LISTSERV Maestro 12
What's New

This document describes the main features that were added or changed in **LISTSERV Maestro 12**, 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

L-Soft invites comment on its manuals. Please feel free to send your comments by e-mail to:
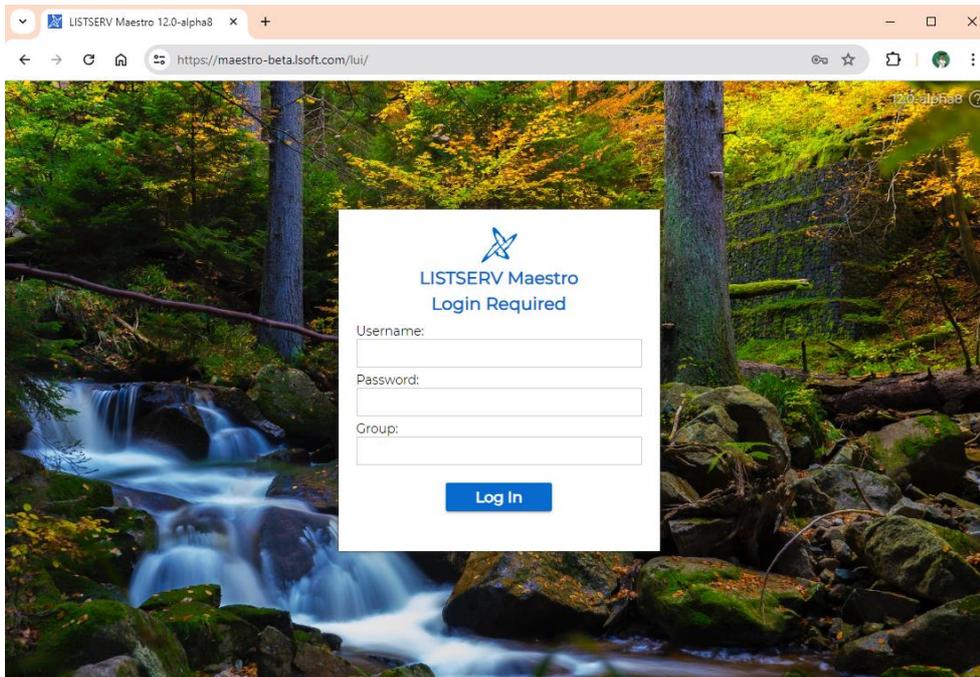MANUALS@LSOFT.COM

Contents

General

Simplified Window Handling

Already at login, LISTSERV Maestro 12 introduces a behavior that is very different from earlier versions. Instead of the application home window opening a separate window for the login session, the same window (or tab) is now reused, which reduces clutter of browser windows and tabs:
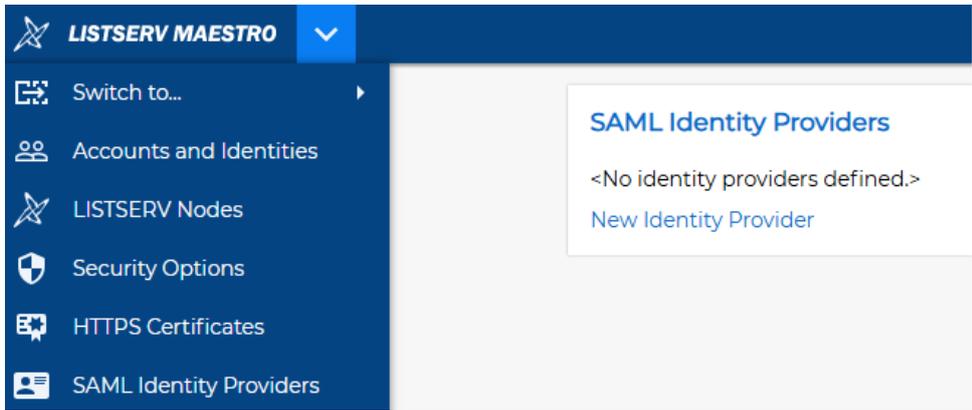
After suppling login credentials, this same window is used for the work session:
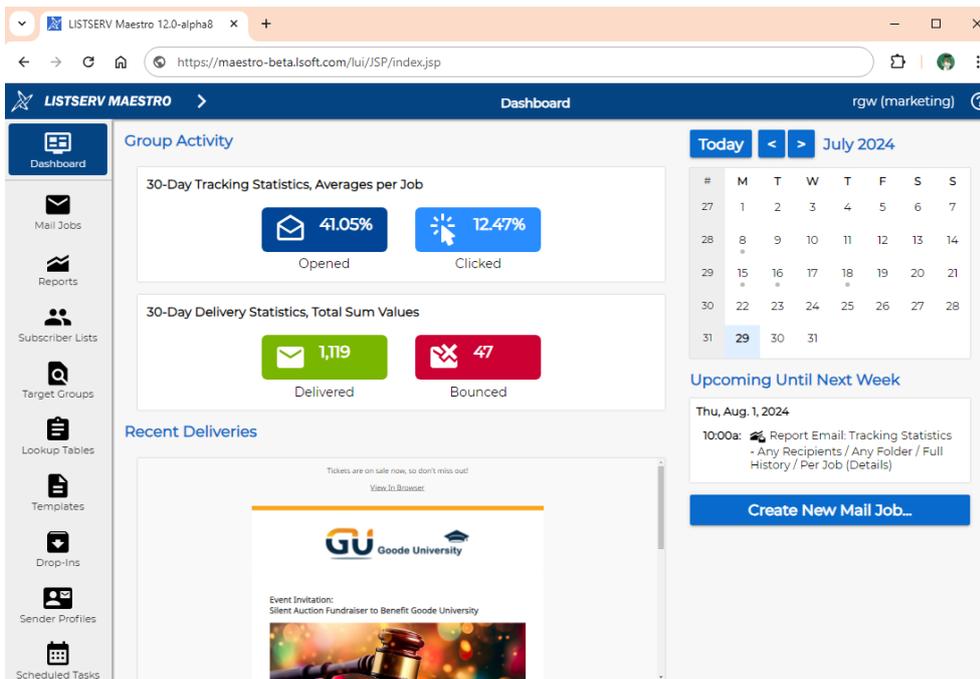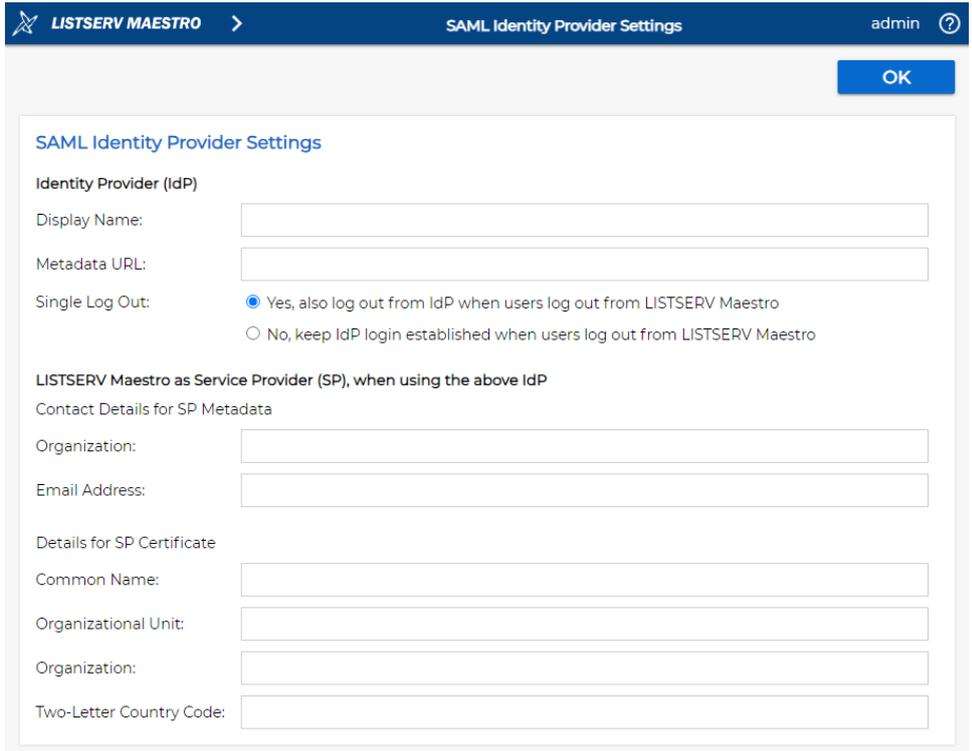

