EZLINKS EMAIL PLATFORM

Manager's Handbook

Document Version 1.2

August 08, 2014

How to Create, Send and Analyze Emails

CONTENTS

THE EZLINKS EMAIL PLATFORM

Email has become increasing important as a marketing tool to communicate to customers, promote specials or events and increase revenue. With customers receiving more and more emails today, you want to establish a strong relationship and value with your email communications to ensure they are being read and acted on.

Creating an email plan can complement your communication strategy and allow you to increase your online presence and revenue. This document will explain how to successfully create and deploy emails, monitor your response rates and optimize your campaigns.

ACCESSING THE EMAIL PLATFORM

The email platform can be accessed through the EZLinks Marketing Suite. Once logged in, click on the email section to launch the platform and begin creating emails.

A login and temporary password will be sent to you. When you login for the first time, you will be prompted to create a password, which should be between 8-16 characters and contain an uppercase, lowercase and numerical character. If you need to reset your password, you can do so by clicking "Forgot My Password" on the login screen.

The supported browsers are listed below:

- Internet Explorer 11 or higher
- Safari 5.1 of higher
- Opera 12 or Higher
- Firefox 20 or higher
- Chrome 25 or higher

Any browser or version not included most likely will have compatibly issues, so it's recommended to use one from the list above.

TECHNICAL SUPPORT AND TRAINING

The EZLinks Marketing Services Team will handle the initial setup and configuration. This will include setting up personalized templates, adding your subscriber data and training on using the platform.

Once you are setup, you will be able to access the platform anytime through the Marketing Suite Portal to send any emails to your subscribers.

EMAIL CREATION REQUEST FORM

The EZLinks Marketing Services Team can assist you with creating your email if needed. To submit a request, please complete the form through the EZLinks Marketing Suite. All sections of the form must be completed for the request to be fulfilled.

Please keep in mind requests should be submitted at least 1 business day before you would like it to deploy. The EZLinks Marketing Services team will work to accommodate all requests in a timely manner.

THE DASHBOARD

The EZLinks Email Platform provides you with all the necessary tools to create, send and monitor your email campaigns. EZLinks gives you the freedom and flexibility to manage your campaigns on your own schedule and time.

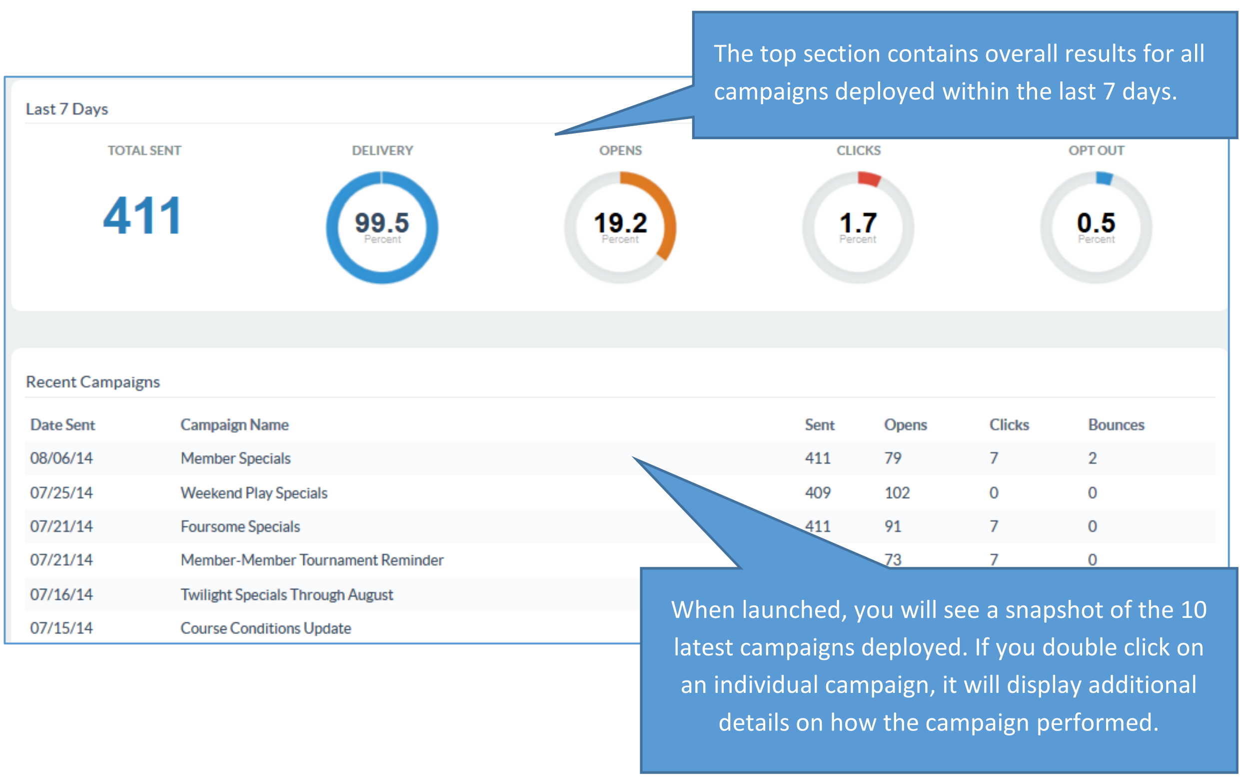
EMAIL PLATFORM LOGIN

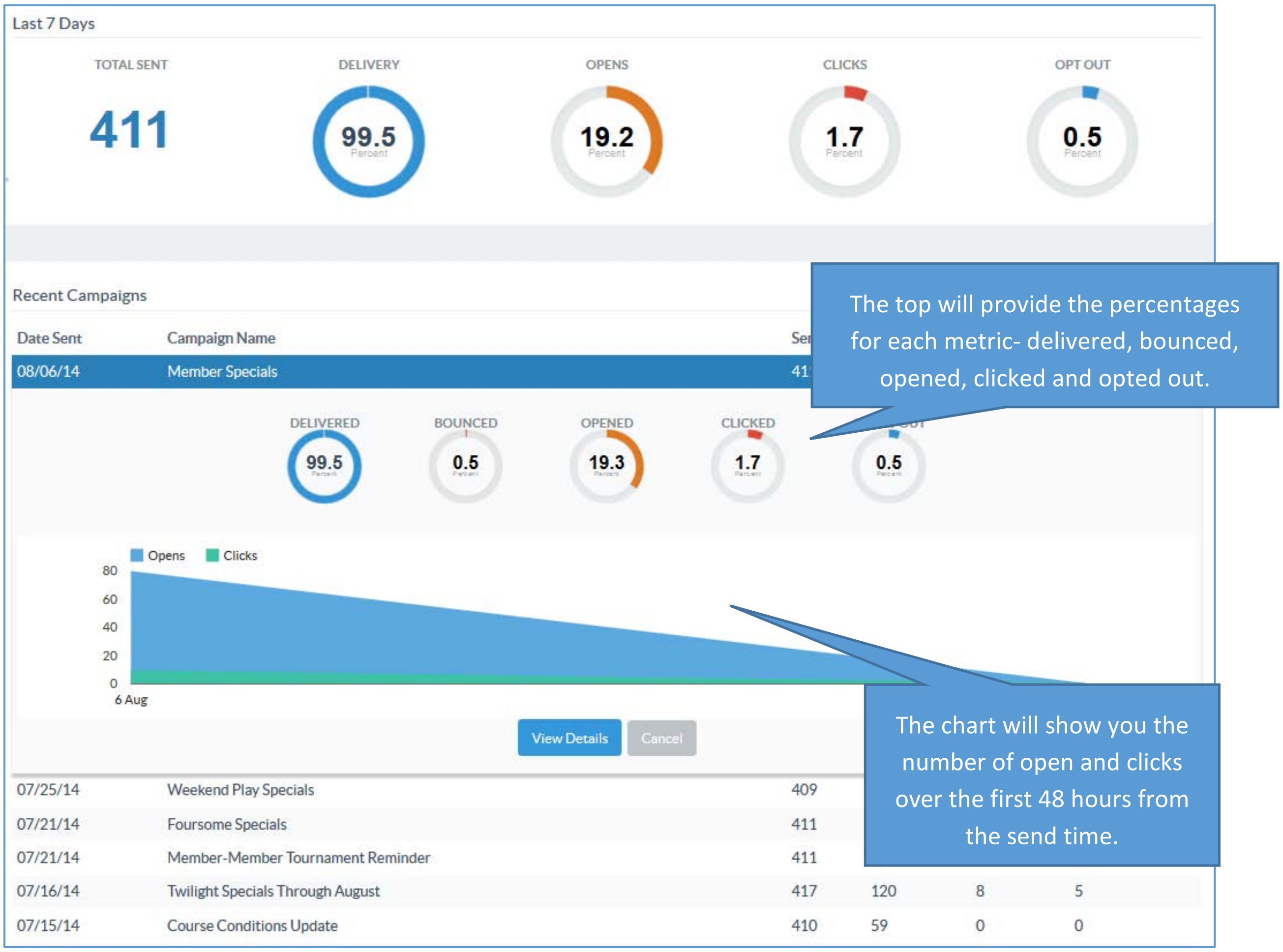
The web address and login to access the Email platform will be provided by EZLinks.

- Currently – Your Username/Password is established in the Email platform, and probably differs from your other EZLinks accounts. Contact EZLinks Marketing Services for assistance, or to have additional Dashboard user accounts created.
- Future – An integration between the EZLinks Tee Time software and the Email platform will provide streamlined access to your Dashboard.

DASHBOARD LAYOUT

The Dashboard consists of a snapshot of recent campaigns, upcoming scheduled events or campaigns, quick links and access to different areas of the platform.





CREATE AND SEND AN EMAIL

Now that you are all setup, it's time to send out emails! Below are the steps to take to send an email campaign to your full database.

HOW TO CREATE AND SEND AN EMAIL

When creating an email, it's important to keep your audience in mind. While you have an idea of what you want to send and when, remember to think about the email frequency and past communications. We've assisted with designing templates to ensure there's a cohesive design, but it's up to you to ensure there's a cohesive voice and message.

CREATING YOUR EMAIL CONTENT

Within your platform, you will have several templates to choose from depending on the type of email you would like to deploy (Go to Content → View Templates). Each template has been customized to complement your course's website and design materials. Templates should not be edited directly, but rather copied in order to use it over and over again.

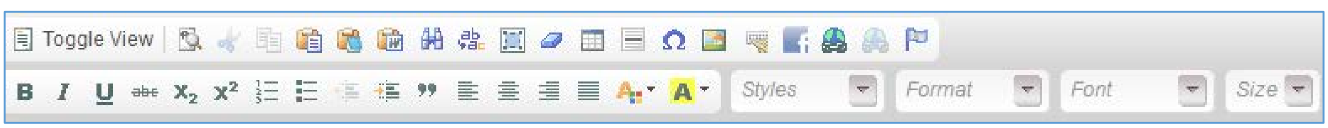
Note: We have also updated the header and footer so you are CAN-SPAM compliant. By law, businesses must inform a subscriber who the email is coming from and allow for them to easily unsubscribe (a physical address must be included as well as an unsubscribe link or instructions). A user must also have explicitly opted in to receive promotional emails from signing up or making a transaction (do not purchase any lists or acquire emails from unknown sources) and content can't be misleading.

Once you decide on the type of template that best suits your communication, you will want to create a copy of it to ensure you always have the original template to work from. Upon copying, you will want to provide a new template name. Since this will be unique to the email send, you will want to name it something to easily identify it (ex. Bountiful Birdies GC 03.01.14, 140301 Men's League Registration, Spring Scramble 2014.04.12). We recommend including the date in the name as well as a description as it makes it easier to identify when setting up to send and for reporting.

