SPREAD USER GUIDE 用戶指引

This user guide will illustrate how to create online campaigns, view reports and manage your database. 此用戶指引將為您介紹如何創建活動、分析 報告及管理您的聯繫人及數據。

Spread 5.0 | 2014 June



Spread User Guide 用戶指引

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2 INTRODUCTION

2.1 WORK FLOW

Your Spread account helps you to manage Email / SMS / WhatsApp campaigns. The work flow is easy: Create Campaign > Upload Contacts > Send and Track.

2.2 LOGIN SPREAD ACCOUNT

| Reasonab | le Spread 5.0 | [? Help] | ^ |
|--------------------|---|------------|---|
| Sign In Free Trial | | | |
| Please Log | in | | |
| Please enter you | r login email and password to view this page. | - | |
| | Account Login English T | | |
| | Email: 繁體中义 简体中文 Password: | | |
| | Forget password? Register – free | | |
| | Sign In Secure Login | | - |

| Website: | http://rspread.hk/ |
|-------------|------------------------------------|
| Login Page: | https://app.rspread.com/login.aspx |
| Language: | 繁體中文,简体中文, English |



2.3 CAMPAIGN PAGE INTERFACE

| My Account Centre : My account | | ▼ Go | | | | | 14(=l=- | | Engl | ish 简体中文 | |
|---|---|-------------------|-------------------------|---------|-------------------|-------------------|---|--|---|---|----------------------|
| 🏠 Reasonable S | pread 5.0 | | | | | | WEIC | ine spread | ryuenegin | | [?H |
| Emails/SMS Contacts Event | My Account Facebook FanC | Jub Bounce Rer | art Conver | sion Tr | ackina | SMS | Paplias | | | | |
| Filter Emails Name Status Wodified Date Image: Status Image: Status | Go Clear d Emails ▼ ▼ 2014 ▼ - 15 ▼ ame Publish Multi Report | April Move t | ▼ 2014 ▼ to Folder ▼ | Go |] | | Spri Reg Vers 38 34 Ema Las | ead Demo istered or sion: Pren iry Date: J Peak Sub Current S ail Usage: t Login:4/ IP | 2012, sp Feb 09, nium Up Apr 10, 20 scribers ubscribers 5/100 4/2014 1 :58.177. | 2011 2011 grade 018 s 3 :25:02 PM 230.246 | mail.co |
| O Name | Subject | Status | Modified Date | Sent | Opens | Clicks | Conversions | Bounces | Spam Reports | Unsubscribed | Date Sent |
| 🗐 04 Apr 14 11:21:38 | Inviting [FIRSTNAME] to Join User Training Course | Sent | 4/4/2014 1:20:56 PM | 5 | <u>1</u> (20%) | <u>1</u> (20%) | 0 | o | 0 | 0 | 4/4/2 1:21: PM |
| | (| Death | 2/24/2014 | | | | 0 | 0 | | 0 | |

| Items | Functions |
|---------------------------------------|---|
| My Account Centre: | If you have more than 1 Spread account, you can switch from Master Account to other Sub-Accounts. |
| Emails / SMS: | To create your eDM, SMS or WhatsApp campaign. |
| Contacts: | To manage your contacts, including (1) Import contacts, (2) Export Contacts, (3) Import Contacts to "Do Not Mail" list, (4) Search and Filter Contacts (e.g. search opens, device etc), (5) Create Sign Up Form / Subscription Form Box |
| Event: | To manage an event via online, including send invitation email, monitor no. of registrations and create a web interface to take attendance on-site of event. |
| My Account: | To manage your Spread account, including (1) Change password, (2) Add User / Agent, (3) Add sender email address, (4) Change settings of account and email. |
| Facebook FanClub: | After installing Reasonable FanClub (an app) in your facebook fanpage and launched your campaigns to collect fans Likes, the collected email addresses are store here. |
| Account Status: (Top Right Corner) | Shows your login email address, Account expiry date, No. of email credits you've used up and the IP of last login for security check. |



3 MANAGE CONTACTS

3.1 IMPORT CONTACTS

Enter "Contacts" page > Click "Add or import".

| Reas able Spread 5.0 | | | | | | | | | |
|----------------------|----------|-----------|---------------|--------------------|--|--|--|--|--|
| Emails/SMS | Contacts | Event | My Account | Facebook FanClub | | | | | |
| + Add or import | + Get we | b form co | de * Export | - Do not mail list | | | | | |
| | | | | | | | | | |

Create a new list name by typing in the empty box > click "Add". Or you may choose an existing list.

| Emails/SMS | Contacts | Event | My Account | Facebook FanClub |
|---|----------------------------------|-----------------------|-----------------|------------------|
| + Add or import | t+ Get web f | orm code* | * Export- Do no | t mail list |
| 1. Contact list: | | | | |
| New contact Existing contact | t list: VIP_20 tact list: Ple | 0140415 ase select | Add | T |

To start adding contacts, you may manually type or paste in this box or upload an excel file for large amount of contacts.

| (| Data source: Text box: (enter email address and contact information per line) |
|---|--|
| | First Name 🔹 |
| | Email Address, First Name |
| - | aching@reasonable.hk, Aki |
| | bwo@reasonable.hk, Becky |
| | lyuen@reasonable.hk, Lilian |
| 5 | |
| | |
| | |



To upload with excel, please download the template here:

https://app.rspread.com/SpreadResource/upload-template.xls

Remark: To Spread API, the file size is limited to 100M. Excel 2003 could contain 65,000 contacts; no limit in Excel 2007. These are ruled by Excel.

After finish uploading contacts, the system will show you below figures. To check your uploaded contacts, click "Contacts" page. The latest contact list is shown at last page.

| Emails/SMS | Contacts | Event | My Account | Facebook FanClub |
|--|---|--|---|--|
| Status: Comple Total 3 contact(2 new contact(s 0 spam reporte 0 undeliverable 0 invalid contac | ted s) uploaded s) added, 0 c rs / 0 unsub & remained t(s) | to contact luplicate c scribed / 0 deactivate | t list. ontact(s) addeo do not mail list ed; 0 unconfirm | d; 0 deleted contact(s) updated & reactivated; 1 existing contact(s) updated; ; ed contact(s); |





- To export contacts, enter "Contacts" page > Click "Export" > In Step 1, tick to choose the contact list(s) > In Step 2, tick "All" > Choose to export as csv or excel file > Click "Export" button.
- The light yellow box on bottom right shows the history of your export record.
- Exported contacts will be emailed to your <u>Spread account login email address</u>, make sure you have access to check this mail box. Or you may email request account manager to change export method from "Export by Email" to "Export by Web".

| Emails/SMS Contacts Eve | ent My Account | Facebook FanClub | | | | | | | |
|---|----------------|------------------|------------------------|--|--|--|--|--|--|
| + Add or import+ Get web form code Export- Do not mail list | | | | | | | | | |
| Export Contacts Step 1: Select the Contact Lists | | | | | | | | | |
| View All But Deleted Contact Lists | | | | | | | | | |
| Contact List Name | | No. of Contac | ts Contact List Status | | | | | | |
| VIP_20140415 | | 3 | Active (internal use) | | | | | | |
| Event_4/4/2014 11:10:33 / | AM | 0 | Active (internal use) | | | | | | |

| There maybe contains duplica | ate email addresses in your contact lis | sts, thus number of contacts exported may no |
|--|---|--|
| Tips: Smaller number of fields | s to be exported, shorter the time req | uired to download. |
| email address first name last name job title home phone address1 address3 city country postal code fax web url gender date1 custom field1 custom field2 custom field7 custom field11 custom field10 custom field14 date added contact ID | middle name company name address2 state sub postal code title date2 custom field3 custom field6 custom field12 custom field15 status | You can download your previous exported list from the link below: 1. Test_Upload(16-Apr- 2013).xls 2. Course_20130111(19- Feb-2013).xlsx 3. Reasonablers(25-May- 2012).xlsx 4. Demo_20121124(24-Nov- 2012).xls 5. Collect_from_Website(26- May-2011).csv |



