

Subscriber Management

How to add a group in Mailvio

Adding a New Group

Groups are used to contain and organize subscribers. You can only add subscribers once you have added at least one group.

Adding a new group is very simple.

Step 1: Before you begin, you must make sure you are [logged in to the MAILVIO control panel](#).

Step 2: Once logged in to the MAILVIO control panel, click the **▢SUBSCRIBERS▢ tab at the top of the screen.**

Step 3: From the **▢Subscribers▢ page, click the **▢Add a new Group▢** located at the right of the page.**

Step 4: A form will slide into view. From here you can set up your new group, and set up the required defaults as follows:

- **Group Name**
Enter a name for the group. This name will ONLY be shown to you and other staff/users on the control panel. It will not be displayed to subscribers.
- **Friendly Name**
Enter a friendly name for the group. This name WILL be shown to subscribers so make sure it makes sense. For example [▢www.new.MAILVIO.com▢](#) website signup users▢
- **Default From Name**
When you go to send a campaign, we will use the name you enter here as a default **▢From▢** name on the emails that get sent. You can always change this whenever you send a campaign.
- **Default From Email Address**
Similar to the **▢Default From Name▢**, anything you enter here will become the default **▢sent from▢** email address on any campaigns you send. Again, you can always override this when you go to send a campaign.
- **Subscriber Reminder Text**
This text is shown to customers when they have received a campaign and choose to **▢view their profile▢**. You must enter a good paragraph or two of text in this box explaining, how and why they ended up in your group. For example, you might write **▢Subscribers in this group signed up through our website registration form at [www.thewebsiteofyours.com](#) and opted to receive emails.▢**

Once you have completed all of the fields, simply click the **▢Add a new Group▢** button towards the bottom of the screen, and your new group will be added and ready for you to start adding subscribers.

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