## Single Sign-On Support for SAML

LISTSERV Maestro 12 also includes the support for SAML-based Single Sign-On (SSO) that was introduced with LISTSERV Maestro 11.1. Configuration of SSO happens in the Administration HUB:

The first step is to add the settings for the desired SAML Identity Provider:

Note that additional configuration must happen via the IdP's configuration user interface, which is not shown here. Once completed, select the new authentication type "Authenticate Through SAML SSO":
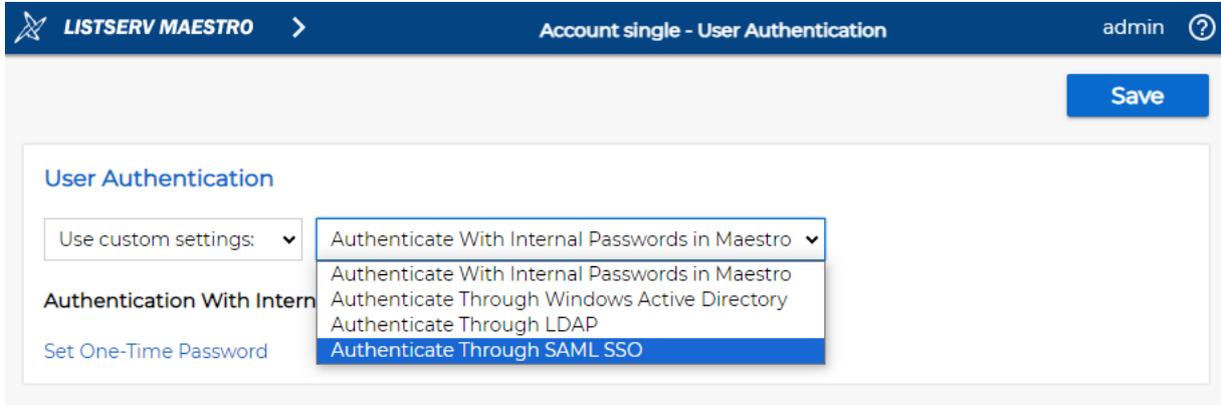
With this authentication type selected, login for the user (or users, if the configuration was done for a group or the whole system) is then federated to the IdP configured in the SAML Identity Provider Settings.

Support for One-Click Unsubscribes (RFC 8058)

This feature was also already available with LISTSERV Maestro 11.1 and is included in LISTSERV Maestro 12.0. Compliance with RFC 8058 (and fulfilling various other well-established best practices of bulk email senders, such as valid SPF and DKIM records, few if any spam complaints) prevents Google and/or Yahoo blocking bulk deliveries and yields an "Unsubscribe" button next to the email subject already in the inbox (if supported by the receiving ESP).

Support for Standard Browser Back/Forward Navigation

LISTSERV Maestro 12 now also supports navigation in the application by utilizing the browser's standard "Back" and "Forward" buttons. Note that this functionality is closely related to the simplified browser window management and improves ease of use.

Calendar View on Dashboard

Replacing the "Current And Upcoming Deliveries" and "Recent Deliveries" dashboard sections, LISTSERV Maestro 12 introduces the new Calendar View on previously executed and scheduled future tasks, where a "task" can be a Mail Job Delivery, a Scheduled Data Importer Run or the delivery of a Statistics Report Email.

A similar calendar view is also available for administrators:

Both calendars are available in detail views for months, weeks and days:

Mail Jobs

Dynamic Template Previews

Compared to previous versions, LISTSERV Maestro 12 improves how the user selects the desired content template for a mail job content. All template folders are shown with live previews of the templates listed in this folder

