

Real Magnet FAQ's

I have my own Higher Logic/Real Magnet login, can I create and send my own eblast messages?

No. Only MARCOM is allowed to SEND newsletter and eblast messages. You may have the capability to create a program newsletter but all request to send messages need to go through the eblast request process.

How do I find out if anyone is reading my newsletter or eblast communication?

You can submit a request for open rates to Kristy Albrecht via email. Provide the name and date of the eblast.

I have a recipient who is not receiving APHL or program newsletters/communications. How do I trouble shoot?

Verify that their email address is correct in MCTrade and check with MARCOM (Kristy Albrecht) to make sure that the email in Real Magnet is up to date and that they have not accidentally unsubscribed.