Colossus Documentation

Release 1.0.0

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Mar 11, 2020

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Colossus is a free and open source email marketing application. It's a self-hosted Web application that can be used with any SMTP email service provider.

CHAPTER 1

Quickstart

If you want to have a quick look or just run the project locally, you can get started by either forking this repository or just cloning it directly:

```
git clone https://github.com/vitorfs/colossus.git
```

Ideally, create a virtualenv and install the projects dependencies:

```
pip install -r requirements/development.txt
```

Create a local database:

```
python manage.py migrate
```

Create a user account:

```
python manage.py createsuperuser
```

Start development server:

```
python manage.py runserver
```

Go to the login page on your browser:

```
http://127.0.0.1:8000/accounts/login/
```

PS: Campaign scheduling will not work out-of-the-box. You need to install a message broker and setup Celery properly.

CHAPTER 2

Features

In this page you will find an overview of features available on Colossus and a few screenshots of some of its features.

2.1 Overview

- Create and manage multiple mailing lists;
- Import lists from other providers (csv files or paste email addresses);
- Create reusable email templates;
- Customize sign up pages (subscribe, unsubscribe, thank you page, etc.);
- Default double opt-in for sign ups;
- Schedule email campaign to send on a specific date and time;
- Track email opens and clicks;
- Change link URL after email is sent;
- Reports with geolocation;
- Compatible with Mailgun, SendGrid, Mandrill, or any other SMTP email service.

