

## Email Campaign Requirements

### Campaign Details

To get started, provide the general premise of the campaign, including: 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 the most critical component of a campaign, including these required components:

- Subject Line: a short and compelling preview for your audience, matching to 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 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 "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.

Reply Reply All Forward  
Scholarships.com <Scholarships.com@usa.scholarships.com> 1-  
S Earn \$3,600 a month while you learn.  
If there are problems with how this message is displayed, click here to view it in a web browser.

A scholarship program for college students just like you.



**LEARN NOW. EARN NOW.**

**Did you know your school partners with the U.S. Coast Guard to offer the College Student Pre-Commissioning Initiative (CSPI)?**

You can earn tuition for school and a monthly salary — not to mention a guaranteed career straight out of college as a Coast Guard Officer.

**Sound too good to be true? Listen to Lieutenant La'Shonda Jones's story to learn how her CSPI experience led to a fulfilling career.**

**WATCH NOW**

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