

# Sitelok Amazon SES Plugin



V1.8

## **Sitelok Amazon SES Plugin**

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# Chapter 1 Introduction

## What is the Sitelok Amazon SES plugin?

The Sitelok Amazon SES plugin is an add on for Sitelok that allows emails to be sent using Amazon's transactional and bulk emailing system, SES. You can read more about this service and signup for an account at

<http://aws.amazon.com/ses/>

Once installed and configured Sitelok will attempt to send all emails using SES. If for some reason this is not possible the default email system in Sitelok will be used as a backup.

The plugin can automatically handle bounced emails and complaints. These can be recorded in the Sitelok log and the user account flagged with the reason in a custom field. If you also use the Email Unsubscribe plugin you can automatically stop emails being sent to flagged addresses.



## Chapter 2 - Installation

In the Sitelok admin click **Amazon SES** in the **Plugins** menu to display the plugin page.

### Amazon SES Plugin

#### Settings

You can find the Access Key ID and Secret Access Key to use for your account by logging in to the AWS console. They are in the Security Credentials section. The reply to and return path email addresses only need to be set if required to be different from the sending email address (adrian@vibralogix.com)

Access Key ID

Secret Access Key

Region  This must be the same region your account is set to use

Reply To email  In most cases you can leave this blank

Return Path email  In most cases you can leave this blank

#### Your email quota

Amazon assign each account an email quota specifying how many emails can be sent in a 24 hour period and how fast they can be sent out. Sitelok ensures that emails are not sent faster than the limit set for your account. If you go over your daily limit Sitelok will attempt to send the emails via other methods that are setup.

Max Emails per 24 hours	<b>10000</b>
Max send rate	<b>5.0 per second</b>
Emails sent in last 24 hours	<b>4 (sent via SES)</b>

[View Statistics](#)

#### Verified email addresses

Any email addresses used to send email via SES need to be verified. In Sitelok emails are sent using the Site Admin email (adrian@vibralogix.com) which must be verified. If you only have a sandbox account you will need to verify all recipient email addresses as well. This is not required for production accounts.

Email address to verify

Enter the **Access Key ID**, **Secret Access Key** and select the **Region** your SES account is set to work with. Click the **Save** button. If you see any error messages double check the values entered.

### Verifying the Site Admin email address

Amazon SES requires that the email address used as the sender (from address) is verified. Sitelok normally sends using the email address set in **Site Email** in the main configuration so this address needs to be verified. When you visit the SES plugin settings page and the correct keys are set Sitelok will automatically request verification of the Site Email address if not already verified. You must click the link in the email that Amazon send to that address to verify it. You should see that address in the list of currently verified email addresses once this is done.

## Email quotas

SES limit how many emails can be sent each day and how fast. Sitelok will automatically send the emails at the speed specified by SES so you can set the **Delay between bulk emails** setting in Sitelok configuration to **No Delay**. If you set it higher this will be added to the delay between each email.

If you go over your daily email limit then Sitelok will attempt to send the email using the default method setup.

## Bounce and complaint handling

We will discuss this section later. For now leave **Enable SNS handling** unchecked.

## Disabling the Plugin

To disable the Amazon SES plugin select **Plugin Preferences** in the **Plugin** menu option of Sitelok. Uncheck the enable box for the plugin and click the **Save** button. You can enable it again in the same way.

## Uninstalling the plugin

To permanently remove the plugin and its settings follow these steps.

- 1) Disable the plugin as above.
- 2) Click the delete icon next the plugin in the disabled plugins section.
- 3) Confirm the action in the alert box.

If the plugin is uninstalled successfully you will be returned to the plugin preferences page.

## Chapter 3 Using the plugin

Once setup Sitelok will automatically use the plugin to send emails via the SES system. There are a few tools you can use in the plugin settings page if required though.

### Reply to email

You can optionally set a reply to email address for the email sent by SES. By default the address used when a recipient replies will be the Sitelok Site Email address but you can set an alternative if you wish.

### Return Path email

Normally SES handles bounced emails internally. However if you wish you can set a return path email address so that you can receive bounced emails yourself as well. This return path email address must be an address verified by SES.