3.3 TYPES OF CONTACTS

Enter "Contacts" page > Click "All Contacts" > View in "Email Status".

| Emails/SMS | Contacts | Event | My Acc | count | Facebo | ok FanClub |
|---|--|---|-------------------------|------------|-------------------|---------------|
| + Add or import+ Get web form code* Export- Do not mail list Contacts > All contacts > Name Contacts Description | | | | | | |
| <u>Filter</u> <u>Add/Im</u> | | I <u>Smart</u> | <u>riiter</u> | - P (7) | | |
| Contact Lists: | • Any • | None U | Specifi | ic list(s) | | |
| Email Status: Filter Values: <u>More filters</u> | Active Su All Subsc Active Su Deleted C Unsubscr Unconfirm Undeliver | bscribers ribers bscribers Contacts ibed Conta ned Conta able Conta | v acts cts cts | Copy to a | ontains a list | Move to a lis |
| Activate Dele | Spam Re Do Not Ma InActive S | porters ail Subscribers | 3 | Do Not | Mail | |



3.4 SEARCH AND FILTER CONTACTS

Enter "Contacts" page >Click "All Contacts" > Choose options in "Filter Values".

| Emails/SMS | Contacts Even | t My Account | Facebook FanClub | |
|------------------|---------------------------------|------------------|-------------------------|--------------------|
| + Add or import | + Get web form co | de* Export- Do n | ot mail list | |
| Contacts > All o | contacts > Name | Contacts De | scription | |
| Filter Add/In | nport <u>Tips</u> <u>Sm</u> | art Filter | | |
| | | | | Filter Subscribers |
| Contact Lists: | Any ONONE | Specific list(s | ;) | |
| Email Status: | Active Subscrib | ers 🔻 | | |
| Filter Values: | Email | • | Contains • | |
| | And Or | | | |
| | Please Selec | t 🔻 | | |
| | And Or | | | |
| | Please Selec | t v | | |
| | Search | Copy to | o a list Move to a list | : |

You may also filter by behaviors:

| | | | | Filt | er Subs | cribers |
|----------------|--|----------------------------|---------------|--------------|--------------|---------|
| Contact Lists: | ● Any ○ None ○ Specific I | ist(s) | | | | |
| Email Status: | Active Subscribers • | | | | | |
| Filter Values: | Email | Equals | T | | | |
| | Job Position Tel Mobile Fax Email address Address-Floor Address-Building Address-Street Address-District Cuestom field 14 | to a list | Move to | a list | | |
| | Custom field 15 | | | | Subs | cribers |
| Activate Delet | Behavior:Country Behavior:City | Not Mail |] | | | |
| Subser | Behavior:Device Benavior.Browser | Date | First Name | Last Name | Job Title | Compa |
| spreadlyuen@ | Behavior:Open Count Behavior:Last Opened Behavior:Click Count Behavior:Last Clicked | 7:53 PM | Lilian | Yuen | | RSH |



3.5 GET SUBSCRIPTION BOX CODE

Placing a subscription box on website is a common way to collect email addresses. To get this HTML code, you may enter "Contacts" page > Click "Get web form code" > In no. 1, click "Click here to Get Code".

| Emails/SMS Contacts | Event | My Account | Facebook FanClub |
|---|-----------------------|------------------|-------------------------------|
| + Add or import+ Get web f | orm code ³ | Export- Do not | t mail list |
| You can build yo <mark>ur own pen</mark> | nission ema | ail list. Spread | provides several contacts lis |
| Newsletter subscription Add this HTML code to you Click here to Get Code Join the Subscription now! Join Add other subscriptions/Unsubscribe Recently, Street, Baul maketing, and percentage Preview | on box ur website | to turn webs | ite visitors to customers. |
| Emails/SMS Contacts Event My Account Facebo | ook FanClub | | |
| + Add or import+ Get web form code* Export- Do not mail l | ist | | |
| Form Option | Preview | | |
| | | | |

| und-color :#F3F5F5; " > |
|--------------------------------|
| rder-collapse: /n="center"> |
| n n x |

| Choose Contact List: | After website visitors input their email addresses, the data will be stored in this chosen contact list, i.e. "General". This is just a default setting, you may create a list before you enter this page. |
|-------------------------|--|
| Title: | Type a name here for internal identification, e.g. Email Subscription / Collect from Website / Collect from roadshow |



| Mode: | There are three modes. (1) Embedded, the most common and effective way. (2) Pop Up, usually comes with promotions or special offer such as give-away or member discounts. (3) Hanging, website visitors need to mouse over the tab to see it. |
|---------------------------------|---|
| Preview: | It generally displays the outlook of your subscription form, it might look slightly different in PC and mobile browsers. |
| Copy/past onto your site: | Copy the entre HTML code to a notepad, then you may send to your website designer or web-hosting company to place on your website. |



3.6 CREATE SIGN UP FORM (LANDING PAGE / URL)

Sign up form can be used as registrations, order form or enquiry form. You may create a sign up form, get the URL, then insert this URL to your eDM "Register Here" button or other buttons on your website.
Enter "Contacts" page > Click "Get web form code" > In no.2, click "Click here to Get Code" > Fill in the fields. Visit here: <u>http://spreademail.net/guides/how-to-create-a-custom-email-signup-form.aspx</u>

| Emails/SMS Contacts Event My Account Facebook FanClub |
|---|
| + Add or import- Get web form code* Export- Do not mail list |
| You can build your own permission email list. Spread provides several contacts li |
| 1. Newsletter subscription box Add this HTML code to your website to turn website visitors to customers |
| Click here to Get Code Join the Subscription now!! Join Add other subscriptions/Unsubscribe Reambh Strat. Real metrics: measurest.tool Preview |
| 2. Custom SignUp Form Invite visitor to sign up. |
| Click here to Get Code |
| Edit My forms/Get code |
| Preview |

Remark: By ticking the box of "Auto fill detail of email exist in your account", it means when people type email address in the sign up form, other fields such as name and phone will be filled by system automatically; it's user friendly for mobile users.

| Create Custom | Form: | | |
|----------------------|------------------------|--|-----------------|
| Save All Save & Bac | k Back | | |
| Basic information | Basic information | | |
| Sign up instructions | Form name: | 4/15/2014 1:47:07 PM | |
| Auto replied letters | Add contact to group: | Please select a contact group 🔻 | |
| | Auto redirect: | http:// | 🗆 Auto Redirect |
| | Language: | Auto 🔻 | |
| | Double Opt-in: | | |
| | Auto Fill Information: | Auto fill detail if email exist in your account. | |
| | | | Next |
| Save All Save & Bac | Back | | |



