

Contents

Use cases for MailIt and Amazon SES	2
Create a new user with access to the Amazon API (AmazonSES/AmazonS3)	3
Verify an Email Address	7
Using configuration sets in Amazon SES	9
Create a configuration set	9
Using configuration sets with the MailIt plug-in	12
Working with the example file.....	13

Use cases for MailIt and Amazon SES

The example file “Simple Mass Mail (AWS).fmp12” allows you to send bulk messages using the Amazon SES service. There are three options for using the example file. The Amazon SES setup differs. Hence we walk you through each use case individually. Simply pick the use case that suits your needs best.

1. Use the example file for mass mailings without using trackers for message opening events and click events on a link in a message. For example, if you use a third party tracker such as Google you do not need a tracker from Amazon. In this simple use case we also assume that you would not add a link to the message by which the recipient can unsubscribe from the mailing list. In this case, you just need to create a new user on the Amazon service, get an access key ID and secret access key, and you can start mailing.
2. Use the sample file for mass mailings and adding a link to the message by which the recipient can unsubscribe from the mailing list, while Amazon SES Manage lists and subscriptions will manage the subscription / unsubscription. Additionally, you want to use a contact blacklist. Just like option 1, you won't use event tracking. In this case, you need to create a new user on the Amazon service, get an access key ID and a secret access key. Additionally, you need to create a Contact List, and create at least one Topic in the Contact List, then in the Topic you need to load all the email addresses of the recipients, after the steps you have taken, you can add {{amazonSESUnsubscribeUrl}} to the message, which will be automatically replaced with a link, at which the recipient can unsubscribe.
3. Use the example file for bulk messaging option 1 or 2, but in addition you want to use generate statistics of clicks and views of messages. To achieve this you need to create Configuration Sets on the AWS SES portal in which you configure Event Destinations. In Event Destinations, you can select the events you want to track and select one or more AWS services to which the events will be delivered. The event destination that you choose depends on the level of detail, and the way you want to receive items of event information. If you simply want a running total of each type of event (for example, so that you can set an alarm when the total gets too high), you can use CloudWatch. If you prefer detailed event records that you can output to another service such as Amazon Elasticsearch service or Amazon Redshift for analysis, you can use Kinesis Data Firehose. If you would like to receive notifications when certain events occur, you can use Amazon SNS. Whichever option you choose, the statistics will be available on the Amazon portal, the MailIt plug-in does not load statistics into FileMaker.

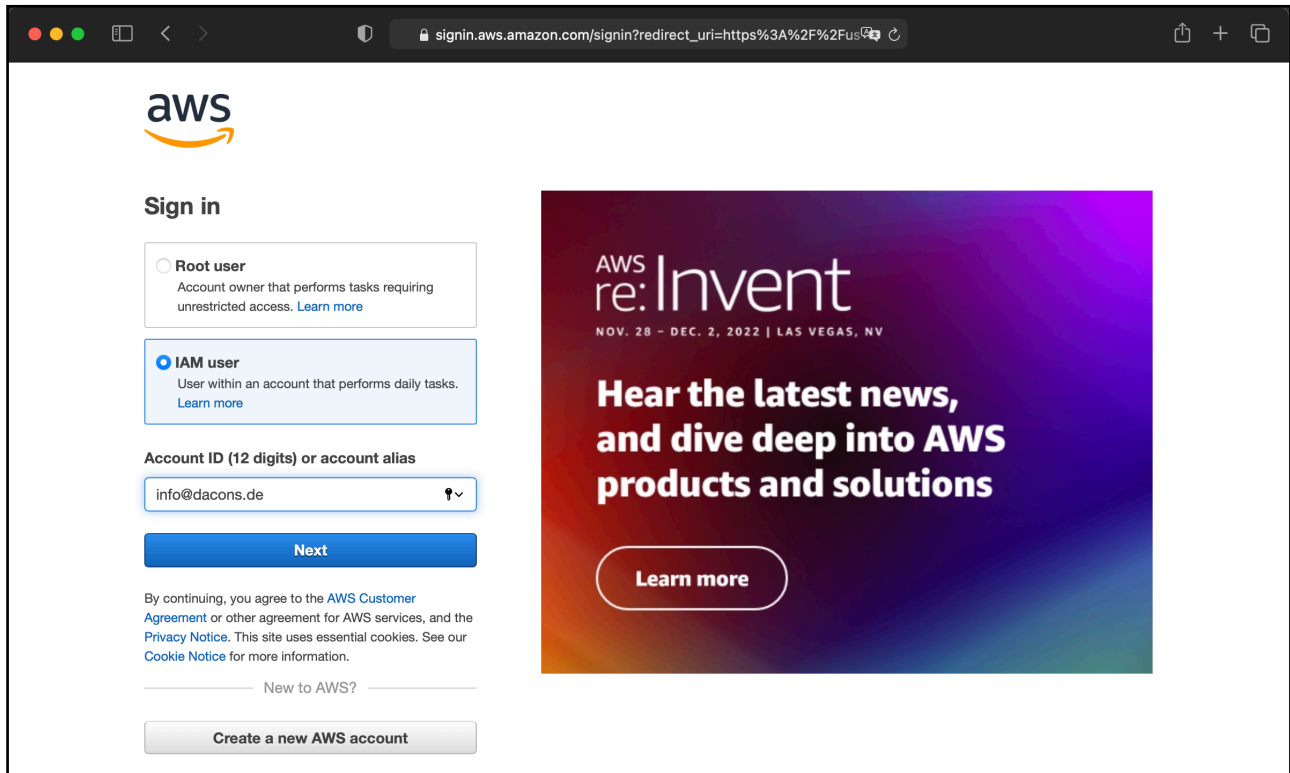
Follow the detailed steps below depending on your use case.

