



# How to Implement an Email Subscription and Delivery System

Using COSCUP Newsletter Subscription as an Example

Toomore Chiang / COSCUP

2023/10/28 14:50 - 15:20

Web 应用开发 (Web Application Development)





# What's COSCUP

## Conference for Open Source Coders, Users, Promoters

- COSCUP is a technology conference that focuses on **open-source** related topics.
- It is for developers, users, and promoters (Coders, Users, Promoters) to participate in.
- It is a **free** and **registration-free** conference.
- Usually held at the end of **July** or beginning of **August** at the National Taiwan University of Science and Technology (臺灣科技大學) .
- Each track of the conference is **self-reviewed** and **self-organized** by **open source community partners**.
- The conference usually attracts **1500** to **2000** attendees.



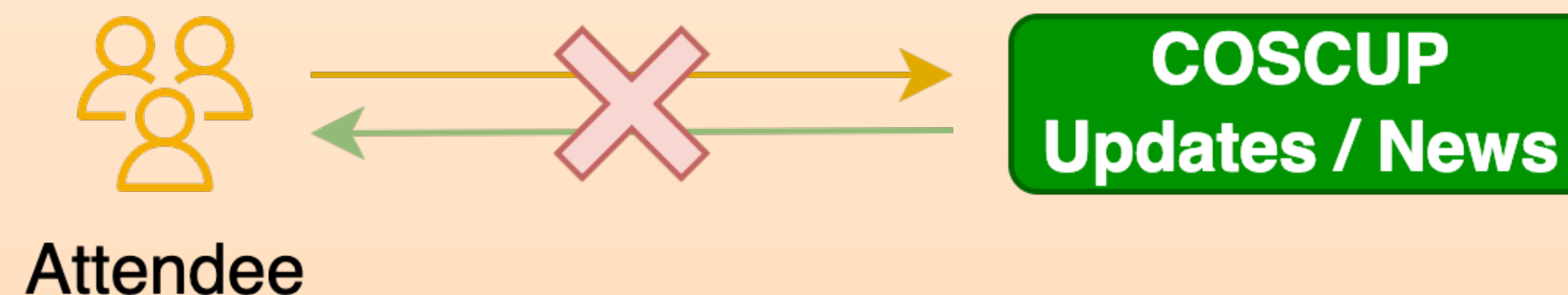
# Open → Open the door

Why we turn to no longer require registration and open to anyone.

1. Since 2020, we have aimed to make **COSCUP** more physically open. The door is always open.
2. Additionally, we want to know how many people in Taiwan or from other countries who are interested in open source will come to join the annual conference.
3. The limit is ourselves. Let's not limit ourselves to 1200; instead, aim for 2000 or more.
4. But how do we confirm that "**2000+**" users have joined us? We encourage them to wear **the badges we provide** at **COSCUP** and calculate the number of badges issued.

# Open is great, but ...

1. ... but it can also **disconnect** us from potential attendees.
2. ... but it may **exclude** those who still want to follow updates from **COSCU**P.
3. ... but it may not be suitable for **announcing major news** to everyone.





# Build from scratch



# Before build the system from scratch

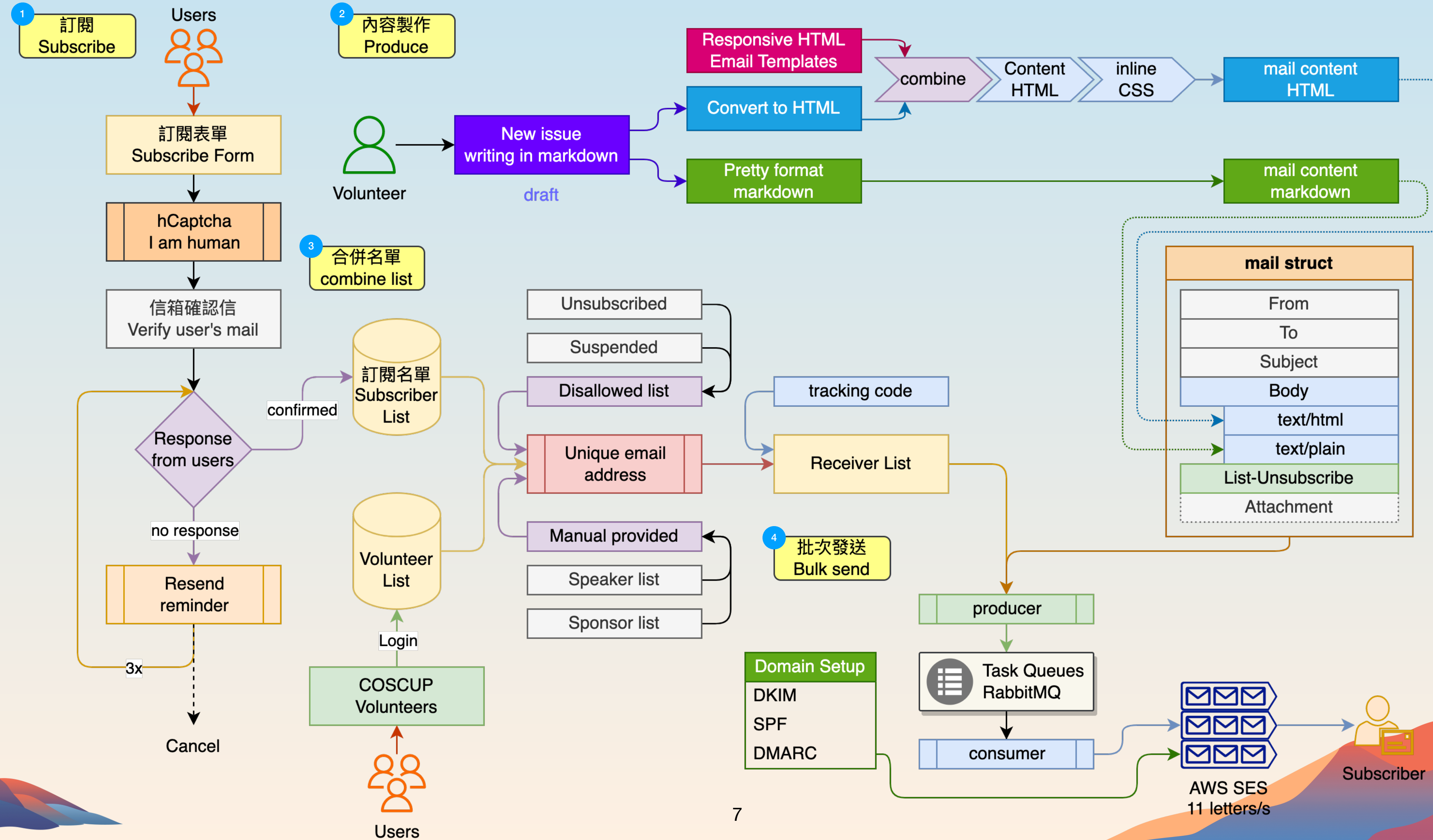
## What we had established ...

- **Send bulk and user list** in csv format file.



# Workflow

## Subscribe → Produce → Lists → Deliver



# Subscribe to Deliver

There are four parts to the process.



- 1 How to build a subscribe system from scratch.
- 2 How to create email content.
- 3 How to combine user lists from multiple sources.
- 4 How to bulk send emails to users.



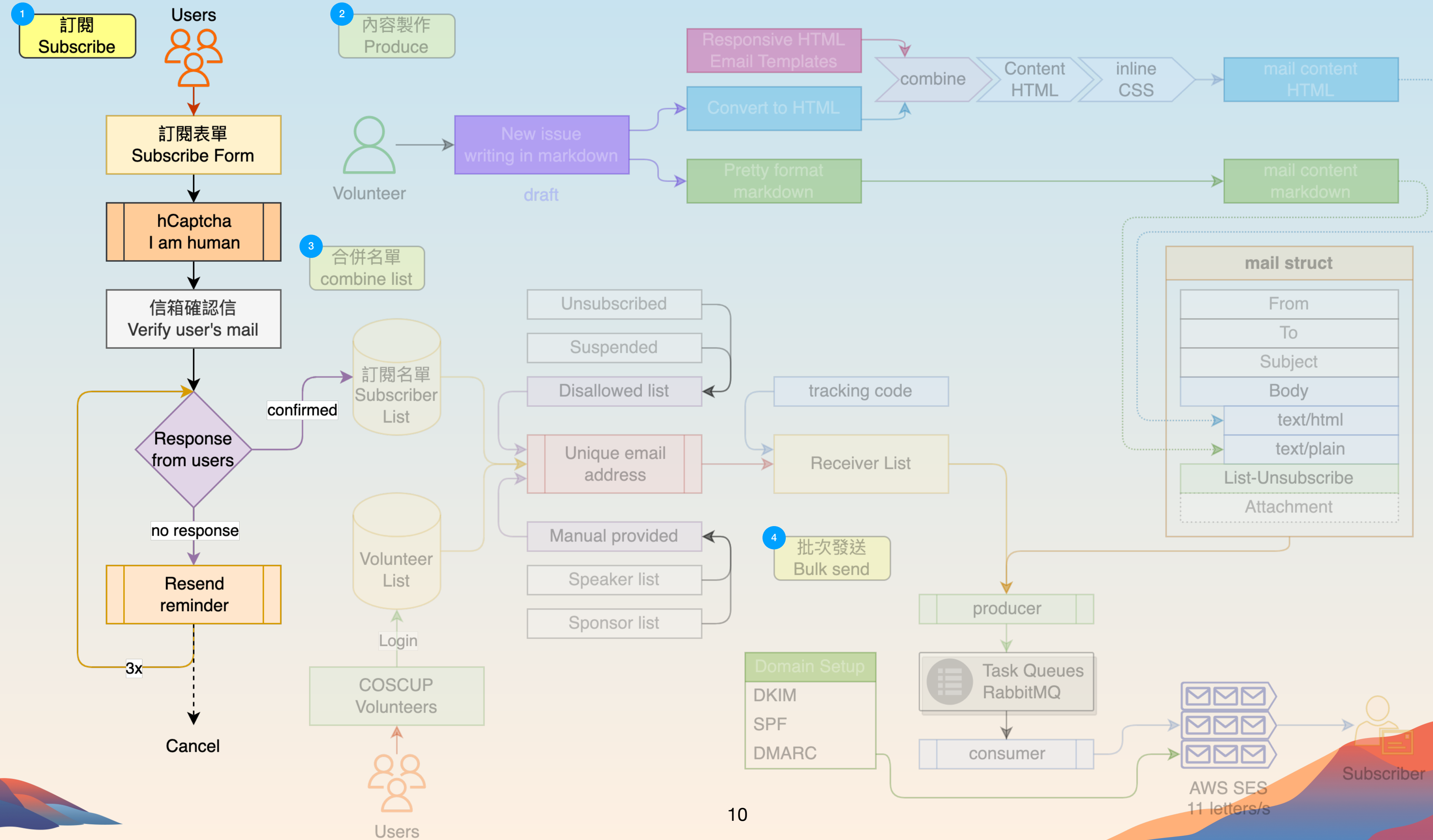


# ① Subscribe!



# Workflow: ① Subscribe!

## Subscribe\* → Produce → Lists → Deliver



# ① Subscribe!

## Subscribe Form

1. Email
2. Name
3. I am human
  - hCaptcha

### 使用範圍 / Agreement

訂閱只會收到 COSCUP 活動期間的訊息通知。在訂閱後會有確認信與取消訂閱的方式說明。如有其他問題詢問，可以寄信到 [attentee@coscup.org](mailto:attentee@coscup.org)。


We will only send information related to COSCUP activities. After submitting, you will receive a validation email, and the way to unsubscribe. If you have any questions, please email us at [attentee@coscup.org](mailto:attentee@coscup.org).

