KooMessage

User Guide

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1 Before You Start

KooMessage integrates multiple user contact channels, including Email messages, and marking automation. Users are reached in all scenarios and with multiple devices thanks to industry services and user growth methods, and their service satisfaction and marketing conversion are higher.

This document describes the basic functions and operation procedures of KooMessage.

NOTE

Only enterprise users can enable KooMessage.

2 Enabling KooMessage

NOTE

To subscribe to and use KooMessage, enable it first with a Huawei Cloud account.

You can enable KooMessage by yourself without review.

Prerequisites

You have **registered** a Huawei account and completed **enterprise real-name authentication**.

Enabling KooMessage

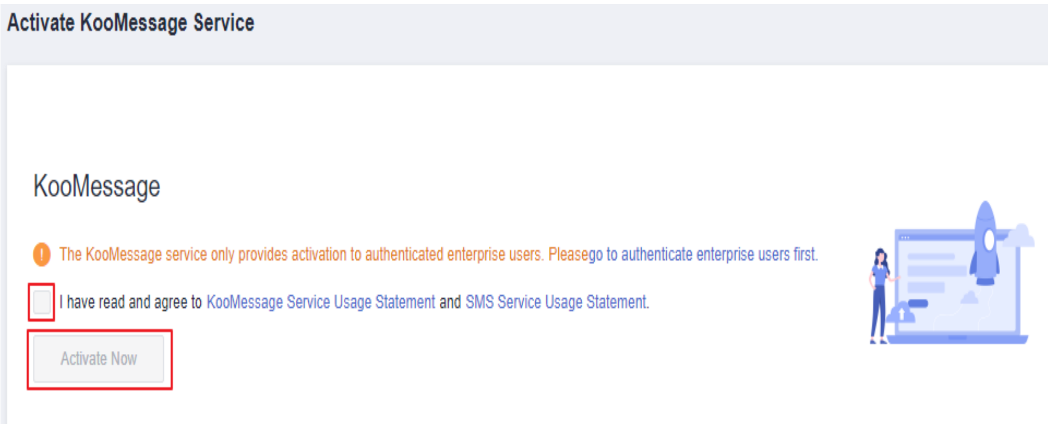
Step 1 Go to the KooMessage homepage.

Step 2 Log in to the KooMessage console.

Step 3 KooMessage is available only to authenticated enterprises. If the enterprise user authentication is not complete, click **go the authenticate enterprise users first**.

Step 4 Select **I have read and agree to KooMessage Service Usage Statement and SMS Service Usage Statement** and click **Activate Now**.

Figure 2-1 Enabling KooMessage



Step 5 After the service is enabled, the console homepage is displayed. You can directly log in to the console and do not need to enable the service again.

----End

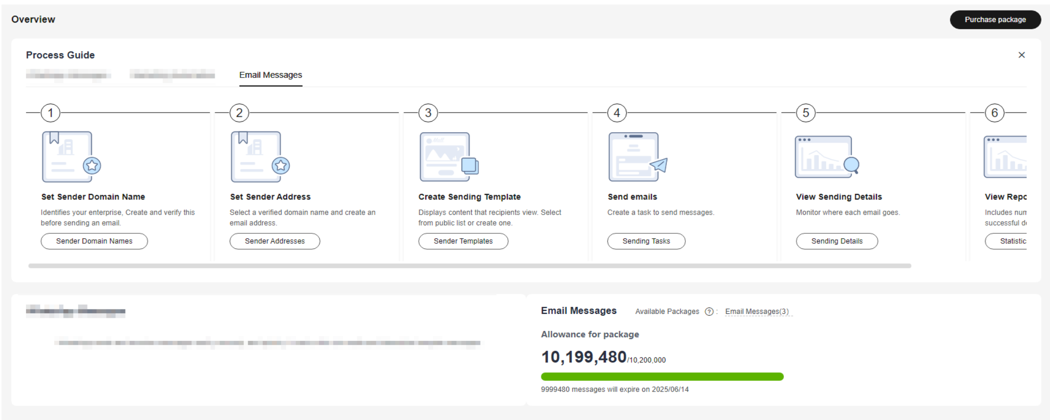
3 About the KooMessage Console

After you enable KooMessage, the **Overview** page is displayed by default on the KooMessage console.

The **Overview** page displays the following:

- **Purchase package**: Click **Purchase package**. For details, see **Purchasing a KooMessage Package**.
- **Process guide**: displays the process guide of the marketing automation and email messages. You can perform operations as guided.
- **View package details**: displays details about the service packages. You can view the allowance for packages and information of available packages.

