

ListMailing

Manual

Updated on 21 September 2026

Contents

Getting started

1. Getting started
2. Account and signing in
3. Team members and roles

Newsletters

1. Lists and contacts
2. Verifying a sender
3. Sending a newsletter
4. Billing and credits

Your page

1. Page settings
2. Customising appearance
3. Managing links
4. Your own domain

Getting started

Getting started

How pages, contacts and newsletters fit together, and where to start.

Welcome to ListMailing. This manual explains how everything works. Start here if you have just created an account, or use the search box on the overview page if you are after something specific.

What a page is

Everything revolves around a **page**. A page is your place in the app: your public profile page, your contact lists, your newsletters, your senders and your billing all belong to it.

You can have several pages, for example for two bands or two clients. The menu at the top left switches between them. Whatever is on screen always belongs to the page selected there.

Someone else can also invite you to their page. It then shows up in the same list, with whatever rights the owner gave you. Read more under [Team members and roles](#).

Signing in for the first time

1. Create an account and confirm your email address using the link you are sent. You cannot continue without confirming.
2. Give your first page a name. That name also sets your public address, but you can change it later.
3. You land on the dashboard, which shows your subscriber count, your sent newsletters, your average open and click rate, and how many emails you have left this month.

Where to start

A page does two things, and most people arrive for one of them. Take the route that fits you; you can always pick up the other later.

Building a public page

1. **Get your page settings right.** Name, public address and a short biography. See [Page settings](#).
2. **Customise the appearance.** Background, logo, title and the layout of your buttons. See [Customising appearance](#).
3. **Add your links.** Your website, socials, streaming profiles. See [Managing links](#).
4. **Connect your own domain, if you have one.** This involves DNS records, so start on it early. See [Your own domain](#).

Sending newsletters

1. **Add a sender and verify it.** This takes the longest, because it involves DNS records and those need time. Start here. See [Verifying a sender](#).
2. **Create a list and put contacts in it.** By hand, by importing a CSV, or by letting people sign up themselves. See [Lists and contacts](#).
3. **Set up a template.** Colours, typeface, logo and footer. Every newsletter inherits that styling, so it is worth getting right once.
4. **Write and send your newsletter.** See [Sending a newsletter](#).

What you get for free

Your public page is free, own domain name included. Newsletters run on a monthly allowance: a free account may send 50 per month. Everything else is unlimited, with as many contacts, lists, newsletters and templates as you like. Only the number of sent emails is capped. See [Billing and credits](#) if you need more.

Note that test emails count towards your monthly allowance.

Updated on 21 September 2026

Account and signing in

Your details, your password, two-factor authentication and the language of the app.

Your account is personal and separate from your pages. You sign in with your email address and password, and that one account gets you into every page you are a member of.

Changing your details

Under **Settings, Profile** you change your name, your email address and the language of the app. If you change your email address, you have to confirm the new one before you can carry on.

The language setting only applies to the app itself. The language of your public page and of a newsletter are set separately.

Forgotten password

On the sign-in screen, use the link to reset your password. You get an email with a link that is valid for a limited time. If it does not arrive, check your spam folder.

To change your password while signed in, go to **Settings, Security**. Your current password is required.

Two-factor authentication

Under **Settings, Security** you can switch on two-factor authentication. It works with an authenticator app on your phone, such as Google Authenticator, 1Password or Bitwarden.

1. Click to enable. A QR code appears.
2. Scan it with your authenticator app, or type the key in by hand.
3. Enter the six-digit code to confirm.
4. **Save your recovery codes.** They are your only way back in if you lose your phone. Put them in your password manager, or print them.

From then on, the app asks for a code after your password. You can view your recovery codes again later or replace them; replacing them invalidates the old set.

Confirming your email address

A new account has to be confirmed within a few days. Accounts that were never confirmed and belong to no page are cleaned up automatically. That is part of the retention periods in our privacy statement.

Deleting your account

At the bottom of **Settings, Profile** is the option to delete your account for good. You have to enter your password to confirm. This cannot be undone.