同意 COSCUP 的使用規範 / accepted

### Mail

### Name

### 我不是機器人 / I am human

I am human  hCaptcha  
Privacy - Terms

 訂閱 / Subscribe



@ 2110 +1 subscribers

# ① Subscribe! Verify / Confirm Email

- Send the verify / confirm mail to the subscriber.

**📧 信箱確認 / Email confirmed**

已確認信箱，感謝訂閱。 Email confirmed, thanks.

[Verify] 驗證 COSCUP 電子報訂閱 / Your Subscription (1592722812)  

 **COSCUP Secretary** <secretary@coscup.org> Jun 21, 2020, 3:00 PM ☆  Reply to all   
to Toomore ▾



Hi Toomore Chiang,

感謝訂閱 COSCUP 電子報，首先需要確認您的郵件信箱是否正確收到訊息，請透過以下的連結完成確認！

[https://secretary.coscup.org/subscriber/verify\\_mail/11807cf4b652f7f3ae3367e18106f01690bf00de06e869d482731e91f9a63735](https://secretary.coscup.org/subscriber/verify_mail/11807cf4b652f7f3ae3367e18106f01690bf00de06e869d482731e91f9a63735)

Please verify your mail address through click this link, thanks

如果您沒有訂閱，可以直接忽略確認信，或是直接回信這封信，將由行政組協助處理。

If you didn't subscribe, please ignore this or reply this mail to COSCUP Secretary Team for help.



COSCUP

# ① Subscribe! Reminder to Confirm

- Reminder the user to confirm.
- Don't bother users, set the limit times for auto-send reminder letters.



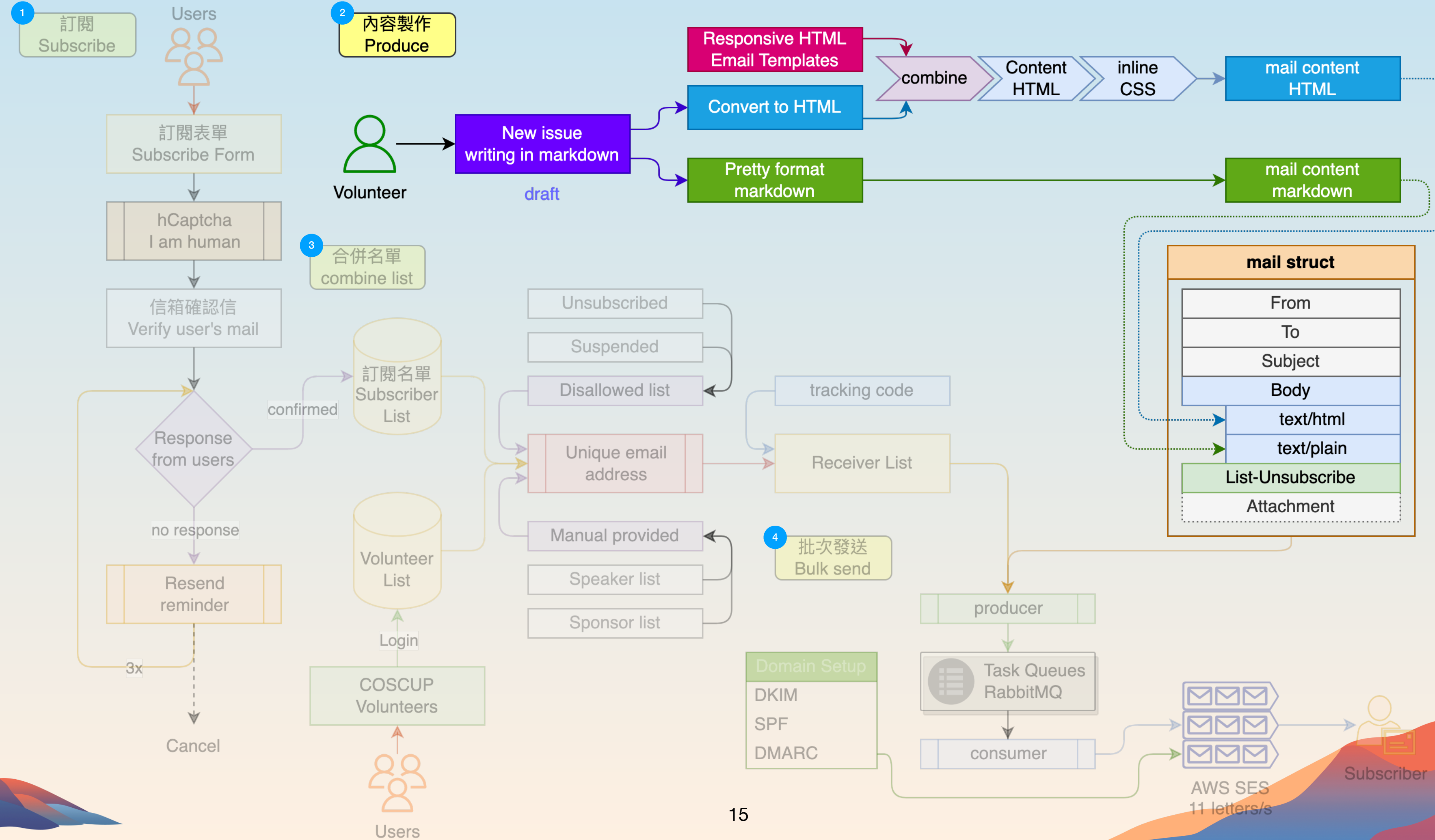


## ② Produce



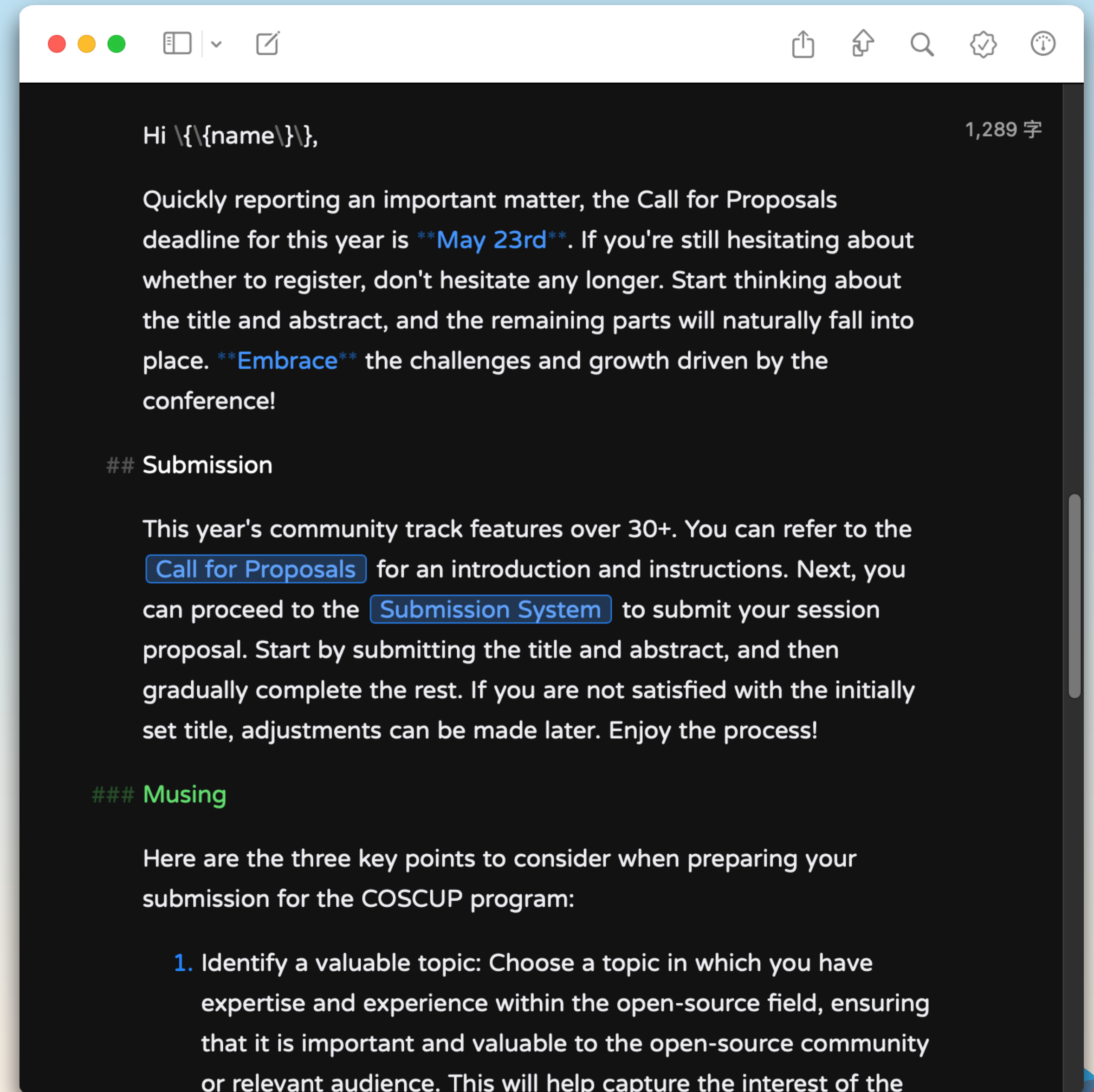
# Workflow

## Subscribe → Produce\* → Lists → Deliver



## ② Produce Markdown

- Write the content in Markdown format.
- At this step, we could force on the content what we want to communicate with subscriber.



```
Hi {{name}},  
  
Quickly reporting an important matter, the Call for Proposals  
deadline for this year is May 23rd. If you're still hesitating about  
whether to register, don't hesitate any longer. Start thinking about  
the title and abstract, and the remaining parts will naturally fall into  
place. Embrace the challenges and growth driven by the  
conference!  
  
## Submission  
  
This year's community track features over 30+. You can refer to the  
Call for Proposals for an introduction and instructions. Next, you  
can proceed to the Submission System to submit your session  
proposal. Start by submitting the title and abstract, and then  
gradually complete the rest. If you are not satisfied with the initially  
set title, adjustments can be made later. Enjoy the process!  
  
### Musing  
  
Here are the three key points to consider when preparing your  
submission for the COSCUP program:  
  
1. Identify a valuable topic: Choose a topic in which you have  
expertise and experience within the open-source field, ensuring  
that it is important and valuable to the open-source community  
or relevant audience. This will help capture the interest of the
```