Now that the template is copied and created for the email campaign, it will appear in the template list. In order to edit it, double click on the template. If you have a large number of templates, click on the Last Edit header twice and it will display the most recently edited templates at the top.

<u>Plain Text</u>: You will first be brought to the plain text version. This version goes to anyone who has elected to receive it or is not able to receive the HTML version. We have included the HTML version link within all text versions, so upon deployment, if they do receive this version, they can click on the link and view the full HTML version. By doing so, you do not need to edit this version.

<u>HTML</u>: Click on the "HTML" tab to the right of the plain text tab and then click "Toggle View" directly below it. This will display the WYSIWYG editor to allow for easy editing. See below list of icons and what you can do.



Icon	Action
Toggle View	This allows you to switch between the WYSIWYG editor and the HTML raw code for those who have coding expertise
	Show blocks within the content
	Cut an image or text
	Copy an image or text
	Paste an image or text
	Paste as plain text (no formatting)
	Paste from a word document

	Find text or code within the content
	Replace or swap out text or code within the content
	Select all
	Remove format
	Add a table and define the number of columns and rows
	Insert a horizontal line
	Insert a special character
	Insert an image
	Insert custom data based on basic links (unsubscribe, forward to a friend, display message) or collected data (email, first name, state, etc)
	Insert a social media icon to allow users to share the email
	Highlight text to hyperlink (link)
	Highlight text that's hyperlinked to remove it (unlink)
	Insert and define an anchor within the content
	Bolds **text**. Highlight the text you would like to bold and click the icon
	Italicize *text*. Highlight the text you would like to italicize and click the icon
	Underlines text. Highlight the text you would like to underline and click the icon
	Strikethrough ~~text.~~ Highlight the text you would like to strikethrough and click the icon
	Subscript
	Superscript
	Adds in a numbered list
	Adds in bullet points
	Increase or decrease indent for text, sentence or paragraph
	Block quote
	Text or image alignment- Align Left, Align Center, Align Right, Justify
	Select text color
	Highlight text
Styles	Select the styling format (block style, inline style)
Format	Select the paragraph format
Font	Select the font type
Size	Select the font size

Once the email has all of the text and images that you would like to include, save and then you can click on the preview button to see how it looks if you were to receive it at that moment. You can exit and make any changes to the content until it looks correct.

Note: If you are inactive after 30 minutes, you will be prompted to login again. Any changes you made before that, but did not save will not be stored. Click on the Save button as you are working in case you need to step away while you are editing the content.

GLOBAL IMAGE LIBRARY

Images can be added to an email, but it must be your own photography or purchased for use. EZLinks has purchased several images that can be used within your emails. The Image Library Guide can be found within the Marketing Suite and provides a snapshot of the image and the image URLs in two sizes. Follow the steps below in order to swap out a default/existing image or to add in an image:

- Right click on the image and select “Image Properties” from the dropdown list.
- Copy the URL from the image you want from the Image Library Guide (i.e. http://media.ezlinksgolf.com/EZLinks-Images/CloseUp/320/5072471.jpg). Paste the URL into the “URL” section. Click OK and you should see the updated image.

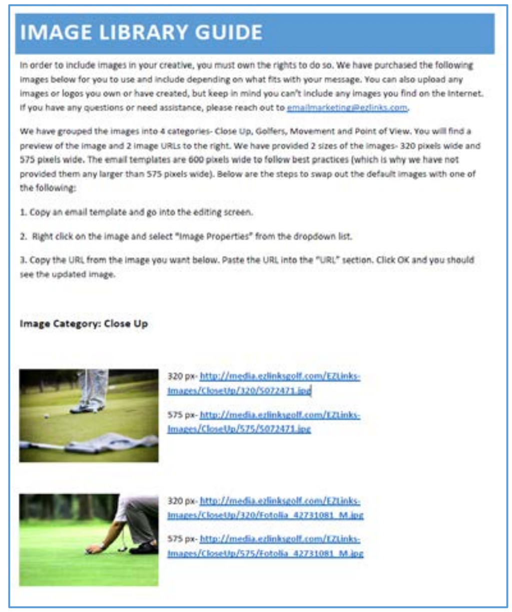


IMAGE LIBRARY GUIDE

In order to include images in your creative, you must own the rights to do so. We have purchased the following images below for you to use and include depending on what fits with your message. You can also upload any images or logos you own or have created, but keep in mind you can't include any images you find on the Internet. If you have any questions or need assistance, please reach out to emailmarketing@ezlinks.com.

We have grouped the images into 4 categories- Close Up, Golfers, Movement and Point of View. You will find a preview of the image and 2 image URLs to the right. We have provided 2 sizes of the images- 320 pixels wide and 575 pixels wide. The email templates are 600 pixels wide to follow best practices (which is why we have not provided them any larger than 575 pixels wide). Below are the steps to swap out the default images with one of the following:

1. Copy an email template and go into the editing screen.

2. Right click on the image and select "Image Properties" from the dropdown list.

3. Copy the URL from the image you want below. Paste the URL into the "URL" section. Click OK and you should see the updated image.

Image Category: Close Up

320 px- http://media.ezlinksgolf.com/EZLinks-Images/CloseUp/320/5072471.jpg

575 px- http://media.ezlinksgolf.com/EZLinks-Images/CloseUp/575/5072471.jpg

320 px- http://media.ezlinksgolf.com/EZLinks-Images/CloseUp/320/Fotolia_42731081_M.jpg

575 px- http://media.ezlinksgolf.com/EZLinks-Images/CloseUp/575/Fotolia_42731081_M.jpg

TIP: CREATING EFFECTIVE CONTENT

Email is a great tool for promoting your golf course and generating revenue. You only have seconds to grab a user’s attention, so below are some tips to make your email as effective as possible:

- Keep the design and layout simple: Use only 2-3 complementary colors, fonts and sizes to keep the email clean and readable.
- Keep the text short and to the point.
- Keep images and text balanced: You want to include both components in the right proportion to be visually appealing.
- Have a clear call to action: What do you want subscribers to do? Register for an upcoming tournament, book a tee time or learn more about becoming a member? Make sure whatever action you would like them to take is clear as well as steps on how to do so.
- Include contact information: Make it easy for a user to contact someone if they have any questions or need additional details.

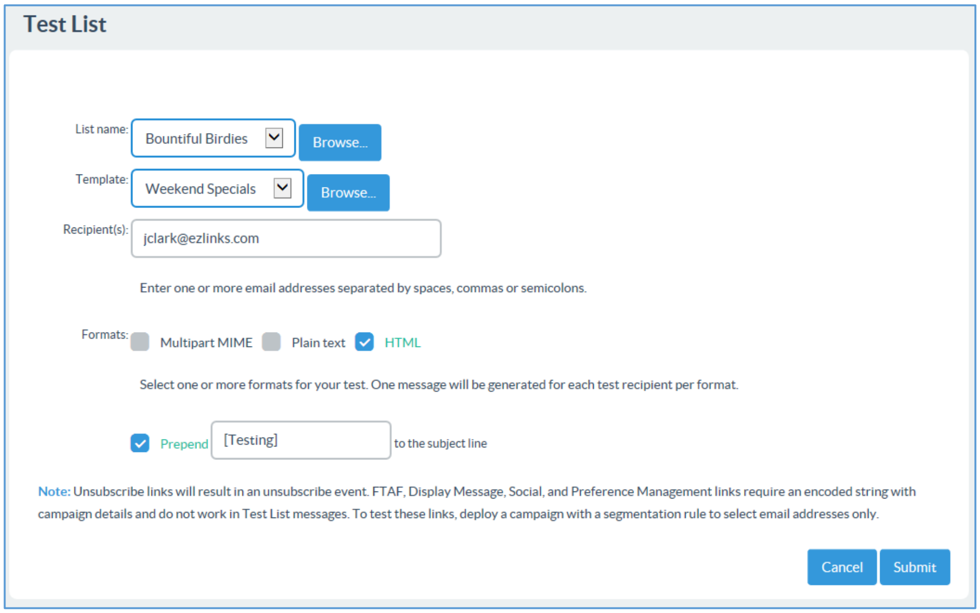
TESTING AND DEPLOYING YOUR EMAIL

Once the template is ready to send, it’s important to send a test copy to yourself and/or others to get another set of eyes to review it. You want to make sure it renders in your inbox, there’s no typos and a user will clearly understand the message.

TESTING YOUR CONTENT

Go to the Tasks tab → Test List to open the testing section. You will be able to send yourself or anyone else a test of the email you just created.

- List Name: Select your subscriber list. This will not deploy to the users, but will use the “from” name and rules associated with this list.
- Template: Select the template that you just created.
- Recipients: Type in the email addresses you would like to send to, you can enter multiple addresses at one time, if needed.

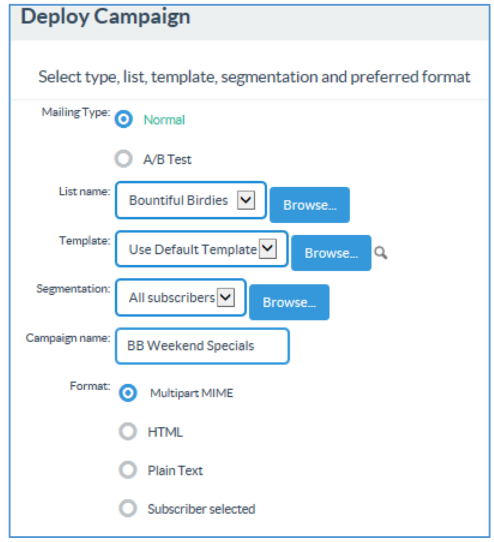


- Formats: You want to see and review the HTML version, so select only that version. If you would like to test also the plain text, you could select that as well.
- Prepend: If checked, it will prepend [Testing] to the subject line. It’s good to keep checked if you are sending to multiple users so they know it’s a test and not a live send.
- Submit: Click on the Submit button when all items are filled out. This could take a few seconds to send depending on other emails deploying or other activities (reports or imports). It should be close to real time though.

After reviewing in your inbox, you can go back to your template and make any changes and go through the test process as many times as needed.

DEPLOYING YOUR EMAIL- REAL TIME

Your email looks great, now it's time to send to your subscribers. If you are promoting a special weekend deal, sending information about course conditions or announcing a final reminder for a tournament registration, you will most likely want to send it out as soon as possible. To do so, go to the Tasks tab → Deploy Campaign to start the process.

