



# LISTSERV Maestro 12

## What's New

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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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**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](mailto:MANUALS@LSOFT.COM)

## Contents

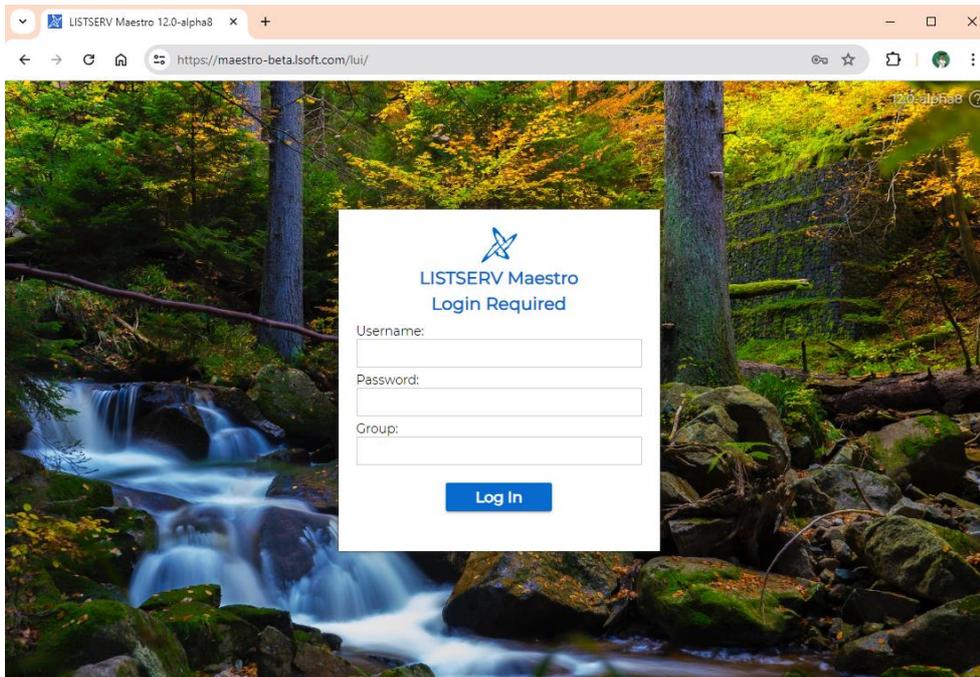
<b>General .....</b>	<b>1</b>
Simplified Window Handling .....	1
Single Sign-On Support for SAML.....	2
Support for One-Click Unsubscribes (RFC 8058).....	4
Support for Standard Browser Back/Forward Navigation .....	4
Calendar View on Dashboard .....	4
<b>Mail Jobs .....</b>	<b>5</b>
Dynamic Template Previews .....	5
Support for Site-Wide Shared Templates.....	6
More Flexibility in Scheduling Repeated Delivery .....	8
New Layout of Job Details Pane.....	9
Additional Delivery of Already Delivered Mail Jobs.....	9
Statistics per Job Delivery.....	10
Simplified A/B-Split Mail Job Definition .....	10
Support for A/B-Split Drip Marketing Campaigns.....	12
<b>Subscriber Data Import .....</b>	<b>12</b>
Schedules for Reusable Subscriber Data Importers.....	12
<b>Reporting and Tracking .....</b>	<b>12</b>
Finer-Grained Delivery and Tracking Statistics.....	12
Report Email Subscriptions.....	13
<b>Administration Improvements .....</b>	<b>14</b>
Simplified Switch Between HUB / LUI and LISTSERV Web Interface .....	14
LISTSERV Nodes: Central Configuration of LISTSERV Connection Settings .....	14

## General

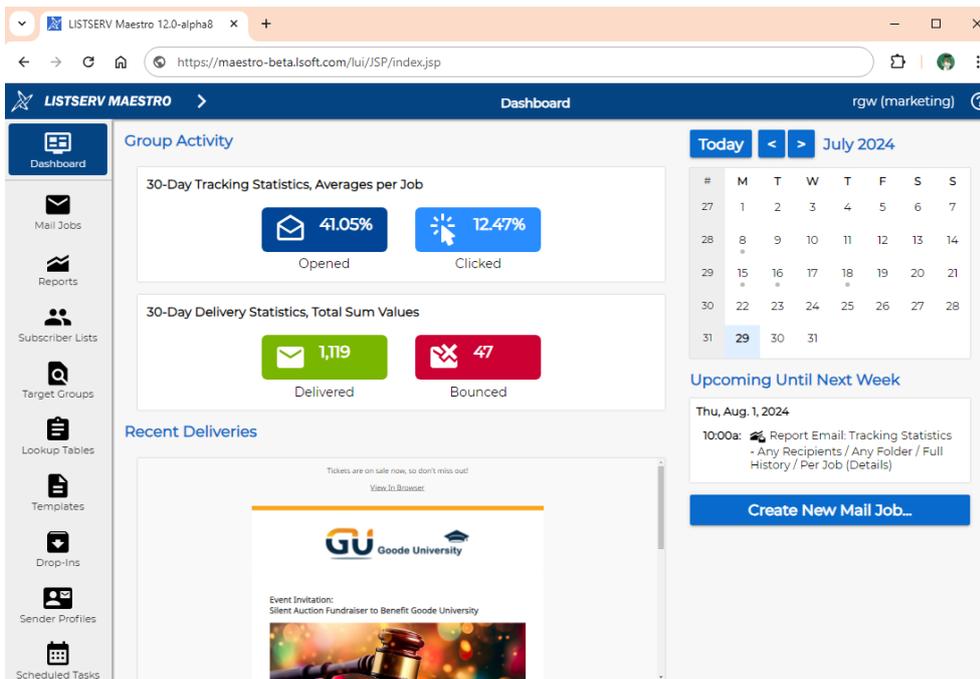
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### *Simplified Window Handling*

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:

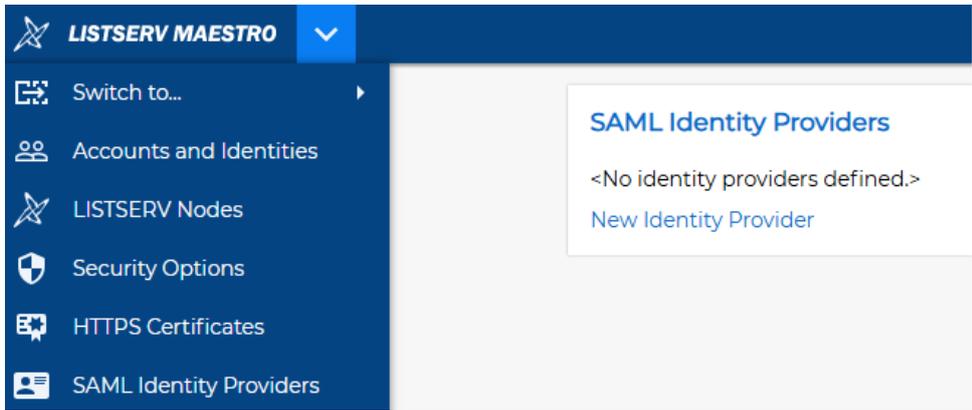


After supplying login credentials, this same window is used for the work session:

