



Bringing you excellence

User Manual



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I. INTRODUCTION

Yellow Engine is a simple and fast solution, which allows to obtain lists of prospects (American, Canadian, French, Belgian and Swiss directories...), to make emailing campaign and to geolocate them on a map to optimize and organize your business trip.

The user manual of **Yellow Engine** gives you the necessary information to understand and to get you ready for using the software.

II. REQUIREMENTS

2.1 HARDWARE

The application requires the following operating systems Microsoft Windows, Linux or Mac OS.

Before installing the software, be sure you have already installed Java virtual machine. If not please download it.

a. JAVA INSTALLATION FOR WINDOWS

For Windows operating system, you have to double click on the following link <http://www.java.com/en> , then click on download.

b. JAVA INSTALLATION FOR MAC

For Mac, please download the latest version of Java by clicking on the link:

<http://www.java.com/en/download/manual.jsp#apple>

After downloading and installing the update be sure Java 1.6 is enable instead of 1.5, you can check go to "Application " then "utilities" then " java applications" and verify if Java 1.6 case is ticked.

c. JAVA INSTALLATION FOR LINUX

For Linux, there are different ways to install java depending of the distributors, please find below how to install OpenJDK:

- For Ubuntu type the command:

```
sudo apt-get install openjdk-6-jre
```

- For Fedora type the command:

```
su -c "yum install java-1.6.0-openjdk"
```

- For Fédora 8 type the command:

```
su -c "yum install 1.7.0-icedtea"
```

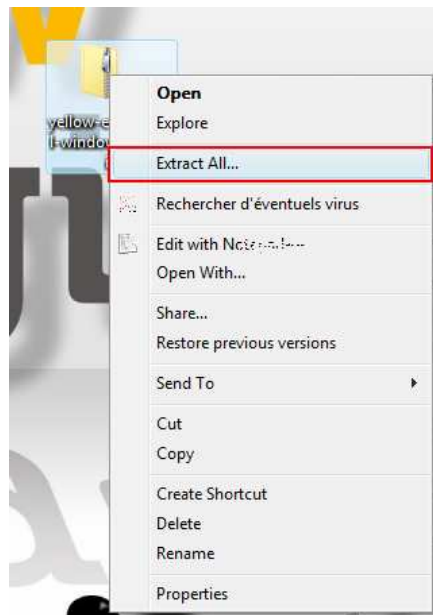
- For RedHat type the command:

```
su -c "rpm -Uvh http://download.fedora.redhat.com/pub/epel/5/i386/epel-release-5-2.noarch.rpm"
```

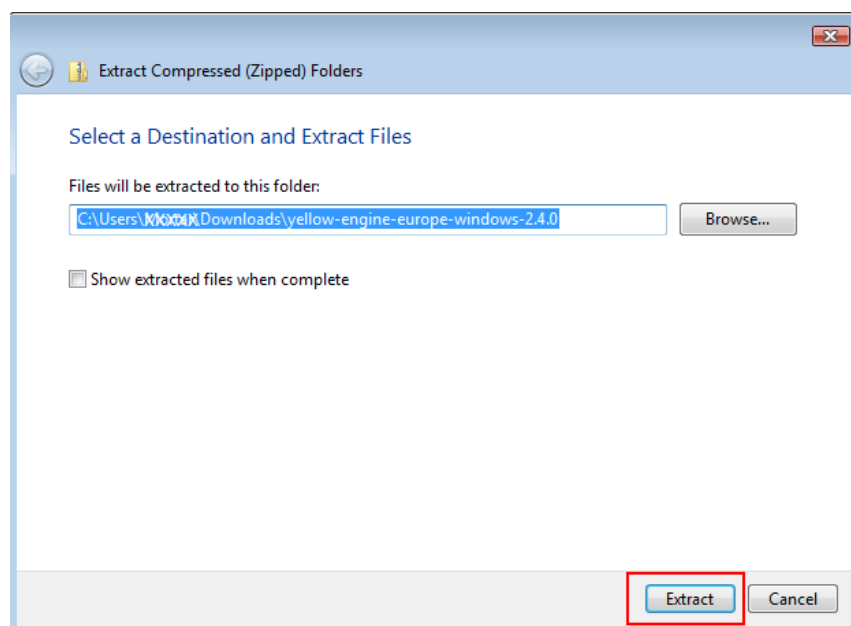
- For openSuse type the command:
`sudo zypper install java-1.6.0-openjdk`
- For Debian type the command:
`sudo apt-get install openjdk-6-jre`

2.2 INSTALLATION OF **YELLOW** ENGINE

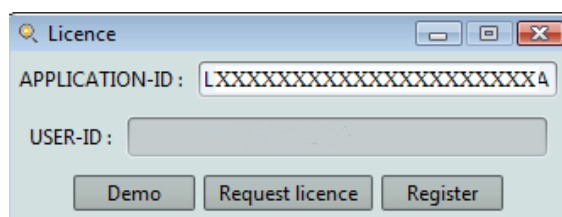
Download **Yellow Engine** from our website (<http://www.yellow-engine.com/en/download>) . Then unzip the folder yellow-engine-xxx-windows-xxx.zip (for Microsoft version) or yellow-engine-xxx-others-xxx.zip (for Linux or Mac OS version) by clicking right and go to 'Extract all' like in below picture:



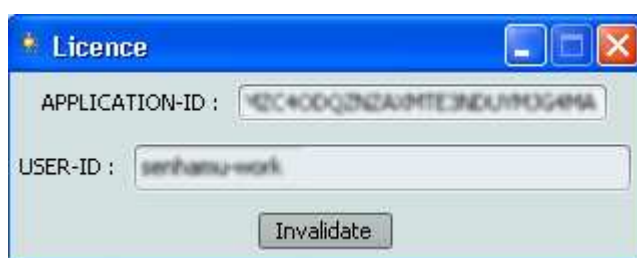
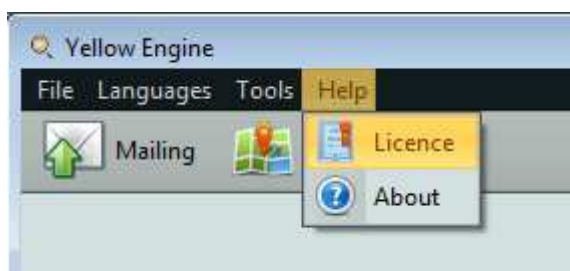
It will appear a window (see the below screenshot) then choose where you want to put **Yellow Engine** folder and click on extract.



Before launching the application read the text file “readme.txt”. Next, double click on “yellow.exe” file or yellow.sh for linux or yellow.app for mac. You’ll see a window which will produce “APPLICATION-ID”. For “Demo” version click on demo and for commercial version click on ‘Request licence’ then we send back to you the USER-ID that you need (which is valid only for one work station):



