

How can I get my e-mail message delivered to my customers and prospects?

When you rent e-mail addresses from TNT-DATA, the price includes the delivery of your e-mail message. We will take care of all the details of the e-mail deployment (which some refer to as the e-mail blast or broadcast).

What does this service include?

Our service includes the following:

- Setup of your e-mail message in Multipart MIME format, using the creative provided by the client or developed by our creative services team. This format includes coding for an HTML message and a text message backup for those recipients who cannot receive HTML messages.
- Test the email campaign (verify that the correct data file has been provided, check the functionality of links in the message, and ensure that the opt-out function is working) and get your approval before launching.
- Send e-mails
- Monitor replies. Track all bounces, opt-outs, unique click-throughs, link specific click-throughs and opened HTML messages.
- Provide tracking reports for each campaign.

Will you create an HTML version of my message?

If you provide the message as HTML, we setup your e-mail in HTML format. If you do not provide your message as HTML, we can create an HTML version of your message. The fee is \$100 per hour, average time is 1-2 hours.

How much time should I allow to put together an e-mail launch?

The launch itself can be put together in 2-3 days. The creative and the list need to be prepared beforehand and the email must be approved. This will determine how quickly we can deliver an e-mail message.

What should I do first?

Compared with other direct marketing channels, e-mail blasts can be put together quickly and easily. But before you do anything, think about what your objective is. Sure, the ultimate goal is a sale, but they don't call it "cold calling" for nothing. Until the prospect warms up to you or your offer, there's no sale.

It's really like a courting ritual – 1) there's eye contact and an introduction 2) each learns about the other 3) eventually you may engage in a mutually beneficial relationship. E-mail can deliver eyeballs and clicks to get past step one, and maybe some of step two. But e-mail may not get you immediately to step three.

So think about what you realistically want to accomplish with this e-blast. Are you prospecting or re-activating or cross-selling? Introducing or reminding? Do you want the recipient to open the e-mail? Click on a page or a link? Visit a web site, or sign up for something, or request information, or make a purchase?

Your objective will shape the message, the offer, the subject line, the list content, and the way you measure results.

What about a seed list?

A seed list is a list of emails that you want to include to receive the blast. The ideal amount of seeds is 8 and under. Seeds are often included as recipients of the preliminary test e-mails.

Any restrictions on subject matter?

Issues of good taste and legality are a given and we suggest keeping it to under 35 characters.

Comments about the "Subject" line?

From a marketing point of view, the "Subject" line functions the same way that teaser copy does on a mailing envelope -- it should entice the reader to open your message. It should not be misleading or vague and should correlate directly to the content of the message.

How about the "From" line?

The "From" line is almost as important as the subject line, because it can establish immediate acceptance and recognition. Normally, the "From" line looks something like this:

"ABC Company" [ABCCompany@b-clickusa.com]

The verbiage within quotation marks should be the advertiser's name or the company name.

What is an "HTML version"?

That's a message prepared using the same programming language that is used to create pages on the web. HTML messages can be loaded with graphics, illustrations, and photos.

What is a "plain text version"?

This is a text message alternative to HTML. Text is displayed for recipients who can not receive HTML format emails. Plain text messages do not support formatting, such as color, font or bolding.

What do you mean by "personalization"?

Any information that is unique to a specific recipient and that will be used in the Subject line or the message is considered to be personalization. The most common is a salutation ("Dear John").

What type of reports do I get?

You will be provided with a tracking report for your blast. The report details the disposition of every email sent — undeliverable/bounced, delivered, opened, opt-out and clicked on link.

What information will I see on the reports?

You'll see some or all of the following:

- **Sent** – Total number of emails broadcasted for attempted delivery to a recipient.
- **Bounced** – The transmission was attempted, but the e-mail could not be delivered to the destination address. There are numerous reasons for bounces, the most common are (a) the e-mail address is incorrect, (b) the recipient's server was down, or (c) the recipient's mailbox was full.
- **Removed** – Records removed from database due to bad or inoperable email address
- **Net Sent** – This subtracts Bounced from Sent to give the net amount of emails that were delivered.
- **Opens** – This is a count of HTML messages that were opened. There is a graphic in HTML formats that automatically tells the server that the message was opened. Plain text messages are not included in this count, since text messages do not support graphics. A text message can only be counted after the recipient has actually clicked on something within the message.
- **Click-throughs** – A click-through represents a recipient clicking on a link within your message. The summary reports both unique and total click-throughs. Unique clicks-throughs take into account that the same person may have opened the message more than once.
- **Unsubscribes** - Individuals who do not want to receive future email messages from you.

What about opt outs?

TNT-DATA will add opt out verbiage to your message and manage all opt outs.