Acquisition Email Requirements

Acquisition campaigns are generally used to:

- Increase product sales.
- Generate leads.
- Increase your house email file.
- Build brand awareness.

The best campaigns contain all of these elements. Try not to build a campaign around product sales alone.

With acquisition campaigns, as with most email marketing, it's best to be clear and concise. Do not overload the recipient with too much information. Think of your message as analogous to the outer envelope of a direct mail piece, with your web site landing page or call to action to being what's inside.

Every acquisition message should include:

- A clear "From" name.
    - This is your company/organization or brand name.
    - The "From" name is critical because it's the first thing recipients will see and may determine whether your email gets opened or not.
    - Try not to use an email address, a department name (such as Customer Service) or a person's name, as these are common spam techniques.
    - It is illegal to use a false or misleading "From" line.
- A compelling Subject line.
    - Keep the subject brief, specific and compelling.
    - Be aware of filters that prevent incoming messages based on frequently used words in spam subject lines such as "Free," "ADV:" and even exclamation marks.
    - Keep the subject line under 49 characters including spaces.
    - It is illegal to use a subject line that masks the true purpose of the email.
- Call to action – What is it you would like them to do?
    - Place at least two links within the body of the message. One high above the fold for those who glance over the email and one low (at the bottom of the message) for those who finish reading the entire creative.
- Physical address.
    - Federal CAN-SPAM legislation requires that all acquisition email messages contain the physical address (not a PO Box) of your company.
- Opt-out mechanism.
    - A clear statement as to how to decline from receiving future email.
    - The unsubscribe page will be hosted by TNT-DATA. We will incorporate the unsubscribe link into the appropriate location in your email message.

The following items are REQUIRED by TNT-DATA to deploy your campaign:

- Seed address.
    - Before deployment we will send a test message to the seed addresses. You will need to approve the test message before actual campaign deployment.
- Creative files.
    - You must supply a Plain Text and/or a HTML message for deployment.
    - If HTML is your preferred method, please provide a Plain Text version for recipients who do not have HTML compatible email clients.
    - We do provide HTML creative services for a small fee. Ask your sales rep for further details.

- Data file.
    - Your sales rep can assist you in the planning and targeting of specific demographic sets.
    - When ready, your sales rep will forward the data file to the TNT-DATA email department.
- As previously mentioned:
    - "From" name.
    - Subject line.
    - Physical address.

The final message content is subject to approval by TNT-DATA, and may be returned for editing if it does not contain all the required information.

Please contact your sales rep if you would like to see any acquisition email campaign *examples* or if you would like additional information on our *SPAM analysis service*. We also have help or background documents on the following topics:

- HTML message suggestions and best practices.
- Suggestions for avoiding SPAM filters.
- CAN-SPAM compliance information.
- Campaign average bounce, open and click through rates.
- *Email append* service information.
- Information on our *real-time Internet lead generation service.*