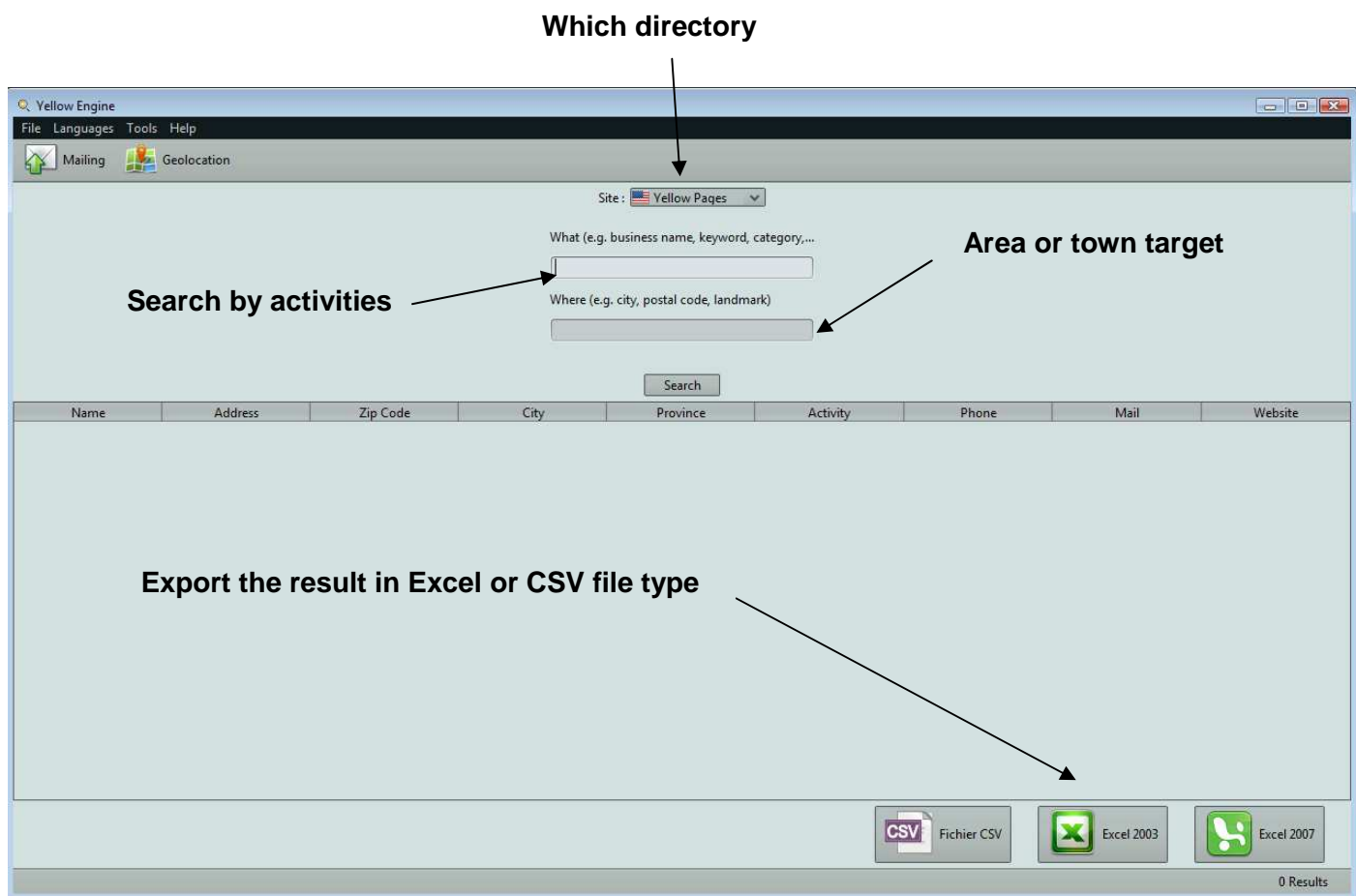
If you have already use the demo version and you purchased the commercial version or if you change your work station, you can invalidate the licence from the menu Help:



2.3 LAUNCH YELLOW ENGINE APPLICATION

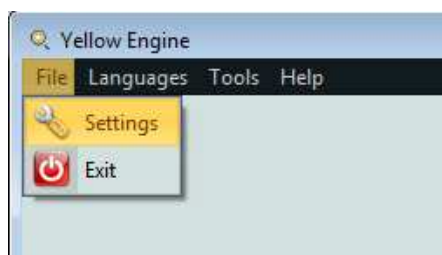
You’ll receive an email with your USER-ID that you put on USER-ID field and click on “Register”. It will appear the following popup click on “OK” and re-start the application by double click on the launcher depending of your platform. You will see as follows home window (in the next page):



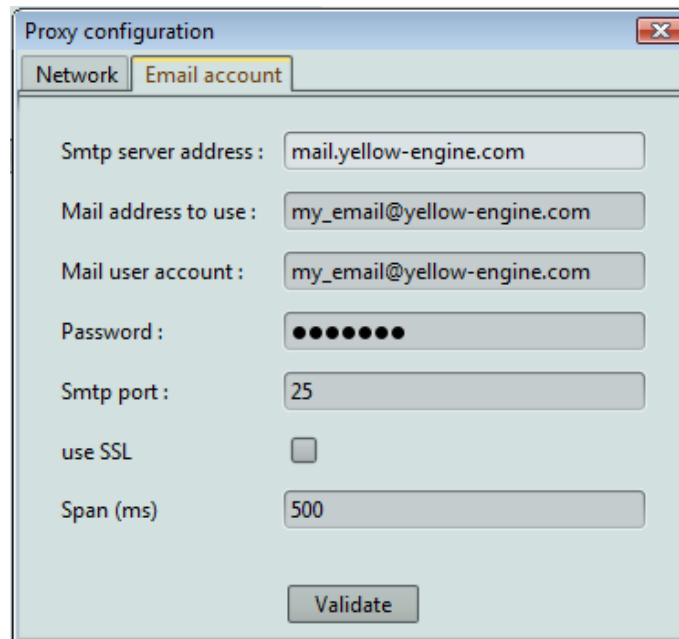


2.4 EMAIL ACCOUNT

Go back to the home of '**Yellow Engine**' and in the menu go to 'File -> Setting' like below:



In order to set up the emails dispatch, you have to enter your SMTP parameters in “Email account” tab, you have to click on “email account ” as below:



The screenshot shows the 'Proxy configuration' dialog box with the 'Email account' tab selected. The fields are filled with the following values:

- Smtp server address : mail.yellow-engine.com
- Mail address to use : my_email@yellow-engine.com
- Mail user account : my_email@yellow-engine.com
- Password : (masked with dots)
- Smtp port : 25
- use SSL : ☐
- Span (ms) : 500

A 'Validate' button is located at the bottom right of the dialog.

If you don't know the SMTP address of your internet provider, please contact them to get it. 25 is default SMTP port

Time to sleep is the time between two sending and it is formulated in millisecond. When the setting is finished, click on “Validate” then close the window.

2.5 NETWORK SETTING (ADVANCED USERS)

If you're using a proxy, thanks to get the necessary information as above on the sheet tab.



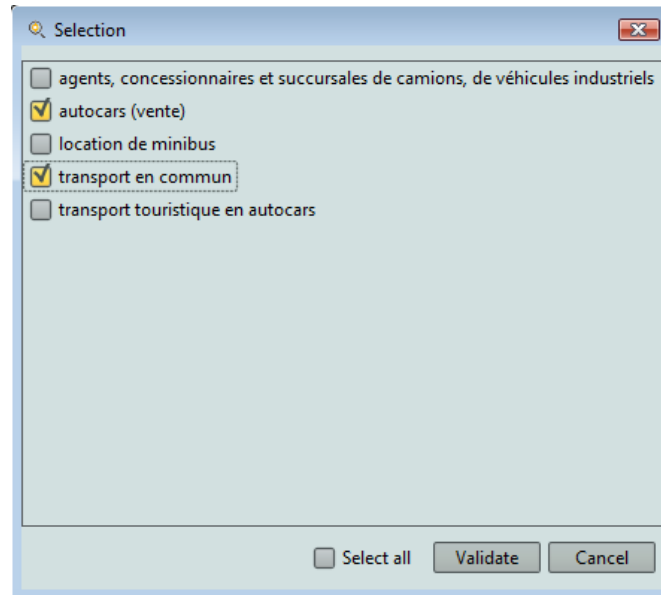
The screenshot shows the 'Proxy configuration' dialog box with the 'Network' tab selected. The fields are empty:

- ☐ Enable proxy
- Address : Port :
- ☐ Proxy authentication
- Username :
- Password :

A 'Validate' button is located at the bottom right of the dialog.