Figure 3-1 Overview



4 Purchasing a KooMessage Package

After you **enable KooMessage**, **pay-per-use billing is enabled by default**. You can purchase packages as required.

NOTE

- If you have purchased a package, the package quota will be deducted first.
- After a package is purchased, **unsubscription is not supported** and refund is not available. Exercise caution when purchasing a package.

Introduction

Pay-per use package: After you purchase a pay-per-use package, the package quota is deducted first by default, and any usage in excess of the quota will be billed on a pay-per-use basis.

Yearly/Monthly: a prepaid billing option that helps you save money.

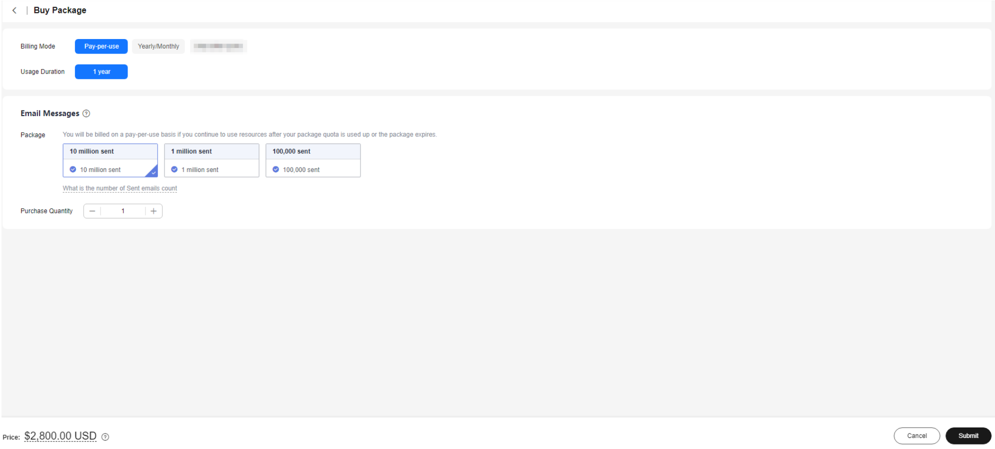
Description

- Before purchasing a package, use the **price calculator** to **calculate the fee**.
- **Refund is not available** after you purchase a package. Purchase a package based on your service requirements.
- Before purchasing a package, check the package specifications on the purchase page. After purchase, **the package specifications cannot be adjusted**.

Purchasing a Package

Step 1 Go to the **Buy KooMessage Package** page.

Figure 4-1 Purchase page



Step 2 Select the package specifications as required.

Step 3 Check the selected specifications and fee by referring to the **Price** area.

Step 4 Confirm the information and click **Submit**. The **Buy KooMessage Package** page is displayed.

Step 5 Click **Cloud Service Orders**, select a payment method, and click **Pay**.

If operation protection is enabled, a confirmation dialog box is displayed for identity authentication. Enter information as prompted.

Step 6 Check that the system displays a message indicating successful order payment.

----End

5 Using the Email Message Service

5.1 Precautions

Prerequisites

You have communicated with operations personnel for configuring the email-related information before using the email message function.

