



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

**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
<b>March 2026 Newsletter</b> The Future of Event Production	Sent	54.0%
<b>February 2026 Newsletter</b> Photography Trends + Client Spotlight	Sent	54.0%
<b>January 2026 Newsletter</b> 2026: The Year of Immersive Creative	Sent	55.8%
<b>December 2025 Holiday Edition</b> Season's Greetings from ACME Creative	Sent	58.9%
<b>November 2025 Newsletter</b> 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

- Gregory Wright**  
3d ago • referral
- Larry Alvarez**  
9d ago • social\_media
- Jennifer Turner**  
11d ago • contact\_form
- Debra Hernandez**  
11d ago • contact\_form
- Angela Thompson**  
13d ago • landing\_page

Subscriber Growth

**AirMail Design** Save All Settings

**Newsletter Name**  
My Awesome Newsletter  
This will appear at the top of your newsletter

**Tagline (Optional)**  
Your weekly dose of insights  
A short description that appears below the name

**Logo**  
Choose File No file chosen  
Recommended: 200x50px PNG

**Design Preset**  
Custom  
Inter

**Color Scheme**  
Primary Color: #6366f1 Secondary Color: #8b5cf6

**Theme**  
Editorial Modern Minimal

**Newsletter URL Path**  
yoursite.com/newsletter  
Only lowercase letters, numbers, and hyphens

**Typography**  
Body Font: Inter Heading Font: Inter

**Social Media Links**  
Facebook URL  
Twitter/X URL  
LinkedIn URL  
Instagram URL  
Pinterest URL  
TikTok URL

**Footer About Text**  
Brief description for the newsletter footer...

**Copyright Text**  
Your Company Name or Custom Text  
© and current year will be added automatically. Leave empty to use newsletter name.

Preview Save All Settings

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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, and templates.

## 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 — logo, 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.
3. Upload a logo (PNG recommended, 200×50px).
4. Optionally apply a **Design Preset** for a coordinated color and font style.
5. Choose a theme: **Editorial**, **Modern**, or **Minimal**.
6. Pick your primary and secondary colors, body font, and heading font.
7. Add social media links (Facebook, Twitter/X, LinkedIn, Instagram, Pinterest, TikTok).
8. Set the newsletter URL path, footer text, and copyright line.
9. Optionally add custom privacy policy, terms of service text, or **Custom CSS**.
10. 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.