

Configurations

- Configuration and Settings

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The screenshot shows a web interface for configuring newsletter settings. At the top, there is a navigation bar with a back arrow and the text "← TO MY WEBSITE". Below this, a breadcrumb trail reads "Dashboard > Newsletter > Configuration and Settings". The main content area is titled "Configuration and Settings" and contains three sections:

- Email Settings:** Includes a "Senders Emails" section with a text input field containing "notifications@xanvo.io" and a red square icon. Below it is a blue button with a "+" sign.
- Sending rate Settings:** Features a "Rate limiting (Optional)" toggle switch that is turned on. Below the toggle are two input fields: "Frequency (email)" with the value "300" and "Time (minute)" with a dropdown menu set to "1 hour". A small text block below explains: "Splitting a campaign into several batches to send over a longer period of time to avoid heavy data traffic issues. This is important in terms of deliverability because, if the campaign is too heavy, there is a higher chance to get blocks from ISPs (Internet service providers)."
- Subscription Settings:** Includes a "Old subscriptions days delay" section with a text input field containing the value "2" and a small text note below it: "Days before removing old unconfirmed subscriptions."

A blue "Save" button is located at the bottom right of the main content area. On the right side of the interface, there is a sidebar menu with the following items: "Dashboard", "Newsletter", "Dashboard", "Campaigns", "Mailing lists", "Subscribers", "Templates", "Forms", "Configuration and Settings" (highlighted in blue), "Logged in as admin.", and "Sign Out."

Sender emails

The sender is “who” is sending emails to your subscribers. Usually, the best choice is to use an email address from your domain with a **real mailbox behind it**.

Rate limiting

By enabling this option, you can set the maximum number of emails sent over a defined period of time.

That feature saves you from hitting the provider limits and deliver newsletter emails at fixed speed .

Splitting a newsletter into several batches to send over a longer period of time to avoid heavy data traffic issues.

This is important in terms of deliverability because, if the newsletter is too heavy, there is a higher chance to get blocks from ISPs (Internet service providers).

Unconfirmed subscriptions lifetime

Newsletter keeps track of subscriptions by storing a timestamp. This date and time are then used to compute the inactive subscribers when no subscriptions confirmation are seen for a period of time. We completely delete those subscribers from your database.

This is a standard practice to avoid hard bounces (invalid or unused addresses) and spam complaints to preserve your reputation as a sender.