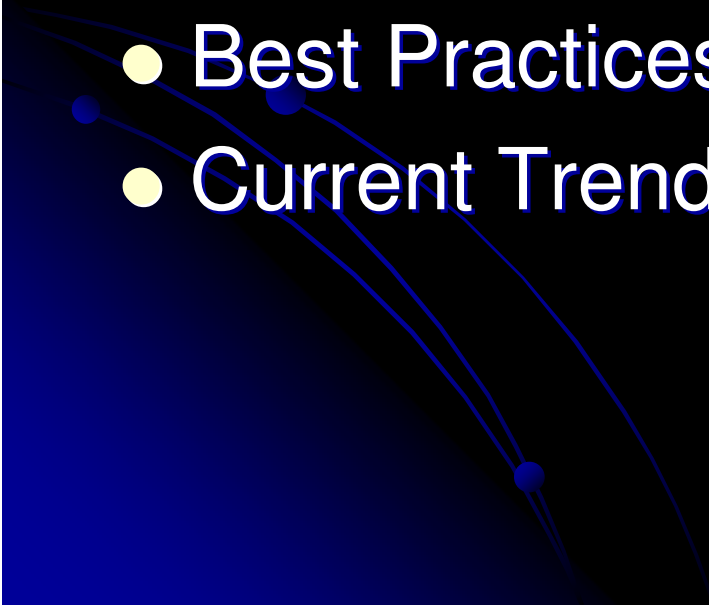# CAN SPAM
and
Your Email Marketing

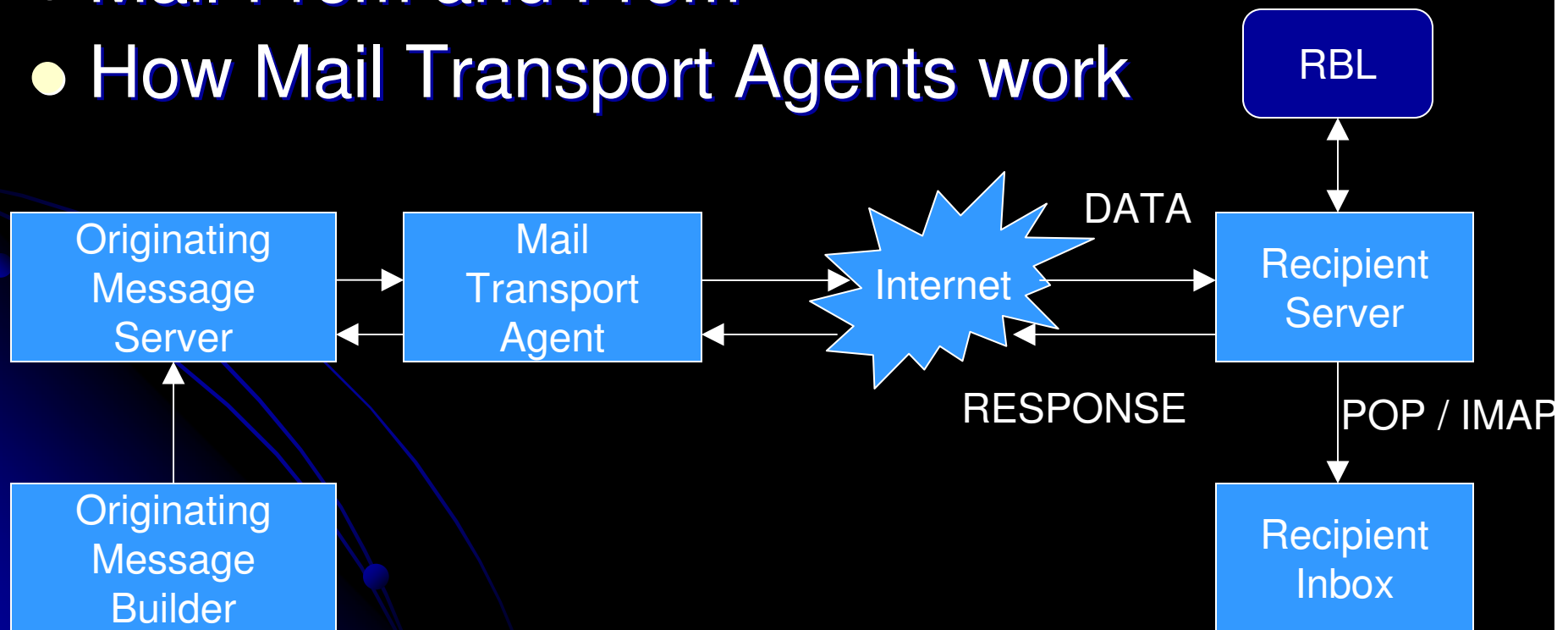Best Practices for Email Campaigns

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CAN SPAM and You

- CAN SPAM Requirements
- The Make-Up of an Email
- Managing Unsubscribes
- Legally Acceptable Behavior
- Best Practices
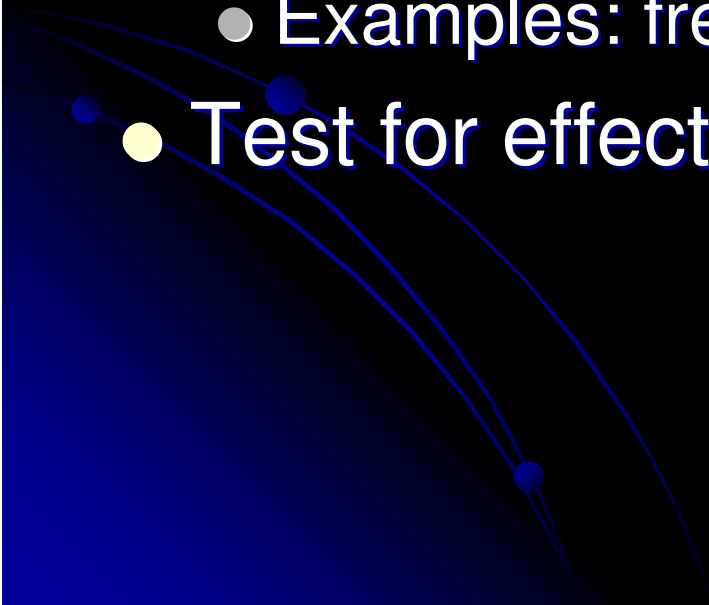- Current Trends

5 Requirements

- Correct header information
- Accurate subject line
- Functioning return email address
- Cannot send to anyone for whom sender has received unsubscribe request (10 days to process)
- Commercial email must:
  - Clearly state it is an advertisement
  - Allow for unsubscribe
  - Display physical postal address

Header Information

- **Forward and Reverse DNS**
  - Domain Name vs IP Address
- **Mail-From and From**
- **How Mail Transport Agents work**

Subject Lines

- Should ALWAYS be accurate
- Avoid spamtrap keywords
  - People don't respond
  - Content filters will catch your email
  - Examples: free, guarantee, mortgage, $$
- Test for effectiveness

Return Email Address

- Recent trends show that your "From" address is more important than your subject line*
- Use your strongest brand here
  - Carefully consider your name vs your company's name
  - Consider awareness first, then perception of brand
- Have a human readable "From"
  - Bounces will go to Mail-From (same as From if Outlook)
  - Out of office replies
  - White list challenge-response services (e.g., Matador)
  - Reply-based unsubscribes

