E-Marketing Manager
Version: OpenEMM 25.04

AGNITAS
email & marketing automation

Version: Jade (OpenEMM 25.04)

The new OpenEMM version is named after the jade stone. Jade symbolizes luck and protection and promotes a positive outlook on life. Especially in Chinese and Mesoamerican culture, jade has been valued for thousands of years for its beauty and spiritual significance.

The AGNITAS OpenEMM is continuously being 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		
E-9585	**High Contrast Theme for accessibility**	3
E-924	**OpenEMM with alignment for left-handers**	3
G-6285	**Customizable overviews**	3
O-697	**New interface: Webhooks**	4

OpenEMM⁺

OpenEMM Plus

Our OpenEMM Plus offers individual premium functions as an extension to the free OpenEMM, such as the Layout Builder, the E-Mail Creator or the Mediapool. Find out more about OpenEMM Plus here.

New features in OpenEMM

Mailings

Option to display deleted links

(E-8260)

In the Link tab of a mailing, you will now find a switch with which you can set whether links deleted after the first test mailing should continue to be displayed in the OpenEMM statistics.

Search function for templates

(G-6170)

If you want to create a new mailing, you can now search for EMC and HTML templates so that you can find the template you need more quickly.

Campaigns

Split mailings now in campaigns

(G-6172)

Previously, split mailings could be created in campaigns as part of A/B tests and by specifying a final mailing. There is now another option: In a campaign, you can select the "Split mailing" icon in the Mailings area and specify a 30% / 70% split of recipients for two of your mailings, for example.

Select period for statistics

(E-10305)

The new version of OpenEMM allows you to select an individual time period for which you would like to receive the statistics of your campaign.

Recipients

Find profile fields that are historicized more easily

(E-10505)

The new filter option for profile fields "Included in history" allows you to list only those profile fields for which the history has been activated.

Data management

Mailing list selection during export

(E-10509)

To make exporting more flexible, several mailing lists can now be selected for an export profile. This means you no longer have to create a separate profile for each mailing list.

DOI trigger in the import profile can be used for multiple mailing lists

(E-10602)

You now have the option of selecting multiple mailing lists in the import profile, even with active DOI triggers. This also gives you the option of registering recipients for several different mailing lists (instead of just one as before) via the import profile.

Target groups

Expansion of the target group definitions

(E-7482)

You now have the option of creating detailed definitions of target groups based on the binding information.

Detailed view of target groups improved

(G-6284)

The "Recipient statistics" and "Used in" sections have been moved to the new "Statistics" tab to make the detailed view of a target group clearer.

Statistics

Filter by archive for mailing statistics

(E-10344)

The Mailing (separate) statistic can now easily be filtered according to whether a mailing belongs to an archive.

Pages & Forms

Subscription form generator (E-10342)	You can now generate the code for your website to simplify the creation of subscription forms in OpenEMM. You only need to enter a few details, such as the mailing list to be used and the DOI mailing, and the feature will automatically do the rest for you. You can then simply insert the finished form into your website.

Trigger management

Restrict "Archive overview" step (E-5163)	The display of mailings in the archive can now be restricted when creating the trigger. You can choose whether you want to limit the retention of the mailings in terms of time or depending on the number of mailings saved.
Filter by trigger steps (E-10231)	The "Steps" filter is now available in the trigger management overview, which you can use to list the triggers according to the steps they contain.

Administration

Display Usage of user groups (E-4007)	In the overview of user groups, a separate column now shows how many users belong to the respective group.
Activity log for SOAP users (E-940)	Activities of SOAP users are now recorded in a separate tab in the activity log.
Check for DB schema on system status page (G-6249)	OpenEMM customers can now find an option on the system status page to check whether the structure of the OpenEMM database is complete.

General information

High Contrast Theme for accessibility (E-9585)	In order to make OpenEMM accessible to as many people as possible, we are committed to making our software barrier-free. For this reason, the Dark and Light themes with high contrasts are now available as new options for the general design of OpenEMM. You can select your preferred theme in the user overview.
OpenEMM with alignment for left-handers (E-924)	If you are left-handed and do not get on optimally with the standard layout of OpenEMM, you now have the option to adjust the orientation of the user interface in your user settings.
Customizable overviews (G-6285)	To ensure that you can see all the important details of a table column conveniently and at a glance, you now have the option of adjusting the width of each column individually to the required size. This allows you to prioritize which information is most important to you.
Import/export overview on the dashboard (E-722)	A new tile shows you the last ten imports and exports you have carried out. This provides you with more options to personalize your dashboard.
"News" moves to the menu bar (E-952)	If you have not added the news tile to your dashboard, you will see a megaphone icon in the left-hand menu bar. Here you will find all the latest news so that you do not miss any features and updates.
Different views for an individual OpenEMM (E-923 & E-949)	In some menus in OpenEMM, including the mediapool and the dashboard, you have the option of switching between different views. You can often display an overview of the created objects in the form of a list or in the form of thumbnails.

Interfaces

New interface: Webhooks (O-697)	A new callback API has been added to OpenEMM. This informs a registered webhook on the customer side (e.g. in a CRM system) via URL call about defined events such as mail deliveries, bounces, link clicks or unsubscriptions.
Deactivation of mailings via REST and SOAP API (E-10211)	In addition to activating mailings, it is now also possible to deactivate and stop a mail dispatch via REST and SOAP. The exact methods for this can be found in the respective interface description.
Delete SOAP users (E-10388)	Previously, SOAP users could only be deactivated in OpenEMM. In the new version, SOAP users can now be deleted individually or via collective action.

General improvements & information

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

- Activity log includes more user activities
- Better formatting & sorting of individual elements in 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** for data exchange with external systems such as CRM, ERP, online stores, etc.
- the **response inbox**, so that recipients' responses to mailings can be processed directly in OpenEMM
- extended functionality for the **SOAP and RESTful web services** to be able to move large amounts of data and address the additional OpenEMM Plus functionality
- 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 at consulting@agnitas.de for details - we will inform you about the various possibilities of an upgrade!

System requirements OpenEMM

Technical requirements	
Server with Linux operating system	• RedHat Enterprise Linux version 8 or 9 or versions based on RedHat such as AlmaLinux 8 and 9
Database management system (DBMS)	• Maria DB **from version 10.6.10**
Mail Transfer Agent (MTA)	• Postfix version 2.6 or higher (recommended: version 3.4 or higher)
Java JDK	• Java Open JDK **17** (LTS version)
Python	• Python **from version 3.11**

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.

If you are interested in the new version or have questions about features, please contact consulting@agnitas.de.