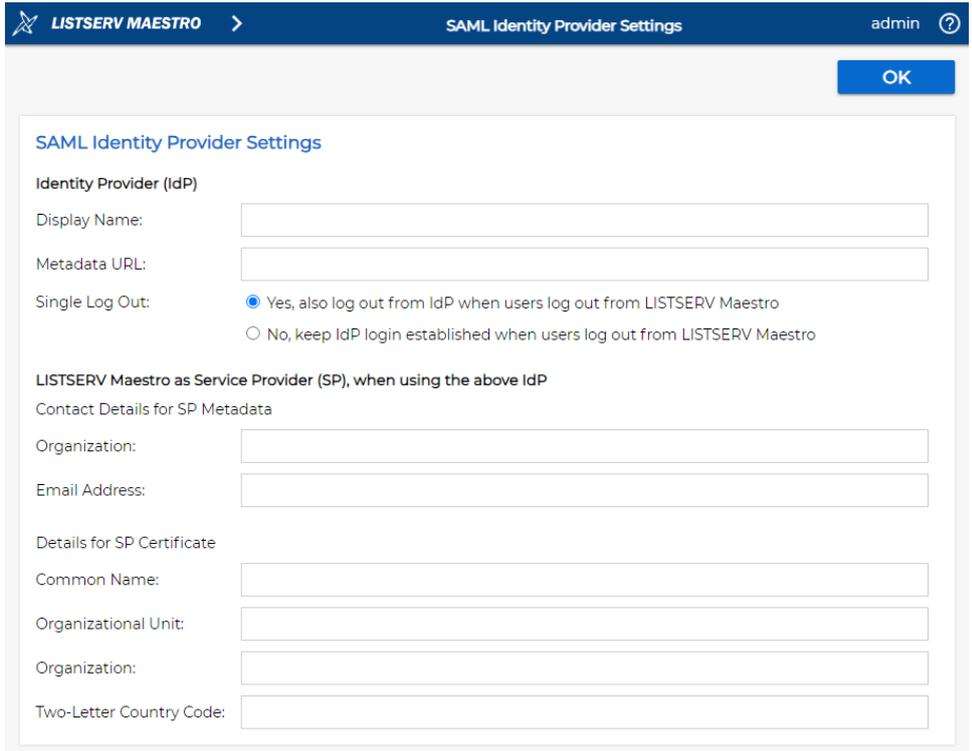


## Single Sign-On Support for SAML

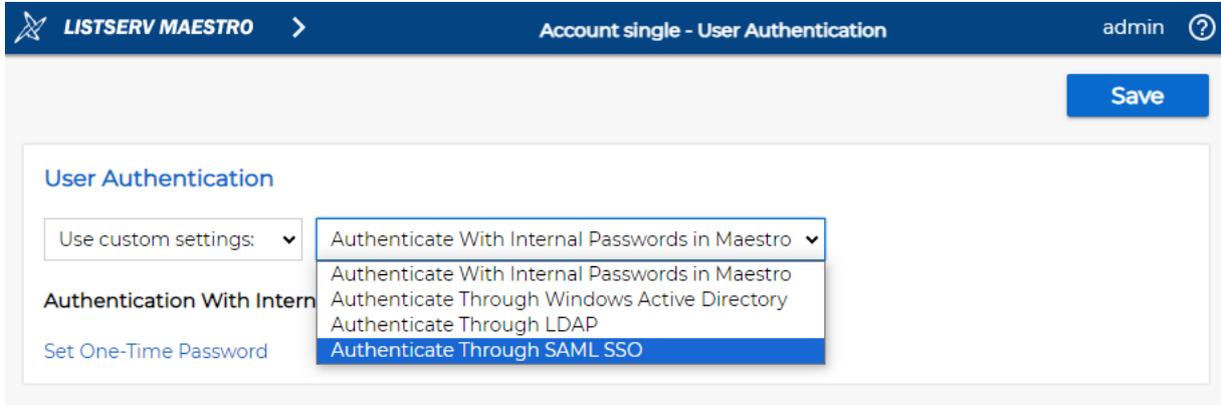
LISTSERV Maestro 12 also includes the support for SAML-based Single Sign-On (SSO) that was introduced with LISTSERV Maestro 11.1. Configuration of SSO happens in the Administration HUB:



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.

The screenshot displays the LISTSERV MAESTRO Dashboard for user 'rgw (marketing)'. The interface includes a sidebar with navigation options like Mail Jobs, Reports, Subscriber Lists, Target Groups, Lookups Tables, Templates, Drop-Ins, Sender Profiles, and Scheduled Tasks. The main content area is divided into several sections:

- Group Activity:** Shows 30-Day Tracking Statistics (40.47% Opened, 11.87% Clicked) and 30-Day Delivery Statistics (1,301 Delivered, 55 Bounced).
- Recent Deliveries:** Displays four email campaign thumbnails with their respective metrics:
  - Top-left: 91 Delivered, 49.35% Opened, 12.09% Clicked, 1.10% Unsubscribed.
  - Top-right: 42 Delivered, 61.90% Opened, 19.05% Clicked.
  - Bottom-left: 51 Delivered, 41.18% Opened, 7.84% Clicked.
  - Bottom-right: 89 Delivered, 46.07% Opened, 16.85% Clicked, 4.49% Unsubscribed.
- Upcoming Until Next Week:** A calendar view for July 2024 showing scheduled tasks:
  - Fri, Jul 26, 2024, 12:00p: New Mail Job (ID: 240708C)
  - Thu, Aug 1, 2024, 10:00a: Report Email: Tracking Statistics - Any Recipients / Any Folder / Full History / Per Job (Details)

A similar calendar view is also available for administrators:

The dashboard provides a comprehensive overview of the system's status and performance. It includes sections for System Information, System Metrics, and an Upcoming Events calendar.

**System Information:**

- Local System Information:**
  - LISTSERV Maestro Instance ID: ltmzkwbc
  - LISTSERV Maestro Version: 12.0-alpha8
  - Servlet Engine: Apache Tomcat/9.0.89
  - Operating System: Windows Server 2016 10.0 (amd64)
  - Java™ JDK: 17.0.2
  - System Database: MySQL 8.0
  - System Components: LUI, HUB and TRK on one server
- Upgrade Information:**
  - With automatic version query enabled, this screen will show if you are running the most recent version of LISTSERV Maestro. For this, Maestro will submit some information about your server to L-Soft.
  - Yes, enable automatic version query!
  - Query Disabled (Warning icon)
  - Tell me more

**System Metrics (Period: Jul. 24, 2024 12:00p to Jul. 24, 2024 12:00p):**

- Disk usage at the end of the period:**

	LUI	TRK	HUB	Database
Used:	1.1 GB	0.4 MB	2.7 MB	74.6 MB
Free:	195.6 GB	195.6 GB	195.6 GB	
- Request metrics during period:**

	LUI	TRK	HUB	LIST
Total Requests:	385	0	6	0
Average Response Time:	11.0 ms	? 10.0 ms	?	?
- Objects in the system at the end of the period:**

Open Jobs:	10	Reports:	2	List Groups:	5
Ongoing Jobs:	0	Tracking Events:	48,678	Subscriber Lists:	21
Completed Jobs:	96	Subscribers:	7,922		
- Other metrics:**
  - Jobs sent during period: 0
  - Recipients sent during period: 0
  - Duration of last backup: 3.4 s

**Upcoming Until Next Week:**

- Fri, Jul. 26, 2024
- 11:00a: Group marketing: New Mail Job (ID: 240724A)

**Calendar View:** A calendar for July 2024 showing events on various dates, including report emails and mail job deliveries.

