

NexusSender — Documentation

Self-Hosted Cold Email Automation | Version 1.0.0

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1. Introduction

NexusSender is a self-hosted PHP cold email automation platform designed for marketers, agencies, and sales professionals. It allows you to run multi-step email sequences with A/B testing, SMTP rotation, and built-in deliverability features — all from your own server.

Key highlights:

- Multi-step email sequences with day-offset scheduling
- A/B variant testing per sequence step
- Multi-SMTP rotation with per-account daily limits
- Email warmup system with auto-ramp
- Open & click tracking
- Bounce detection and lead status management
- Unsubscribe link with one-click opt-out
- AI-powered email writing assistant
- Full analytics dashboard

2. Requirements

Before installing NexusSender, ensure your server meets the following requirements:

Requirement	Specification
PHP Version	PHP 8.0 or higher
MySQL / MariaDB	5.7+ / 10.3+
Web Server	Apache or Nginx with mod_rewrite
PHP Extensions	PDO, PDO_MySQL, curl, mbstring, openssl
Composer	Required for PHPMailer installation
SSL Certificate	Recommended (HTTPS)
Cron Jobs	cPanel or server cron access required

3. Installation

Follow these steps to install NexusSender on your server:

Step 1 — Upload Files

- Extract the downloaded ZIP file.
- Upload all files to your web hosting via FTP, File Manager, or SSH.
- Upload to your domain root (e.g. /public_html/) or a subdirectory.

Step 2 — Install PHPMailer

Connect to your server via SSH or Terminal and run:

```
php composer.phar install
```

Step 3 — Create Database

- Log in to your cPanel or hosting control panel.
- Go to MySQL Databases.

- Create a new database and database user.
- Assign All Privileges to the user on the database.
- Note down: Database name, Username, Password, Host (usually localhost).

Step 4 — Run Install Wizard

Open your browser and navigate to:

<https://yourdomain.com/install/>

- Requirements check
- Database configuration
- License activation
- Admin account creation

Step 5 — Set Up Cron Job

Add the following cron job in cPanel (every 5 minutes):

```
*/5 * * * * /usr/local/bin/php /home/USERNAME/domain.com/cron/send-emails.php >>
/home/USERNAME/domain.com/logs/send.log 2>&1
```

Replace USERNAME and domain.com with your actual server username and domain.

4. License Activation

NexusSender requires a valid license to operate. During the install wizard (Step 3), you will be asked to enter your license.

If you purchased from CodeCanyon (Envato):

- Select "Envato Purchase Code" in the wizard.
- Enter your purchase code from your Envato account.
- Enter your email address.
- Click Verify & Activate.

If you purchased directly from TQ Nexus:

- Select "License Key" in the wizard.
- Enter the license key provided in your purchase confirmation email.
- Click Verify & Activate.

Important: One license key activates on one domain only. To transfer to a new domain, contact support.

5. Features Overview

Feature	Description
Multi-step Sequences	Create email sequences with unlimited steps and day-offset scheduling
A/B Testing	Test multiple subject lines and email bodies per step
SMTP Rotation	Rotate across multiple SMTP accounts to improve deliverability
Sending Ramp	Gradually increase daily sending volume (Slow/Normal/Fast)

Email Warmup	Auto-warm up email accounts with configurable ramp settings
Open Tracking	Track email opens with invisible 1x1 pixel
Click Tracking	Track link clicks with redirect tracking
Bounce Detection	Automatically detect and mark bounced emails
Unsubscribe Link	One-click unsubscribe with lead status update
AI Writing Assistant	Generate email copy using OpenAI, DeepSeek, or Grok
Lead Management	Import leads via CSV with custom fields support
Analytics Dashboard	Full campaign analytics with open rate, click rate, and funnel view
Unibox	Centralized reply inbox with AI categorization
Admin Panel	Multi-user management with role-based access

6. SMTP Setup

NexusSender works with any SMTP provider. To add an SMTP account:

- Go to SMTP Accounts in the sidebar.
- Click Add Account.
- Enter your SMTP details: Host, Port, Username, Password, Encryption (TLS/SSL).
- Set a daily sending limit for the account.
- Optionally configure from name and email signature.
- Click Test Connection to verify.
- Once verified, save the account.

