

JangoMail Tutorial

Connect to Internet Web Database, Send Personalized Emails

Summary

Use this tutorial to learn how to connect to a database behind a web server. JangoMail can pull the data from the web database in real-time and then send a personalized mass emails to email addresses in the database. Additionally, JangoMail can synchronize data (unsubscribes/bounces/clicks/opens/forwards/and more) with your web database.

JangoMail supports connecting to any website/database platform. For ASP, ASP.Net, and PHP sites, JangoMail provides a script file for you to use. For all other platforms, you may [write your own](#).

Sending to email addresses in your web database

1. Determine your web/database platform type
 - a. You must choose from one of the five options:
 - i. ASP / Access
 - ii. ASP / SQL Server
 - iii. ASP / Other ODBC database
 - iv. PHP / MySQL
 - v. ASP.Net / JSP / Custom
 - b. If you don't know your web/database platform, then consult with the web programmer in charge of your web site.
 - c. See [this blog post](#) for more information about using the ASP.Net script file.
2. Place the script file on your web server
 - a. Click **Lists** in the navigation menu.
 - b. Click the **Databases** tab.
 - c. Click the + sign next to **Add New Item**.
 - d. Choose **Internet Web Database** and select your webserver and database type. If your web/database platform isn't listed, you can [write your own script file](#).
 - e. To retrieve your script file, click the link listed after **You can now download the script file for your platform. The file is:**
 - f. FTP the file to your web server's home directory.
3. Create a connection profile
 - a. Click the **Configure this connection button**.
 - b. Fill out the fields provided to create a list from the connection.
 - c. Click the **Test** button to confirm the connection.
 - d. Click **Save** to save the list.

Note: If data was successfully pulled from your database, you will be taken to the Messages screen. If there was an error, you will be taken to an Error screen showing you what your web server returned. If you are unable to diagnose your error, contact us for help.

4. Compose / send personalized message
 - a. If you are transferred to the **Messages** screen, there will be a green box at the top of the screen informing you how many records have been pulled from your database. JangoMail is now set to send an email to these members.
 - b. Click the **+ Compose New Message** icon.
 - c. Choose how you want to create a new message.
 - d. Enter a **From Display Name, Subject, and Message**. You can personalize the Subject and/or Message by using the fields pulled from your database.
 - e. The blue area above the Subject field lists the fields pulled from your database so that you can paste them into your Subject / Message. The syntax for personalization is `%%fieldname%%`. For example, if one of the fields pulled from your database is `FirstName`, enter `%%FirstName%%` within the Subject/Message to personalize with this field.
 - f. Click the **Send** button.

Note: You may re-select the same profile by clicking the **Databases** tab in the **Lists** section, locating your saved profile in the list, and then clicking the **Connect to this Database** icon.

Note: If at any time after pulling the records from your database, you navigate away from the Messages section by clicking on another main tab, the data you pulled will be lost, and you will have to start the process all over again.

Setting a Master Connection Profile

Now that you've setup at least one connection profile you can designate a connection profile to be the **Master Connection Profile** for your account. The **Master Connection Profile** is the profile whose connection information will be used during an offline operation involving your web site's database. Offline operations include:

1. [Using the API](#) to call **SendMassEmail**, and specify a SQL query in the `ToWebDatabase` parameter.
2. Using **synchronization** to have JangoMail synchronize your database by running a SQL query on recipient actions, like unsubscribes, bounces, clicks, and opens. (Go to **Settings** → **Web Site Database** → **Synchronization**.)
3. Using **mass email initiations**, to launch email campaign to a recipient list stored in your web database, by using an external email client like Outlook or Thunderbird. (Go to **Settings** → **Web Site Database** → **Mass Email Action**.)

To set the **Master Connection Profile** go to **Settings** → **Web Site Database** → **Master Profile**.

Synchronizing JangoMail data with your web database

JangoMail can synchronize reporting data with your web database in real-time. Unsubscribe requests, bounces, email change-of-address requests, email opens, email clicks, forward-to-friend requests, and web page visits can all be synchronized with your web database via individual SQL queries that you specify. You can specify these SQL queries under **SETTINGS → Web Site Database → Synchronization**.

By taking advantage of this feature, you can send targeted mass email campaigns to your email database based on a recipient's past behavior. Meaning, for example, you can send to just those recipients that opened a particular email campaign or clicked a particular link in a particular campaign.

Using the API to send email campaigns from your web database

Using the [JangoMail API](#), you can call the [SendMassEmail](#) method, and pass in a SQL query in the ToWebDatabase parameter to launch email campaigns programmatically. For more information on this, see [this blog post](#).

Security

If your web server is a publicly accessible web server on the Internet, you need not open any special ports for JangoMail to communicate with your database. JangoMail need only be able to connect to ports 80 and 443 on your web server. JangoMail does not communicate directly with your database server – it always uses your web server as an intermediary. Therefore it is not necessary to open any database ports on your firewall in order to use JangoMail.