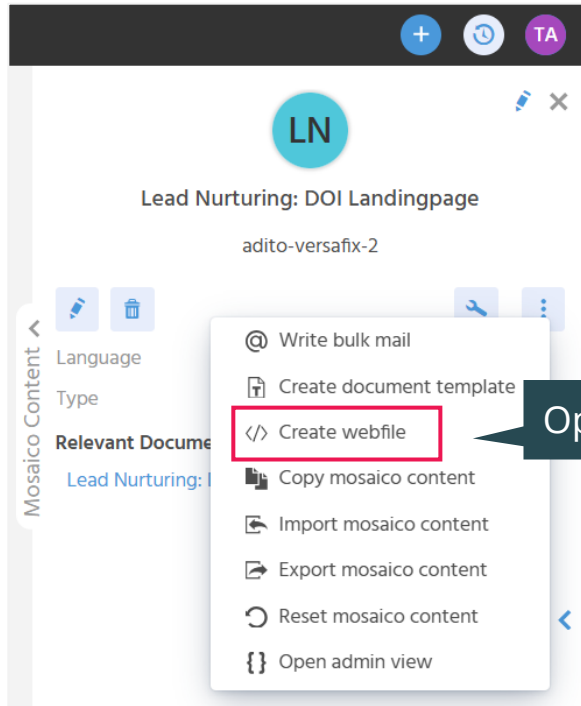
The main editor area shows a newsletter template for 'meineFirma'. The content includes a header with the company logo, a thank-you message for a newsletter subscription, and a call to action to explore the company's blog. A callout points to the 'Blog' link, stating: 'Weblinks to further landing pages are given here directly and not as placeholders.'

An 'Insert link' dialog box is open, showing the URL 'https://www.adito.de/knowhow/blog', the text to display 'Blog', and the link list and target set to 'None'. The dialog has 'Ok' and 'Cancel' buttons.

On the right side of the editor, a callout points to the 'Blog' link, stating: 'Enter content, further information on Mosaico'.

Landingpage

Create a new webfile based on the Mosaico template.



Open the edit view of the webfile for new creation.

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

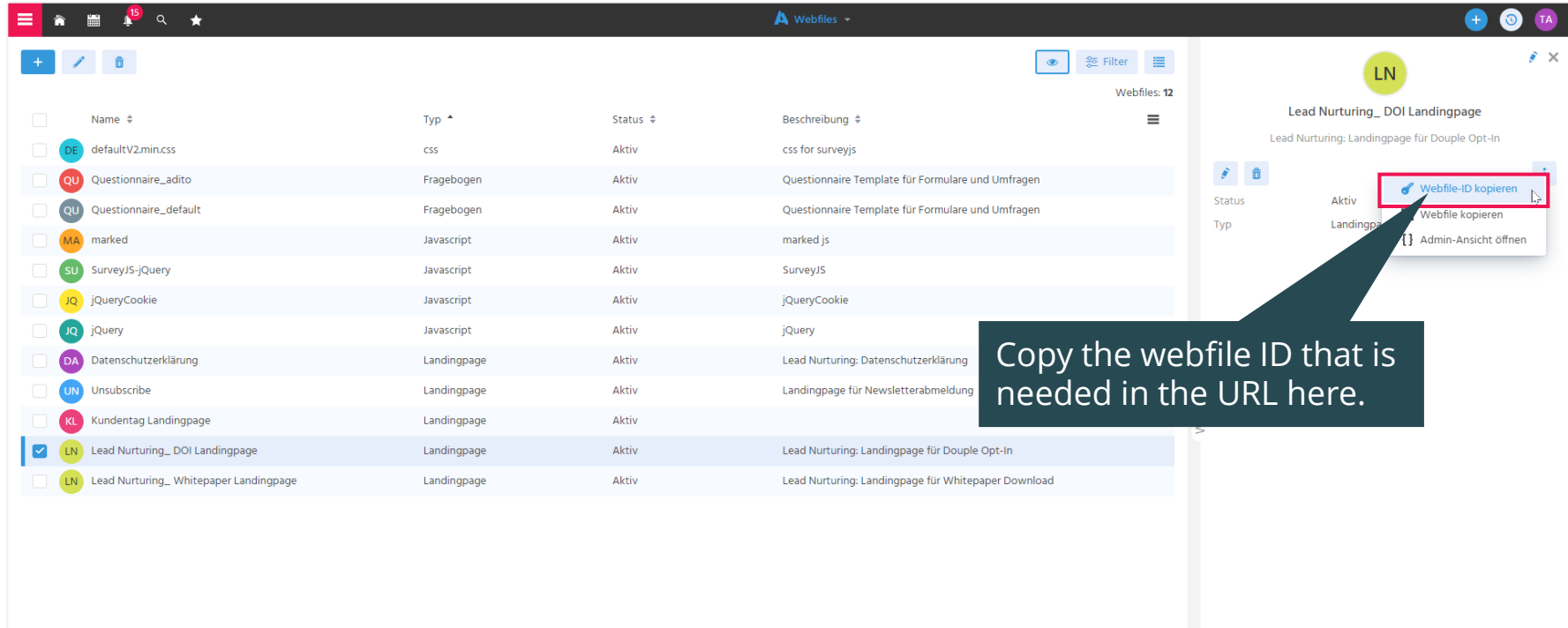
URL •	/services/rest/webfile_rest?webfile=f84ab1e4-ba92-4707-81e9-fe4d639656e8
Link Type •	E-Mail
Placeholder •	nurturing_optin
Redirect	☒
Evaluation type •	default
Action	Start workflow ▼
Workflow	Sample LeadNurturing workflow ▼
\${WEBLINK_SCORE}	50
Tag	
+ Marketing	▼ —