### Verifying emails

SES requires that all emails used as a from address are verified before use. Also if you only have a sandbox account (used for testing) then you also need to verify all recipient email addresses as well. To verify an email address just enter it in the box and click the **Verify** button.



The image shows a user interface element for verifying an email address. It consists of a text input field with the placeholder text "Email address to verify" and a blue button labeled "Verify" to its right.

This will request verification from SES. An email containing a confirmation link will be sent to the email address to prove that it is yours. Once the link is clicked the address should be verified.

The address used by Sitelok to send email is the Site Email address. A request is automatically sent to SES to verify that address whenever you visit the plugin settings page and that address is not already verified.

### Unverifying emails

If you wish to remove an email from the list of verified addresses just click the red cross next to the email.



Verified email addresses **adrian@softlok.com** ✖  
**adrian@vibralogix.com** ✖  
**vibralogix@mac.com** ✖

## Email Quotas

To control spam and other issues SES assign a quota to each account. For a sandbox account this is usually a limit of 200 emails per 24 hour and a maximum send rate of 1 email per second. Once you have a production account the quota will be increased as you use the system and prove that you are sending emails responsibly.

The plugin page shows your current email quota.

**Your email quota**

Amazon assign each account an email quota specifying how many emails can be sent in a 24 hour period and how fast they can be sent out. Siteelok ensures that emails are not sent faster than the limit set for your account. If you go over your daily limit Siteelok will attempt to send the emails via other methods that are setup.

Max Emails per 24 hours	<b>200</b>
Max send rate	<b>1.0 per second</b>
Emails sent in last 24 hours	<b>4 (sent via SES)</b>

[View Statistics](#)

When sending emails the plugin will automatically ensure that the delay between emails is the required length (you can set the **Delay between bulk emails** setting in the configuration page to **No Delay**). If you go over your daily email limit then Siteelok will attempt to send the email using the default method setup.

## Statistics

Amazon SES provide some statistics about the emails sent recently. Currently the statistics are for the last two weeks in 15 minute bands showing the number of delivery attempts, bounces, rejects and complaints. You can view the stats by clicking the **Statistics** link.

Time	Delivery Attempts	Bounces	Rejects	Complaints
11/04/11 11:47	2	0	0	0
11/04/11 17:17	2	0	0	0
11/04/11 17:32	4	0	0	0
11/04/11 17:47	3	0	0	0
11/04/11 18:32	2	0	0	0
11/04/11 18:47	1	0	0	0
12/04/11 09:32	4	0	0	0
12/04/11 10:47	9	0	0	0
12/04/11 11:47	1	0	0	0
13/04/11 11:47	1	0	0	0
14/04/11 16:32	4	0	0	0

### Bounce and complaint handling

The SES plugin can automatically record email addresses that bounce or have caused complaints. These can be recorded in the Sitelok log and the user account flagged with the reason in a custom field. If you also use the Email Unsubscribe plugin you can automatically stop emails being sent to flagged addresses.

Amazon SES uses the Amazon SNS system for notifying bounces or complaints. First of all you must sign up for Amazon SNS at

<http://aws.amazon.com/sns>

Once you have the SNS account setup we can enable SNS and SES to talk to each other as follows. It takes a bit of setting up but it is worth it.

#### Go to to your SES settings in the AWS console

- 1) Click **Verified Senders** and select the email address used as the Sitelok admin (which is used as the from address).
- 2) Click the **Feedback Details** tab and then the **Edit Configuration** button
- 3) Click the **Create New Topic** link
- 4) Enter the **Topic name:** `Sitelok_SES_SNS_12345678` changing the number at the end to something unique for security
- 5) Enter the **Display Name:** `Sitelok SES SNS`

## Chapter 3 - Using the Plugin

**Create New Topic** Cancel

A topic name will be used to create a permanent unique identifier called an Amazon Resource Name (ARN).

**Topic Name \*:**

*Up to 256 alphanumeric characters, hyphens (-) and underscores (\_) allowed.*

**Display Name :**

*Required for SMS subscriptions (can be up to 100 characters). Optional for other transports.*

---

Cancel Create Topic

and click the **Create Topic** button.

6) Set the created Topic as the Bounce and Complaint handlers and click **Save Config**.

