



**2008 Email Marketing Days**  
September 7-9 Philadelphia, PA



# List Management Strategies for Email Marketers

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# Contact Info

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# About Listrak



# Email Contacts

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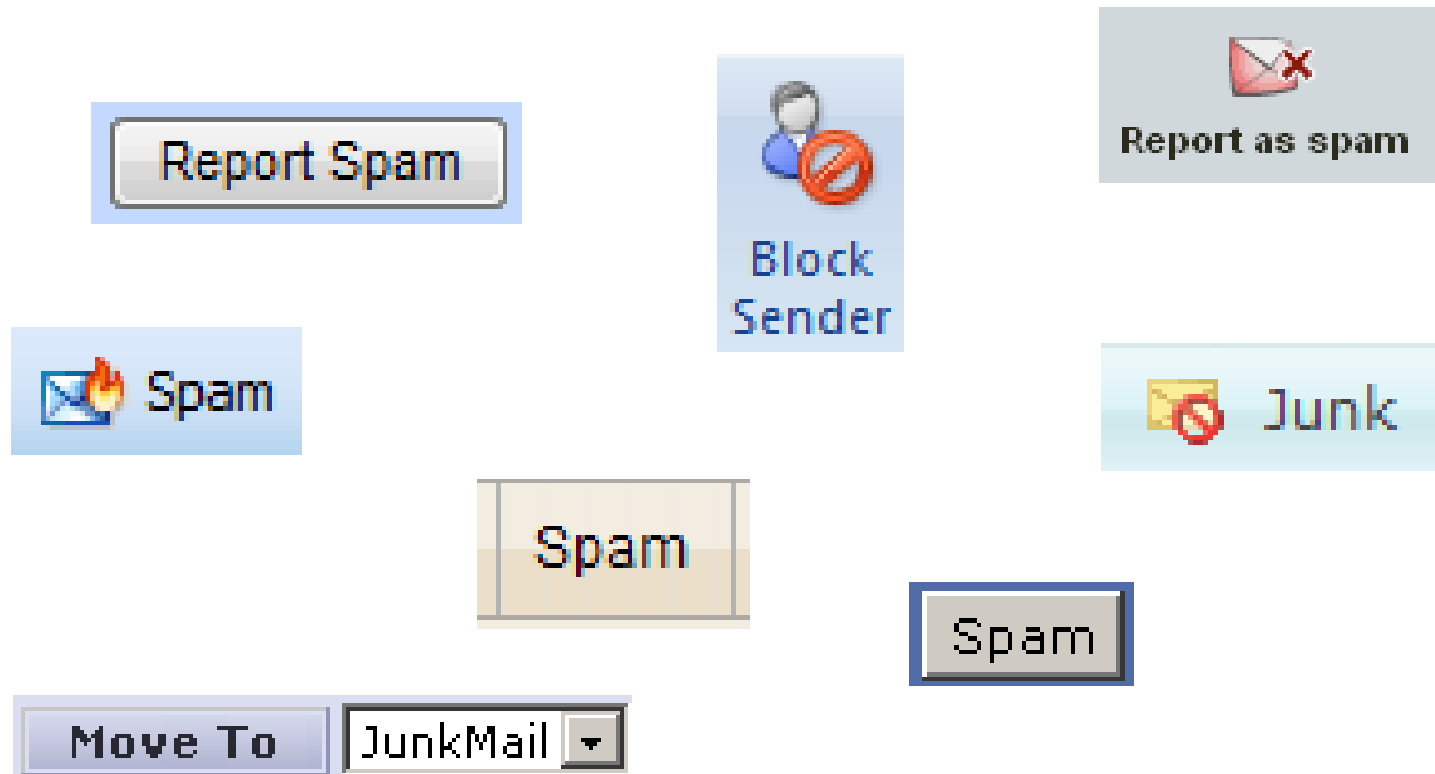


# Good List Management

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# Bad List Management



# Organic Acquisition Opportunities

- Website Form
- Contests
- Ecommerce Checkout
- Call Center
- Tradeshow Booth
- In-Store
- Events
- Any Customer Touch Points



# Inorganic Acquisition Opportunities

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- **List Buying / Rental**
- **Scraping**



# Opt-In or Opt Out?

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- **Opt-In**
- **Opt-In with Welcome Message**
- **Double Opt-In**
- **Opt-Out**

**Permission is the First Step!**

# Retail Email Research

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- **Subscribed to 56 different major retail emailers:**
  - **11 sites displayed the subscribe link or text box above the fold**
  - **15 did not send a welcome message**
  - **1 double opt-in**

