



arrobaMail · Getting Started

Welcome to arrobaMail

This guide walks you through the basic steps to try the platform in just a few minutes: create your first list, prepare an AI-powered campaign, and send yourself a test email.

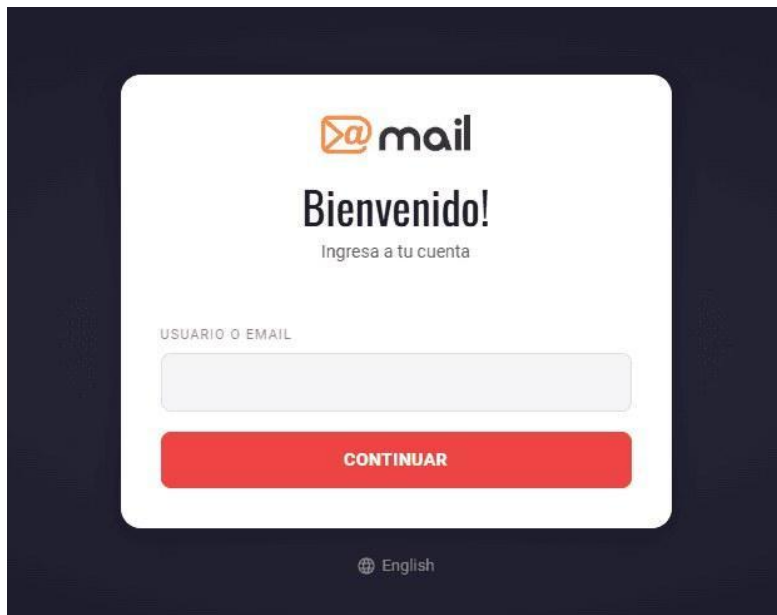
What you will do:

- Sign in to the platform with your username and password.
- Create a subscriber list with a few contacts.
- Generate a campaign in 5 steps with artificial intelligence and send yourself a test email.
- Review the campaign report.

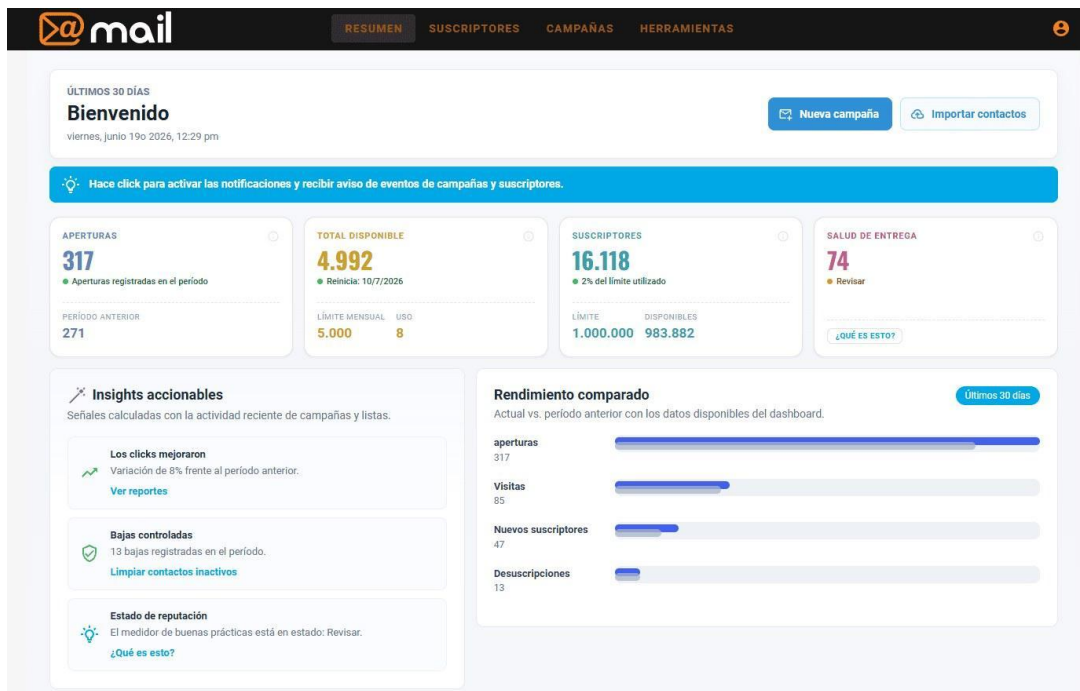
No technical knowledge is required.
The demo account lets you try the main features at no cost.

