



JangoSMTP Relay with Tracking

*Sending trackable emails via **relay.jangosmtp.net***

Overview:

JangoSMTP allows its users to send emails via an SMTP relay located at **relay.jangosmtp.net**. Email messages sent via **relay.jangosmtp.net** can be **open tracked, click tracked, DKIM signed, and are fully logged** within your account. You can use the SMTP relay for every single email you send with your desktop email client. You can also use it for every single transactional email, like **order confirmations, appointment reminders, and shopping card abandonment emails** that your web site sends.

Getting Started:

Any JangoSMTP user with an active account can connect to the SMTP relay. There are two ways to authenticate into the SMTP relay, **by IP address**, and by **SMTP username/password authentication**. Typically, web programmers wishing to use the relay with their web server scripts will authenticate by IP address while office users wishing to use the relay with their desktop email clients will authenticate by **SMTP username/password**.

Step by Step Setup:

To get started sending trackable emails through the JangoSMTP service, setup your authentication mechanism, either by **IP Address** or **username/password authentication**. In the latter case, the SMTP authentication username/password is the same as that for your JangoSMTP account, and you must also **designate the From Address** used in your email messages.

1. Go to **Settings** → **SMTP Relay**.
2. If you're authenticating by IP address click the **IP Addresses** button and enter the IP address from which you'll be connecting to **relay.jangosmtp.net**. You may enter multiple IP Addresses.
3. If you're authenticating by username/password, click **From Addresses** and enter the **From Address** from which you'll be sending email. You may enter **multiple From Addresses**.

For Office Users:

As an office user, you can use the SMTP relay with your desktop email client, like **Outlook, Thunderbird, Outlook Express, Eudora, Lotus Notes**, or any number of desktop email clients. You'll need to take the following steps to use your desktop email client with the JangoSMTP service:

1. Change your outbound SMTP email server to **relay.jangosmtp.net**. You can connect over port 25 or port 2525 in case your ISP blocks connections over port 25.
2. Set your outbound mail settings to use SMTP authentication and then enter your JangoSMTP username/password in for your SMTP credentials.
3. In JangoSMTP, under **Settings → SMTP Relay**, enter your **From Address** in the list of authenticated From Addresses.

You are now all set. Send yourself a test email from your desktop client. Afterwards, you should see a row representing your email message under **Reports → Transactional Emails**.

You may also configure other options under **Settings → SMTP Relay**, based on the type of tracking you desire.

By default, bounce-backs will not be sent to your email address. They will instead be captured in JangoSMTP Reporting. For example, if you send an email to an invalid email address, *a bounce-back notification will not be sent back to you by default*. If you wish to receive notifications of bounce-backs, then go to **Settings → Bounce Handling** and check the appropriate box.

For Web Programmers:

If your web site already has scripts that send emails via an SMTP relay, it is easy to switch your web pages to send those same email messages through the trackable JangoSMTP relay:

1. Add the **IP address** of your server under **Settings → SMTP Relay**.
2. Change the line of code in your web site scripts that designates the SMTP server through which mail is sent to **relay.jangosmtp.net**.

Active Server Pages Code Sample:

```
<%  
Set Mail = Server.CreateObject("Persits.MailSender")  
Mail.Host = "relay.jangosmtp.net" 'Specify a valid SMTP server  
Mail.From = "sales@browniekitchen.com" 'Specify sender's address  
Mail.FromName = "Brownie Kitchen Sales" 'Specify sender's name  
  
Mail.AddAddress "johnsmith@gmail.com", "John Smith"  
  
'The Subject line contains a Transactional Group designation.  
'The part between the curly brackets won't be sent to the final recipient.  
  
Mail.Subject = "Thanks for ordering our hot cakes! {Order Confirmations}"  
Mail.IsHTML = True  
Mail.Body = "<P><STRONG>Dear Sir:</STRONG><BR><BR>Thank you for your business.</P>"  
  
'Setting the Plain Text message to auto-generate will allow the JangoSMTP relay  
'to generate a Plain Text Message automatically based on the HTML message.
```

```
Mail.AltBody = "auto-generate"  
Mail.Send  
%>
```

ASP.Net Code Sample:

```
<%@ Import Namespace="System.Web.Mail" %>  
  
<script language="VB" runat=server>  
  
    Dim objMail As New MailMessage()  
  
    objMail.From = "sales@browniekitchen.com"  
    objMail.To = "johnsmith@gmail.com"  
    objMail.Subject = "Thanks for ordering our hot cakes! {Order Confirmations}"  
    objMail.Body = "<P><STRONG>Dear Sir:</STRONG><BR><BR>Thank you for your business.</P>"  
    objMail.BodyFormat = MailFormat.Html  
    Smtplib.SmtpServer = "relay.jangosmtp.net"  
    Smtplib.Send(objMail)  
  
</script>
```

Similarly, web page scripts written in **PHP, JSP, Ruby on Rails**, and other languages can all relay email via **relay.jangosmtp.net**.

Best Practice Recommendations:

1. Web programmers may set the **Plain Text** or **HTML part** to **"auto-generate"**, and then JangoSMTP will generate an appropriate message based on the other part. If you designate a **Plain Text message** and set the HTML part to **"auto-generate"**, an **HTML message** will be generated based on the **Plain Text message**. And vice versa.
2. Make sure your emails are signed with **DomainKeys** and **DKIM**. Download the document [Setting up DomainKeys/DKIM with JangoSMTP](#) for detailed instructions.
3. To ensure the highest email delivery rates, apply separately for the [Return Path Certification Program through JangoMail](#).
4. **Transactional Grouping** – if you're sending transactional emails via your web site, **Grouping** can help organize the different types of email your web site sends. You can setup **Transactional Groups** under **Settings → Transactional Groups**.

For example, your web site may send several different types of transactional emails:

- a. **"Order Confirmation"** emails
- b. **"Thank for your joining our email list"** emails
- c. **"Your order has shipped"** emails
- d. **"We have received your return"** emails

You can set up four different **Transactional Groups** for each type of email message. You can then append the **Transactional Group Name** to the Subject line, using curly brackets. The JangoSMTP service will strip out the curly brackets and text in between before sending the email to the final recipient. Every account comes with one Group called **Default Transactional Group**. Unless otherwise specified within the **Subject Line**, all emails will be categorized into this Group.

Summary:

The JangoSMTP relay located at **relay.jangosmtp.net** is a powerful SMTP relay service that can add **tracking capabilities, SMTP logging, Grouping,** and **DomainKeys/DKIM signing** to outbound transactional emails.

It can be used by office users using desktop email programs like **Outlook, Outlook Express, Thunderbird, Eudora,** and **Lotus Notes**. It can also be used by web sites that have scripts that send email.

Emails can be grouped into **Transactional Groups** by adding the **Transactional Group Name** in curly brackets to the **Subject Line**.

JangoSMTP Reporting displays which emails are opened, which links are clicked, and provides full access to **SMTP logs**.