

Email Marketing Specifications This

This document outlines what is required by Exact Data to produce a successful email campaign. The items described here, help implement your email campaign correctly and on-time.

The Email Package consists of the following:

Item	Description	Note
Text-only Copy	Final Proofed Format of Copy. This will be received by email users who can only read plain-text messages	Total size should be around 30-60 lines with no more than 67 characters each line.
HTML-copy	Final Proofed format of HTML copy. This will be received by email users who use HTML-compatible email readers.	Maximum file size should be less than 12K (this is for the html file only, and does not include images). Please do not use MS*Word to create HTML file. DO NOT PROGRAM USING JAVA SCRIPT, LAYERING or STYLESHEETS!
Graphics	Total size of all included graphics should be 40K or less. Preferably, clients should host these themselves.	GIF or JPG graphic format required.
Subject Line	Indicate a relevant, catchy subject.	Subject line should be 67 characters or less. Most email readers will only preview the first 30 characters or less.
Test List/Seed List	Email addresses of those who will receive test and final messages.	Can be included in both the test and the deployment
Email Data File	File consisting of those receiving campaign email message. This is only required if we are to deliver to your house file.	Third party file delivery must be approved prior to delivery
Launch Date	Day and Time of delivery should be taken into consideration for best open and click rates.	Exact Data requires approx. 48 hours from the time the ENTIRE email campaign package has been received.
URL's	Functional URL's that will direct users to your site – All URLs must be included in the ad copy, and NOT in another document.	The campaign team will need to test copy, so please make sure URL is functional before submission – We will NOT send tests without working URLs.
Redirect/Click Tracking	The assignment of a URL for the recipient to click on to temporarily be taken to a server to pass through to count that they clicked. Once counted, they will then be passed to the original URL.	Either all links or none can be tracked. The mailing/tracking system only allows an on or off function, the systems does not allow us to track only specific links.
From Line	The "Friendly From" field in the email can be customized with the mailers name. Please specify.	Example: The "Friendly From:" field can show "Your Favorite Shirt Company" while the actual from address will be: mail@dtgnmail20.com (The actual email address the message is coming from can NOT change.)

Our implementation process takes approx. 48 hours from the time that the entire email package has been received. Please be available to receive test emails, modify and approve the final version of the copy. Changes to creative or submission on new creative will DELAY your launch.

Creative Guidelines

FOR INCOMING CREATIVE:

Creative transferred to Exact Data via email should arrive as attachments and not as elements embedded in the actual email message. Plaintext format is the preferred format for text back up files File should be sent to us as a .txt file. HTML should be .html.

HTML Email

- Maximum recommended mailing “weight” is 50kb, which includes the actual HTML document (10kb or less is ideal) to be delivered and all referenced images (40kb or less). Minimize mailing weight as much as possible through image optimization, markup refinement, the removal of all embedded comments and indentation, etc.
- Tables – Keep the nesting of tables to a minimum, or avoid them where possible. When/if using background colors, remember to set them within a table to avoid the color being stripped out in various email clients.
- Characters must be selected from within the US-ASCII character set (printable characters occupying positions 0-127). Replace characters outside this range with suitable proxies (e.g., two dashes for one emdash) or HTML character entities (e.g., © for ©).
- Layouts should not exceed a web-standard 600-pixel width limit. Layouts should accommodate the resizing of copy by recipients changing their default font sizes.
- Do not rely on BODY attributes (i.e. – background image, background color, text color, link color, etc.) or markup present in the HEAD of HTML documents, as web-based clients tend to filter out such layout cues prior to final presentation.
- Do not use any form of style sheets, whether it be in the HEAD tag (e.g. -CSS) or inline style sheets.
- JavaScript should be avoided as web-based clients and AOL filter it out.
- Avoid reliance upon the background image attribute. Any kind of background image whether it be in <body>, <td>, or <table> will not render in AOL Webmail.
- Avoid using Image Maps. Hotmail strips out all Image Maps.
- Verify that all links point to functioning URL’s and are formatted correctly.
- Composition of HTML documents with Microsoft Office and WYSIWYG editors (i.e. – GoLive, FrontPage, Dreamweaver, etc.) products is strongly discouraged.
- Note that by default AOL 9.0 does not display images and disables links from unknown senders. Users have to either click “Show images & enable links” at the top of the email or change their mail preferences.

