

# New User Guide



250ok

Message Received.

# GETTING STARTED

<b>LOGIN</b> .....	<b>3</b>
Username and Password	
Forgotten Username and/or Password	
How To Start	
<b>INBOX INFORMANT</b> .....	<b>4-6</b>
Navigation	
Customize Seedlist	
Test Inbox Placement	
View Your Results	
<b>DESIGN INFORMANT</b> .....	<b>7-8</b>
Navigation	
Create Your Rendering Test	
View Your Results	
<b>REPORTS</b> .....	<b>9-10</b>
Navigation	
Standard Reports	
Custom Reports	
<b>API</b> .....	<b>11</b>

# LOG IN

## 1. Username and Password

Your Marketo account manager will assign you account credentials. If you have not received a username and password, please contact your account manager.

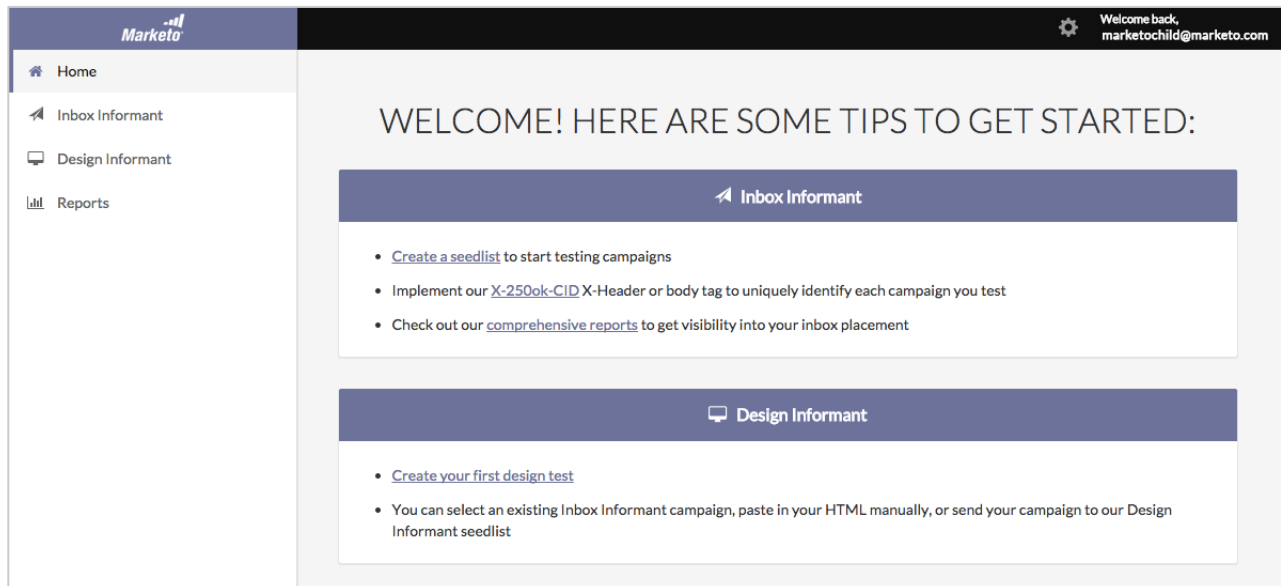
## 2. Forgotten Username and/or Password

If you have forgotten your username or password, please contact your account manager.

## 3. How To Start

Begin by opening your preferred Internet browser and going to <http://250ok.com/app>

Provide your username and password and click the 'Login' button.