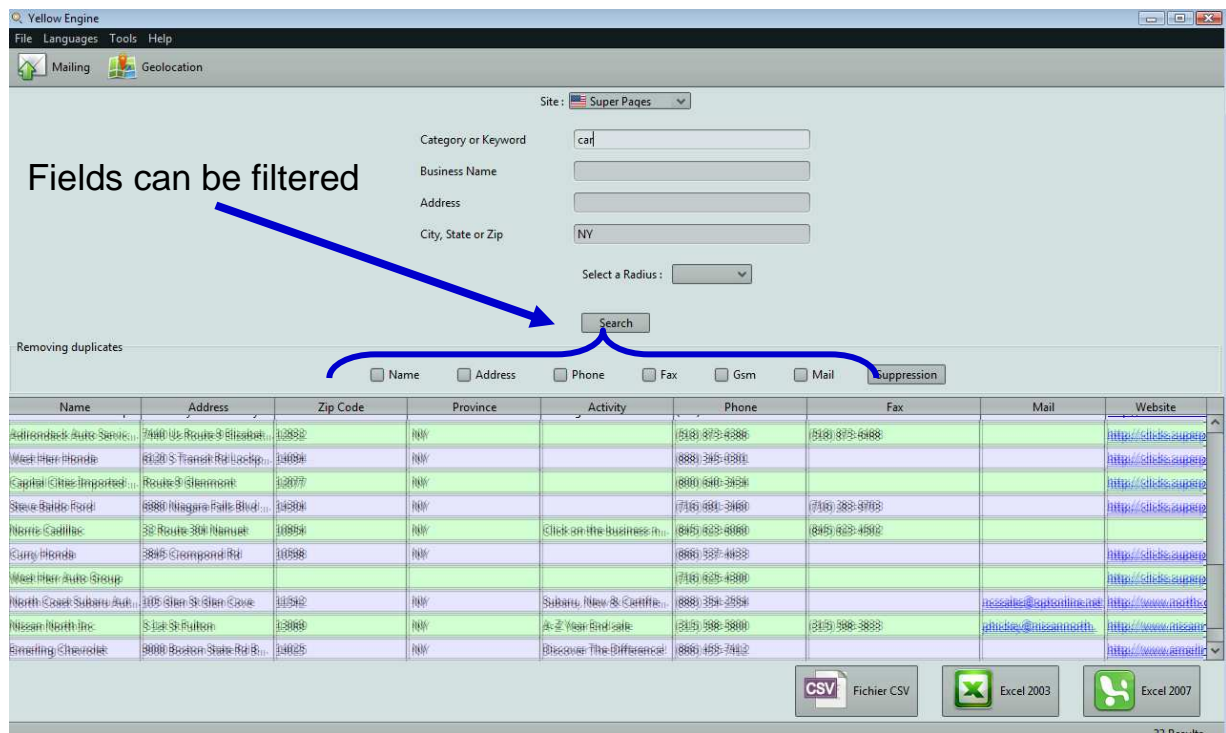
III. CAPTURE OF PROSPECT LISTINGS

To start a prospect list search, please choose the directory target, activities and the city or state then click on 'Search'. So that, to download a reasonable size file, a window will appear (depending on web directories) in order to refine your search like the following picture. In this case make your choice and click on "Validate":



Then launch the search by clicking on "Search".

A list will be generated as follows screenshot with several fields (Name, Address, ZIP code, City, etc...) you can filter your search and target well the prospects by field that you estimate relevant. In the same way, you can remove the doubles by choosing which one should be filtered then click on "suppression" button on the right.



Export your list in Excel or CSV file to be able to explore it by clicking on one of three icons:

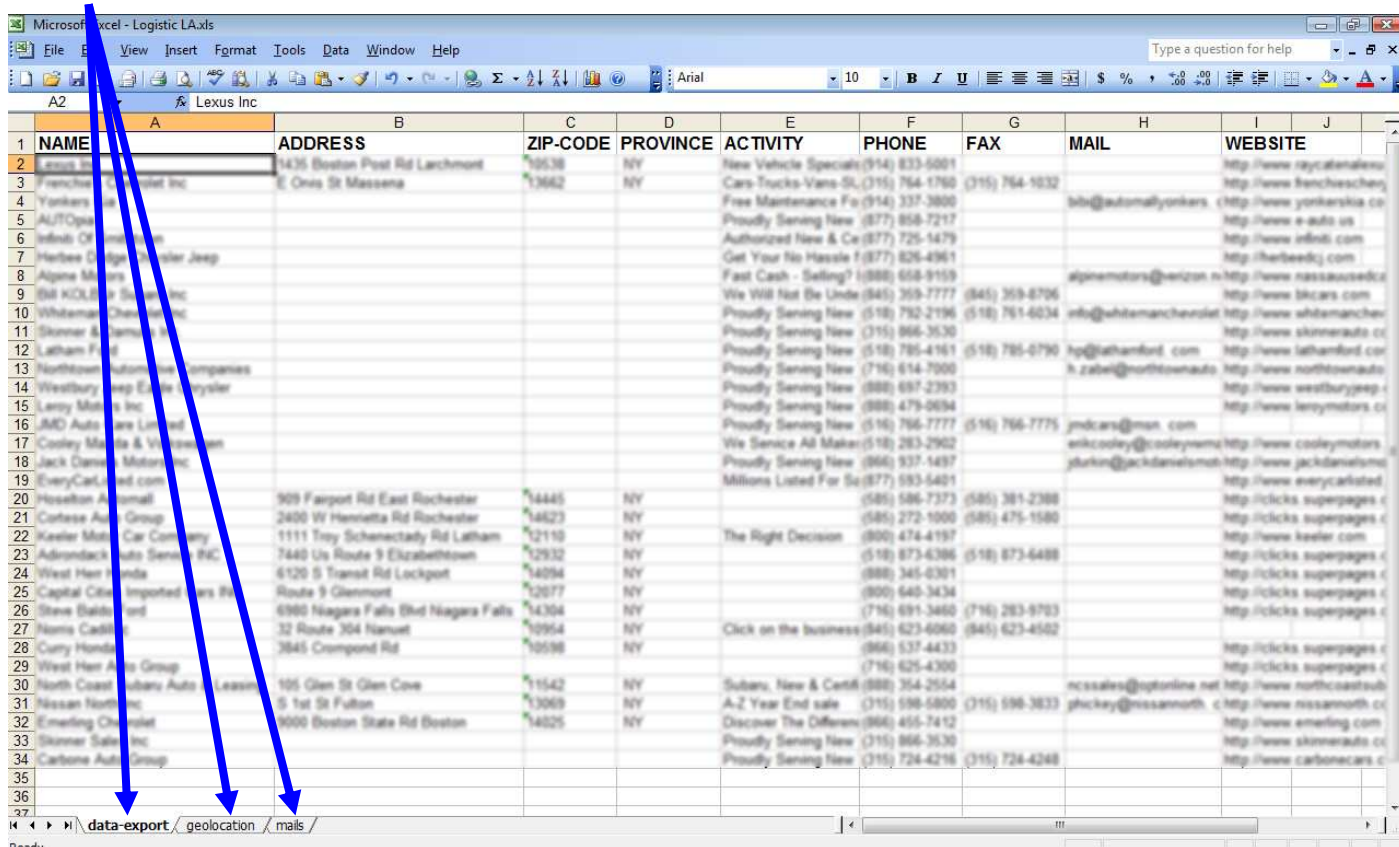
Then save and close the file.



IV. EMAILING CAMPAIGN

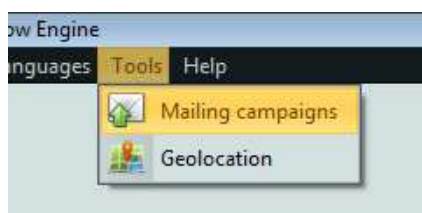
Like below instance the Excel file has three tabs: data-export, mails and geolocation .

Three tabs

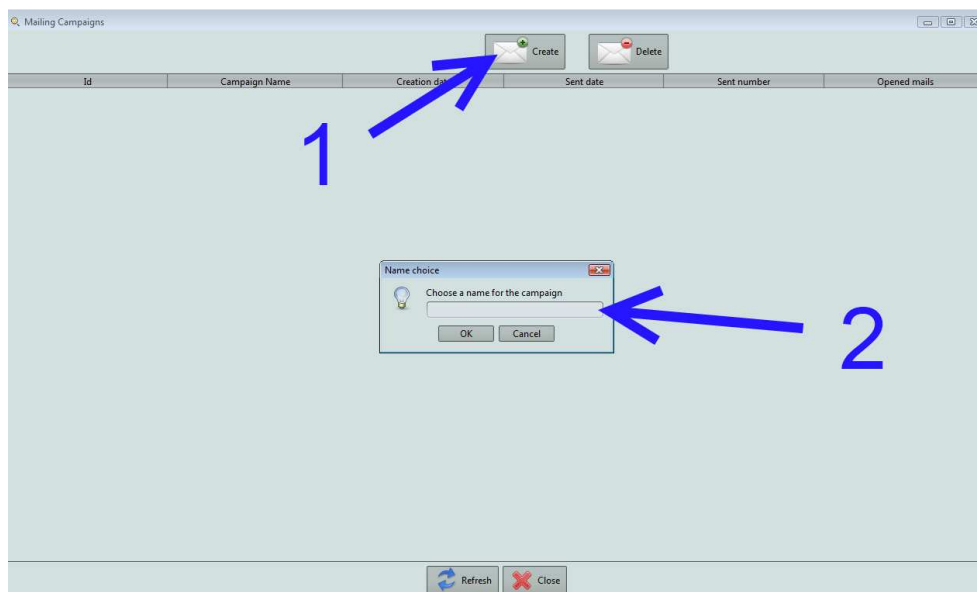


In order to make your emailing campaign, you have to select email addresses you want in "Mail" column of "data-export" tab then copy them in "mails" tab absolutely in the first column then save and close it.

