E-Marketing Manager
Version: OpenEMM 24.04

Version: Lagoon (OpenEMM 24.04)

This EMM version is dedicated to the Lagoon Nebula (also known as M8 or NGC 6523). This formation is part of a larger star forming region located about 4,100 light years away in the constellation Sagittarius. It is a region where new stars are born from cosmic gas and dust.

The open source version OpenEMM is being continuously developed. This overview briefly presents the new features that have been added since the last version. See which new functions you will benefit from in the future before you upgrade.

Highlights of the version		
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New features in the OpenEMM

Mailings

New agn tags create web view (E-8866)	Until now, you needed a web form to create an online view of your mailings. There is now a faster and more convenient solution: you can use the agnFULLVIEW and agnWEBVIEW tags to insert the link to the online view anywhere in your mailing. A form is no longer required for this, but the old procedure still works.
Setting for cleaning up admin and test recipients (E-10278, E-10187)	In the Send Mailing tab, you now have the option of individually setting whether the admin and test recipients should be cleansed before dispatch. This prevents falsification of the final statistics. This setting is also available globally for a client.
Dispatch throttling can be set on the mailing (E-9886)	The maximum number of mailings to be sent per hour can be individually throttled in the "Max. sending mails/hour" dropdown in the sending tab of a mailing. The speed can only be set lower than the maximum speed set for your client.
Javascript widget for generating a registration form (E-9445)	A small Javascript program simplifies the generation of forms for the registration of e-mail recipients to OpenEMM mailing lists. A detailed documentation is provided for using the Javascript widget.

Campaigns

Set campaign start date to "now" (L-1273)	If the start date of a campaign is in the past at the time of initial activation, the start time of the campaign is set to the current time, and the user is informed accordingly. This means that the start time from the past no longer needs to be adjusted manually.

Recipients

GDPR-compliant recipient information report (E-10136)	The information report on compliance with the requirements of the GDPR (Section 15) has been expanded.
Hardbounce on all mailing lists (E-8132)	Recipients who generate a hard bounce on a mailing list will from now on receive a bounce on all mailing lists, even on lists on which they are not registered. Only bounces that are not older than 180 days will be taken into account.

Data management

Import of Excel files enabled (E-4539)	You can now use Excel files for your import. This means that in addition to the previous .csv files, .xls, .xlsx and .ods files are now also accepted for import.
Decode values when exporting to full text (E-6986)	When exporting, you now have the option of having the values for gender, mail type and user status decoded, i.e. displayed as full text
Information on registered recipients during import (E-7164)	If you carry out an import in future that is to register recipients, a table will be displayed at the end of the import log that lists the imported data for each mailing list.
Datasource ID linked to recipient search (E-9246, G-5762)	You can now click on individual lines in the overview of datasource IDs. The OpenEMM then automatically takes you to a filtered recipient overview in which only recipients with the selected datasource ID are displayed.

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Statistics

Individually configurable statistics reports (G-4078)	The new "Reports" statistics menu can be used to configure various reports for statistical evaluations. These reports are generated automatically at predefined times and sent by email in PDF or CSV format.
New statistics status info (E-7480)	These new recipient statistics show the various statuses of your recipients in the OpenEMM. This gives you a good overview of the status information for your recipients.
Maximum number of domains in statistics adjusted (E-10240)	The domain statistics can now compare up to 50 domains.

Administration

System status page shows the used capacity of the server hard disk (E-8142)	The system status page shows you the percentage of used capacity of your server hard disk. Depending on the fill level, the color of the percentage value is adjusted. If you exceed the limit of 75% and 90% fill level, your admin user will receive a warning mailing.
Stop running imports (L-1140)	If an import is stuck, you have the option of canceling all running imports under System status.

General features

Improved feedback on password security (E-9689)	When entering a new password for your user, the required criteria for your password are now displayed live.
agnAGE approved for use as a hashtag (E-7108)	The tag "agnAGE" can now also be used as a hashtag in links.
Extend X header with individual values (E-10272)	There is now an option to extract recipient-specific information from mail replies, pack this information into X headers and forward the replies with these X headers to a configurable e-mail address.

Interfaces

Pausing a campaign via SOAP and RESTful (E-10353)	A new method for SOAP and RESTful makes it possible to pause a campaign via these channels and resume it later.
New filter options for RESTful method: ListMailings (E-8517)	For example, the new method can now output all mailings in a specific list or display mailings with a specific dispatch date.
Listing of templates via RESTful (E-9747)	From now on, the templates can also be listed via RESTful in the same way as the mailings of a client.
Generated mailing cannot be processed via SOAP (E-8555)	The content of a mailing that has already been generated, is being sent or has been sent can no longer be changed via the web service.
Interface for automated inbound processing (P-1784)	An interface to inovoo's NOVO CxP software, which provides inbound automation functionality, is now available to enable rule-based or AI-based processing of email responses to mailings.

General improvements & information

Many general improvements have been made to the usability of the OpenEMM:

- Import and export of tar.gz enabled
- Activity log includes more user activities
- Better formatting & sorting of individual elements in the OpenEMM
- Optimized default settings
- New Helpballoons
- More helpful warnings & error messages
- Improved security settings
- Simplified navigation

OpenEMM Plus with extensions for even more use cases

With the new version of OpenEMM, AGNITAS as developer offers additional commercial modules, such as

- the E-Mail Creator with Layout Builder and Mediapool for **module-based template and mailing creation via drag & drop**
- an HTML interface for the **automated filling of content modules** in mailings (e.g. via CMS)
- a module for **automated data import and export** to exchnage data with external systems such as CRM, ERP, online stores, etc.
- extended functionality for **SOAP and RESTful webservices** in order to be able to move large amounts of data and address the additional OpenEMM Plus functionality
- a **Webhooks API** to inform third-party systems about the reactions of email recipients to the emails sent
- an **SMTP interface** to receive and refine emails from legacy systems (HTML design, bounce management, link tracking, etc.)
- an **extended client configuration** for around 30 individual configurations for data protection, data security and other default settings

Contact us for details at consulting@agnitas.de - we will inform you about the various upgrade options.

System requirements OpenEMM

Technical requirements	
Server with Linux operating system	• RedHat Enterprise Linux version 7 to 9 or versions based on RedHat such as AlmaLinux 8 and 9 • SUSE Linux Enterprise Server 12 and 15 with the latest service pack
Database management system (DBMS)	• Maria DB 10.5 or 10.6 • Oracle Version 11g SE1 or 19c SE2 (for more than four million recipients, we recommend the use of Oracle DBMS)
Mail Transfer Agent (MTA)	• Postfix version 2.6 or higher (recommended: version 3.4 or higher)
Java JDK	• Java Open JDK 11 or 17 (LTS version)
Python	• Python version 3.8 or higher

Technical note for upgrades
Please note: If you have skipped the upgrade of an OpenEMM main version, you must install and start the intermediate version at least once so that critical database updates are carried out. This ensures that no database inconsistencies occur.

Further information can be found in the OpenEMM Wiki at https://wiki.openemm.org.