## ② Produce Email Templates

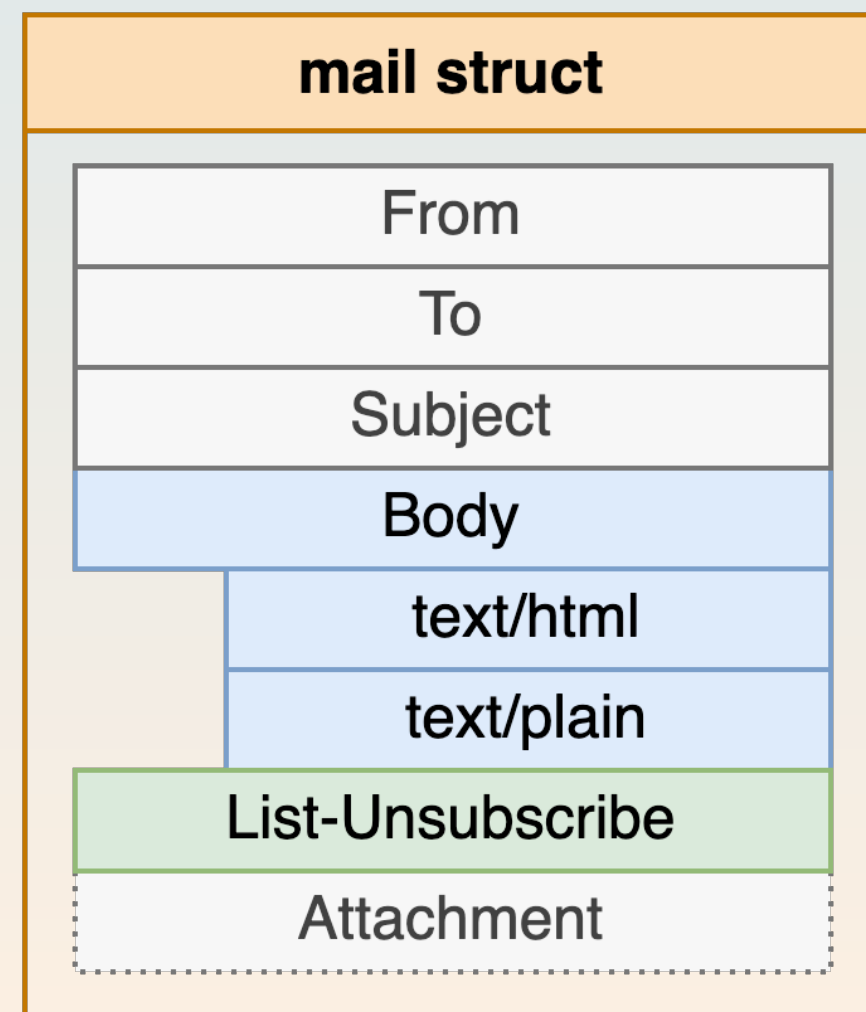
- Using the responsive email templates to design.
- Don't write this templates from scratch, there are more open source templates can be used.
- Keys: responsive email.

```
Code Blame 466 lines (432 loc) · 16.8 KB
209      /* -----
210          RESPONSIVE AND MOBILE FRIENDLY STYLES
211      ----- */
212      @media only screen and (max-width: 580px) {
213          table[class=body] h1 {
214              font-size: 28px !important;
215              margin-bottom: 10px !important; }
216          table[class=body] p,
217          table[class=body] ul,
218          table[class=body] ol,
219          table[class=body] td,
220          table[class=body] span,
221          table[class=body] a {
222              font-size: 16px !important; }
223          table[class=body] .wrapper,
224          table[class=body] .article {
225              padding: 10px !important; }
226          table[class=body] .content {
227              padding: 0 !important; }
228          table[class=body] .container {
229              padding: 0 !important;
230              width: 100% !important; }
231          table[class=body] .main {
```

## ② Produce

### Export to md / HTML

- We need two types of raw text format for email content body.
- Markdown for text/plain.
- HTML for text/html.



HTML ↕
匯出 ▾

COSCUP 第 20 週進度回報

Hi {{name}},

快速報告一件重要的事情，今年的徵稿截止到 5/23，如果還在猶豫要不要報名，不要再猶豫了，先想題目與摘要成長！

### 如何投稿呢

今年的社群議程軌約 30+ [系統](#)來提交一份議程投稿，如果對題目不滿意，之後也可以作調整。

#### 繆思

當準備投稿 COSCUP 開源人年會議程的主題與摘要時，以下是三個重要的要點：

1. 確定具有價值的主題：選擇一個你在開源領域具有專業知識和經驗的主題，並確保它對於開源社群或該領域的人們來說是重要且有價值的。這樣有助於吸引評審對你的投稿感興趣。
2. 提供簡明扼要的摘要：撰寫一個簡潔而有吸引力的摘要，清楚概括你的主題、內容和預期結果。確保摘要能夠在短時間內引起讀者的興趣，並激發他們想要進一步了解你的演講。
3. 展示你的專業知識和經驗：提供你在該主題或相關領域的經驗和專業知識。這可以幫助建立你的信譽和可信度，讓評審相信你有能力交付一個有價值的演講。如果有相關的論文、演示文稿或博客文章，提供相關連結或附件亦可增加你的可信度。

藉由這些重要要點，你可以準備一個有競爭力且引人注目的投稿，增加成功被選中的機會。祝你投稿順利！如果還是想不太到接下來該怎樣設定主題或是分享的範圍，這裡有一個小工具可以協助你[參考] (<https://volunteer.coscup.org/schedule/2023>)。

#### 籌備團隊

##### 擺攤組

擺攤組預計 5/28 在 [OSC2023 名古屋] (<https://event.ospn.jp/osc2023-nagoya/exhibit>) 擺攤推廣 COSCUP，之後會沿著東海道駕車前往東京 (可能在 6/1 抵達)。我們也想與在日本工作的夥伴們見面、吃個飯聚聚，如果您或是您有認識的朋友在日本工作，非常歡迎傳達這個吃飯的邀約，如有任何問題或是想要和擺攤組吃飯聊天的，可以回信到擺攤組的專用信箱：[\[booth@coscup.org\]](mailto:booth@coscup.org) (<mailto:booth@coscup.org>)。

##### 招募

目前場務組、製播組、紀錄組都還需要您的熱情投入，快點加入我們吧！

- 製播組：需要會操作 OBS 且活動二日能到場支援。或是於大會結束後協助影片轉檔、剪輯後製。
- 紀錄組：大會活動紀錄，需自備攝影設備與作品輸出能力。
- 場務組：與小組長合作完成大會場地庶務、餐飲等事項。

文字 ↕
匯出 ▾

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## ② Produce

### Inline the CSS into HTML

- Combine the CSS into HTML tags.
- To make sure most of the mail clients could recognize the css layout effects in HTML inline.
- ... and remove unused css definition.

```
<body class="" style="background-color:#ffffff;font-family:sans-serif;-webkit-
  <table border="0" cellpadding="0" cellspacing="0" class="body" style="border-
    <tbody><tr>
      <td style="font-family:sans-serif;font-size:14px;vertical-align:top"> </t
      <td class="container" style="font-family:sans-serif;font-size:14px;vertic
        <div class="content" style="box-sizing:border-box;display:block;margin:

<!-- START CENTERED WHITE CONTAINER -->
<span class="preheader" style="color:transparent;display:none;height:
<table class="main" style="border-collapse:separate;mso-table-lspace:

<!-- START MAIN CONTENT AREA -->
<tbody><tr>
  <td class="wrapper" style="font-family:sans-serif;font-size:14px;
    <table border="0" cellpadding="0" cellspacing="0" style="border
      <tbody><tr>
        <td style="font-family:sans-serif;font-size:14px;vertical-a
          <p class="align-right" style="font-family:sans-serif;font
          <p style="font-family:sans-serif;font-size:14px;font-weig
          <p class="align-center" style="font-family:sans-serif;for
          <p style="font-family:sans-serif;font-size:14px;font-weig
          <p style="font-family:sans-serif;font-size:14px;font-weig
          <p style="font-family:sans-serif;font-size:14px;font-weig
          <table border="0" cellpadding="0" cellspacing="0" class='
            <tbody>
              <tr>
                <td align="center" style="font-family:sans-serif;fo
                  <table border="0" cellpadding="0" cellspacing="0"
                    <tbody>
                      <tr>
```

