



# Whitelist and Soft Launch Process Guide

The following technical set-up and testing is required by Market Link and Employer groups.

- **4 weeks prior to launch**
  - Set-up form submitted to Novu by Market Link
  - Employee organization set up by Novu
  
- **2 weeks prior to launch**
  - Whitelist review (Employer)
  - Pilot group of employees tests activation and engagement emails (Employer & Market Link)
  - Any issues are reported back to MMA and resolved

## Getting Started -

1. Identify someone in IT security or in the IT department who is familiar with whitelisting processes
2. That person should make sure all spam filters are removed

All the information below is what the IT person will need to know to allow Novu/Marketing Link emails to pass through their firewalls.

Domain Name: [novu.com](https://novu.com)

Dedicated IP address: 198.245.94.205

All possible sending and reply profiles/emails are:

[memberservices@novu.com](mailto:memberservices@novu.com)

[memberservices@emails.novu.com](mailto:memberservices@emails.novu.com)

[reply@emails.novu.com](mailto:reply@emails.novu.com)

[response@novu.com](mailto:response@novu.com)

[response+noreply@emails.novu.com](mailto:response+noreply@emails.novu.com)

The server that is sending the Novu/Market Link ExactTarget emails and will be connecting to your email servers to deliver the messages is:

[mta.emails.novu.com](mailto:mta.emails.novu.com) (mta.emails.novu.com. [198.245.94.205])

This testing process should be conducted first before a full employer launch takes place. This will ensure Novu emails are whitelisted and not blocked. We recommend soft launching to a small group of employees who can test the end to end process.

### **Who to include:**

- 4-5 employees
- Include HR contact, IT, admin staff, etc.

### **When:**

- 1-2 weeks prior to full launch

### **What needs to be done:**

- Go through the account activation process
- Validate Market Link emails are received

### **Outcome:**

Scenario A – *Welcome to Market Link emails are received*

- Market Link program can be full launched to broader employee population

Scenario B – *Welcome to Market Link emails are NOT received*

- Do not launch program to broader employee population
- Contact XX at Novu to trouble shoot the issue

This testing process should be conducted before the program is launched to the broader employee population.

### **Step 1 –**

Have the testing group navigate to the Novu landing page (*Through what ever method the employer is going to use*)

1. Accept Terms & Conditions box
2. Go through the in application onboarding steps

Now that the employees are signed up for Market Link, they should begin receiving Market Link member emails 1 day post sign up.

*\* We want to confirm those emails are being received and displaying correctly.*

### **Step 2 –**

Have the testing group validate the following occurred

1. Are they receiving their Market Link emails
2. Are the images displayed, content visible, buttons working, etc.

In addition, if the employer should uses multiple browsers and email systems, the IT team may want to consider testing this process across multiple browser & email platforms to confirm that all is functioning as expected.

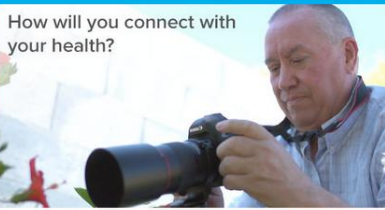
These are examples of the types of emails new Market Link members should receive within their first week of joining Market Link. If these emails are not received, there could be an issue with the whitelisting criteria and will need to be addressed before full launch.

MMA MARKETLINK December 26, 2014 [Log In](#)

It's your health. Take control and get rewarded.

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How will you connect with your health?



Jim's Member Moment [Watch Now](#)

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Enter this raffle for only 100 points

You've got: **34315** Points

[How do I earn points?](#) [ENTER RAFFLE](#)

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Got food questions? [ASK A DIETITIAN](#)

Got exercise questions? [ASK A TRAINER](#)

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With recipes, healthy snacking tips and true weight loss advice, **Nutrition** is the most popular program. [GET STARTED](#)

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Read This Email Online.  
 You're receiving this email because you signed up to Novu. If you reply to this email, we might not get it. Need help? Email us at [support@novu.com](mailto:support@novu.com). Not interested anymore? [Unsubscribe instantly.](#)  
 1600 Ulica Ave S #100 Minneapolis, MN 55416

[f](#) [t](#) [in](#)

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## THE HEALTH C

Novu Challenges keep your health journey fresh and different to try every week. Flex your competitive top of the scoreboard, or simply compete against diet, your workout routine—even you

### Do you know how long Ch Explore Novu to find out, or guess:

- [1 Day](#)
- [7 Days](#)
- [30 Days](#)
- [All of the above](#)

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## FACT or F

When it comes to your health, can you tell the difference between health trends out there, it can be hard to

Every week you'll receive a trivia question based on the latest health research to sharpen your mind and test your knowledge. The correct answer and

### Fact or fiction? Drinkin you


[Fact](#)

[Fiction](#)

**Top Tip:** Hydration is an important part of good health. Check out the programs on your homepage for more tips on making healthy choices in your daily life.

MMA MARKETLINK November 11, 2014 [Log In](#)

## GETTING STARTED IS EASY. HERE'S HOW:



### Walkthrough Video

You've signed up for a healthier you. Congratulations on taking this first step!

To get started, check out this video for a guided tour. Learn how to customize the site just for you. Plus get tips on how to earn points and rewards and track your progress. All of which will help on your journey to become healthier and happier.

[SEE HOW](#)