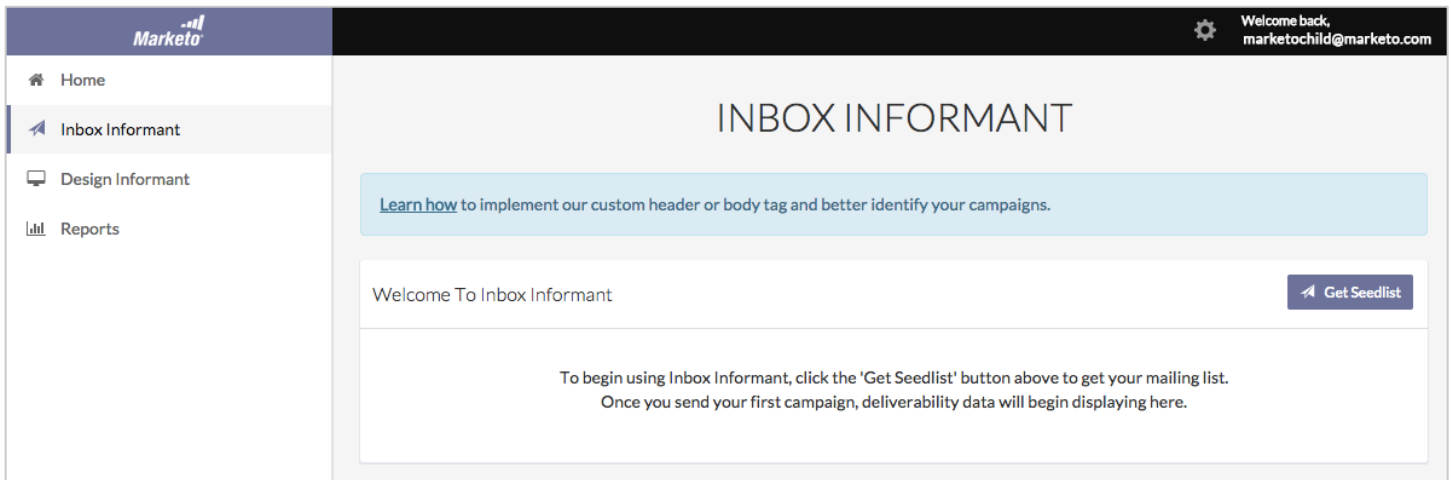
# INBOX INFORMANT™

## 1. Navigation

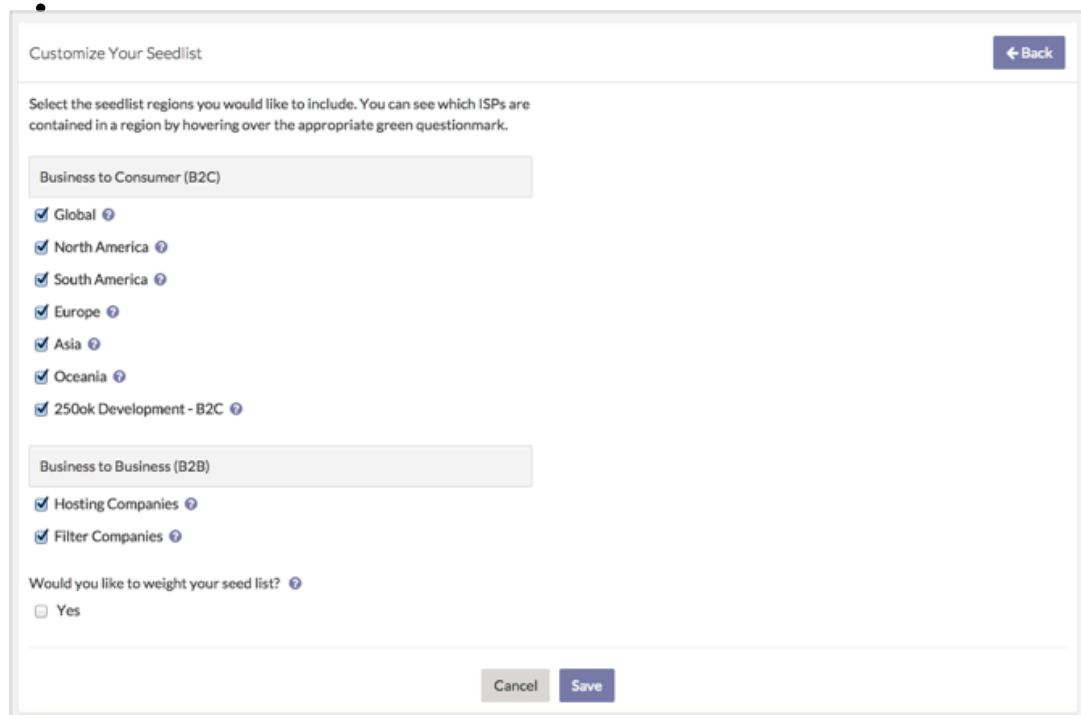
After login, click 'Inbox Informant' in the side menu, or select the 'Create a seedlist' link in the Welcome content.

## 2. Customize Seedlist

Click the 'Get Seedlist' button.