1 Sign in to the platform

Go to arrobaMail.com and enter the username and password you received by email when you created your account.



Once signed in, you will see the main dashboard with an account overview: available sends, subscribers, and created campaigns.



2 Create a subscriber list

A list is where you store the contacts you want to email.

To create one:

1. In the top menu, click Subscribers.
2. Click New list.
3. Enter a name (for example: My first list) and save it.

The form is titled "Crear nueva lista" and includes the following sections:

- Información interna**:
 - Nombre de la lista ***: Required field.
- Información pública (opcional)**:
 - Nombre público**: Nombre que verán tus suscriptores (opcional).
 - Descripción**
 - Nombre del remitente**
 - Email del remitente**
 - Nombre del negocio**
 - Imagen del logo**: Formatos permitidos: PNG, JPG, GIF, WebP.

Buttons: CANCELAR, CREAR

You have two options for adding contacts:

Option A — Add contacts manually

Inside the list, click Add subscriber and enter the email address. You can also include the name and other details.

 Agregar suscriptor

Primer Test

X

Email *

Nombre

Campos Personalizados

Apellido

Telefono

Localidad

CANCELAR

AGREGAR

Option B — Import a CSV or Excel file

Click Import, select your CSV or Excel file, and follow the steps. The platform will guide you through matching the file columns with the list fields.

[illegible]

[View of the source file.](#)

 Importar suscriptores

Selecciona a que campo corresponde cada columna del archivo:

Nombre	Email	Pais
Cliente1	cliente1@prueba.com	Argentina
Cliente2	cliente2@prueba.com	Mexico
Cliente3	cliente3@prueba.com	Argentina

Mapeo de columnas

Nombre

Nombre

Email

Email

Pais

Crear campo nuevo...

Pais

Texto

ANTERIOR

IMPORTAR

Column mapping during import.

To test the platform, adding 4 or 5 contacts is enough.

Tip: add your own email address so you can receive the test campaign.

3 Create a campaign in 5 steps

From the top menu, click Campaigns → New campaign and choose Artificial Intelligence for this exercise. The platform will guide you through a 5-step wizard.

The 5 steps in the wizard:

1. **Recipients** — the list that will receive the campaign.
2. **Sender** — the address the email will be sent from.
3. **Email** — the AI-generated content.
4. **Options** — internal name, subject line, and preheader.
5. **Summary and send** — final review and delivery.



Diseñador de emails

Selecciona y edita una plantilla prediseñada o utiliza una de tu biblioteca personal con nuestro editor Drag&Drop

Seleccionar

 Nuevo

Inteligencia Artificial

Solo debes ingresar algunos detalles sobre tu objetivo y nuestro el generador hará el rest por ti.

Seleccionar



Modo avanzado

Podrás usar un editor grafico HTML estilo Word para tener total control sobre el contenido del email.

Seleccionar



Desde una URL

Descarga el cuerpo del email directamente desde una URL externa. Opcionalmente podrás editarlo luego.

Seleccionar

3.1 Recipients

Choose the list you created in the previous step. The campaign will be sent to the contacts on that list.

3.2 Sender

Choose the sender from the drop-down menu.

A verified sender is an authenticated address that helps improve email deliverability. Later, you can configure your own sender using your domain.

3.3 Email — create with AI

This is where artificial intelligence prepares your campaign. You will see an instruction box where you can explain what you want to communicate.

How to write a good instruction

The best results come from following this five-part structure:

1. **Role** — who you want the AI to act as (marketing strategist, copywriter, etc.).
2. **Goal** — what you need to communicate.
3. **Image** — the image that should accompany the message.
4. **Tone** — how you want it to sound (formal, friendly, dynamic).
5. **Structure** — the final format (usually email-ready HTML).

Three instructions to copy and paste (choose the one you prefer):

Option 1 — Coffee shop

Act as a food and beverage marketing strategist. Create a campaign for a specialty coffee shop inviting customers to try a new single-origin blend. Generate a photorealistic image of a steaming latte on a wooden table with warm natural light. Use a friendly, sophisticated tone. Write the email-ready HTML body.

Option 2 — Online course

Act as an education marketing specialist. Create a campaign announcing an online photography course that starts next month and has limited availability. Generate a photorealistic image of a professional camera on a creative desk with notebooks and plants. Use a professional and motivating tone. Write the email-ready HTML body.

