

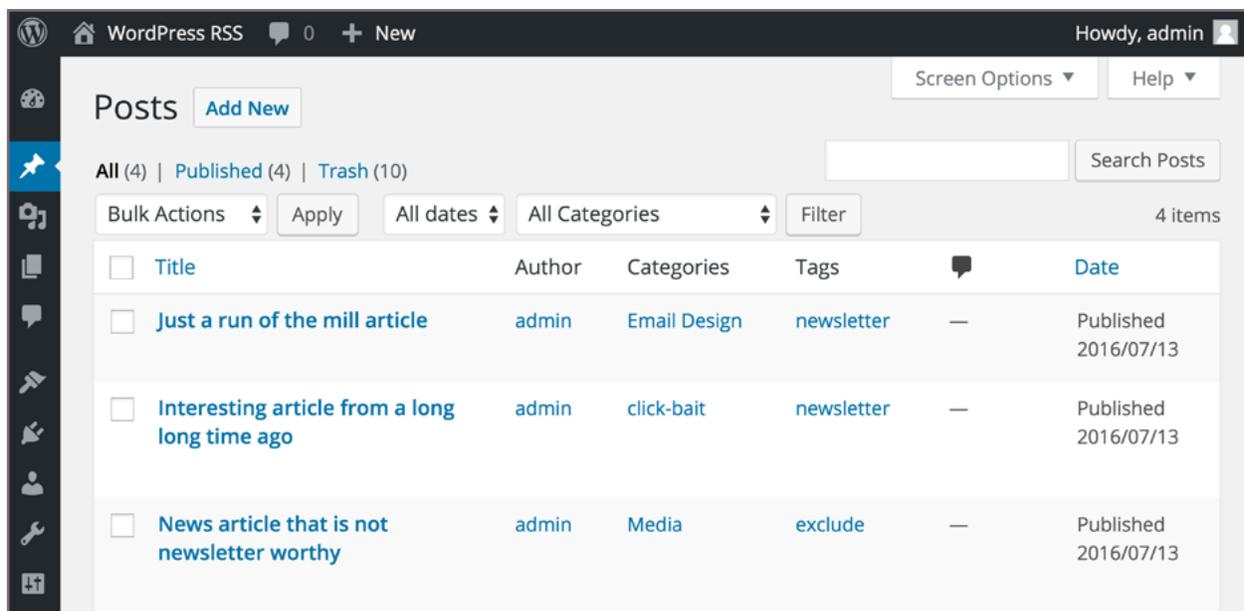
PostUp's CMS Integration for Publishers

Introduction

PostUp believes strongly that the best email operations strategy for publishers is full automation, but with human oversight. Full automation frees your team to focus on the content itself, and not the technical details of how emails are assembled and deployed. Just as your content team and editors select the content published to your website and on social media, PostUp empowers your content team to easily control what content gets scheduled for email distribution to your subscribers, all without leaving your CMS. Our email deployment workflow process allows your editors to have final say on go/no-go for email simply by clicking a link in an email proof sent to their inbox.

Content Curation for Emails

Typically, publishers send one or more newsletters to their subscribers on a daily basis. By default, PostUp assembles the daily emails based on the RSS feed from your CMS (e.g. WordPress). Commonly, we will use a feed that automatically prioritizes content by popularity on your website, but you do not need to build a custom RSS feed. Editors can override the ordering and selection of articles in your existing feed by applying simple CMS tags to articles, which are then recognized and processed by PostUp automation. The example below shows some email control tags applied to articles in WordPress.



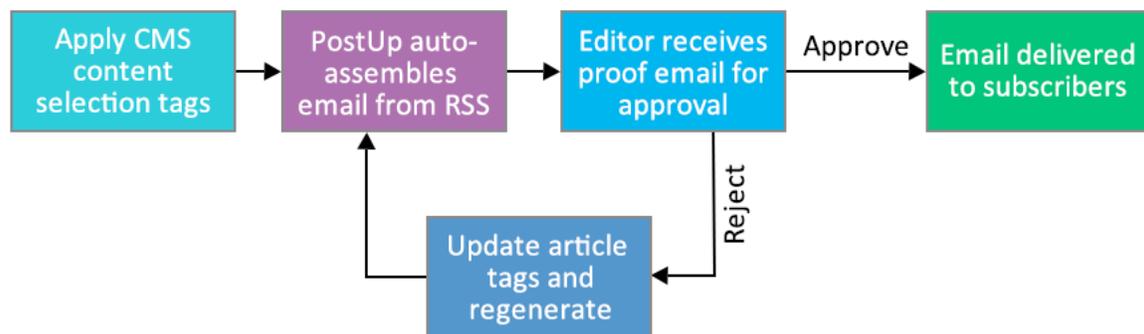
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Editor Workflow