Create a new user with access to the Amazon API (AmazonSES/AmazonS3)

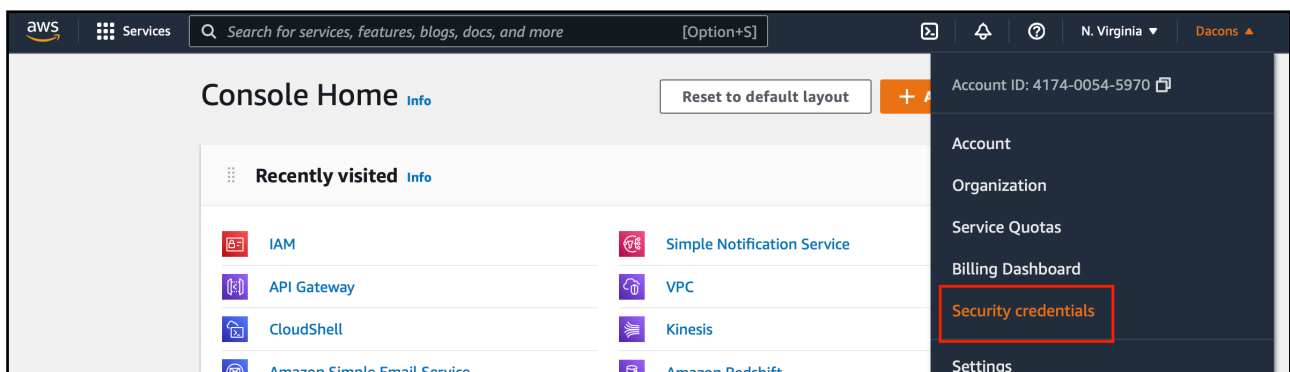
If you don't have an Amazon account yet, you can create one by clicking the link below:
<https://portal.aws.amazon.com/billing/signup#/start/email>

In order for the MailIt plug-in to work with the Amazon API, you need to get an access key ID and a secret access key.

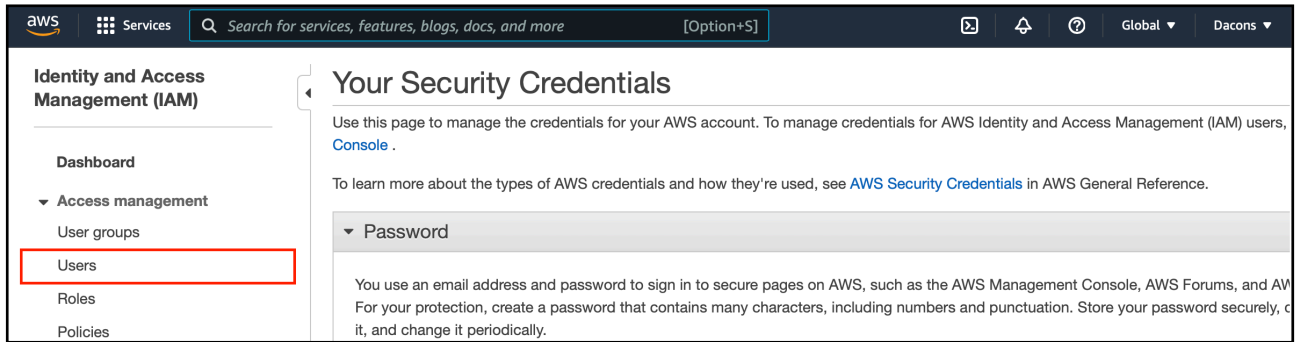
You can use the access key ID and secret access key for the Root user, but it is recommended to create a new user that only has permissions to access the required services.
To create a new user, log in to your Amazon account.



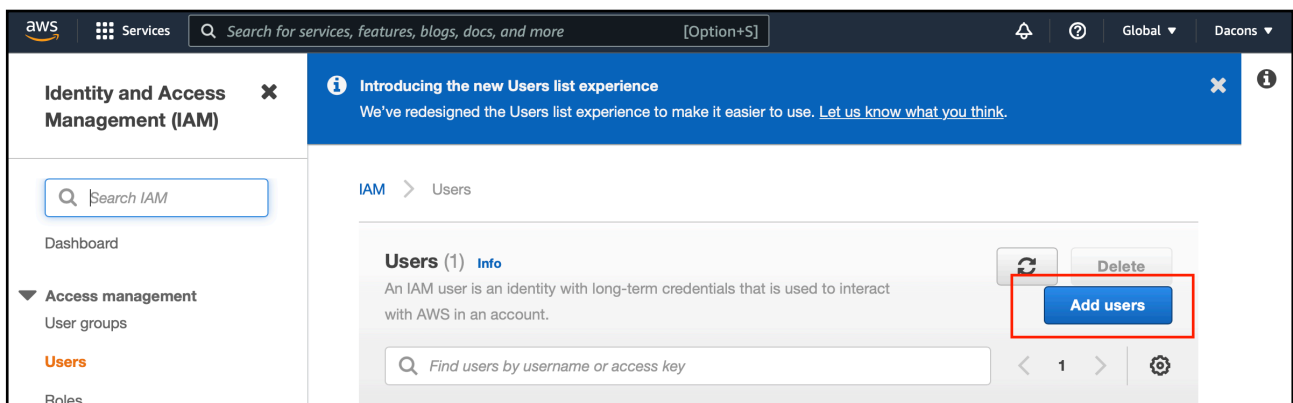
Click on the name of your account in the upper right corner, select Security credentials from the menu that opens.



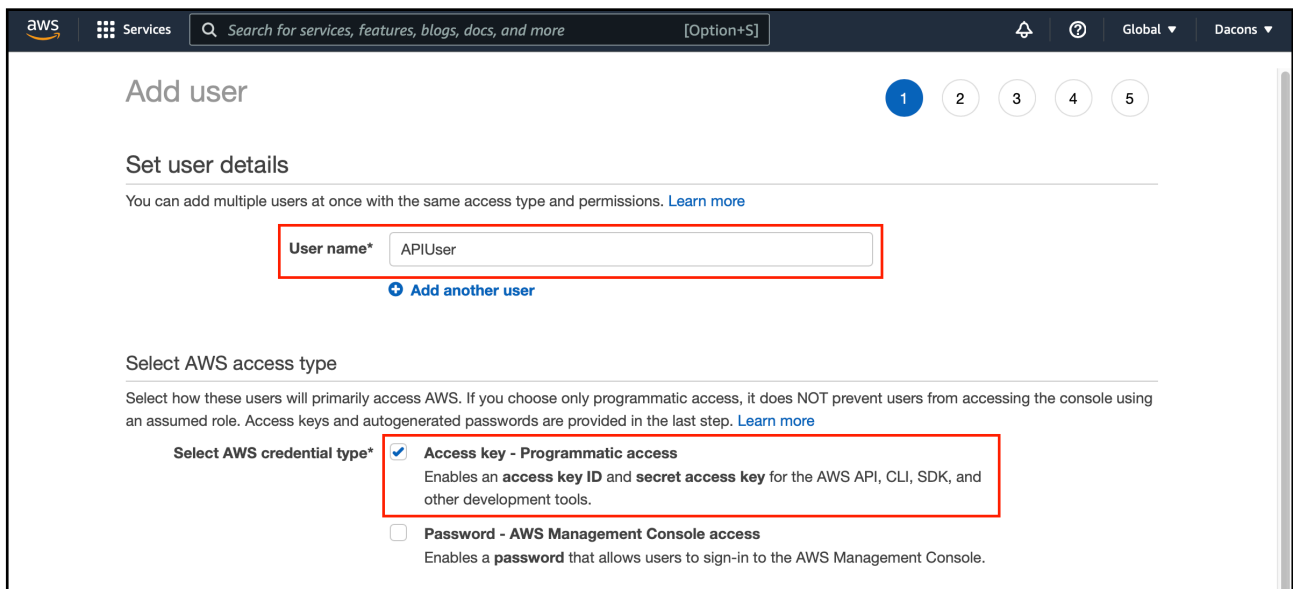
Next, in the left menu, select the Users section.