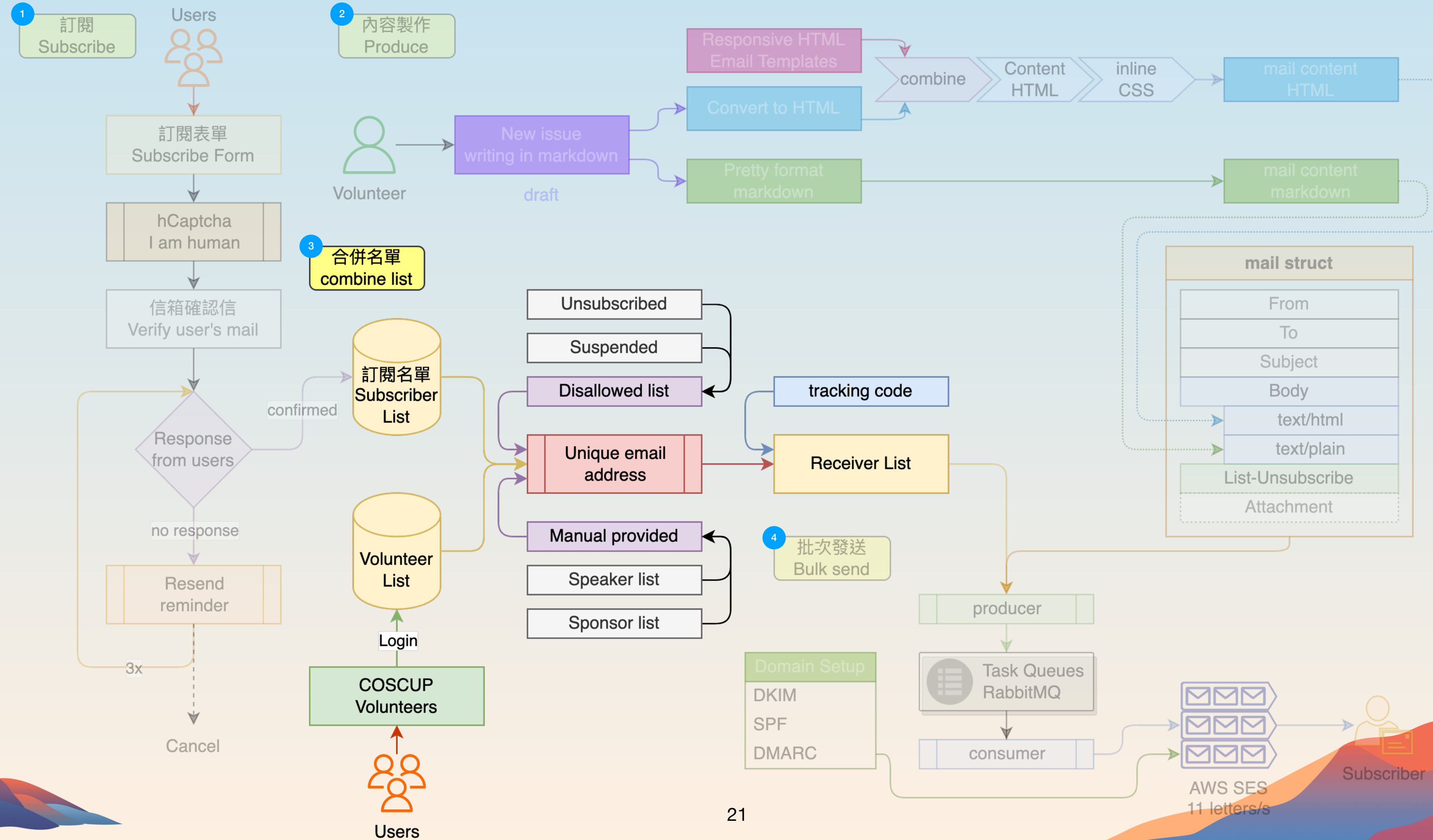


# ③ Combine List



# Workflow

## Subscribe → Produce → Lists\* → Deliver



# ③ Combine List

## Case with "+"

- User's mail using '+' for splitting the purpose.
- The same email has variant format.

```
from: COSCUP Secretary <secretary@coscup.org>  
to: Toomore Chiang <toomore0929+coscup@gmail.com>  
date: Jun 21, 2020, 3:00 PM  
subject: [Verify] 驗證 COSCUP 電子報訂閱 / Your Subscription
```

```
ma  
sig  
s  
from: COSCUP Secretary <secretary@coscup.org>  
to: Toomore Chiang <toomore0929+coscup2@gmail.com>  
date: Jun 22, 2020, 1:09 PM  
subject: [Verify] 驗證 COSCUP 電子報訂閱 / Your Subscription  
(1592802570)  
mailed-by: amazonses.com  
signed-by: coscup.org  
security:  Standard encryption (TLS) Learn more  
 Important mainly because it was sent directly to you.
```

## ③ Combine List

### Unique the email format

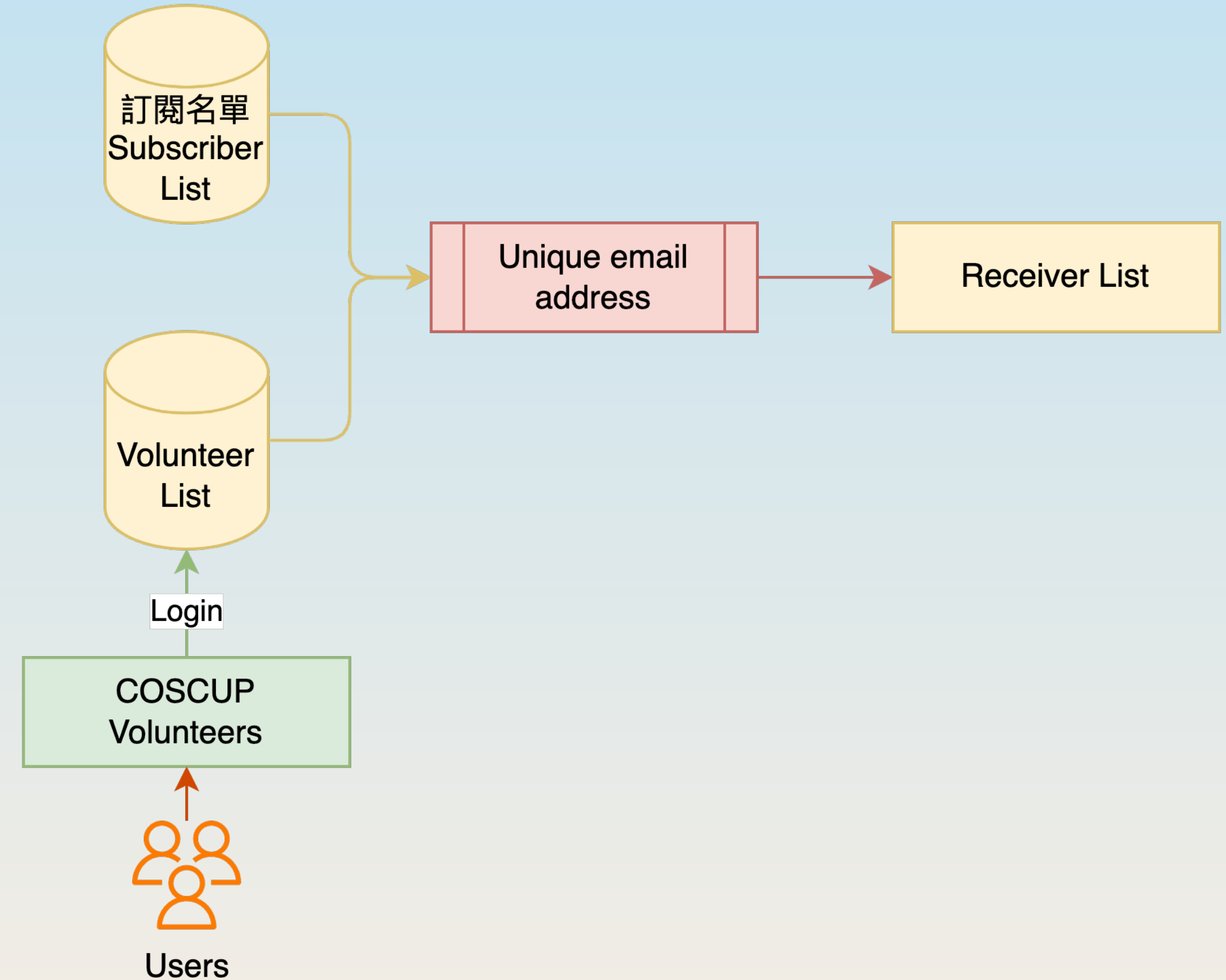
1. "foo.bar+coscup@example.com"
  - Remove +tag.
2. "foo.bar@example.com"
  - Remove "."
3. "foobar@example.com"
  - Unique!

```
145     @staticmethod
146     def format_mail(mail):
147         '''format mail
148
149         clean '.', '+', lower
150         ...
151         mail = mail.lower().strip()
152         if '+' in mail:
153             mail = re.sub(r'(\+[a-z0-9]+)@', '@', mail)
154
155         _mail = mail.split('@')
156
157         if '.' in _mail[0]:
158             return '%s@%s' % (_mail[0].replace('.', ''), _mail[1])
159
160         return mail
```

# ③ Combine List

## From two database

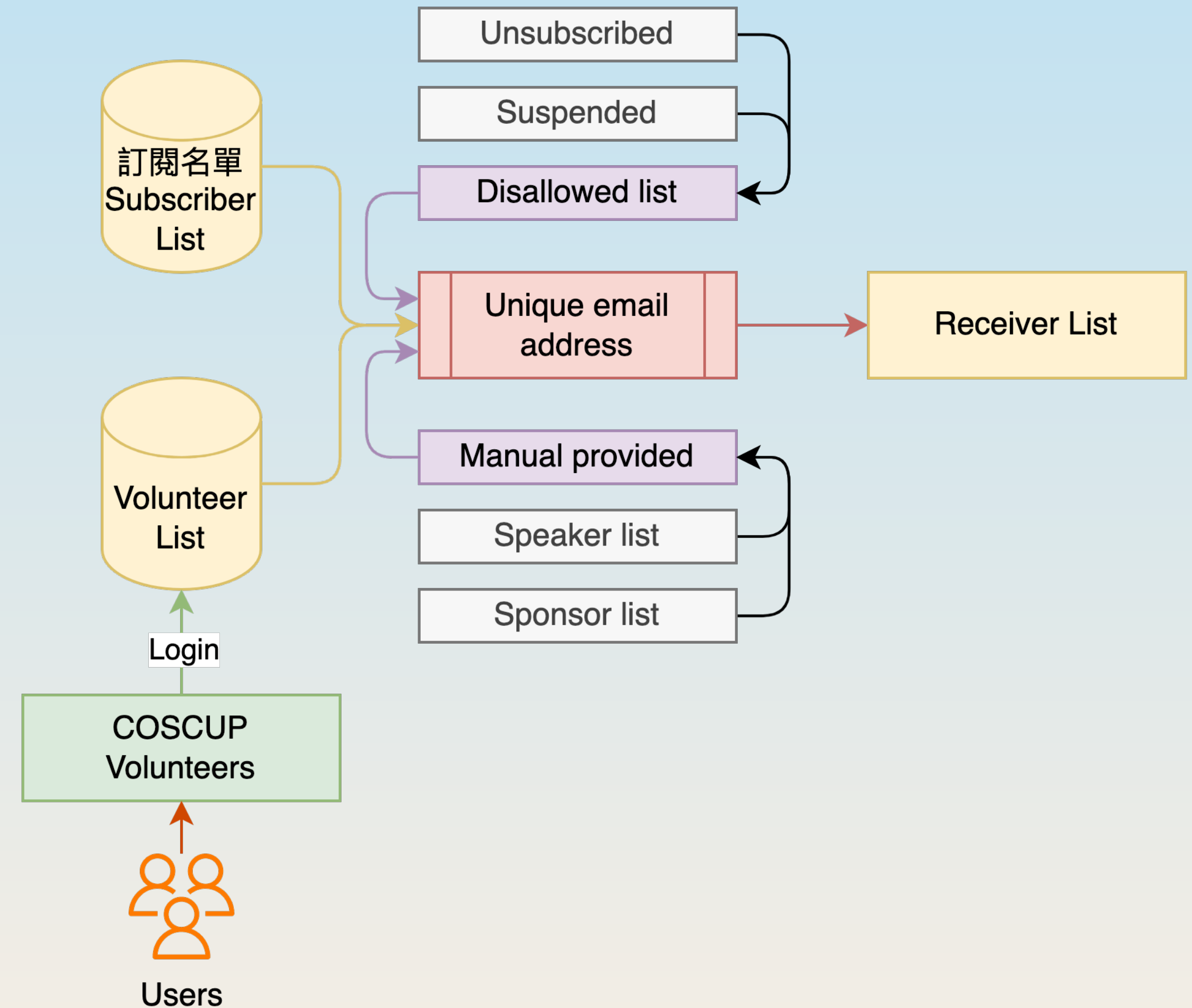
- Combine the users list from the subscriber and volunteers database.
- Unique the emails, filter out the same users.





