

## Emailing Customers Using Blast E-Mail

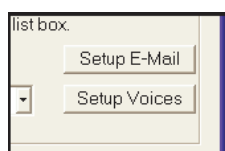
Looking for the ability to notify your customers of an upcoming sale? Did you know that you can send emails to your customers within CAM32? This can be achieved using the Blast Email feature in CAM32. Blast Email provides the ability to mass mail electronic messages to selected customers through the CAM32 system. Email recipients may be selected by using the Customer Selection Criteria, Purchase Selection Criteria, or both. Before using this feature configuration of CAM32 Email is required.

### Configuring Email in CAM32

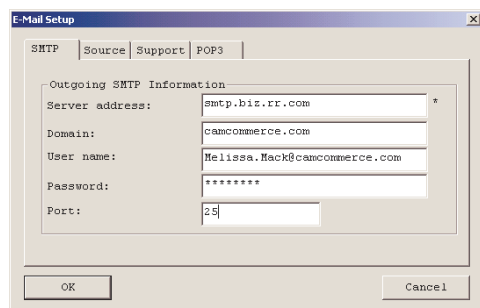
Click on the CAM32 Icon in the top-left corner of the Main Menu and select Options.



Click on the Setup E-Mail button to define the E-Mail Setup. This option defines your settings for sending e-mail created through CAM32.



You must define your email SMTP (Simple Mail Transfer Protocol) Server address, the Source e-mail name, and your reply email address. This information will come from your email service provider or you may obtain the information from Microsoft Outlook or Microsoft Outlook Express.



### Using Blast Email

To access Blast Email from the Main Menu, go to **Customer Management > Blast Email**. The next two screens will be the "Customer Selection Criteria" and the Purchase Selection Criteria, in which you can select any customer or purchase related parameters such as Customer Number, Zip Code, or even Current Promo Dates. Once you continue past the Selection Criteria Screens, a Display By window will appear.



This window allows you to select which names will appear in the email list. (If there is not a company name, the system will default to show last name/first name.)

You will then come to the final screen:



The information you entered in the initial setup under CAM32 Options should now appear automatically in the Name, From and Server fields. Enter the Subject and Message text. To send then click F7 Send.

**Note:** Aside from the configuration of CAM32 Email, entering customer email addresses, and Internet Connectivity are also required in order to send email using CAM32. For more information of Using Blast Email please refer to page 40, *Blast Email* of your CAM32 Customer Management Manual.