Usage Guide

Figure 5-1 Email message guide

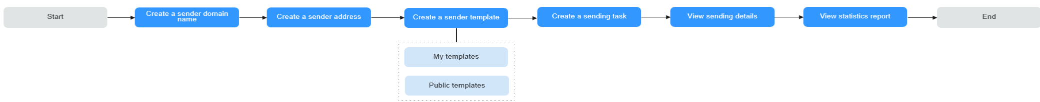


Table 5-1 Email message guide

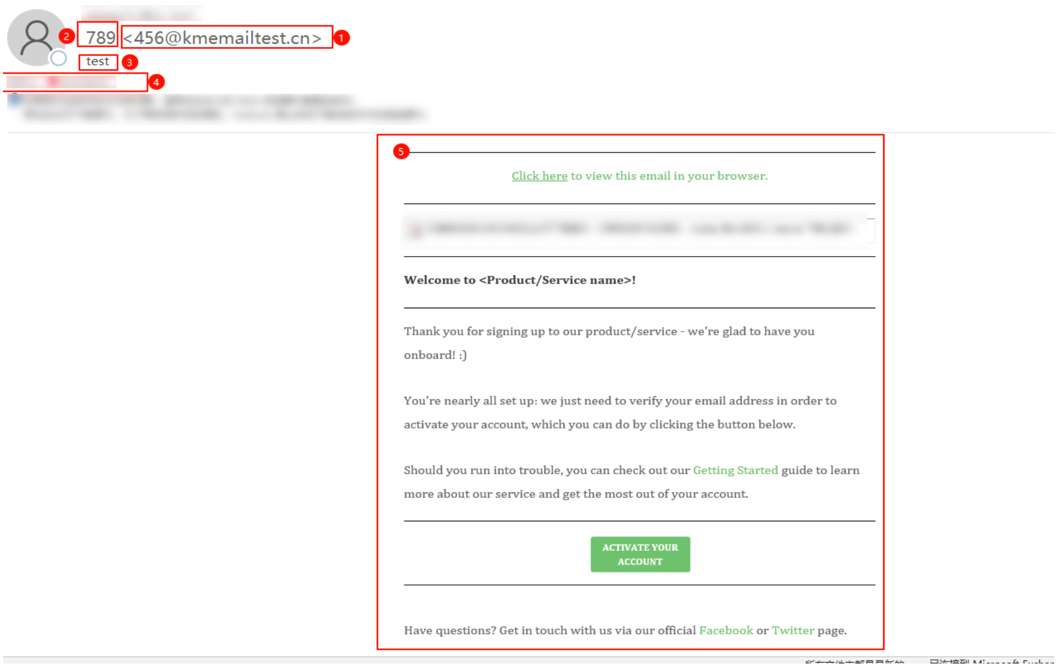
No.	Operation	Description
1	**Creating a Sender Domain Name**	A sender domain name is the enterprise identity of the sender used for sending emails. You need to create a sender domain name and pass the domain name verification before sending emails.
2	**Creating a Sender Address**	A sender address is the sender's email address displayed in the recipient's email box. You can select a verified domain name and create a sender address, that is, an email address.

No.	Operation	Description
3	Creating a Sender Template	A sender template shows the content of an email received by the recipient. You can select a public template or create a sender template as required. • **My Template**: You can customize a sender template, thus is, an email template. • **Public templates**: You can select a built-in template to send emails.
4	Creating a Sending Task	You can create a sending task to send an email immediately or at a scheduled time.
5	Viewing ending Details	After the sending task is submitted successfully, you can view the email sending status.
6	Viewing Statistics Report	You can collect statistics on the sending and receiving status of emails.

Email Example

Figure 5-2 shows the sender address, sender alias, email subject, recipient, and email content in sequence.

Figure 5-2 Example of email received by Outlook



5.2 Creating a Sender Domain Name

A sender domain name is the enterprise identity of the sender used for sending emails.

You need to create a sender domain name and pass the domain name verification before sending emails. You can also delete the sender domain name.

Prerequisites

- You have registered a domain name and have the management permission.
- You have hosted your domain name with a domain name service provider to configure the domain name record based on the information details.

Creating a Sender Domain Name

You can create a maximum of 10 sender domain names.

Step 1 Log in to the console and choose **KooMessage**.

Step 2 Choose **Email Message** > **Sender Domain Names**. The **Sender Domain Name** page is displayed.

Step 3 Click **Create Sender Domain Name**. The **Create Sender Domain Name** dialog box is displayed.

Step 4 Enter the **Sender Domain Name** and click **Submit**.

Sender Domain Name: Enter a registered domain name. The value is a string of 1 to 66 characters.

After submission, view the domain name on the **Sender Domain Name** page. The **Status** of the domain name is **Verification failed**.

Step 5 Click **View**. The **Verification Details** page is displayed, as shown in **Figure 5-3**.

NOTE

Domain name of CNAME or TXT type must be verified.

Figure 5-3 Verifying the domain name kmemailtest.cn

Type	Name	Expected Value	Status
CNAME	_dmarc.kmemailtest.cn	_dmarc.ibesecurity.com	Successful
CNAME	tracking.kmemailtest.cn	emailtracking-id1.email-messaging.com	Successful
MX	kmemailtest.cn	mx.email-messaging.com	Failed
TXT	kmemailtest.cn	v=spf1 include:email-messaging.com ~all	Successful
TXT	smtp4._domainkey.kmemailtest.cn.	k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDDIhjb+gBFO...	Successful

Step 6 Click **Verify**.

After the verification is successful, the domain name **Status** changes to **Verification passed**.

Wait for about 5 minutes and refresh the list to view the verification status.