* http://www.marketingsherpa.com, Jan 2004

Managing Unsubscribes

- **Immediately remove from your database**
- **Make sure removals are permanent**
  - Do not transfer or sell unsubscribers' names
- **Record date/time of unsubscribe**
- **Should be handled automatically by your email service provider**
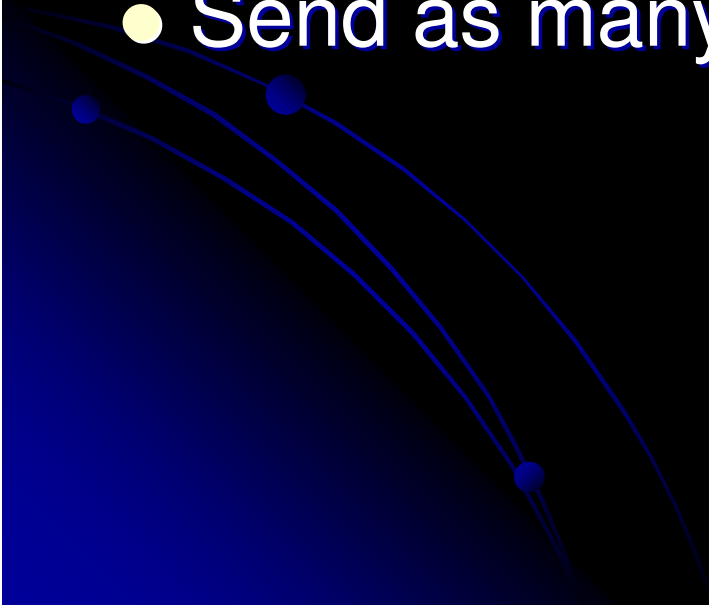 - Link active for 30+ days

Sample Unsubscribe Screen

Email Content Requirements

- Commercial = Advertisement if "primary purpose"
  - Number of recipients does not affect CAN SPAM applicability
- "Unsubscribe" link
  - Beware of content filters creating false positives
  - Consider synonyms
- Physical Postal Address

So Legally You Can…

- Send one piece of spam and ask for recipients to opt-out
- Buy, sell, and rent email lists with third parties
- Send as many emails as you want

Best Practices

- Have a clear privacy policy
- Make it clear when and how someone is added to your email list
  - Be careful automatically adding someone to your list just because they purchase from you
  - Describe what you will send them (newsletter, promotions, third party ads, etc)

Current Trends in Email

- 74% of all email is spam*

- The CAN SPAM law has not decreased the amount of spam*

- Average open rates depend on industry, but are 40-50%**

- Later this year CANSPAM will be augmented to include SMS marketing

* Multiple sources, including eWeek,Postini.com, and ClickZ.com
** Based on data collected from CoolerEmail users

Thank You

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