4 CREATE CAMPAIGN

4.1 CREATE EDM CAMPAIGN

Enter "Emails/SMS" page > Click "Create Email".

| Emails/SMS | Contacts | Event | My Account | Facebook FanClub | |
|----------------|------------|-----------|----------------|------------------------|-----------------------------------|
| + Create Email | SMS&Whats/ | App Pro | gress User R | lights Bounce Report | Conversion Tracking SMS Replies |

| | Emails/SM Send | IS Contacts Ever | nt My Account Facebook FanClub Schedule Trigger Smart Editor(Beta) Clas | sic Editor(Spread 4.2) |
|---|-------------------|------------------|--|-----------------------------|
| | To: | 1 | | Choose List Exclude List |
| | | | Test Use Spread Template | Upload Zip Creative |
| | Subject: | 2 | < Insert a personalized field 🔻 | |
| 3 | From: | RSH | spread@reasonable.hk 🔻 Add Reply-to | |
| | Body: | 🤶 🚓 👫 🖾 🔛 | 🕞 🕰 🦻・ペ・ 🕺 💁 🕵 🕼 📝・ 票 著 華 亜 🖉 🤃 注 注 | |
| | | B I U abe A - | 🖏 • Font Name • Si • Rea • Apply CSS C • Paragraph S • | |
| | | 🖾 🖾 📓 📲 憥 | 😣 😣 🛅 🖷 • 🛛 • 📋 🌇 🚍 Spread Link 🔹 Personalize • | |
| | | 4 | | |
| | | | | |

| То: | Sending this eDM campaign to who? Click "Choose List" on the right to select your contact list(s). |
|----------|---|
| Subject: | Recipients can see this email subject. To enhance open rate, you need to strategically think about your email subject, e.g. personalization, time of urgency etc. |
| From: | This is your email display name, you should input your company name or a well-known name of your products which is easy to identify who you are. By changing the display name and sender email address, your inbox rate and open rate might be affected. |
| Body: | Design your email layout and content here. You may (1) Build a new eDM with tables on your own, (2) Click "Upload Zip Creative" on top right corner to upload the zip file from your designer; in this case, the folder should only have one .html file. (3) Click "Use Spread Template" on top right corner, you may edit our ready-made eDM template and use them without extra charge. |



| Cesign <> HTML Serview |
|---|
| |
| Add Creative |
| Language: Auto Detect 🔹 |
| Name: 15 Apr 14 14:10:32 Edit |
| Publish To Newsletter Archive |
| Add Google Analytics parameter |
| Add in_page analytics position parameter Link Management |
| Send Save Close Schedule Trigger |

| Design: | Stay in "Design" tab to work on your layout with Spread editor. |
|--------------------------------------|---|
| HTML: | Stay in "HTML" tab to check your html code or directly paste the html code here. Remark: Not every html tag is suitable for eDM, if your designer needs guideline, please contact us. |
| Preview: | Stay in "Preview" tab to see how your eDM looks like. This is just for your reference, you are suggested to send emails to exact mail box because it might slightly look different in PC and mobile browsers/apps in reality. |
| Add Creative: | By clicking "Add Creative", you may have more than 1 design in the same campaign. Or you may have different email subjects for the same design. You may compare the open rate and click rate. |
| Language: | There are three standard links in email footer (Unsubscribe, Forward this email, Update Profile). By default, "Auto Detect" is chosen for you. |
| Name: | You may click "Edit" to type the campaign name for internal identification, recipients won't view this name. |
| Publish to Newsletter Archive: | By ticking this box, your eDM will be published here: http://archive.rspread.com/ Your eDM will gain higher chances to be searched in major search engines. |



| Link | This is for sending "Triggered Emails". By clicking this link, you may choose the exact |
|-------------|--|
| Management: | URL to create a triggered email. For detailed tutorial, please read here: |
| | http://spreademail.net/guides/how-to-send-triggered-email.aspx |
| Schedule: | Set date and time of sending the campaign. You may click "Advanced" to set daily sending volume and delivery time. |
| Trigger: | If you have set this eDM as a triggered email, you may decide when will the recipient receive the triggered email, e.g. receive triggered email 1 day after clicking a specific URL. |
| | For detailed tutorial, please read here: <u>http://spreademail.net/guides/how-to-send-</u> triggered-email.aspx |
| Save: | Click this button to save your campaign as draft, you may come back to continue working on it. |
| Send: | Click this button to send out your campaign, then your campaign will be sent to a queue at back end. |
| | Remark: you may pause your campaign if something went wrong. |



4.2 SPREAD EDITOR MAIN FUNCTIONS













4.3 CREATE SMS CAMPAIGN

Enter "Emails/SMS" page > Click "SMS & WhatsApp".

| Emails/SMS | Contacts | Event | My Ac | count | Faceb | ook FanClub |) | | | |
|----------------|------------|-------|----------|------------|----------|-------------|--------|-----------------|------|-------------|
| + Create Email | SMS&WhatsA | pp | Progress | <u>Use</u> | r Rights | Bounce F | Report | Conversion Trac | king | SMS Replies |

In "Send Mode", choose "SMS" first > Type your SMS content in "Message" box > Click "+" to choose contact list(s) > Click "Send" button to send out your SMS campaign.





4.4 CREATE WHATSAPP CAMPAIGN

Enter "Emails/SMS" page > Click "SMS & WhatsApp" > In Send Mode, choose "WhatsApp" first> Type your WhatsApp content in Message box > Click "+" to choose contact list(s) > Click "Send" button to send out your WhatsApp campaign.

| Emails/SMS | Contacts Event My Account Facebook FanClub |
|----------------------------------|--|
| + Create Email, | SMS&WhatsApp Progress User Rights Bounce Report Conversion Tra |
| Message: | Max. 700 characters are recommended to sent in a Whatsapp message so that all smart phone can see complete message though some device can accept 1000 characters. |
| | Characters:161 Messages:1 |
| Image: | Choose File No file chosen Upload Max(500K) |
| То: | One number per line, or user comma(,), semicolon(;) as delimiter. For Hong Kong numbers, country code can be omitted. |
| Send Mode: | SMS WhatsApp Smart Smart: If the recipient has installed Whatsapp, Whatsapp message will be sent. Otherwise, SMS is sent. Sand Save Schedule Later |
| Current SMS Us Current Whats/ | sage : 10 / 100 App Usage : 5 / 500 |



5 VIEW REPORT

There are 2 pages to view report: (1) the campaign page for quick glance, (2) click into a campaign's email subject to view detail report of that specific campaign.