New and larger template previews are available in the Template Gallery when defining a Mail Job Content:
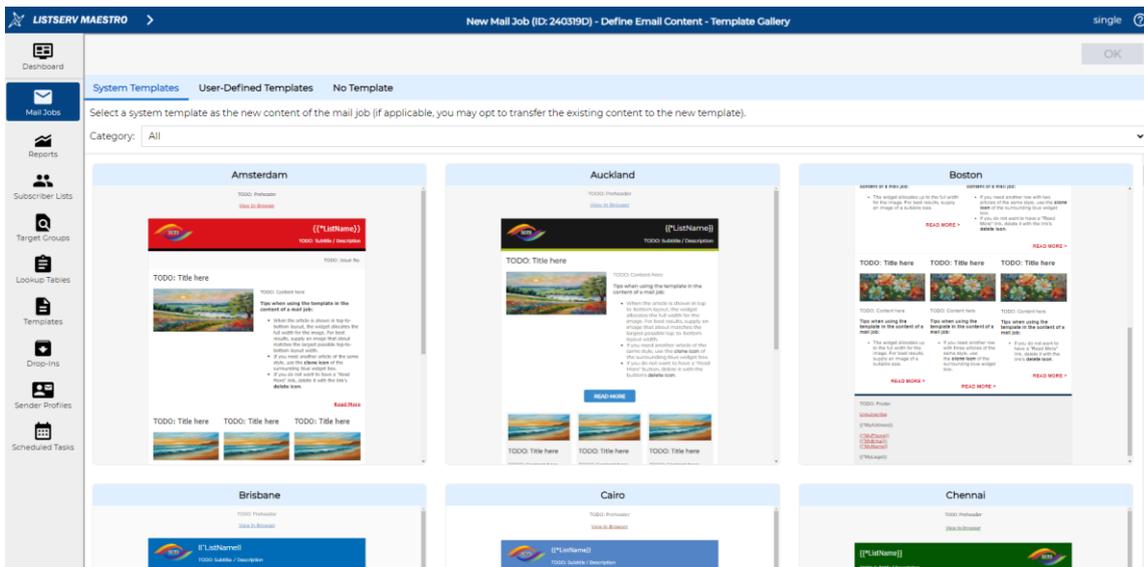
Users who manage content templates also benefit from larger and dynamic previews:
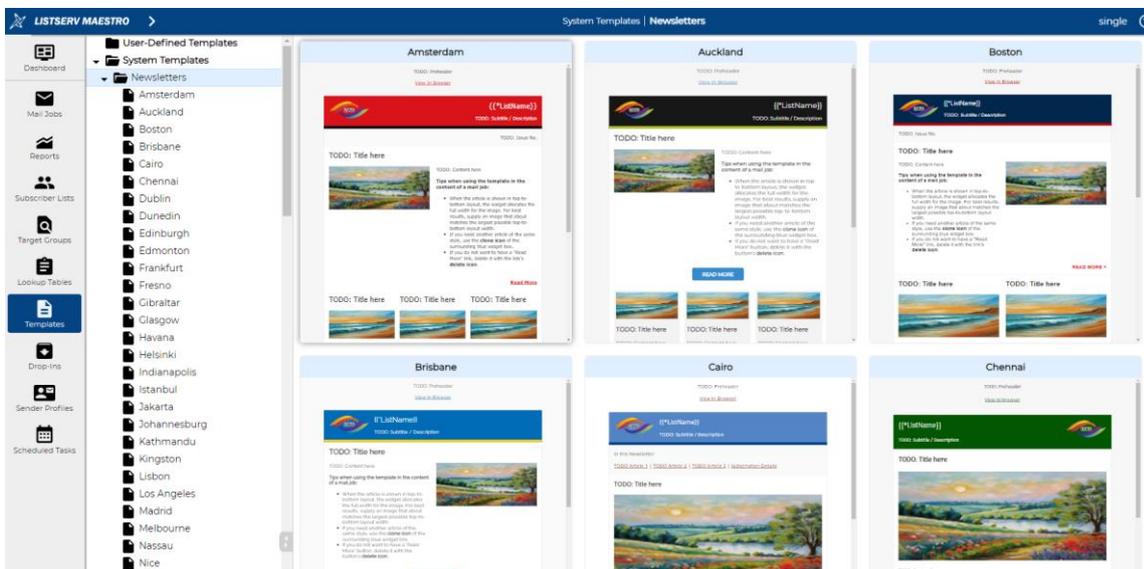
Support for Site-Wide Shared Templates

LISTSERV Maestro 12 adds the option (for authorized users) to mark their content templates as "Public" and thus make them available for other users outside of the current user group. Here is a user who has enabled a template for all other users:
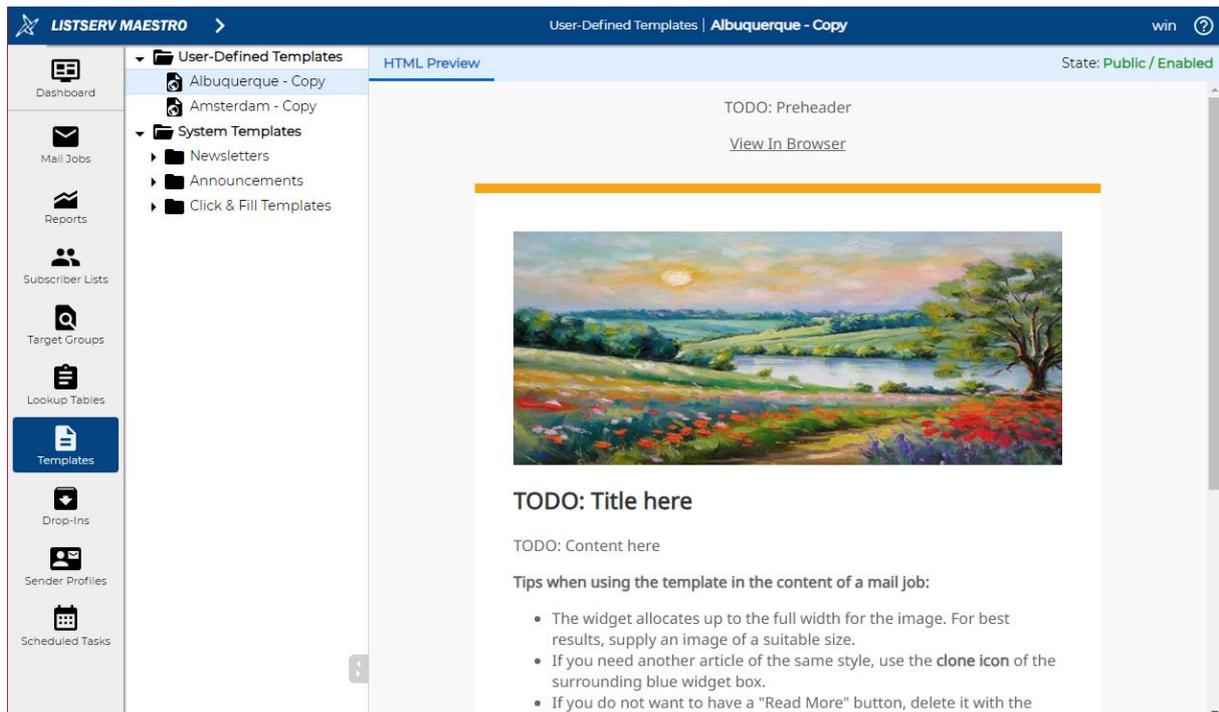
Here is a user (external to the first user group) accessing this template through the new "Shared Templates" tab when defining mail job content:
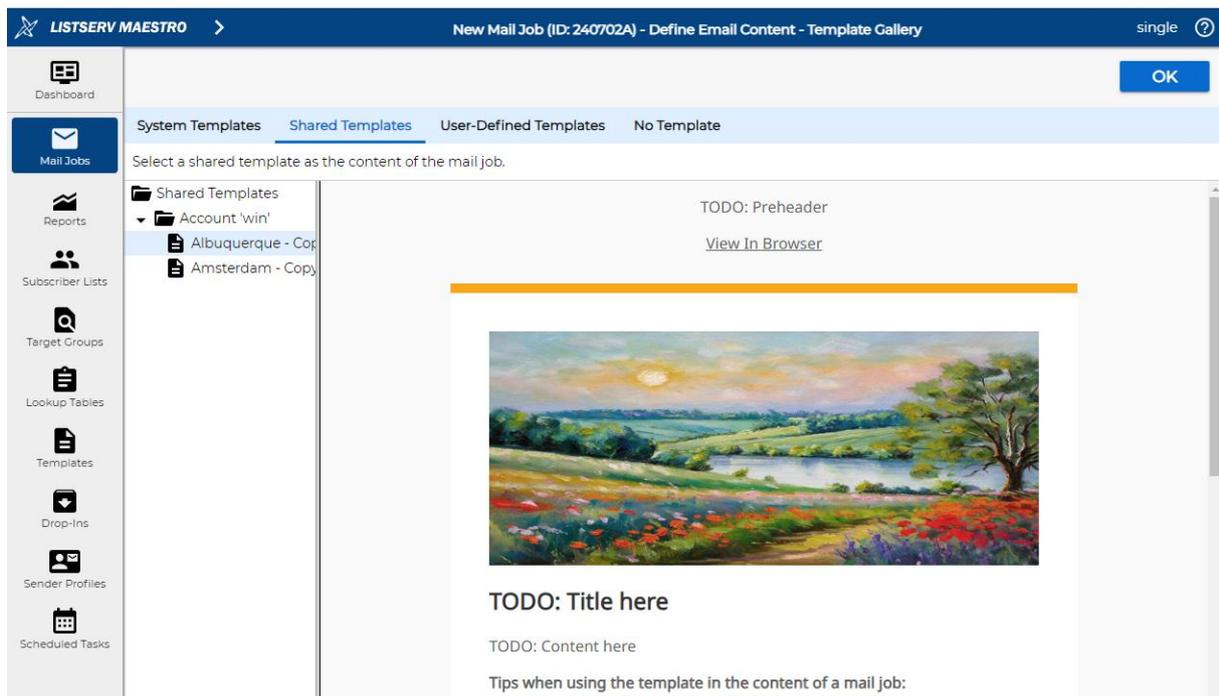
More Flexibility in Scheduling Repeated Delivery