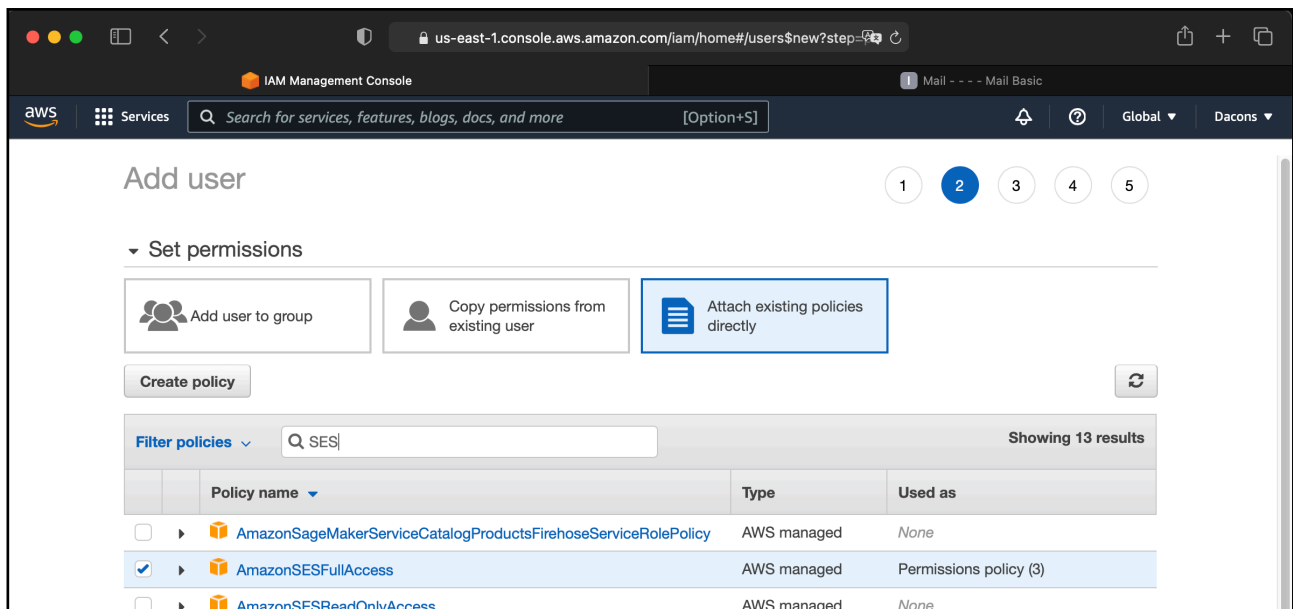
On the users page, click the “Add users” button.



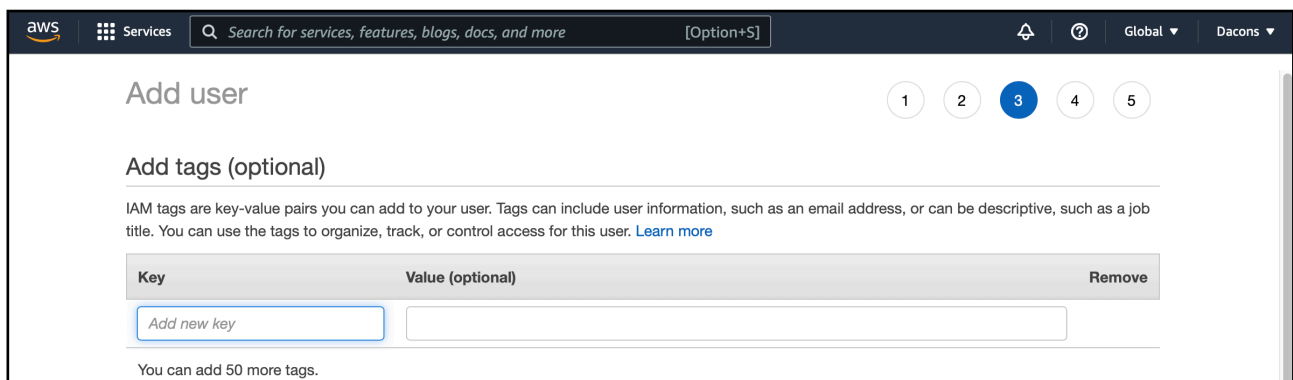
At the first stage of creating a user, specify the name of the new user and check the box next to Access key - Programmatic access.



