

# A

## Vendor Resource List

*This appendix lists the resources and companies that were mentioned throughout this book.*

---

## Associations, Events, and Publications

The following are resources for newsletters on market developments, best practices, and events:

- ClickZ (Incisive Media): [www.clickz.com](http://www.clickz.com)
- Direct Marketing Association: [www.the-dma.org](http://www.the-dma.org)
- EmailStatCenter: [www.emailstatcenter.com](http://www.emailstatcenter.com)
- Email Experience Council: [www.emailexperience.org](http://www.emailexperience.org)
- Email Insider (MediaPost): [www.mediapost.com](http://www.mediapost.com), [www.mediapost.com/blogs/email\\_insider](http://www.mediapost.com/blogs/email_insider)
- Internet Advertising Bureau: [www.iab.net](http://www.iab.net)
- International Association of Privacy Professionals: <https://www.privacyassociation.org>
- Internet Retailer: [www.internetretailer.com](http://www.internetretailer.com)
- MarketingCharts: [www.marketingcharts.com](http://www.marketingcharts.com)
- MarketingProfs: [www.marketingprofs.com](http://www.marketingprofs.com)
- Network Advertising Initiative: [www.networkadvertising.org](http://www.networkadvertising.org)

## Email Service Providers

The following are Email Service Providers (ESPs) and email technology vendors. Some of these vendors offer their applications on a hosted-on-demand basis, while others are deployed in an on-premise-software manner. Many vendors listed here also offer strategic and production-oriented tactical services.

- Acxiom Digital: [www.acxiomdigital.com](http://www.acxiomdigital.com)
- Adestra: [www.adestra.co.uk/email\\_marketing](http://www.adestra.co.uk/email_marketing)
- Alchemy Worx: [www.alchemyworx.com](http://www.alchemyworx.com)
- BlueHornet (Digital River): [www.bluehornet.com](http://www.bluehornet.com)
- ClickSquared: [www.clicksquared.com](http://www.clicksquared.com)
- Constant Contact: [www.constantcontact.com](http://www.constantcontact.com)
- Datran Media: [www.datranmedia.com](http://www.datranmedia.com)
- e-Dialog: [www.e-dialog.com](http://www.e-dialog.com)
- EmailLabs (Lyris): [www.emaillabs.com](http://www.emaillabs.com)
- eRoi: [www.eroi.com](http://www.eroi.com)
- ExactTarget: <http://email.exacttarget.com>
- Experian CheetahMail: [www.cheetahmail.com](http://www.cheetahmail.com)
- MailChimp: [www.mailchimp.com](http://www.mailchimp.com)
- Merkle: [www.merkleinc.com](http://www.merkleinc.com)
- Puresend: [www.puresend.com](http://www.puresend.com)

Responsys: [www.responsys.com](http://www.responsys.com)  
Silverpop: [www.silverpop.com](http://www.silverpop.com)  
StrongMail: [www.strongmail.com](http://www.strongmail.com)  
SubscriberMail: [www.subscribermail.com](http://www.subscribermail.com)  
VerticalResponse: [www.verticalresponse.com](http://www.verticalresponse.com)  
WhatCounts: [www.whatcounts.com](http://www.whatcounts.com)  
Yesmail: [www.yesmail.com](http://www.yesmail.com)

## **Delivery Service Providers and Reputation and Accreditation Management Services**

These vendors offer tools and services to measure and manage email deliverability. Often these vendors' services are sold in combination with the vendors listed in the preceding section.

Habeas: [www.habeas.com](http://www.habeas.com) (Habeas is now a part of Return Path)  
Goodmail: [www.goodmailsystems.com](http://www.goodmailsystems.com)  
Iconix: [www.iconix.com](http://www.iconix.com)  
Lyris: [www.lyris.com](http://www.lyris.com)  
Pivotal Veracity: [www.pivotalveracity.com](http://www.pivotalveracity.com)  
Return Path: [www.returnpath.net](http://www.returnpath.net)  
UnsubCentral: [www.unsubcentral.com](http://www.unsubcentral.com)

## **Market Research, Agencies, and Consultants**

Consultants, agencies, and market research providers can offer additional knowledge about the email industry, and many listed here offer strategic advisory services or specialized consulting services, such as creative optimization and privacy expertise.