Come back to the menu and go to Tools → "Mailing campaigns" as follows:



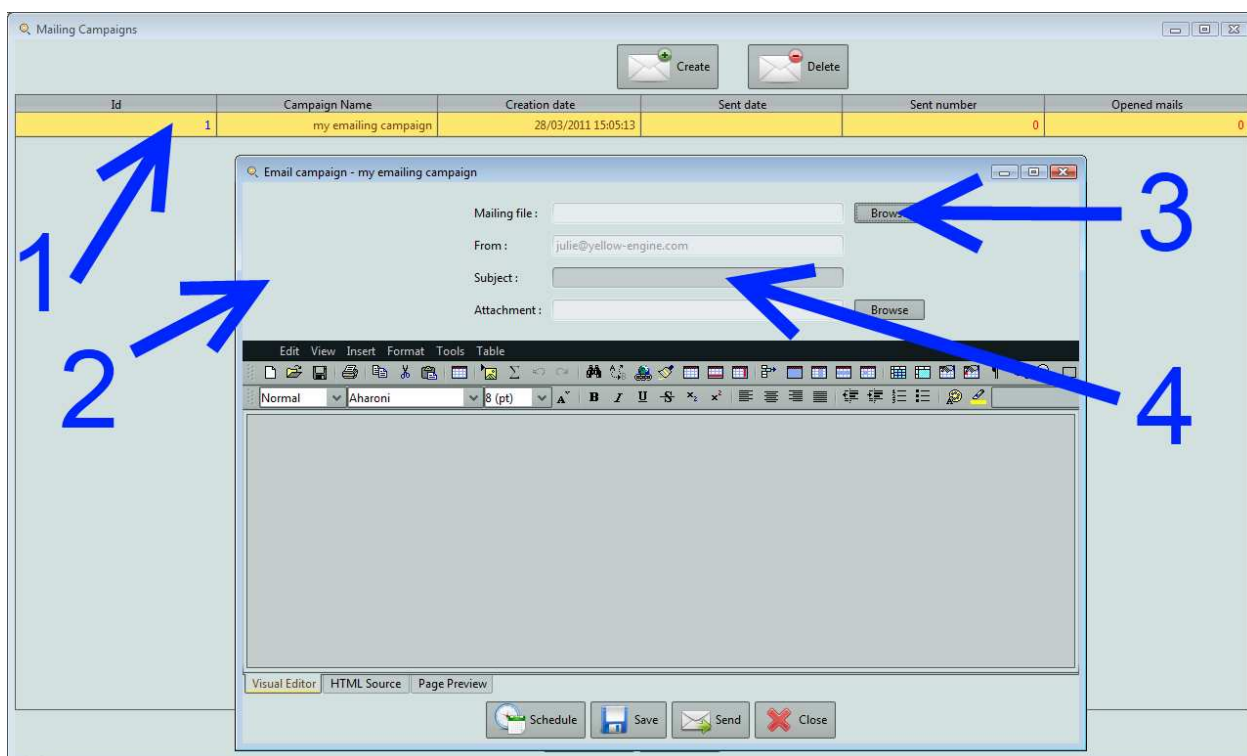
You'll see the following windows when you click on "1" then in step "2" put the name of your emailing campaign:



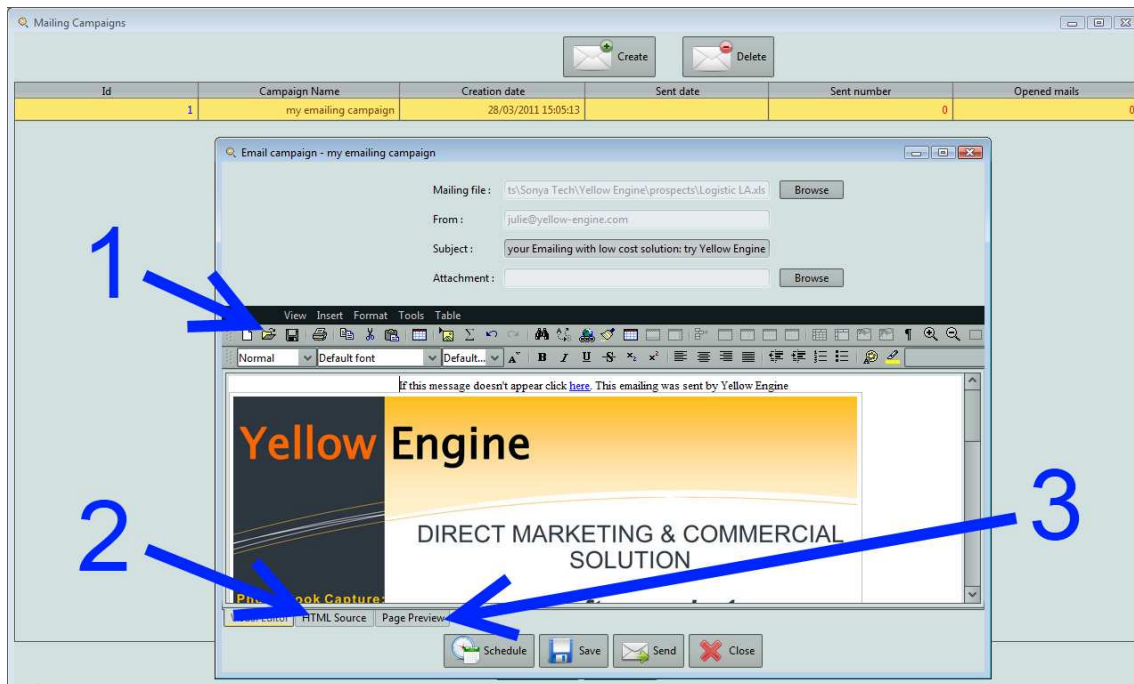
A row will appear like in below picture.

4.1 HTML EDITOR

Select an emailing campaign by clicking on row, a below window will appear and select your Excel file which contains the prospect lists (step 3) and click on open. Then fill in the field 'Subject' (emailing name step 4) and 'From' which will appear as sender of the campaign (this field is filled in through setting menu). If 'From' part is empty you have to complete setting information before (in this case go back to chapter 2.4).

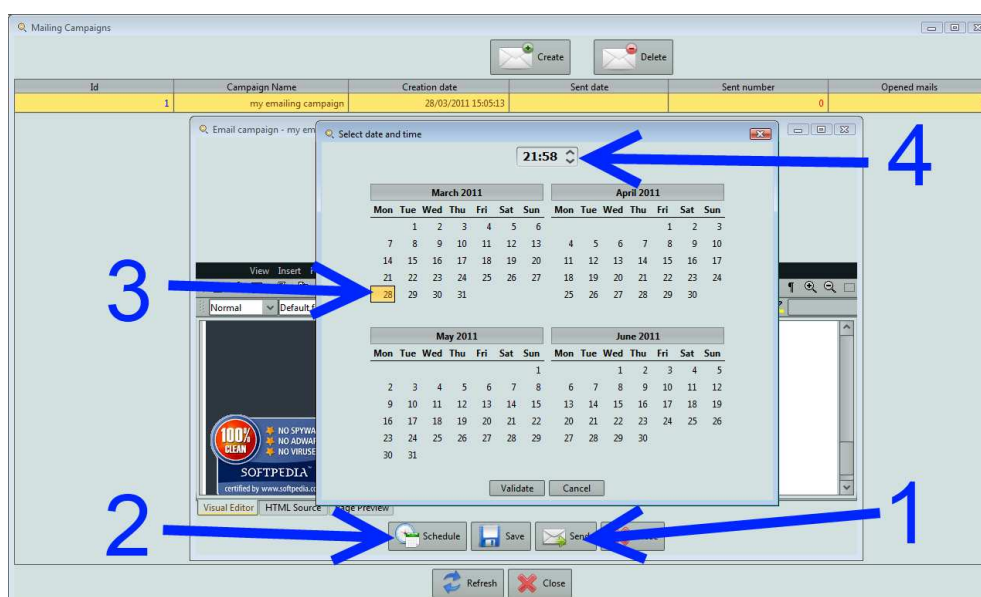


Now start with the core of emailing campaign, the design of your emailing file (communication template) must be in HTML format so if you have your emailing in another format you should get it e.g. word format by 'save as' and choose HTML file extension. Then open your file like below by clicking on 'File' → 'Open Document' or click on step 1 and you'll see the content of your html file in the framework of email campaign window (see the below picture). You can redesign your HTML document using tool bars or if you know HTML code click on step 2 "HTML source" tab. When you have finalized your document click on step 3 to have an insight how should be viewed. Regarding your emailing, you don't have to put unsubscribe sentence it will be done automatically by **Yellow Engine**.

