LISTSERV Maestro 11
What's New

This document describes the main features that were added or changed in **LISTSERV Maestro 11**, as well as features that have been removed.

Throughout this document, descriptions of removed features are marked with the attention symbol shown on the left.

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All of L-Soft's manuals for LISTSERV are available in ASCII-text format via LISTSERV and in popular word-processing formats via ftp.lsoft.com. They are also available on the World Wide Web at the following URL:
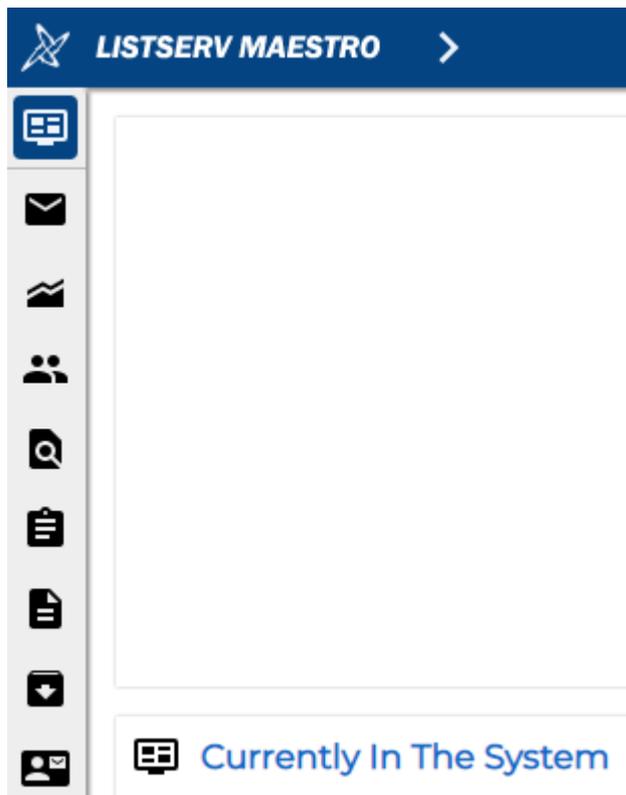
URL: http://www.lsoft.com/manuals.html

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General

- **Consolidated "New" Menu**
  The "New" menu has been streamlined to help you quickly find and select the item you need.

- **One-Click Vertical Navigation Bar**
  The new vertical navigation bar lets you easily move between different work areas in LISTSERV Maestro with just one click:

Mail Job Definition

- **Landing Pages, as Web Pages**
  Instead of creating external web pages for additional information, you can now add LISTSERV Maestro Landing Pages to your mail job content and link to them with "Read More" links.
  This allows you to keep your message short and concise, while placing additional content on separate pages that only recipients who click on the link will see.
  You can edit the content of landing pages directly in LISTSERV Maestro, which saves you from having to employ a webmaster. Unlike external web pages, activity on Maestro Landing Pages is tracked directly in LISTSERV Maestro, eliminating the need for an external web tracking tool.

- **Landing Pages, as PDF Download**
  When editing a landing page, the user can choose the option "As PDF Download" (vs. "As Web Page", which is the default). With this choice, the provided HTML is used to dynamically (i.e. by employing individual recipient mail-merging) create PDF, which is then directly sent to the recipient, who does not have to go via a web browser but will usually directly see the PDF in the installed PDF viewer. Similar to links on Web Landing Pages, links that are in a PDF Landing Page can also be tracked.

- **Automatic Plain Text Alternative Generation**
  In earlier versions, creating a plain text alternative for an HTML message was a manual process that could be time-consuming and was often executed with low priority. With LISTSERV Maestro 11, the software can automatically generate and maintain a plain text alternative from the HTML content. This saves time and ensures that your message is accessible to recipients who prefer plain text emails. Any changes made to the HTML content will automatically be reflected in the plain text alternative.

- **Easier Compliance with Unsubscribe Best Practices**
  In LISTSERV Maestro, including an unsubscribe link in your messages is now simpler and more streamlined. The *UnsubscribeURL drop-in is mandatory by default, and the job workflow and content editor provide clear guidance and prompts if it's missing. You can also customize the *UnsubscribeURL to fit your specific needs, so even if you prefer a different method of unsubscribing, you can still utilize the drop-in and stay compliant with best practices (and legal requirements).
  Important: The new behavior of the *UnsubscribeURL drop-in does **in no way** affect jobs that have been scheduled with a version from before 11.0 and do therefore not contain the *UnsubscribeURL drop-in in the content. **Such jobs will be delivered as scheduled** without any manual intervention. This leniency also applies to jobs that have already been test delivered and must yet be authorized for delivery. Only jobs that need to go through the test delivery workflow step will be checked according to the new behavior.

- **Better Method to Define Recipient Fields**
  In previous versions, by default all fields uploaded with a file (or imported from a database) have been included as merge fields and (in the case of personal tracking) also imported into the Maestro database. LISTSERV Maestro 11 only imports fields with typical names by default, and learns from field customizations that users make in the recipients wizard. This means that Maestro will recognize fields again if you upload a file to a new mail job in the future in many cases.

Email Automation

- **Content Variants: Light-Weight Auto-Repeat Delivery with Dynamic Drop-Ins**
  In previous versions, drop-ins that change their value while an auto-repeated delivery uses them had to be handled with special care. If the campaign required to pick up any changed value, then the only choice was to use a multi-instance chain of repeated jobs, which had some disadvantages: Duplicate elimination had to be coded manually into the just-in-time recipients retrieval logic and several jobs had to be selected in order to report across multiple deliveries. LISTSERV Maestro 11 introduces content variants to solve the problem of handling drop-ins that change their value while an auto-repeated delivery uses them. This allows for repeated delivery with a single job and easy duplicate elimination.