# ③ Combine List Filter and Append

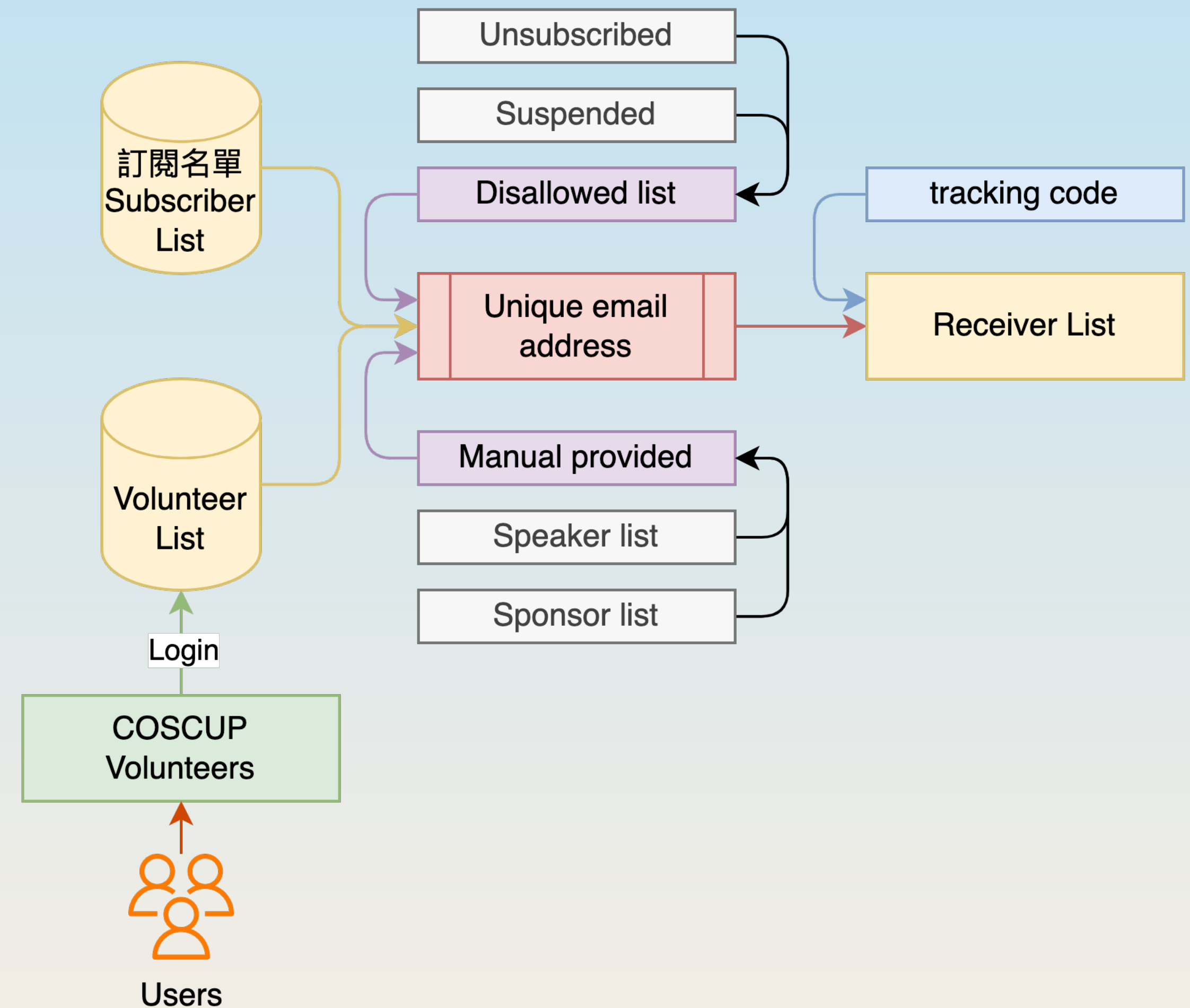
- Filter out the unsubscribed and suspended user account.
- Append the sponsors and speakers list of this or last year.



## ③ Combine List

### Append the tracking code

- The code for mail-open tracking.
- $\text{hash} = \text{sha256}(\{\text{secret}\}, \{\text{args}\})$
- $\text{url} = \{\text{domain}\}/\text{c}/\{\text{hash}\}?\{\text{args}\}$
- ``
  - Tips: The backend must return 404 http status code.
  - In this way, we could track the numbers of opened, not just opened or not.