Click the 'Customize' button to move on to the list of B2C and B2B regions to select from.



- Region details can be seen by clicking on the question mark icons.

Click 'Save' to continue.

### 3. Test Inbox Placement

Copy the created list of seed accounts, or click 'Export List'.

The screenshot shows a web interface titled "Your Seedlist". At the top right, there are two buttons: "Export List" (with a document icon) and "Customize" (with a wrench icon). Below the buttons, a text box contains the following email addresses: a-573-927@seed.250ok.net, aaronshuster250@gmail.com, and curtis250thompson@aol.com. A scroll bar is visible on the right side of the text box.

Log into your company's email system.

- This should be the system your company uses to send email campaigns. This may or may not be the same system used for internal emailing.

The screenshot shows a dialog box titled "Import Contacts: Contact Source". It has a section "Where will your contacts be imported from?" with three radio button options: "Import from a CSV file or files" (selected), "Import from a tab-delimited file or files", and "Specify individual email addresses". A note says "Import file size is limited to 100MB." Below this, there is a text area with instructions: "You may select multiple files to upload, and they will be listed under the file browser area. If you want to remove one of files, click the 'x' to the left of the file name. NOTE: All files must be in the same format (i.e. same columns, and all either comma-separated or tab-separated), or your import will fail." There is a "File(s):" section with a "Choose File" button and "No file chosen" text. A checkbox "First row of file(s) is header row" is also present. At the bottom right, there are "Cancel" and "Next" buttons.

Example from an app.brnto.com user

*(This may require the help of your system administrator.)*

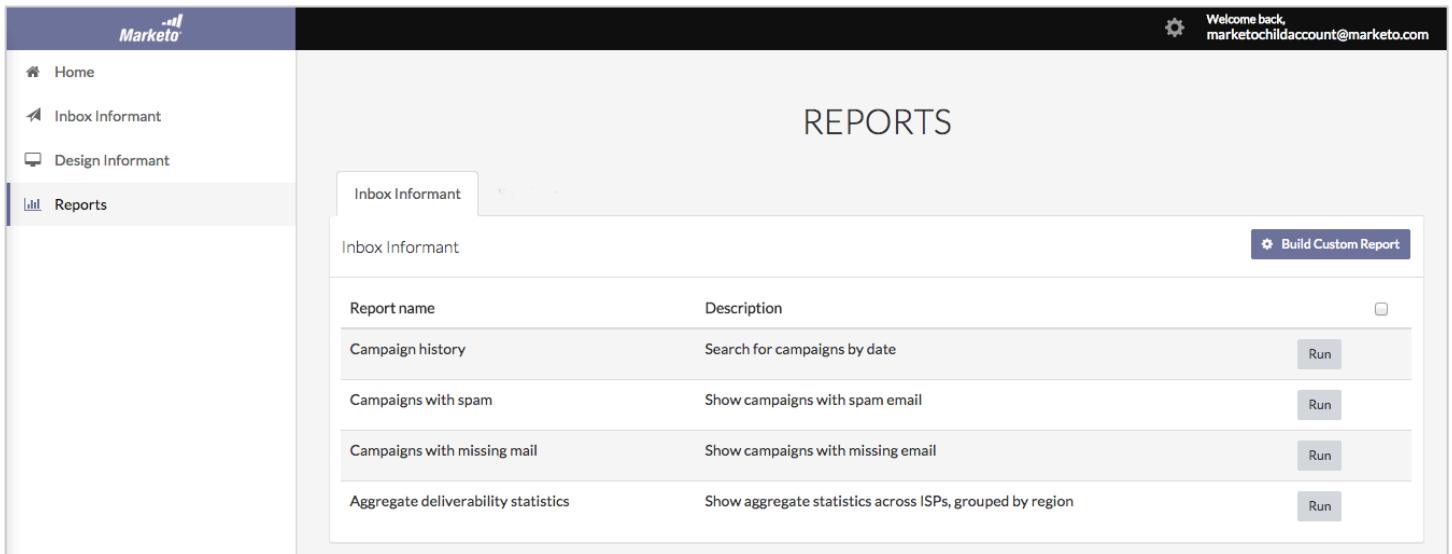
Open the campaign or email you wish to test deliverability on and paste / import the created list of seed accounts into the 'To:' field before sending.