In previous versions, auto-repeated delivery schedules only supported fixed intervals such as hours, days, weeks, and months. LISTSERV Maestro 12 adds to this the following options:

- Repeat delivery on certain selected weekdays.
- Repeat delivery on certain selected days of the month.
- Repeat delivery on certain selected weeks of the month.

11.0	12.0
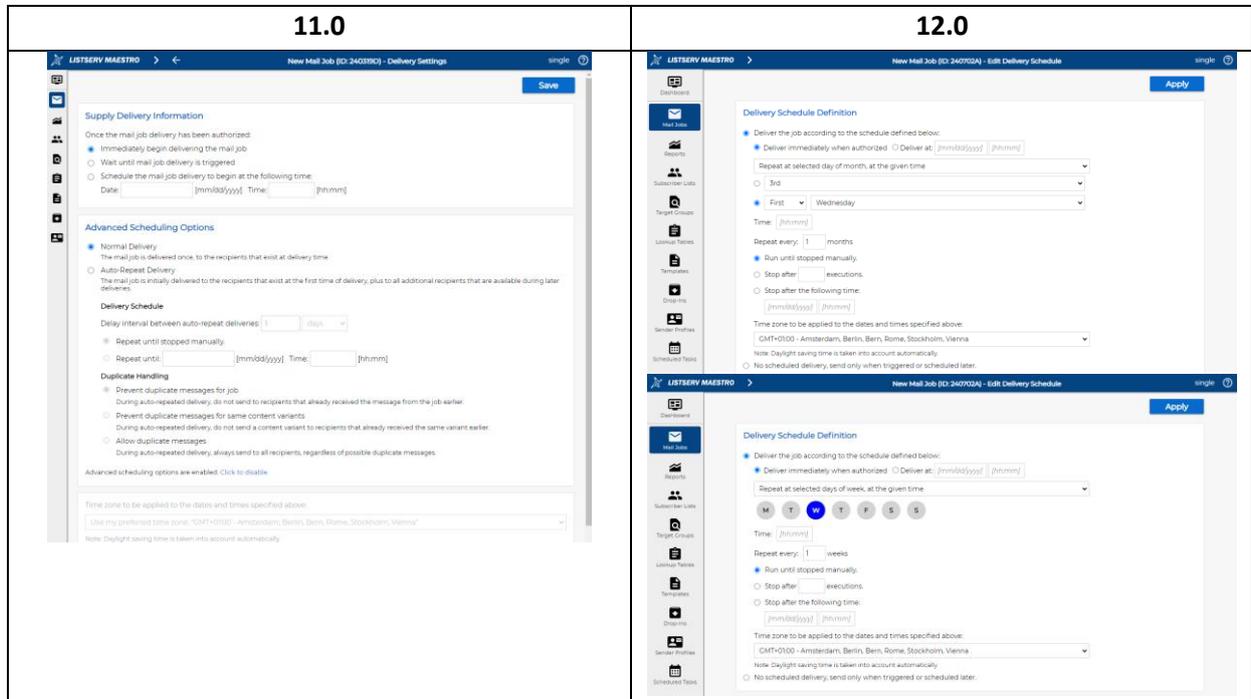
New Layout of Job Details Pane

In LISTSERV Maestro 12, the previous "Overview Report" tab has been removed and the main tracking metrics have been integrated with the "Summary" tab. Also, the previous "Clicks Report" tab has been augmented with additional information and is now called "Tracking Statistics":

Additional Delivery of Already Delivered Mail Jobs

In previous versions, a repeated delivery had to be planned in advance when creating the mail job. LISTSERV Maestro 12 adds the ability to resend mail jobs that have been already delivered to a new set of recipients, either uploaded or once again retrieved from the recipients source, taking care of optionally suppressing duplicate messages.

For the job shown in the screenshot above, a new delivery is initiated:

And the job is delivered a second time:

Statistics per Job Delivery

When a job has been delivered multiple times (either manually or repeated automatically), then tracking statistics are collected separately and can be reported on individually:

Simplified A/B-Split Mail Job Definition

In previous versions, creating an A/B-Split job required going through a process that required difficult decisions already at the start and using a workflow screen that was very different from the workflow screen for Standard Mail Jobs. LISTSERV Maestro 12 has a much-simplified A/B-Split job definition process and workflow screen that is almost identical to the one that users are accustomed to when working with Standard Mail Jobs.