If you own a page, transfer it to someone else or delete it first, otherwise the page is left without an owner. See [Team members and roles](#).

Updated on 21 September 2026

Team members and roles

Giving others access to a page and deciding per section what they may do.

A page has one owner and can have as many members as you like. Under **Members** you see who belongs to it and what everyone is allowed to do.

Inviting someone

Click invite and enter an email address. They get a mail with a link. If they do not have an account yet, they create one first and then land on your page.

An invitation expires after a while. While it is open you can resend it or cancel it.

Rights per section

You set rights per member and per section, so you can let someone help write newsletters without giving them access to billing.

Section	What you can grant
Page	Edit general settings, edit appearance, edit links
Domains	View, change the primary domain, add and remove
Senders	View, change order and primary, add and remove
Lists	View, manage lists
Contacts	Manage contacts
Newsletters	View, manage newsletters
Members	Manage
Billing	Manage

There is also an **All** option, which grants everything at once, including rights added in the future.

A member only sees the screens they have rights to. Someone without newsletter rights simply does not see that menu item.

Transferring ownership

The owner can hand the page over to another member. You then stay on as a member with full rights. Useful when handing a page to a client, or to a new band member taking over the admin.

Removing someone

Remove a member and their access ends immediately. The content of the page is untouched: contacts, newsletters and statistics belong to the page, not to the member.

Deleting the page

At the bottom of **General settings** is the button to delete the page permanently. You have to retype the page name to confirm. Everything that belongs to it goes with it: contacts, lists, newsletters, templates, senders and statistics. This cannot be undone.

Updated on 21 September 2026

Newsletters

Lists and contacts

Collecting and grouping contacts, importing them, and letting people sign up themselves.

A **contact** is someone who can receive your newsletters. A **list** is a group of contacts. You always send to a list, never to individual contacts, so you need at least one.

One contact can sit in several lists. Someone can unsubscribe from one list and stay subscribed to another.

Lists

You create them under **Lists**. A list has a name, and you immediately see how many contacts are in it and how many people have unsubscribed.

Two options are worth calling out:

- **Test list.** Send to a test list and the newsletter stays a draft afterwards instead of being marked as sent. That lets you do a real send to a small group without locking your newsletter.
- **Hide the unsubscribe link.** Only for lists with no legal obligation to offer one, for example an internal list of your own band members. For marketing mail an unsubscribe link is required by law. So do not use this to keep your unsubscribe rate down.

Per list you can also set a description in Dutch and English. That text appears as the heading above the signup form.

Adding contacts

There are three ways.

By hand

Under **Contacts** you add someone with an email address, first name and last name, and attach them to one or more lists.

Importing a CSV

Upload a CSV with columns for email address, first name and last name. You first see how many valid addresses were found, and only then do you actually import.

While importing you choose which lists the contacts are attached to. Addresses that previously unsubscribed are skipped, so you cannot accidentally pull them back in.

Afterwards you see exactly how many were added, how many were already there and how many were skipped.

Letting people sign up themselves

The cleanest way, and the one that produces the best list. Every list has its own **signup link** that you can share anywhere.

Signing up uses double opt-in: someone enters their email address, gets a mail with a confirmation link, and only joins the list after clicking it. They can then optionally add their name. That way you know the address exists and that its owner signed up themselves.

The form on your own website

To put the signup form on your own site there are three variants, all found on the list itself:

- **Script.** Paste the script tag where the form should appear. No styling is imposed, so your own CSS decides how it looks.
- **Script in the head.** For content management systems that do not allow script tags in the body. The first tag goes in your template's `head`, the second where the form should be.
- **Iframe.** A self-contained frame with a transparent background, so your own site's background stays visible.

On the iframe, change `lang=nl` or `lang=en` to pick the language.

Who is on a list, and how they got there

In the list overview, click the contact count of a list to see the members of that one list. Per person you get the status, the source, the date they subscribed and, if they left, the date and reason they unsubscribed.