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”



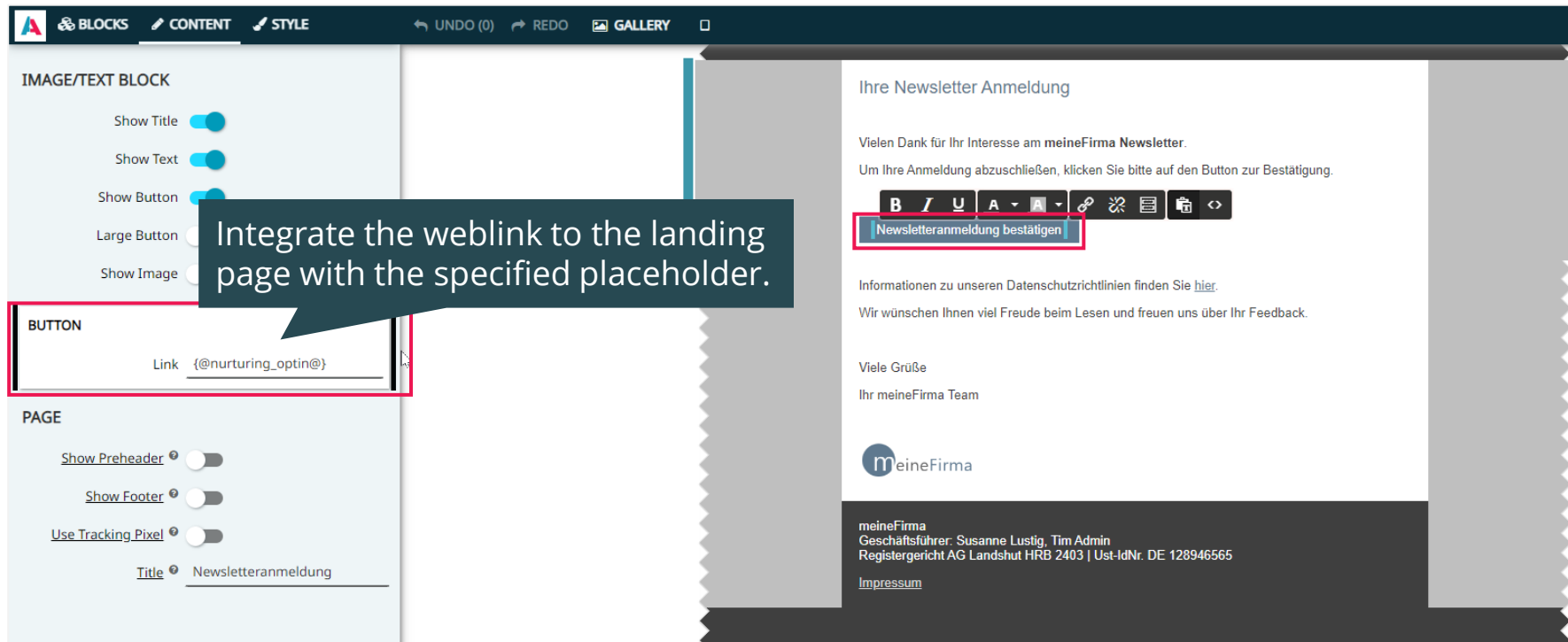
The screenshot displays the ADITO Webfiles interface. On the left, a table lists various webfiles. The table has columns for Name, Typ, Status, and Beschreibung. The 'Lead Nurturing_ DOI Landingpage' is selected, indicated by a blue checkmark in the first column.

