

Configuration and Settings

The screenshot shows a web interface for configuring newsletter settings. At the top, there is a navigation bar with a search icon and a search input field. Below the navigation bar, the breadcrumb trail reads "Dashboard > Newsletter > Configuration and Settings". The main content area is titled "Configuration and Settings" and contains three main sections:

- Email Settings:** Includes a "Senders Emails" section with a text input field containing "notifications@xanvo.io" and a red square icon. Below this is a blue button with a "+" sign.
- Sending rate Settings:** Includes a "Rate limiting (Optional)" section with a toggle switch that is currently turned on. Below this are two input fields: "Frequency (email)" with the value "300" and "Time (minute)" with a dropdown menu showing "1 hour".
- Subscription Settings:** Includes an "Old subscriptions days delay" section with a text input field containing the value "2". Below this is a small text label: "Days before removing old unconfirmed subscriptions."

At the bottom right of the main content area, there is a blue "Save" button. 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.

Revision #16

Created Tue, Mar 15, 2022 1:04 PM by bilel

Updated Fri, Mar 18, 2022 9:58 AM by bilel