Supported providers include: Gmail (App Password), Outlook/Office365, Zoho Mail, PrivateEmail, Amazon SES, SendGrid SMTP, and any custom SMTP server.

7. Lead Management

Importing Leads via CSV:

- Go to Lead Lists and create a new list.
- Click Import CSV inside the list.
- Download the CSV template for correct column format.
- Upload your CSV file.
- Map columns and confirm import.

Supported CSV columns: email (required), first_name, last_name, company, job_title, city, country, phone, website, icebreaker, custom1, custom2, custom3

Personalization variables (use in email body):

```
{{first_name}} {{last_name}} {{company}} {{email}} {{city}} {{country}}
{{job_title}} {{icebreaker}} {{custom1}} {{custom2}} {{custom3}}
{{unsubscribe_link}}
```

8. Campaigns & Sequences

Creating a Campaign:

- Go to Campaigns and click New Campaign.
- Enter campaign name and select a lead list.
- Choose SMTP accounts for sending.
- Set schedule: days, start time, end time, timezone.
- Configure daily limit and sending ramp speed.
- Enable/disable open and click tracking.
- Save and go to Sequences to add email steps.

Adding Sequence Steps:

- Click + Add Step to create email steps.
- Set the day offset (e.g. Day 0 = send immediately, Day 3 = send 3 days after previous step).
- Add A/B variants for each step (up to 3 variants: A, B, C).
- Write subject line and email body for each variant.
- Use the AI Writing Assistant to generate copy automatically.
- Use the Preview button to see the email with sample lead data.

9. Email Warmup

The warmup system helps build sender reputation for new email accounts by automatically sending and replying to emails between your warmup accounts.

Setup:

- Go to Warmup in the sidebar.
- Click Add Account.
- Enter SMTP credentials for the account to warm up.
- Configure ramp settings: Start (emails/day), Increase (emails/day), Max limit.
- Enable the account.
- The warmup cron will automatically send and open emails between accounts.

10. Analytics & Tracking

- Open Rate: Percentage of delivered emails that were opened.
- Click Rate: Percentage of delivered emails where a link was clicked.
- Reply Rate: Percentage of leads who replied.
- Bounce Rate: Emails that failed to deliver.
- Unsubscribe Rate: Leads who opted out.

Note: Open tracking requires HTML emails. For best cold email deliverability, you may choose to disable tracking.

11. Cron Jobs

NexusSender requires 3 cron jobs for full functionality:

Cron File	Command
send-emails.php	* /5 * * * * /usr/local/bin/php /path/cron/send-emails.php
check-replies.php	* /5 * * * * /usr/local/bin/php /path/cron/check-replies.php
warmup-send.php	* /5 * * * * /usr/local/bin/php /path/cron/warmup-send.php

12. Frequently Asked Questions

Can I use NexusSender with Gmail?

Yes. Use Gmail with an App Password (requires 2FA enabled). Set SMTP host to smtp.gmail.com, port 587, encryption TLS.

How many emails can I send per day?

This depends on your SMTP provider limits. NexusSender enforces per-account daily limits that you configure.

Can I install on shared hosting?

Yes, NexusSender works on shared hosting with PHP 8.0+ and cron job access.

Is there a SaaS version?

No. NexusSender is a self-hosted script. You own and control all data on your server.

Can I white-label it?

Yes. You can change the app name, logo, and favicon from the Admin Panel > Settings.

What happens if a lead unsubscribes?

The lead status is updated to "unsubscribed" and they will not receive any further emails from any campaign.

How does bounce detection work?

NexusSender detects SMTP delivery failures and marks those leads as "bounced" automatically.

Do I need a VPS?

No, shared hosting is sufficient. A VPS is recommended for high-volume sending (1000+ emails/day).

13. Support

If you need help with NexusSender, please reach out through:

- CodeCanyon comments section on the item page
- Email: support@tqnexus.com
- Website: <https://tqnexus.com>

Please include your purchase code and a detailed description of your issue when contacting support.