----End

Related Operations

- **Deleting a sender domain name**: Click **Delete** in the **Operation** column corresponding to the **Sender Domain Name**. In the dialog box that is displayed, click **OK**.
- **Editing a sender domain name**: Click **Edit** in the **Operation** column corresponding to the **Sender Domain Name**. In the dialog box that is displayed, click **Submit**.

5.3 Creating a Sender Address

A sender address is the sender's email address displayed in the recipient's email box.

After a sender domain name is created and verified, you can create or delete a sender address.

Prerequisites

You already have a verified sender domain name.

Creating a Sender Address

Step 1 Log in to the console and choose **KooMessage**.

Step 2 Choose **Email Messages** > **Sender Addresses**. The **Sender Addresses** page is displayed.

Step 3 Click **Create Sender Address**. The **Create Sender Address** dialog box is displayed.

Step 4 Enter the sender address, as shown in **Table 5-2**.

Table 5-2 Sender address information

Parameter	Description	Example
Sender Domain Name	Mandatory. Select a domain name **verified** in **Creating a Sender Domain Name**.	kmemailtest.cn
Sender Address Prefix	Mandatory. Set the sender address prefix.	123
Sender Alias	Optional. Set the sender alias.	456
Sender Address Preview	The value cannot be modified. It is in the format of "*sender address prefix*"+"@"+"*sender domain name*".	123@kmemailtest.cn

Step 5 Click **Submit**.

View the submitted sender address on the **Sender Addresses** page.

----End

Related Operations

- **Querying a sender address**: In the upper right corner of the list, enter the **Sender Addresses** and click .
- **Deleting a sender address**: Click **Delete** in the **Operation** column of **Sender Addresses**. In the dialog box that is displayed, click **OK**.

5.4 Creating a Sender Template

A sender template is the content of an email received by the recipient.

You can **create a sender template** or use the built-in **public templates**.

Precautions

When the Email message service is enabled, the operations personnel configure if the industry the enterprise belongs to is classified as a sensitive industry.

- Enterprise is in a **sensitive industry**: After an email template is created, it is automatically submitted for approval and can be used only after **being approved by operations personnel**.
- Enterprise is in a **non-sensitive industry**: After an email template is created, it is automatically approved (**not being approved by operations personnel**).

My Template

You can create a sender template as required. You can also filter the created sender templates by **Template Name**, **Template ID**, **Status**, and **Created**.

When you move the cursor to the new template, the **Preview**, **Delete**, and **Copy** menus are displayed.

Creating a Template

Step 1 Log in to the console and choose **KooMessage**.

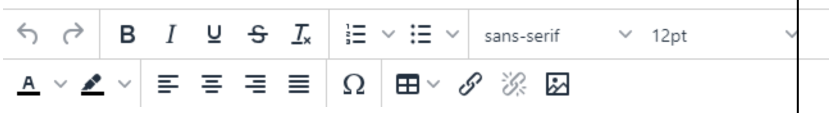
Step 2 Choose **Email Messages** > **Sender Templates**. The **Sender Templates** page is displayed.

Step 3 Click the **My Template** tab.

Step 4 Click **New Template**.

Step 5 Enter the sender template information, as shown in **Table 5-3**.

Table 5-3 Sender template information

Parameter	Description
Template Title	Mandatory. Enter a template title.
Body Type	Mandatory. Select **Rich Text** or **Plain Text** as required.
Email Body	Mandatory. ● This parameter is displayed when **Body Type** is set to **Rich Text**. Enter the body as required. You can add dynamic parameters, hyperlinks, images, and tables. The rich text toolbar is shown in **Figure 5-4**. **Figure 5-4** Rich text toolbar  ● This parameter is displayed when **Body Type** is set to **Plain Text**. Enter the body as required. You can add dynamic parameters. **The email template contains dynamic parameters, which are replaced with the actual values when an email is sent.** Dynamic parameter rules: ● The sign {{ }} is used to identify dynamic parameters. Example: {{*parameter name*}}. ● Use max 15 parameters. Give them unique names with only letters, digits, and underscores (_). ● Do not contain only digits, or start with a digit or underscore (_).
Support Unsubscription	Select or deselect this option as required. ● Selected: Unsubscription is supported. The system adds an unsubscription link to the email body. After receiving the email, the recipient can click the link for unsubscription. ● Deselected: Unsubscription is not supported. The system does not add any unsubscription information.
Upload HTML File	This parameter is displayed when **Body Type** is set to **Rich Text**. Click to upload a local HTML file. The file will be displayed in **Email Body**, and can be edited as required. The uploaded HTML file will overwrite the existing content of **Email Body** in **Rich Text**.

