

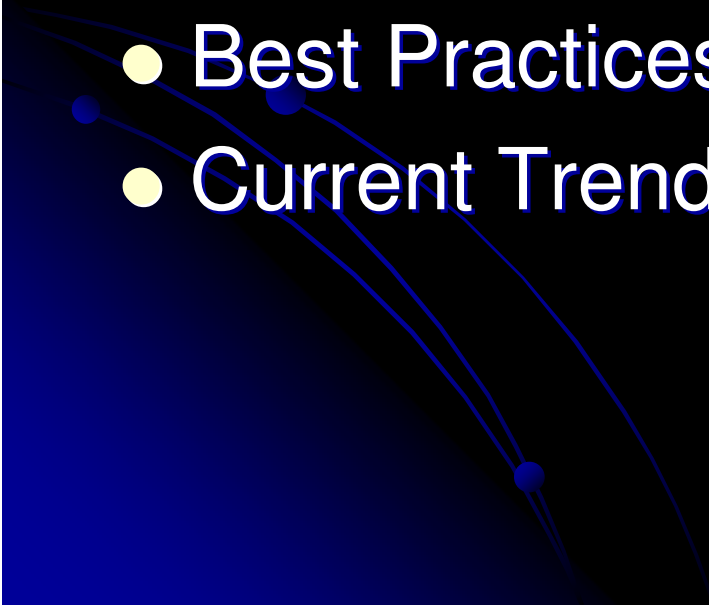
# CAN SPAM and Your Email Marketing

Best Practices for Email Campaigns

[www.ExactLeads.com](http://www.ExactLeads.com)



# CAN SPAM and You

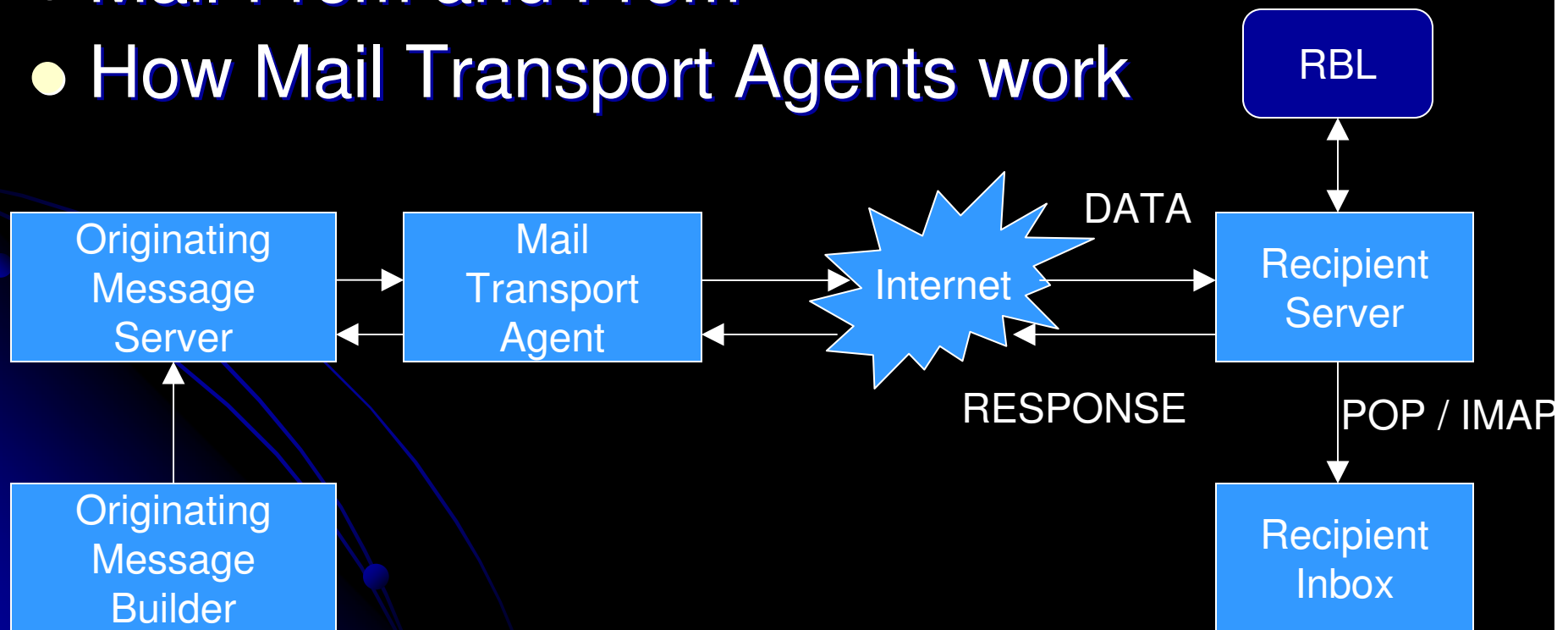
- CAN SPAM Requirements
  - The Make-Up of an Email
  - Managing Unsubscribes
  - Legally Acceptable Behavior
  - Best Practices
  - Current Trends
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# 5 Requirements

