

# Email module for ADA

Top-level Email Broadcast, powered by Mailtarget infrastructure.

# Overview

- Embedded inside ADA dashboard
- Email Broadcast first, extensible to lifecycle and transactional email
- Multi-tenant domain authentication and reporting

# Scope

- Email Broadcast, Recipients, Templates, Domains, Reports
- Channel remains supporting setup only
- Customer 360 supplies lists and segments

# Placement in ada

Email sits between Campaign &

The screenshot displays the 'ada' Email Module interface. The top navigation bar includes the 'ada' logo, 'ADA Testing', and a user profile icon 'M'. A left sidebar lists application options: Dashboard, AI Studio, Channel, Flow Builder, Customer 360, Report, Campaign, Email (highlighted with a 'NEW' badge), Unified Inbox, Settings, and Billing & Utilization. The main content area is titled 'Email' and includes the subtitle 'Send broadcasts and transactional email alongside WhatsApp & Line · email infrastructure by Mailtarget'. Below this are tabs for 'Email Broadcast', 'Recipients', 'Templates', 'Domains', and 'Reports'. The 'Email Broadcast' tab is active, showing a 'New Email Broadcast' form with the following fields: Campaign Name (Mid-Year Statement 2026), Sender (engage@brand.co.id VERIFIED), Recipients (All Contacts · 184,200), and Template (Promo - Mid-Year). A 'Send Broadcast' button is present. An 'EMAIL QUOTA' section shows '1,840,000 / 2,500,000 emails this year'. The 'Composer - Content to HTML Email' section has tabs for 'Promo', 'Newsletter', and 'Receipt', with 'Poster to HTML' selected. The body content is 'Statement summary and renewal reminder for selected customers. Renewal reminder for selected customers.' and the CTA link is 'https://brand.co.id/statement'. A 'Generate HTML Email' button is at the bottom. The 'Preview' section shows a mobile view of the email with the subject 'engage@brand.co.id Your Mid-Year Statement Is Ready' and a blue 'Statement Ready View Statement' button.

# Partnership model

- ADA owns dashboard, contacts, and customer relationship
- Client owns tenant domain and sender identity
- Mailtarget supplies sending, deliverability, quota, and DNS rails

# How it works

- Provision tenant quota
- Authenticate sender domain with SPF, DKIM, DMARC
- Send campaigns and return reports into ADA

# Embed integration

- One embedded module surface
- Signed tenant token for context
- ADA module order stays intact

# Mockup - Broadcast

Composer, quota, sender, recipients

The screenshot displays the ADA Email Module interface. The top navigation bar includes the ADA logo, the text 'ADA Testing', and a user profile icon 'M'. A left sidebar lists application options: Dashboard, AI Studio, Channel, Flow Builder, Customer 360, Report, Campaign, Email (highlighted with a 'NEW' badge), Unified Inbox, Settings, and Billing & Utilization. The main content area is titled 'Email' and includes a sub-header 'Send broadcasts and transactional email alongside WhatsApp & Line - email infrastructure by Mailtarget'. Below this are tabs for 'Email Broadcast', 'Recipients', 'Templates', 'Domains', and 'Reports'. The 'Email Broadcast' form is divided into three columns: 1. 'New Email Broadcast' with fields for Campaign Name ('Mid-Year Statement 2026'), Sender ('engage@brand.co.id VERIFIED'), Recipients ('All Contacts · 184,200'), and Template ('Promo - Mid-Year'), plus a 'Send Broadcast' button and an 'EMAIL QUOTA' section showing '1,840,000 / 2,500,000 emails this year'. 2. 'Composer - Content to HTML Email' with tabs for 'Promo', 'Newsletter', and 'Receipt', a 'Poster to HTML' dropdown, a 'Headline' field ('Your Mid-Year Statement is Ready'), a 'Body content' field ('Statement summary and renewal reminder for selected customers. Renewal reminder for selected customers.'), a 'CTA link' field ('https://brand.co.id/statement'), and a 'Generate HTML Email' button. 3. 'Preview' showing a sample email with the header 'engage@brand.co.id Your Mid-Year Statement is Ready', a blue 'Statement Ready' button, and a 'View Statement' link.