Step 6 Click **Preview** in the upper right corner to preview template, and click **Submit**.

On the **Sender Templates** page, view the new template. The following information is displayed:

- If the enterprise is in a sensitive industry, the template status is **Approving**. After the template is approved by the operations personnel, the template status changes to **Approved**.
- If the enterprise is in a non-sensitive industry, the template status is **Approved**.

----End

Public Templates

The system provides various built-in templates for reference. You can filter templates by **Template Name** or **Template ID**.

When you move the cursor to a template, the **Preview** and **Copy** menu is displayed.

Related Operations

- **Previewing a template**: Move the cursor to a template and click **Preview** to preview the template.
- **Deleting a template**: Move the cursor to a template and click **Delete**. In the displayed dialog box, click **OK**.
- **Copying a template**: Move the cursor to a template and click **Copy** to enter the **New Template** page. For details, see **Step 5** to **Step 6**.

5.5 Creating a Sending Task

You can create a sending task to send emails immediately or at a scheduled time.

Prerequisites

- The sender address already exists.
- A sender template is available.

Creating a Sending Task

Step 1 Log in to the console and choose **KooMessage**.

Step 2 Choose **Email Messages** > **Sending Tasks**. The **Sending Tasks** page is displayed.

Step 3 Click **Create Sending Tasks**.

Step 4 Enter the sending task information, as shown in **Table 5-4**.

Table 5-4 Sending task information

<table>
<tr><th>Parameter</th><th>Description</th></tr>
<tr><td>Task Name</td><td>Mandatory.
Enter a task name as required.</td></tr>
<tr><td>Email Subject</td><td>Mandatory.
Enter an email subject as required. You are advised to associate the subject with the email body.</td></tr>
<tr><td>Email Template</td><td>Mandatory.
Select the template created in Creating a Sender Template.
NOTE
In an email template containing dynamic parameters, recipients can be set only by uploading a file.</td></tr>
<tr><td>Sender</td><td>Mandatory.
Select the address created in Creating a Sender Address.</td></tr>
<tr><td>Attachment</td><td>Click to upload local email attachments as required.
NOTE
The maximum size of attachments is 4 MB.</td></tr>
<tr><td>Sending Type</td><td>Mandatory.
Select Now or Scheduled as required.</td></tr>
<tr><td>Recipients</td><td>Mandatory.
Select Manually or Upload file as required.
● Manually
After entering an email address, press Enter or click a blank area to enter the next email address.
NOTE
A maximum of 10 email addresses can be entered.
● Upload file
1. Click Download Sample File to download a sample file to the local PC.
2. Fill in the downloaded sample file as required.
3. Click Upload files to upload the prepared files.
NOTE
The maximum size of .xlsx files imported is 40 MB.</td></tr>
</table>

Step 5 Click **Submit**.

You can **cancel a scheduled task** before sending the email.

----End

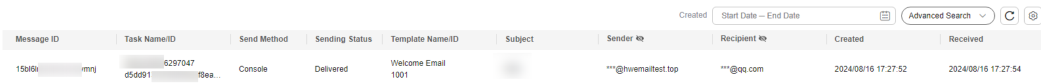
Related Operations

- **Querying a sending task**: Set **Task Name** and click . Alternatively, click **Advanced Search**, enter the **Template Name** or **Template ID**, choose **Task Status** or **Created**, and click **Search**.
- **Canceling a scheduled task**: Click **Cancel** in the **Operation** column of the row that contains the **Task Name/ID**. In the displayed dialog box, click **OK**.

5.6 Viewing ending Details

After a sending task is submitted, you can view the task details, including message ID and sending status, as shown in **Figure 5-5**.

Figure 5-5 Sending details



Querying the Sending Task Details

Step 1 Log in to the console and choose **KooMessage**.

Step 2 Choose **Email Messages** > **Sending Details**. The **Sending Details** page is displayed.

Step 3 Choose **Created** and view the details of sending tasks within the specified time range.

Step 4 Query in details.

Click **Advanced Search**, enter **Template Name**, **Template ID**, **Task Name**, **Task ID**, **Subject**, **Sender**, or **Recipient**, choose **Sending Status** and **Send Method**, and click **Search**.

----End

5.7 Viewing Statistics Report

You can collect statistics on the sending and receiving status of emails based on certain conditions.

Precautions

The system updates reports at the first minute of every hour. You can view reports of one year at most.