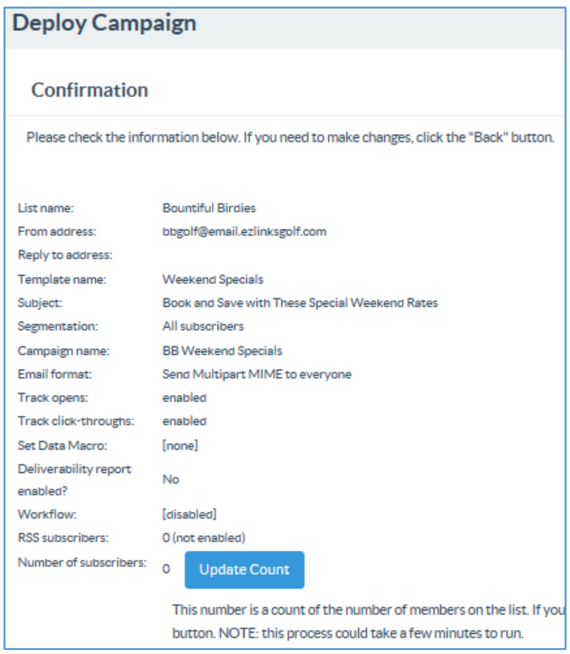


1. Indicate what email and audience to deliver to.

<u>Mailing Type</u>: Normal delivery (default value, A/B testing is an advanced feature)

<u>List Name</u>: Select your subscriber list

<u>Template</u>: Select the email template you created and approved



<u>Segmentation</u>: All Subscribers (default value, different audiences could be targeted, see the Segmentation section)

<u>Campaign Name</u>: You can use the unique name of your template here as well

<u>Format</u>: Multipart MIME (default value, but ensures a subscriber receives the version they selected or can receive, either HTML or Plain Text)

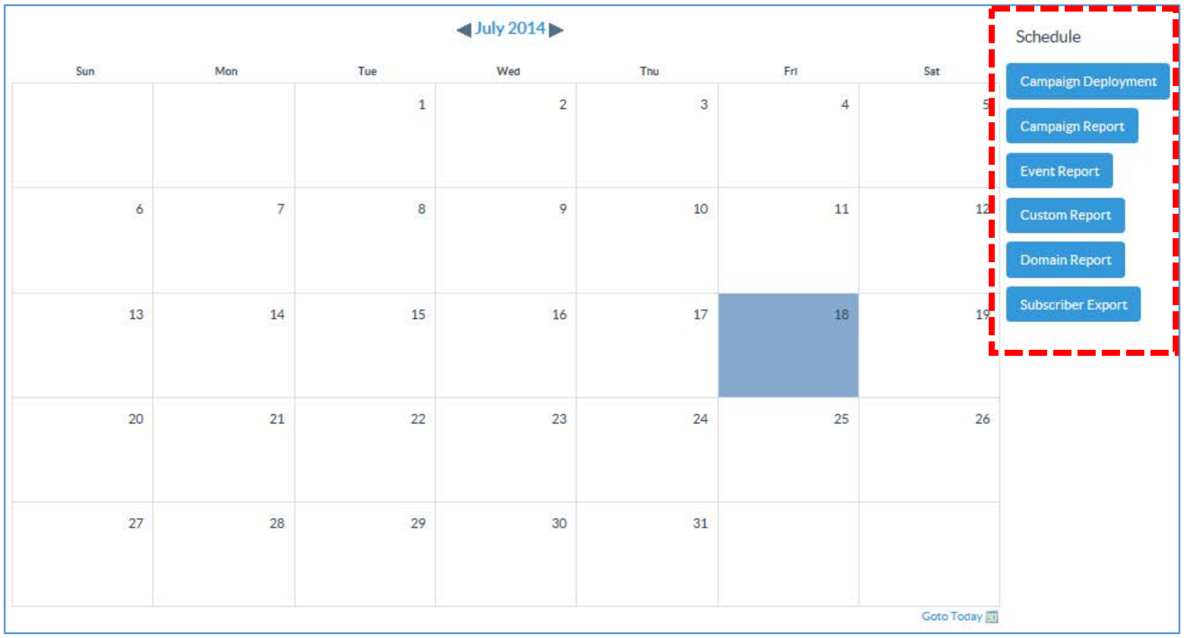
2. Deliverability- do not enable a deliverability report for any campaigns. Deliverability is being monitored by the EZLinks Marketing team. You must keep the box unchecked.

3. Confirm the information presented on this page. This is a recap of the previous steps and also provides a count of the number of subscribers who will receive your email. If all looks good, you can go ahead and hit the Send button.

DEPLOYING YOUR EMAIL- SCHEDULE AHEAD

Your email has been created and approved, but you want to send your email days from now instead of as soon as possible. To do so, go to the Tasks tab → Calendar to schedule your email for any time in the future.

1. You will be brought to the current month. Here you can find the day you would like to deploy the email and click on it, and then select campaign deployment on the right column OR you can just select it in the right column and modify the date on the next screen.



2. Schedule screen: This is similar to the deployment campaign screen above, but with additional details about deployment.

Mailing Type: Normal delivery (default value, A/B testing is an advanced feature)

List Name: Select your subscriber list

Template: Select the email template you created and approved

Segmentation: All Subscribers (default value, different audiences could be targeted, see the Segmentation section)

Campaign Name: You can use the unique name of your template here as well

Format: Multipart MIME (default value, but ensures a subscriber receives the version they selected or can receive, either HTML or Plain Text)

Start Date: Use the calendar to select the day of deployment

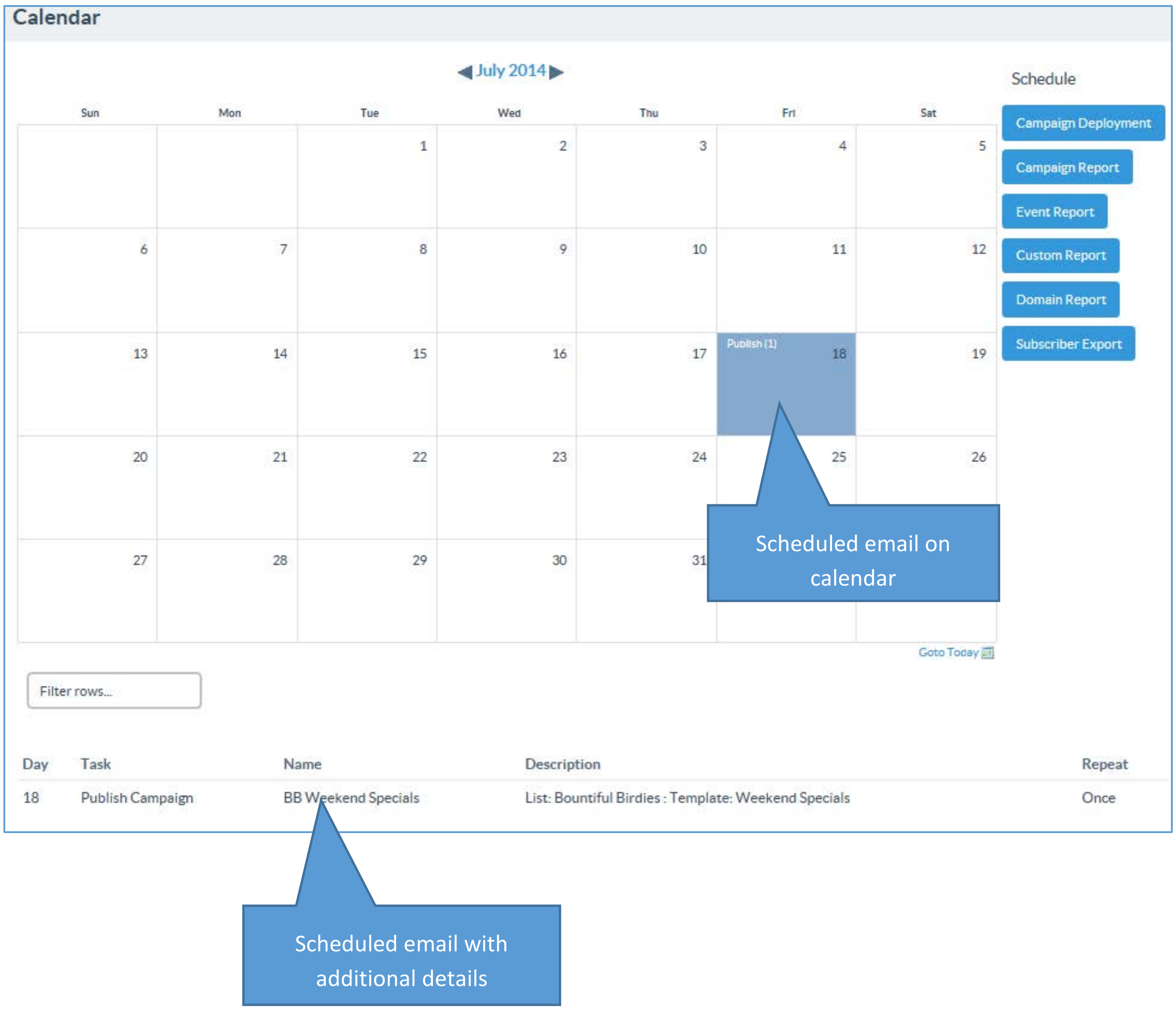
End Date: No End Date (default value, does not need to be changed for any one-time deployments)

Start Time: Select the time, this is your local time

Frequency: One-time event (default value, all emails will be a one-time send. If you feel it should be otherwise, please contact EZLinks Marketing for assistance)

Notification & Workflow Approval: These do not need to be setup or adjusted. This is an advanced feature for those that work with large teams.

Once you click the Schedule button, you will be brought to the calendar and will now see it listed on the day you indicated the message should deploy. You will also see all messages listed underneath the calendar. If you need to change or delete any scheduled campaigns, you can double click on the message to be taken back to the scheduling screen. Adjust the day and/or time or delete the message entirely.



TIP: SCHEDULING EMAILS

You want to inform your audience about the latest news, tournament registration deadlines and course updates, but you want to do it at the right time and in the right way.

- Make sure your email is timely: Don't send out any emails where the promotion is expired or information is old as it will be a wasted send.
- Send at a time most of your audience will engage: Many golfers are up to get on the green early, so most likely are also checking their email. Each audience is different, and so you can experiment and test by sending at different times and days to see the best response.
- Don't overwhelm your audience: Be mindful of your email frequency, bombarding users with too many emails is one of the quickest ways to get them to unsubscribe. A good rule of thumb is not to send more than 1 message per day, and no more than 4 times a week.

ADVANCED FEATURES AND TOOLS

Once your email program is performing strong and you're seeing consistent results you may want to try adding intermediate strategies to further enhance your program. This section outlines additional features to optimize emails like segment your audience or conduct an A/B test as well as tools to monitor and troubleshoot like how to run advanced reports or find a subscriber's email history.

LISTS

The Lists Tab allows you to manage subscriber lists for your email campaigns. As part of launch, the EZLinks Marketing Team configured your subscriber list to be available to mail. This section explains how to view lists as well as create additional targeting criteria to deliver more relevant content.

This section includes:

- View Lists
- Segmentation
- Suppression

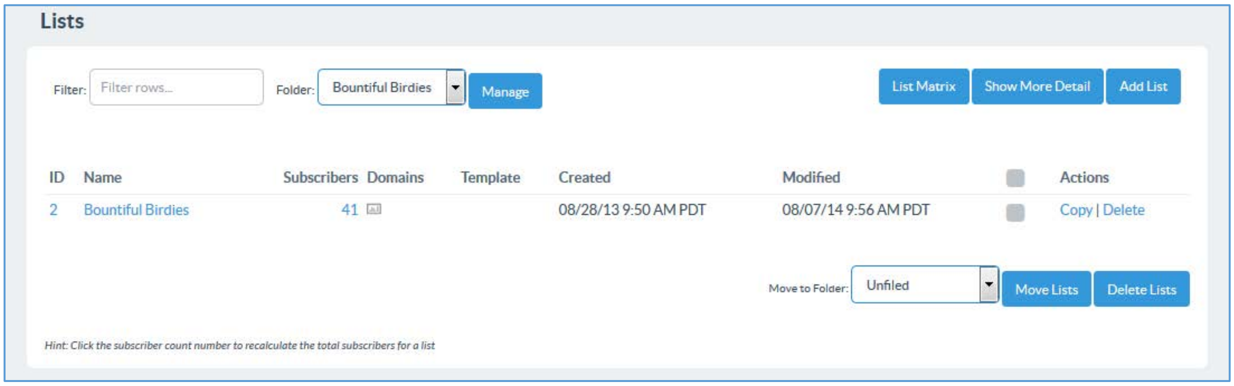
VIEW LISTS

Your subscribers belong to a list that you will select and target when you deploy an email campaign. In the View Lists tab, you will be able to view what list(s) belong to your course. Most golf courses will have one list that lives here, but if you manage multiple courses, you could see several lists.