- **On-Demand Delivery API Supports Tracked HTML Content**
  The on-demand delivery API was improved to allow for the supply of custom values for Drop-Ins mentioned in the mail job content. In previous versions, the only option for something like this was to supply custom merge values, but this lacked the ability to have tracked links in these values. Customized drop-in values and the LISTSERV Maestro 11 Content Variants feature allow for external shop systems to use Maestro as a delivery engine for customized HTML that can contain tracked links.

Integration of LISTSERV and LISTSERV Maestro for Enhanced Functionality

- **Introducing: Hybrid Lists**
  The new term for what previous versions of LISTSERV Maestro called "Advanced Subscriber List" is "Hybrid List". This change was made to encourage more users to consider integrating LISTSERV discussion list functionality with their Maestro Subscriber Lists.

- **Better Support for WA/Email Header Changes for Hybrid Lists**
  In previous versions, a list owner had to decide carefully before changing a list's configuration through the LISTSERV web interface (WA) or through email. Maestro would then ask the user if the changes shall be overwritten by Maestro.
  LISTSERV Maestro 11 now automatically imports the vast majority of changes made through the LISTSERV web interface or email into LISTSERV Maestro, eliminating the need for manual overwrite decisions.

- **Better Support for WA/Email Subscribes/Unsubscribes for Hybrid Lists**
  Previous versions of LISTSERV Maestro would trigger an error message if list subscriptions were made through the LISTSERV web interface or email when coupled with a Subscriber List in LISTSERV Maestro.
  LISTSERV Maestro 11 now fully supports subscribes and unsubscribes even if they occur outside of Maestro, allowing LISTSERV list owners to keep using their lists as they always did, even if the list is imported into Maestro, resulting in a Hybrid List.

- **Support for LISTSERV Lists of Any Owner**
  In previous versions, to use a LISTSERV list for sending or importing in LISTSERV Maestro, the list had to carry the Maestro DISTRIBUTE address among its owners, requiring editing the headers of any list.
  In LISTSERV Maestro 11, the administrator can supply customized addresses (without knowing their LISTSERV passwords) that are used to check which lists to show in Maestro for sending or for importing. With this, existing lists can remain unchanged but can still be used in LISTSERV Maestro.

- **Automatic Import of LISTSERV Lists at Login**
  Upon first login, LISTSERV Maestro 11 offers the LISTSERV lists for import that are available to the user based on the configuration in the HUB and lists found in LISTSERV.

Fluid Design Widgets

- **SwitchBox Widgets**
  The new SwitchBox Widget expands upon the existing feature of conditional widgets. It consists of two boxes: The first box is shown when the widget condition evaluates to "true" (like with the condition that can be supplied for any other widget), and the second box is shown if the widget

condition evaluates to "false."

With this, it is easier to define conditional content along the lines of an "IF/ELSE" logic without manually coding (and maintaining) the "false" version of the condition of another widget.

Reporting and Tracking

- **"View in Browser", "Subscribe URL" And Similar Links Tracked**
  Links created by any of the system drop-ins are now also subject to LISTSERV Maestro Tracking and can be reported over, just like standard links to external web pages.

Subscriber Warehouse

- **Default List Group, Container List Group Always Visible**
  In previous versions, users who created lists were often unaware of the fact that such lists always were nested in a container List Group that provided the Public Subscriber Web Site of this list. And due to this, users who created many lists, also created many Public Subscriber Web Sites without being aware of their existence.
  In LISTSERV Maestro 11, any new list can only be created inside of a visible List Group that the user is aware of, either a pre-existing List Group (so that the new list becomes a sibling of existing ones in the same group) or inside a new list group that is immediately also shown to the user, so that subsequent new lists can also be created in that group. This feature is designed to prevent users who create many lists from being unaware of the many Public Subscriber Web Sites that they create.
- **Import to Subscriber List Synchronized with Mail Job Delivery**
  In previous versions, imports of data into subscriber lists had to be scheduled carefully so that the correct data is available when an important mail job delivery is due.
  In LISTSERV Maestro 11, mail jobs can be coupled directly with the imported data. This allows more flexibility in mail job delivery schedules and guarantees consistency because the imported data is processed immediately for the mail job delivery and stored in the subscriber list for subsequent reporting.

Administration

- **ODBC Connection LISTSERV <-> Maestro Configured Automatically**
  If the LISTSERV Maestro installer is used to also install MySQL, then a suitable ODBC driver is also installed. The installer detects if LISTSERV is also installed on the server that it runs on. In this case, the necessary entries to LISTSERV's SITE.CFG are also created automatically. With this, Hybrid Lists will, in many cases, start to work out-of-the-box without additional manual configuration work.

General

- **Removed Support for LISTSERV Maestro Companion App**
  The LISTSERV Maestro Companion App for mobile devices is no longer supported.
- **Removed Support for Auto-Publishing via Twitter**
  Due to Twitter's cancellation of the necessary free-of-charge service, LISTSERV Maestro now no longer supports automatic post-delivery publishing of Mail content. Publishing manually as job owner in Maestro via any of the available publishing URLs is still supported as before. And

sharing a message from a recipient's inbox via any of the media links provided by the *SocialMedia drop-in is also still supported.