

JangoMail Tutorial


Connect to Local Database, Send Personalized Emails

Use this tutorial to learn how to connect to a database located on your own computer or network, like Access, Excel, SQL Server, or Oracle. JangoMail can pull the data from the database and then send a personalized mass emails to email addresses in the database.

Note: that this feature makes use of embedded software within the JangoMail web-page known as an ActiveX control – therefore you must have your browser security set to accept signed ActiveX controls.

1. Setup your computer to allow JangoMail to talk to your database.
 - a. Go to Lists and select the Databases tab.
 - b. Click the **Create New Database** icon (green plus sign).
 - c. Select **Local Database** for the type of database and use the step-by-step wizard.
 - d. If you haven't been on this page before, you will be prompted to download and install an ActiveX software component (this is a one-time step). The message in the **Select database** field will show, "Click here to install the following ActiveX control: importclient_1_5_0_41.CAB from Silicomm Corporation." You can also install the component via the message bar shown at the top of the page. **You must use Internet Explorer for this step.**
 - e. The **Create a New Profile (step by step wizard)** now shows a list of values for the types of databases you can use as a local database.

[About Add a Database Connection](#)

 For JangoMail to read data from your local database, a special ActiveX software component must be installed on your system. This software add-in is from Silicomm Corporation, the parent company of JangoMail. **You only need to install this add-in once**, and this page automatically determines whether you need it.

To begin, choose the type of database you have from the dropdown, and then click the "Create Profile" button. After you have created a profile, you will be able to pull data from your database in real-time.

Create a new profile (step by step wizard):

Select database:

Unauthorized use of this software component is prohibited.

2. Create a connection profile to your database.
 - a. Select your database type from the dropdown menu next to **Select database**. There are options for Access and Excel. If your database is Oracle, SQL Server, or any other ODBC compliant database, choose "Advanced."
 - b. Click the **Create Profile** button.
 - c. A popup screen will appear where you must specify your database information. After you have specified all necessary information, including database username/passwords, database name, and SQL query, click the **Save Profile** button. The web page will refresh and you should see your profile listed.

- d. To connect and pull the data from your database, click the **Connect to This Database** icon on the far right of the row (under Operations).

| Connection Name | Type | Created | Operations |
|-----------------|---------------------------|-----------|-------------------------------------|
| mssql test | Local DB: Advanced | 2/13/2012 | [Icons: Refresh, Stop, Copy, Print] |
| BrownieKitchen | Web DB: ASP MS SQL Server | 1/19/2012 | [Icons: Refresh, Stop, Copy, Print] |
| ACME OLE | Web DB: ASP MS SQL Server | 1/18/2012 | [Icons: Refresh, Stop, Copy, Print] |
| Acme | Web DB: ASP MS SQL Server | 1/17/2012 | [Icons: Refresh, Stop, Copy, Print] |

Note: If data was successfully pulled from your database, you will be taken to the Messages page. If there was an error, a popup box will appear informing you of the error.

3. Compose / send personalized message
 - a. If you are transferred to the **Messages** page, there will be a green box at the top of the page 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. Select the type of message you want to compose (a new blank message, from an uploaded or stored template, or from a Smart Template).
 - d. The Lists field will be populated with information about the connection used. An additional text box will show the fields which are available within the connection (emailaddress, firstname, etc.).
 - e. The fields pulled from your database connection can be used in 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. Finish composing your message as you would using a list, and click the **Send** (or **Save/Send** for a preview) button when ready to launch your campaign.

Data has been successfully extracted from your list (11 records). This Send E-mail page has been pre-configured to send to this group of e-mail addresses, but you may also add to the recipients of this message. [View a sample of the extracted web database data.](#)



Message & Content | Schedule | Tracking | Filtering | Additional Settings

To Lists | From | Copies | Reply To

Extraction from local profile "mssql test" (11 records)

[Select lists](#)

To personalize your Subject/Message, you may use the following fields:

Employees_key, Last_name, First_name, Middle_initial, Emp_Address1, EmailAddress, Emp_City, Emp_State, Emp_Zip, Store_assigned_to

To insert these fields into your Subject/Message, use this syntax:

```
%%Employees_key%% OR %%Employees_key**Default Value%%
%%Last_name%% OR %%Last_name**Default Value%%
%%First_name%% OR %%First_name**Default Value%%
%%Middle_initial%% OR %%Middle_initial**Default Value%%
%%Emp_Address1%% OR %%Emp_Address1**Default Value%%
%%EmailAddress%% OR %%EmailAddress**Default Value%%
%%Emp_City%% OR %%Emp_City**Default Value%%
%%Emp_State%% OR %%Emp_State**Default Value%%
%%Emp_Zip%% OR %%Emp_Zip**Default Value%%
%%Store_assigned_to%% OR %%Store_assigned_to**Default Value%%
```

[Tutorial on Personalization](#)

Note: If at anytime 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.

How else can JangoMail interact with your local database?

JangoMail can also synchronize unsubscribe and bounce data with your local database by generating SQL statements you can apply against your database. These parameters are under **Settings > Integrating JangoMail with Other Systems > Local DB Event Management**.

JangoMail can synchronize your local database with reporting data. Specify your SQL queries below. Note that this feature generates a SQL script which you must run against your database to synchronize it -- it does not automatically synchronize your database.

Settings / Manage Local Database Events

About Managing Local Database Events

Unsubscribe Bounce

| Variables | Example |
|-----------|--|
| | <pre>UPDATE AllContacts SET Unsubscribe = 1, UnsubCampaignID = %%MassEmailID%% WHERE EmailAddress = '%%EmailAddress%%'</pre> |