If you have any questions, please contact us.
(855) 631-5050 or listcleanup-customerservice@authenticom.com

listcleanup.com
An Authenticom Company

Welcome Message Guidelines - Customers (1 of 3)

Your Welcome Message is your first-online-impression to your customers. It is an opportunity to proactively open up a new channel of communication that is convenient and cost-effective. For this reason we have put together guidelines to make your Welcome Message a positive experience for your customers, while also staying in compliance with federal and state regulations.

Welcome Message Objective

1] To introduce your customers to email communication and the benefits of receiving email from your company.

2] To openly state what kind of information you want to send them via email (receive special offers, newsletters, information, discounts, etc.)

3] To let your customers know you respect their online privacy and offer them an opportunity to opt out from receiving future email from your company/organization.

4] To verify the deliverability of each email address.

Message Requirements

1] A from: line in the email message that clearly states your company/organization name.

2] A subject: line that is relevant to the subject matter of the message. You want to grab your customers attention, but in a way that is not misleading or deceptive.

3] A clear statement as to how to opt-out from receiving future email. An unsubscribe link will appear at the bottom of your message and will allow your customers an easy method of opting-out from future email communication.

4] Your company/organizations postal address must appear at the bottom of the message.

5] First name, last name and title of contact sending the letter.

Recommendations

1] An introductory statement that clearly expresses why you are contacting the customer (see sample message below).

2] State a clear benefit that motivates the recipient to continue receiving your emails. Customers are more likely to welcome a message that seems relevant and offers value.

3] Keep the message brief. If you need to go into more detail on something, you can offer a link to your website or special offers page.

4] A statement that expresses that you do not share their information with other companies/organizations. This will maintain a sense of integrity between you and your customers.

5] We recommend using plain text format, however if you choose to send your message in the HTML format, keep the HTML very simple and use a table no wider then 600px. If you want to use CSS within the email, it must be inline styles.

Message Format

Plain text is the most widely supported form of email. We recommend using a plain text format, because it guarantees that your Welcome Message will be readable to all of your recipients. You may also choose to send your message in HTML format. If HTML format is your preference, please also provide a plain text version of the message as well. The HTML and plain text messages will be sent as one combined "multipart" message. When a recipient's email client receives a multipart message, it accepts the HTML version if it can render HTML, otherwise it presents the plain test version.

Below is a sample Welcome Message. Feel free to use the sample message as a guideline to create a message of your own, and we encourage you to personalize the message so that it is congruent with your company/organizations principles and is geared toward your targeted customers. Please keep in mind that the final message you submit will be reviewed and is subject to be returned to you for revision if it does not meet our requirements and/or comply with federal and state regulations.

Welcome Message Guidelines - Customers (2 of 3)

EMAIL APPEND SAMPLE OPT-OUT MESSAGE GUIDE

Dear Valued Customer,

Thank you for taking the time to open and read this email. We value your time and respect your online privacy. Therefore, we would like to request your permission to allow **[Company Name]** to communicate with you by email. We treat our customer's e-mail addresses with the strictest privacy and never rent or sell e-mail addresses.

We hope you will take advantage of this request to receive special offers from [Company Name]. If you'd like to continue receiving our special offers, exclusive to [Company Name] members, simply do nothing. Soon we'll send you information that we know you'll find interesting. However, if you prefer not to receive email from **[Company Name]**, please click here.

Thank you for your time. We hope you'll visit us soon at the nearest **[Company Name]** store, or go online now at **[www.companyname.com]** to learn more.

Sincerely,
[Company Name]

[Full Postal Address] (A PO Box or Mail Drop will NOT suffice)
(The physical address must be a place where a consumer can physically find you and/or your employees)

Welcome Message Guidelines - Customers (3 of 3)

EMAIL APPEND SAMPLE OPT-OUT MESSAGE GUIDE

YOUR COMPANIES LOGO

A Request For Your Permission

Dear Medical Professional,

Thank you for taking the time to open and read this email. We value your time and respect your online privacy. Therefore, we would like to request your permission to allow **[Company Name]** to communicate with you by email. We treat our customer's e-mail addresses with the strictest privacy and never rent or sell e-mail addresses.

We hope you will take advantage of this request to receive special offers from **[Company Name]**. If you'd like to continue receiving our special offers, exclusive to **[Company Name]** members, simply do nothing. Soon we'll send you information that we know you'll find interesting. However, if you prefer not to receive email from **[Company Name]**, please click here.

Thank you again for your time. We hope you'll visit us soon at the nearest [Company Name] store, or go online now at **[www.companyname.com]** to learn more.

Sincerely,
The **[Company Name]** Team

[Company Name]
[Company Address]
[Company City, State, Zip]
(Full Postal Address, no P.O. boxes. The address must be a place where a consumer can physically find you or your employees.)

Not interested? Unsubscribe. Having trouble viewing this email? View it in your browser.

This email was sent to [Customer Name] on behalf of **[Company Name] [Comapny Address, City, and Zip]**