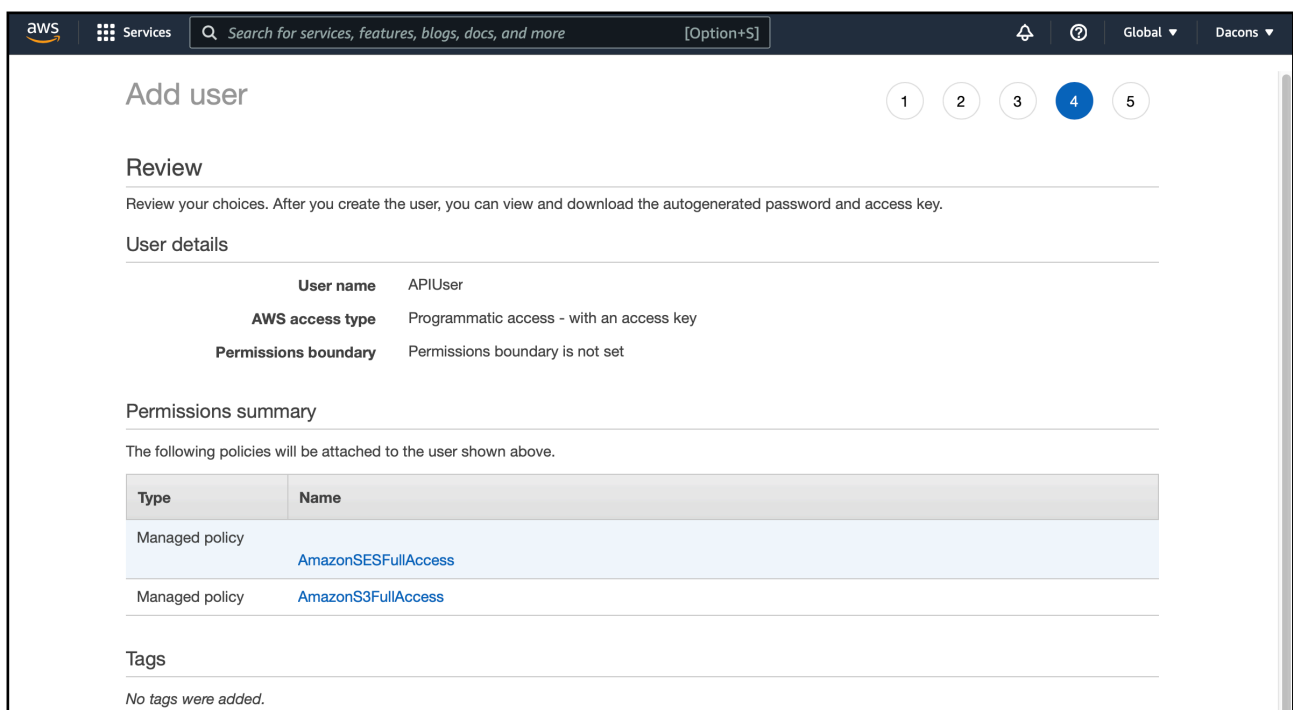
At step 2 of creating a new user, in the “Set permissions” tab, select the option “Attach existing policies directly”, in the search bar type “SES”, in the list check the box against “AmazonSESFullAccess”. Next, in the search bar, instead of SES, type S3, in the list, check the box against “AmazonS3FullAccess”. Now you can go to the next step, click the “Next” button.



In step 3 of creating a new user, click the “Next” button.

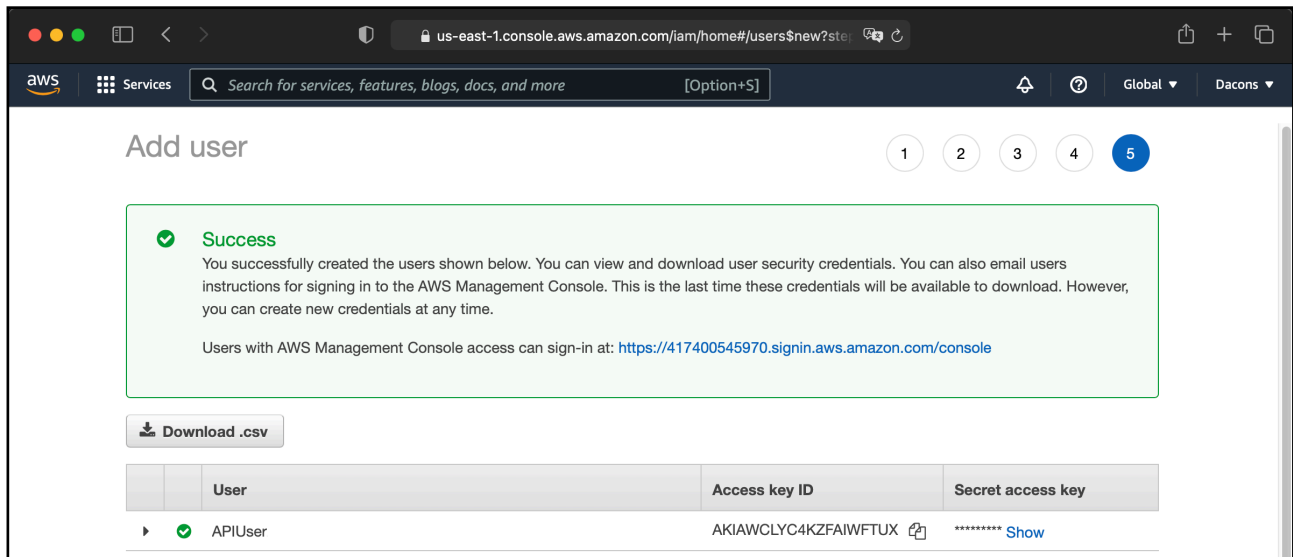


In step 4 of creating a new user, click the “Create user” button.

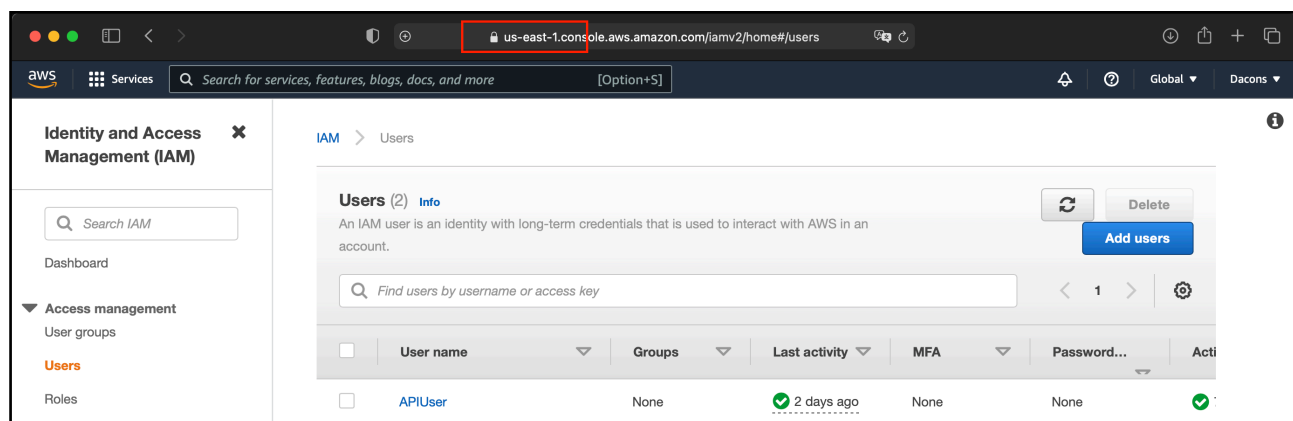


In step 5 of creating a new user, click the “Download .csv” button. The file will contain the following data: User name, Access key ID, Secret access key, Console login link. Save the file to a

safe place. You can also immediately copy the access key ID and secret access key and paste them in the “Simple Mass Mail (AWS).fmp12” file on the Account layout in the “General Account Settings” section. Then you can click the “Close” button.