TEXT-ONLY Email

- Line length restricted to 65 characters or less.
- Characters must be selected from within the US-ASCII character set (printable characters occupying positions 0-127). Replace illegal characters with suitable proxies – e.g., (c) for ©.
- Links should be placed on separate lines to improve readability and separate actionable content from the surrounding copy.
- Centering or aligning text to particular character positions on a line is discouraged. Limit justification of text to left-margin only. The visual rendering of centered and/or right-aligned content is wholly dependent upon the fonts available to the recipient email client.
- Character formatting such as boldface, italics, etc. is not permitted.

Pre- Deployment Checklist

Email Campaign Checklist :

- ✓ HTML Creative
- ✓ Text Creative
- ✓ Embedded URL Links for HTML / Text
- ✓ From Line
- ✓ Subject Line
- ✓ Suppression File
- ✓ Seed List for Testing and Deployment
- ✓ Advertiser Opt-out Link
- ✓ Physical Address for Opt-out
- ✓ Test and deployment dates

Effective Email Creative :

- ✓ Leveraging a strong subject line
- ✓ Postcard and newsletter layouts have a higher open rate
- ✓ Position Navigation Bar on the left side
- ✓ Place "Call to Action" above the fold
- ✓ Logo Placement-top left-hand corner
- ✓ Keep it short and simple (KISS)
- ✓ Do use Spam-scoring technology
- ✓ Consider a deadline in the subject line
- ✓ HTML Copy not to exceed 600px Width x 800px Length

Getting Through to ISP Filters :

- ✓ Avoid words like Free, Unsubscribe, or Can Spam Compliant, Dear
- ✓ Create a 50 / 50 balance between text and image
- ✓ Use tables vs. paragraphs
- ✓ Use multiple links-avoid making the HTML one image
- ✓ Make sure the HTML is clean
- ✓ Subject Line-No more than 50 characters or 8 words
- ✓ Subject Line-Eliminate words in all CAPS
- ✓ Subject Line-No use of "Re" to emulate a reply of "FW"
- ✓ Must provide a valid physical address
- ✓ Opt-out must be clear

E-mail SPAM compliancy checklist

The following checklist is a guide to help ensure that your mail complies with the CAN SPAM act and general SPAM laws. This is a guide only and Fortune Affiliate does not guarantee deliverability or full SPAM compliancy by following this guide (although it should definitely help!).

Email Campaign Anti-Spam Guide

The email content:

- Add your U.S. Postal Service address to all e-mails you send
- Determine the recipients' permission status. If any were added in any method other than opt-in, you are required to include a clear notice in a commercial message stating that your message is an advertisement or solicitation. If your list is opt-in or double opt-in, you are exempt from this provision.
- From" and „subject" lines are not misleading.
- Include a „clear and conspicuous" unsubscribe (opt-out) internet based response mechanism in every e-mail.
- Confirm that the content of the email matches recipients " choices (interests selected). Provide them a way to receive some types of e-mail from you while blocking other types along with a "global unsubscribe" option to stop all future e--house list, be sure the list source did not harvest e-mail addresses or use automated means to randomly generate them.
- This will ensure if you are defending a spam suit, damages aren't aggravated (increased). Mail that contains sexually-oriented material must include the warning "SEXUALLY-EXPLICIT:"

Before you send:

- Merge/purge list sources and process all unsubscribe and suppression requests ensuring you have complied with the max 10-day processing.
- Contact any other organizations you have marketing relationships with to obtain their list of unsubscribe requests about your brand. Collect unsubscribe requests from all channels (your telemarketing office or sales dept).
- Check technical integrity of the server sending the email - no open relays, false headers, etc. Ensure your opt - out links work for 30 days after the date of your email. Have an objective person who is not connected with the campaign read the email and confirm that it isnot misleading and that it has been properly edited.



After you send:

- Review ISP spam complaint reports and take action to attack problem areas.

For more information on ISP reports, see Pointnclickinc.com library.

- A "transactional or relationship message" – email that facilitates an agreed-upon transaction or updates a customer in an existing business relationship – may not contain false or misleading routing information, but otherwise is exempt from most provisions of the CAN-SPAM Act. For more information on Can-Spam visit www.FTC.gov/spam and select Rules & Acts.