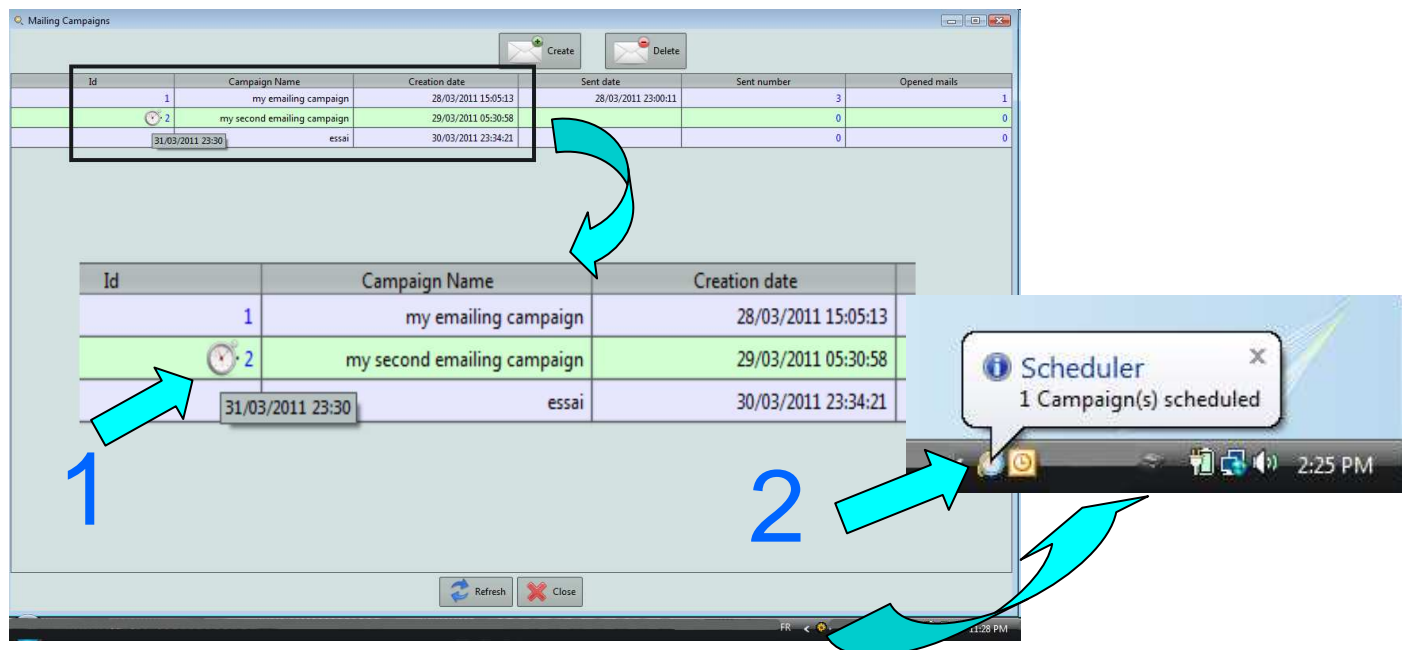


4.2 SCHEDULER

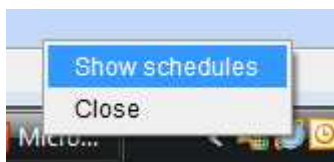
Only available with **Yellow Engine Plus**, click on 'Send' step 1 or you want to send later click on "schedule" step 2. The scheduler provides you a calendar window (date and time) to decide which date step 3 and time step 4 it will start (see the following picture) and validate:



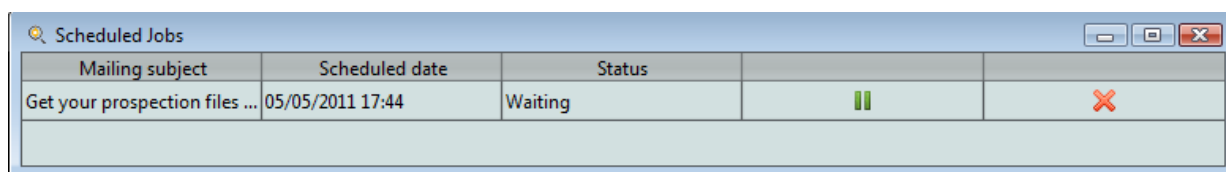
After that go to **Yellow Engine** folder, double click on scheduler.exe then you will see two things: a small clock in Id column step 1 aim the cursor over it a tooltip may display the scheduled date and time like below. And a small **Yellow Engine** icon in bottom bar step 2.



When you click right on the scheduler icon in the bottom bar you will see the following picture:

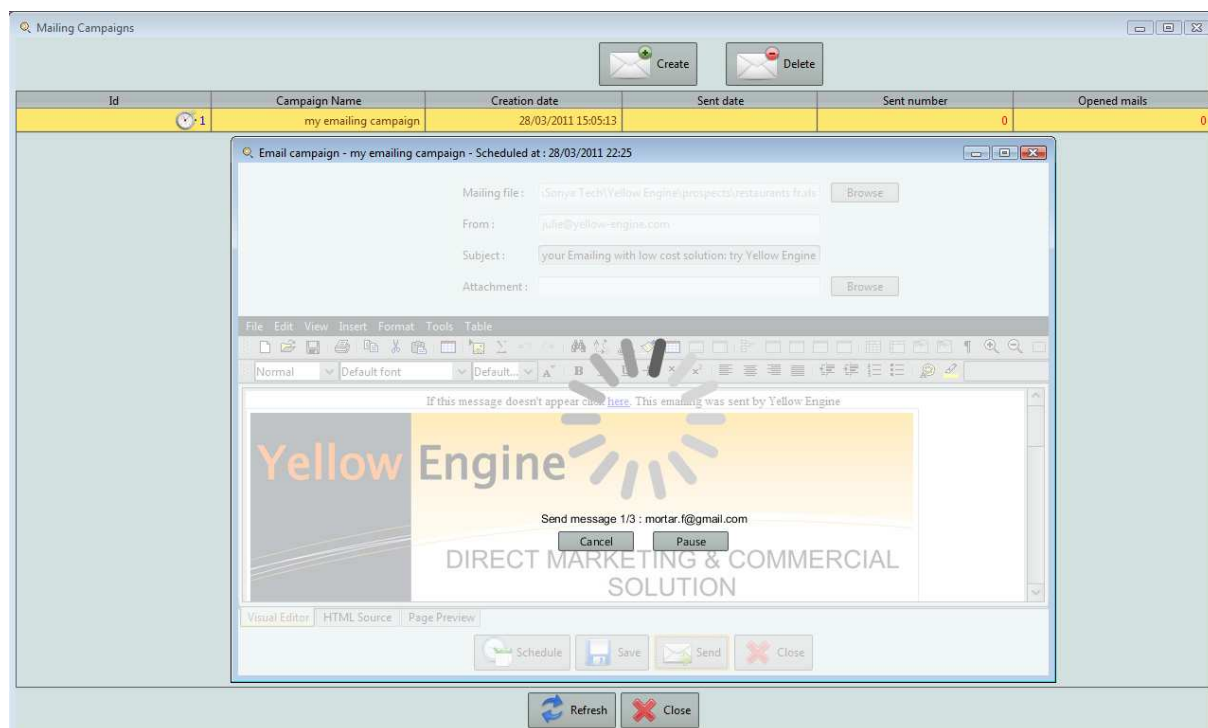


In this case, you can cancelled by click right on "Show schedules" and click left on the Red Cross then on "Yes" or make a brake by clicking on green pause symbol. You have status of the scheduler in third column.