To use the Amazon API, in addition to the access key ID and secret access key, you also need to know the region. The region can be viewed in the address bar of the browser.



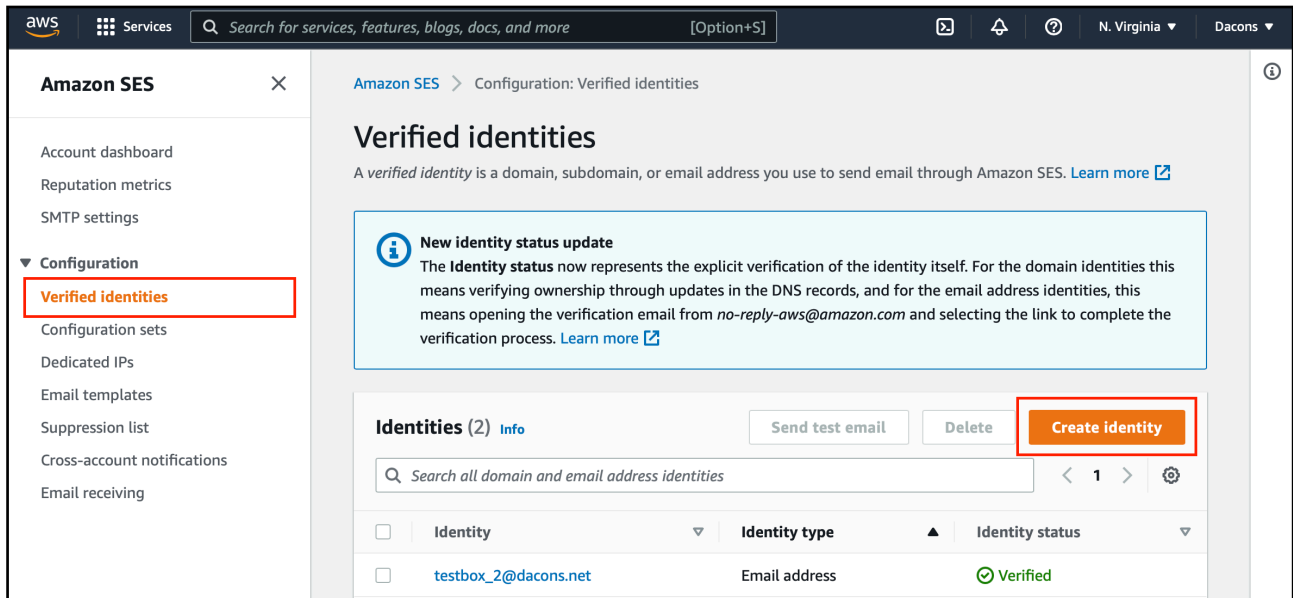
Now you have an access key ID and a secret access key and you know the region.

Verify an Email Address

Before you can send an email using Amazon SES, you must prove that you own the sender's email address by verifying the address (or the domain of the address) with Amazon SES. If you are a new user of Amazon SES, you must also verify the recipient's address, because your account is in a test environment called the Amazon SES sandbox. You can later apply to move out of the sandbox and lift the recipient address limitation.

In the left navigation pane of the Amazon SES console (console.aws.amazon.com/ses/), select Verified identities.

On the Verified identities page, click the Create identity button.



In the Identity type section, select Email address, in the Email address field, enter an email address and click the Create identity button. Amazon SES will now send a verification email to that address.

A screenshot of the 'Create identity' form in the Amazon SES console. The form is titled 'Create identity' and includes a description of verified identities. Under the 'Identity details' section, there are two radio buttons for 'Identity type': 'Domain' and 'Email address'. The 'Email address' option is selected. Below this is a text field for 'Email address' containing 'testbox@dacons.net'. At the bottom of the form, there is a checkbox for 'Assign a default configuration set' and two buttons: 'Cancel' and 'Create identity'.

Sign in to the email client you use to receive email for the email address you entered in the last step. In your email client, open the message from Amazon Web Services asking you to confirm that you own the email address. Click the link in the message.

Go back to the Amazon SES console, and refresh the identity list by using the refresh button near the top right of the console. Confirm that the status of the email address in the Amazon SES console is verified.

The screenshot shows the Amazon SES console interface. On the left is a navigation sidebar with options like 'Account dashboard', 'Reputation metrics', 'SMTP settings', and 'Configuration'. The 'Configuration' section is expanded, showing 'Verified identities' as the selected option. The main content area is titled 'Verified identities' and includes a sub-header 'Configuration: Verified identities'. Below this is a 'New identity status update' information box. The central part of the console displays a table of identities. At the top of the table are buttons for 'Send test email', 'Delete', and 'Create identity'. A search bar is located above the table. The table has three columns: 'Identity', 'Identity type', and 'Identity status'. Two identities are listed, both with a status of 'Verified'. The 'Verified' status for the second identity is highlighted with a red rectangle.

Amazon SES

Account dashboard
Reputation metrics
SMTP settings
▼ Configuration
Verified identities
Configuration sets
Dedicated IPs
Email templates
Suppression list
Cross-account notifications
Email receiving

Amazon SES > Configuration: Verified identities

Verified identities

A *verified identity* is a domain, subdomain, or email address you use to send email through Amazon SES. [Learn more](#)

New identity status update
The **Identity status** now represents the explicit verification of the identity itself. For the domain identities this means verifying ownership through updates in the DNS records, and for the email address identities, this means opening the verification email from *no-reply-aws@amazon.com* and selecting the link to complete the verification process. [Learn more](#)

Identities (2) [Info](#) Send test email Delete Create identity

Search all domain and email address identities

☐	Identity	Identity type	Identity status
☐	testbox_2@dacons.net	Email address	✓ Verified
☐	testbox@dacons.net	Email address	✓ Verified

Using configuration sets in Amazon SES

Configuration sets are groups of rules that you can apply to your verified identities. A verified identity is a domain, subdomain, or email address you use to send email through Amazon SES. When you apply a configuration set to an email, all of the rules in that configuration set are applied to the email.

You can use configuration sets to apply the following types of rules to your email sending and can contain one, both, or neither of these types:

Event destinations – Allow you to publish email sending metrics, including the numbers of sends, deliveries, opens, clicks, bounces, and complaints to other AWS products for each email you send. For example, you can send your email metrics to an Amazon Kinesis Data Firehose destination, and then analyze it using Amazon Kinesis Data Analytics. Alternatively, you can send bounce and complaint information to Amazon SNS and receive notifications immediately when those events occur.