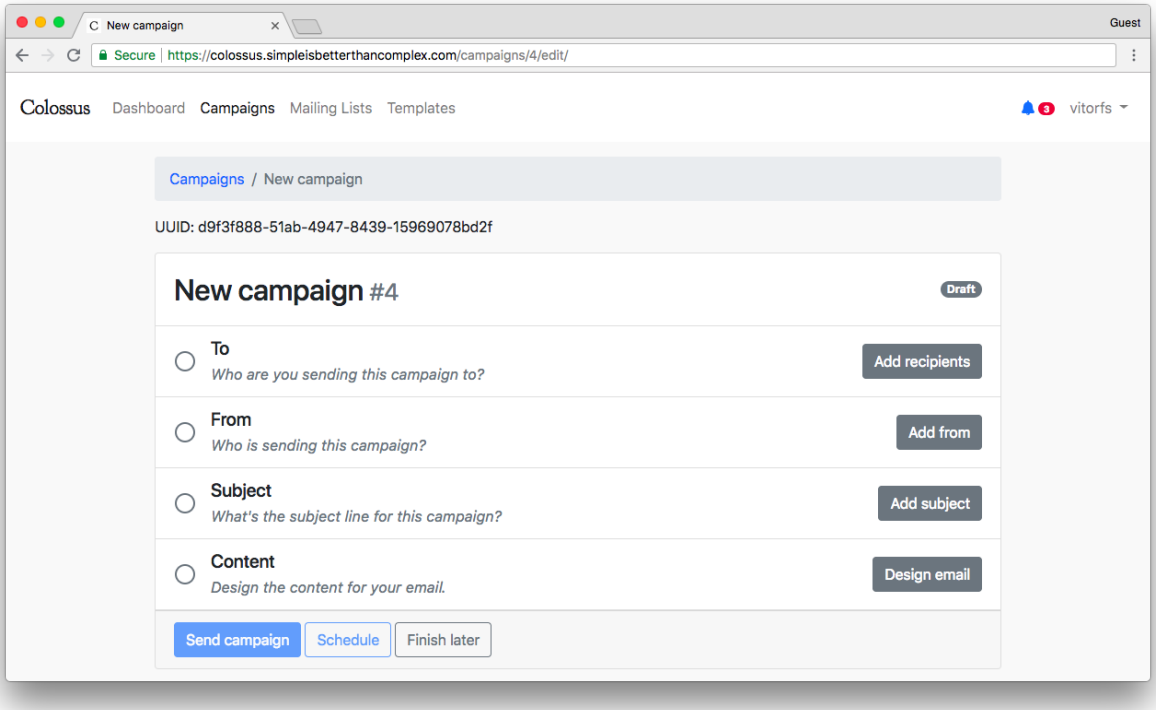
2.2 Screenshots

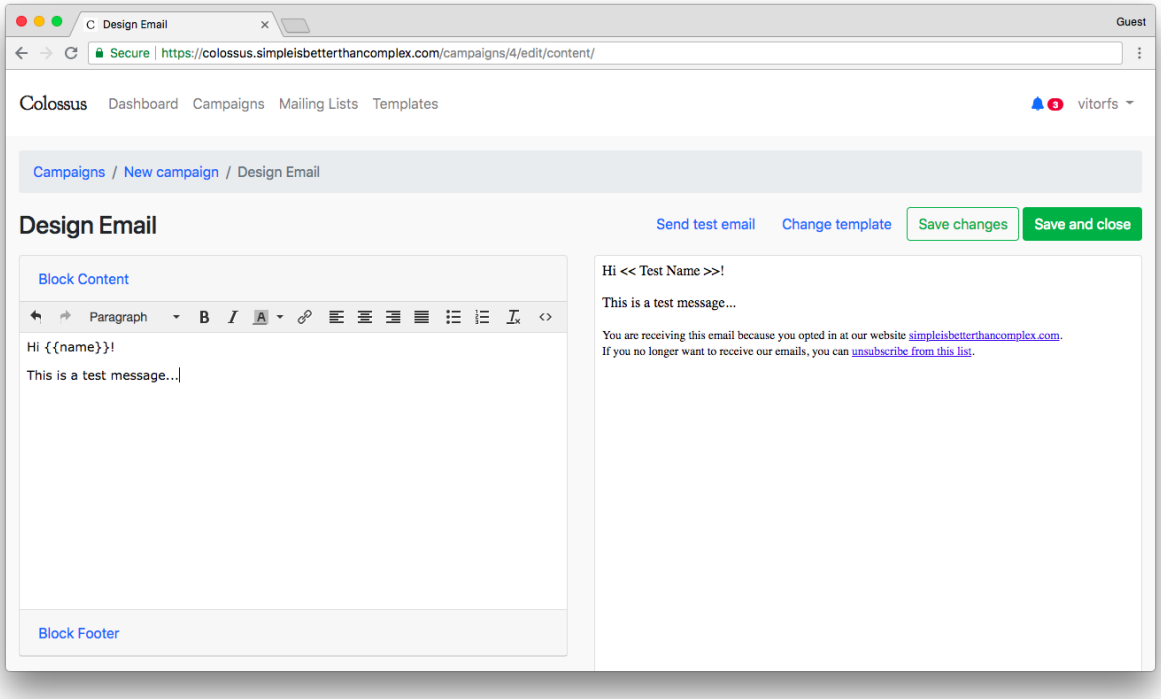
Create new campaign page:

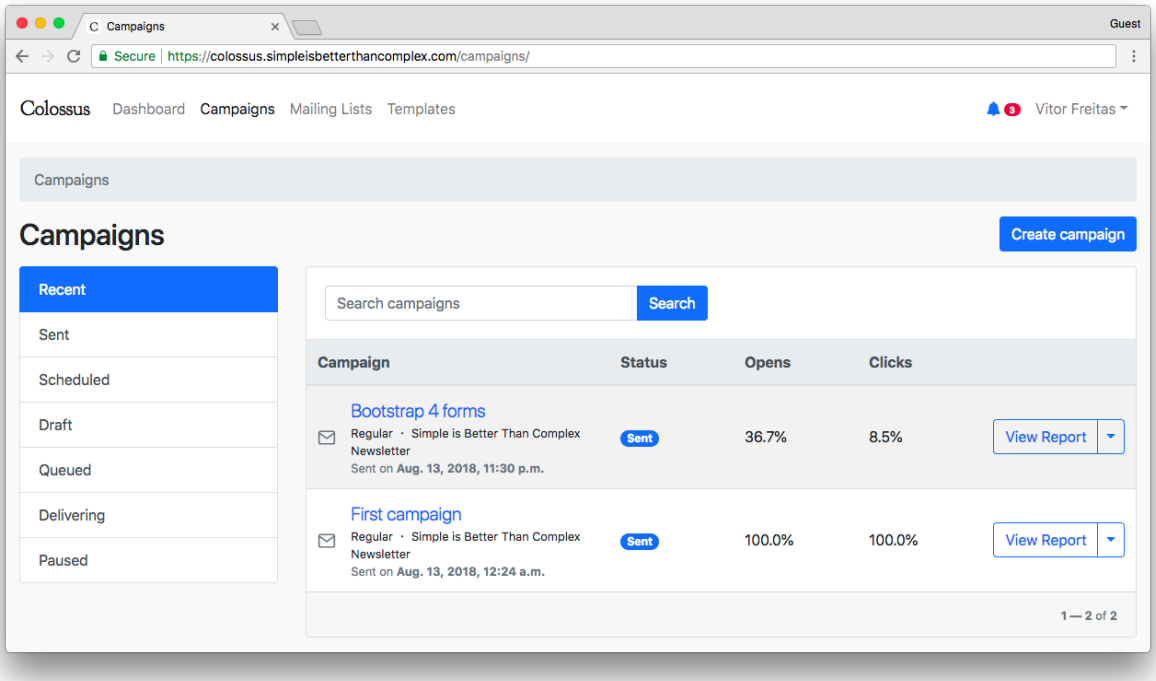
Compose emails using a rich text editor:

Campaign listing page. Each campaign is an email you sent to your mailing list:

View reports how your campaign is performing:


New campaign
Guest
Secure | https://colossus.simpleisbetterthancomplex.com/campaigns/4/edit/
Colossus
Dashboard
Campaigns
Mailing Lists
Templates
3
vitorfs
Campaigns / New campaign
UUID: d9f3f888-51ab-4947-8439-15969078bd2f
New campaign #4
Draft
To
Who are you sending this campaign to?
Add recipients
From
Who is sending this campaign?
Add from
Subject
What's the subject line for this campaign?
Add subject
Content
Design the content for your email.
Design email
Send campaign
Schedule
Finish later


Design Email
Guest
Secure | https://colossus.simpleisbetterthancomplex.com/campaigns/4/edit/content/
Colossus
Dashboard
Campaigns
Mailing Lists
Templates
3
vitorfs
Campaigns / New campaign / Design Email
Design Email
Send test email
Change template
Save changes
Save and close
Block Content
Paragraph
Hi {{name}}!
This is a test message...
Block Footer
Hi << Test Name >>!
This is a test message...
You are receiving this email because you opted in at our website simpleisbetterthancomplex.com.
If you no longer want to receive our emails, you can unsubscribe from this list.


Campaigns
Guest
Secure | https://colossus.simpleisbetterthancomplex.com/campaigns/
Colossus
Dashboard
Campaigns
Mailing Lists
Templates
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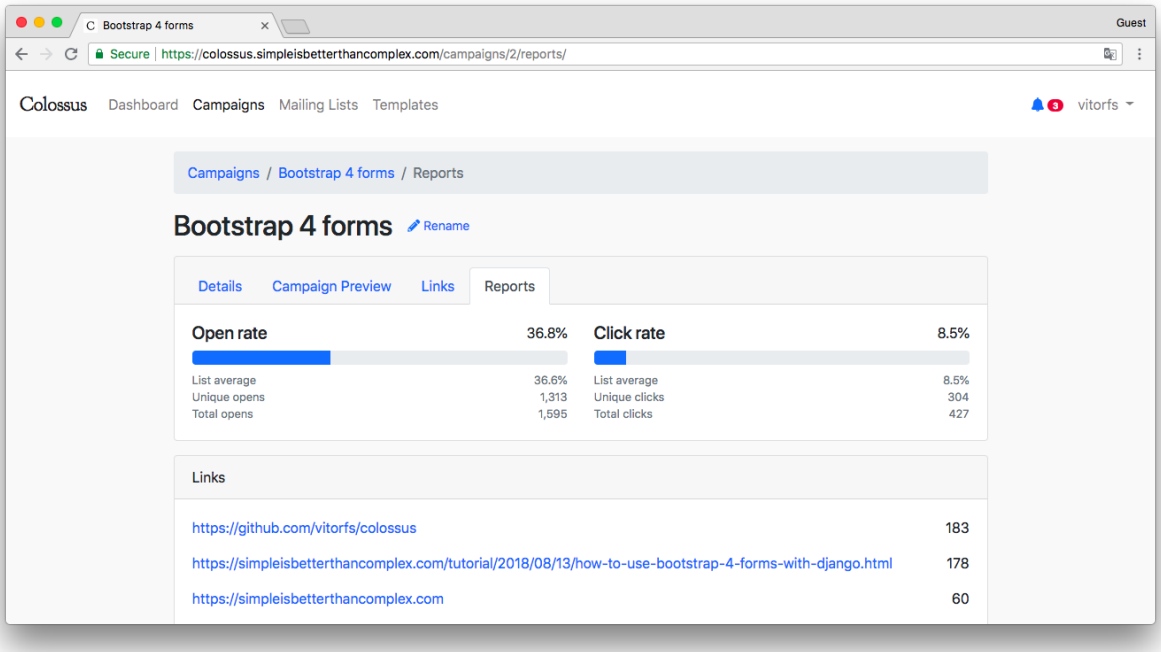
Campaigns
Campaigns
Create campaign
Recent
Sent
Scheduled
Draft
Queued
Delivering
Paused
Search campaigns
Search
Campaign
Status
Opens
Clicks
Bootstrap 4 forms
Regular · Simple is Better Than Complex Newsletter
Sent on Aug. 13, 2018, 11:30 p.m.
Sent
36.7%
8.5%
View Report
First campaign
Regular · Simple is Better Than Complex Newsletter
Sent on Aug. 13, 2018, 12:24 a.m.
Sent
100.0%
100.0%
View Report
1 — 2 of 2