| Emails/SMS Contacts Event My | Account Facebook FanClub | | | | | | | | | | |
|--|--|------------|--------------------------|--------------|------------------------|-----------------------|---------------------------------|----------------------|-----------------|-------------------|---------------------|
| + Create Email/SMS&WhatsApp Progr | ress User Rights Bounce Report Conversion Tracking SM | 1S Replies | | | | | | | | | |
| Filter Emails Name Status View All Emails Modified Date All Folder All Pause Resume Delete Renan | So Clear ▼ ▼ 2014 ▼ - 15 ▼ April ▼ 2014 ▼ Go Publish Multi Report Move to Folder ▼ | | | | | | R R U 1 5 E L | | | | 01 |
| | | | | | | | | | | | |
| Name | Subject | Statu | s Modified Date | Sent | Opens | Clicks | Conversions | Bounces | Spam Reports | Unsubscribed | l Date Ser |
| [Spread Newsletter] 18 Mar 14 15:13:16 | 港商如何進駐內銷市場? | 🛛 Sent | 3/26/2014 12:08:56 PM | <u>52082</u> | <u>3940</u> (9.07%) | <u>104</u> (0.24%) | 0 | 8640 (16.59%) | 25 (0.06%) | <u>76 (0.17%)</u> | 3/26/201 5:55:41 |
| 24 Mar 14 17:21:39 | 謝謝[FIRSTNAME], 立即體驗 Spread 電郵推廣及全方位電子營銷方案 | Draft | 3/24/2014 5:21:26 PM | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Thank you letter, Adams 20140304 | 謝謝[FIRSTNAME], 立即體驗 Spread 電郵推廣及全方位電子營銷方案 | Sent | 3/17/2014 6:03:10 PM | <u>88</u> | <u>34</u> (43.04%) | <u>6</u> (7 59%) | <u>3 (3.8%)</u> | <u>9</u> (10 23%) | 0 | 0 | 3/17/201 |

| Terms | Explanation |
|----------------|---|
| Name: | eDM campaign name, only for your internal identification. |
| Subject: | The email subject which could be seen by your recipients. |
| Sent: | The eDM campaign was sent to how many email addresses. |
| Unique Opens: | How many times did people open your email without repeat counting. |
| | e.g. Bob opened your email 10 times, the no. of Unique Open is 1, the no. of All |
| | Opens is 10. If you click into the figure, you can see detailed report. |
| Unique Clicks: | How many times did people click the hyperlink(s) in your email content without repeat counting. |
| | e.g. Bob clicked hyperlink 10 times, the no. of Unique Click is 1, the no. of All Clicks |
| | is 10. If you click into the figure, you can see detailed report. |
| Conversions: | The function is to track no. of purchase/application from eDM. |
| | e.g. I have an online shop and I want to check how many successful transaction was made by sending eDM. |
| Bounces: | Number of bounce back emails, including soft bounce and hard bounce. |
| | If you click the figure, you can see detailed report. |
| | Learn more about bounce: <u>http://developer.rspread.com/BounceBack.aspx</u> |



| Spam Reports: | How many people reported to email clients (e.g. Yahoo, Gmail) that your email is a |
|---------------|--|
| | spam mail. You cannot control their hands, so placing unsubscribe link on eDM top |
| | could be a choice. |
| Unsubscribed: | How many people clicked the unsubscribe link in your eDM to stop receiving emails |
| | from you. |
| Date Sent: | Date and time of sending eDM campaign. |

If you click into an email subject of sent eDM campaign, you will see a page like this:



| Unpublish: | If you no longer want your eDM to be searched in major search engines, you may click "Unpublish". Remark: Google's policy is to remove data in 30 days, so even you clicked unpublish, you still need to wait for 30 days. |
|----------------------------|--|
| Copy & Create | By clicking this link, you may re-use this eDM, so you can simply edit the text or images in a faster way. Remark: Please check all URL before real blast. |
| Export to PDF | By clicking this link, you may export the full eDM report as PDF for record. |
| In-Page Analytics | By clicking the bubbles in eDM, you can glance the no. of unique clicks and all clicks. |
| Report by Contact List: | If you sent to more than one list, you may observe and compare the performance of different lists. Some contact lists might be aging, you are suggested doing housekeeping at least once per six months. |
| Report by Domain: | You may observe and monitor the open rate of different domains. For example, if the open rate of yahoo.com.hk fell sharply when compared to previous campaign, you may request your account manager to look into the matter. |



6 CUSTOMER CARE, TECHNICAL AND GENERAL SUPPORT

| FAQ: | English - <u>http://spreademail.net/support.aspx</u> Chinese - <u>http://rspread.cn/support.aspx</u> |
|---------------------------------|---|
| General | Web: RSpread.hk |
| Support: | Customer Care: +852 3590 4869, 8142 3260 |
| | Email: spread@reasonable.hk , cc@reasonable.hk |
| Application | English - http://developer.rspread.com/SpreadWS/SpreadWS.aspx?lang=en |
| Programming Interface (API): | Chinese - http://developer.rspread.com/SpreadWS/SpreadWS.aspx?lang=zh-tw |
| Account | An account manager + customer service team will assist you when you need help |
| Manager / | for campaigns, reports, billings and more. Please refer to sales documents to check |
| Sales | who's your account manager. |
| Representative: | OR you may contact our sales representatives to follow up for you. |

Thanks for your patience to finish reading this user guide. We know you'll eventually have more questions like:

- How to enhance open rate and sales conversion rate?
- Oh I saw a beautiful design, how can I make this?
- Opps the government issued new policy about online marketing, how will I be affected and what should I do?

Just relax and give us a call, we're here to help. And don't forget to read our monthly eNewsletter or announcements on website.

Finally, we wish you lots of successful campaigns and look forward to meeting you in our annual gathering for Spread users!



7 簡介

7.1 操作流程

您的 Spread 帳戶可處理電郵、SMS 及 WhatsApp 活動,操作流程十分簡單: 創建活動>上傳聯絡人>發送及追蹤。

7.2 登入帳戶

| Please ente | r your login email and password to view this pa | age. |
|-------------|---|------|
| | | |
| | English Email: 繁體中文 简体中文 | |
| | Password: | |
| | Forget password? Register – free | |
| | Sian In Secure Login | |

| 網址: | http://rspread.hk/ |
|-------|------------------------------------|
| 登入頁面: | https://app.rspread.com/login.aspx |
| 語言: | 繁體中文,简体中文, English |



7.3 活動總覽頁面

| 帳戶管理: 我的帳戶 ▼ 跳轉 | | | | | | | Eng | lish î | □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ |
|--|-----------|--------------------------|----|----|----|--------------------------------------|---|--|---|
| | | | | | 歡迎 | chang (| reason | ables.c | om (Admin)! 登出 [? 幫助] |
| Arrow Reasonable Spread 5.0 | | | | | | | 7 | 客服、購 | 貫: +852 3590 486 |
| | | | | | | | | | |
| 電郵/短訊 聯络人 活動 我的银户 Facebook 粉絲園 | | | | | | | | | |
| + 撰寫電郵/短訊&WhatsApp 查看進度 用戶權限 彈回報告 轉換 | 跟蹤 短訊回覆 | | | | | | | | |
| 進 | 14 ▼ 遊音 | | | | | 記 詞 版 存 1 4 日 上 | 一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一 | 4 Apr 01 4 升級 May 3 各人(近3) 聯絡人 : 65/20 4/28/20 IP:183. | <pre>@reasonables.com , 2014 1, 2015 0 ⊟) ③ 0 114 2:51:35 PM 11.253.255</pre> |
| □ 名稱 主題 | 狀 | 修改時間 | 發出 | 開啟 | 點孽 | 轉彈回 | 回報濫 | 取消訂 關 | 發出時間 |
| □ ²⁴ Apr 14 11:06:55 4月復活節及秘書節推廣優惠 | 草 | 4/24/2014 11:30:36 AM | 0 | 0 | 0 | 0 0 | 0 | 0 | |
| 23 Apr 14 15:46:12 Sesame door | 草 | 4/23/2014 3:46:11 PM | 0 | 0 | 0 | 0 0 | 0 | 0 | |