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

The detailed calendar view for July 2024 shows the following events:

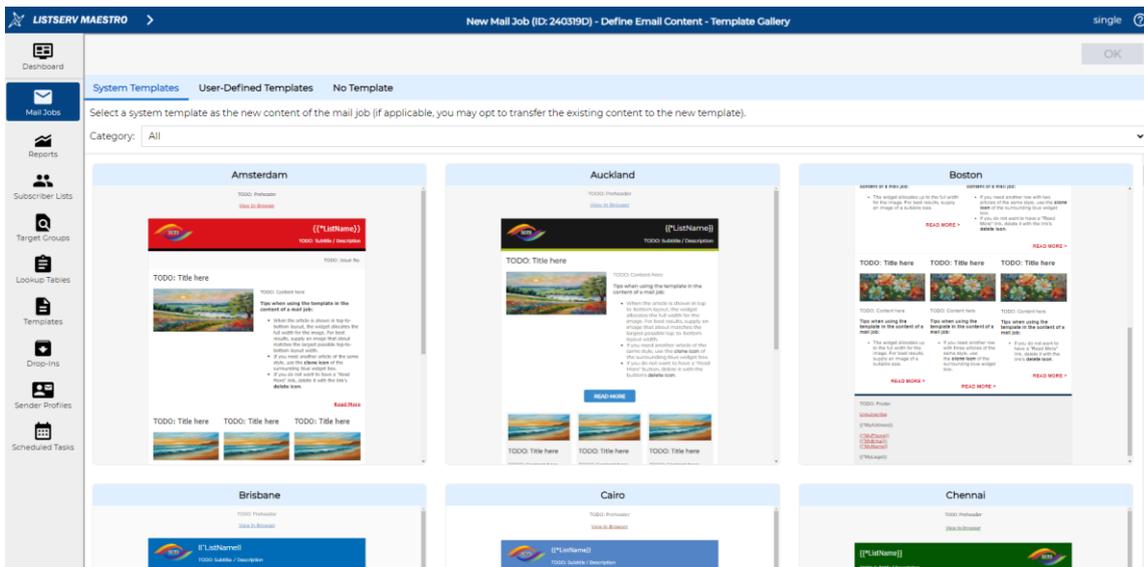
- Monday, July 29:** 9:31a Report Email: Tracking Statistics - Any Recipients / Any Folder / Full History / Per Job (Details)
- Tuesday, July 30:** Mail Job Delivery (4x)
- Thursday, July 25:** 2:23p Report Email: Tracking Statistics - Any Recipients / Any Folder / Full History / Per Job (Details)
- Friday, July 26:** 5:00p New Mail Job (ID: 240724A)

## Mail Jobs

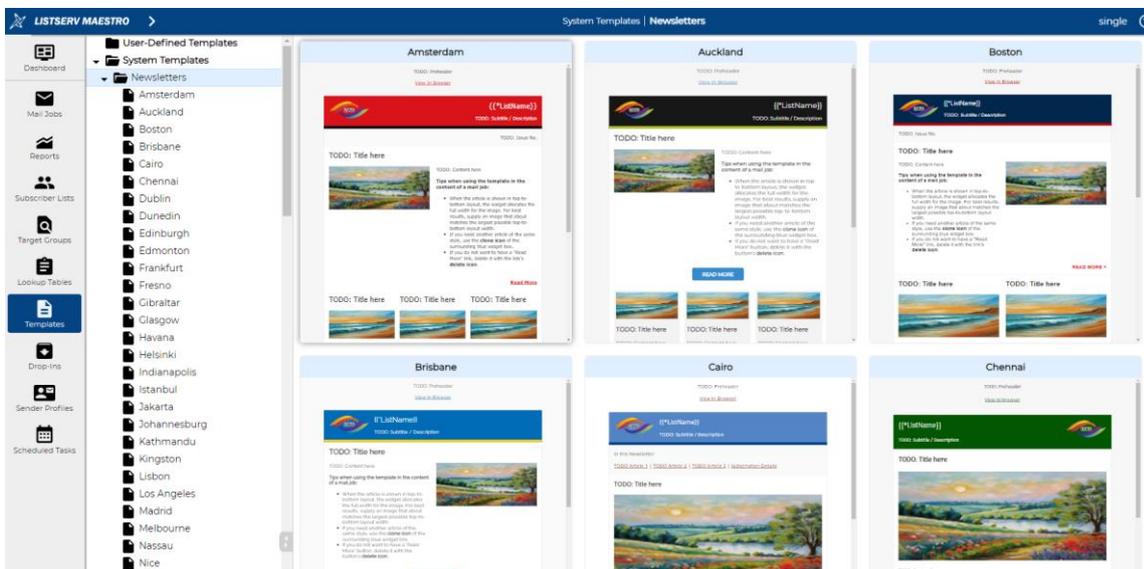
### Dynamic Template Previews

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:

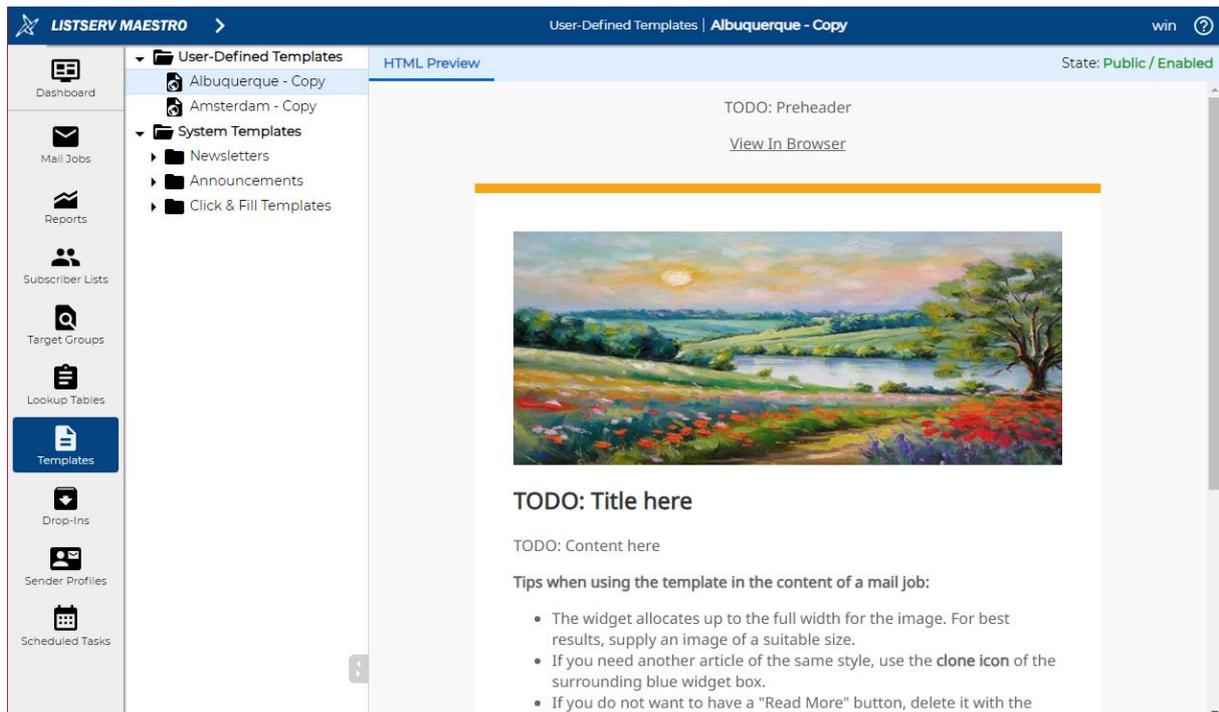


Users who manage content templates also benefit from larger and dynamic previews:

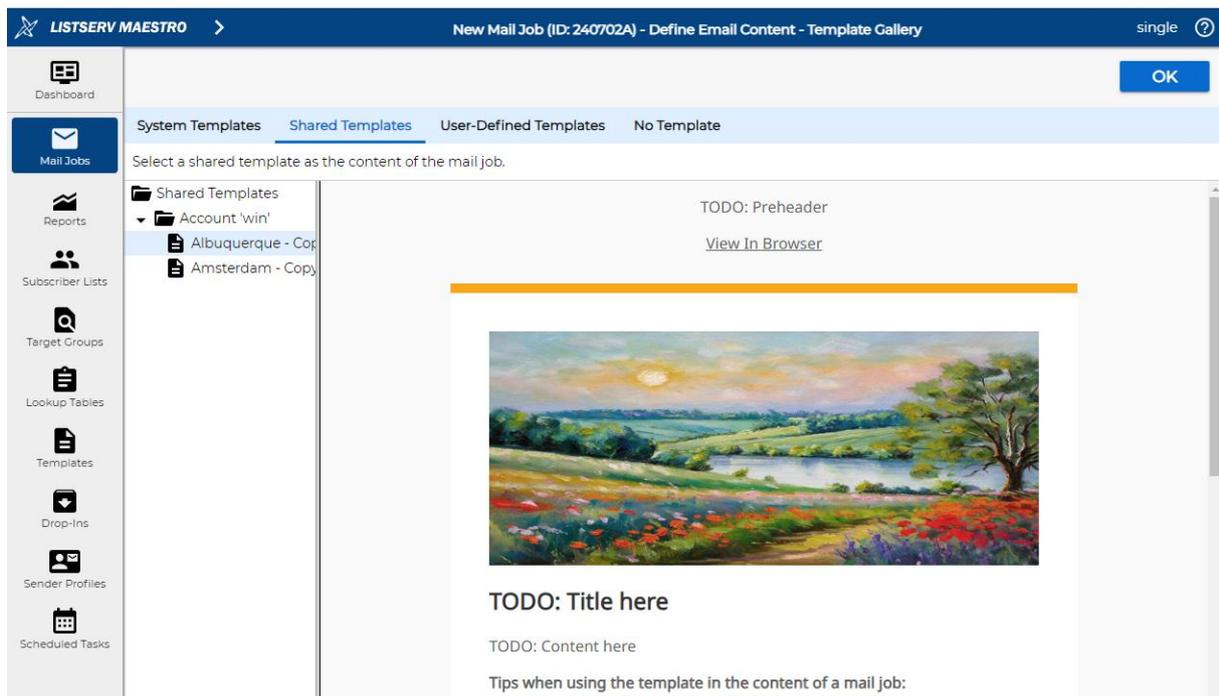


## Support for Site-Wide Shared Templates

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:



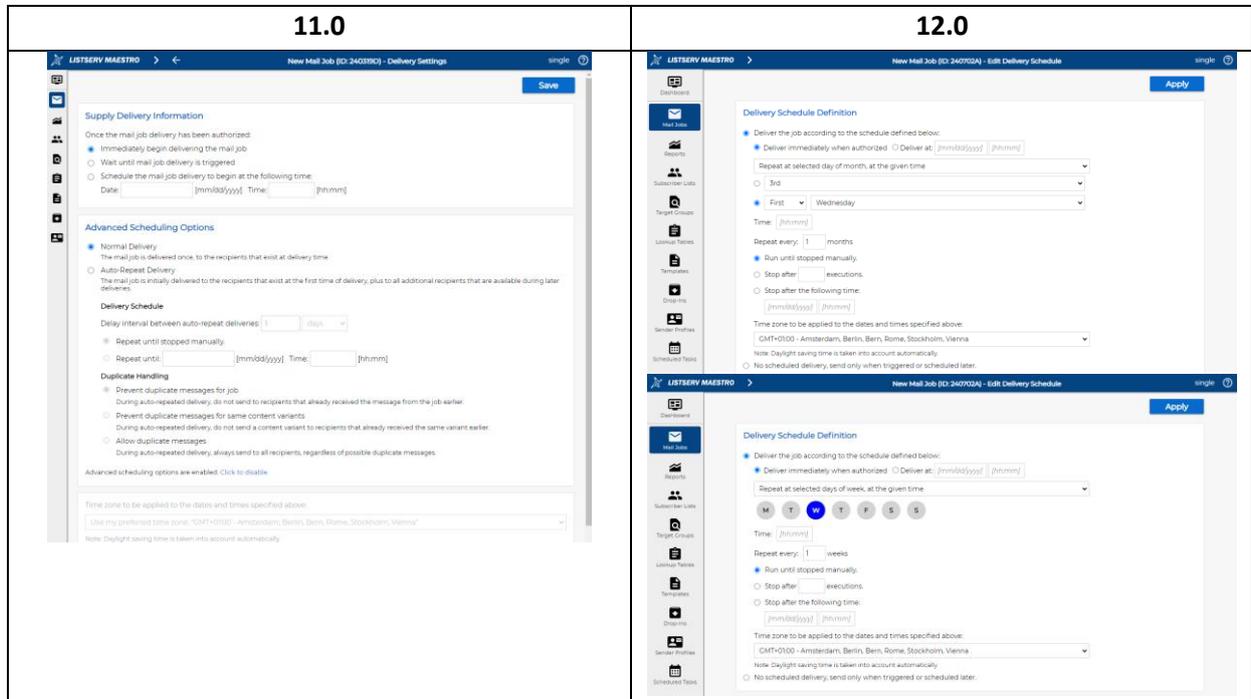
Here is a user (external to the first user group) accessing this template through the new “Shared Templates” tab when defining mail job content:



## 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.



## 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”:

The screenshot shows the LISTSERV MAESTRO interface. The top navigation bar includes the logo, "LISTSERV MAESTRO", and the current campaign information: "Mail Jobs | June 2023 Campaign (ID: 230606E)" and "single (12.0-beta)". The left sidebar contains navigation icons for Dashboard, Mail Jobs, Reports, Subscriber Lists, Target Groups, Lookup Tables, Templates, Drop-Ins, Sender Profiles, and Scheduled Tasks. The main content area is titled "Mail Jobs" and shows a table of "Completed Jobs (15)". The table has columns for Job ID, Job Title, Recipients, and Date/Time of Delivery. Two jobs are visible: "230606E June 2023 Campaign" with 99 recipients on Jun. 6, 2023 9:40a, and "230606C Mar 2024 Campaign" with 99 recipients on Mar. 19, 2024 1:40p. Below the table, the "Summary" tab is active, showing an "All Deliveries: Overview Report" with four metrics: Delivered (99, 99 Total, 0 Bounced (0.00%)), Opened (0.00%, 0, Of this: 0.00% on Mobile and 0.00% clicked), Clicked (0.00%, 0, Of this: 0.00% on Mobile), and Unsubscribed (0.00%, 0, Of this: 0.00% on Mobile). The "Job" section below provides details for Job ID: 230606E, Job Title: June 2023 Campaign, Job Folder: Root Folder, Delivery Settings: Delivery closed since Sep. 21, 2023 3:00p, Repeat Options: Allow duplicate messages, and Deliveries: Jun. 6, 2023 9:40a: 99 recipients.