Your seedlist can also be included in your mailing when your campaign is sent. Simply add the seedlist to the mailing list of your campaign

## 4. View Your Results

Log back into your 250ok account and click 'Reports' in the side menu to view results of the inbox testing.

- Individual campaign results can be seen in the Campaigns section.
- You should see partial results immediately, however full results may take time depending on how fast your mail sends, along with any deliverability issues.
- For more detailed information, see the 'Reports' section of this document.



The screenshot displays the Marketo Reports interface. On the left is a navigation sidebar with options: Home, Inbox Informant, Design Informant, and Reports (highlighted). The main content area is titled 'REPORTS' and features a sub-header 'Inbox Informant' with a 'Build Custom Report' button. Below this is a table with the following data:

Report name	Description	
Campaign history	Search for campaigns by date	Run
Campaigns with spam	Show campaigns with spam email	Run
Campaigns with missing mail	Show campaigns with missing email	Run
Aggregate deliverability statistics	Show aggregate statistics across ISPs, grouped by region	Run

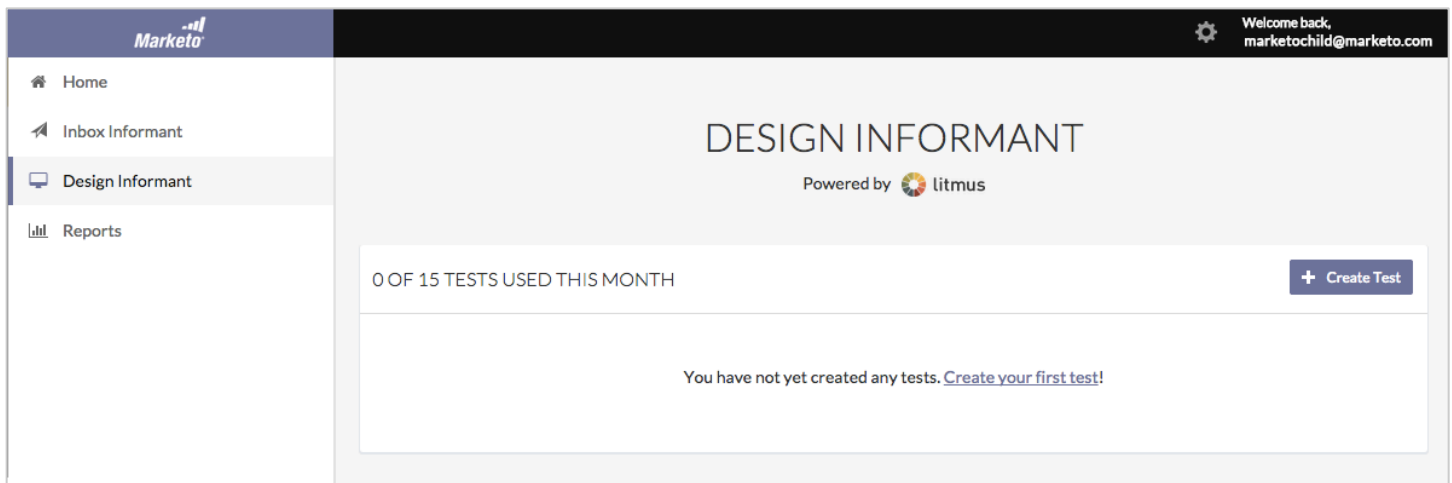
# DESIGN INFORMANT™

## 1. Navigation

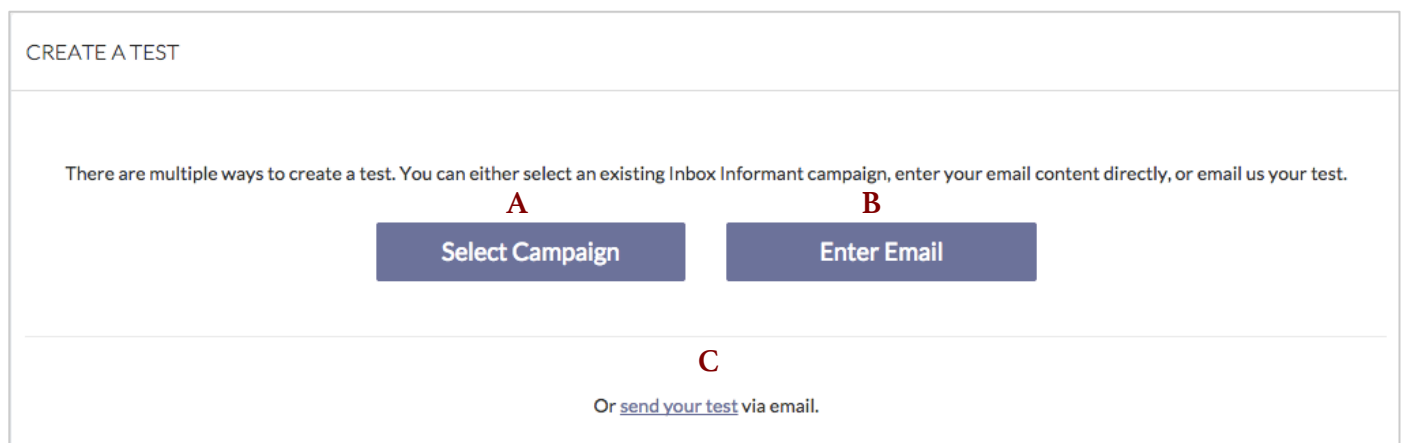
After login, click 'Design Informant' in the side menu.

## 2. Create Your Render Test

Select the 'Create Test' button.



Choose from the 3 options to create a test:



- A. Choosing 'Select Campaign' allows you to create a test by choosing from your previously created Inbox Informant campaigns.
  - i. For this option, your next step would be to click 'Select' for the desired campaign.
- B. Choosing 'Enter Email' allows you to create a test by copying and pasting the subject, html body, and text body of your email.

- i. For this option, your next step would be to enter your campaign subject and HTML email including text if desired.
- C. Choosing 'Send your test via email' allows you to create a test by mailing to a specialized seedlist.