	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. A callout bubble points to this button with 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 visible, showing options for 'IMAGE/TEXT BLOCK' and 'BUTTON'. The 'IMAGE/TEXT BLOCK' section includes toggle switches for 'Show Title', 'Show Text', 'Show Button', 'Large Button', and 'Show Image'. The 'BUTTON' section shows a 'Link' field with the placeholder text '{@nurturing_optin@}'. Below this, the 'PAGE' section includes toggle switches for 'Show Preheader', 'Show Footer', and 'Use Tracking Pixel', along with a 'Title' field containing 'Newsletteranmeldung'.

A dark blue callout box with white text is positioned over the 'BUTTON' section, stating: 'Integrate the weblink to the landing page with the specified placeholder.'

The main preview area on the right shows a landing page template titled 'Ihre Newsletter Anmeldung'. The content includes a thank you message, a confirmation link, and a confirmation button labeled 'Newsletteranmeldung bestätigen'. The footer of the landing page includes the 'meineFirma' logo and contact information.



**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).

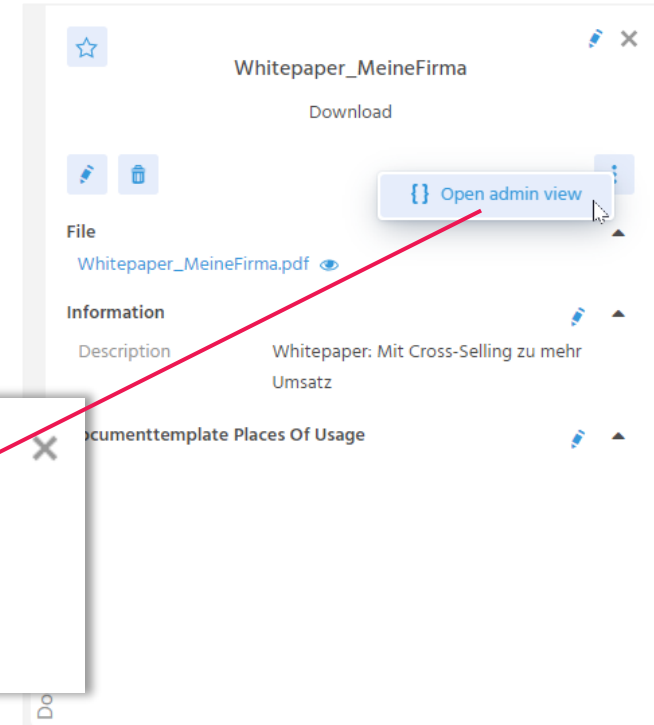
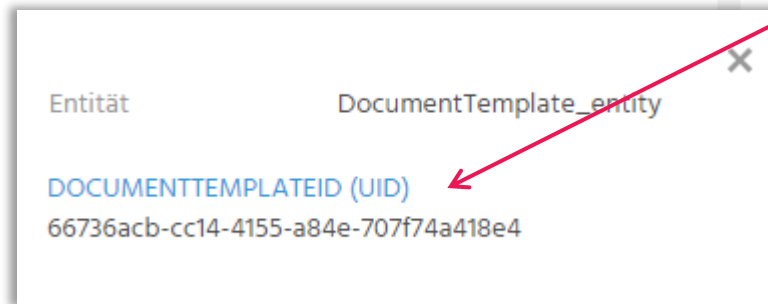
A weblink can be created for this ID, which opens this document via a webservice.



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.



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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