The source tells you how someone ended up on the list:

- **Signup page:** through the list's signup link, confirmed by mail.
- **Form on your own site:** through the script or the iframe on your own website, also confirmed by mail.
- **Import:** from a CSV file.
- **Added by hand:** added by you or a team member inside ListMailing.
- **Stayed subscribed after all:** someone clicked the unsubscribe link and then chose to stay.

An unsubscribe carries the same kind of detail: the unsubscribe page, the unsubscribe button in the mail client, unsubscribing from everything, an undeliverable address, a spam complaint, or by hand.

You can filter on status and on source, and export the list as a CSV including every date and reason. That gets you, in a few clicks, who signed up through the signup form and who unsubscribed from the mail.

Memberships from before September 2026 have no source and show as **Unknown**. That is not a mistake, the information simply was not recorded back then.

Managing contacts

In the contacts overview you can search, sort and filter by list. Per contact you see which lists they are attached to, and you can toggle that. Hover a list label to see the status, the source and the date. Filter on a list and the source appears as its own column.

One thing to watch: unticking a list in the edit window removes the whole membership, source and signup date included. To only unsubscribe someone while keeping that history, click the list label in the overview instead.

Someone who unsubscribed from **everything** gets a clear label. They receive no newsletter from your page at all, whichever lists they appear in. That is deliberate: respecting an unsubscribe is not optional.

Addresses that hard bounce or file a spam complaint are suppressed automatically. That protects your sender reputation, and with it whether your mail arrives at all.

Exporting data

You can export the data of a single contact, or of all your contacts at once. The single-contact export is exactly what you need when someone files a subject access request under the GDPR, and it holds the subscribe and unsubscribe source per list.

The all-contacts export has an extra column naming the source per list. For more detail, such as the separate dates and the unsubscribe reason, use the export on a list's members screen.

Updated on 21 September 2026

Verifying a sender

Setting up the address you send from, and why DNS is part of it.

Before you can send you need a **sender**: the email address that appears in the from line of your newsletter. That address has to be verified.

Start on this early. Verification depends on DNS records, and those need time. You can do all the other preparation while you wait.

Why this is necessary

Sending mail on behalf of an address that is not yours is exactly what spammers do. So Gmail, Outlook and the rest check whether the sender demonstrably belongs to the domain. Skip that, and your newsletter lands in spam or is refused outright.

Setting the DNS records is how you provide that proof. Your mail is signed digitally, and returned mail ends up in the right place.

Adding a sender

1. Go to **Senders** and add one. Enter the name recipients should see, and the email address.
2. You get a confirmation mail at that address. Click the link in it. That proves you control the mailbox. Until then the status reads **Awaiting confirmation**.
3. DNS verification then starts and you are shown the records to set.

If the confirmation mail does not arrive you can have it sent again. Check your spam folder too.

The DNS records

There are two kinds:

- **DKIM signing.** Every mail is signed digitally, so the receiving server can check that the content was not altered in transit and really comes from your domain.
- **Bounce subdomain.** A separate subdomain where returned mail arrives. The default is `send` ; if you already use that for something else you can pick another prefix. Technically this is set as the Return-Path.

Enter these records at your DNS provider. As with [your own domain](#), there are toggles to match the notation to your DNS panel, and a button to copy everything at once.

Waiting and checking

Verification happens automatically, but the **Check status** button asks for an immediate look at whether the records are found. The status moves through these stages:

Status	What it means
Awaiting confirmation	The link in the confirmation mail has not been clicked yet
Verification pending	The records are being checked
Verified	Ready to use, and you get a mail about it
Verification failed	The records were not found for 72 hours

Verification failed means nothing is broken: checking simply stopped. Fix the records and restart verification with the button on the sender.

Several senders

You can have more than one, for example `news@yourband.com` and `info@yourband.com` . Drag them into order; the top one is the **primary** and is suggested by default on a new newsletter.