# Acquisition Best Practices

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## Define:

- **Who the message will be from**
- **Content you'll be sending**
  - **Provide value & state the benefits**
  - **May want to show an example**
- **The frequency of delivery**

# Acquisition Best Practices

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- **Display or link to Privacy Policy**
- **Establish Relevancy**
  - **Obtain segmentation information through preference center**

# Acquisition Best Practices

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- **If the Opt-In is part of the checkout process or in exchange for value such as a whitepaper, the opt-in check box should be un-checked by default.**

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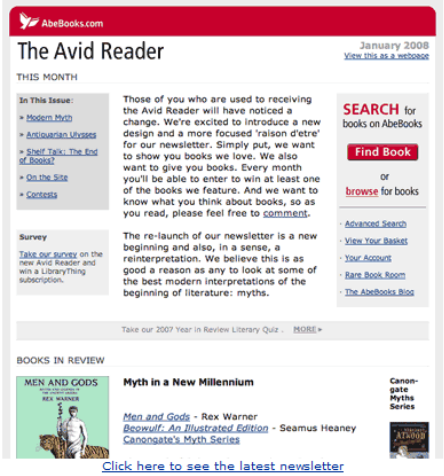
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# List Hygiene

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- **What it is: The process of cleaning your list of ‘undesirable’ email addresses.**
- **Why Is hygiene important?**
  - **Reputation**
    - **The #1 driver of deliverability today.**
    - **Proper list hygiene will help establish a good reputation resulting in better deliverability.**
    - **Bad list hygiene will lead to poor reputation and poor deliverability.**
  - **There is a cost for sending ‘bad’ addresses.**

# Start with a Good List

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- **Analyze your data and remove ‘bad’ addresses**
  - **No spaces or special characters (ie, commas)**
  - **Make sure emails have a valid domain structure**
  - **Add data validation to your web sign up form**
- **Remove:**
  - **Distribution addresses (i.e., sales@)**
  - **System addresses (i.e., postmaster@)**
  - **Any address with the word ‘spam’ in it.**

# Maintaining a Clean List

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- **Who to remove?**
  - **Unsubscribes**
  - **Invalid addresses (non-deliverables)**
  - **Complainers**
  - **Inactive subscribers**

# Best Practices for Managing the Unsubscribe Process

- **Make unsubscribing as easy as possible.**
  - **Make it easily visible**
    - **Don't bury it in a footer.**
    - **Use a legible font size and color.**
  - **Single click unsubscribe is best.**
- **Utilize List-Unsubscribe for MSN/Hotmail.**
- **Include a valid reply address that can handle unsubscribe requests.**
- **Use a suppression list .**

# **CAN-SPAM Requirements for Processing Unsubscribes**

- **You must provide a working unsubscribe method and honor the removal request within 10 business days.**
- **Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your commercial email.**
- **You cannot help another entity send email to that address, or have another entity send email on your behalf to that address.**
- **It's illegal for you to sell or transfer the email addresses of people who choose not to receive your email, even in the form of a mailing list, unless you transfer the addresses so another entity can comply with the law.**

# Bounce management

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- **Evaluate your bounces**
  - **Read and understand the DSN (Delivery Status Notification)**
  - **Identify and fix bad domains**
- **Remove Hard Bounces**
  - **Invalids – One Bounce**
  - **Other Hard Bounces – No more than 3**

# Example Bounce Report



## Message Bounce Report

Go Back

**Subject:** Join Listrak's List Management for Email Marketers Webinar  
**Number Delivered:** 8082  
**Number Bounced:** 487

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Email Address	Bounce Reason	Bounce Detail	Bounce Date	Bounce Count
[REDACTED]	Invalid Address	smtp;550 No such user (jasonk@journalpub.com)	6/11/2008 10:05:12 AM	1
[REDACTED]	Invalid Address	smtp;550 5.1.1 User unknown	6/11/2008 10:26:57 AM	1
[REDACTED]	Auto Reply		6/11/2008 12:41:42 PM	1
[REDACTED]	Invalid Address	smtp;550 5.1.1 <ted@allianceventures.com>... No such user here	6/11/2008 12:22:33 PM	1
[REDACTED]	Auto Reply		6/11/2008 4:55:46 PM	1
[REDACTED]	Transient Failure		6/11/2008 5:03:22 PM	1
[REDACTED]	General Hard Bounce	smtp;550 <masha@mail.com>: Account Deactivated	6/11/2008 9:02:20 AM	1
[REDACTED]	General Hard Bounce		6/11/2008 11:49:20 AM	1
[REDACTED]	Auto Reply		6/11/2008 11:38:00 AM	1
[REDACTED]	DNS Failure		6/11/2008 10:28:22 AM	1
[REDACTED]	Unknown		6/11/2008 12:10:26 PM	1
[REDACTED]	Auto Reply		6/11/2008 11:54:36 AM	1
[REDACTED]	Invalid Address	smtp; 5.1.0 - Unknown address error 500-'Unauthorized relay msg rejected' (delivery attempts: 0)	6/11/2008 12:23:50 PM	1
[REDACTED]	Auto Reply		6/11/2008 9:27:03 AM	1
[REDACTED]	General Hard Bounce		6/11/2008 10:17:53 AM	1