Viewing Statistics Reports

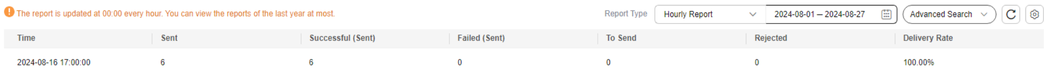
Step 1 Log in to the console and choose **KooMessage**.

Step 2 In the navigation tree on the left, choose **Email Messages** > **Statistics Report**. The **Statistics Report** page is displayed.

Step 3 View the sending statistics on the **Sending Statistics** tab page that is displayed.

Step 4 Select the **Report Type** (hourly report, daily report, or monthly report) and select a time range. The page refreshes and displays the statistics of sent data.

Figure 5-6 Statistics report



----End

6 Permissions Management

6.1 Creating a User and Granting KooMessage Permissions

This topic describes how to use **Identity and Access Management (IAM)** to implement fine-grained permissions control for your KooMessage resources. With IAM, you can:

- Create IAM users for personnel based on your enterprise's organizational structure. Each IAM user has their own identity credentials for accessing KooMessage resources.
- Grant only the permissions required for users to perform a specific task.
- Entrust a Huawei Cloud account or cloud service to perform efficient O&M on your KooMessage resources.

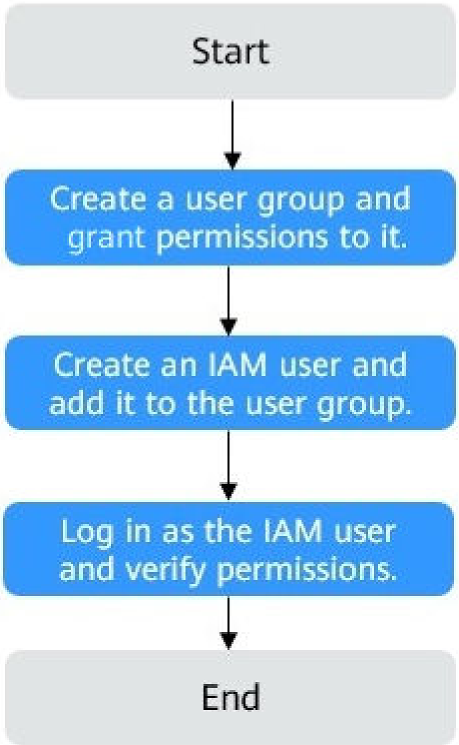
If your Huawei Cloud account does not require individual IAM users, you may skip over this section.

NOTE

Currently, Email messages support only the **KooMessage FullAccess** policy. Users with this policy have all permissions for Email messages.

Process Flow

Figure 6-1 Process of granting KooMessage permissions



1. On the IAM console, **create a user group and grant it permissions**.

   Create a user group on the IAM console, and grant the **KooMessage FullAccess** permissions to the group.
2. **Create an IAM user and add it to the created user group**.

   Create a user on the IAM console and add it to the user group created in **1**.
3. **Log in as the IAM user** and verify permissions.

   Log in to the console as the created user and check whether all Email message functions are available. If yes, the policy has taken effect.

6.2 KooMessage Custom Policies

Custom policies can be created to supplement the system-defined policies of KooMessage. You can create custom policies in either of the following ways:

- Visual editor: Select cloud services, actions, resources, and request conditions. This does not require knowledge of policy syntax.
- JSON: Create a JSON policy or edit an existing one.

For details, see **Creating a Custom Policy**. The following section contains examples of common KooMessage custom policies.

Example Custom Policies

- Example 1: Granting a user all permissions on KooMessage

```
{
    "Version": "1.1",
    "Statement": [
        {
            "Action": [
                "KooMessage:*:*"
            ],
            "Effect": "Allow"
        }
    ]
}
```

- Example 2: Denying KooMessage deletion

  A policy with only "Deny" permissions must be used together with other policies. If the permissions granted to an IAM user contain both "Allow" and "Deny", the "Deny" permissions take precedence over the "Allow" permissions.

  The following method can be used if you need to assign permissions of the **KooMessage FullAccess** policy to a user but you want to prevent the user from deleting KooMessage resources. Create a custom policy for denying KooMessage deletion, and attach both policies to the group to which the user belongs. Then, the user can perform all operations on KooMessage except deletion. The following is an example of a deny policy:

```
{
    "Version": "1.1",
    "Statement": [
        {
            "Effect": "Deny",
            "Action": [
                "kooMessage:devSendTask:create"
            ]
        }
    ]
}
```