11.0	12.0
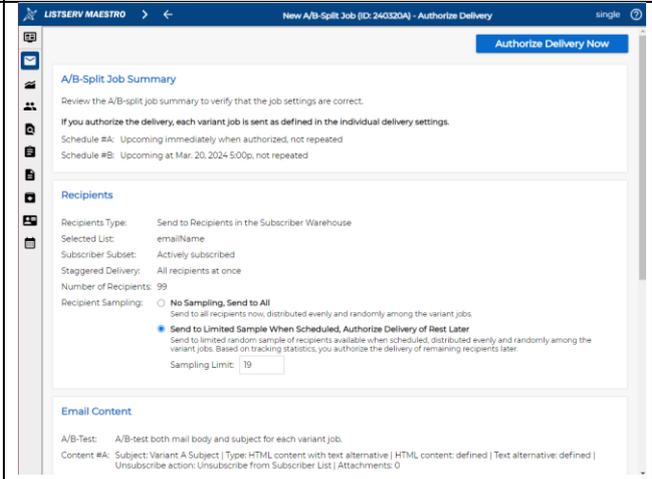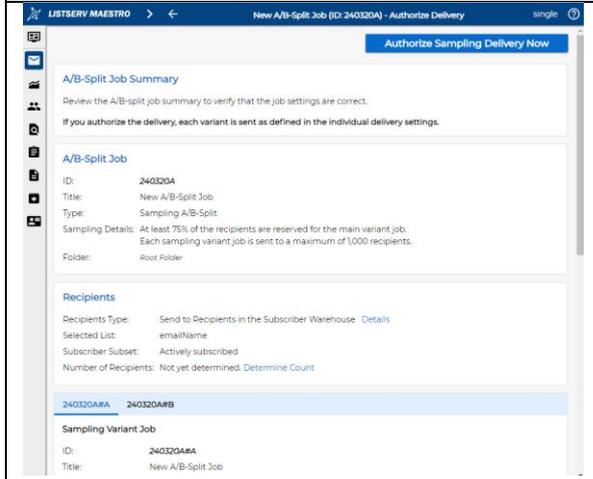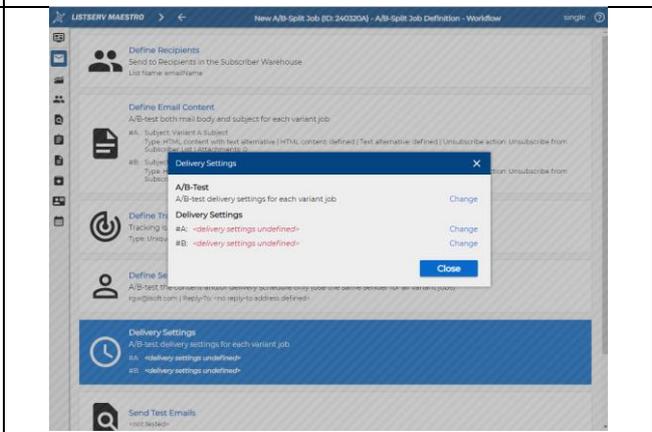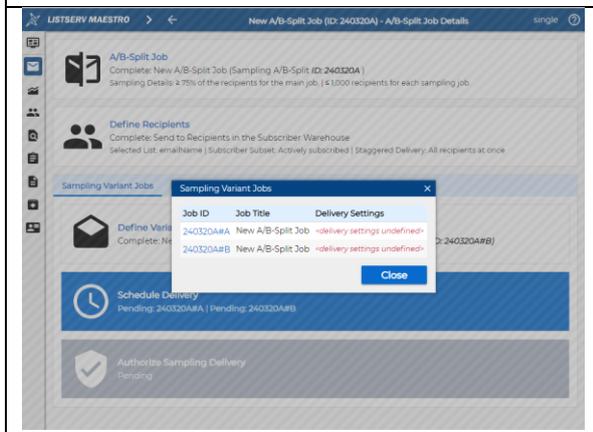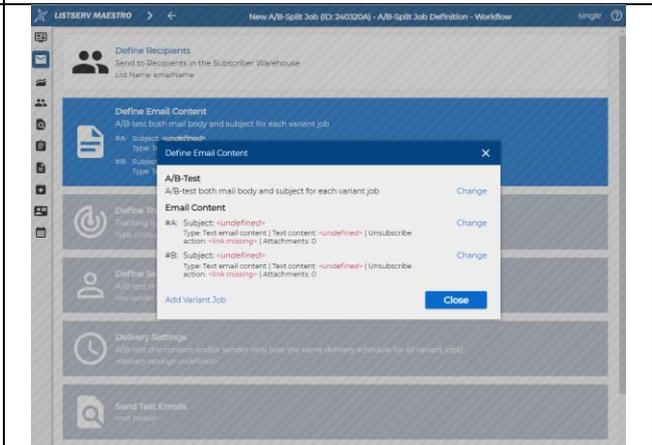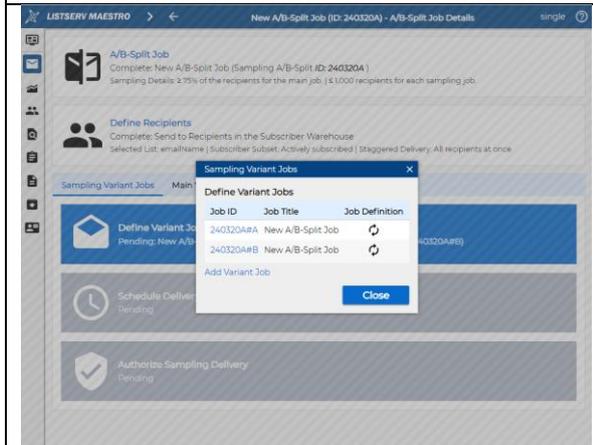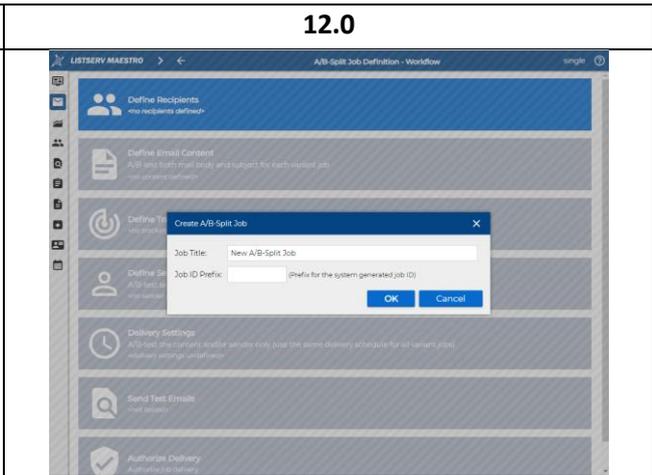
Support for A/B-Split Drip Marketing Campaigns

In previous versions, using A/B-split technology for Drip Marketing (with an initially empty or small subscriber list that receives new subscriptions in the future) was impossible. LISTSERV Maestro 12 is capable of continued repeated sampling delivery, distributing job variants randomly with each new delivery. Over time, as more and more deliveries have been made, the user can learn from collected tracking statistics and can choose a winning variant job based on the insights, all within the same A/B-Split Job.