Chapell & Associates: [www.chapellassociates.com](http://www.chapellassociates.com)  
Center for Marketing Research: [www.umassd.edu/cmr/](http://www.umassd.edu/cmr/)  
comScore: [www.comscore.com](http://www.comscore.com)  
Eyetoools: [www.eyetoools.com](http://www.eyetoools.com)  
Forrester Research: [www.forrester.com](http://www.forrester.com)  
FreshAddress: <http://biz.freshaddress.com>  
JupiterResearch: [www.jupiterresearch.com](http://www.jupiterresearch.com)  
MarketingSherpa: [www.marketingsherpa.com](http://www.marketingsherpa.com)  
McKinsey & Company: [www.mckinsey.com](http://www.mckinsey.com)  
Ogilvy: [www.ogilvy.com](http://www.ogilvy.com)  
Prospectiv: [www.prospectiv.com](http://www.prospectiv.com)  
Radicati Group: [www.radicati.com](http://www.radicati.com)  
Smith-Harmon: [www.smith-harmon.com](http://www.smith-harmon.com)  
Think Eyetracking: [www.thinkeyetracking.com](http://www.thinkeyetracking.com)

## Technology Vendors

Although the vendors listed in this appendix deal with technology in one way or another, here a few vendors that we mention in the book text:

Microsoft: [www.microsoft.com](http://www.microsoft.com)

Technorati: [www.technorati.com](http://www.technorati.com)

Zinio: [www.zinio.com](http://www.zinio.com)

## Web Analytics Vendors

Web analytics vendors help to measure site traffic—specifically, visitor behavior—that can be used to further optimize email mailings.

Coremetrics: [www.coremetrics.com](http://www.coremetrics.com)

Google: [www.google.com](http://www.google.com)

Lyris: [www.lyris.com](http://www.lyris.com)

Omniure: [www.omniure.com](http://www.omniure.com)

Unica: [www.unica.com](http://www.unica.com)

WebTrends: [www.webtrends.com](http://www.webtrends.com)

Yahoo: [www.yahoo.com](http://www.yahoo.com)

# Email Checklists

*In an effort to broaden the education and awareness of email marketing best practices, members of the Email Experience Council have committed to creating a series of checklists. The following checklists were created by the Direct Marketing Association's Email Experience Council (DMA/eec's EEC's) Email Design Roundtable. To learn about additional email checklists being produced, or to download new checklists, visit [www.emailexperience.org/resouces/email-checklists/](http://www.emailexperience.org/resouces/email-checklists/). These checklists are guides to ensure that you are addressing the basics and adhering to the latest best practices as it relates to email design.*



B

---

## Email Design

You need to know what to check to maximize your email creative's performance. Compare each of your designs against the following checklists before approval and coding.

### Content

Don't assume your message is compelling! Ask yourself the following questions:

- What is this message about?
- Why should my subscribers care?
- Is it clear what action I want my subscribers to take?

### Subject Line

The subject line is the mechanism to get your readers to open your message. It should be compelling, drive interest, and tease the subscriber.

- The key message should be clear in the first 50 to 60 characters so that if the rest is truncated, the message still makes sense.
- Avoid using words, symbols, and punctuation that might trigger spam filters.
- Make sure the subject line describes what the email contains and how it will benefit the reader to open it.

### Preheader/Header

This is the information at the very top of the message body. Reserve this space to reinforce important tactics, such as the following that will assist with image rendering:

- Include a text content teaser to inform your reader of the message content.
- If you include "add to address book" language, make sure the address is correct.
- Add links to mobile and hosted versions, if applicable.

### Preview Pane

In many email client software applications, such as Microsoft's Outlook, there is a preview pane which shows a portion of the message's body.

