

Initial Settings

Account vs. List settings

In the MailUp admin panel, you have two settings levels: The **Account** level, and the **List** level. See [Definitions](#).

A List is a "sub-account" in your Account, and all lists are affected by your Account settings (see [Account settings](#)) and by your overall MailUp subscription properties (speed of delivery, dedicated IP, extra options that you have signed up for, etc.).

As you get started, one thing to keep in mind is that Recipient fields (e.g. custom fields in your contacts database) are set at the account level. For example, if you need a custom field that holds a recipient's ZIP code, you will set it there. Especially if you plan on importing contacts into MailUp, we recommend that you look at [Recipient fields](#) first.

A multi-list environment

MailUp is a multi-list environment, each list is completely independent of the other, each with its separate import of recipients and subscription status, message settings, user settings and statistics. Therefore, most of MailUp's features are handled at the List level, and the user must always first choose the List to operate in.

You can create multiple lists, for all kinds of purposes. Remember, each list is independent of the other. Some examples of using multiple lists in MailUp:

- You have more than one company newsletter
- You run an ecommerce store and send Daily Specials, Weekly Promotions, New Arrivals, etc. and want recipients to be able to subscribe /unsubscribe independently to/from each of them
- You decide to use MailUp's SMTP+ feature, a built-in [SMTP relay service](#) perfect for all of your transactional and/or company emails
- You want to send a Welcome series by using [triggered messages](#) and want recipients to be able to opt out from the Welcome series separately from your regular newsletter



Default List

By default, your MailUp account will include one List, named "News" (you can rename it). You can add new Lists under the Account settings. Once you add a new List, a drop-down will appear in the top-left corner, allowing you to easily move from one list to the next.

MailUp also allows you to create Groups, which are subsets of recipients within a List.



MailUp glossary

Take a minute to familiarize with the [MailUp glossary](#), such as the [difference between Lists and Groups](#).

Configuring list settings

After you've configured your Account Settings as indicated above, you will need to set up your List settings. Since all activity is handled at the List level, you must configure your settings for each list you create (even for the default List!). Select [Settings](#) > [List Settings](#) > [Preferences](#).

Review all tabs to set preferences. All settings marked with a * are mandatory.

News

[Settings](#) / [List settings](#) / [Preferences](#) / [Properties](#)

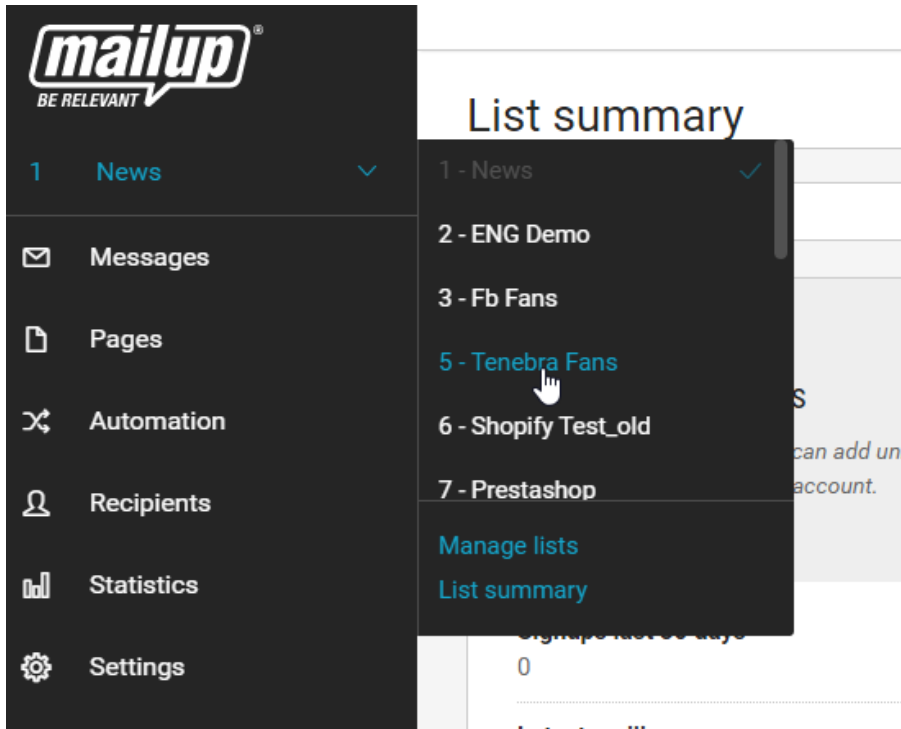
Properties Header Footer Webhooks RSS Tags

General	Sender	Subscription	Unsubscription	Inactive recipients	Advanced
List name *	Company ?				
<input type="text" value="News"/>	<input type="text"/>				
Description ?	Use this Time Zone *				
<input type="text" value="This is the default list. You can add unlimited other lists to your account."/>	<input type="text" value="(UTC+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna"/>				

To create a new list, go to *Settings > Account settings > Lists* and click on "NEW LIST". Name your list in the *Name* field. You can choose to fill the *Company* field for internal purposes only.

For detailed information on all the list settings, [see the User Guide](#).

Once you've created additional lists, a drop-down box will appear on your admin panel. Be sure to choose the right list when operating MailUp!



Default Messages

There are four notification messages to review before starting to use your account. They are located in *Settings > List settings > Notification messages*.

1. **Confirmation Request Email:** Sent to request that a user confirms his/her subscription.
2. **Email to Confirmed Recipients:** Sent to confirm the subscription after they click in the link contained in the CONFIRMATION REQUEST.
3. **Email to Unsubscribed:** Sent to a contact that has decided to unsubscribe.
4. **SMS to Subscribed:** Text message sent to customer to confirm subscription.



We recommend you complete the settings even for trial purposes. Refer to [List Settings](#) in the User Guide.

Multiple Lists for different types of messaging

As mentioned earlier in this section, you can create separate Lists for different types of messages for more effective campaign management. For example, separate transactional emails, monthly newsletters, special promotions, etc. For example, if you send both a "Product Updates" and a "Specials & Promotions" newsletter, you can create two separate Lists for independent management. That way, a recipient can safely unsubscribe from one newsletter and not the other. Or, if you are an agency managing multiple e-mail marketing campaigns for your clients, you can create a single List for each client. Each List is *completely independent* from the other, and therefore, you can assign separate administrators, permissions, etc. Multiple Lists only share the same Recipient Field settings and the sending bandwidth.

Testing

It is not necessary to create a new group for testing purposes. Within a List, you can manually insert recipients to the default Test group to do test mailings. To access the Test group, go to *Recipients > Groups*.

<input type="checkbox"/> Select all				
ID	GROUP NAME	RECIPIENTS EMAIL	RECIPIENTS SM	
<input type="checkbox"/>	10	Receive our SMS	0	0
<input type="checkbox"/>	9	Change your email	0	0
<input type="checkbox"/>	8	AUTOMATICALLY UPDATED ADDRESSES For accounts updated using auto-profiling.	0	0
<input type="checkbox"/>	6	TEST Group used for testing messages.	1	0