

Expiration of Unread Automatic E-mail Events

The time has come where we need to ask users to review their automatic e-mail events to make sure their clients are still active. Currently, over two-thirds of the automatic e-mails sent are never viewed by anyone. Given that we send over 5 million automatic e-mails a month, that's a lot of wasted resources.

Accordingly, we're implementing new features that will help users manage their automatic e-mail events. The new process has the following key parts:

- **Notice to Agent of Unread E-mails** – Each Monday, we'll be sending out an e-mail to each user with "unread" (never clicked in the last 90 days) automatic e-mail events to let them know their clients are not looking at their e-mails and that action will be needed to continue sending them.

The e-mail notice will provide a link to a report in the system (Automatic E-mails page) that will show all the events about to expire and allow the user to extend an event. If the user does not extend an event, it will expire automatically. To ease this transition, existing events will be given the full 90-day window before unread events begin to expire.

- **Expiration of Events** – Expiration does not delete the event; it just deactivates (stops sending) it. The user may extend the event even after expiration as outlined below.

- **Extending Events** - If an event is expired or is about to expire, the user may extend the event from the Contact Management page, Contact Summary Report, Saved Searches page, or the Automatic E-mails page.

Places to Extend Auto E-mails (a.k.a. Events)

Automatic E-Mails Page

The Automatic E-mails page is revamped with a new look and new features. When you click on Contacts---Automatic E-mails, a list of your auto e-mails will appear sorted by the name of the Auto E-mail Event. You may change the sort by clicking on any underlined column header. Clicking on the Event Name will bring you to the Edit Event page as it does currently. You can easily delete an auto e-mail from this page by clicking the 'X' in line with the auto e-mail you wish to remove. For events that are expired or expiring, click the 'Extend by 90 days' link to bring that auto e-mail event back to life or extend it for a minimum of 90 days.

Automatic E-mails							Show Active and Expiring Events	New
<u>Auto E-mail Event Name</u> ▲	<u>Attached Contacts</u>	<u>Attached Search</u>	<u>Status</u>	<u>Expiration Date</u>	<u>Last Viewed</u>	<u>Action</u>		
Event just mii		just mii	Active	11/04/2010	08/06/2010			X
Event new listings		1 - Residential(9)	Expiring	08/09/2010	05/11/2010	Extend by 90 days		X

Other enhancements to this page allow you to control what information is displayed. Click on the drop-down 'Show Active and Expiring Events' and you may select to show only Expiring or Expired events.

☰ [Contact MLS](#) [Forums](#) [Help](#) [Log Out](#)

Show Active and Expiring Events ▼ New

- Show Active and Expiring Events
- Show Expiring Events
- Show Expired Events

Clicking New at the top right will present you with a list of your current saved searches. If a saved search does not exist, click New Search to start a new search.

Automatic E-mails Show Active and Expiring Events New

Auto E-mail Event Name	Attached	Attached Search	Status	Expiration	Last	Action
Event just mii						010
Event new listings						010 Extend by 90 days

New ✕

Select a saved search:

- 1 - Residential(11)
- 1 - Residential(12)
- 1 - Residential(9)
- full to map
- FULLLLL
- just mii
- Josh @ I land
- map search
- multiple types
- MLS mu

Contact Management

On the Searches/Auto E-mail tab, clicking on the 'Extend by 90 days' link will reactivate an expired automatic e-mail or extend an automatic e-mail set to expire soon, it will be processed that evening, and will be active for a minimum of 90 days. If the e-mail event has already expired, any listings that were not sent during the time period in which the e-mail was expired will need to be sent manually.

refling, steven Searches/Auto E-mail Portal Calendar Messages Forms Notes Links

Searches

refling

+ Add ✎ Rename ✎ Edit ✕ Remove

View
MLS Report

Results 🔍 View Totals

- [View all](#) -
- [View new in the last 24 hours](#) -
- [View new since 07/06/2010 01:37 PM](#) -
- [Reset time and view new since 07/06/2010 01:37 PM](#) -

Auto E-mail + [Add an Auto E-mail](#)

Event refling
- Auto E-mail will expire soon on 08/09/2010 [Extend by 90 days](#)

reefling@hotmail.com (opted out)

Search Parameters

Property type Residential; Status of 'Active'.; New results include new listings, back on market, price changes, and reversals.

Contact Summary Page

Click on the Expired or Expiring Soon links to see more information about any automatic e-mail events associated with that contact. Click on the Extend by 90 days link to reactivate the automatic e-mail to be processed that evening. If the e-mail event has already expired, any listings that were not sent during the time period in which the e-mail was expired will need to be sent manually.

Contact Summary Report												Print				
Prepared Fri Aug 6 13:33 2010																
Show Contact Group: -- All Contacts --																
Display Name	Phone	Portal		Favorites		Possibilities		Rejects		Messages		Sent E-mail			Auto E-mail	
		Status	Last Login	New / Total	New / Total	New / Total	New / Total	Auto	Manual	Viewed	Saved Search	Opt	Status			
display-name	phone-home	ON	Never	0 / 0	0 / 0	0 / 0	0 / 0	0	0	0						
goop		OFF	Never	0 / 0	0 / 0	0 / 0	0 / 0	0	0	0						
refling, steven		ON	04/09/2009 at 09:04 AM	0 / 0	0 / 0	0 / 0	0 / 0	0	0	0	refling			Out (Opt In)	Expiring Soon	
Steve Display Refling	701-298-9338	ON	08/08/2008 at 04:47 PM	0 / 0	0 / 0	0 / 0	0 / 0	0	0	0	refling23232323					

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Prepared by Steve Refling on Friday, August 06, 2010 1:33 PM

Saved Searches Page

On the Saved Searches page, the Auto E-mails panel at the right side of the page will display the expiration date for any Auto E-mail attached to a saved search. Click on the 'Extend by 90 days' link if you'd like to extend the auto e-mail for an additional 90 days.

Auto E-mails

[Event new listings \[Remove\]](#)

- Auto E-mail will expire soon on 08/09/2010 [Extend by 90 days](#)

[Add an Auto E-mail](#)