  - i. For this option, your next step would be to send the email you wish to test to the provided seedlist through the email platform you use when sending campaigns.

### 3. View Your Results

Log back into your 250ok account and click 'Design Informant' in the side menu. Then click on the test for which you would like to view results.

Screenshots | Email Preview | Images & Links | Spam Audit

TEST INFORMATION Delete

Subject: Real Purity Responsive Template 1- Manish 2  
 Test date: 1/12/2015 9:59 AM  
 Status: Complete

- The 'Screenshots' tab includes renderings of available email clients and mobile devices that will allow you to visually check how your emails are rendering.

CELL PHONES AND OTHER MOBILE DEVICES

Android 2.3    Android 4.2    BlackBerry 4 OS    BlackBerry 5 OS    Gmail App (Android)    iPad (Retina)

- The 'Email Preview' tab shows you a preview of what your message looks like.

EMAIL PREVIEW HTML | Source | Text

**THE MARKETING NATION SUMMIT**  
 April 13-15<sup>th</sup>, 2015  
 San Francisco, Moscone Center

INSPIRATION IN THE NATION



- The 'Images and Links' tab will highlight any broken links or large image files which both are universally recognized as red flags for spam.

EMAIL OVERVIEW					
Image Qty	Rendering Speed	Email Size	Images Size	Total Size	Missing Alt Tags
9	0.8 seconds	18.7k	103.8k	94.2 kb	4

IMAGE DETAILS					
URL	Status	Valid	Has Alt Tag	File Size	Exception
<a href="http://pages2.marketo.com/rs/marketob2/images/summit-email-logo-2015-g...">http://pages2.marketo.com/rs/marketob2/images/summit-email-logo-2015-g...</a>	200	✓	✓	10.2k	
<a href="http://pages2.marketo.com/rs/marketob2/images/summit-email-date-2015-g...">http://pages2.marketo.com/rs/marketob2/images/summit-email-date-2015-g...</a>	200	✓	✓	4.2k	
<a href="http://pages2.marketo.com/rs/marketob2/images/mns15-keynote-">http://pages2.marketo.com/rs/marketob2/images/mns15-keynote-</a>	200	✓	✓	70.1k	Large file

- The 'Spam Audit' page gives feedback for best practices that you may not be following based on known filters used by different email clients.

