

Air4media Pilot v10 BETA
ACME Creative Agency OWNER
ACME Creative Agency
Laurent P Groult

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AirMail
+ New Campaign

Total Campaigns

10

Total Subscribers

401

Avg Open Rate

55.9%

Sent This Month

2950

Recent Campaigns View All →

Campaign	Status	Opens
March 2026 Newsletter The Future of Event Production	Sent	54.0%
February 2026 Newsletter Photography Trends + Client Spotlight	Sent	54.0%
January 2026 Newsletter 2026: The Year of Immersive Creative	Sent	55.8%
December 2025 Holiday Edition Season's Greetings from ACME Creative	Sent	58.9%
November 2025 Newsletter Top 10 Agency + Year in Review	Sent	63.6%

Quick Actions

- Create Campaign
- Email Settings
- Manage Subscribers
- Subscription Forms
- Email Templates

Latest Subscribers View All →

- G **Gregory Wright**
21d ago • referral
- L **Larry Alvarez**
28d ago • social_media
- J **Jennifer Turner**
29d ago • contact_form
- D **Debra Hernandez**
30d ago • contact_form
- A **Angela Thompson**
31d ago • landing_page

Subscriber Growth

AirMail Design
Save All Settings

Newsletter Name

This will appear at the top of your newsletter

Tagline (Optional)

A short description that appears below the name

Logo

Logo is set in Company Settings

Design Preset

Inter

Color Scheme

Primary Color

#6366f1

Secondary Color

#8b5cf6

Theme

Editorial

Modern

Minimal

Newsletter URL Path

Only lowercase letters, numbers, and hyphens

Typography

Body Font

Heading Font

Social Media Links

- f Facebook URL
- t Twitter/X URL
- in LinkedIn URL
- i Instagram URL
- p Pinterest URL
- d TikTok URL

Footer About Text

Copyright Text

© and current year will be added automatically. Leave empty to use newsletter name.

Preview
Save All Settings

Privacy Policy Content

Enter your privacy policy content here...

Leave empty to use default privacy policy

Terms of Service Content

Enter your terms of service content here...

Leave empty to use default terms of service

Custom CSS

/* Add your custom CSS here */
 .site-footer {
 background: #custom-color;
 }
 Override theme styles with your own CSS

Airmail is Pilot's email marketing module. Manage subscribers, build campaigns, and track performance — all from one dashboard.

Dashboard Overview

The main Airmail page shows four live stats at the top: total campaigns, active subscribers, average open rate, and emails sent this month. Below that you'll find your five most recent campaigns with their status and open rates, a feed of your latest subscribers with a growth chart, and a Quick Actions bar for jumping to campaigns, subscribers, forms, templates, and email settings.

Key Features

- **Campaign Builder:** Create newsletters, announcements, welcome emails, and promotions. Set a subject line, preheader text, audience segment, and send immediately or schedule for later.
- **Subscriber Management:** View and manage your list with full profile data — name, email, phone, source, and status. Filter by all subscribers, active only, or new this month.
- **Referral Tracking:** Subscribers can refer others to your newsletter. Referred signups are linked back to the person who shared, so you can see who your best advocates are.
- **Double Opt-In:** New subscribers receive a verification email before joining your list. They can provide their name and phone number during the confirmation step.
- **Subscriber Growth Chart:** Visual chart showing how your list grows over time.
- **Newsletter Design:** Customize your public newsletter site — colors, fonts, theme (Editorial, Modern, or Minimal), social links, footer text, and URL path. Includes design presets and custom CSS.
- **Email Settings:** Configure SMTP for sending campaigns. Quick-setup presets for Gmail, Outlook, Yahoo, and AWS SES. Three tabs: SMTP Configuration, Sender Settings, and Custom Headers.
- **Custom Headers:** Add email headers for tracking, one-click unsubscribe, priority, or authentication — with template buttons for common setups.
- **Public Newsletter Site:** Subscribers get a full public site with a newsletter archive, signup form, preferences page, and unsubscribe flow.
- **Campaign Analytics:** Track opens, clicks, read time, and scroll depth per campaign. Forwarded emails are detected automatically for a fuller picture of reach. View per-subscriber engagement detail from the campaign stats page.

How to Use

1. Open **Airmail** from the sidebar.
2. Click **New Campaign** (top right) or **Create Campaign** in Quick Actions.
3. Fill in the campaign name, type, subject line, and optional preheader text.
4. Write your content in the editor, choose your audience segment, and set the send time.
5. Click **Send Campaign** to send immediately, or **Save Draft** to finish later.

Setting Up Your Newsletter Design

1. Scroll to the **AirMail Design** section on the dashboard.
2. Enter your newsletter name and optional tagline. Your logo is pulled automatically from Company Settings.
3. Optionally apply a **Design Preset** for a coordinated color and font style.
4. Choose a theme: **Editorial**, **Modern**, or **Minimal**.
5. Pick your primary and secondary colors, body font, and heading font.
6. Add social media links (Facebook, Twitter/X, LinkedIn, Instagram, Pinterest, TikTok).
7. Set the newsletter URL path, footer text, and copyright line.
8. Optionally add custom privacy policy, terms of service text, or **Custom CSS**.
9. Click **Save All Settings**. Use **Preview** to see how your newsletter site looks.

Configuring Email Settings

1. Click **Email Settings** in Quick Actions.
2. On the **SMTP Configuration** tab, enter your mail server details or click a quick-setup preset.
3. Click **Test Connection** to verify settings.
4. Switch to **Sender Settings** to set the From name, From email, and Reply-To address.
5. Use the **Custom Headers** tab to add tracking, unsubscribe, priority, or authentication headers.
6. Click **Save Settings**.

Tips

- Keep subject lines under 50 characters for best open rates.
- Use the preheader field — it appears as preview text in most email apps.
- The **Preview** button opens your live newsletter site so you can check how it looks to

subscribers.

- If you manage multiple sites, switch between them using the site selector in the top bar — the dashboard updates automatically.
- Adding a one-click unsubscribe header (via Custom Headers) improves deliverability with major email providers.
- Subscribers can update their own name, phone, and category preferences from the preferences page on your newsletter site.
- Open a sent campaign and click **Stats** to see detailed per-subscriber engagement — who opened, clicked, how long they read, and whether they forwarded it.