Subscriber Data Import

Schedules for Reusable Subscriber Data Importers

In previous versions, to run a subscriber data importer on a scheduled basis, users had to employ external API triggering to signal running the importer at the correct time. LISTSERV Maestro 12 adds the option to schedule importers to run automatically, using the same additional repeat options that are available for Mail Jobs.
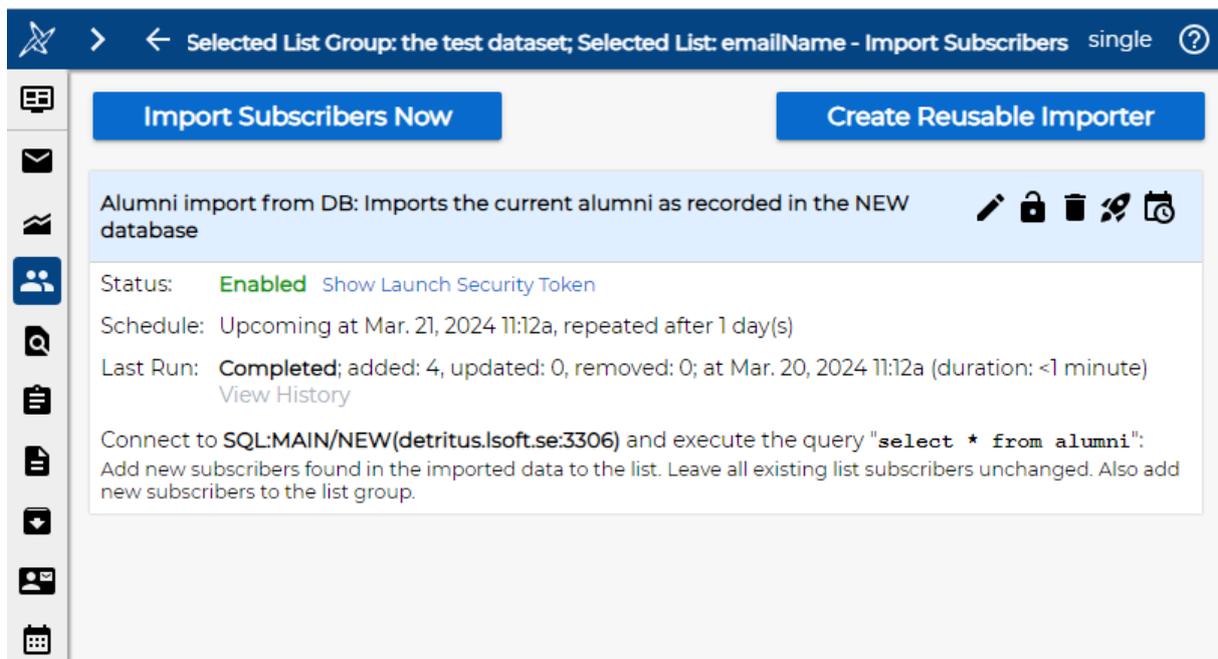

Reporting and Tracking

Finer-Grained Delivery and Tracking Statistics

With the new ability to re-open already delivered mail jobs, LISTSERV Maestro 12 now also provides statistics in finer detail than previous versions. Earlier versions report all statistics of a mail job for the point in time where the first delivery of the job occurred. LISTSERV Maestro 12 changes this, the statists are now collected separately, as can be seen in the following screenshot showing two deliveries of the "June 2023 Campaign" mail job, one in June 2023 and one in November 2024:

Report Settings: Any Recipients / Any Folder / Mar. 9, 2023 - Nov. 20, 2024 / Per Delivery   **Save Report**

Time Distribution
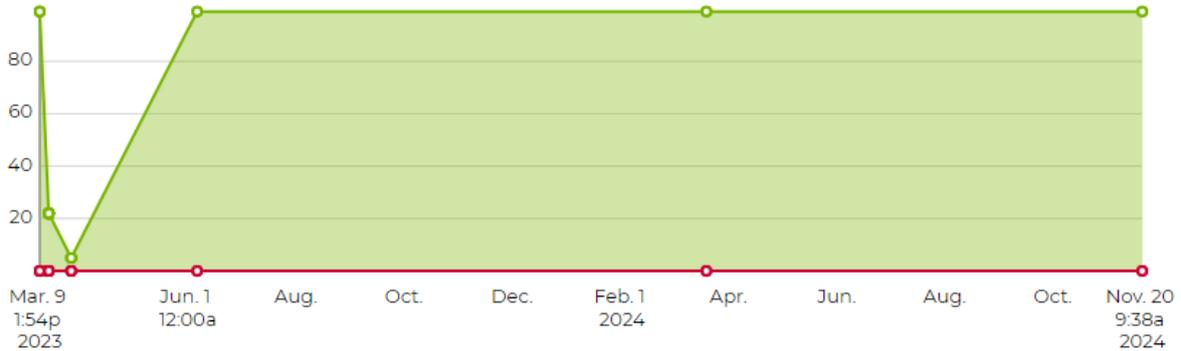
Delivery (16 Deliveries in Report)	Date/Time ▾	Recipients	Delivered	Bounced
✉ June 2023 Campaign ID 230606E (100.00% delivered, 0.00% bounced)	Nov. 20, 2024 9:37a	99	99	0
✉ Mar 2024 Campaign ID 230606C (100.00% delivered, 0.00% bounced)	Mar. 19, 2024 1:39p	99	99	0
✉ June 2023 Campaign ID 230606E (100.00% delivered, 0.00% bounced)	Jun. 6, 2023 9:40a	99	99	0

Note that this finer detail is only available for deliveries that occurred after the upgrade to LISTSERV Maestro 12, repeated deliveries of the same job that have been performed with LISTSERV Maestro 11 or earlier are still recorded in a cumulative fashion for the original first job delivery date/time.

## *Report Email Subscriptions*

LISTSERV Maestro 12 adds the ability for users to subscribe to saved versions of Tracking and Delivery Statistics Reports and add a schedule to this subscription, so that the corresponding report is refreshed and emailed to the user's contact address automatically at the times that are defined by the schedule, also with the same repeat options that are available for Mail Jobs:

Administration Improvements

Simplified Switch Between HUB / LUI and LISTSERV Web Interface

The menu options to switch to any of the configured LISTSERV nodes' web interfaces previously were located far down at the bottom of the main menu, they have now been moved to a submenu together with the option to switch to HUB (when in LUI) or to LUI (when in HUB):
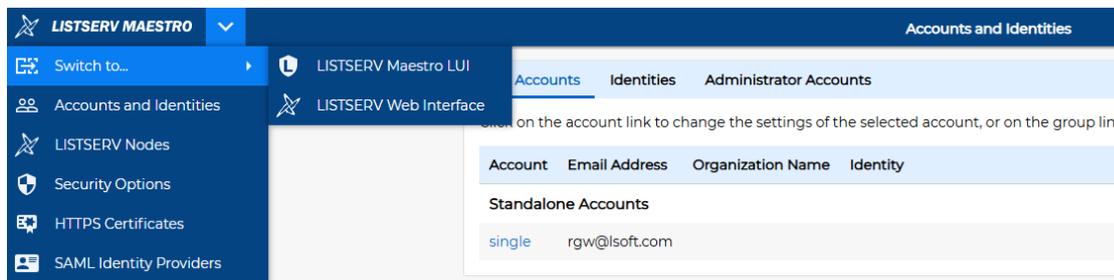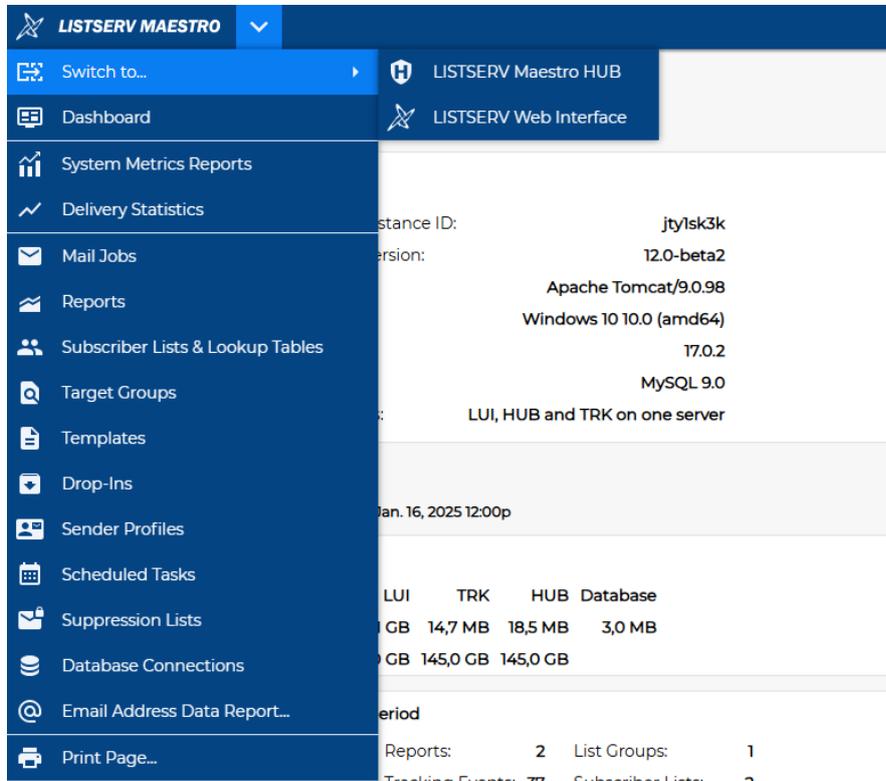