Within this tab, you will see several columns:

- Name: Name of the subscriber list (your golf course name)
- Subscribers: Number of subscribers that belong to the list. It is a static number from the time it was imported or last time the list was recounted. You can recount the list by clicking on the subscriber number at any time. This will give you the actual count at that time, taking in any new subscribers as well as those who unsubscribed since the last recount.
- Domains: Click on the icon to see a count of email addresses for the top domains
- *Template: This is a disabled option*
- Created: The date the list was created in the system
- Modified: The date list was modified (email addresses added, recount on list, etc.)

- Actions: Copy or Delete- No actions need to be taken as you will be reusing the list for each send. You can add email addresses to the list and anyone who unsubscribes will be removed. If you have any questions, please reach out to EZLinks Marketing Services.

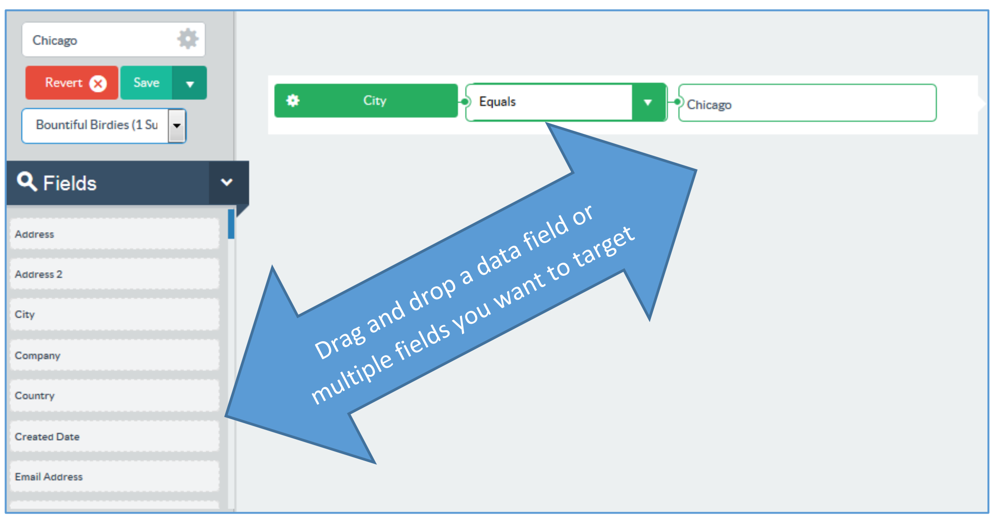


SEGMENTATION

Some campaigns might not be applicable to your full subscriber list. You might want to send to subscribers only in a certain state, golf course members only, or those who signed up in the past month. In this case, you will want to send to only a subset of those subscribers, anyone that meets the specified criteria.

View Segmentation Rules: If there has been any rules setup, they will be listed here

Add Standard Rule-BETA: This is where you can set up any rules based on the data that is stored for subscriber records.



- Create a name and description to easily identify it (ex. Chicago)
- In the box below, select the data field (ex. City), then the operation (ex. =), and finally the value (ex. Chicago)
- Save and test the rule against the regular subscriber list, and it will tell you how many records qualify and have that value (green box dropdown under the rule name)Modify the rule if needed, or use it for an email deployment

You are able to target on the fields below if the data has been provided or entered into the tee sheet for the user:

- Location Information

    - City
    - State
    - Zip Code
- Demographic Information
    - First Name
    - Last Name
    - Birthday
    - Company
    - Email
- Transactional Information
    - Last Booked Course Name
    - Last Booked Date
    - Last Booked Number of Slots
    - Last Played Booking Group
    - Last Played Course Name
    - Last Played Date
    - Last Played Fee
    - Last Played Reservation Type
    - Membership Type
    - Membership Start Date
    - Membership End Date

Note: If you aren't comfortable with this advanced feature, please contact EZLinks Marketing team with your audience request and they will assist with setting up a segmentation rule (if possible). Segmentation rules can only be created based on the data being stored for records.

SUPPRESSION

Suppression lists can be uploaded to the platform and used with any emails that you send out. A suppression list will not unsubscribe users, but will allow you to exclude subscribers from a specific mailing. This will rarely be used, but could be useful in some situations like:

- You want to promote registering for an upcoming tournament, but you want to ensure anyone who has already signed up to play won't receive the email.
- There's last minute tee times available for the weekend and don't want to send the email to anyone who is already booked.
- You want to send a reminder to subscribers to fill out your yearly survey and want to exclude those who have already completed it.

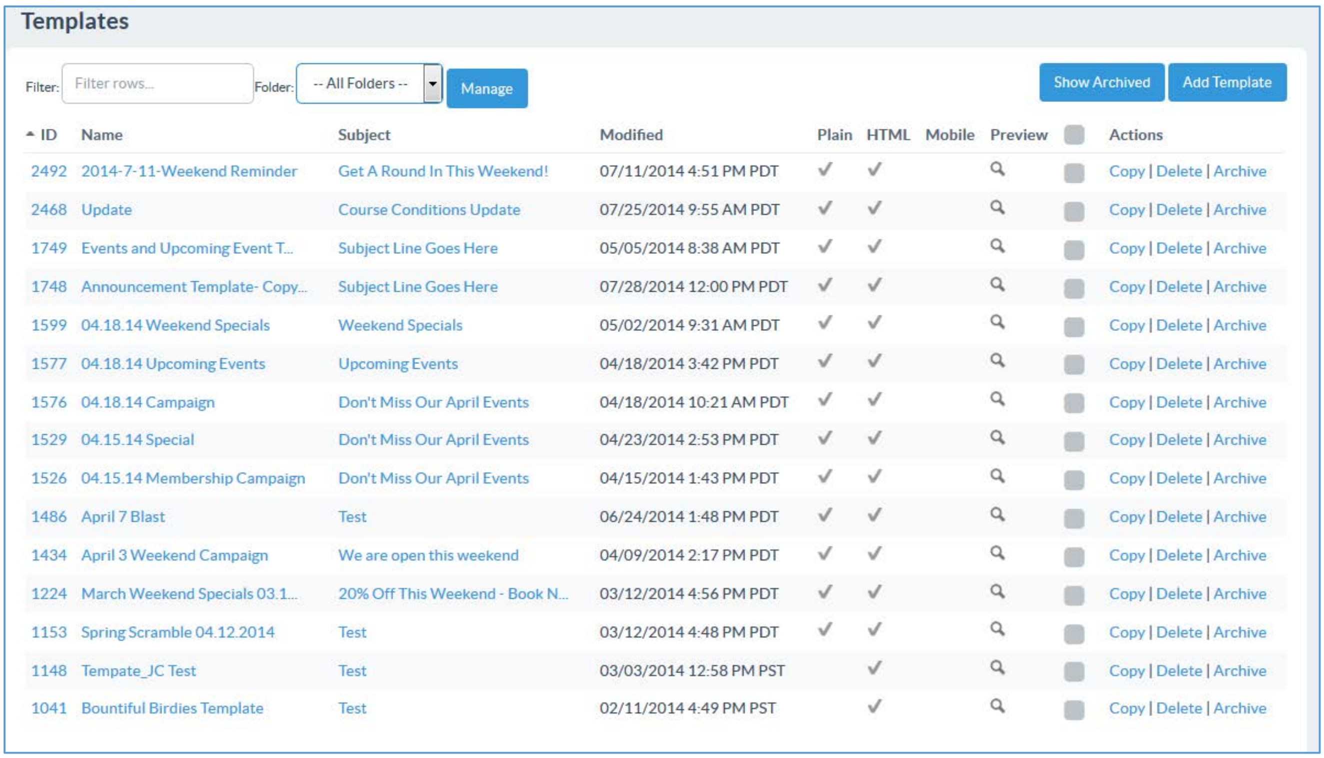
CONTENT

The content section contains the components to create and manage the body of an email. Not only can you edit content, but upload new images and analyze content to understand if your email will have a higher propensity to get caught in spam filters.

VIEW TEMPLATES

This is the main section you will use. There will be templates available for you that have been customized with your golf course's header and footer. This will allow you to easily create a new email by simply copying one of the templates that have been setup.

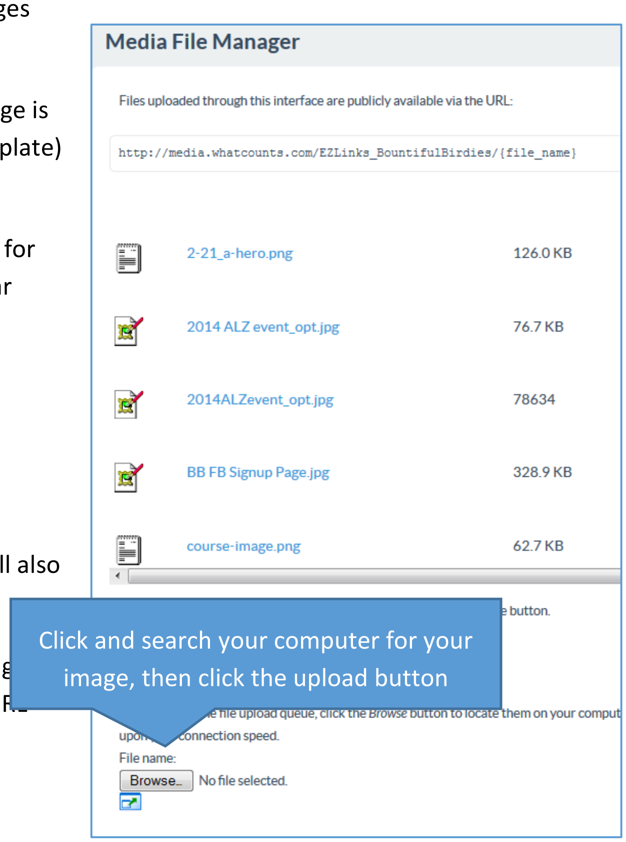
This section will store the templates we have created as well as all versions of messages. Each template name is internal, so only those logged in will see this name.



ID	Name	Subject	Modified	Plain	HTML	Mobile	Preview		Actions
2492	2014-7-11-Weekend Reminder	Get A Round In This Weekend!	07/11/2014 4:51 PM PDT	✓	✓				Copy | Delete | Archive
2468	Update	Course Conditions Update	07/25/2014 9:55 AM PDT	✓	✓				Copy | Delete | Archive
1749	Events and Upcoming Event T...	Subject Line Goes Here	05/05/2014 8:38 AM PDT	✓	✓				Copy | Delete | Archive
1748	Announcement Template- Copy...	Subject Line Goes Here	07/28/2014 12:00 PM PDT	✓	✓				Copy | Delete | Archive
1599	04.18.14 Weekend Specials	Weekend Specials	05/02/2014 9:31 AM PDT	✓	✓				Copy | Delete | Archive
1577	04.18.14 Upcoming Events	Upcoming Events	04/18/2014 3:42 PM PDT	✓	✓				Copy | Delete | Archive
1576	04.18.14 Campaign	Don't Miss Our April Events	04/18/2014 10:21 AM PDT	✓	✓				Copy | Delete | Archive
1529	04.15.14 Special	Don't Miss Our April Events	04/23/2014 2:53 PM PDT	✓	✓				Copy | Delete | Archive
1526	04.15.14 Membership Campaign	Don't Miss Our April Events	04/15/2014 1:43 PM PDT	✓	✓				Copy | Delete | Archive
1486	April 7 Blast	Test	06/24/2014 1:48 PM PDT	✓	✓				Copy | Delete | Archive
1434	April 3 Weekend Campaign	We are open this weekend	04/09/2014 2:17 PM PDT	✓	✓				Copy | Delete | Archive
1224	March Weekend Specials 03.1...	20% Off This Weekend - Book N...	03/12/2014 4:56 PM PDT	✓	✓				Copy | Delete | Archive
1153	Spring Scramble 04.12.2014	Test	03/12/2014 4:48 PM PDT	✓	✓				Copy | Delete | Archive
1148	Tempate_JC Test	Test	03/03/2014 12:58 PM PST		✓				Copy | Delete | Archive
1041	Bountiful Birdies Template	Test	02/11/2014 4:49 PM PST		✓				Copy | Delete | Archive

MEDIA MANAGER

We have provided a list of links for you to use within the different templates, but you might have your own image you would like to use. Before inserting it into the email, you must upload it to the server to get the image URL to use. If previous emails have been sent, you'll see images from those emails being stored here.