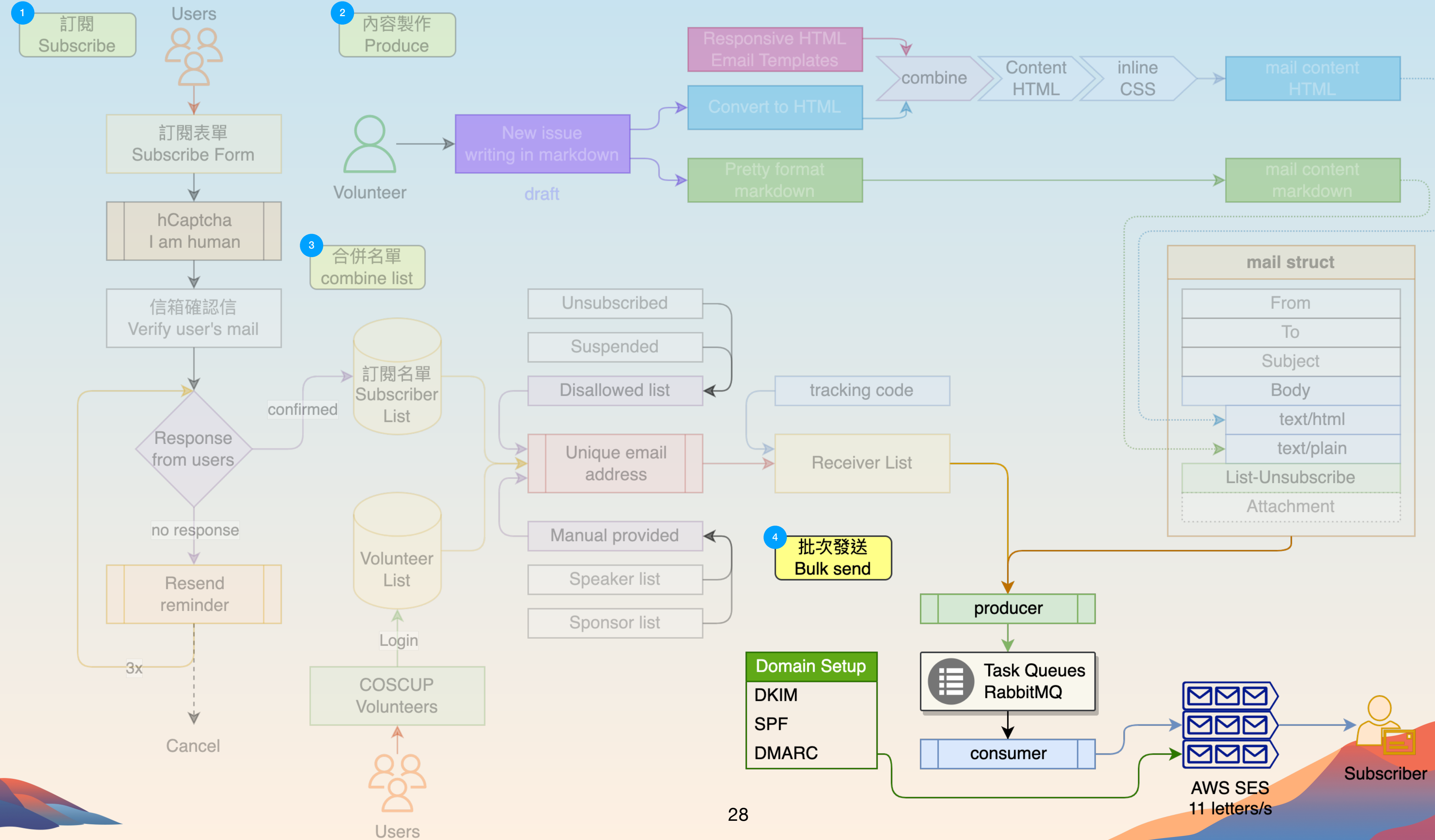


# ④ Deliver / Bulk Send



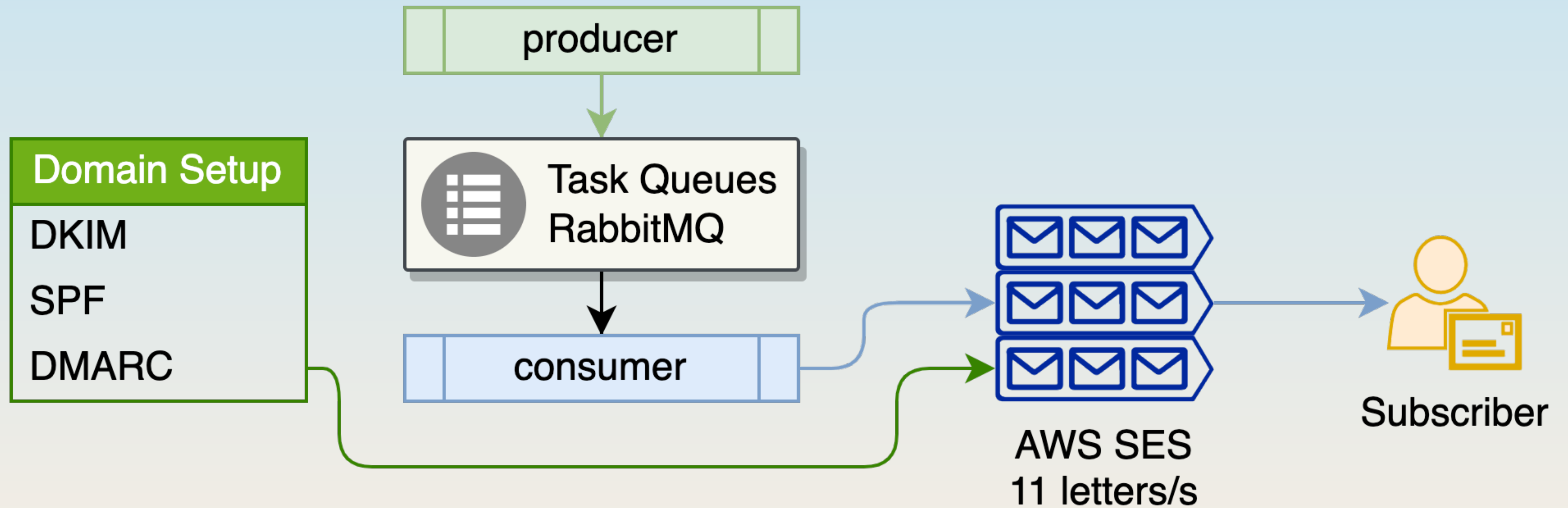
# Workflow

## Subscribe → Produce → Lists → Deliver\*



# ④ Deliver / Bulk Send

## What's SPF, DKIM, DMARC





# ④ Deliver / Bulk Send

## What's SPF

- The Sender Policy Framework (SPF) record basically tells the world which **hosts** or **IPs** are allowed to send email for your domain.
- If not in the allowed list, the mail will to be as spam.
- "v=spf1 include:amazonses.com include:\_spf.google.com **?all**" (more [details](#).)
  - **-all**: Fails authentication. The server with matching IP address is not authorized to send for the domain. The SPF record doesn't include the sending server IP address or domain so **messages won't pass authentication**.
  - **~all**: Softfails authentication. It's unlikely that the server with matching IP address is authorized to send for the domain. The receiving server will typically **accept the message but mark it as suspicious**.
  - **?all**: Neutral. Neither passes nor fails authentication. The SPF record doesn't explicitly state that the IP address is authorized to send for the domain. SPF records with neutral results often use ?all.



# ④ Deliver / Bulk Send

## What's DKIM

- Domain Keys Identified Mail (DKIM) is a method of email authentication that cryptographically verifies if an email was sent by trusted servers and has not been tampered with.
- Basically, when a server sends an email using your domain, it will calculate an encrypted hash of the email contents using a private key (that only trusted servers know) and add it to the email headers as a DKIM signature.
- The receiving server will verify the email contents by looking up the corresponding public key in your domain's DNS records, decrypting the encrypted hash, and calculating a new hash based on the email contents it received. It then compares the decrypted hash to the new hash. If there is a match, then the email has not been tampered with, and so DKIM passes. Otherwise, DKIM fails, and the email is treated with suspicion.

