

# Pixata E-mail Marketing System (PEMS) Web Site Integration

This document explains how to integrate PEMS into your web site. It is aimed at web designers, and assumes that you are familiar with XHTML (or HTML, but this will require slight modifications to the code shown).

If you are not comfortable adding this to your site, please contact Pixata, and we will be happy to discuss this with you.

## ***Adding the XHTML to your site***

The most important part of the integration is to add the opt-in form to the front page of your site. This should be added somewhere where it can be seen when the page first loads, without the user having to scroll.

The basic XHTML required is...

```
<form method="post" action="http://www.pixata.co.uk/PEMS/Post.aspx">
<input type="hidden" name="client" value="12345">
<input type="hidden" name="returnurl" value="RETURNURL">
<table>
<tr>
<td>Name</td>
<td><input type="text" name="name" /></td>
</tr>

<tr>
<td>E-mail</td>
<td><input type="text" name="email" /></td>
</tr>

<tr>
<td> </td>
<td><input type="submit" value="OK" /></td>
</tr>

</table>
</form>
```

You are free to modify the XHTML to suit the style of your web site, as long as you make sure to include **all** of the form fields shown above.

If you are comfortable using Javascript (or are using ASP.NET, where client-side validation is built-in), then it is highly recommended that you add validation to this form, as this will greatly reduce the number of incorrect form submissions received. Contact Pixata if you would like help with this.

## ***Configuring the form fields***

The two values shown in red above **must** be changed, as explained below.

The `client` parameter should be set to the number given to you when you signed up for PEMS. If you do not remember what this value is, please contact us (see below).

The `returnurl` parameter should be set to the URL of a page on your site that is to be shown when the visitor has clicked the submit button on the above form. This page can be plain XHTML, PHP, ASP, etc. At the very least, it should display a message informing

the visitor that they have successfully signed up for the discount coupon, special offer, etc.

It should also tell them to check their in-box for an e-mail, containing a link they will need to click to confirm their e-mail address.

## ***Privacy and encouragement***

You should include a link to your privacy policy somewhere near the opt-in form. A small text link is acceptable, and will greatly increase the opt-in rate.

Adding the words “*We respect your privacy and will never share your e-mail address*” (or something similar) just below the form will also help to increase the opt-in rate.

You will need to add some text (probably) right above the form, to encourage people to opt-in, and to tell them what they will get in return. Examples of this would be “*Get a FREE gift with your next purchase*” or “*Claim your 10% discount coupon right now*” etc. the exact wording will depend on the nature of your offer.

You are free to use anything you like for this text, as long as it is completely accurate and truthful. Pixata will be happy to advise you on suitable wording.

It is worth testing different versions of this text, letting each run for a week or two, as this will allow you to see which version produces the best opt-in rate.

## ***Checking the status of the opt-in request***

The script that subscribes them to the mailing list sends a return code to the web page specified in `returnurl`. This code indicates the result of the opt-in attempt. Ideally, the web page on your site should check this value and display an appropriate message.

The return codes are passed in the query string, in a parameter named `retcode`. A successful opt-in would result in the visitor being sent to an URL like...

<http://www.yoursite.com/ThankYou.php?retcode=0>

where the 0 value of `retcode` indicates a successful opt-in. The full list of value for `retcode` is shown in the table below...

<b>retcode value</b>	<b>Meaning</b>
0	Success
1	The form did not contain the required fields. You must include all of the fields shown in the sample XHTML above, including the hidden fields.
2	The client ID was not correct. Please check this with Pixata to confirm that you are using the correct value.
3	Invalid return URL (see below)
4	The visitor did not supply a name.
5	The visitor did not supply an e-mail address.
6	The e-mail address that was supplied was invalid.
7	The information could not be submitted into the database. Contact Pixata if this ever occurs.

Note that codes 1, 2 and 3 should never occur if you have added the form to your web site correctly. You should test the form before making it live, to ensure that these errors do not occur.

If the return URL did not start with either `http://` or `https://`, then an error would be shown on the PEMS page, not on the page on your site. This page is:

`http://www.pixata.co.uk/pems/Post.aspx`

You are not required to check the return code, but it is strongly recommended. If you do not check it, then you will definitely lose potential customers, as it is inevitable that people will make mistakes when entering their information.

### ***Further information and support***

If you have any questions, feel free to contact us:

`http://www.pixata.co.uk/ContactPixata.aspx`