Before uploading, you will want to make sure the image is the correct size (refer to the default image in the template) and in a .jpg or .png format.

Navigate to the bottom where it allows you to search for the file and upload it. Once uploaded, it should appear above with the list of other uploaded images.

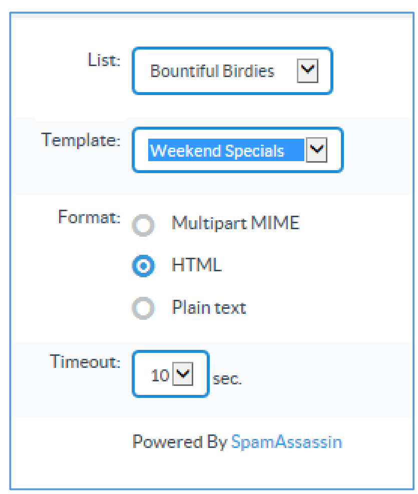
You will then need the image URL to use within your template. All image URLs will follow the format: http://media.ezlinksgolf.com/Ind-**{course/realm at login}**/**{image file name}**

The image URL format for your specific golf course will also be noted above the image list.

If your course/realm login is buffalocreek and the image file name uploaded was courseshot1.jpg, the image URL after you upload it would be: http://media.ezlinksgolf.com/Ind-buffalocreek/courseshot1.jpg

ANALYZE CONTENT

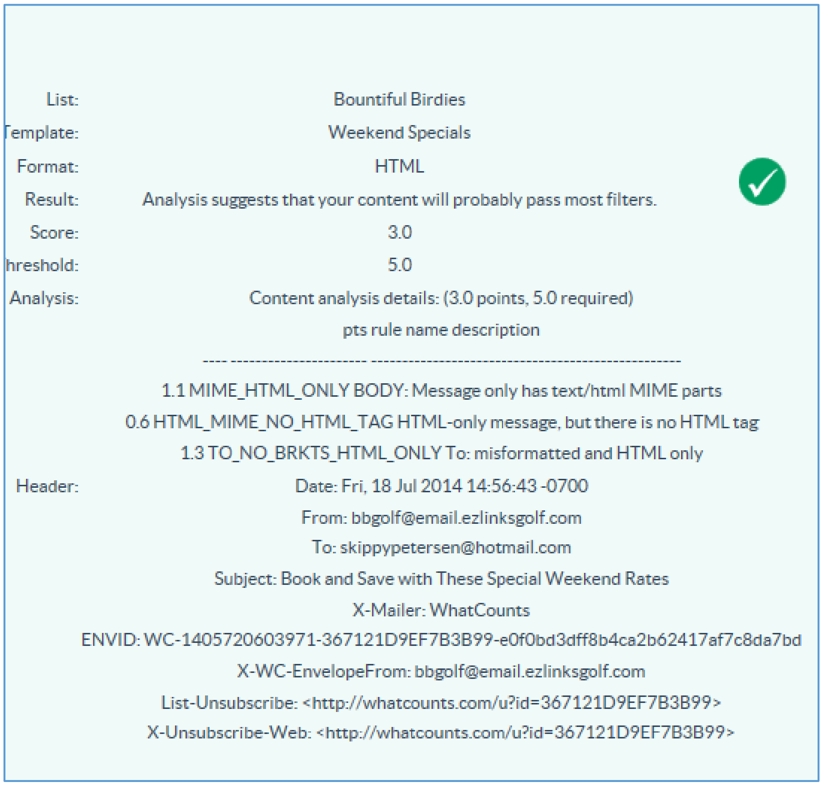
Before deploying an email, you can conduct a content analysis that will determine the chance your email gets caught in email filters. This is a great tool to prevent your email from being deemed spam and not being delivered to a percentage of your subscribers. Internet service providers have content rules in place to protect users from spammers. This tool uses common content-matching rules as well as checking the email header and body for certain expressions.



While receiving a passing score doesn't automatically confirm you'll get through the filters, it provides a general idea if you need to alter anything to improve your chances.

To scan the message, select the list you will be emailing and the template. By default the format is HTML, which is the version you've edited the most. You can also keep the timeout at 10 seconds.

Once it’s complete, you will receive a result, score and analysis. The result lets you know if it will or will not pass most filters along with a green or red indication. The score is based on how the content rates against a common filter, and every item that’s found in the content adds to the score. The higher the score, the more likely it will be caught in a spam filter. For scores 5.0 or higher, there’s a strong chance it will be marked as spam. Almost all emails will receive a score, but you should strive to stay around 2.5 as a good average. The analysis will provide the details on what components are most likely to cause the issue. You can use these details to modify your content and try scanning your message again.



List:	Bountiful Birdies
Template:	Weekend Specials
Format:	HTML
Result:	Analysis suggests that your content will probably pass most filters.
Score:	3.0
hreshold:	5.0
Analysis:	Content analysis details: (3.0 points, 5.0 required) pts rule name description ---- ---------------------- -- 1.1 MIME_HTML_ONLY BODY: Message only has text/html MIME parts 0.6 HTML_MIME_NO_HTML_TAG HTML-only message, but there is no HTML tag 1.3 TO_NO_BRKTS_HTML_ONLY To: misformatted and HTML only
Header:	Date: Fri, 18 Jul 2014 14:56:43 -0700 From: bbgolf@email.ezlinksgolf.com To: skippypetersen@hotmail.com Subject: Book and Save with These Special Weekend Rates X-Mailer: WhatCounts ENVID: WC-1405720603971-367121D9EF7B3B99-e0f0bd3dff8b4ca2b62417af7c8da7bd X-WC-EnvelopeFrom: bbgolf@email.ezlinksgolf.com List-Unsubscribe: <http://whatcounts.com/u?id=367121D9EF7B3B99> X-Unsubscribe-Web: <http://whatcounts.com/u?id=367121D9EF7B3B99>

ADDITIONAL SECTIONS

The following sections are also included in the Content tab and are either not enabled or require a good amount of skill to use.

- View Articles: Stores subsets of content to use within a template. This would primarily be used if you wanted to dynamically display content based on a specific value (i.e. Females receive one version and males receive another version).
- View Polls: Not Enabled
- Manage Folders: If there was a large amount of templates, segmentation rules or articles, you could group them into specific folders, which would be managed here
- Video Library: Upload any videos to store and access within email or a webpage.

SUBSCRIBERS

EZLinks allows you to easily manage data and view email history for subscribers. Once data is uploaded, it sits behind the platform and can be used for segmentation, personalization or reporting. This section will help answer any inquiries from individual golfers around emails they have or have not received.

SEARCH FOR SUBSCRIBER

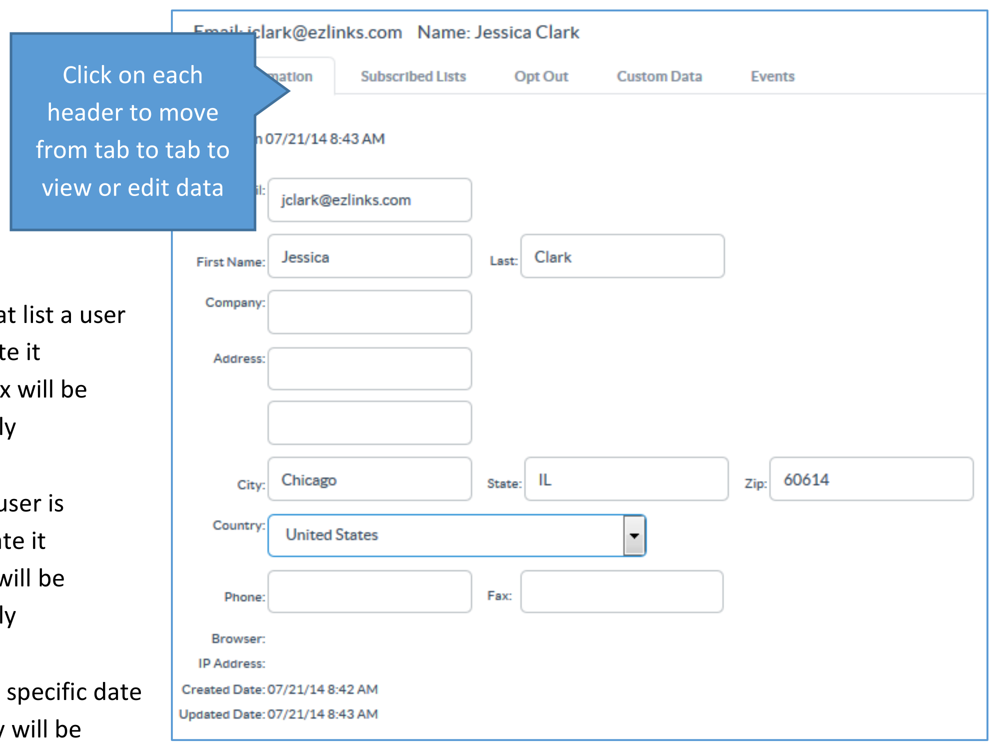
There are several inquiries that might come in that can be answered from looking up a user's email address:

- Does a user belong to a subscriber list?
- Did a user receive the last email?
- Is a user unsubscribed?

To first see if the record exists, type in the email address into the available field and hit the search button on the right side. If an email address does not have a record, it will return the search result "No Subscriber Found." If the email address does exist, it will be listed below the search fields.

In order to view additional details about the email address record, you will need to double click on it in the box below. This will open an Edit Subscriber box.

Edit Subscriber box has several options:



- User Information: Includes the demographic information for a user, if you or the golfer has provided it
- Subscribed Lists: Notes what list a user is subscribed to and the date it occurred. The subscribe box will be checked if they are currently subscribed.
- Opt Out: Notes what list a user is unsubscribed to and the date it occurred. The opt out box will be checked if they are currently unsubscribed.
- Custom Data: If there were specific date fields setup on launch, they will be found here along with the values for the record.
- Events: This tab lists all email events (sent, opened, clicked, bounced) for the record and provides the campaign and date it occurred. If nothing is listed, the record has never been mailed.

TIPS FOR SUBSCRIBER TROUBLESHOOTING

Below are common requests on how to add/update/delete a user:

- There email address does not exist, but the user wants to receive emails, how can I add them?
    - If you've confirmed the email address doesn't exist, you will want to click Add in the lower right corner. This will open the Add Subscriber box. At a minimum, you will need to enter an email address on the Basic tab and on the Subscriptions tab, check off the list to subscribe the user. Once you click Save, the record will be created for the email address.
- A user says they did not receive the last Newsletter, but has received all the previous emails. What do I do?
    - Search for the email address to view their subscriber record. If the email address does not exist, they have never received emails to that email address. If they insist they have received previous emails, most likely they were receiving them to another email account.
    - If the email address exists, double click on the record to view additional details.
        - Look at the Subscriptions tab first. Is the subscribe box checked next to the list you sent emails to? If not, they were unsubscribed and not eligible to receive emails. You can recheck this box and click Save.
        - If the subscribe box is checked, go to the Event tab. Check to see if there is a sent event for the email and any other events. If so, the user did receive the email. Ask them to check their spam/junk folder if they did not receive it to their inbox. If there's a bounce event, then the message was not delivered for various reasons (mailbox full, system was temporarily unavailable, messages were blocked). If this is the case, you can reach out to EZLinks Marketing Services for troubleshooting or additional information.