# Mockup - Re

Customer 360 lists and segme

ada ADA Testing M

Application

- Dashboard
- AI Studio
- Channel
- Flow Builder
- Customer 360
- Report
- Campaign
- Email** NEW
- Unified Inbox
- Settings
- Billing & Utilization

## Email

Send broadcasts and transactional email alongside WhatsApp & Line · email infrastructure by Mailtarget

Email Broadcast **Recipients** Templates Domains Reports

### Recipient Lists

Lists and segments synced from Customer 360

List Name	Contacts	Source	Last Updated	Status
All Contacts	184,200	Customer 360	2 days ago	Active
VIP Tier	5,420	Segment	5 days ago	Active
Renewals Due	12,040	Segment	Today	Active
Newsletter Subscribers	89,320	Signup form	1 week ago	Active
June Import (raw)	20,150	CSV upload	Today	Cleaning

# Mockup - Te

Reusable HTML templates and

The screenshot displays the 'ada' Email Module interface. At the top, a dark blue header contains the 'ada' logo, a search bar with 'ADA Testing', and a user profile icon with the letter 'M'. A left sidebar lists application categories: Dashboard, AI Studio, Channel, Flow Builder, Customer 360, Report, Campaign, Email (highlighted with a 'NEW' badge), Unified Inbox, Settings, and Billing & Utilization. The main content area is titled 'Email' and includes a sub-header 'Send broadcasts and transactional email alongside WhatsApp & Line · email infrastructure by Mailtarget'. Below this is a navigation bar with tabs for 'Email Broadcast', 'Recipients', 'Templates' (active), 'Domains', and 'Reports'. The 'Templates' section is titled 'Reusable HTML email designs · content-to-HTML supported' and features a grid of six template cards:

Template Name	Category
Mid-Year Statement	Marketing
Monthly Digest	Content
Invoice #1024	Transactional
Poster to HTML	Image + CTA
Welcome aboard	Lifecycle
Policy Update	Content

# Mockup - Domain

Per-tenant sender authentication

The screenshot displays the ADA Testing interface for the Email module. The top navigation bar includes the ADA logo, a search bar with "ADA Testing", and a user profile icon labeled "M". The left sidebar lists various application features, with "Email" highlighted and marked as "NEW". The main content area is titled "Email" and includes a sub-header "Send broadcasts and transactional email alongside WhatsApp & Line · email infrastructure by Mailtarget". Below this is a navigation menu with tabs for "Email Broadcast", "Recipients", "Templates", "Domains" (selected), and "Reports". The "Sending Domains" section explains that each tenant authenticates its own domain. Two domains are listed: "brand.co.id" (Default sending domain, Verified) and "news.brand.co.id" (Add the records below, then verify, Pending). A table below shows the required DNS records for "news.brand.co.id":

Type	Host	Value	Status
TXT (SPF)	@	v=spf1 include:_spf.mailtarget.io ~all	Found
CNAME (DKIM)	k1_domainkey	k1.dkim.mailtarget.io	Pending
TXT (DMARC)	_dmarc	v=DMARC1; p=none; rua=mailto:dmarc@brand.co.id	Found
CNAME (Tracking)	email	track.mailtarget.io	Pending

# Mockup - Re

Delivery and engagement repo

ada ADA Testing M

Application

- Dashboard
- AI Studio
- Channel
- Flow Builder
- Customer 360
- Report
- Campaign
- Email** NEW
- Unified Inbox
- Settings
- Billing & Utilization

## Email

Send broadcasts and transactional email alongside WhatsApp & Line · email infrastructure by Mailtarget

Email Broadcast Recipients Templates Domains Reports

### Reports

Delivery and engagement per broadcast

Sent (30d) <b>290,980</b>	Delivered <b>285,380</b>	Open rate <b>38%</b>	Click rate <b>9.2%</b>
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Broadcast	Sent	Delivered	Opens	Clicks	Date
Mid-Year Statement 2026	184,200	180,100	38%	9.2%	Today
June Newsletter	89,320	88,010	41%	7.1%	3 days ago
Renewal Reminder	12,040	11,880	33%	11.4%	1 week ago
Welcome Series · Batch	5,420	5,390	52%	14.8%	1 week ago

# Division of work

- ADA: product surface, navigation, Customer 360 data, tenant UX
- Mailtarget: email infrastructure, deliverability, DNS verification, reporting APIs
- Shared: acceptance criteria, commercial packaging, rollout support

## Next steps

- Confirm top-level Email placement
- Confirm first client use case and quota package
- Scope integration handoff and pilot timeline