Generally, each time the user switches between any two of the three components, Maestro keeps note of the location that the user was at in the switched-from component. This information is used to forward the user back to the same location when later returning to the previous component. This way, users can switch seamlessly from HUB to LUI or to LISTSERV and back without losing work focus. Thanks to the new simplified window management, all this happens in one and the same browser window in a fashion very similar to using the browser's back/forward buttons.

LISTSERV Nodes: Central Configuration of LISTSERV Connection Settings

In previous versions, the configuration of connection settings for LISTSERV was done on the LISTSERV Connection Settings screens (as usual, on default and on group level). Due to this, the various host names and other host-related configuration settings like account addresses and passwords were scattered across several screens, making management of these settings difficult and error-prone.

In LISTSERV Maestro 12, these settings are now configured for the newly introduced "LISTSERV Node" elements, collected automatically from the previously scattered settings during the initial startup conversion:
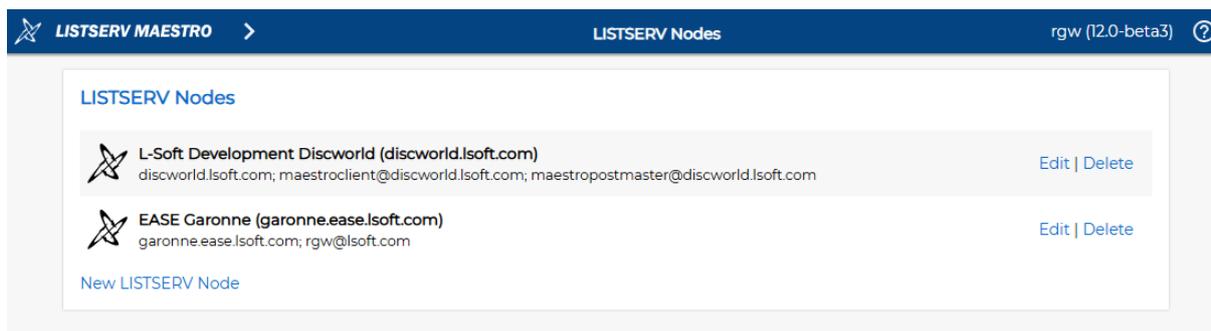