| 類目 | 功能 |
|----------------|---|
| 我的賬戶中心: | 如果您有超過一個 Spread 賬戶,您可從主賬戶切換到子賬戶。 |
| 電郵/短訊: | 創建電郵短訊或 What Sapp 活動 |
| 聯絡人: | 管理您的聯絡人,包括(1)導入聯絡人, (2)導出聯絡人,(3)導入聯絡人到"拒收訊息 名單"中, (4) 搜索與過濾聯絡人 (如,搜索打開,設備等), (5) 創建參加表格 / 聯絡人 登記區表格 |
| 活動: | 通過網絡管理你的活動,包括發送邀請電郵,監測註冊者數量和創建網頁接口獲得 電郵數據 |
| 我的賬戶: | 管理您的 Spread 賬戶,包括(1) 更改密碼, (2) 新增用戶 / 代理, (3) 新增發件人地址, (4)更改用戶和郵件設置 |
| Facebook 粉絲團: | 在您的粉絲專頁安裝 Reasonable 粉絲團 (一個應用程序) 並通過活動收集粉絲的" 贊",按"贊"所得的資料儲存到 Spread 賬戶 |
| 用戶狀態: (右上角) | 顯示您的登錄郵箱地址,有效期, Email 用量和上次登錄的 IP 地址 |



8 管理聯絡人

8.1 導入聯絡人

進入"聯絡人"頁面>點擊"添加/導入"

| | e on | able Sp | read 5.0 | |
|---------|---------|-------------|--------------|--|
| 電郵/短訊 | 聯络人 綿 | 動 我的帳戶 | Facebook 粉絲園 | |
| + 添加/導入 | + 建立登記表 | 絡 * 導出 - | ·拒收訊息名單 | |

在空白框內輸入新的聯絡人列表名稱>點擊"添加"或拉選一個已存在的聯繫人分組。



您亦可以手動輸入聯絡人或貼上聯絡人到框內,如果聯絡人較多時亦可上傳 Excel 檔。

| 2. 數据源 ● 在每一行輸入電郵地址和聯系信息 名字 ▼ |
|---|
| Email Address,First Name aching@reasonable.hk,Aki bwo@reasonable.hk ,Becky lyuen@reasonable.hk ,Lilian |



用 Excel 上傳,可在這裏下載模板:

https://app.rspread.com/SpreadResource/upload-template.xls

注意:在 Spread API上,上傳文檔大小應小於 100M。Excel 2003 可包含 65,000 個聯絡人; Excel 2007 沒有上限;文檔大小受 Excel 支配。

聯絡人上傳完成後,系統會顯示以下數據。查看已上傳聯絡人,請點擊"聯絡人"頁面。最新的 聯絡人列表顯示在最後一頁。

| 電郵/短訊 | 聯絡人 | 活動 | 我的帳戶 | Facebook 粉絲園 |
|---|---|---------------------------------|-----------------------|------------------------------|
| 狀態: 已完成 總共上傳 3個明 已添加1個新的 0個回報濫發/ 0個無法送達; 0個錯誤的聯繫 | 絲繫人到 名. 〕聯繫人,已 ○0個取消訂 ○個未確認的 入。 | 單. 忝加 0個續 限/ 0個排 的聯繫人) | 重複的聯繫人; 巨收訊息; ; | ;已激活 0個已刪除的聯繫人;已更新2個已存在的聯繫人; |





8.2 導出聯絡人

- 導出聯絡人,進入"聯絡人"頁面 > 點擊"導出"> 第一步,勾選聯絡人列表 > 第二步, 勾選"全部"> 選擇導出文檔格式,如 csv 或 excel > 點擊"導出"按鈕。
- 在右方黃線盒子中顯示了您的導出歷史
- 導出的聯絡人列表會發送到您的 Spread 登入電郵地址,即設定為"導出到郵箱",請確認您 能進入此郵箱查看。您亦可以向客戶經理提出要求設定成"導出到網頁",方便即時下載。

| 電郵/短訊 联络人 活動 我的帳戶 Facebook 粉絲園 | | |
|--------------------------------|-------|------------------|
| + 添加/導入+ 建立登記表格 * 導出- | | |
| <u>導出聯絡人</u> | | |
| <u>第1步</u> : 選擇聯絡人名單 | | |
| 檢視所有未被刪除的聯絡人名單 ▼ | | |
| □ 名單名稱 | 聯絡人人數 | 名單狀態 |
| VIP_20140415 | 3 | 有效 (內部使用) |
| DoNotMail | 0 | Do Not Mail List |
| 顯示 20 ▼ 個聯絡人名單 | | |

| 第2步: 選擇要導出的相關信息 在您選擇的聯絡人名單中,可 提示:您所選擇的相關信息。 | JT能會有一些重覆出現的聯絡人,令 速少,下載時間越快。 | ≳到導出的人數與名單總人數不符。這是 | :正常的,無需擔心。 |
|--|--|--------------------|---|
| 全部 全部 email address first name last name job title home phone address1 address3 city country postal code fax web url gender date1 custom field1 custom field2 custom field10 custom field13 custom field2 custom field13 custom field13 custom field14 custom field15 custom field14 custom field15 custom field16 custom field14 custom field15 custom field16 custom field14 custom field15 custom field15 custom field16 custom field14 custom field15 custom field16 custom field17 custom field18 custom field18 custom field19 custom fiel48 custom fiel48 cus | middle name company name address2 state sub postal code title date2 custom field3 custom field6 custom field9 custom field12 custom field15 status | | 您可以在這裏下載您之前曾經導出 的相關信息: 1. Group1(03-Apr- 2014).xls |



8.3 聯絡人類別

進入"聯絡人"頁面>點擊"全部聯絡人">在"聯絡人狀態"中查看

| 電郵/短訊 马 | 緣人 5動 | 我的帳戶 | Facebook 粉 | 後國 |
|---|--|---|---------------|-------|
| + 添加/導入+ 建 聯絡人 > 全部聯約 過濾器 <u>Add/1</u> | 立登記表格* 導出 <mark>路人</mark> > 名稱 收 [mport <u>提示</u> | 出- 拒收訊息名。 女件人 簡述 <u>智能過遽</u> | 單 | |
| 聯絡人清單: 聯絡人狀態: | 全部 有效的聯絡 | 未分類 ◎ 指 人 • | 定清單 | |
| 搜尋/過濾 : <u>更多過濾條件</u> | 所有聯絡人 有效的聯絡 刪除的聯絡 拒絕接收的 未確認的聯 不能寄達的 | 人 人 聯絡人 総人 職絡人 |]含 ▼ 複製到清單 | 移動到清單 |
| 有效 刪除 | 舉報濫發的 | 聯絡人 聯絡人 繫人 | tia da | |



8.4 搜索與過濾聯絡人

進入"聯絡人"頁面>點擊"全部聯絡人">在"過濾器"中選擇你想過濾的項目。

| 電郵/短訊 聯络 | 人 活動 我的 | 的帳戶 Facebo | ook 粉絲園 | |
|---------------------|----------------------------------|--------------|----------|-------|
| + 添加/導入+建立3 | ⋛記表格* 導出- 担 | 妆訊息名單 | | |
| 聯絡人 > 全部聯絡, | <mark>人</mark> > 名稱 收件人 | . 簡述 | | |
| <u>過濾器 Add/Im</u> | <u>port 提示 智能</u> | <u> </u> | | |
| | | | | 過速聯絡人 |
| 聯絡人清單: | ● 全部 ○ 未分 | 類 ○ 指定清單 | | |
| 聯絡人狀態: | 有效的聯絡人 | • | | |
| 搜尋/過濾: | 電郵 | ▼ 包含 | • | |
| | 搜尋 | 複製到 | 清單 移動到清單 | |