SUBSCRIBER MANAGEMENT

One of the main features of utilizing every facet of EZLinks is many of the systems are integrated, meaning less work or upkeep. By having your subscriber or purchase data with EZLinks, it means this data will flow to the email platform and will store not only their contact information but also playing information, when are where they last played, how often they play, etc.

Since the systems are synced, you will not need to upload individual lists to the email platform unless you are not utilizing the EZLinks POS/Tee Sheet software. If this is the case, the EZLinks Marketing Services team will work with you at launch to get the initial subscribers into the system and explain how to load incremental email addresses.

ADDITIONAL SECTIONS

Below are other areas found within the Subscriber section that will allow you to view the current data fields being stored for records as well as the option to create preference sites, but will not be needed since EZLinks will assist with this.

- Subscription Form Wizard: This is a quick form creation area to go on a website for subscribe or unsubscribe pages. This won't be needed as EZLinks will assist with this.
- View Custom Fields: If any additional data fields were created specifically for your course, the will be listed here. Each course has a wide range of data points that will come from the Tee sheet, but if there is data needed outside of that, you can find it here.
- View Set Data Macros: This allows you to set or change data in a subscriber's custom data when a campaign is deployed.
- Preference Sites: The platform has the ability to setup preference, subscribe and unsubscribe pages, but this will be handled by EZLinks on your behalf.
- Profile Manager: This is where you will find the data fields available for each record. While not every record will have data populated for each field, these are the available data fields on their profile record.
- Subscriber ID Search: You have several ways of looking a subscriber record up. You can quickly search by email address or subscriber ID (if it's known). You can unsubscribe a user from your realm (but also can be done through the Search for Subscriber section).

TASKS

The Tasks section allows you to monitor any activity as well as create an event (send or schedule an email). There are also advanced testing features to test a subset or your full audience to determine the most effective subject line, from name or content.

- View Tasks: Monitor and view current and past tasks, including mailings, imports/exports and reports
- Test List: Deploy a preview of an email to any email address
- Deploy Campaign: Send an email immediately to your subscribers
- Deploy Remarketing: Send an email to your subscribers based on actions taken on a previous email (has received, has not opened, has clicked, etc)
- Set Up A/B Test Definition: If you conduct any type of test you will setup a definition of how to define the testing groups
- View A/B Tasks: Displays any A/B test results for the past 6 days
- Calendar: Schedule a mailing, report or export as a one-time, weekly or monthly deployment
- Deliverability Events: Will not be used by any golf course. EZLinks Marketing team will utilize when needed on your behalf.

VIEW TASKS

Any current or scheduled activities will be listed under the applicable area. This is helpful if you have multiple users managing the email program. Users can confirm deployments are scheduled (within the next 8 hours by default, but can view up to 72 hours) or see if there are any current activities running.

Note: Tasks will be displayed for all golf courses, not only yours. This is setting can't be changed. If the email or task is not yours, the Realm and Task Name will be blank and not appear.

TEST LIST

After creating a new email template and updating the content, users might need to send a preview of the email to internal team members. This tab allows you to deploy to any email address to simulate a live deployment without sending to any real subscribers (see "Test and Deploy Email" section above).

DEPLOY CAMPAIGN

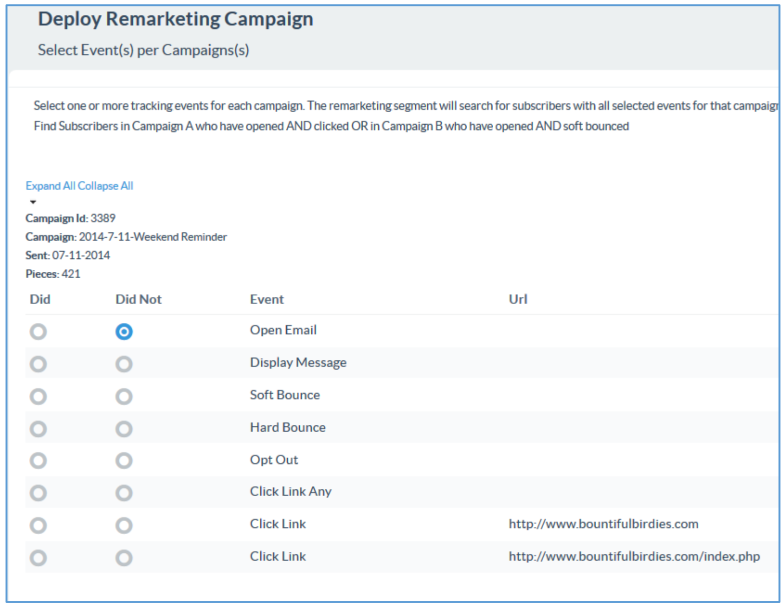
If you are looking to deploy an email right away, this is the place to do it. Select your list, template, segmentation (if any), and then name your list and you're email is ready to go. You will be prompted to review the information and once you confirm all is correct, click the Send button and your email is off! You can find more information in the "Test and Deploy Email" section above.

DEPLOY REMARKETING

Remarketing creates an event-based segmentation rule based on at least 1 previous deployment and the action (or inaction) taken by a subscriber.

Remarketing emails can be sent to subscribers that:

- Received an email
- Did not receive an email (any subscribers omitted from initial send)
- Received but did not open an email
- Received but did not click an email
- Opened an email
- Clicked on an email
- Bounced from an email (was sent the email, but never received it)



Note: In order to utilize targeting by event history, there has to have been at least 1 deployment. You can select multiple conditions, just click on the modifier for each line item you would like to include.

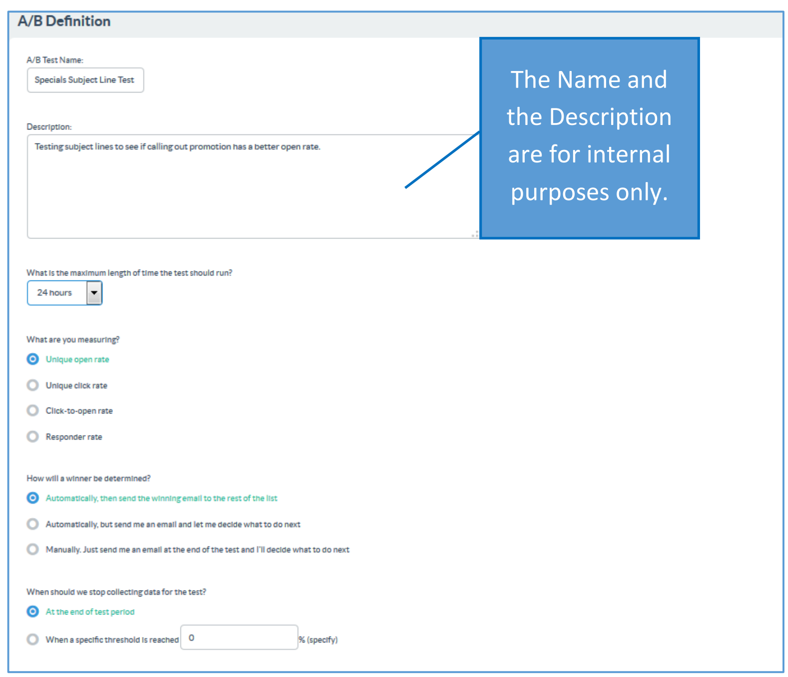
Remarketing to subscribers is useful when sending follow up communications. If someone has opened a promotion, but did not click, you should make sure it's clear and easy to act on the offer since they were at least interested to open the email. If someone received the email, but did not open, you could try resending with a more compelling subject line.

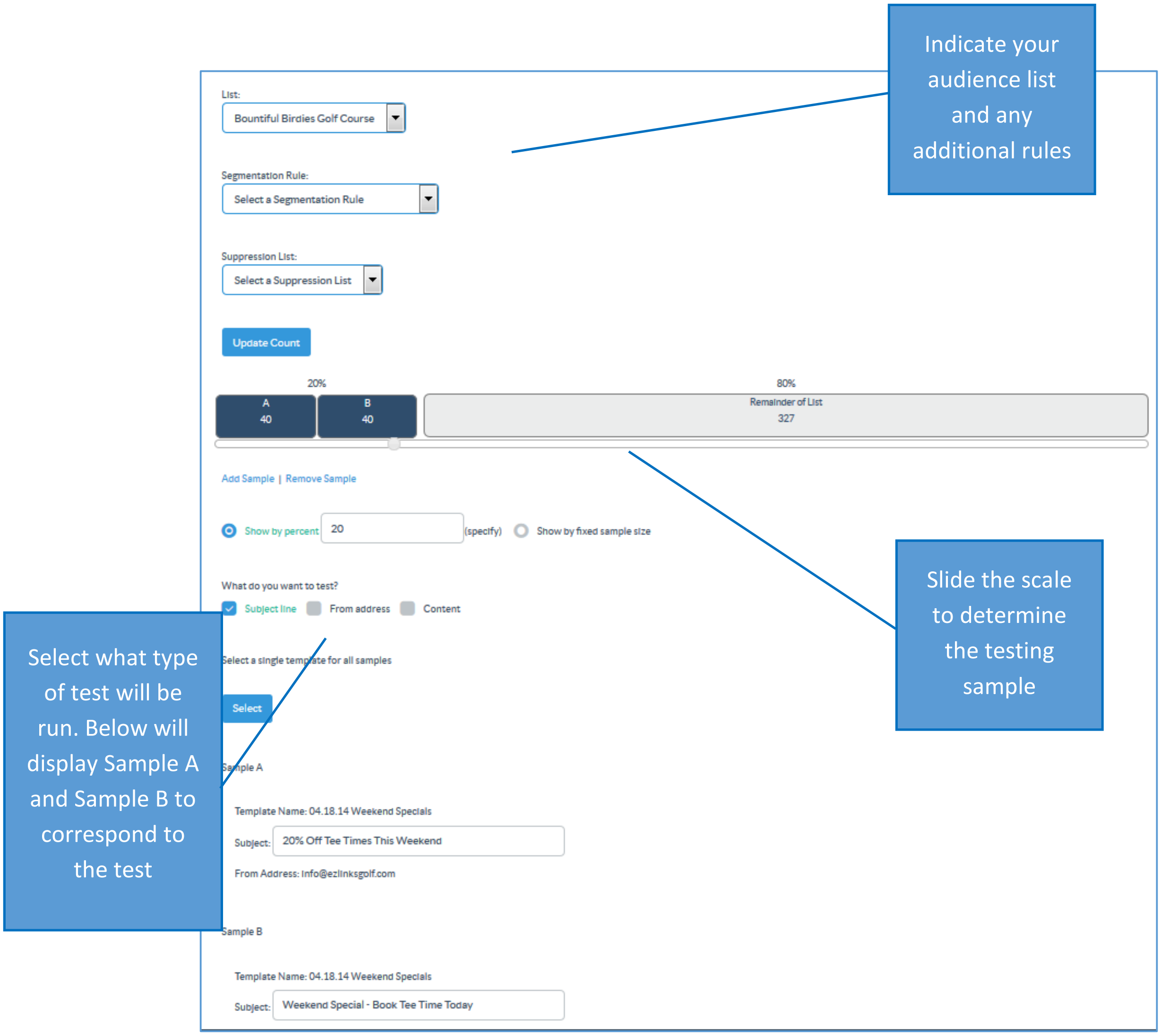
SETUP A/B TEST DEFINITION

A/B Tests allow you to segment a list and send different versions of a message to groups of subscribers, and then determine the best version to send to any remaining subscribers.