# Managing Complaints

- **Complaints are the #1 factor for ISP deliverability.**
- **Sign up for ISP's Feedback loops**
  - **Complaints are forwarded to sender's abuse address for processing**
  - **Remove/suppress complaining addresses immediately**
- **Analyze complaints for patterns**
  - **Frequency issue?**
  - **Relevancy issue?**

# ISPs with Feedback Loops

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- **AOL**
  - <http://postmaster.aol.com/tools/fbl.html>
- **Microsoft -- msn.com, live.com, hotmail.com**
  - <http://postmaster.live.com/Services.aspx#JMRPP>
- **Yahoo**
  - Planning to rollout their FBL Summer of 2008
- **Comcast**
  - <http://feedback.comcast.net/>

# ISP Feedback Loops Cont'd

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- **Outblaze (Mail.com)**
  - Email your request to [postmaster@outblaze.com](mailto:postmaster@outblaze.com)
- **United Online (Juno and Netzero)**
  - <http://www.unitedonline.net/postmaster/whitelisted.html>
- **Roadrunner**
  - <http://security.rr.com/feedbackFAQ.htm>
- **USA.net**
  - <http://fbl.usa.net/>

# Managing Inactive Addresses

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- **Evaluate your campaign history to determine ‘deadwood.’**
  - **Review subscriber activity to identify who is not opening, reading or clicking on your messages.**
  - **Time period will be determined by your email program.**
- **Options for handling inactive addresses**
  - **Remove them based on pre-determined criteria**
  - **Try to re-engage them**

# **Subscriber Lifecycle Management**

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- **The process of managing the entire lifecycle of a subscriber's experience starting with the welcome message through the ensuing series of messages and campaigns.**
- **Understanding and developing this process is the cornerstone to successful email marketing.**

# **Stages of Communicating in the Lifecycle**

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- **Welcome message**
- **Ongoing campaign execution**
- **Evaluate effectiveness**
- **Modify communication strategy accordingly**

# Welcome Message

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- **Initial communication after signup.**
- **1<sup>st</sup> chance to make a good (or bad) impression.**
- **Traditionally has the highest open/read rates of any email you will send.**
- **Great time to send – you have their attention and permission.**
- **Too often over-looked for its importance.**

# Example of a Good Welcome Message

BANANA REPUBLIC

BR MONOGRAM

| men

| women

| petites

| women's tall

| shoes & handbags

| jewelry & accessories

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# Example of a Bad Welcome Message

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Sign Out, My Account, Mail Classic

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Mobile | Options | Help

Check Mail New

Search Mail... Go

Netflix Try for Free!

Inbox (1)  
Drafts  
Sent  
Spam Empty  
Trash Empty  
Contacts Add  
Calendar  
Notepad  
All Feeds Add  
My Folders Add  
Double Opt-In  
Welcome Messages

Free Phone + Bluetooth®  
Cheapest hybrid car  
Unlimited calls: just \$24.99/m

Home | **Inbox 4 messages** | Welcome to JCPenney E

Delete Reply Forward Spam Move Print More Actions

**Welcome to JCPenney Email** Standard Header  
**SignUp Confirmation** <shopper@jcpennyeservices.com> Add  
To: bjshroyer@yahoo.com Friday, June 20, 2008 4:23:49 PM

Thanks for giving us a try!  
This email has been sent to confirm that bjshroyer@yahoo.com has been added to the list of customers that receive Email from jcpenney.com. Soon, you'll be among the first to know about sales, exciting offers, new products and special seasonal events.  
Thanks for your interest and thanks for shopping with us.  
<http://www.jcpenney.com>

TODAY: 6/20 No events. Click the plus sign to add an event.