您也可以通過"行爲"過濾:

| 聯絡人 > 全部聯絡 / | >名稱 收件人 氰 | 舸述 | | | | | |
|----------------------|--------------------------|----------------|--------|-------|---|-------------|-------|
| <u>週濾器</u> Add/Imp | <u>port 提示 智能過</u> 》 | <u>F</u> | | | | 過速聯 | 絡人 |
| 聯絡人清單: | ● 全部 ○ 未分類 (| □指定清單 | | | | | |
| 聯絡人狀態: | 有效的聯絡人 🔹 |] | | | | | |
| 搜尋/過濾: | 電郵 | 包含 🔻 | | | | | |
| <u>更多過濾條件</u> | 自訂欄位5 4 | | | | | | |
| | 自訂欄位6 自訂欄位7 | 複製到清單 | 移動 | 到清單 | | | |
| | 自訂欄位8 | | | | | 105.20 | 1 |
| | 自訂欄位9 | | | | | 驒鉛 | ^ |
| 有效 刪除 | 自訂欄位11 | | | | | | |
| □ 聯絡人 | 自訂欄位12 | 更新日期 | 名字 | 姓氏 | 職 | 公司/組織 | 國家 |
| | 自訂欄位13 | | | | 銜 | | |
| | 自訂欄位15 | _ | | | | | |
| Cliang@reaso | 行局:國家 11 荷.城田 | 114 2:29:08 PM | Zhipan | Liang | | Reasonalble | China |
| | 行為:設備 | | | 5 | | | |
| cathylzp@qq | 行為:劉賢器 | 14 10:41:13 AM | | | | | |
| | 行為:開啟次數 | | | | | Reasonable | |
| 🗌 Iyuen@reaso | 行為:最後開啟時間 行為:點數次動 | 14 5:55:44 PM | Lilian | Yuen | | Software | |
| | 行為:最後點擊時間、 | r | | | | Limited | |



-

8.5 獲取"聯絡人登記區表格"代碼

收集電郵地址最常用的方法就是在網站內置入聯絡人登記區表格。獲得此 HTML 代碼,您可以進入"聯絡人"頁面 > 點擊"建立登記表格" > 在 1.處點擊"請按此以取得代碼"。

| 電郵/短訊 联络人 活動 我的帳戶 Facebook 粉緣國 |
|---|
| + 添加/導) + 建立登記表格* <mark>尊出- 拒收訊息名單</mark> |
| 您可以自行建立國於自己的聯絡人名單。Spread有多種表格去幫助您建立自己的名單。 |
| 1. 聯絡人登記區表格 把這些 HTML代碼加進您的網頁就可以把瀏覽者變成您的顧客。 |
| 請按此以取得代碼 |
| Join the Subscription now!! |
| Add other subscriptions/Unsubscribe Resemble Street: Buil maketing and new letter measurement tool |
| 預覽 |

| 電弊/短訊 聯络人 活動 我的帳戶 | Facebook 粉線圖 |
|--|---|
| + 添加/導入+建立登記表格* 導出- 拒收訊息名 | |
| 表單選項 | 預覽 |
| 選擇聯系人列表 VIP_20140415(3) ▼ 標題 | 郵件訂閱 email@example.com |
| 郵件訂閱 模式: | 訂閱 |
| 一 張人 一 彈出 ● 既44. | 17. 那面垂 |
| ∞ 包含歸檔鏈接 ✓ 包含技術支持鏈接 | |
| | 複制/粘貼到妳的網站 使用此代碼,獲制下面種中的所有文本挑點到妳自己的網頁。 ReasonableSpread.com Subscription Form Begin <div id="SpreadfrmSample"> color:#F3F5F5; " > <tble vidth="border-radius: 6px 6px 6px 6px; border: 1px #F3F5F5 solid; border- collapse: collapse;"> align="center"> align="center"></tble></div> |
| | 郵件訂閱 |

| 選擇聯絡人 | 選擇一個聯絡人列表保存訂閱登記表格搜集來的郵件地址,如 "VIP_20140415(3)". |
|-------|--|
| 列表: | 這是一個默認設置,您可以在訪問這一頁前創建一個新的列表。 |
| 標題: | 在這裏輸入一個標題,供貴司內部辨認及記錄,如郵件訂閱/網站收集/推介收集 |



| 模式: | 三種彈出模式。(1)嵌入,最常見有效的方法。(2)彈出,通常用於贈品或會員折 扣等促銷和特別優惠。(3)懸掛,網站訪問者需要把鼠標移至標籤查看。 |
|-----------------|---|
| 預覽: | 它展示了您的訂閱表格的外觀,在電腦或移動瀏覽器中顯示可能有少許差別。 |
| 複製/粘貼 到妳的網站: | 把所有 HTML 代碼複製到記事本,隨後便可以把它發給網頁設計師或網站公司,添加到您的網站中。 |



8.6 創建"自訂參加表格"頁面與網址

- 自訂參加表格用於註冊,訂單表或詢價單。您可創建一個自定參加表格,獲得網址後,把網 址插入到您的電郵"在此處註冊"按鈕或網站其他按鈕。
- 進入"聯繫人"頁面>點擊"建立登記表格">在2.中,點擊"請按此以取得代碼">填寫 字段
- 詳細教程: <u>http://spreademail.net/guides/how-to-create-a-custom-email-signup-form.aspx</u>

| 電郵/短訊 联络人 活動 我的帳戶 Facebook 粉絲園 | |
|--|---|
| + 添加/導入+ 建立登記表格 [。] 導出- 拒收訊息名單 | |
| 您可以自行建立國於自己的聯絡人名單。Spread有多種表格去幫助您建立自己的名單。 | • |
| 1. 聯絡人登記區表格 把這些 HTML代碼加進您的網頁就可以把瀏覽者變成您的顧客。 | |
| 請按此以取得代碼 | |
| Join the Subscription now!! Join Add other subscriptions/Unsubscribe Besemble Stred: Email maketing and new/litter measurement tool | |
| · 預 <mark>驗</mark> | |
| 2. 自訂參加表格 邀請聯絡人參加您的活動。 | |
| 請按此以取得代碼 | |
| Last name: | |
| 自訂我的表格/取得代碼 | |
| 預 <mark>發</mark> | |



注意:

勾選方框"如果郵件存在,自動填充信息",意思是當人們在自訂表格中輸入電郵地址,系統會自動填充姓名和電話號碼等字段;便於移動用戶使用者。

| 創建用戶表單: | | |
|---------------|----------------------|-------|
| 保存所有 保存並返回 返回 | | |
| 基本信息 基本信息 | | |
| 登記說明 表單名稱: | 4/28/2014 5:29:28 PM | |
| 回复信件 添加聯系人到組: | 请选择一个联系人名单 ▼ | |
| 自動跳轉: | http:// | □自動跳轉 |
| 語言: | 自動 ▼ | |
| 雙重確認: | | |
| 自动填充信息: | ☑ 如果郵件存在,自動填充信息。 | |
| | | 下一步 |
| 保存所有 保存並返回 返回 | | |