## 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:

The screenshot shows the LISTSERV MAESTRO interface with the "Job Delivery" menu open. The menu items are: "Rename Job...", "Job Properties", "Job Journal", and "Job Delivery". The "Job Delivery" item is expanded, showing a sub-menu with "Re-Open Closed Delivery...". The background shows the same table of completed jobs as in the previous screenshot, with the "June 2023 Campaign" job selected.

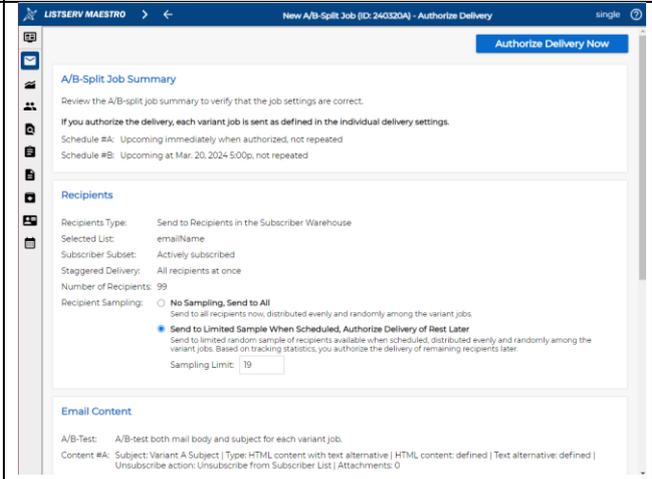
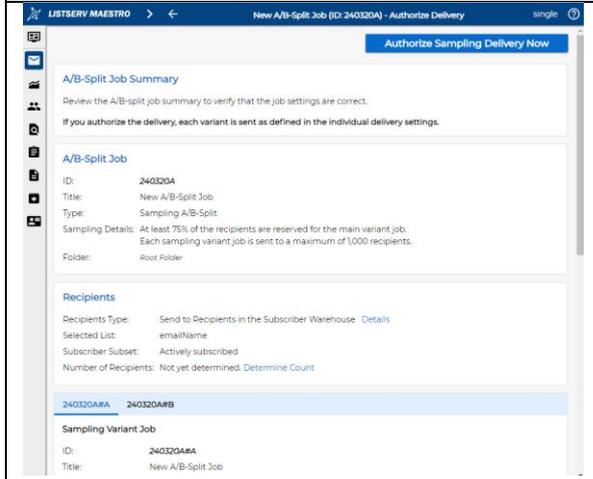
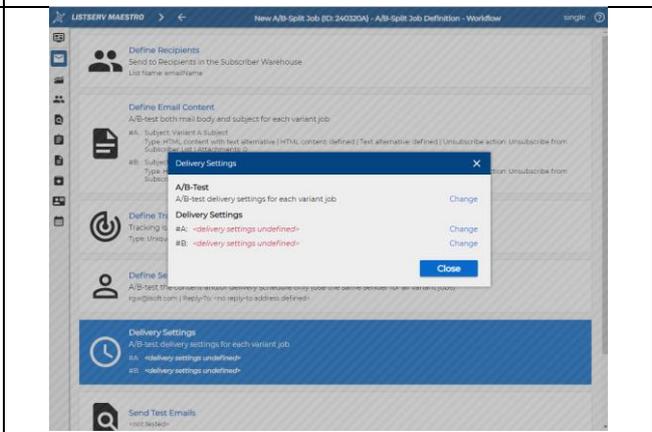
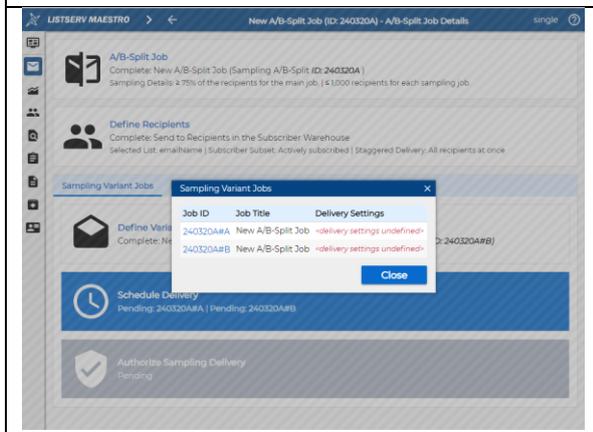
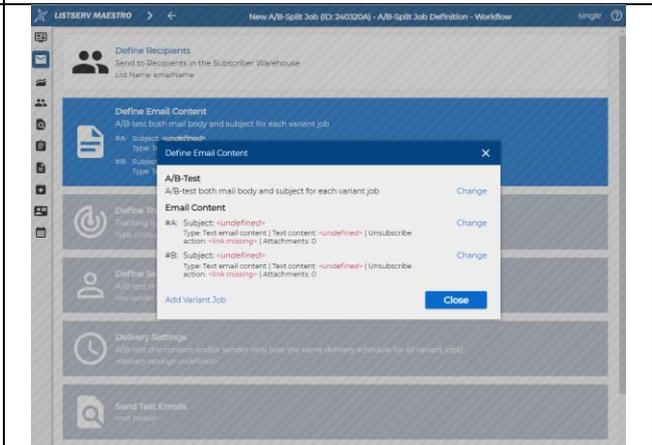
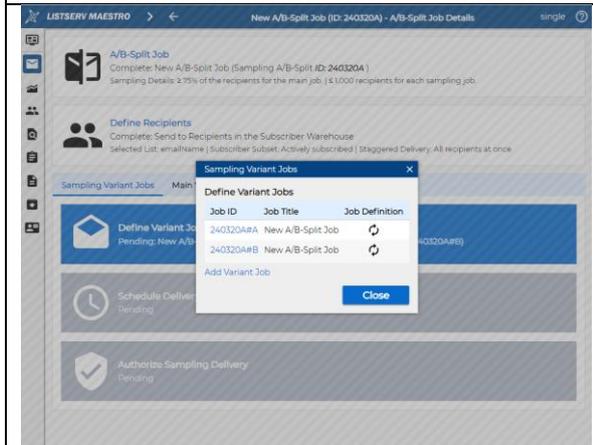
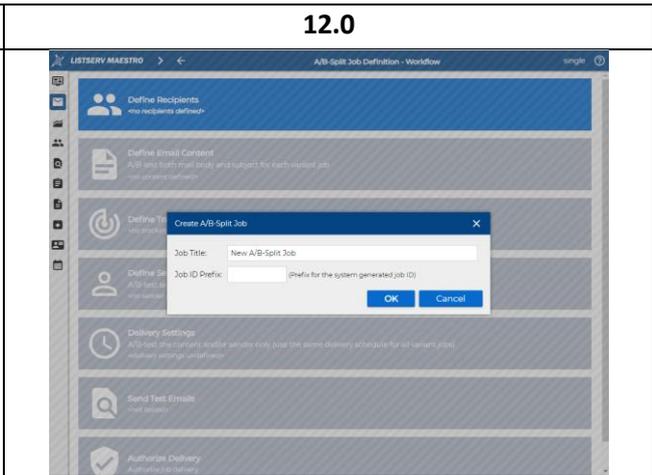
And the job is delivered a second time:

### 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.



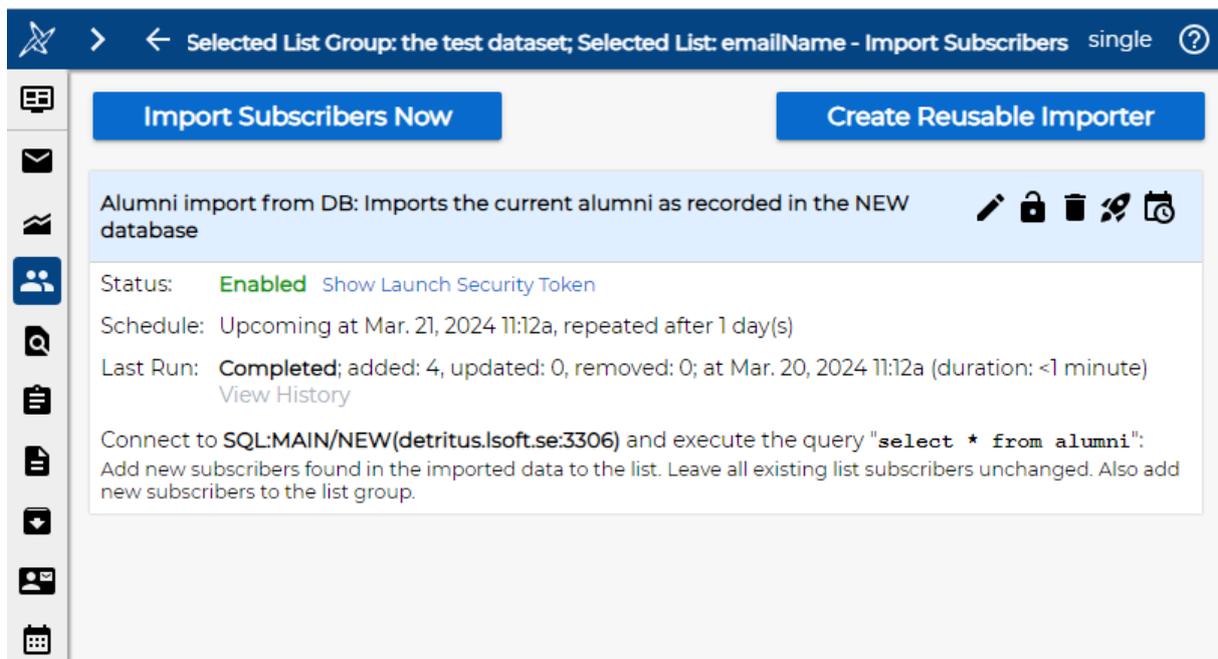
## Support for A/B-Split Drip Marketing Campaigns

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.



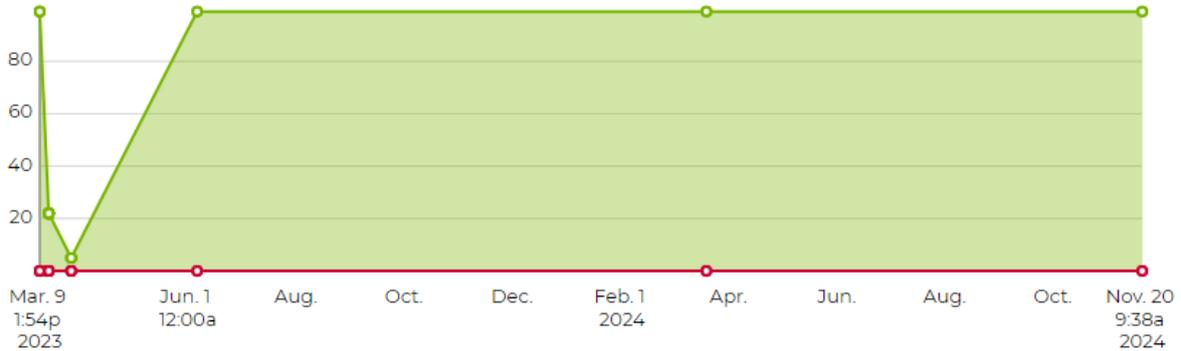
The screenshot displays the configuration page for a reusable importer in LISTSERV Maestro 12. At the top, a breadcrumb trail shows the path: Selected List Group: the test dataset; Selected List: emailName - Import Subscribers single. Below this, there are two main buttons: 'Import Subscribers Now' and 'Create Reusable Importer'. The importer is titled 'Alumni import from DB: Imports the current alumni as recorded in the NEW database'. It is currently 'Enabled' and has a 'Show Launch Security Token' link. The schedule is set to 'Upcoming at Mar. 21, 2024 11:12a, repeated after 1 day(s)'. The last run was 'Completed' on Mar. 20, 2024 11:12a, with 4 subscribers added, 0 updated, and 0 removed. The configuration includes a SQL query: 'Connect to SQL:MAIN/NEW(detritus.lsoft.se:3306) and execute the query "select \* from alumni": Add new subscribers found in the imported data to the list. Leave all existing list subscribers unchanged. Also add new subscribers to the list group.'

## 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 statistics 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:

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.