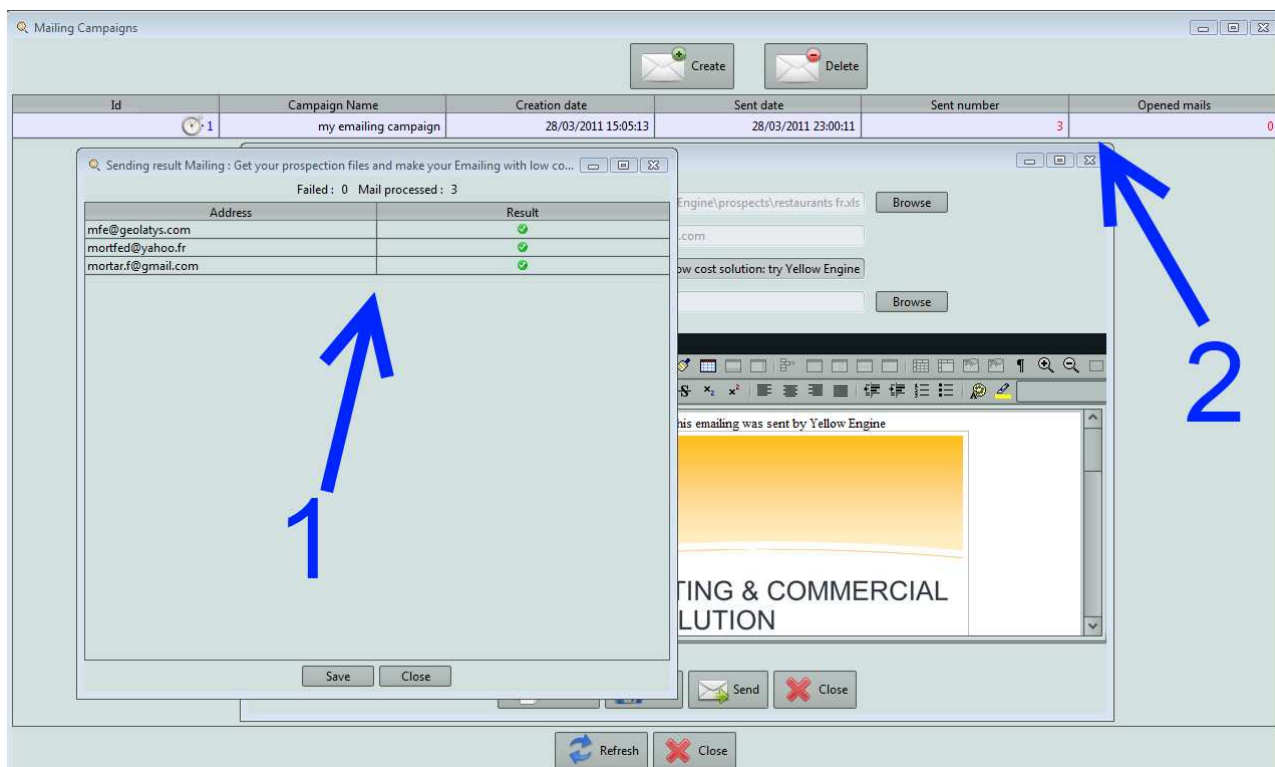


If you want to remove scheduler icon on the bottom bar right-click on it then on "Close"

When you click on send or the scheduler starts the sending will be in process like in picture f. After all is finished, a window with statistics of emailing sent will be generated. At this instant you can know how many emails you have sent (see below picture g). Also, during **Yellow Engine** sending emails you can make a break by clicking on "Pause" or you can cancelled totally by clicking on "Cancel".



picture f.



picture g.

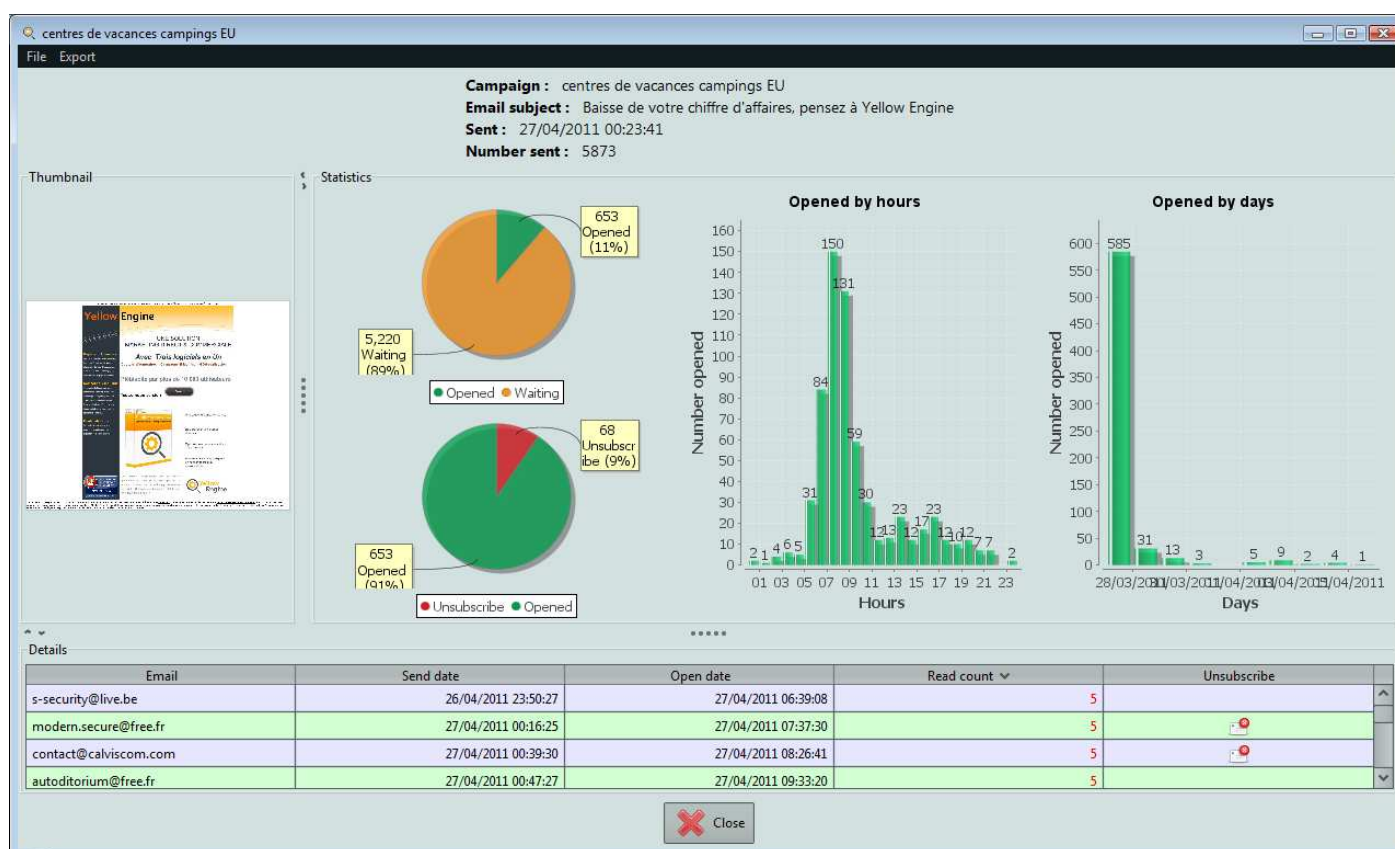
4.3 STATISTICS AND UNSUBSCRIBE

Only with **Yellow Engine plus** version on “Mailing campaign” screen, you will be able to see the statistics: who opens, how often, when and who unsubscribed from the list (see below screenshot).

When your Mailing campaign is sent correctly, you will be able to see “Sent date” and other information (see below screenshot).

Id	Campaign Name	Creation date	Sent date	Sent number	Opened mails
1	agences matrimoniales	05/04/2011 00:47:50	05/04/2011 00:48:31	3256	376
2	plumber NY city SP	08/04/2011 16:05:45	08/04/2011 16:59:17	95	11
3	Tapis Tapisseries	12/04/2011 09:20:06	12/04/2011 09:20:03	552	74
4	entretien de chauffage	13/04/2011 23:31:19	13/04/2011 23:29:55	4387	528
5	location	18/04/2011 23:38:23	18/04/2011 23:37:47	13295	1586
6	fitness marketing NA	19/04/2011 15:52:38	19/04/2011 16:01:31	2364	197

In fact, by clicking on one of them you will get below window showing all statistics .