Bootstrap 4 forms
Guest
Secure | https://colossus.simpleisbetterthancomplex.com/campaigns/2/reports/
Colossus
Dashboard
Campaigns
Mailing Lists
Templates
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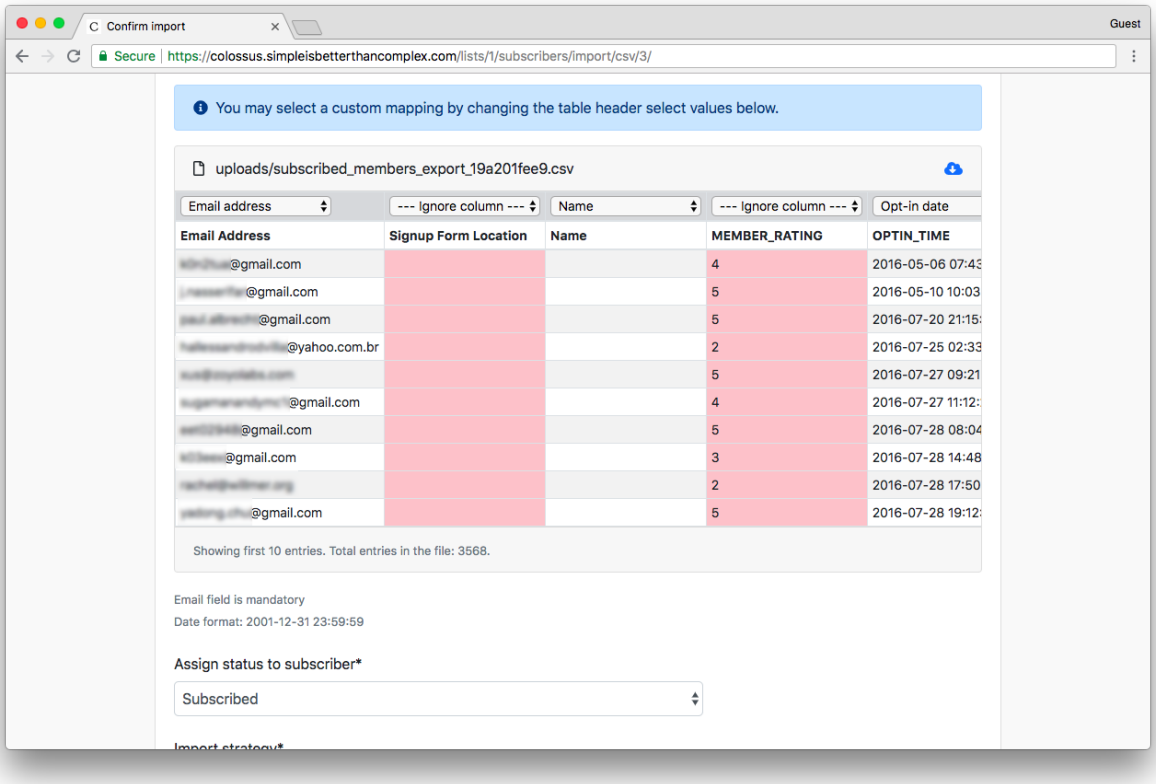
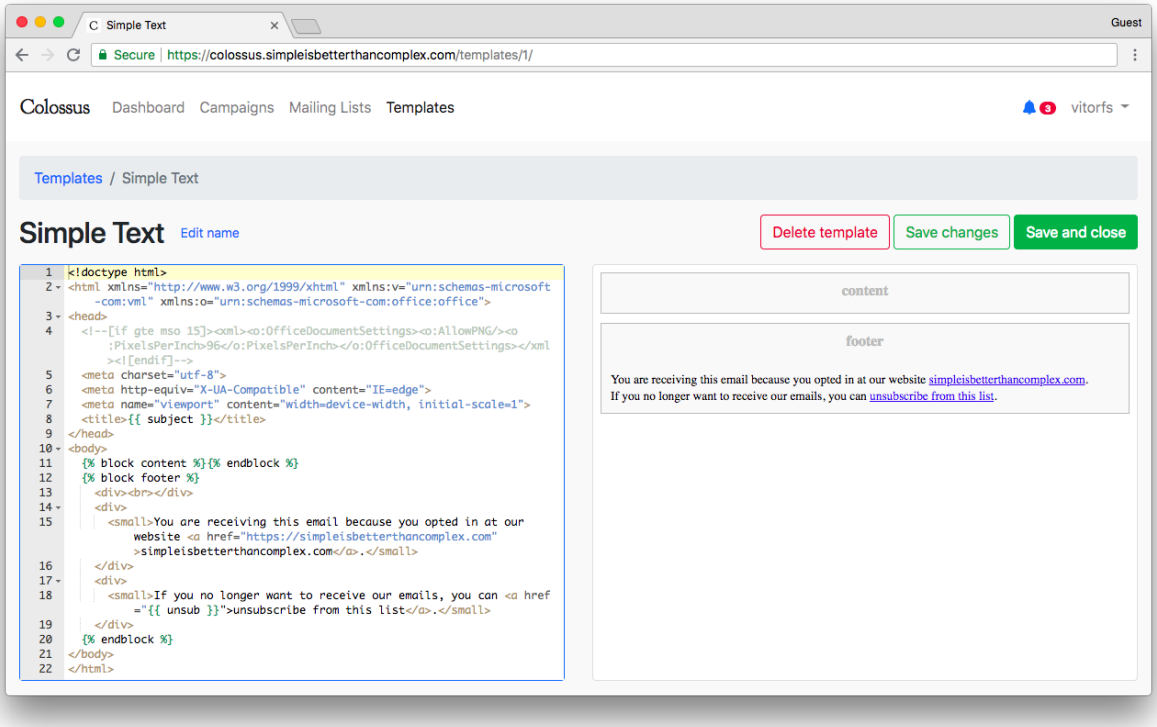
Campaigns / Bootstrap 4 forms / Reports
Bootstrap 4 forms
Rename
Details
Campaign Preview
Links
Reports
Open rate
36.8%
List average 36.6%
Unique opens 1,313
Total opens 1,595
Click rate
8.5%
List average 8.5%
Unique clicks 304
Total clicks 427
Links
https://github.com/vitorfs/colossus 183
https://simpleisbetterthancomplex.com/tutorial/2018/08/13/how-to-use-bootstrap-4-forms-with-django.html 178
https://simpleisbetterthancomplex.com 60