IP pool management – If you lease dedicated IP addresses to use with Amazon SES, you can create groups of these addresses called dedicated IP pools to be used for sending specific types of email. For example, you can associate these dedicated IP pools with configuration sets and use one for sending marketing communications, and another for sending transactional emails. Your sender reputation for transactional emails is then isolated from that of your marketing emails.

Create a configuration set

To create a configuration set using the Amazon SES console, follow these steps:

1. Sign in to the AWS Management Console and open the Amazon SES console at <https://console.aws.amazon.com/ses/>.
2. In the navigation pane, under **Configuration**, choose **Configuration sets**.
3. Choose **Create set**.
4. Enter the following details in the **General details** section:
 - **Configuration set name** – the name for your configuration set. The name can contain up to 64 alphanumeric characters, including letters, numbers, hyphens (-) and underscores (_) only.
 - **Sending IP pool** – when you send email using this configuration set, messages are sent from the dedicated IP addresses in the assigned pool. Select an IP pool from the list.

Note

The **default** (ses-default-dedicated-pool) contains dedicated IP addresses that haven't been assigned to any other pool. To learn more about managing IP pools, see [Assign IP pools](#).

- **Tracking options** – select the **Use a custom redirect domain** check box to use a custom redirect domain to handle open and click tracking for this configuration set, instead of using one of the Amazon SES domains.
 - **Custom redirect domain** – with a custom redirect domain, you can enter a custom subdomain in the box (optional), or select a verified domain from the list.

Note

Custom redirect domains can be specified as follows:

- Redirect domains must be set up prior to choosing this option. For instructions on selecting a custom domain for handling open and click tracking, see [Configuring custom domains to handle open and click tracking](#).
- Then, to choose to use a custom redirect domain, you must indicate it while creating your configuration set, or at a later time by editing your tracking options for the configuration set.

- **Advanced delivery options** – choose the arrow on the left to expand the advanced delivery options section.
 - Transport Layer Security (TLS) – to require Amazon SES to establish a secure connection with the receiving mail server, and send emails using the TLS protocol, select the Required check box.
Note
Amazon SES supports TLS 1.2, TLS 1.1, and TLS 1.0. To learn more, see [Security in Amazon Simple Email Service](#).
5. Enter the following details in the **Reputation options** section:
 - **Reputation metrics** – used to track bounce and complaint metrics in CloudWatch for emails sent using this configuration set. Additional charges apply, see [Amazon CloudWatch pricing](#) for more information.
 - **Enabled** – select this check box to enable reputation metrics for the configuration set.
 6. The **Suppression list options** section provides a decision set to define customized suppression starting with the option to use this configuration set to override your account-level suppression. The [configuration set-level suppression logic map](#) will help you understand the effects of the override combinations. These multitiered selections of overrides can be combined to implement three different levels of suppression:
 - **Use account-level suppression:** Do not override your account-level suppression and do not implement any configuration set-level suppression - basically, any email sent using this configuration set will just use your account-level suppression. To do this:
 - In Suppression list settings, uncheck the Override account level settings box.
 - **Do not use any suppression:** Override your account-level suppression without enabling any configuration set-level suppression - this means any email sent using this configuration set will not use any of your account-level suppression; in other words, all suppression is cancelled. To do this:
 - In Suppression list settings, check the Override account level settings box.
 - In Suppression list, uncheck the Enabled box.
 - **Use configuration set-level suppression:** Override your account-level suppression with custom suppression list settings defined in this configuration set - this means any email sent using this configuration set will only use its own suppression settings and ignore any account-level suppression settings. To do this:
 - In Suppression list settings, check the Override account level settings box.
 - In Suppression list, check Enabled.
 - In **Specify the reason(s)...**, select one of the suppression reasons for this configuration set to use.
 9. You can optionally add one or more tags in the **Tags** section. Repeat the following steps for each tag you want to add to your configuration set.
 - Choose **Add new tag**.
 - Enter the tag **Key**.
 - Enter the tag **Value** (optional).
 10. To remove a tag you've entered, choose **Remove** for that tag. You can enter a maximum of 50 tags.
 11. Choose **Create set** to create your configuration set.

Now that you've created your configuration set, you have the option to define event destinations for your configuration set which enables event publishing that is triggered on the event types you specify for the event destination. A configuration set can have multiple event destinations with multiple event types defined. See [Creating Amazon SES event destinations](#).

Using configuration sets with the Maillt plug-in

When using the `Email_awsSendMessage` function, the configuration set name is specified in the 10th parameter.

```
Email_awsSendMessage( htmlMessage; plainTextMessage; subject; fromAddress;  
toAddress; ccAddress; bccAddress; replayToAddress{; tags; configurationSetName;  
contactListName; topicName} )
```

When using the `Email_awsSendRawMessage` function, the configuration set name is specified in the 3rd parameter.

```
Email_awsSendRawMessage( messageSource {; tags; configurationSetName;  
contactListName; topicName} )
```

If you are using the SMTP protocol to send messages using Amazon SES, the configuration set name is specified in the message header using the plug-in function:

```
Email_SmtpAddMessageField( fieldName; fieldValue {; messageUID } ).
```

```
Email_SmtpAddMessageField("X-SES-CONFIGURATION-SET"; "configurationSetName" {;  
messageUID } )
```

Working with the example file

Open the sample Simple Mass Mail (AWS).fmp12 file and navigate to the Account layout.

Account

Clear Settings

General Account Settings

Access Key: AKIAWCLYC4KZFAIWFTUX

Secret Key: wiVj [REDACTED] ORb/

Region: eu-central-1

Configuration Sets Name: [REDACTED] ?

Get Account Info Get Send Statistics

Contact List

Contact List Name: DaconsContactList ?

Contact List Description: Example of a contact list

Contact List Create/Update Topic management

Sender Information

Sender Name: Dacons UG Example: Joe Doe

Sender Email: testbox@dacons.net Example: joe@mydomain.com

Log Local Web Server Log File Other

In the "General Account Settings" section, fill in the basic data for connecting to the Amazon API. Specify the data in the Access Key, Secret Key, Region fields with the data that you obtained by following the instructions in the "Creating a new user with access to the Amazon API (AmazonSES/AmazonS3)" section.

The "Configuration Sets Name" field is optional. If you created the Configuration Sets in the Amazon SES Portal, enter the name of the configuration in the Configuration Sets Name field.

The "Get Account Info" button allows you to find out the main account data, the most basic is whether the account is in Sandbox mode or not and the message quota.