This window, split the data in five areas :

- Mailing data :

Yellow Engine plus keeps the title, the subject, sent date and the number sent of your Mailing campaign.

► “Thumbnail” part:

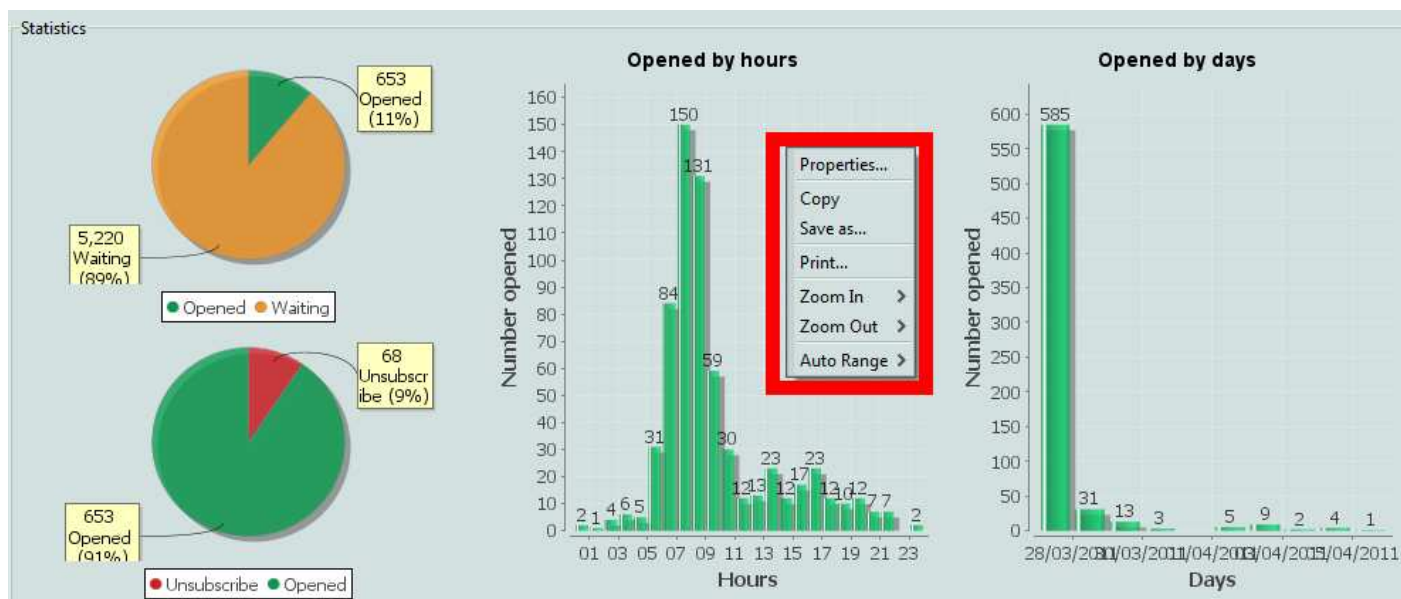
This area reminds you which template you used and what was the content.



► “Statistics” part:

This part shows four graphics:

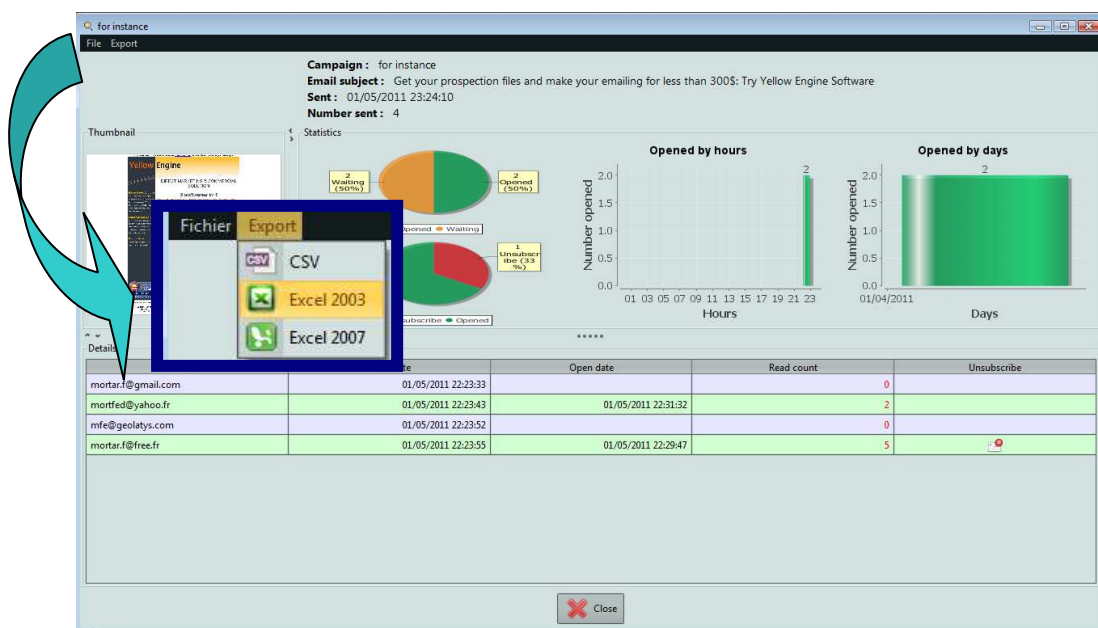
- ④ Emails waiting to be opened and opened emails,
- ④ Unsubscribe done and opened emails,
- ④ Opened emails by time period,
- ④ Opened emails by day,



You can copy, zoom, print or save every one by right-click on it.

► “Details” part:

Yellow Engine plus allows you to see all statistics by email: sent date, opened date, read count and unsubscribe. Also you can download these data in CSV, Excel 2003 or 2007 file types following below path:



► “Unsubscribe” part:

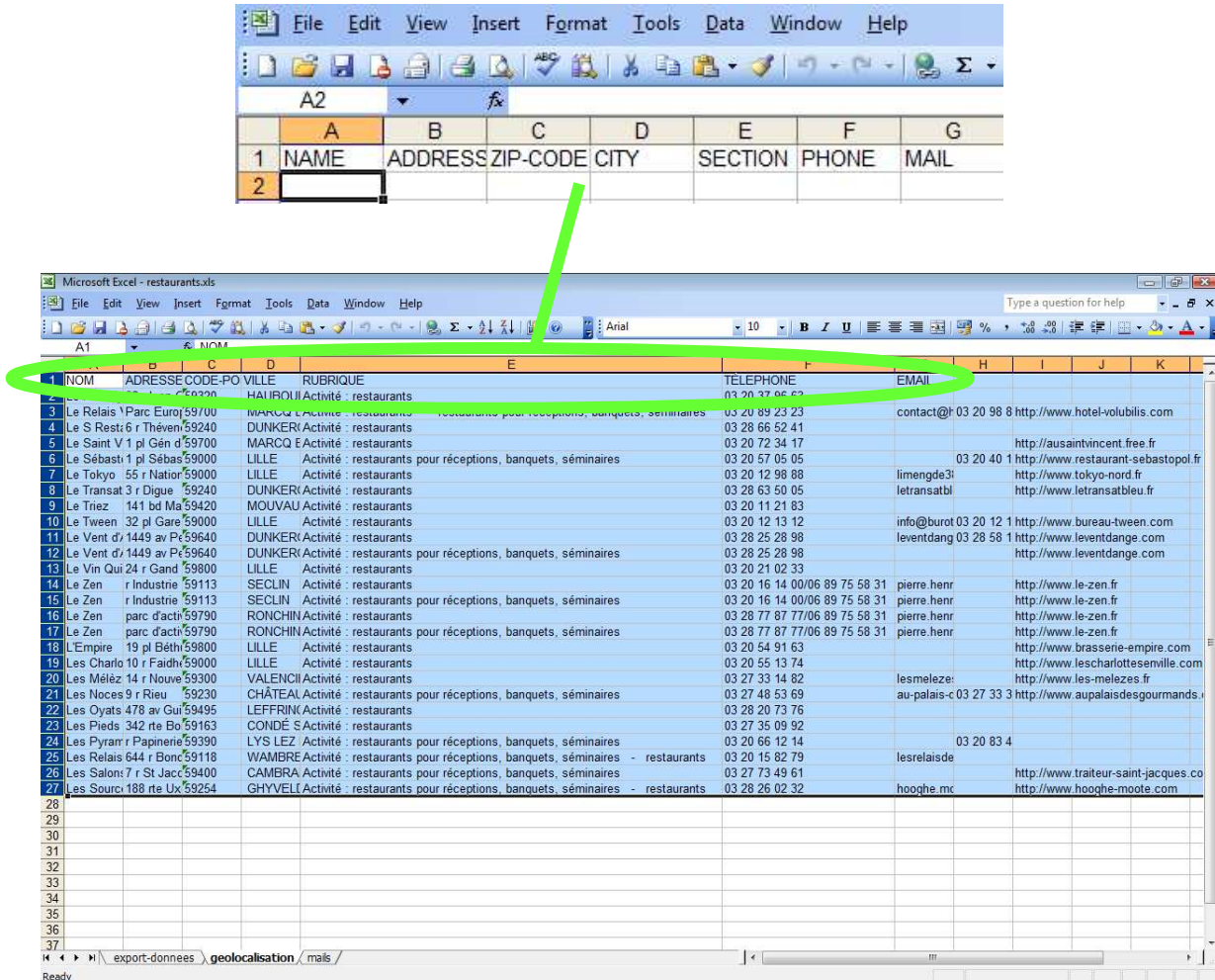
Only with **Yellow Engine plus**, the unsubscribe functionality is done automatically no action is requested. When you send your emailing, **Yellow Engine plus** put in the bottom of email the sentence with the link (see below picture).