Practical tips

- Use an address on your own domain. A free Gmail or Hotmail address cannot be verified as a sender, because you do not control the DNS of those domains.
- Do not remove the DNS records after verification. They have to stay, or sending eventually stops working.
- If you switch DNS providers, check that these records came along.

Updated on 21 September 2026

Sending a newsletter

From empty template to sent mailing, plus scheduling, resending and statistics.

Before you start you need two things: [a verified sender](#) and [a list of contacts](#).

The template first

Under **Templates** you fix your house style: colours for the background, headings, text, links and buttons, the typeface and its weights, the content width, rounded corners, shadows and the thickness of dividers. You also set your logo, a header image and the footer, with your company name and address.

The footer can carry social links. Paste a link to your Instagram, Spotify or website and the icon is recognised automatically.

One template can be marked as the default. Every new newsletter then starts with that styling. Get this right once and you never have to think about it per mailing.

Building the newsletter

A newsletter is made of **sections** that you stack and drag around. There are seven kinds:

Section	What for
Text	Ordinary paragraphs with a heading
Text and/or image	Text with a photo beside, above or below it
Images	A gallery in columns, optionally all cropped to the same height, with captions

Section	What for
Button	A clear call to action with its own label and URL
Video	Paste a YouTube or Vimeo link; the thumbnail is fetched automatically
Divider / spacer	A line, or simply some air between two blocks
HTML	Your own HTML, for when you know exactly what you are doing. Unsafe tags are stripped

Alongside the sections you fill in:

- **Internal name.** For you only, to find the newsletter again.
- **Subject.** What the recipient sees in their inbox.
- **Preheader.** The short preview text most mail programs show after the subject. Leave it empty and the mail client grabs your first sentence, which is rarely what you want.
- **Language.** Your page language by default, but you can override it per newsletter.

A preview on the right updates as you type.

Personalising

In your text you can use `{voornaam}`, `{achternaam}` or `{naam}` for first name, last name and full name. They are filled in per recipient.

If you do not know everyone's name, use a fallback: `{voornaam|reader}` becomes "reader" when the first name is unknown. Without a fallback you get an ugly gap in your sentence, so always do this.

Test first

Send a test mail to yourself. Look at it on your phone, not just your laptop; that is where it will be read. Check the subject line, the preheader, and whether your buttons are big enough to hit with a thumb.

Test mails count towards your monthly allowance.

Sending

Pick the list and the sender. You see how many subscribers the list has and how many emails you have left this month. If your allowance is too low, the app says so up front, with the number of recipients.

Two toggles live here as well: **track opens** and **track clicks**. Switch them off and no statistics about who opened or clicked are collected.

After sending, the newsletter is locked. To send an amended version, duplicate it; you get a new draft with the same content.

Scheduling

Switch on **Send later** and pick a moment. The newsletter gets the Scheduled status and cannot be edited until then. To change something anyway, cancel the schedule; the newsletter returns to draft and is not sent.

Resending

A sent newsletter has two extra options. Both make a copy and send it only to the group in question, so nobody gets it twice:

- **To people who did not open it.** Often worth trying a second subject line a week later. You see how many people that is beforehand.
- **To new contacts.** For people who signed up after the original send.

Viewing online and sharing

Every newsletter carries a "view online" link, which works per recipient and keeps the unsubscribe link.

To share your newsletter on social media, create a **share link**. That is a public URL without an unsubscribe link and without a recipient. Newsletters without a share link cannot be reached that way at all, so sharing stays a deliberate choice. You can always revoke the link.

Statistics

After sending you see, per newsletter: recipients, sent, delivered, bounces, complaints, opened and clicked. Below that are the most-clicked links.

The dashboard shows your average open and click rate across all your sends.

A few things to keep in mind:

- Open rates are an indication, not an exact measurement. Many mail programs preload images or block them entirely.
- Clicks are more reliable than opens. Look at those if you want to know whether something worked.
- Bounces and complaints matter more than either. If they climb, your sender reputation suffers and your next mailing arrives less well.

Delete a sent newsletter and its statistics go with it. Those cannot be recovered.