**TRACONE**  
THE CELL PHONE THAT PUTS YOU IN CONTROL  
**LG225**  
+ DOUBLE MINUTES  
FOR THE LIFE OF THIS PHONE UPON ACTIVATION  
A \$149.00 VALUE  
ONLY \$49.99  
PLUS GET A:  
FREE ACCESSORY KIT &  
FREE GROUND SHIPPING  
BUY NOW  
ONLY \$49.99  
Model not available in all areas

# Executing your campaigns

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- **Use data gathered during sign up process to send relevant content and prevent list attrition.**
  - **Personalize**
  - **Segment**
  - **Use dynamic content**
- **Keep your word**
  - **Nature of communication/content**
  - **Frequency**

# Evaluate Your Campaigns to Determine Effectiveness

- **Use reporting data to understand subscriber behavior and reaction to your emails.**
  - Who is opening, reading clicking?
  - What links are they clicking on?
- **Update subscriber profiles based on activity.**
  - Dynamic profiling
- **Modify communication strategy accordingly.**
  - Segment your emails to maintain relevancy

# Segmentation Strategies

- **Segmentation is the key to maintain relevancy**



# Why Segment?

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- **Better Relevancy =  
Better Opens, Reads, Clicks & Conversion Rates**
- **Increased Retention**
- **Increased ROI**
- **Enhance Deliverability**
  - **Easier to spot deliverability issues**
  - **Lower spam complaints**

# Segmentation Strategies

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- **Listrak tips:**
  - **Do not use multiple lists unless there is a need for complete separation of data**
  - **Use a profile filter in order to segment instead**

# Profile Segmentation Data

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- **Gender**
- **Age**
- **Geographical location**
- **Occupation, title, and income level**
- **Status – marital, children, home owner or renter, etc.**
- **Hobbies**
- **Brand or product preference**
- **Frequency preferences**

# Profile Segmentation Data

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- **Satisfaction data**
- **Customer profitability**
- **Frequency of site visits**
- **Recency of last site visit**
- **Frequency of customer service contacts**
- **Frequency of purchase**
- **Clickstream analysis**
- **Message / Contact Activity – Dynamic Profiling**

# Dynamic Profiling

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- **Message Open Report**
- **Message Read Report**
- **Message Tracking Details Report (Clicked Any Link)**
- **Link Tracking Report (Clicked Specific Link)**
- **Geo Tracking Reports**
- **Contact Activity Report**
- **Bounced Contacts Report**
- **Subscribed Contacts Report**
- **Profile Segment Reports**

# Dynamic Profiling

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## Report Functions



**Print**



**Export**



**Add to Profile**

# Dynamic Profiling

**Dynamic Profile**

Choose a Profile Header:

< Add New Header >

Customer Information

Add

Ok Cancel

# Dynamic Profiling

**Dynamic Profile**

Choose a Profile Header: Customer Information

Attribute Name / Description: < Add New Attribute >

- Text
- Text
- Numeric
- Radio Button
- Check Box

Ok Cancel

# Dynamic Profiling

✕

### Dynamic Profile

Choose a Profile Header: Customer Information ▼

---

Attribute Name / Description: 3-24-08 Link Click ▼

---

Value:

Ok

Cancel

# Conclusion

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- **Follow organic acquisition best practices**
- **Focus on relevancy through segmentation**
- **Make a good first impression with your welcome message**
- **Use dynamic profiling to further segment based on message activity**
- **Practice good list hygiene and maintain a clean list**
- **Remove unsubscribers, hard bounces, and abuse complaints**
- **Manage inactive addresses**
- **Continue to evaluate your campaigns**

# Upcoming Webinar

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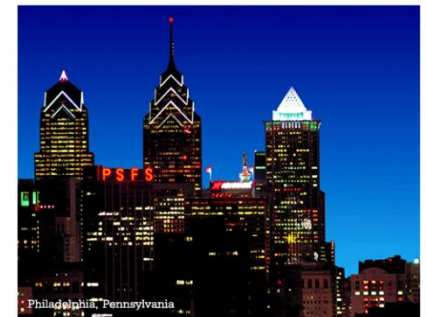
## 2008 Email Marketing Days Preview

Wednesday, August 6, 2008 1:00-2:00 EST

<http://www.listrak.com/webinar/preview.asp>

# 2008 Email Marketing Days

- Keynote – David Daniels, JupiterResearch
- 3 session tracks
- 2 networking events
- Personalized one-to-one sessions with industry experts
- Catherine Von Birgelen, eBizITPA:  
Email Acquisition Strategies Designed to Build and Grow In-House Lists



[www.listrak.com/emailmarketingdays](http://www.listrak.com/emailmarketingdays)