All subscriptions can be cancelled by clicking [here](#) or send an email to desabonnement@yellow-engine.com.

In this case, when a prospect click on the link “[here](#)”, he will be redirected to our website. And he just has to enter his email and click on “unsubscribe” then we will remove his email to your account “unsubscribe” list.

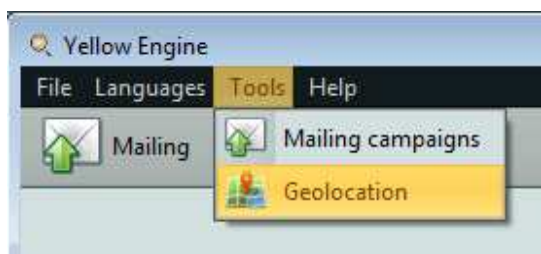
V. GEOLOCATION

Geolocation is to find the geographical position on the map using mail address or GPS coordinates. In Excel file of prospect lists, select and copy the lines that you want to geolocate and paste them in the first column mandatory in "Geolocation" tab with the below fields like following screenshot.

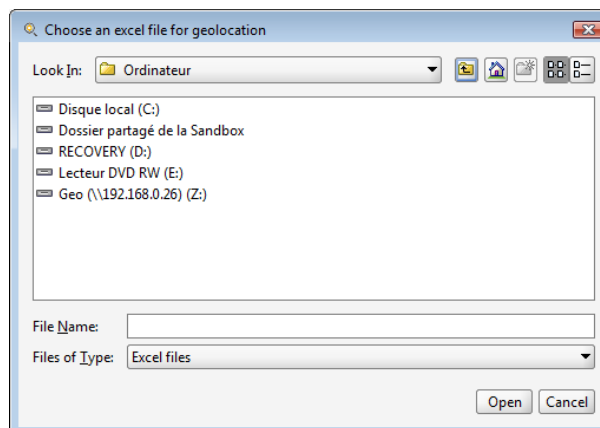


Then save the Excel file and close it.

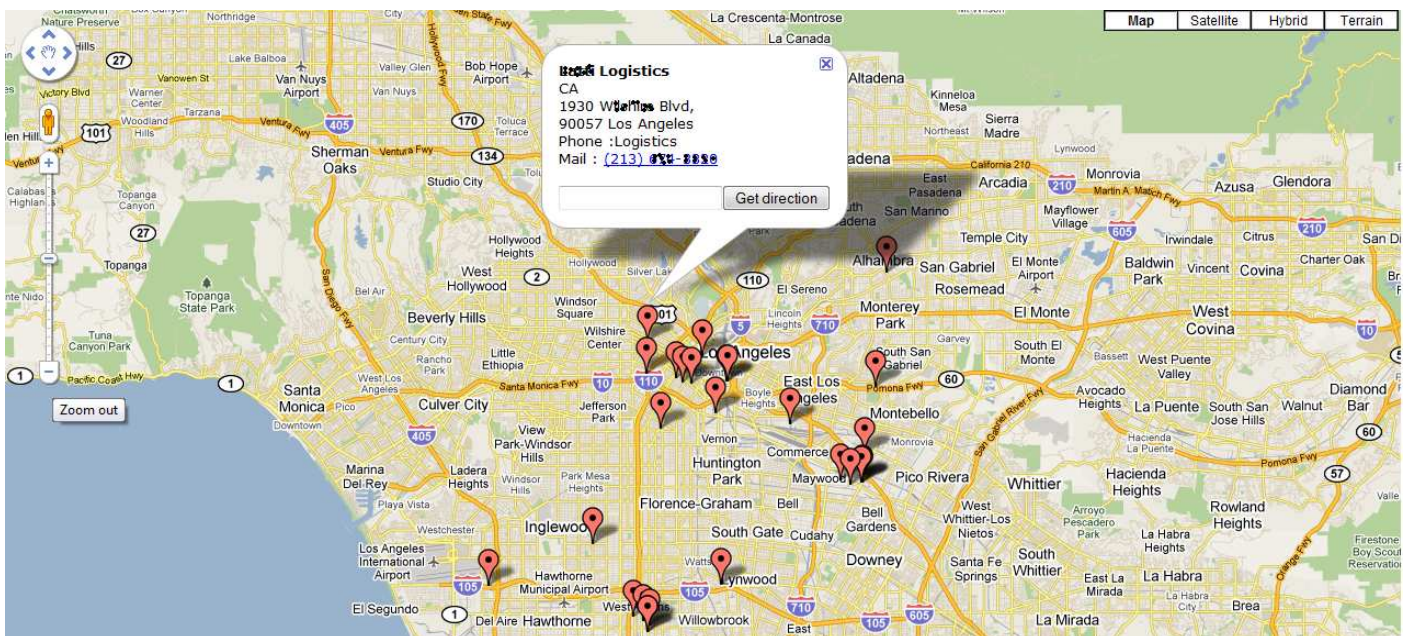
Come back to the primary menu and go to "Tools" → Geolocation like below or click on Geolocation icon:



Select prospects Excel file it will be generated a HTML file as follows:



Save the file and keep the same name of the prospects file in order to link between both (it's only practical suggestion). Finally, **Yellow Engine** will design HTML file including all prospect that you want to show them on the map like below by making a double click on the HTML file.

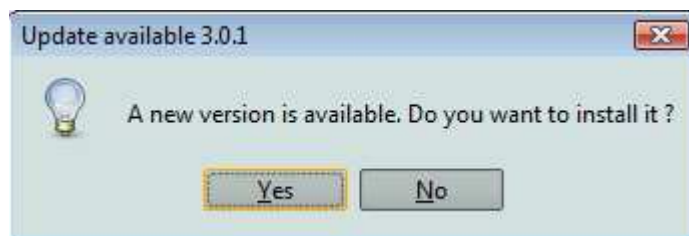


By selecting one of pushpins a screen tip will appear with all necessary information of the prospect.

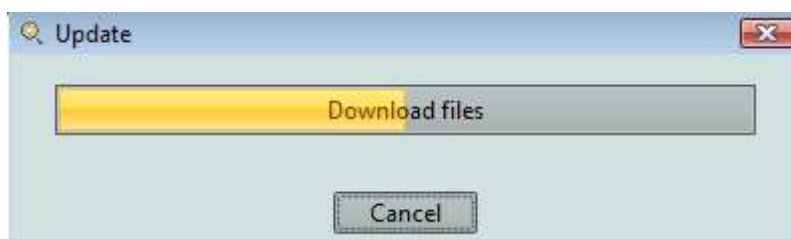
Be careful!!! Google allows you to make 2 500 request/day and by IP address.

VI. THE UPDATE

When a new version of **Yellow Engine** will be available, a pop up will appear like the following picture and click on yes.



By clicking on it, the installation of **Yellow Engine** will start like below. **Yellow Engine** will be closed then it will re-start automatically.



For all support or request, thank you to contact us:

contact@yellow-engine.com or +33 362 648 078.



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