Import subscribers from other services like MailChimp or SendGrid. With Colossus you can import emails in any format by defining to which field each column should be save:



Create customizable email templates to be used in campaigns:


Simple Text
Guest
Secure | https://colossus.simpleisbetterthancomplex.com/templates/1/
Colossus
Dashboard
Campaigns
Mailing Lists
Templates
vitorfs
Templates / Simple Text
Simple Text
Edit name
Delete template
Save changes
Save and close
<!doctype html>
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:v="urn:schemas-microsoft-com:vml" xmlns:o="urn:schemas-microsoft-com:office:office">
<head>
<!--[if gte mso 15]><xml><o:OfficeDocumentSettings><o:AllowPNG/><o:PixelsPerInch>96</o:PixelsPerInch></o:OfficeDocumentSettings></xml><![endif]-->
<meta charset="utf-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1">
<title>{{ subject }}</title>
</head>
<body>
{% block content %}{% endblock %}
{% block footer %}

<small>You are receiving this email because you opted in at our website simpleisbetterthancomplex.com.</small>

<small>If you no longer want to receive our emails, you can unsubscribe from this list.</small>

{% endblock %}
</body>
</html>
content
footer
You are receiving this email because you opted in at our website simpleisbetterthancomplex.com.
If you no longer want to receive our emails, you can unsubscribe from this list.

CHAPTER 3

Modules

Here you will find general information about the Django apps that compose the Colossus project.

3.1 Campaigns

The campaigns app holds all the code related to sending emails to subscribers.

3.2 Core

The core app is responsible for managing installation settings and holding code used across the entire project, such as template tags.

3.3 Lists

The lists apps is responsible for managing the mailing lists and subscription forms.

3.4 Subscribers

The subscribers app store the lists subscribers information and activities (e.g. opens, clicks). It is also the interface with the external world.

3.5 Templates

The templates app is responsible for managing email templates customization used to send emails to subscribers.