**Edit Notification Configuration** Cancel

Select how you would like to receive bounce and complaint notifications below. Note: we require you to receive bounce and complaint notifications via either Amazon SNS or email feedback forwarding. Additionally, changes made on this page may take a few minutes to take effect.

**Using Amazon SES**  
If you would like to receive feedback using Amazon SNS, please select from a list of your existing topics or create a new topic. You can use the same topic for both bounce and complaint notifications. Amazon SNS charges apply; see [pricing information](#) for details.

**Important:**  
Only SNS topics in the US-East-1 region are supported by SES at this time.

[Click here to create a new Amazon SNS topic.](#)

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**SNS Configuration**

**Bounces:**

**Complaints:**

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**Email Feedback Forwarding**

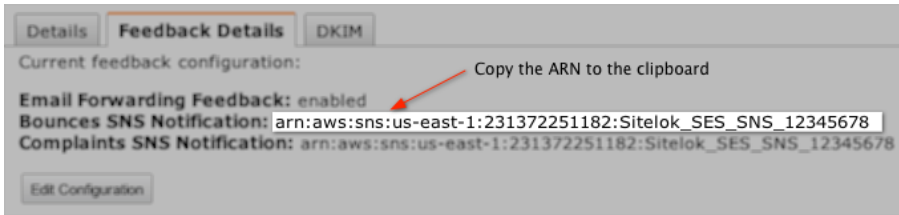
Receiving feedback via email can only be disabled if you have selected Amazon SNS topics for both bounce and complaint notifications.

Enabled  Disabled

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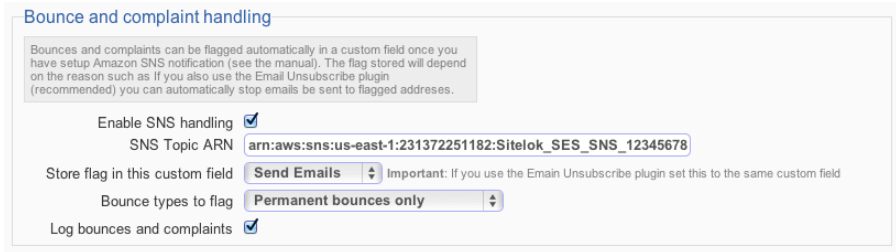
Cancel Save Config

7) Copy the the Topic ARN value to the clipboard for use later.



### Go to the SiteLok SES plugin settings in the SiteLok admin

#### 1) Scroll down to the Bounce and Complaint handling section



#### 2) Check the **Enable SNS handling** checkbox

#### 3) Paste the **Topic ARN** into the text field. It is important this matches exactly.

#### 4) Choose a custom field to store the bounce or complaint flag in. If you use the Email Unsubscribe plugin (highly recommended) then choose the same custom field as used in that. This way you can automatically block emails being sent to flagged addresses.

#### 5) Choose whether to flag only permanent bounces or temporary ones as well (its usually best just to flag permanent bounces).

#### 6) If you want to record bounces and complaints in the SiteLok log check the checkbox.

#### 7) Click **Save** to save the changes

### Now go the SNS settings in the AWS Console

#### 1) Select the Topic you created

2) Click **Create New Subscription**

3) Select **Protocol** as **HTTP**.

4) Enter the **Endpoint** URL (using your domain of course)

[http://www.yoursite.com/slpw/plugin\\_ses/sessns.php](http://www.yoursite.com/slpw/plugin_ses/sessns.php)

**Create New Subscription** Cancel

**Topic Name** Sitelok\_SES\_SNS\_12345678

**Protocol**

**Endpoint**

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5) Click **Subscribe**.

You should notice that the Subscription ID will change from 'Pending Confirmation' to displaying the full subscription id after a few seconds if all is well.

Now that SNS and SES is setup fully if an email address causes a bounce or complaint you should see this recorded in the Sitelok log and in the custom field of the user. If you use the Email Unsubscribe plugin as well then Sitelok will automatically block emails being sent to those addresses.

## Chapter 4 Support

Hopefully if you have followed this manual carefully everything will be working fine. However sometimes things don't go quite so smoothly so if you have any questions or problems then please check the FAQ on the support page or email us.

Support area: <http://www.vibralogix.com/support/>

Email: [support@vibralogix.com](mailto:support@vibralogix.com)