Option 3 — Promotion

Act as an e-commerce copywriter. Create a campaign announcing a 20% end-of-season discount for a clothing store. Generate a photorealistic image of modern clothing displayed in a warmly lit shop. Use a dynamic, direct tone with a sense of urgency. Write the email-ready HTML body.

Crea emails profesionales en segundos describiendo lo que necesitas!



Describe tu idea

Explica qué quieres comunicar. ¿Es formal o relajado? Menciona el estilo visual y los colores que prefieres.



Sube tus recursos

Adjunta tu logo, fotos de producto o banners y explícale a la IA que hacer con ellas.



Reutiliza estilos

Adjunta campañas anteriores para modificar con IA o para que la IA tenga más información.

[Ver ejemplos](#)

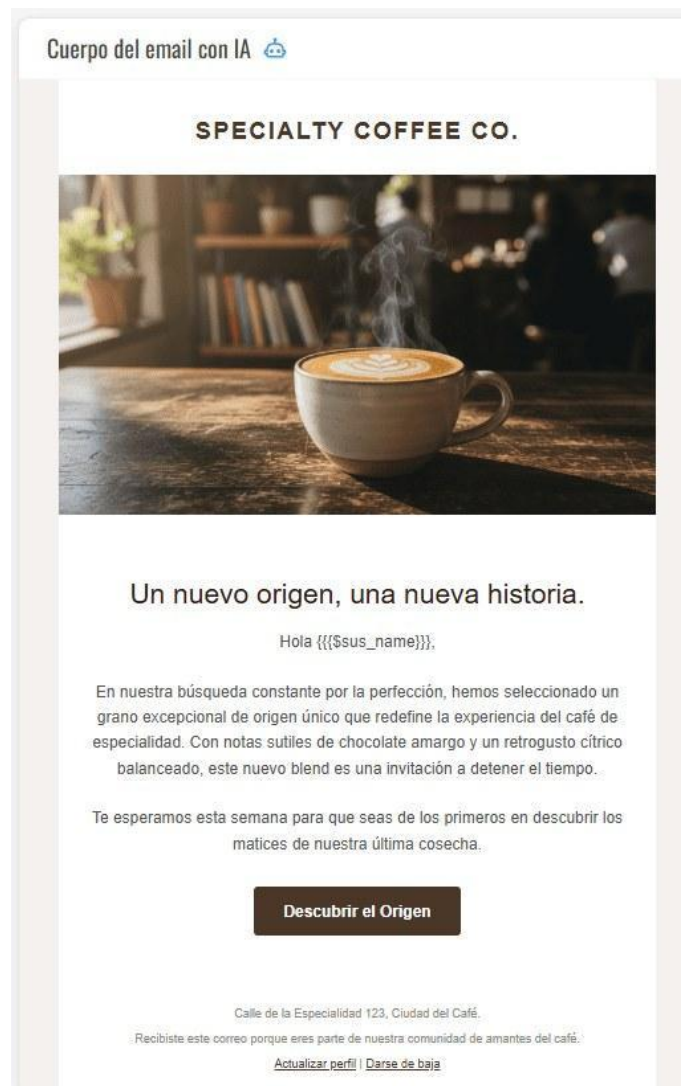
Actuá como estrategia de marketing gastronómico. Diseña una campaña para una cafetería de especialidad que invita a sus clientes a probar un nuevo blend de café de origen único. Generá una imagen fotorrealista de una taza de café latte humeante sobre una mesa de madera con luz natural cálida. Tono cercano y sofisticado. Redactá el cuerpo HTML listo para enviar



 Kit de marca



Instruction box with a sample prompt.



Result generated by AI using Option 1.

Brand Kit

Below the instruction box, you will see the Brand Kit option. Later, you can configure it with your logo, colors, and typography so the AI uses your brand identity in every campaign. You do not need to change it for this first test.

Interactive chat for refinements

If the result is not quite right, you can request changes from the AI in natural language. For example: "make it shorter," "use a more formal tone," "generate another image with a different background," or "change the button color to blue." You can refine the campaign as many times as needed.

3.4 Options — name, subject line, and preheader

In this step, you configure the information recipients will see in their inbox:

1. **Campaign name** — an internal name visible only to you.
2. **Email subject** — the line shown in the inbox that can influence whether recipients open the email.
3. **Preheader** — the short text often displayed after the subject line in the inbox.

