

# User accounts and eZ Marketing Automation

1. The E-mail address of the eZ Publish user who is currently logged into the administration interface has to match the E-mail address used in the Net-Results account setup. If user account with valid E-mail address does not exist in the eZ Publish installation, it has to be created.

1.1. Read official eZ Publish manual about user management to learn more about how to setup a new user account.

- <http://doc.ez.no/eZ-Publish/User-manual/5.x/Daily-tasks/Managing-users>
- <http://doc.ez.no/eZ-Publish/User-manual/5.x/The-Administration-Interface/The-User-accounts-tab>

2. Unless your user account has administrator role, you have to grant permissions to ezma/use and ezma/user functions.

2.1. ezma/use allows to use general marketing automation features

2.2. ezma/user allows currently logged in user to create a new user accounts in the Net-Results system

## 3. DO NOT DELETE USERS, DISABLE THEM

if there are objects (Campaigns, Segments, etc.) that are assigned to a specific user's Role, that user being deleted would make those objects unavailable for anyone else to see. It would be better to disable the user (there is a checkbox on the User Administration screen for each user which designates them as enabled/disabled) rather than delete them, but unless a customer is a heavy user of Roles and object ownership it usually doesn't make a whole lot of difference.