

Distributed e-mail Campaign Server

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ABSTRACT

An electronic mailing list or email list is a special use of email that allows for widespread distribution of information to many Internet users. It is similar to a traditional mailing list - a list of names and addresses - as might be kept by an organization for sending publications to its members or customers. Electronic mailing lists usually are fully or partially automated through the use of special mailing list software and a reflector address that are set up on a server capable of receiving email. Incoming messages sent to the reflector address are processed by the software, and, depending on their content, are acted upon internally (in the case of messages containing commands directed at the software itself) or are distributed to all email addresses subscribed to the mailing list. Depending on the software, additional addresses may be set up for the purpose of sending commands. Many electronic mailing list servers have a special email address in which subscribers (or those who want to be subscribers) may send commands to the server to perform such tasks as subscribing and unsubscribing, temporarily halting the sending of messages to them, or changing available preferences. The common format for sending these commands is to send an email that contains simply, the command followed by the name of the electronic mailing list the command pertains to. Examples: subscribe anylist or subscribe anylist John Doe. Some list servers also allow people to subscribe, unsubscribe, and change preferences through a web-based interface.

Keywords : Email Campaign, E-Commerce, E-Mail Newsletter

I. INTRODUCTION

An e-mail (also called as e-mail) is one of the most commonly used services on the internet, allowing people to send messages to one or more recipients. An email can be specially used for sending and recipients the information to many recipients. E-mail is relatively simple, which has quickly made it popular service in days.

E-mail is based on the electronic mailboxes. When one person sends a message, it is stored on E-mail servers. When the receiver logs-on, messages are forwarded to them. So E-mails use the store and forward system. Messages are stored on the E-mail server and then forwarded, when the receiver clicks to download. In E-mail we can attach multiple files, such as image or documents. Many electronic mail servers can have special E-mail address in that it may send commands. E-mails usually much faster than traditional post.

E-mail advertising is campgrounds from your E-mail list. You are checking the mails are caught in spam or the campgrounds are not. This can recognizing you are an official. E-mail concept can be designed can be designed to make communication purpose, it is more effective. You send your E-mail or text document and will also send it to all our campground members using the camping in an E-mail format. This format can be specially designed for supplier Emails. In campaign sends news called E-news communication to all campgrounds with important information. We can also tracking the mails means how many E-mails are opened, what links are clicked on.

An electronic mailing list or email list is a special use of email that allows for widespread distribution of information to many internet users. It is similar to a traditional mailing list a list of names and addresses –as might be kept by an organization for sending

publications to its members, but typically refers to four things:

- A list of mail addresses.
- The people (“subscribers”) receiving mail at those addresses.
- The publications (email messages) sent to those addresses.
- A reflector, which is a single mail address that, when designated as the recipient of a message, will send a copy of that message to all of the subscribers.

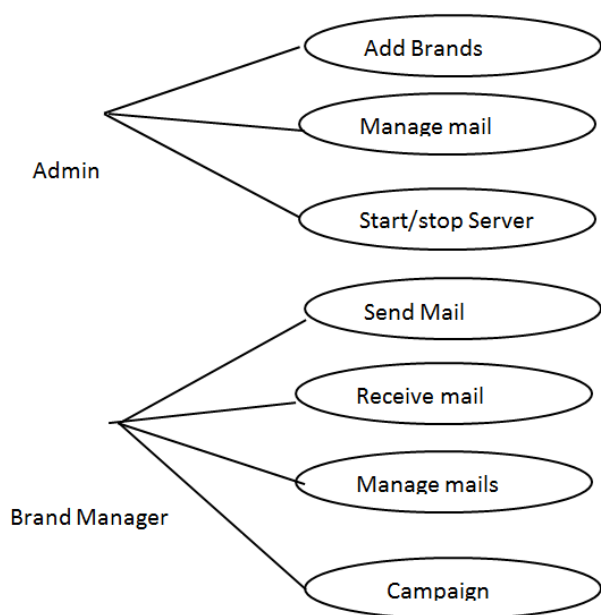


Figure 1. Usecase Diagram

II. Existing System

In existing system, the mail sending is different. Maintaining the all the mail information of each client. It is difficult for every Manager to manage the email list.

Limitations of Existing Systems:

- Lack of security of data.
- Time consuming.
- Small marketing people.
- Difficult for bare a cost of cloud server technology.
- Loss of data.

To avoid all these limitations and make the system working more accurately it needs to be computerized that is the best solution given to clients the next generation dining experience and the “touch” of service they desire with mail campaign.

III. Proposed System

To overcome the drawbacks of the existing system, we are designing our proposed system. In proposed system we can notify the user with push notification which involves no cost.

- In campaign sends news called E-news communication to all campgrounds with important information.

IV. CONCLUSION

You would want to build a system such that each user, sitting in their own office can access a local mail server and access their emails at a very high local mail speed. The advantage of having a system wherein users can access emails from a server physically close to them also has other benefits like that of Unified Authentication across all offices, a single User Directory that can be used across all offices and so on. Our project intension is to make it world’s leading E-mail marketing platform. Our project aim is to provide E-mail marketing for more than million people globally. Send better E-mails; connect your E-commerce store. Data synchronization will always up-to-date your E-mail distribution lists. The E-mail newsletter is the most effective way to keep your audience updated on your company. ”Direct E-mail marketing is a format for E-mail-based campaigns in which standalone advertisements are sent to a targeted list for recipients. The messages, which may be text or media”. E-mail campaign is the first step in the E-mailing process. Each E-mail broadcast is called campaign E-mail campaign is an E-mail that is sent to the entire list of subscribers. It is dedicated to different themes and events.

V. REFERENCES

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