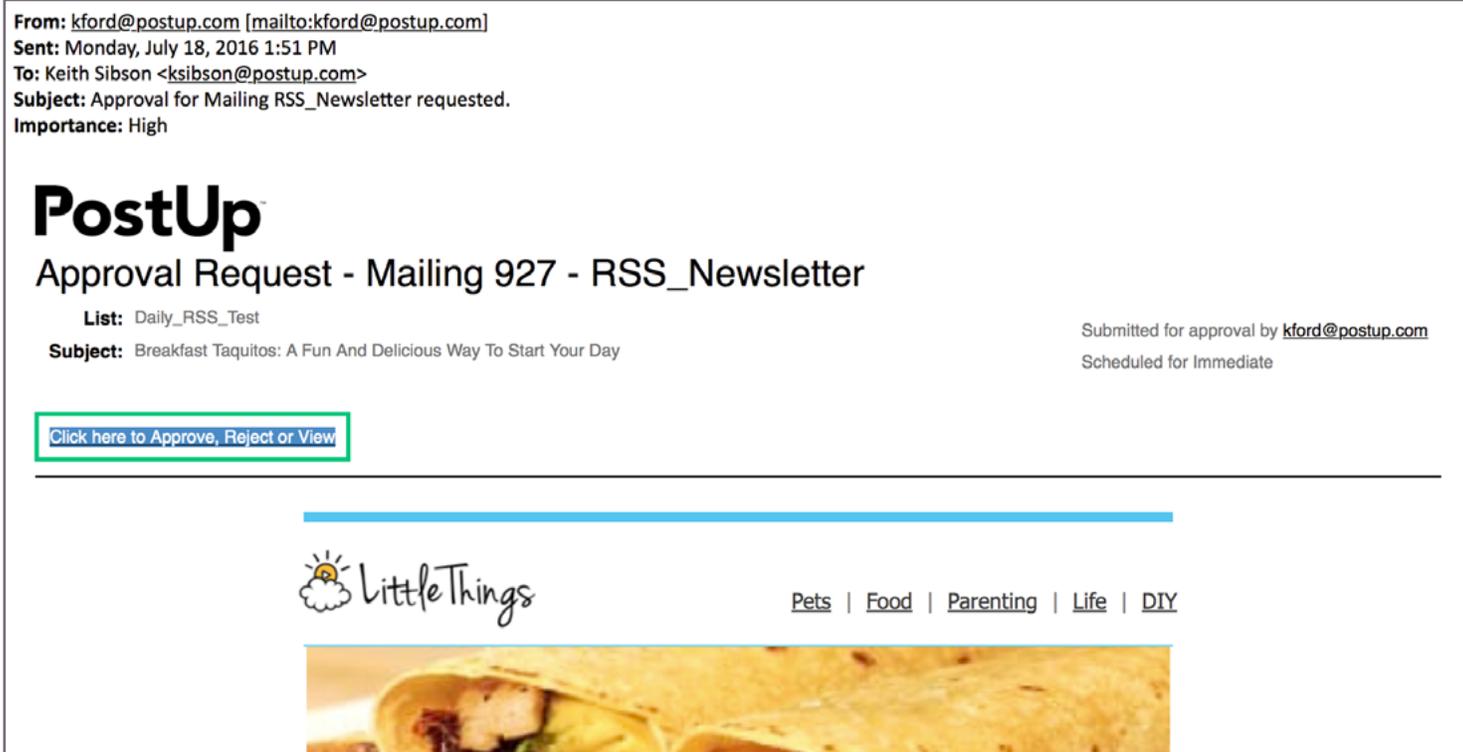
PostUp's workflow for Editors is flexible and allows for as much or as little manual control over email content as desired. By default, PostUp will assemble emails based on the articles and ordering in the RSS feed from your CMS. Editors can optionally override the feed by tagging articles in your CMS for explicit inclusion, pinning as the lede article, or exclusion from the newsletter. Editors may optionally choose to actively tag articles for inclusion in the RSS feed in advance.

In addition, we allow for an Approval Window where the email is assembled and sent to the editor say, 2 hours prior to the scheduled email send time. Editors can take no action and let the email send as shown in the proof, or make changes by tagging articles in your CMS and explicitly tell PostUp to generate another proof. This allows for last-minute changes such as breaking news, or fixing of errors such as missing images or broken links.



This workflow is designed to support the realities of your business. Some days Editors will have time to curate email content by hand; on busier days, they can lean more on the automation. By default, if no action is taken at all, the automatically assembled email will be sent. This can be changed to require explicit approval for send if desired, but the approval process supports multiple approvers, so if a key employee is absent, someone else can easily step in.

Here is an example of an automated email proof:



Tag Usage

As part of your program, PostUp will develop one or more email templates, which constitute the design and layout of your emails. On a recurring basis (daily, for example), we will assemble emails based on the template, inserting content from your feed, and then send the email. Editors have a lot of control over the assembly process using email control tags. PostUp can create custom tags for your specific needs, but some common examples are:

- newsletter: force this article into the next email
- lede (or lead): pin this article to the top of the next email
- exclude: do not put this article in any email

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Your email templates will include a number of "slots" for articles. Our system populates your emails based on editor priorities and then backfills with articles from your feed to fill the available slots. In general, our system allows for a wide range of inclusion, sorting, filtering, and exclusion behaviors. We also support using multiple feeds to populate a single email so, for example, you can pull in content from multiple categories, or even 3rd party syndicated content if you wish.

The example below shows a traditional newsletter format, pulling category articles for "news", but also cross-promoting other newsletters using articles from "people" and "humor" categories. Editors can manually select these cross-promotion articles via explicit tagging, or simply leave the automation to use the most popular article from the people and humor feeds, respectively.



after more gun violence
"The latest proclamation comes after the tragedy in Dallas."



Micah Xavier Johnson's sister spoke out before the Dallas shooting and had this to say about police brutality
"Everything coming into the light and [I] for one think these cops need a taste of the life we now fear."

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