Generate the subject line and preheader with AI

Next to the subject field, you will see a star icon. Click it to generate several subject line and preheader options based on the campaign content. Choose the options you prefer, click Apply, and continue.

Opciones generadas con IA

Selecciona las opciones que mas te gusten para asunto y preheader. Puede seleccionar un asunto o ninguno y un preheader o ninguno.

Asunto

¡Nuevo blend de origen único! ☕

Un nuevo origen, una nueva historia 🌿

Pre-header

Descubre nuestro grano excepcional con notas de chocolate amargo y un retrogusto cítrico.

Te esperamos esta semana para descubrir los matices de nuestra última cosecha.

Vista previa de la bandeja de entrada

• Cafetería

¡Nuevo blend de origen único! ☕

Descubre nuestro grano excepcional con notas de chocolate amargo y un retrogusto cítrico.

CANCELAR

APLICAR

3.5 Summary and send

The platform will display everything you prepared: the email, sender, list, subject line, preheader, and recipients. Make sure all information is correct before sending.

Sumario y Revisión

Revisa que todo esté correcto para iniciar la campaña

• Cuenta

¡Nuevo blend de origen único! ☕

Descubre nuestro grano excepcional con notas de chocolate amargo y un retrogusto cítrico.

Si no puedes ver este correo, [haz clic aquí](#)

SPECIALTY COFFEE CO.



Un nuevo origen, una nueva historia.

Hola {{{sus_name}}}.

En nuestra búsqueda constante por la perfección, hemos seleccionado un grano excepcional de origen único que redefine la experiencia del café de especialidad. Con notas sutiles de chocolate amargo y un retrogusto cítrico balanceado, este nuevo blend es una invitación a detener el tiempo.

Te esperamos esta semana para que seas de los primeros en descubrir los

Enviar email de prueba

cuenta@demoArrobamail.com

ENVIAR

← OPCIONES

INICIAR ENVÍO

Inicio de envíos:

Ahora

EDITAR

NOMBRE DE CAMPAÑA

Campaña Ejemplo

EDITAR

ASUNTO DEL EMAIL

¡Nuevo blend de origen único! ☕

EDITAR

PRE-ENCABEZADO (PREHEADER)

Descubre nuestro grano excepcional con notas de chocolate amargo y un retrogusto cítrico.

EDITAR

REMITENTE

cuenta@demoArrobamail.com

EDITAR

DIRECCIÓN DE RESPUESTAS

EDITAR

DESTINATARIOS

5

EDITAR

Verificaciones técnicas

OK

✓ 0 links válidos

✓ Spam score bajo (1/10)

✓ HTML OK (4.38KB)

Analisis de contenido

EJECUTAR ANALISIS

AI content analysis

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Before sending, you can run a content analysis. The AI reviews the campaign and suggests possible improvements to the subject line, tone, calls to action, and wording that could affect deliverability. This lets you make corrections before the actual send.

Three ways to send

1. **Send now** — the campaign is sent immediately to all selected contacts.
2. **Schedule** — choose a future date and time.
3. **Test email** — receive the campaign at your own address before the actual send.

Recommendation for your first test:

In the “Send test email” box, enter your own email address and click Send. You will receive the campaign exactly as your contacts would see it, with no risk and without using your send allowance.

4 Review the campaign report

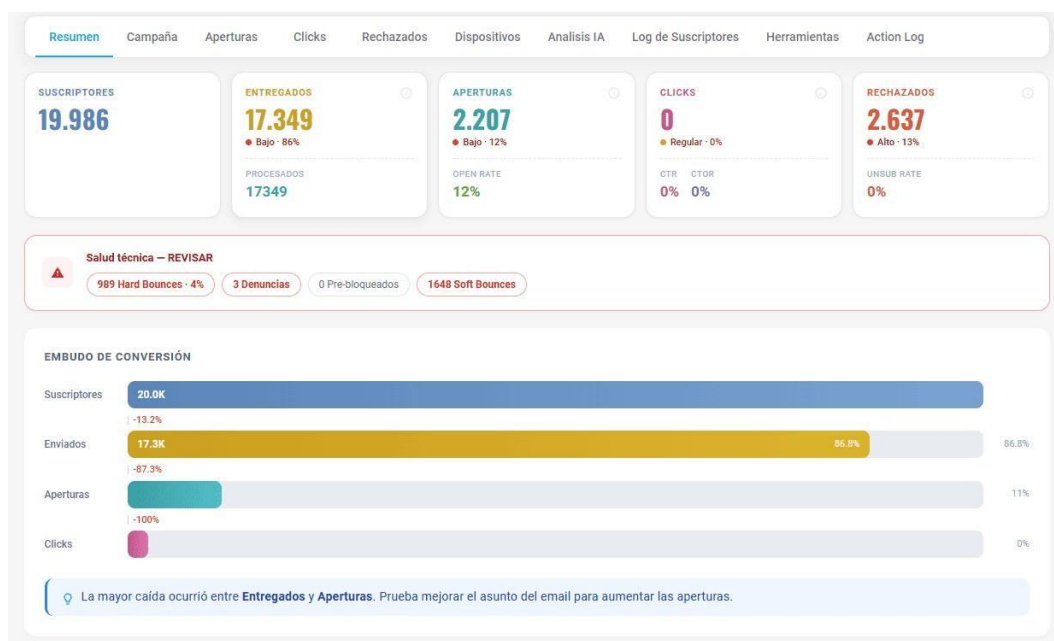
After the campaign is sent, the platform begins displaying real-time statistics.

