

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). For a full list of available demographic filters and criteria, please [click here](#).

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.

Student Loans to Fit Your Life — and Budget







S Scholarships.com <info@scholarships.com>

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