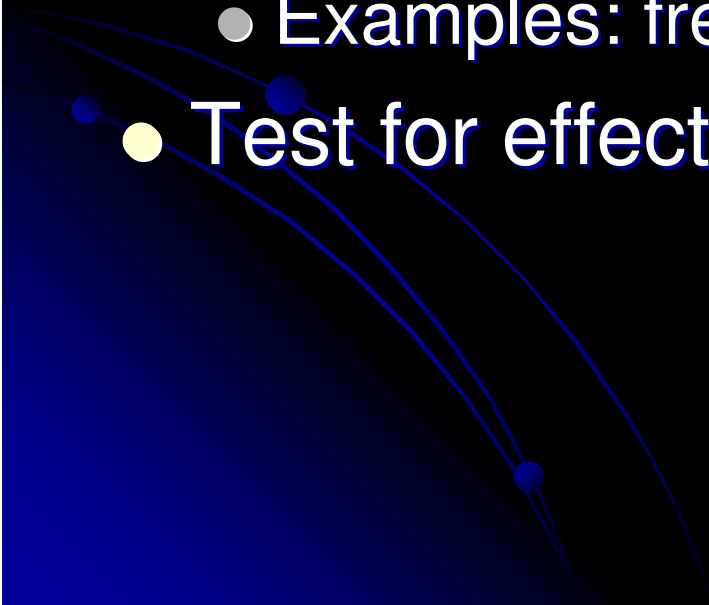
- Correct header information
- Accurate subject line
- Functioning return email address
- Cannot send to anyone for whom sender has received unsubscribe request (10 days to process)
- Commercial email must:
  - Clearly state it is an advertisement
  - Allow for unsubscribe
  - Display physical postal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



The image shows a screenshot of an unsubscribe page for 'CoolerEmail'. At the top, there is a header with the 'COOLER EMAIL' logo, the text 'COOLER TIPS for Cooler Users', and a group photo of people. Below the header, the page is titled 'Below you can update the contact information and edit email preferences for smartclick1808@cooleremail.com.' and includes a 'User verified.' status with links for 'Cambiar a Español' and 'Changez à français'. The main content area is divided into sections: 'Manage Your Profile' with input fields for Email, First Name, Last Name, Company, Address, City, State/Province, Zip/Postal Code, Phone, Website, and Estimated Monthly Email Volume; 'Manage Your Subscriptions' with checkboxes for 'Cooler Tips for CoolerEmail Users', 'CoolerEmail News', 'Thank you for joining our mailing list', and 'CoolerEmail Users Group - questions, comments, feedback, issues about CoolerEmail'; and a 'Please send us any comments:' section with a text area and radio buttons for 'HTML Only', 'Text Only', and 'Not sure'. A footer message says 'Thank you for your time. Please click the "Submit" button to send this information.'

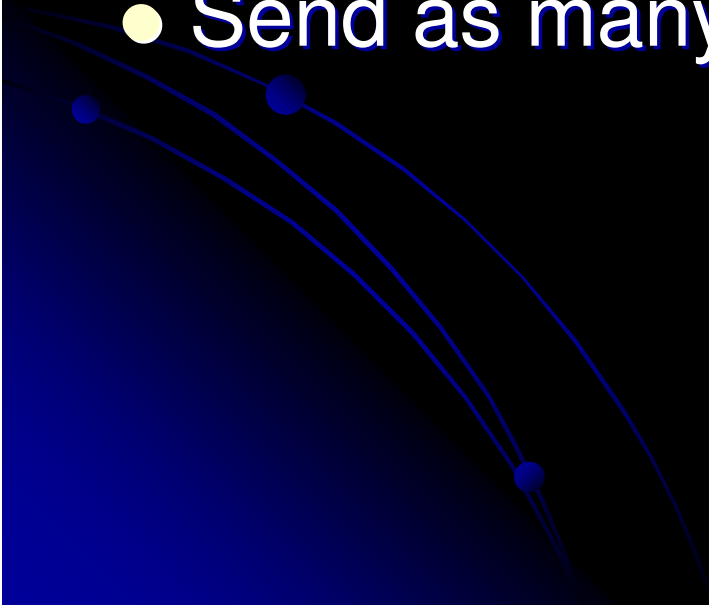
Sample Unsubscribe Screen

# 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
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# 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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