9 創建活動

9.1 創建電郵活動

進入"電郵/短訊"頁面>點擊"撰寫電郵"。

| 電郵/短訊 | 联络人 | 活動 | 我的帳戶 | Faceboo | k 粉絲園 | | | |
|---------|--------|------|------|---------|-------|------|---|------|
| + 撰寫電郵/ | 訊&What | sApp | 查看進度 | 用戶權限 | 彈回報告 | 轉換跟蹤 | I | 短訊回覆 |

| 電弊/烜盡 聯络人 话勤 我的帳戶 Facebook 卷線圖 | |
|---|-------------------------------------|
| 發送 保存 關閉 定時發送 觸發式發送 | Smart Editor(Beta) 舊編輯器(Spread 4.2) |
| 收件人: 1 | |
| | 測試 使用範本 上傳Zip電郵設計 |
| 標 題: 2 <插入個性化字段 ▼ | |
| 寄件人: RSH 3 @reasonables.com ▼ 添加回覆地址 | |
| 內 帝: 🦁 🚓 約 🖽 🕼 🎐 ▲ 🤊 - ? - → 🕹 🕰 🗳 🏈 - 🗉 第 署 署 ■ 🖉 (字字) 扫 注 | |
| B I 型 abse A ▼ ② ▼ 字體 ▼ … ▼ 字體…▼ 應用CSS class ▼ Normal ▼ | |
| 🔯 🛃 🕺 🛃 😫 🥵 🧶 🛅 🎟 ▼ I Ω ▼ 📋 ¶+ 🚍 Spread 鏈接 🔹 個性化字段 🔹 | |
| 4 | |

| 1. | 收件人: | 是次電郵收發送給誰?點擊右方"選擇名單"選擇您的聯絡人或聯絡人列表。 |
|----|------|---|
| 2. | 標題: | 是次電郵收件人最先看到的標題。爲了提高打開率,您要有技巧地撰寫您的電 郵標題,如個性化、事件緊迫性等。 |
| 3. | 寄件人: | 這是您的郵件顯示的名稱,必須是真實有效的,要讓人辨識您是誰,如貴公司 名稱或貴公司著名產品。如果日後您改變發送人郵件地址,這會影響到送達率 及開啟率,建議先與客戶經理溝通安排。 |
| 4. | 內容: | 在此編輯您的電郵內容。(1)可以用表格來創建新的電子郵件,(2)可以點擊右上角的"上傳 Zip 電郵設計"來上傳您自己設計的壓縮文件;文件夾只允許有一個HTML 檔。(3)可以點擊右上角"使用範本",免費使用現成模板。 |



| _ | |
|-------|-----------------------|
| | ✓ 設計模式 <> HTML < |
| | |
| 添加新設計 | |
| 語言: | 自動檢測語言 ▼ |
| 名 稱: | 28 Apr 14 17:59:26 編輯 |
| | ■ 刊登在電郵檔案館 |
| | □ 添加谷歌分析參數 |
| | 添加頁內分析位置參數。 鏈接管理 |
| 發送 | 保存 關閉 定時發送 觸發式發送 |

| 設計模式: | 按入"設計模式"可使用 Spread 編輯器編輯您的電郵內容。 |
|---------------|--|
| HTML: | 按入 "HTML" 可以核對您的 HTML 代碼或直接貼上 HTML 代碼。注意:並不是所有 HTML 標籤都適用於 eDM。如需相關技術指引, 歡迎聯絡我們。 |
| 預覽模式: | 按入"預覽模式"可以看到您的電子郵件概覽,但此僅供參考,建議用戶發送測試郵 件到不同的郵箱,因爲真實中的電腦和移動瀏覽器、應用程序會不定期更新。 |
| 添加新設計: | 通過點擊 "添加新設計" (即 A/B Test),您可以在同一個活動中發出多過一個設計,或 者您同款設計用不同標題,以此對比開啟率及點擊率。 |
| 語言: | 經由系統發送的電子郵件的註腳有三個標準鏈結(取消訂閱、轉發此郵件、更新個人 資料),默認設置爲"自動檢測語言"。 |
| 名稱: | 可以點擊"編輯"輸入用於內部辨識的活動內容,收件人不會看到此名稱。 |
| 刊登在電郵 檔案館: | 點擊該標籤之後,您的電子郵件會刊登在這裏: <u>http://archive.rspread.com/</u> 您的電子郵件將更容易被大型搜索引擎搜索到。 |
| 鏈接管理: | 此用於發送"觸發式郵件"。點擊這條鏈結之後,您可選擇準確的網址創建一封觸發式 電郵。詳細教學: <u>http://spreademail.net/guides/how-to-send-triggered-email.aspx</u> |
| 定時發送: | 用來設定活動發送的時間和日期。點擊"高級設置"可設定每日發送量。 |
| 觸發式郵件: | 郵件設爲觸發式,您可以決定收件人何時收到觸發式郵件,如點擊特定網址一天後收到電郵。詳細教學: <u>http://spreademail.net/guides/how-to-send-triggered-email.aspx</u> |



| 保存: | 點擊此按鈕把您的活動存爲草稿,隨後可回到活動繼續編輯。 |
|-----|---|
| 發送: | 點擊此按鈕發出您的活動,您的活動會在系統中排隊等待送出。注意:如果發覺電郵 內容需要修改,可按"暫停"活動。 |



9.2 SPREAD 編輯器的主要功能















9.3 創建 SMS 活動

進入"電郵/短訊"頁面 > 點擊"SMS & WhatsApp"

| 電郵/短訊 | 联络人 | 活動 | 我的帳戶 | Facebo | ook 粉線 | 4 | | | |
|-------------------------|---------|------|------|--------|--------|----|------|---|------|
| + 撰寫電郵 <mark>,</mark> 新 | 豆訊&What | sApp | 查看進度 | 用戶權限 | 彈回報 | 告丨 | 轉換跟蹤 | I | 短訊回覆 |

在"發送方式"中,先選擇"SMS">在"短訊內容"框內輸入您的 SMS 內容>點擊"+"來選 擇聯繫人列表>點擊"發送" 按鈕發送您的 SMS 活動





9.4 創建 WHATSAPP 活動

進入 "電郵/短訊"頁面>點擊 "SMS & WhatsApp" > 在發送方式中選擇 "WhatsApp" > 在短訊 內容內編輯您的 WhatsApp 內容 > 點擊 "+" 添加聯繫人列表 > 點擊 "發送"按鈕發送您的 WhatsApp 活動

| 電郵/短訊 | ■ 「「」 ■ 「」 ■ 一 ■ 一 ■ 一 ■ 一 ■ 一 ■ 一 ■ 一 ■ 一 |
|-----------------------|---|
| + 撰寫電郵/ 8 | 訊&WhatsApp 查看進度 用戶權限 彈回報告 轉換跟蹤 短訊回覆 |
| 短 訊內容: | 推薦發送消息最多700個字符,以便所有智能手機可以看到完整的 Whatsapp消息,雖然有些設備可以接受1000個字符。 |
| 圖片: | 字数:59 短訊:1 Choose File No file chosen 上傳 上限(500K) |
| 接收人: | 請逐行輸入號碼。或以半形逗號(,)或分號(;)作為分隔符。香 港地區的號碼可以省略國家編碼852。 |
| 發送方式: | ● SMS ● WhatsApp ● 智能 智能:默認田Whatsapp方式發送,檢測到未安裝Whatsapp的手 機號碼用SMS發送 |
| 發送時段: | 10:00-22:00 編輯 |
| | 發送 保存 稍后發送 |
| 現時SMS用量: 現時whatsAp | 3/5 p用量: 2/5 |



