

# System overview

Welcome to the phpList Manual!

This first chapter will explain what phpList is used for and give you a basic overview of how it works.

## What is phpList?

phpList is used for sending email newsletters, announcements and notifications. It is designed to send a single message (a **campaign**), by email to large numbers of recipients (**subscribers**).

You organize your subscribers into **lists** and you can import email addresses from your email account, online shop, blog or database. You can also import **attribute** data, for example, subscriber name, city or shoe size.

Campaigns are composed in a web interface and can be **personalized** for each subscriber. Personalization is done with the use of placeholders which display attribute data within the text of the emails, as well as unique links that **allow subscribers to join or leave** lists easily. You can use plain text, HTML and templates.

Once a campaign has been sent, phpList will show **statistics** about it. This will include **opens/views** (who read the campaign), **clicks** (who clicked which link in the campaign) and **bounces** (which addresses were incorrect and delivery failed). Bounced mails and unsubscribes are automatically removed from the system, which will benefit future **delivery of campaigns**.

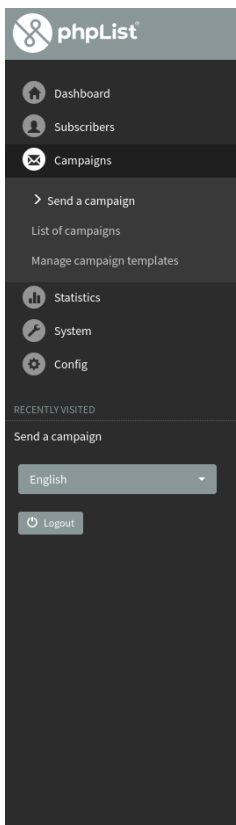
phpList is Open Source software and it is published under the AGPLv3 license. You can install and host phpList on your own servers or you can use it via the phpList Hosted service.

## A quick tour of phpList

phpList has an attractive web interface and a wealth of features to explore.

## Campaigns

Composing and sending campaigns is achieved by following a step by step process.



## Send a campaign

1  
Content

2  
Format

3  
Attach

4  
Scheduling

5  
Lists

6  
Finish

### Content

**Campaign subject** (no subject)

**From line** email@domain.com

**Content** ☐ Send a webpage ☒ Compose message

**Compose message**

**Footer**

# Subscribers

In phpList you upload your contacts once and the information is ready to use every time you send a campaign.

## Import emails

Please choose one of the import methods below

- > Copy and paste list of emails
- > Import by uploading a file with emails
- > Import by uploading a CSV file with emails and additional data

You can group subscribers into one or more lists

### Subscriber lists

Categorise listsAdd a list

3 Lists

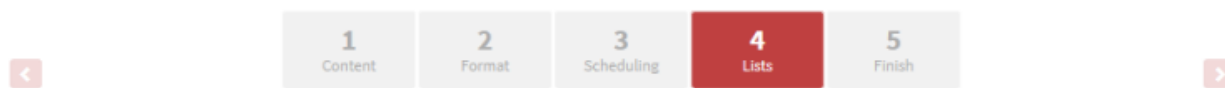
## Lists

Lists	Members	Public	Order
test	0 (0, 0)	<input type="checkbox"/>	<input type="text" value="0"/>
<div> </div>			
Demo RSS List	1 (4, 0)	<input checked="" type="checkbox"/>	<input type="text" value="0"/>
<div> </div>			
phplist newsletter	301 (9, 0)	<input checked="" type="checkbox"/>	<input type="text" value="0"/>
<div> </div>			

SAVE CHANGES

Simply choose which list you want to send to when you create your campaign.

## Send a campaign



### Lists



Please select the lists you want to send your campaign to:

@

☐ All Lists

☐ All Public Lists

☒ newsletter Public list

Sign up to our newsletter

☐ test Private list

List for testing

Save as draft

Save and continue editing

## Subscribe pages

Subscribers can sign up to your lists through subscribe pages, which are fully customizable.

### phpList newsletter

Subscribe to our Newsletters

Update your preferences

Unsubscribe from our Newsletters

Contact the administrator



...and can be integrated with your website.

Hello! Do you want to subscribe to our newsletter?

Email address \*

Confirm your email address \*

☐ I prefer to receive emails in Text format

Name \*

Subscribe

Unsubscribe

## Campaign Statistics

You can view basic and detailed statistics about every campaign you send to help you learn more about your subscribers.

Statistics overview

Download as CSV file

Campaign	Date	Sent	bncs ?	fwds ?	Unique Views ?	total clicks ?	Unique Clicks ?
phpList 3.4.0 released phpList 3.4.0 released: New API, campaign template, security update	19 Mar 2019	16.025	219 (1,36%)	543	14.254 (88.54%)	10.114	8.763

## What is Open Source?

Open Source, or "Free Software", means that the original programming code is made freely available and may be modified. In practice this means that; phpList is very adaptable, easy to change and improve. Open Source development relies on communities of users contributing to the project they use. You pay nothing for the software, but you are encouraged to collaborate with the project though contributing code and/or though bug reports, translations, documentation, spreading the word and if you feel it has enriched your life, you can even donate!

# What is phpList.com?

phpList.com offers phpList as a service is the cheapest way to have a fully working installation without having to worry about servers, blacklisting, bounces and deliverability. We manage the day to day maintenance of the software including updates and security.

Using phpList.com is also a great way to support the future development of phpList.

# What does phpList not do?

phpList is a one-to-many email program. It cannot easily be used to have "email conversations" many-to-many as you might do on software such as mailman

# Feedback

Discuss this chapter here.

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