Updated on 21 September 2026

Billing and credits

Your monthly allowance, subscriptions, one-off credits and your payment history.

You pay per page, and you pay for sent emails. Contacts, lists, newsletters and templates are unlimited.

One sent email is one recipient. A newsletter to 300 people therefore costs 300 from your allowance. Test mails count too.

Monthly allowance and credit balance

There are two pots, and they behave differently:

- **Monthly allowance.** Comes with your subscription and resets every calendar month. Whatever you do not use expires.
- **Credit balance.** Bought separately, never expires. Only drawn on once your monthly allowance runs out.

Both are shown on the **Billing** screen and on your dashboard.

Subscriptions

Plan	Per month	Emails per month
Free	€ 0	50

Plan	Per month	Emails per month
Plus	€ 19	4,000
Pro	€ 29	7,500
Business	€ 49	17,500
Enterprise	€ 79	35,000

A subscription is cheaper per email than one-off credits. If you send regularly, a subscription is almost always the better deal.

Switch mid-month and it is prorated: the first payment shows the amount including the discount for the remaining period.

You can cancel at any time. You keep access until the end of the current period; the date is shown.

Credits

One-off bundles, for when you only send occasionally or have a one-time spike.

Credits	Price
500	€ 5
1,000	€ 9
2,500	€ 20
5,000	€ 35
10,000	€ 60
25,000	€ 125

Credits do not expire. They stay until you use them.

Paying

Payments go through Mollie. Available are iDEAL, credit card, PayPal, Apple Pay and Google Pay. Exactly which methods you see depends on your device and the amount.

You pick the payment method inside the app, so you skip Mollie's own selection screen.

For a subscription a recurring mandate is set up, so the monthly renewal happens automatically.

Payment history

At the bottom of the billing screen every payment is listed with its date, kind (credits, subscription, or a manually granted gift), amount and status.

When your allowance runs out

You can no longer send. The app tells you in advance, while preparing a send, with the number of recipients and the number of emails left. Your newsletter stays where it is; buy credits or move to a larger subscription and send afterwards.

Updated on 21 September 2026

Your page

Page settings

The name, public URL, language and biography of your page.

General settings holds the basics of your page: what it is called, where it lives, and what appears as its short description.

Name

You see the page name in the menu and throughout the app. For visitors it is usually also the title on your public page, depending on what you set under [Customising appearance](#).

Public URL

Your page gets its own address, made of two parts: the base domain and your own identifier, the slug.

You can pick between two shapes:

- as a subdomain, for example `yourname.bandpage.nl`
- as a path, for example `bandpage.nl/yourname`

Whichever you pick is the **primary URL**. Visitors using the other shape are redirected to the primary one, so there is always a single address that counts. That is better for Google too.

The slug has to be unique and may only contain lowercase letters, digits and hyphens. Some names are reserved, such as `help` and `login`. Pick one of those and you get a warning.

If you change your slug, the old address stops working. Bear that in mind if you have shared it somewhere.

If you want your own domain name instead of a subdomain, see [Your own domain](#).

Language

The page language decides which language your public page, your signup form and your unsubscribe page appear in. It is separate from the app language, which each user sets under [Account and signing in](#).

A newsletter can have its own language that differs from this. Handy when your page is in Dutch but you send an English mailing once in a while.

Biography

A short description that appears under your title on the public page. Keep it brief: a couple of sentences reads best on a phone.

Updated on 21 September 2026

Customising appearance

Background, logo, title, typeface and the layout of your link buttons.

Under **Appearance** you decide how your public page looks. Every change shows up as soon as you save; the view button opens your page exactly as visitors see it.

Background image

The photo that fills the whole page. JPEG, PNG or WebP, up to 10 MB.

Pick a calm photo: text goes on top of it. A busy, high-contrast image makes your title and links hard to read. Think about phones too, where the photo is cropped much narrower than on a laptop. The centre of the photo is what stays visible almost everywhere.