10 查看報告

查看報告共有兩頁:(1)快速查看活動頁面;(2)點擊活動電郵的主題查看特定的活動。

| 耄≸/烜虱 翠塔人 袥劲 党的银户 Facebook 登錄調 | | | | | | | | | | |
|---|------------------------------|---|----|-----------------|--|----|----|----------|----------|--------------------------|
| + 撰寫電郵/短訊&WhatsApp 查看進度 用戶權限 彈回報告 轉換跟蹤 短訊回覆 | | | | | | | | | | |
| 連階搜尋 名福 查看 清除 秋能 所有未開除▼ | | cliangzp, cliang@reasonables.com 註冊日期: Apr 01, 2014 版本: 尊尚 <mark>升級</mark> 有效期至: May 31, 2015 11 名聯络人(近30 日) 7 名現有聯組人 Email用量: 87/200 上次受入:4/29/2014 2:40:48 PM IP:183.11.253.255 | | | ng@reasonables.com 01, 2014 (1), 2015 (1), 2015 (1), 2015 (1), 2015 (2), 200 (2014 2:40:48 PM (2), 2), 2), 2), 2), 2), 2), 2), 2), 2), | | | | | |
| □ 名稱 主题 | 狀 態 修改問 | F [6] | 發出 | 開啟 | 點擊 | 轉換 | 彈回 | 回報濫 發 | 取消訂 關 | 發出時間 |
| 29 Apr 14 15:03:20 Altfield Gallery test 3 | <mark>린</mark> 4/29/ 쯏 PM | 2014 4:16:36 | 2 | <u>1 (50%)</u> | 0 | 0 | 0 | 0 | 0 | 4/29/2014 4:17:11 PM |
| 29 Apr 14 14:28:44 Altfield test2 | 已 4/29/ 發 PM | 2014 2:46:39 | 1 | <u>1 (100%)</u> | 0 | 0 | 0 | 0 | 0 | 4/29/2014 2:47:00 PM |
| 29 Apr 14 11:28:28 Altfield Gallery Test | <mark>문</mark> 4/29/ 發 AM | 2014 11:28:21 | 1 | <u>1 (100%)</u> | 0 | 0 | 0 | 0 | 0 | 4/29/2014 11:28:55 AM |

| 項目 | 解釋 |
|-------|--|
| 名稱: | 是次電郵的檔案名稱,供貴司內部辨認及記錄,大眾不會看到。 |
| 主題: | 電郵主題,大眾可以看到。 |
| 發出: | 是次電郵發送到多少個電郵地址。 |
| 獨立開啟: | 您的電郵被打開過多少次(不包括重複打開)。 例: Bob 一共打開過您的電郵 10 次,獨立開啟數目是 1,所有開啟數目是 10。 可點擊數字鏈結看詳細報告。 |
| 獨立點擊: | 您電郵內的鏈結被點擊過多少次(不包括重複點擊)。 例: Bob 一共點擊過您的鏈結 10 次,獨立點擊數目是 1,所有點擊數目是 10。 可點擊數字鏈結看詳細報告。 |
| 轉換: | 此功能用來追蹤由電郵到網站成功購買或登記所得的轉換數目。 例:客戶有一個網上商店,並想查看到底有多少宗網上交易是從電郵推廣而 來。 |



| 彈回: | 彈回郵件的數目,當中包括軟彈回和硬彈回。 可點擊數字鏈結看詳細報告。 點此瞭解更多: <u>http://developer.rspread.com/BounceBack.aspx</u> |
|-------|--|
| 回報濫發: | 有多少人向電郵供應商 (e.g. Yahoo, Gmail) 回報濫發,即有多少人在收到您的電郵時按"濫發按鈕"。 |
| 取消訂閱: | 有多少人透過點擊您電郵內的"取消訂閱鏈結"來停止收取您的電郵。 |
| 發出時間: | 發送電郵的日期和時間。 |

如果您點擊已發的電郵標題,您會看到類似頁面:

| 電郵/短言 | 机 联络人 | 活動 我的帳戶 | Facebook 粉绘圆 | |
|-------|-------------|--------------|---|---------------|
| | 電郵: 22 | 2 Apr 14 10 |):01:47 | 取消刊登 複製 匯出PDF |
| | 標題: 發件人: | Cathy «diang | areasonables.com> | |
| | 設計 | HTML | | |
| | | | 25.0 % If y u af <u>http://a/rs-tk.com/28345-355510/.n</u> 日本 1 第 22.0 % 第 210 % 第 210 % 第 210 % 第 210 % | |

| 取消刊登: | 如果您不希望您的電郵被主要搜索引擎搜索到,可點擊"取消刊登"。 注意:根據 Google 的政策,數據會在 30 天內移除,因此即使您點擊了取消刊登仍需等待 30 天。 |
|--------------|---|
| 複製: | 點擊此鏈結,可再次使用該電郵,您可更快捷簡單編輯內容和圖片。 注意:真正發出前請檢查所有鏈結。 |
| 導出 PDF: | 點擊此鏈結,可導出 PDF 格式的完整報告。 |
| 頁內分析: | 點擊電郵中的泡泡,可瀏覽獨立開啓和所有開啓的數量。 |
| 聯繫人列表 報告: | 如果您發送致多於一個聯繫人列表,便可觀察對比不同列表的情況。建議您定期 檢查管理聯繫人名單,以達最佳發送效果。 |
| 域名報告: | 您可觀察和監測不同域名的開啓率。例如,對比先前的活動,如果 yahoo.com.hk 的開啓率急劇下降,您可以向客戶經理諮詢緣由。 |



11 客戶服務中心、技術支援

| 常見問題 FAQ: | 英文 - <u>http://spreademail.net/support.aspx</u> 中文 - <u>http://rspread.cn/support.aspx</u> |
|-----------|---|
| 一般問題: | 電話: +852 3590 4869 , 8142 3260 電郵: spread@reasonable.hk , cc@reasonable.hk 網址: RSpread.hk |
| 應用程序接口 | 英文 - <u>http://developer.rspread.com/SpreadWS/SpreadWS.aspx?lang=en</u> |
| (API): | 中文 - <u>http://developer.rspread.com/SpreadWS/SpreadWS.aspx?lang=zh-tw</u> |
| 客戶經理/ | 客戶經理+客服團隊將給予您無限幫助,助您完成電郵活動、報告、廣告及更 |
| 銷售代表: | 多。請參考銷售文件查看您的客戶經理或請聯繫我們的銷售代表爲您跟進。 |

十分感謝您閱讀此用戶指引。或許您還會希望知道:

- 如何提高打開率與銷售轉化率?
- 如果設計出色的電郵?
- 政府針對推廣而推出的政策或私人條例更新,我該如何處理呢?

歡迎聯絡 Spread 團隊,我們會給予您最大幫助!另外,別忘了收取訂閱本公司的電子通訊電郵及 留意網頁上的公告。

最後,熱切盼望思齊用戶年度聚會能與您會面,祝您成功!