# ④ Deliver / Bulk Send

## What's DKIM

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```
DKIM-Signature: v=1; a=rsa-sha256; q=dns/txt; c=relaxed/simple; s=o6odsjgst6o5osc  
t=1684458597; h=Content-Type:MIME-Version:From:To:Subject:List-Unsubscribe:Message-Id:Date:Feedback-ID; bh=N6EoZv+4CVQ3uG6XHT0egzd7nJlk4ykvbuFCzsr70dU=;  
b=RpsWYu6s9LpaMXAomY5c39ES1+d1xqdn7QoZLvgXB+0VyhCca9YRSpL6+DlfQ/nY  
n37Hk6CNcH6ko3F3PCMpJWqI2K1vVkeeGyNPoPY+vqvmLKU00rjX0TL0PyLhiE/LEFE vjMs1ya/3L5qr  
DKIM-Signature: v=1; a=rsa-sha256; q=dns/txt; c=relaxed/simple; s=224i4yxa5dv7c2>  
d=amazonses.com; t=1684458597; h=Content-Type:MIME-Version:From:To:Subject:List-  
ID:Date:Feedback-ID; bh=N6EoZv+4CVQ3uG6XHT0egzd7nJlk4ykvbuFCzsr70dU=;  
b=HVzMUJ5LJLpffEDFPw4EnW3PoIcxAZkpxwepTxcRjx5hsIdRy6zs8HzRTPaPTW0t  
ISHk07YcEkzbeQDkzn2u5VQcQilxcK0goUVduQ3s8tj6A4QCqvWbsJj/HU3+Kkpj9LQ 6tt0ijW0X0+Zf  
Content-Type: multipart/mixed; boundary="=====  
MIME-Version: 1.0  
From: "COSCUP Volunteer 志工服務" <volunteer@coscup.org>
```





## ④ Deliver / Bulk Send

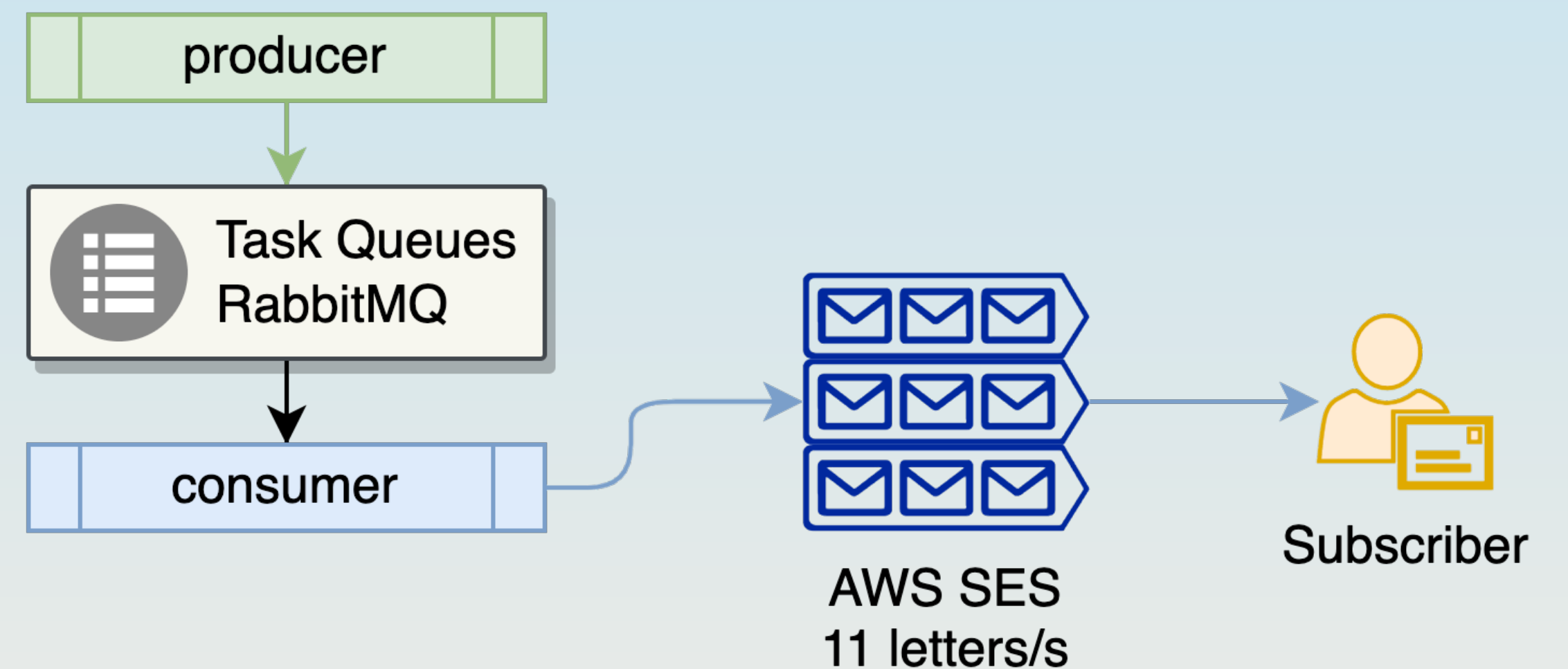
### What's DMARC

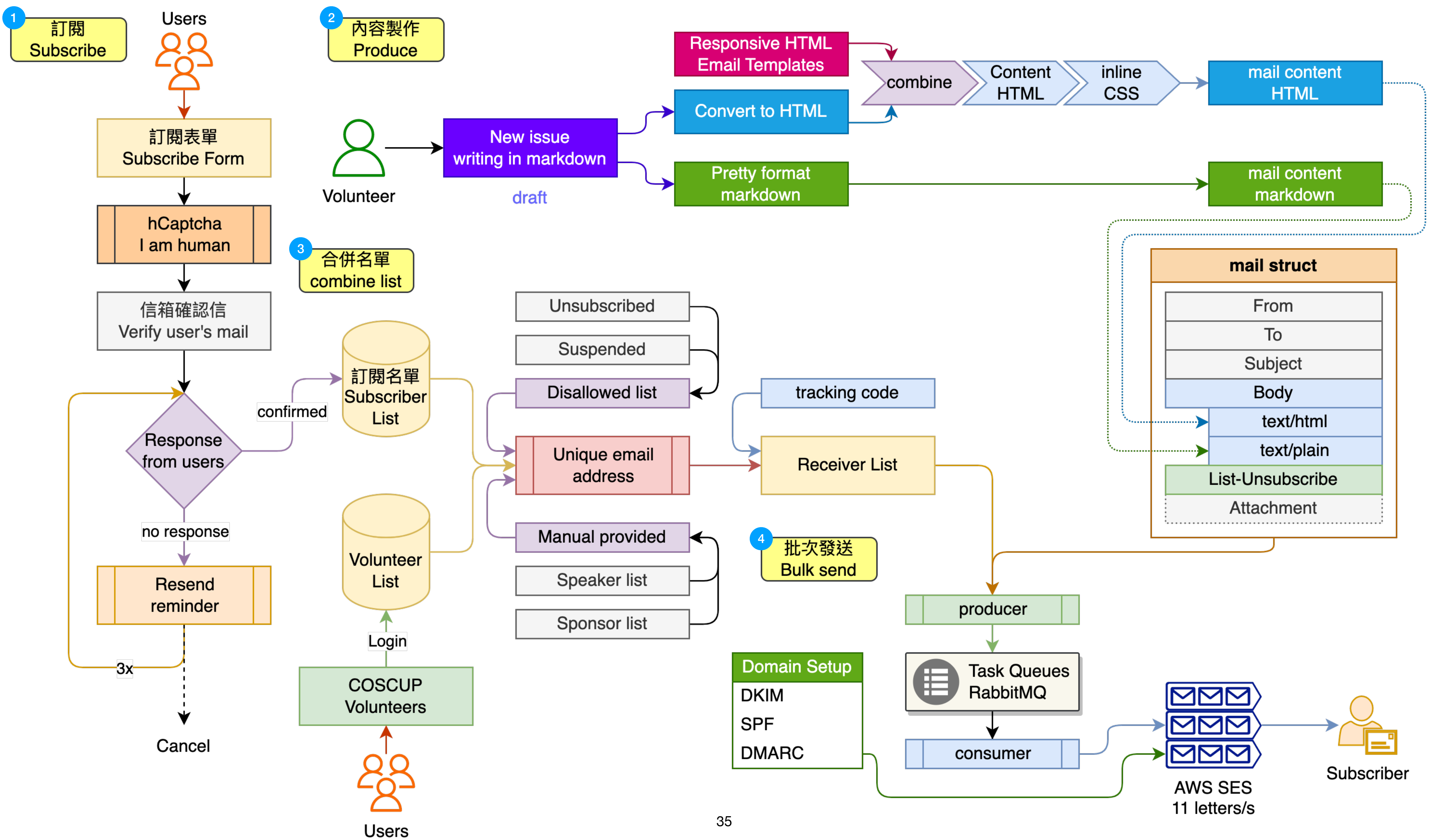
- How the receiving server deals with an email that fails the checks?
  - Domain-based Message Authentication, Reporting, and Conformance (DMARC) allows the **domain owner** to specify what happens with failed emails and get feedback when they arrive. Basically, there are three actions receiving servers can take if BOTH SPF and DKIM checks fail: **none**, **quarantine**, and **reject**.
  - This setting are more complicated, the more details could refer to: <https://support.google.com/a/answer/10032169>

# ④ Deliver / Bulk Send

## Queue / RabbitMQ

- The bulk send still has limited, AWS SES 11 letters per second.
- Our codebase is Python:  
Celery → RabbitMQ → AWS SES
- Launch more multi-workers to force the queue limit up to 11 letters/s.
  - Fail of limit, retry and back to queue.
  - 5000 mails => 7.57 mins







# ⑤ Tips and more





## ⑤ Tips and more

### Why we still build the system or services?

- For the privacy, keep and maintain the users' list in safety.
- Compared or combined the data in consistent.
- And found the best or better way to do **open-source** things.

# 5 Tips and more

## How to explain the numbers of opened?

- The large numbers of opened mail may open by many readers.
  - The mail has been forwarded.
  - The original user help us to share the mail to more users.
    - Friend → Friends
    - Community / Groups
    - Teacher → Students

151.	87562887	4
152.	4ae56f46	1
153.	76f08aaa	2
154.	5d57e284	13
155.	4157a5af	3
156.	af5b8f41	4
157.	ad8110ae	

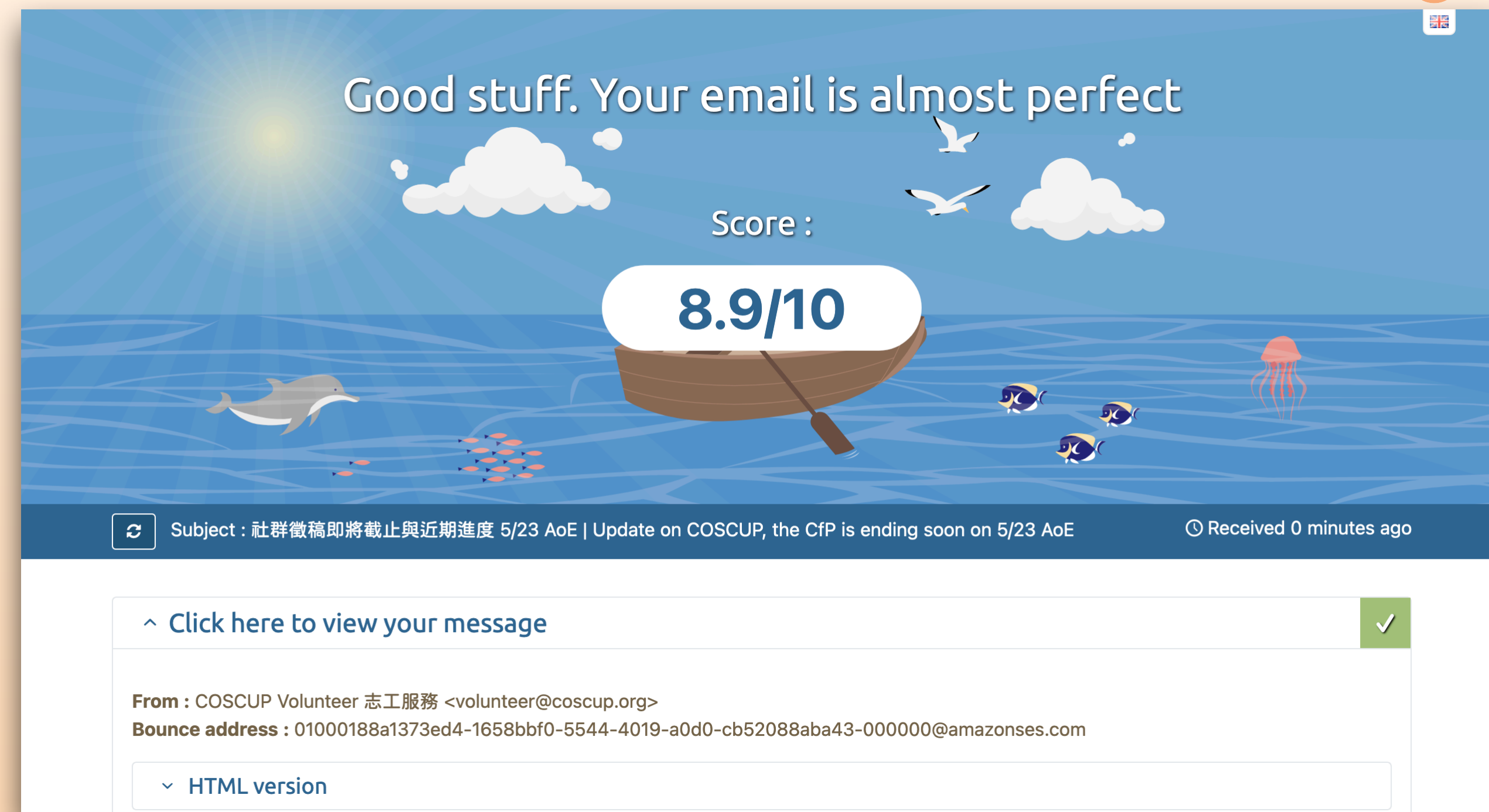
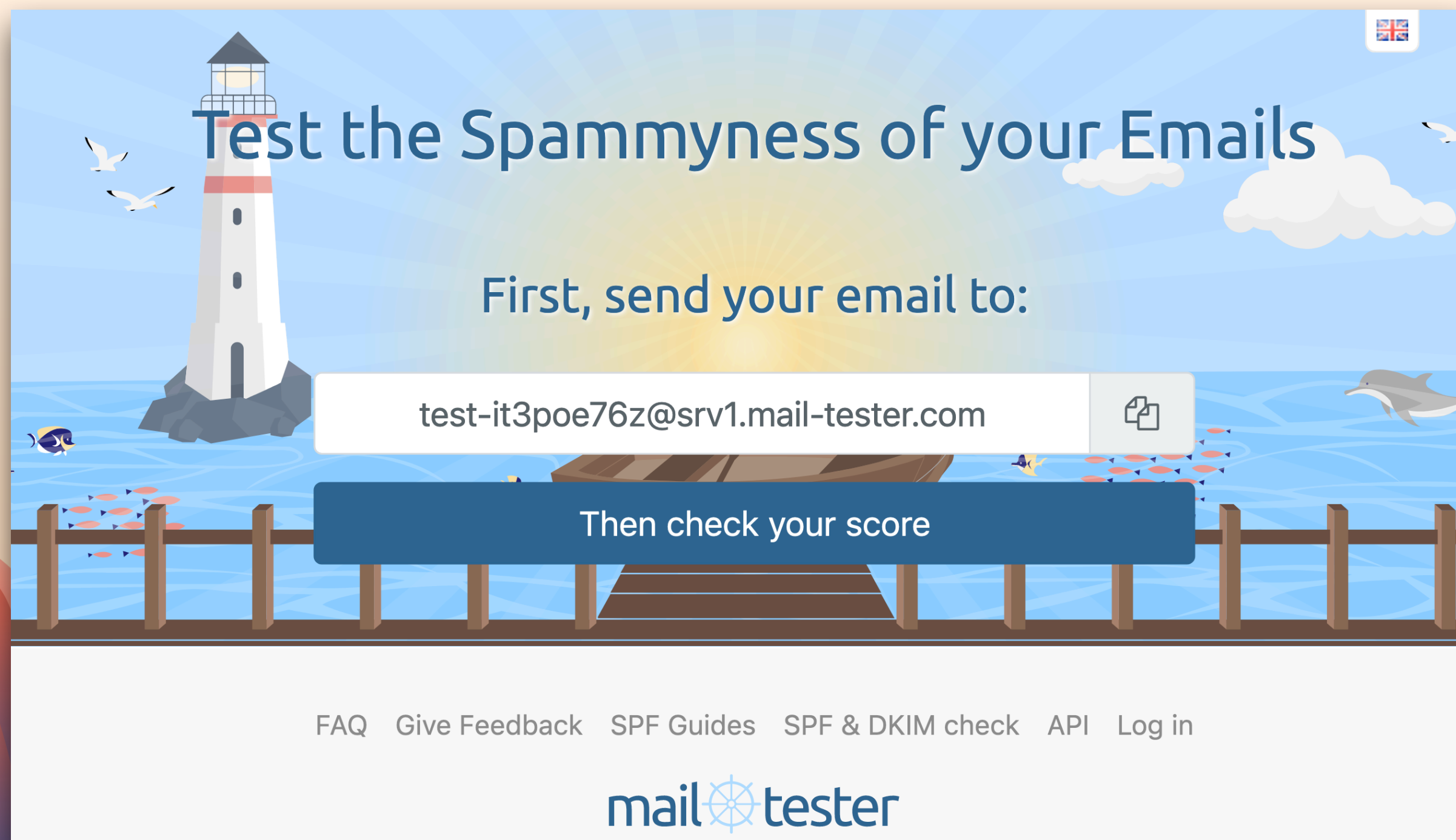
1204.	5/19/2023, 1:06:55 PM	5d57e284	220.130.197.246	Mozilla/5.0 (Ma AppleWebKit/6
1205.	5/19/2023, 1:06:53 PM	5d57e284	220.130.197.246	Mozilla/5.0 (Ma AppleWebKit/6

1457.	5/19/2023, 10:48:15 AM	5d57e284	172.226.160.2	Mozilla/5.0
1458.	5/19/2023, 10:48:09 AM	c32ed2f1	74.125.209.68	Mozilla/5.0 (Windows NT 5.1; rv:11.0) Gecko Firefox/11.0 (via ggph.com GoogleImageProxy)
1459.	5/19/2023, 10:47:23 AM	5d57e284	220.130.197.246	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) SparkDesktop/3.4.3 Chrome/110.0.5481.104 Electron/23.1.1 Safari/537.36
1460.	5/19/2023, 10:47:22 AM	5d57e284	220.130.197.246	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) SparkDesktop/3.4.3 Chrome/110.0.5481.104 Electron/23.1.1 Safari/537.36

# 5 Tips and more

## How to test the mail to prevent being spams? (1/2)

- Check your sender setting or the mail content is more quality. Send the mail to the unique email provided by Mail-Tester.



# 5 Tips and more

## How to test the mail to prevent being spams? (2/2)

### ^ SpamAssassin thinks you can improve

-0.1

The famous spam filter *SpamAssassin*. Score: -0.1.

A score below -5 is considered spam.

-0.1	DKIM_SIGNED	Message has a DKIM or DK signature, not necessarily valid <b>This rule is automatically applied if your email contains a DKIM signature but other positive rules will also be added if your DKIM signature is valid. See immediately below.</b>
0.1	DKIM_VALID	Message has at least one valid DKIM or DK signature <b>Great! Your signature is valid</b>
0.1	DKIM_VALID_AU	Message has a valid DKIM or DK signature from author's domain <b>Great! Your signature is valid and it's coming from your domain name</b>
0.1	DKIM_VALID_EF	Message has a valid DKIM or DK signature from envelope-from domain
-0.249	HEADER_FROM_DIFFERENT_DOMAINS	From and EnvelopeFrom 2nd level mail domains are different
-0.001	HTML_MESSAGE	HTML included in message <b>No worry, that's expected if you send HTML emails</b>



## 5 Tips and more

How to setup the unsubscribe link or by List-unsubscribe headers?

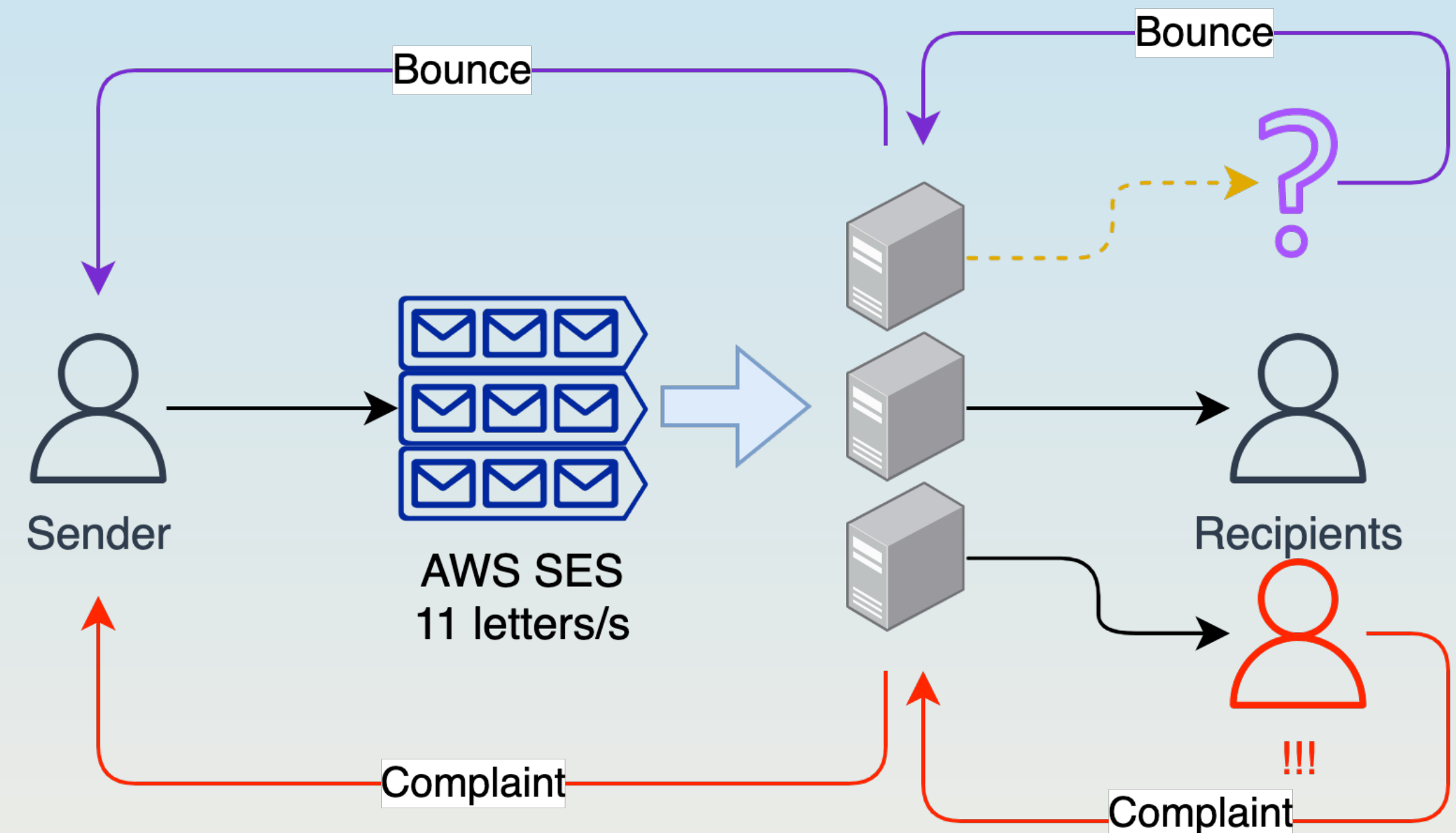
- Let's the subscriber has OPT-OUT to unsubscribe.
- Add the `List-unsubscribe` into the mail headers in `*<mailto:volunteer+unsubscribe@coscup.org>*`, the mail client has supported the processing for users.

