

Integrate an RSS feed into a trigger mailing

Smart Guide

An RSS feed is a file format that is used by RSS channels to transfer and update short text messages such as news. This Smart Guide shows you how to integrate an RSS feed into an interval mailing and use it to send the most up-to-date text messages automatically at defined intervals.

Preparation: If you want to integrate your own RSS feed into your mailing, the feed needs to be set up already. For test purposes, you can use the following RSS feed: <https://fudder.de/index.html.rss>

Create an RSS data source

1. Open  (*Global settings*) and the  *Content* agent.
2. Select the *Data sources* tab and click  (*New*).
3. Enter a descriptive name for the data source.
4. Select *HTTP requests* as the type of data source, select *Insert as text after transformation (XML)* for use in emails [1] and click *OK*.
5. In the *Data sources* tab, select the previously created data source and enter the URL of the RSS channel. Select the *Query data source once only when sending starts* option button [2] and *Content contains Inxmail commands*. The latter is necessary if the transformation contains Inxmail commands (here to generate the Tracking links).
6. The *User name* and *Password* need to be entered when working with a protected RSS channel. Since this is not the case here, simply enter the character set encoding (Inxmail RSS feed: Unicode (UTF-8)) [3]. Click  (*Save*).

Set up the transformation

1. Select the *Transformations* tab and click  (*Create new transformation*). Enter a descriptive name for the transformation and click *OK* [4].
2. Open the following website and add the code to the free space in the transformation by copying and pasting [5]: https://academy.inxmail.com/training/files/rss_transformation_en.txt

[1] XML

XML is an acronym for Extensible Markup Language. It is the format used to exchange structured information and can be interpreted and displayed regardless of platform.

[2] QUERY RSS FEED

Here you can define when your RSS feed is queried for the mailing. If you select the *Query data source once only when sending starts* option, the RSS feed is queried before the mailing is sent. If you select *Query data source again for each recipient*, the RSS feed is queried for each and every recipient. This slows down the sending speed. If you select the *Query data source on demand and temporarily store content* option, content that has already been retrieved won't need to be retrieved again from the server, which will improve the performance. Caution: The last option needs to be activated first. To do this, please contact your Inxmail contact person.

[3] UTF-8 CHARACTER SET ENCODING

The UTF-8 character set encoding is a standard for displaying bits and bytes. This standard ensures that contents on the screen are readable.

- Click  (Save).

```

<?xml version="1.0" encoding="UTF-8"?>
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform">
<xsl:output indent="yes" method="xml" omit-xml-declaration="no" encoding="iso-8859-1"/>
<xsl:template match="rss/channel">
<xsl:for-each select="item[position()&lt;=5]">
<b><xsl:value-of disable-output-escaping="yes" select="title"/></b><br/><br/>
<xsl:value-of disable-output-escaping="yes" select="description"/><br/><br/>
<table border="0" cellpadding="0" cellspacing="0">
<tr><td style="vertical-align:top;" align="left" valign="top">
<a><xsl:attribute name="href"><xsl:value-of select="concat(['%url:unique-count;', link, '];)"/></xsl:attribute>&#160;</a></td>
<td style="vertical-align:top;" align="left" valign="top"><u><a>
<xsl:attribute name="href"><xsl:value-of select="concat(['%url:unique-count;', link, '];)"/></xsl:attribute>further information</a>
</u></td></tr></table><br/><br/>
</xsl:for-each>
</xsl:template>
</xsl:stylesheet>

```

Create an interval mailing and integrate the RSS feed

- Select the required mailing list.
Open the  Mailings agent => Trigger mailings tab.
- Select  (Create new trigger mailing).
- Enter a descriptive name for the mailing and select the *Interval mailing* type. Specify the mailing format required, and, if necessary, a template.
- Click *Next*.
- Set up the dispatch settings [6] such as the *Sending period, interval, time and day*, and click *Finish*.
- In the mailing, click the area in which the RSS feed needs to be integrated. Then click  (Insert commands) and select the  *Integrate content* option.
- Select the previously defined data source and transformation. The calling of the RSS feed is then integrated into the text section of the mailing [7]. Click  (Save).
- The RSS feed is now automatically retrieved from the RSS channel when the email is created and integrated into the interval mailing. You can further edit and send the mailing in the usual way.

[4] TRANSFORMATION

In order to add unformatted XML code from the RSS feed to the mailing, a transformation that converts content into HTML code is required.

[5] NUMBER OF ARTICLES

You can make a change in the code to change the number of RSS feed articles to be retrieved. To do this, you can change the number '5' in the following line of the code: `<xsl:for-each select="item[position()<=5]">`. In the current example of the code, the last five articles are retrieved.

[6] DISPATCH SETTINGS

- In the *Sending period* field, specify on which date you would like the interval mailing to be sent. Our mailing will begin immediately after activation; you do not need to set an end date (here: data is correct).
- The dispatch needs to take place on a monthly basis. Therefore, enter one month as the sending interval.
- Specify the sending time for the mailing (here: at 11:00 hrs).
- The last settings option defines the day on which the interval mailing will be sent (here: on the first day of the month).

[7] ADD INTERVAL MAILING

The following code appears in the text section of the article: `[%content-include("Name Ihres RSS-Feeds");xslt("Name Ihrer Transformation")]`