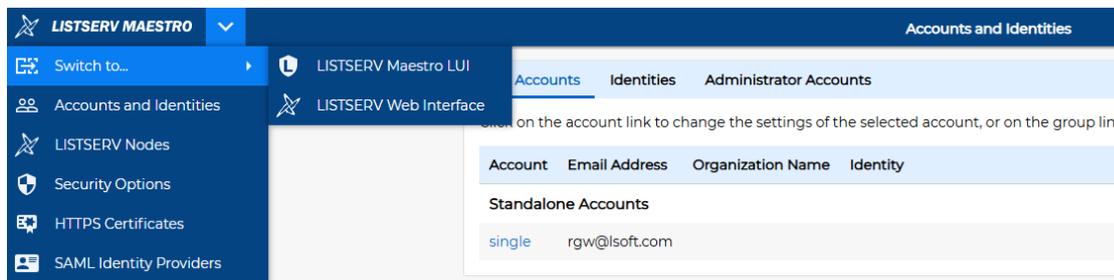
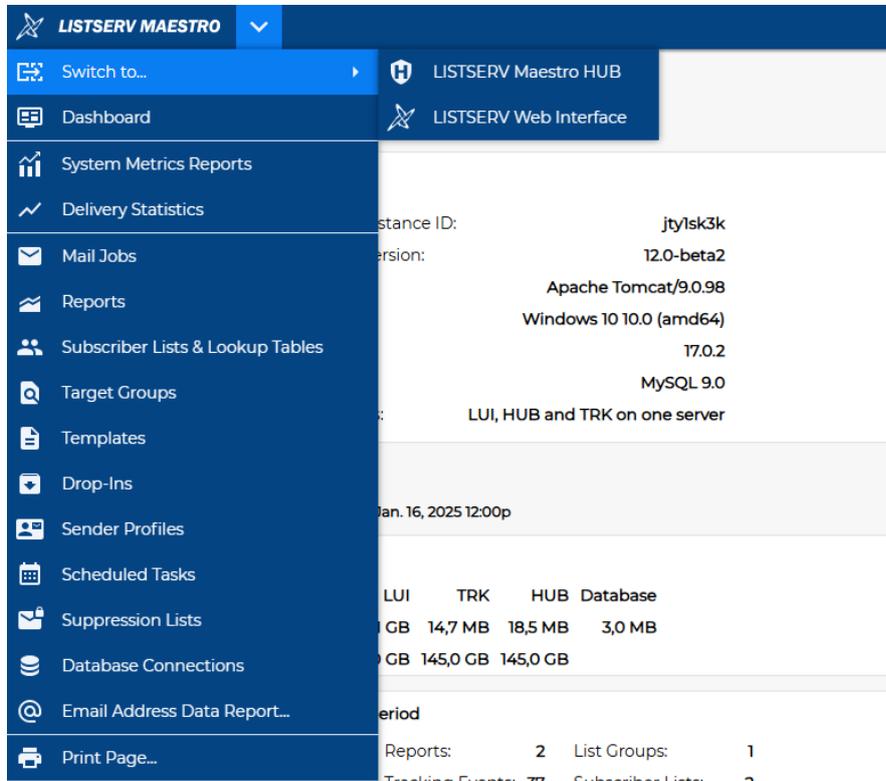
Report Email Subscriptions

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):

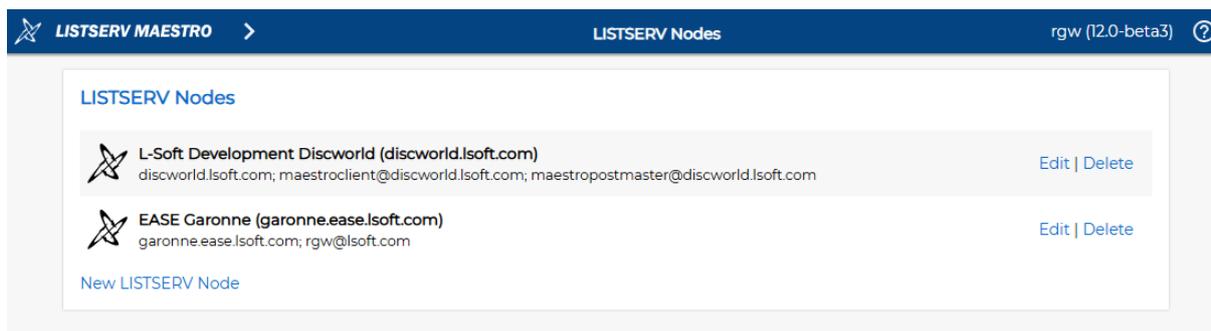


Generally, each time the user switches between any two of the three components, Maestro keeps note of the location that the user was at in the switched-from component. This information is used to forward the user back to the same location when later returning to the previous component. This way, users 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.

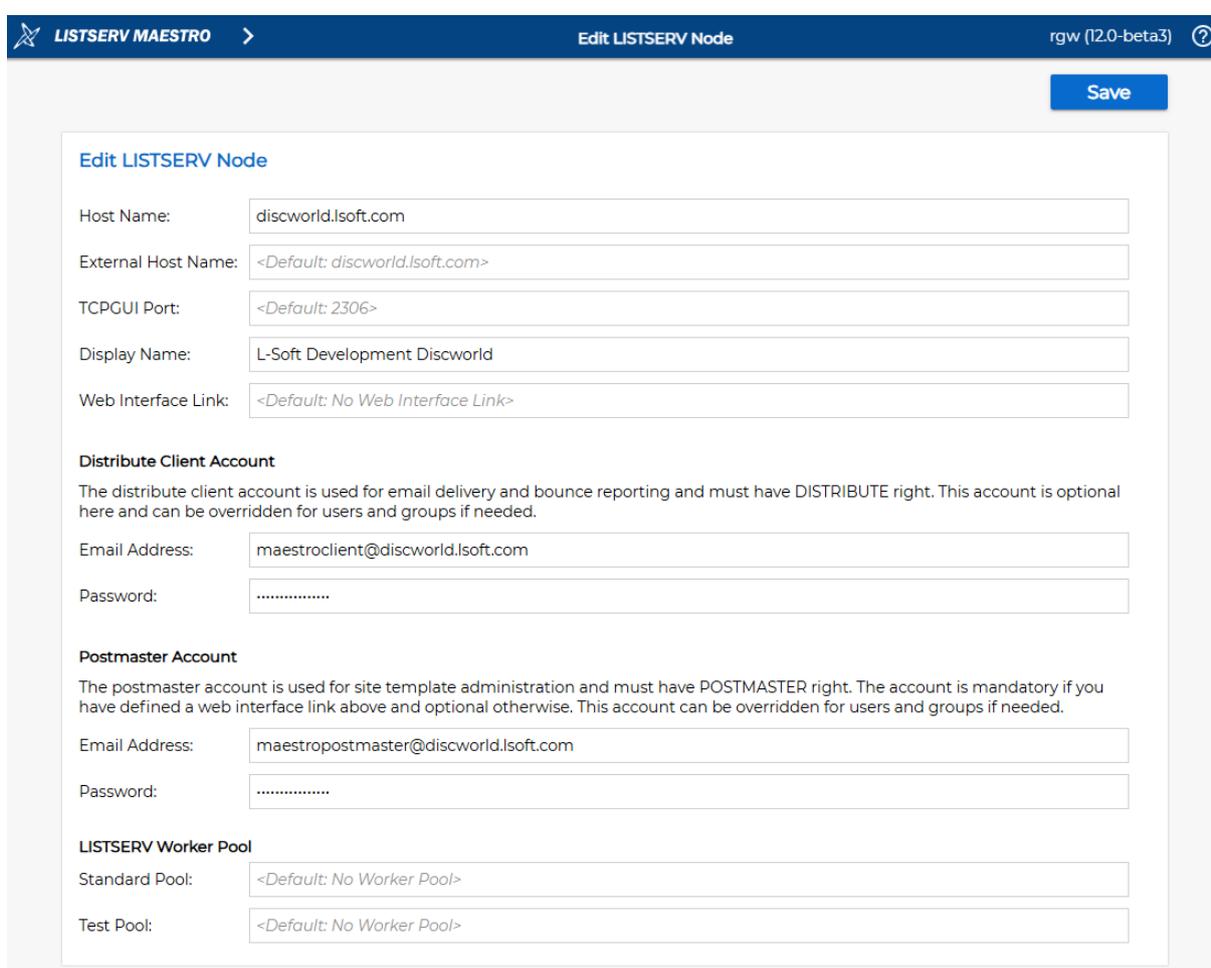
## *LISTSERV Nodes: Central Configuration of LISTSERV Connection Settings*

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.