In order to deploy a test, you will first need to setup the test rule. You can decide on several factors for your test:

- You can test subject line, from address or content
- You can define how the test will be measured to decide a winner
- You can test the full audience or a subset, and then deploy the winner to the remainder of the audience (automatically or manually)





Once the A/B test is defined, you'll be able to select it when you go to deploy a campaign. When go to the deploy campaign screen, the first option is Mailing Type. Select A/B Test and a A/B Definition box will appear. Select the rule you created and follow the rest of the steps.

VIEW A/B TASKS

The test email campaign has completed and you're ready to view the results. Visit this section to see how the two versions performed individually and then compared against each other. Results will be stored for only 6 days, but then results will be moved to the reports section.

DELIVERABILITY EVENTS

Deliverability events allow the EZLinks Marketing Service team to monitor and troubleshoot deliverability issues on your behalf. No actions should be taken within this section.

REPORTS

Understanding the performance of your campaign is just as important as creating and sending an email campaign. By viewing the results on an individual level and then comparing to similar messages, you will understand what design or copy elements worked and what improvements can be made. The Email Platform provides a robust reporting suite for you to view your data as you see fit.

VIEW CAMPAIGNS

Similar to the Dashboard, this section allows you to view reporting metrics on campaigns. By default, it will show the 30 most recent campaigns, and you are able to sort and filter to view any campaign or group of campaigns (unlike the Dashboard view that only shows the last 10 campaigns).

The columns that accompany this section include:

Campaign ID: Unique message identifier

List/Campaign: It will provide the list name and then the campaign name in parentheses

Template: The name of the template

Subject: Subject line used for the email

Segmentation: If your audience list was segmented, it would list the segmentation rule

Date Sent: Date and time email deployed

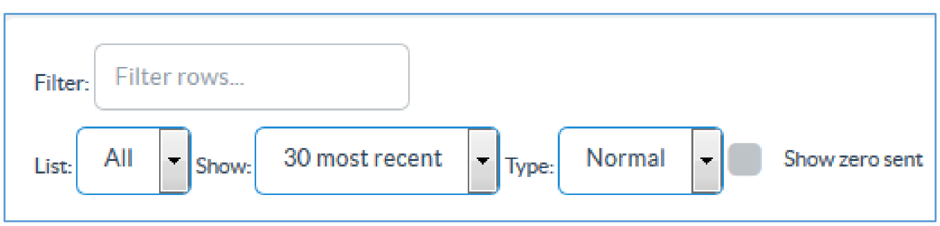
Sent: The number the email went to

Open %: The percentage of users that opened the email

Click %: The percentage of users that clicked on the email

Compare?: Allows you to compare emails within the same page, but on different tabs

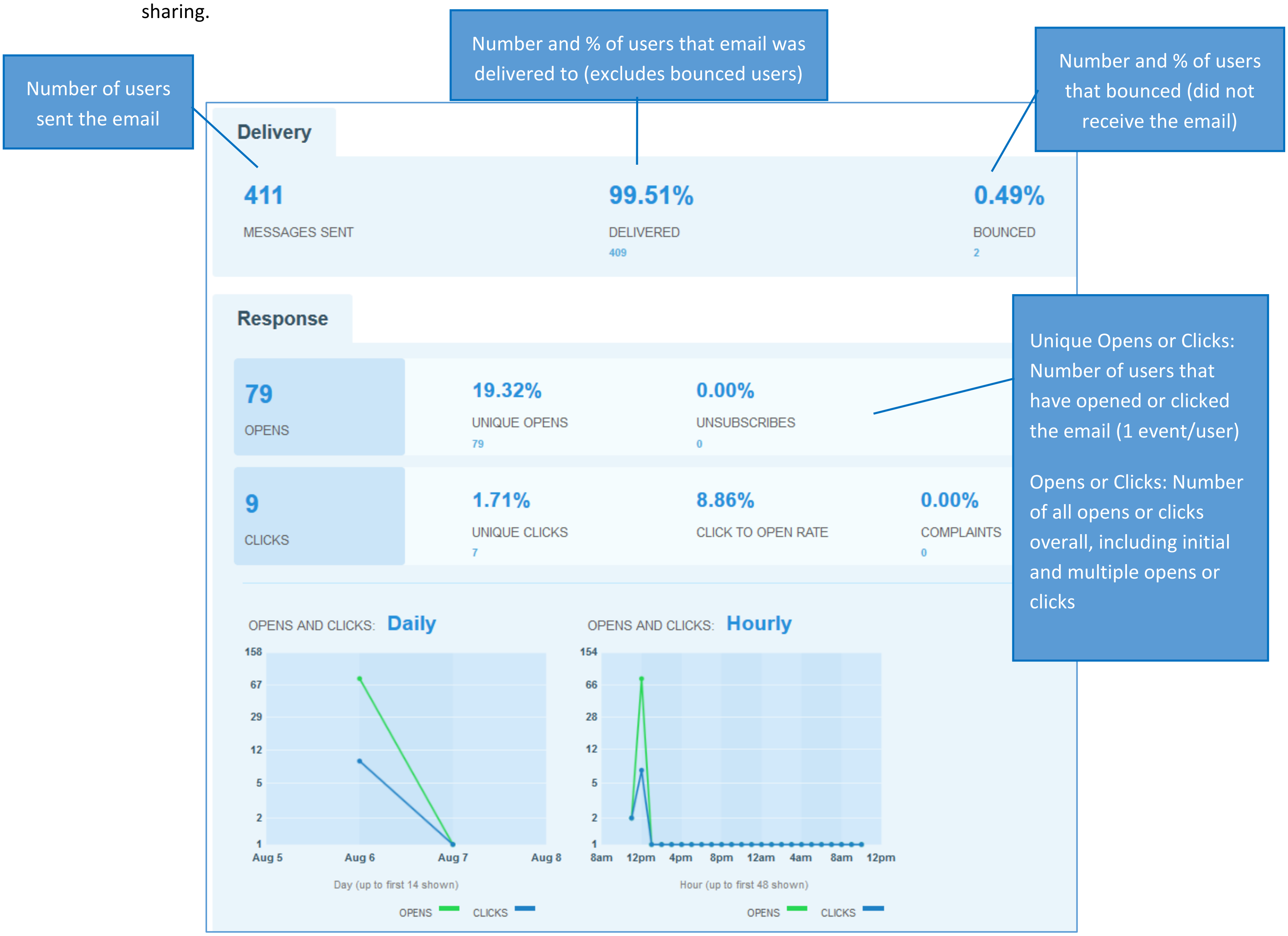
Action- Hide: By hiding a campaign, it acts as an archive feature where it removes it from the dashboard of campaigns. In order to view hidden campaigns, at the top in the Type field, select Hidden.

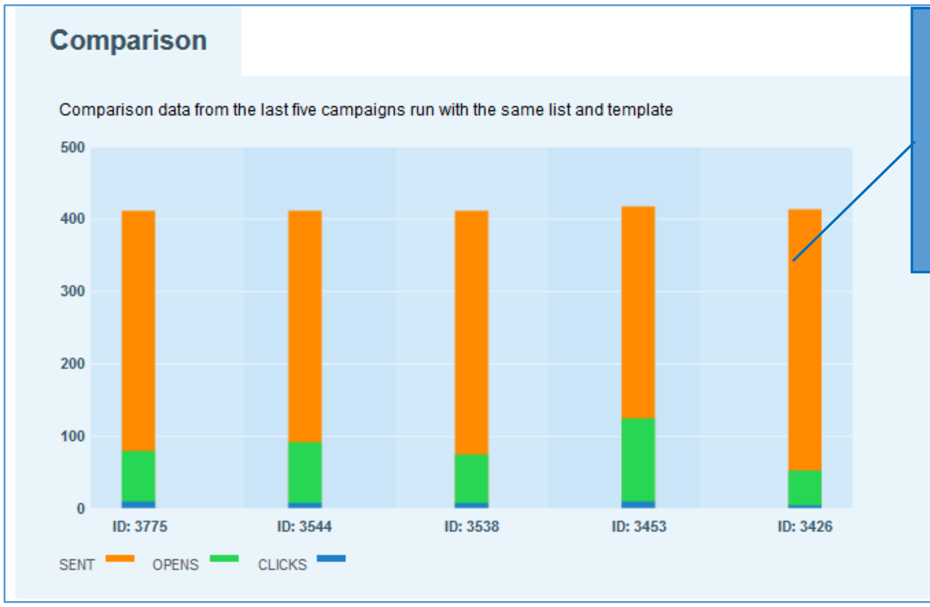


This is where naming your campaigns is helpful since the filter is free form, allowing you to quickly find and compare similar campaigns. For example, if you name the campaigns with the campaign type (Newsletter, Weekend Promo, Course Announcement, Men’s League, Contest), you could type in any of those to easily view all campaigns that contain that word.

If you don't want to include an additional filter, you have the ability to change the emails listed under the Show section- 5 most recent, 10 most recent, 30 most recent, All or define a date range.

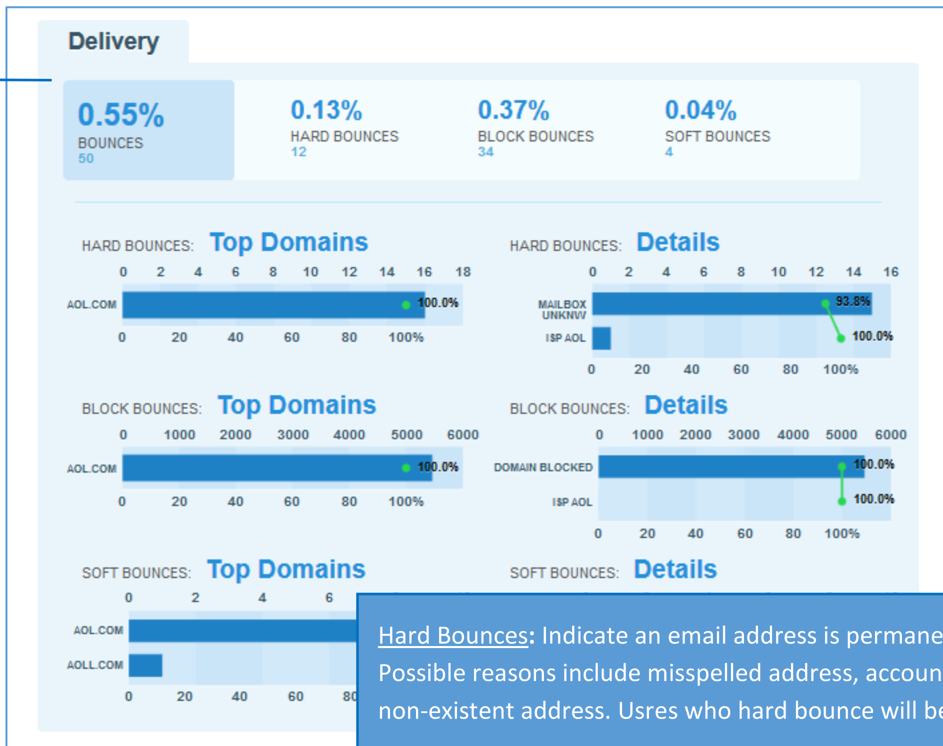
Once you've found the campaign you would like to see more details for, double click it within the list. The campaign details will appear and provide information on responses, delivery details, subscriptions and social media sharing.