The "Get Send Statistics" button allows you to request unsorted data with an interval of 15 with the following parameters: "DeliveryAttempts", "Bounces", "Complaints", "Rejects". There is no binding to the mailing list, if two mailing lists are performed in one day, the data will be for both mailing lists in total.

Next are the settings for the Contact List. The Contact List contains Topics, where you can upload lists of recipients' email addresses. This setting is required for AWS SES to manage unsubscribe. The setting is not mandatory.

The "Contact List Create/Update" button allows you to create or update a Contact List.

To create a contact list, enter a name for the list in the "Contact List Name" field and click the "Contact List Create/Update" button. After a successful Create/Update contact sheet, next, you need to click the "Topic management" button, after clicking which a window will open in which you can create the necessary Topics, the maximum number of Topics is 20.

You can create one or more topics for the test, then click the "Save settings to AWS SES" button.

The screenshot shows a window titled "Topics" with a table containing two rows of topic information. The table has columns for TopicName, DisplayName, Description, and Status. Below the table are three buttons: "Load settings from AWS SES", "Save settings to AWS SES", and "Done".

TopicName	DisplayName	Description	Status
topic1	Test Topic 1	The description of Topic 1	OPT_OUT
topic2	Test Topic 2	The description of Topic 2	OPT_OUT

Please find below an example of displaying topics on the subscription management page, which the recipient gets to when clicking on the unsubscribe link.

The screenshot shows a web page titled "Subscription preferences". It displays the email address "testbox@dacons.net" and a list of topics to subscribe to. The "Test topic 2" is selected. There is also an option to "Unsubscribe from all". An "Update" button is at the bottom.

Subscription preferences

Email address: testbox@dacons.net

Choose which types of email communications you'd like to receive from us. Once you've made your selection, click Update to confirm your subscription preferences.

- ☐ Test topic 1
Test topic Description 1
- ☒ Test topic 2
Test topic Description 2
- ☐ Unsubscribe from all
You will still receive important transactional and billing-related emails.

Update

The last setting on the Account layout is "Sender Information", it is mandatory. The data must match the AWS account, you cannot send messages from another email address.

After you have specified the required data on the Account page, you can move on to the next page.

The "Templates" page contains a list of basic templates, and your templates will be displayed here if you decide to keep them.



Mailing
Tags
Templates
Account
Mailit 9 Simple Mass Mail for AWS SES

Description		Screenshot	
Template 1 1 Column	Multi-Part		Use Delete
Template 2 1 Column - Full Width	Multi-Part		Use

For a quick start, you can choose one of the templates.

"Tags" menu item contains a list of tags, by default two tags [First Name] and [Last Name] are available in the list. For example, if you use the [First Name] tag in a message, when sending a message, the tag [First Name] will be replaced by the value of the Recipients::First Name database field.



Mailing
Tags
Templates
Account
Mailit 9 Simple Mass Mail for AWS SES

New
Delete

Tag To Be Replaced	Replace With Field Content
First Name	Recipients::First Name
Last Name	Recipients::Last Name

“Mailing” > “Form” menu item: This page contains an editor that allows you to create a message in HTML format using blocks.

The screenshot shows the 'Form' editor interface. At the top, there's a navigation bar with tabs: 'Mailing' (selected), 'Tags', 'Templates', 'Account', and 'Mailit 9 Simple Mass Mail for AWS SES'. Below this is a sub-navigation bar with buttons: 'New Mailing', 'Recipients', 'Preview', 'Send Mailing', 'Delete', a menu icon, 'Form' (selected), and 'List'. On the left, there are input fields for 'Created on:' (23.09.2022), 'Subject:' (Test), 'Campaign Name:' (empty), and 'Topic:' (topic1). To the right is an 'Attachments' section with a '+ CID X ^' button and a 'Choose a file or drag it here.' prompt. Below the navigation bar, there are tabs for 'Content', 'Alternative Content', and 'Sending Log'. The 'Content' tab is active, showing 'Default Content: HTML Code'. The main editor area has a left sidebar with four block icons (image, text, horizontal line, and table). The main content area contains a dashed box with the text: 'Enter title here.', 'Hi [First Name],', a paragraph of placeholder text, and a code block: `{{amazonSESUnsubscribeUrl}}`. On the right side of the editor, there are three icons: a hamburger menu, a gear, and a vertical scrollbar.

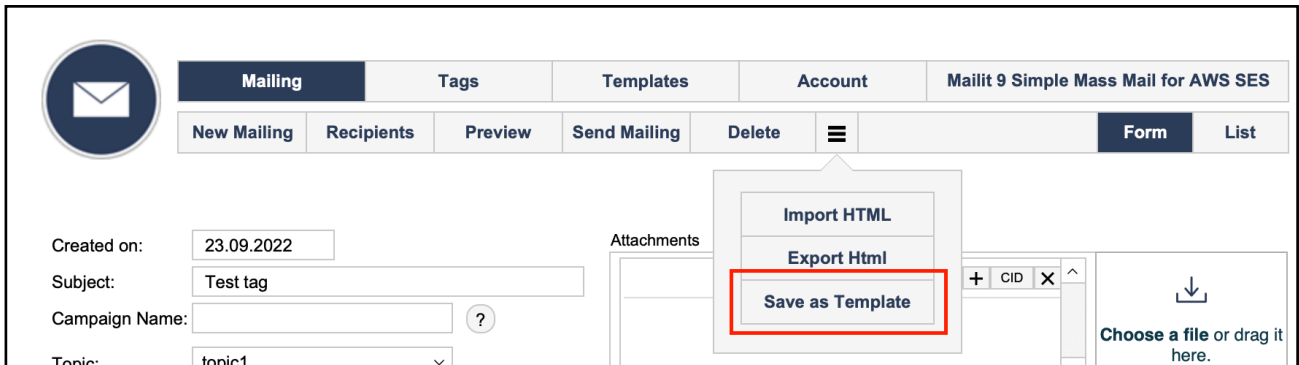
Data in the editor is not saved automatically, so after you create a post, click the Save button in the editor to save your changes.

This screenshot is a zoomed-in view of the bottom right corner of the editor. It shows the 'Save' button, which is a rectangular button with the text 'Save' inside. The button is highlighted with a red rectangular border. The background shows parts of the editor interface, including the 'Enter title here.' text and the 'Hi [First Name]' placeholder.

After creating the message, you can view the message in the browser by clicking the Preview button.