```
from: COSCUP Volunteer 志工服務
      <volunteer@coscup.org>
to: "toomore0929@gmail.com"
    <toomore0929@gmail.com>
date: Jun 10, 2023, 1:32 AM
subject: 2023.05.19 社群徵稿即將截止與近期進度 | Update
        on COSCUP, the CfP is ending soon on 5/23 AoE
mailed-by: amazonses.com
signed-by: coscup.org
unsubscribe: Unsubscribe from this sender
security: 🔒 Standard encryption (TLS) Learn more
>: Important mainly because it was sent directly to
you.
```

# ⑤ Tips and more

## What is sending reputations?

- bounce rate / complaint rate
  - bounce: like account not existed or recipient's mail server permanently rejects the message.
  - complaint: recipient reports to their email provider that the message they received was unsolicited or unwanted.





# Open Source



# Source code has been published

<https://github.com/COSCUP/subscribe>

The screenshot shows the GitHub repository page for 'COSCUP / subscribe'. The repository is public and has 10 stars, 1 fork, and 1 watch. The latest commit is by 'toomore' titled 'Update version to 23.10.15' from last week, with 92 total commits. The file list includes folders like .github/workflows, .vscode, celery\_task, models, module, nginx, templates, and view, along with files like .dockerignore, .env, and .gitignore. The right sidebar shows repository details like the README, license (AGPL-3.0), and tags like 'subscribe', 'agplv3', and 'hacktoberfest'.

File/Folder	Description	Last Commit
.github/workflows	Update version to 23.10.15	last week
.vscode	Add dev packages	4 months ago
celery_task	Add typing hint	4 months ago
models	Add typing hint	4 months ago
module	Fixed the dict get value	2 months ago
nginx	Upgrade version	last month
templates	Add session info	3 months ago
view	Add typing hint	4 months ago
.dockerignore	init	3 years ago
.env	Update version to 23.10.15	last week
.gitignore	Add admin code render, verify	3 years ago



 **Who am I ?**



# 🧐 Who am I ?



- Toomore Chiang
- From Kaohsiung, Taiwan.
- First time participated COSCUP at 2008.
  - Leader of the secretary team (行政組)
- COSCUP 2023 → 07/29 - 07/30 Taipei.
- Open Culture Foundation 開放文化基金會 OCF.TW  
Technical Support Lead.



# THANK YOU



QUESTIONS?

WeChat Official Account: 开源社KAIYUANSHE

WeChat Channels: 开源社KAIYUANSHE

Weibo: 开源社

Bilibili: 开源社KAIYUANSHE

Jianshu: 开源社

TouTiao: 开源社

Facebook: KaiyuansheChina

Twitter: 开源社KAIYUANSHE



Scan to Follow  
KAIYUANSHE  
WeChat Account

欢迎扫码打卡  
积分可兑换对应礼品哟！