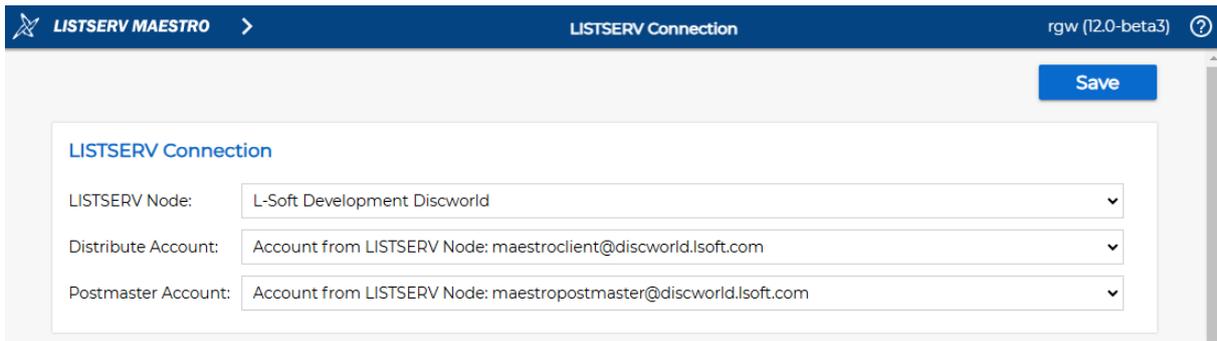
In LISTSERV Maestro 12, these settings are now configured for the newly introduced “LISTSERV Node” elements, collected automatically from the previously scattered settings during the initial startup conversion:



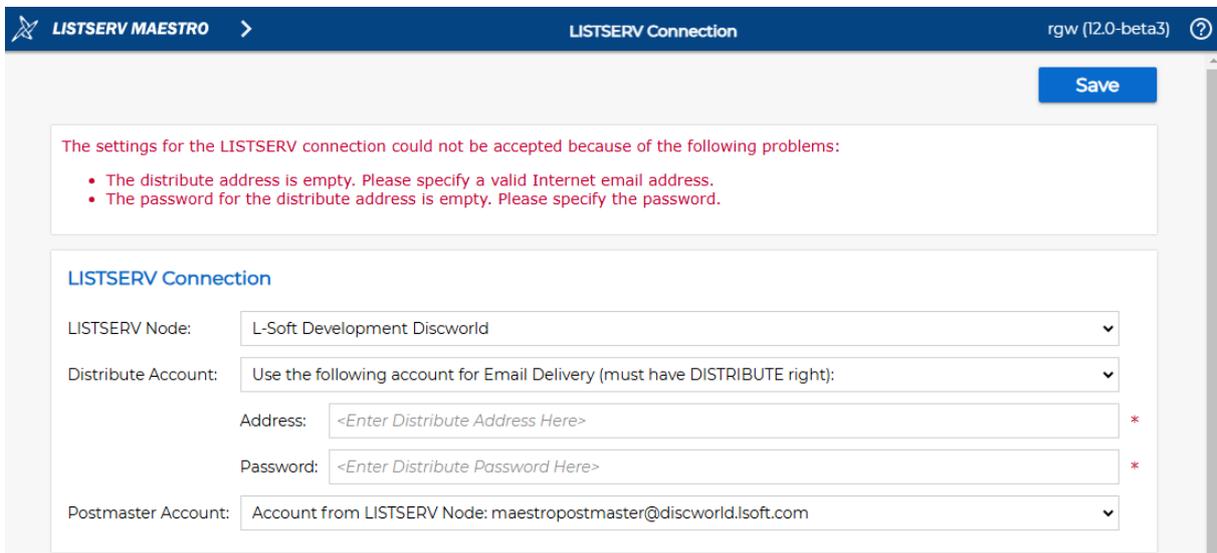
Each such LISTSERV Node now also has the “Web Interface Link” setting that was previously also located on a separate configuration screen and has now been integrated with the LISTSERV Node:



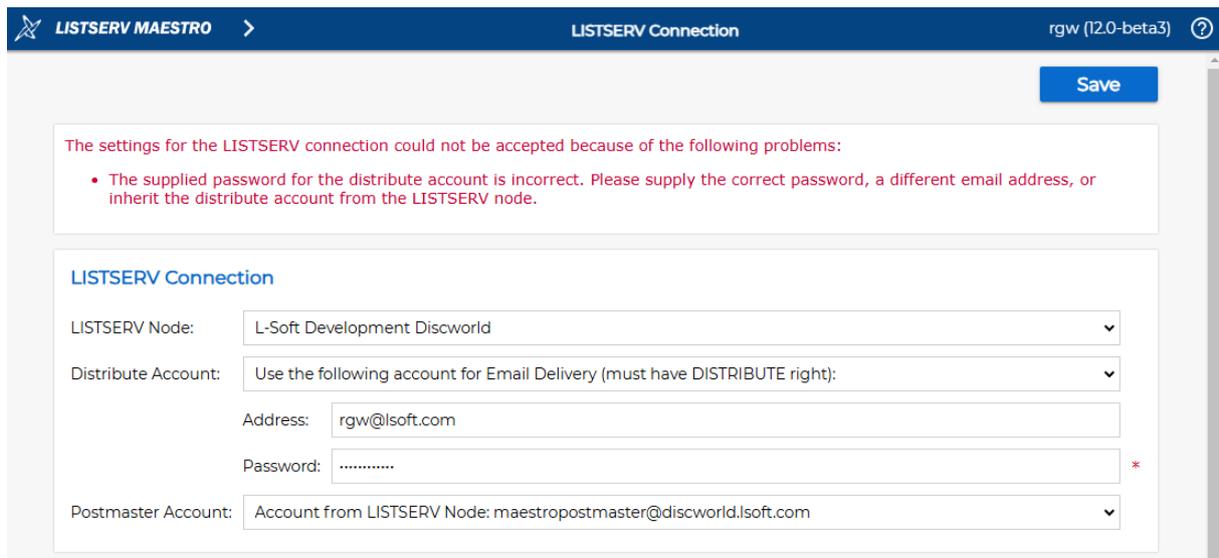
Default and group-specific LISTSERV Connection settings are now configured based on a selection of such a pre-configured LISTSERV Node:



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:



LISTSERV MAESTRO > LISTSERV Connection rgw (12.0-beta3) ?

Save

The settings for the LISTSERV connection could not be accepted because of the following problems:

- The supplied password for the distribute account is incorrect. Please supply the correct password, a different email address, or inherit the distribute account from the LISTSERV node.

**LISTSERV Connection**

LISTSERV Node: L-Soft Development Discworld

Distribute Account: Use the following account for Email Delivery (must have DISTRIBUTE right):

Address: rgw@lsoft.com

Password: .....\*

Postmaster Account: Account from LISTSERV Node: maestropostmaster@discworld.lsoft.com

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.