<p><b>AOL Mail</b> <span style="float: right;">✔ Passed</span></p> <p>The filter offered as part of AOL's mail service. Recipients can aid delivery by adding the sender's email address to their address book. That's not been done here, so this represents a more pessimistic spam scoring.</p>	<p><b>Gmail</b> <span style="float: right;">✔ Passed</span></p> <p>The filter offered as part of Google's Gmail service. Recipients can aid delivery by adding the sender's email address to their address book. That's not been done here, so this represents a more pessimistic spam scoring.</p>	<p><b>GMX</b> <span style="float: right;">✔ Passed</span></p> <p>The filter offered as part of GMX service. Recipients can aid delivery by adding the sender's email address to their address book. That's not been done here, so this represents a more pessimistic spam scoring.</p>
<p><b>Mail.com</b> <span style="float: right;">✔ Passed</span></p> <p>The filter offered as part of Mail.com service. Recipients can aid delivery by adding the sender's email address to their address book. That's not been done here, so this</p>	<p><b>Outlook</b> <span style="float: right;">✔ Passed</span></p> <p>The built-in junk e-mail filter for Outlook, which ships as part of Microsoft Office. This has various sensitivity settings, here we have set it to 'High'</p>	<p><b>Yahoo! Mail</b> <span style="float: right;">✔ Passed</span></p> <p>The filter offered as part of Yahoo's mail service. Recipients can aid delivery by adding the sender's email address to their address book. That's not been done here, so this</p>

# REPORTS

## 1. Navigation

After login, click 'Reports' in the side menu.

## 2. Standard Reports

There are standard reports for campaign history, campaigns with spam, and campaigns with missing mail. All are accessible by clicking the associated 'Run' button in the right column.

Report name	Description	
Campaign history	Search for campaigns by date	Run
Campaigns with spam	Show campaigns with spam email	Run
Campaigns with missing mail	Show campaigns with missing email	Run
Aggregate deliverability statistics	Show aggregate statistics across ISPs, grouped by region	Run

Within each report, you can filter by the date and sort by clicking the column headers.

To download a copy of the report, click 'Download CSV' in the top right corner.

Date	Campaign	Inbox	Spam	Missing
03/03/2015	✓ <a href="#">Marketo Announces Keynote Speakers</a>	87.4	8.0	4.6
03/03/2015	✓ <a href="#">Marketo's Definitive Guide to Social Marketing</a>	83.5	7.8	8.7

### 3. Custom Reports

Custom reports can also be created using the 'Build Custom Report' button. You can create as many custom reports as you like.

Fill out one or more of the search fields that are available when building a custom report. Hit 'Run' when ready to continue, or 'Run and Save' to save the report for future use.

BUILD CUSTOM REPORT

Add one or more filters below to customize a report. Choose 'Run' to see your results. Fill in a name for your report and choose 'Run and Save' to save it for future use.

IP Address  .  .  .   Add email notification

Email From

Email Subject

DKIM Signing Domain

SPF Domain

Region

ISP

Date Range

Report Name   
Only necessary if you're saving the report

Description   
Optional if you're saving the report

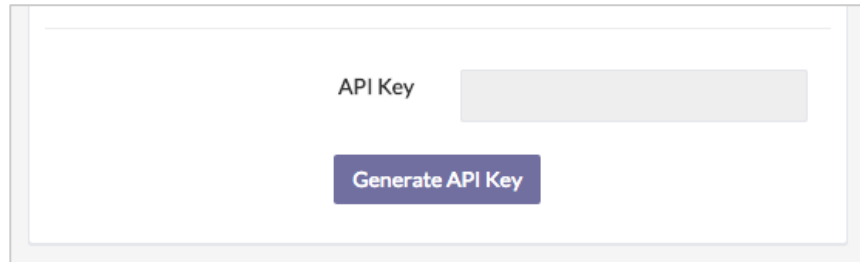
To edit the custom report, go back under the 'Inbox Informant' tab within Reports. Click on the name of the report to edit. Change any values previously saved with the report and select 'Run'.

On the results screen, select 'Save' to overwrite / update the old report settings. (If you change the report name and select 'Save', a new report will be generated rather than overwriting the existing report's settings.)

# API

250ok offers an API allowing users to programmatically accomplish nearly all of the functions and tasks available through the 250ok website.

In order to use the API, you will need to generate a key. This is done in account settings - which is accessible from the top right dropdown menu. Simply click the 'Generate API Key' button.



Once you've generated a key, you can make calls to any of the products for which you have a subscription. The API endpoints are fully documented and can be found at <http://250ok.com/api-guide>.