

Batch FTPZIP - Massive

Overview

In case FTPZIP executes a **Massive Send**, the **personal data** of subscribers listed in the **Recipients.csv** file **are imported** in MailUp Account Database.

Email messages are sent as a common mailing executed using the MailUp Web Application.

When FTPZIP works in this way:

- **Subscribers listed in Recipients.csv are subscribed to MailUp Account Database complete of all personal data. It is a real Data Sync.**
For this reason in Recipients.csv you can only add up as many dynamic fields as your account allows, comply with the formatting policies mentioned at the page [CSV File Format](#) .
- **Personal data of the subscribers listed in Recipients.csv file can be used** as Dynamic Fields in the newsletter if the use of *Dynamic Fields* is enabled for the account and the Newsletter.
- Imported Personal Data can be used in the filter and segmentation mechanism of the MailUp Account.

ZIP Archive Structure

Description

Depending on which [Operations Mode](#) is indicated in the **Settings.xml** file, you can enclose in the ZIP archive different kinds of files such as:

- An xml file, named **Settings.xml**. It is the only file that must be present in the ZIP archive because it will be used **to determine the behavior of FTPZIP**.
For a general view of the XML structure see [here](#)).
- A CSV file, named **Recipients.csv**. It contains the list of recipients that will receive the newsletter (for a general description see [here](#)).
- A HTM file, named **Markup.htm**. It contains an email message in HTML format (for a general description see [here](#)).
- Images that the HTML refers to. They are the list of all file images described in **Markup.htm**.
- Attachments to be sent with the campaign, if any. It is a folder that contains the files that will be attached to the newsletters.

File enclosed in the ZIP archive change based on the kind of operations (full, send, save) described in the **Settings.xml** file.

Use Cases

In case of the ZIP archive contains some files not necessary for the operation mode described (i.e. operation mode is **send** but ZIP archive contains same data of a **full** request), they will be ignored and the operation will be completed.

In case of the ZIP archive doesn't contains all files necessary for the operation mode described (i.e. operation mode is **full** but ZIP archive doesn't contains the files to create the newsletter), the operation won't be completed.

Following a list of examples of ZIP archive for each [operation mode](#).

Full

Create a message without images and attachments

FileName	Notes
Settings.xml	See here
Markup.htm	See here
Recipients.csv	See here

Create a message with images

FileName	Notes
Settings.xml	See here
Markup.htm	See here
All images files	List of all file images described in Markup.htm
Recipients.csv	See here

Create a message with attachments

FileName	Notes
Settings.xml	See here
Markup.htm	See here
Attachments	Folder that contains the files that will be attached to the newsletters.
Recipients.csv	See here

Create a message with images and attachments

FileName	Notes
Settings.xml	See here
Markup.htm	See here
All images files	List of all file images described in Markup.htm
Attachments	Folder that contains the files that will be attached to the newsletters.
Recipients.csv	See here

Send

FileName	Notes
Settings.xml	See here
Recipients.csv	See here

Save

Create a message without images and attachments

FileName	Notes
Settings.xml	See here
Markup.htm	See here

Create a message with images

FileName	Notes
Settings.xml	See here
Markup.htm	See here
All images files	List of all file images described in Markup.htm

Create a message with attachments

FileName	Notes
Settings.xml	See here
Markup.htm	See here
Attachments	Folder that contains the files that will be attached to the newsletters.

Create a message with images and attachments

FileName	Notes
Settings.xml	See here
Markup.htm	See here
All images files	List of all file images described in Markup.htm
Attachments	Folder that contains the files that will be attached to the newsletters.