To view the report:

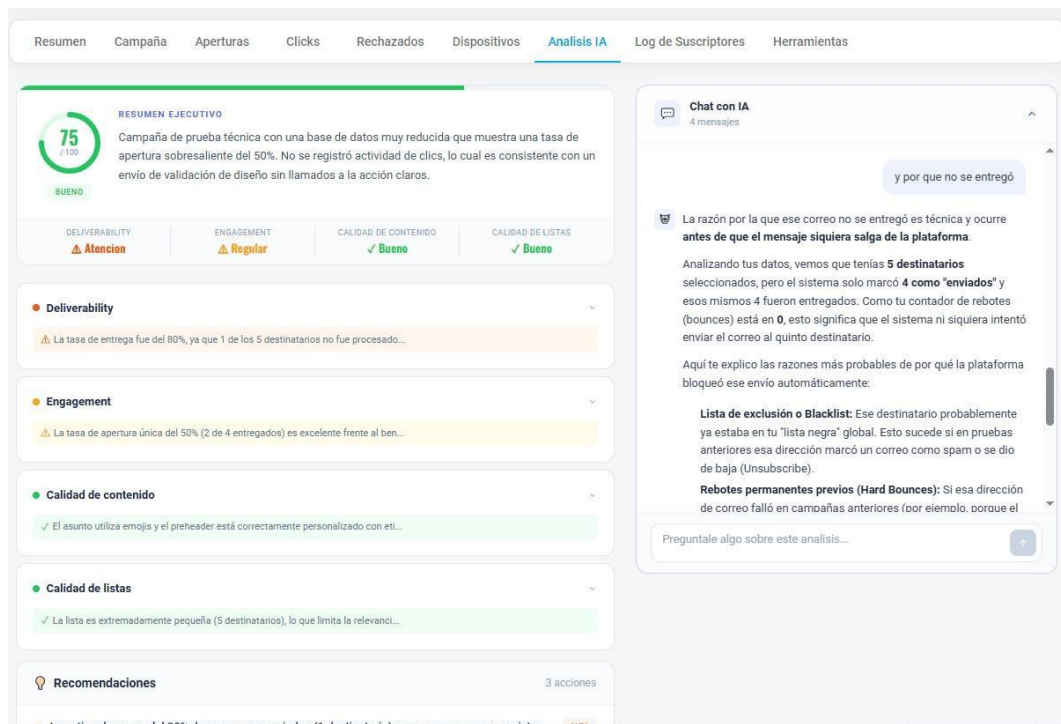
1. Go to Campaigns.
2. Click the campaign you sent.
3. You will see a summary of the main metrics.

Information available:

- **Subscribers** — the number of recipients included in the send.
- **Delivered** — the number of emails successfully accepted by destination servers.
- **Opens** — the number of recipients who opened the email.
- **Clicks** — the number of recipients who clicked a link in the email.
- **Bounces** — emails that could not be delivered, for example because of invalid addresses or blocks.



In the AI Analysis section of the report, artificial intelligence interprets the results and recommends improvements for your next campaigns.



You now know the basics.

With these steps, you created a list, prepared an AI-powered campaign, and received it in your own inbox. You can now explore the rest of the platform: segmentation, automations, forms, and much more.

Keep learning:

- Full documentation: arrobaMail.com/docs
- Step-by-step tutorials: arrobaMail.com/tutoriales
- News and best practices: arrobaMail.com/blog/