

Email Campaign Requirements

Campaign Details To get started, simply provide the basic idea and premise of the campaign: who, what, when, and audience size.

Target Audience Provide the key details of your intended target audience (the individuals at which the campaign is aimed).

Creative Assets The marketing copy is perhaps the most critical component of a campaign. Pay special attention to each of these components:

- Subject Line: Use a short and compelling preview for your audience that matches the content inside your email.
- HTML creative: ending in .htm or .html, only. Creative images must be in either .jpg or .png format.
- Link address is required for all URLs in the email.
- Link to client's unsubscribe form or an unsubscribe email address.

Campaign Timing Campaigns can be turned around same-day if all campaign assets are provided upfront, or can be scheduled for a future date per client request.

Target Audience Size Specify the exact quantity of records/names required for your campaign.

Opt-Out Language/Unsubscribe Link In order to comply with anti-spam laws, all emails must be "double opt-out" and must include opt-out language as well as an active link that recipients can use to unsubscribe from future campaigns.

Unsubscribe/Opt-Out/Suppression File Unsubscribe/Opt-Out/Suppression File: a .txt or .csv file of users who have previously unsubscribed and who will be suppressed from the campaign.

"Seed" File "Seed" File: a list of email recipients who receive a test version of the campaign, sent prior to the final deployment; can also be included on the final deployment. Please submit in .txt or .csv format.