Logo

A square image, JPEG or PNG, up to 5 MB. It appears above your title. No logo, just leave it empty.

Title

You can show or hide the title. If you show it, you pick:

- **Typeface.** A range of web fonts is available, plus the option to use the visitor's system font. That last one loads fastest.
- **Position.** Where the title sits on the page.
- **Colour.**

If your name is already large in your background photo or logo, hiding the title usually looks calmer.

Links

For the link buttons you set separately:

- **Position.** Where the block of links sits on the page.
- **Layout.** How the buttons are arranged, for example stacked or side by side.
- **Colour.** Used for the labels and the button borders.

Which links appear is managed elsewhere, see [Managing links](#).

Getting a readable result

A few things that make the difference in practice:

- Test your page on a phone. That is where the vast majority of your visitors are.
- Set the link colour against your actual background, not against the one in your head. Light on dark or dark on light, not grey on grey.
- Fewer links works better than more. Faced with fifteen buttons, most people click none.

Updated on 21 September 2026

Managing links

Buttons to your website, socials, email address or phone number, with a fitting icon.

Under **Links** you manage the buttons on your public page. This is the part visitors actually click, so it is worth some thought.

Adding a link

Click add and fill in:

- **The destination.** A website URL, an email address or a phone number. For an email address or phone number the app turns it into a working link, so a visitor can mail or call straight away.

- **A title.** Optional. Leave it empty and the link itself is shown. A title of your own almost always reads better: "Tickets" is clearer than a long URL.
- **An icon.** Optional.

Picking icons

The icon picker has a search box and three groups: a suggestion based on what you entered, a set of general icons, and brand icons.

Paste a Spotify, Instagram or YouTube link and the matching brand icon is usually suggested automatically. If you search yourself, the first 80 results are shown; be more specific if you cannot find something.

Order

Drag links into the order you want. In practice the top button gets by far the most clicks, so put what you actually want people to do there. A tour date or a new release belongs at the top; your general website usually does not.

Editing or removing a link

Click an existing link to edit it. You can remove it from the same screen. Nothing else is lost: a link is only a button, not content.

Updated on 21 September 2026

Your own domain

Serving your page on your own domain, with the right DNS records.

If you own a domain name, you can run your page on it instead of on a subdomain.

Domains is where you arrange that.

You need access to your domain's DNS settings, which live at whoever you registered the domain with, for example TransIP, Versio, Hostnet, Cloudflare or GoDaddy.

Adding a domain

1. Enter your domain name, for example `yourband.com`. Without `https://` and without `www`.

2. If you want `www.yourband.com` to work too, tick the option to redirect www along with it.
3. Add the domain. You are shown the DNS records to set.

Only the bare domain is supported, unless you tick the www redirect option.

Setting the DNS records

Enter the records shown at your DNS provider. The app shows the type, host and value of each record, with a copy button on every field.

Every DNS panel writes records slightly differently. Some want the host name without your domain after it, others want it with, and some want a trailing dot on a value. There are toggles to adjust the notation; compare against the records already there and set the toggles to match your panel. What you copy changes along with them.

If a record already exists in the same spot, you are told so. Leave it alone; ours is only needed when there is nothing there yet.

Waiting for DNS

DNS changes can take up to 48 hours to become active everywhere in the world. In practice it is usually a lot faster, often within an hour.

Once the records are right, your domain is set up on the server and an SSL certificate is requested automatically, so your page is reachable over `https://`. While that is happening the status reads **Being created** and the domain cannot be removed. Try again a few minutes later.

If the records are not right yet, you get a message with the address the A record should point to. Check the record and try again.

Choosing the primary domain

With several domains, you mark one as **primary**. That is the address that officially counts. Visitors arriving on any of the others are redirected to the primary one.

That redirect is not cosmetic: search engines treat two addresses with the same content differently when it is unclear which is the real one.

Removing a domain

Remove a domain and your page stops being reachable on it right away. The DNS records at your provider do not disappear by themselves; remove those yourself if you are going to use the domain for something else.

Updated on 21 September 2026