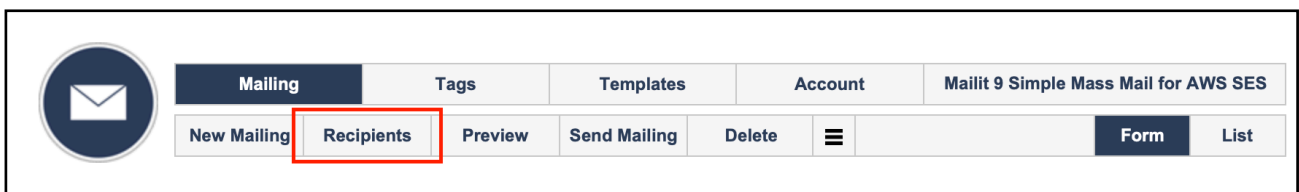
This screenshot shows the top navigation bar of the interface. The 'Preview' button in the sub-navigation bar is highlighted with a red rectangular border. The navigation bar includes the 'Mailing' tab (selected), 'Tags', 'Templates', 'Account', and 'Mailit 9 Simple Mass Mail for AWS SES'. The sub-navigation bar contains 'New Mailing', 'Recipients', 'Preview' (highlighted), 'Send Mailing', 'Delete', a menu icon, 'Form', and 'List'.

If you want to save the message as a template, click the "Save as Template" button. After saving, the new template will appear in the list of templates on the Templates page



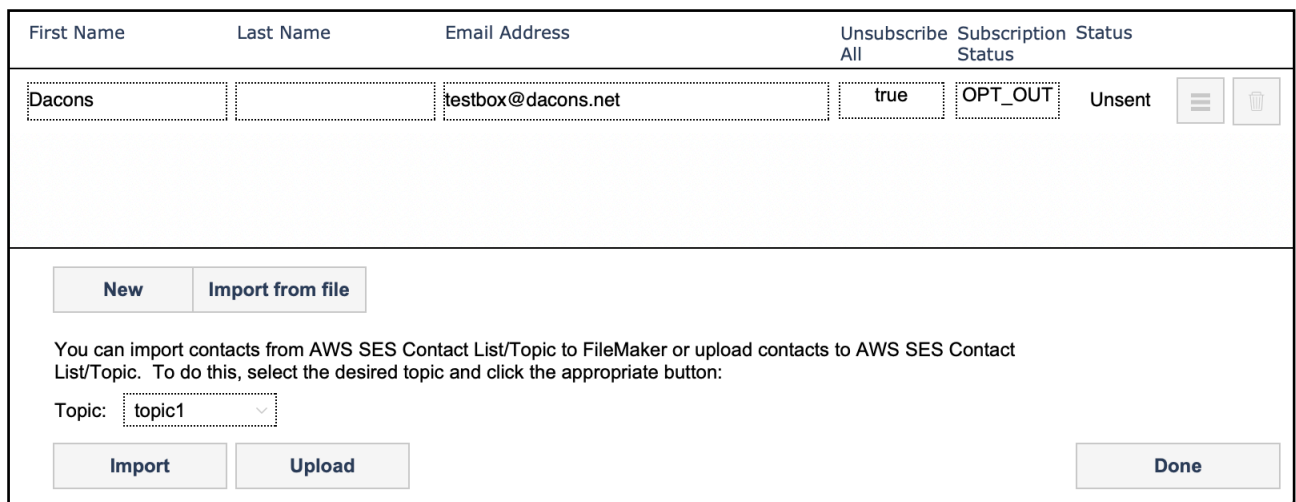
The screenshot shows the 'Mailing' interface with a top navigation bar containing 'Mailing', 'Tags', 'Templates', 'Account', and 'Mailit 9 Simple Mass Mail for AWS SES'. Below this is a sub-navigation bar with 'New Mailing', 'Recipients', 'Preview', 'Send Mailing', 'Delete', a menu icon, 'Form', and 'List'. The main area contains form fields for 'Created on' (23.09.2022), 'Subject' (Test tag), 'Campaign Name', and 'Topic' (topic1). An 'Attachments' section is visible, and a context menu is open over it, showing 'Import HTML', 'Export Html', and 'Save as Template' (highlighted with a red box). On the right, there is a file upload area with a download icon and the text 'Choose a file or drag it here.'

In order to send a message, you need to specify the recipients, to do this, click the "Recipients" button.



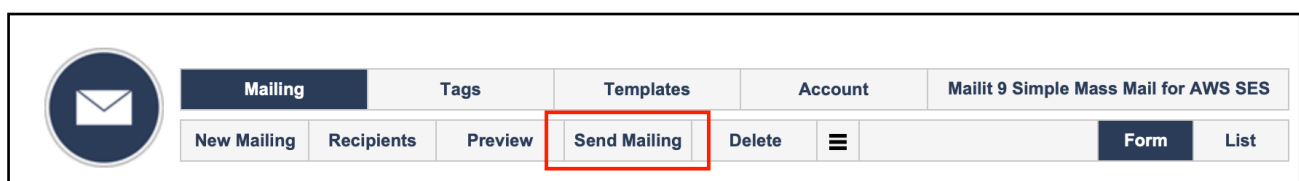
The screenshot shows the same 'Mailing' interface, but the 'Recipients' button in the sub-navigation bar is highlighted with a red box.

A new window will open in which you can specify recipients manually or import from a file or from an Amazon SES contact list.



The screenshot shows the 'Recipients' window. At the top, there is a table with columns: 'First Name', 'Last Name', 'Email Address', 'Unsubscribe All', 'Subscription Status', and 'Status'. The table contains one row with the following data: 'Dacons', an empty field, 'testbox@dacons.net', 'true', 'OPT_OUT', and 'Unsent'. Below the table, there are two buttons: 'New' and 'Import from file'. A text block states: 'You can import contacts from AWS SES Contact List/Topic to FileMaker or upload contacts to AWS SES Contact List/Topic. To do this, select the desired topic and click the appropriate button:'. Below this, there is a 'Topic' dropdown menu with 'topic1' selected. At the bottom, there are three buttons: 'Import', 'Upload', and 'Done'.

If you created the list manually or imported it from a file, you need to upload the contact list to the Amazon SES contact list by clicking the "Upload" button. Once the list is loaded, Amazon SES will replace the `{{amazonSESUnsubscribeUrl}}` tag in the message with an unsubscribe link that the recipient can use to unsubscribe.



The screenshot shows the 'Mailing' interface with the 'Send Mailing' button in the sub-navigation bar highlighted with a red box.

After all the actions have been completed, you can start the mailing by clicking on the "Send Mailing" button.

