Colossus Documentation

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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.
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:
2.2. Screenshots
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:
2.2. Screenshots
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.