- Make sure the primary message is visible "above the fold."
- Make sure the call to action is visible "above the fold."
- If this is a longer-form newsletter, did you include a table of contents with anchor tags linking to each body content section?

## Message Construct

Review your message prior to sending to ensure that it is constructed properly.

- Spel-check the copy.
- Confirm all punctuation is in place.
- Verify that as much text as possible is system/HTML text instead of graphical.
- Make sure the primary call to action “pops.”

## Recovery Module

Just above the footer of the message, you have one last chance to inspire the subscriber and drive the call to action.

- Include a recovery module as a last chance to inspire engagement.
- Consider using alternative links to categories.
- Consider including incentives.

## Footer

Just because it is last, footer’s are certainly not least. An important space to include legal information, navigational elements, and the aspects of the CAN-SPAM requirements, including an unsubscribe link and your company’s physical address.

- Update any disclaimers referencing promotions or special offers mentioned in the main message of the email.
- Check for the correct copyright date.
- Include an Unsubscribe link.
- Include your company’s physical address
- Consider including a Forward to a Friend link.
- Consider including a social sharing mechanism so that the message can easily be pushed out to social networking sites such as Facebook and Gather.com

## Code QA Testing

You need to know what to check to make sure your email looks and acts exactly like you intended. Compare your code against the following lists before sending it.

### Precheck HTML File

A great marketing message can be easily lost if the message is poorly formed or if the HTML is “Broken.”

- Confirm that the coded HTML file matches the approved final creative proof:
  - Check the text for inconsistencies.

- Check the graphics for inconsistencies.
- Make sure that all sub-messages are included in the coded file.
- Spell-check all of the content.
- Check every link:
  - Confirm the links match the products/landing pages on the site.
  - Confirm the prices in the coded file match the prices on the site (if applicable).
- Validate the HTML using an HTML validation tool.
- View the local HTML file on Windows using Internet Explorer and on a Mac using Safari and Firefox.
- Using Internet Explorer, check the rollover alt text:
  - Make sure important images have alt text associated with them.
  - Make sure the copy in the alt text matches the imagery.
  - Make sure the price in the alt text matches the pricing in the product imagery.
  - Confirm the capitalization and punctuation in the alt text works well within the context.
- Make sure there are no empty link tags; search for `href=""` and `href="#"`.
- Confirm the image path has been properly updated; search for *images/*.
- Check the header and footer legal verbiage for any inconsistencies or mistakes.
- Check that the `<title>` tag is correct. Make sure it works within the context of the current message.

### **Precheck Text File**

Once your HTML message has been laid out, you can scrape the text out of it to create a text version. Some applications can do this automatically, but even then, be sure to scrutinize your text version even if you are manually constructing it.

- Compare the text file against the HTML file to ensure all primary and sub-messages have been included in the text file.
- Spell-check all of the content.
- Review all the links:
  - Confirm the links match the placement.
  - Make sure that all the links are included in the text file.
- Make sure all the lines break before 65 characters (except for links that may be longer depending on tracking information).
- Make sure all blank lines have two spaces.



- Check for special characters that may not render correctly in plain-text format—em dashes and en dashes, smart quotes from Microsoft Word, and so on.
- Check the header and footer legal verbiage for any inconsistencies or mistakes.

### **Conduct Rendering Testing**

Ensuring that your message renders correctly on a variety of email software clients and mobile devices is a vital part of the pre-sending process. Vendors such as Return Path, Pivotal Veracity, and Lyris have tools that can automate this process. However, this task requires human capital to eyeball the message on a variety of clients.

- Send the message to your QA test list.
- Use an email content-rendering tool or send the message to major email readers to ensure consistent rendering.
- Check for rendering errors:
  - Check all web-based email clients on Windows using Internet Explorer 6 and 7 and Firefox.
  - Check all web-based email clients on a Mac using Firefox and Safari.
  - Check the message in Outlook 2007.
  - Check the message on multiple mobile devices that have email-reading capabilities.
  - Correct any rendering issues, and resend tests as needed.