Each such LISTSERV Node now also has the "Web Interface Link" setting that was previously also located on a separate configuration screen and has now been integrated with the LISTSERV Node:
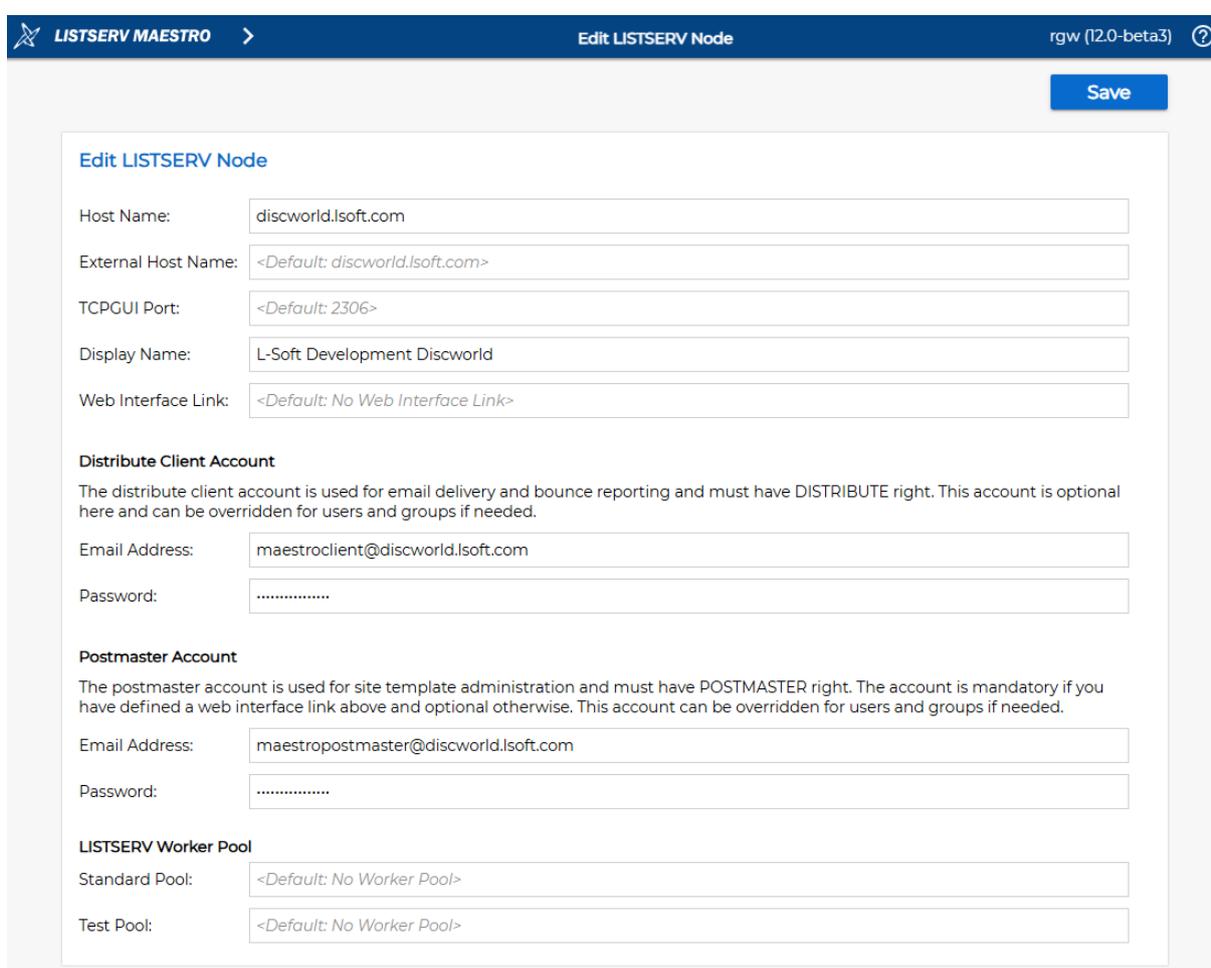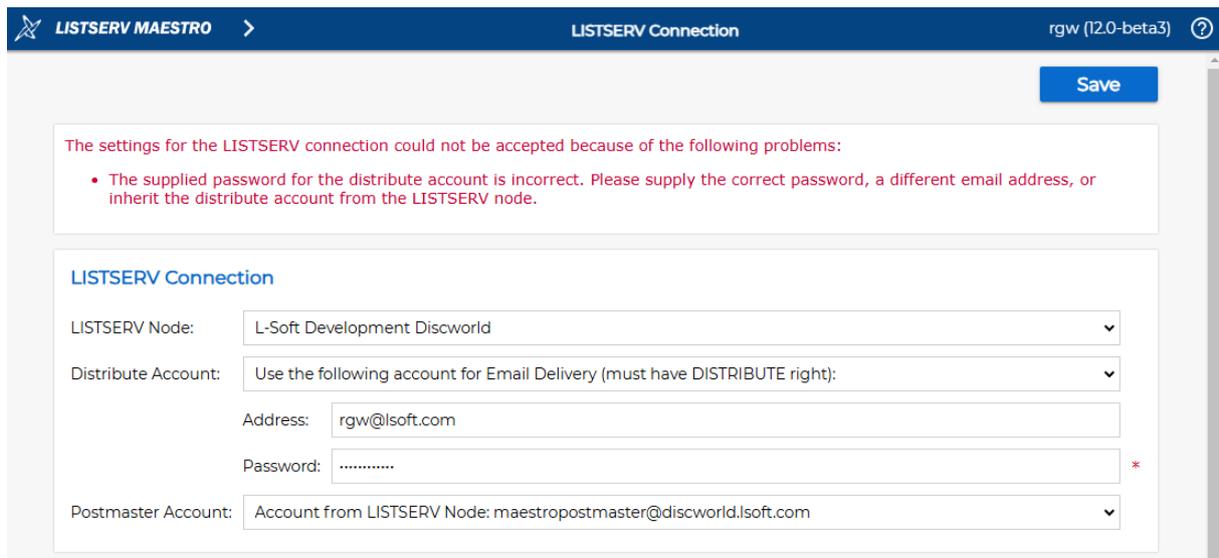
Default and group-specific LISTSERV Connection settings are now configured based on a selection of such a pre-configured LISTSERV Node:
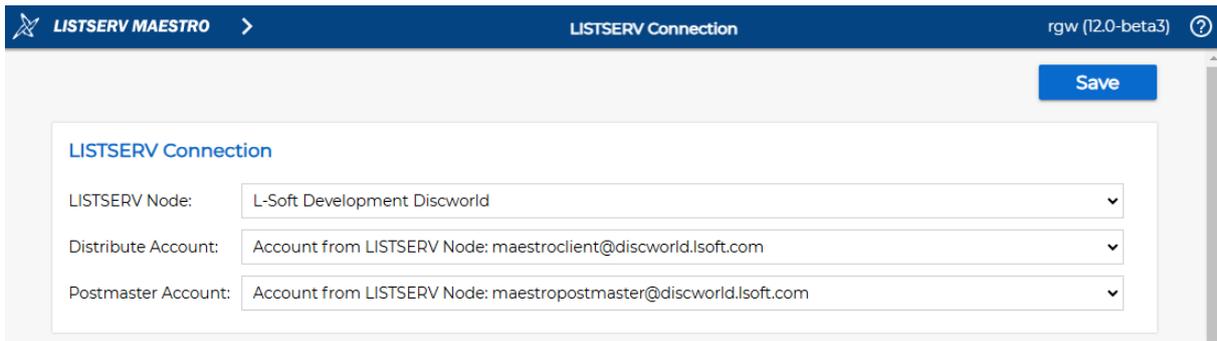
The new drop-down menus allow the admin to explicitly decide whether the node's preconfigured distribute and/or postmaster accounts shall be used (with the address and password configured outside of the scope settings, on the LISTSERV Node itself), or if a customized, overridden address/password shall be used instead. And if the user decides so, then various new input validations happen. The first validation is that the inputs are now mandatory if the "Use the following…" choice was made:
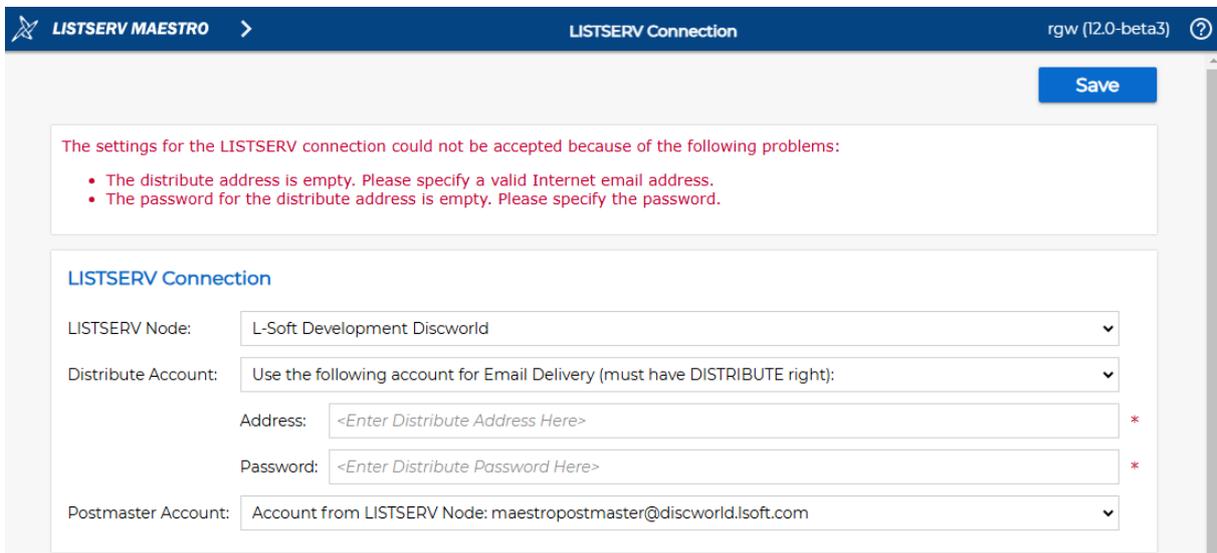
Additionally, the address and password are now validated via a **live connection to LISTSERV** and are only accepted if their passwords are valid and if the accounts have the necessary site-level privileges at LISTSERV:

With these new validations, it is no longer possible to first supply an email address / password combination in Maestro and postpone the configuration of this account in LISTSERV to a later moment. You must first configure the accounts in LISTSERV and then supply the values in Maestro.