If a previous email was sent with the same list and template, it will compare the responses in the Comparison section.

Bounces indicate the email has "bounced" back for a user or a delivery attempt was made, but not successful. The 3 categories will give some insight as to the reason.



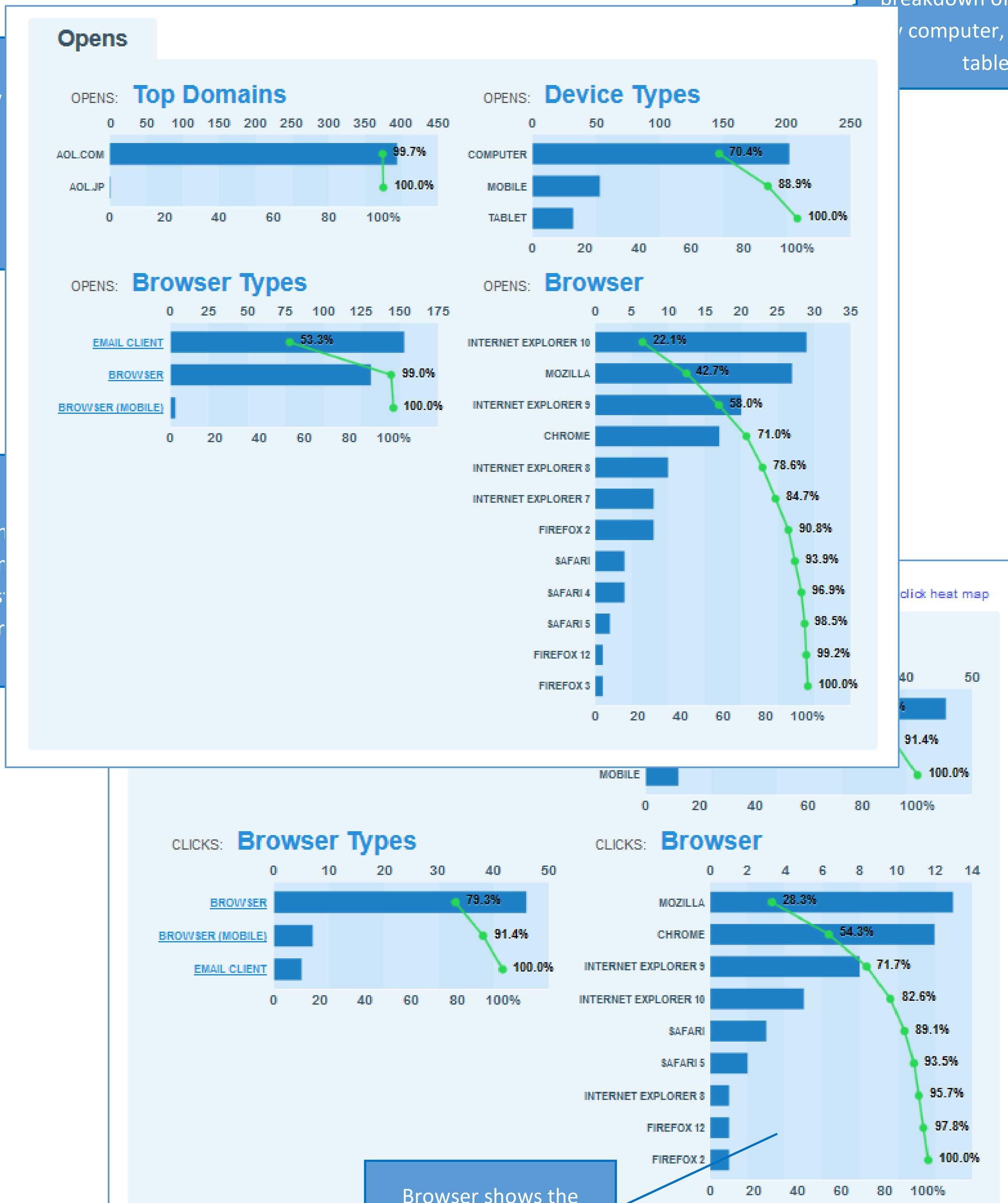
<u>Hard Bounces</u>**:** Indicate an email address is permanently unmailable. Possible reasons include misspelled address, account has been closed, or non-existent address. Usres who hard bounce will be unsubscribed.

<u>Block Bounces</u>: An internet service provider (Yahoo, AOL, etc.) has blocked incoming mail for their users. This is temporary and could be caused by high abuse complaints, content being flagged as spam, or being added to a blocklist. Users are still mailable.

<u>Soft Bounces</u>: Indicate an email address is temporarily unmailable. Possible reasons include mailbox full, provider is unable to accept mail at that time, out of office or unknown. Users are still mailable.

Device type gives you a breakdown of response / computer, mobile or tablet

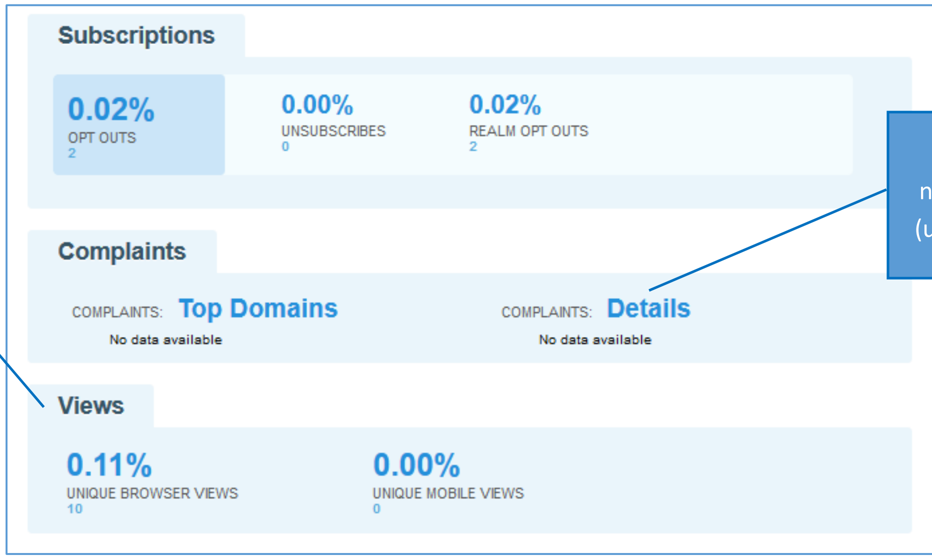
Browser Types show the type of browser the email had the response on.



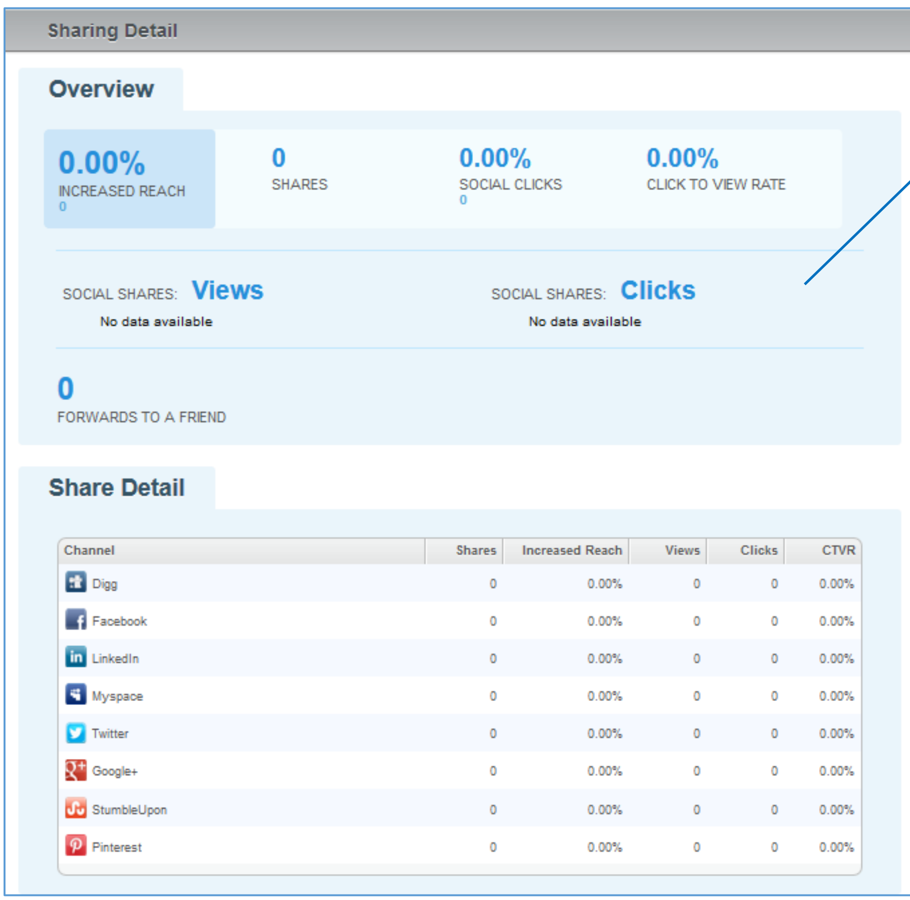
Top domains will ... all of the top dom... (AOL, Yahoo, Gr... Hotmail, Comcas... response occur...

Browser shows the number of responses among all browsers

Reports the number of unique browser views of users that have clicked on the “View in Browser” URL



Complaints indicate the number of abuse complaints (users indicate email is spam)



Channel	Shares	Increased Reach	Views	Clicks	CTVR
Digg	0	0.00%	0	0	0.00%
Facebook	0	0.00%	0	0	0.00%
LinkedIn	0	0.00%	0	0	0.00%
Myspace	0	0.00%	0	0	0.00%
Twitter	0	0.00%	0	0	0.00%
Google+	0	0.00%	0	0	0.00%
StumbleUpon	0	0.00%	0	0	0.00%
Pinterest	0	0.00%	0	0	0.00%

Sharing details show social media websites the email has been shared as well as through the Forward to A Friend form.

GENERATE REPORT

The email platform can detect and collect a variety of information on how a user interacts with an email. Within this section, you can run various reports to see additional information on a campaign, compare campaigns easily within a .csv document, or understand who within your audience is responding. You will receive an email when any report you run is complete and where to find it to download it. Reports will also be stored within the File Manager if you need to access a previously generated report.

The following types of reports are available:

- Campaign Report Wizard: This report is the same as the campaign details page, it just allows for easier exporting and comparing multiple campaigns side-by-side.
- Event Wizard: This report allows you to export data on a user for specific events. If you want to see all email addresses that opened a message, you can run the report and select the field “email address” and the event “read message.”
- Custom Report Library: This is not enabled.
- Standard Report Library: There are 7 standard reports that have been setup. You will most likely want to use one of the above reports to select what data you want to see as these are predetermined.
- Domain Report Wizard: For this report, you select a date range instead of specific campaigns. It will provide you email metrics by all the domains that were sent a message during that time.

FILE MANAGER

This is the location any generated reports will be found. Reports will be stored indefinitely in a “Reports” folder.

QUICK REPORTS

Interested in seeing actions taken by users today? If you’ve sent an email and want to initially see those that have opened, clicked, unsubscribed, hard or soft bounced or event statistics, you can select the specific event through the dropdown. If there is any activity, you will have the option to send the results within an email or as a .csv attachment to your email address on file.

It will only show events that happened today, so if you would like to see overall metrics, view the campaign details or generate a report.

CUSTOMER CENTER

If you need to update your email address or change your current password, you will do it under My Profile. For any other questions or inquiries on the platform, you can reach out to the EZLinks Marketing Services team.