

## E-Mail List Order Checklist

1. Your order should include the final copy that you want sent for final transmission. The copy should be in the form of two file attachments – one in a .html file and the other in a .txt file. If you are ordering more than one list, and your email copy includes unique URL's or tracking IDs that are specific to each list, you will need to supply separate creative for each list.

List owners must approve your message before it is sent. This includes the landing page, which must be live before they will grant approval. They want to see the actual web site you would like to send prospects to. **Your order will not proceed until the landing page is live and this could delay your targeted transmission date for this list**

2. In order to comply with CAN/SPAM regulations and DMA guidelines, your email copy must include the following:
  - Method by which the recipient can unsubscribe from receiving further messages from your company
  - Link to the privacy policy on your web site
  - Your company's physical address
3. In order to comply with CAN/SPAM regulations, we will also need your opt-out suppression file. This is a file containing the email addresses of all the people who have unsubscribed or opted out from receiving email from your company. Each list owner will then remove these names from the list you have ordered before transmitting your message. The opt-out suppression file should be sent as a text or .csv file – and should contain nothing except a single-column list of email addresses. Because CAN/SPAM regulations require that opt-out requests must be honored within 10 business days of the request, the suppression file must be no older than 10 business days before your blast date.
4. Most (but not all) list vendors can provide click-through and HTML open rate tracking. Click-through tracking counts the number of times a recipient clicks through to your landing page from of the links in your message. This is a valuable measure of the success of your email campaign.

HTML Open rate tracking attempts to measure how many times the HTML version of your message has been opened. However, due to the way HTML Opens are tracked, it is not possible to distinguish between actual Opens and the use of preview panes in Outlook.

Charges for the above services range from zero to \$150, depending up on the list. If this is a service that you require you need to tell us before ordering the lists.

5. If you are ordering personalization, be sure to provide the full names along with the email addresses of the people that are on your test and final message lists.
6. We will send your order and html & text versions of your message to each individual list manager, as well as your desired “From” and “Subject” lines. They will then:
  - (a) Get approval for the offer from the list owner.
  - (b) Once they have approval they will send a test message.

The above process can take up to 3 to 5 business days.

Note that some list owners require their own name to be on the “From” line.

7. Please designate one person to be in charge of making corrections and giving approvals to test messages. **When you receive a test message do not hit the reply button.** Instead, forward the message to your contact at Name-Finders and include any corrections or approval at the top of that message.
  - Do not make the changes to the copy itself.
  - Do not send a standard correction for multiple lists.
  - Please send your corrections/approval for each individual test message that you receive. This will help us to make sure that each message is handled properly. We will forward any corrections to the list manager. You will then receive another test message as soon as the service bureau can make the correction. This can take up to 24 hours (but is usually much faster).

Some lists will charge \$100 for each new test after the first two if the corrections being made are changes to the original copy sent to them. This is why we need to have the final copy at the time you place the order. Revisions during the testing phase can be costly.

8. Once we have sent a test approval to the list manager it may take another 24 - 48 hours before the final message is sent. Many of our vendors and their service bureaus are on the East Coast. Approvals for next day transmission need to be received by some vendors as early as 11AM PST.
9. Sending an approval to a list manager is like signing a contract. You have agreed to transmit the message that you approved on the agreed upon date. You need to be aware that we may be unable to halt the process after this point. Once your order has been set up in the transmission queue it cannot easily be cancelled or delayed, and doing so may result in additional charges.