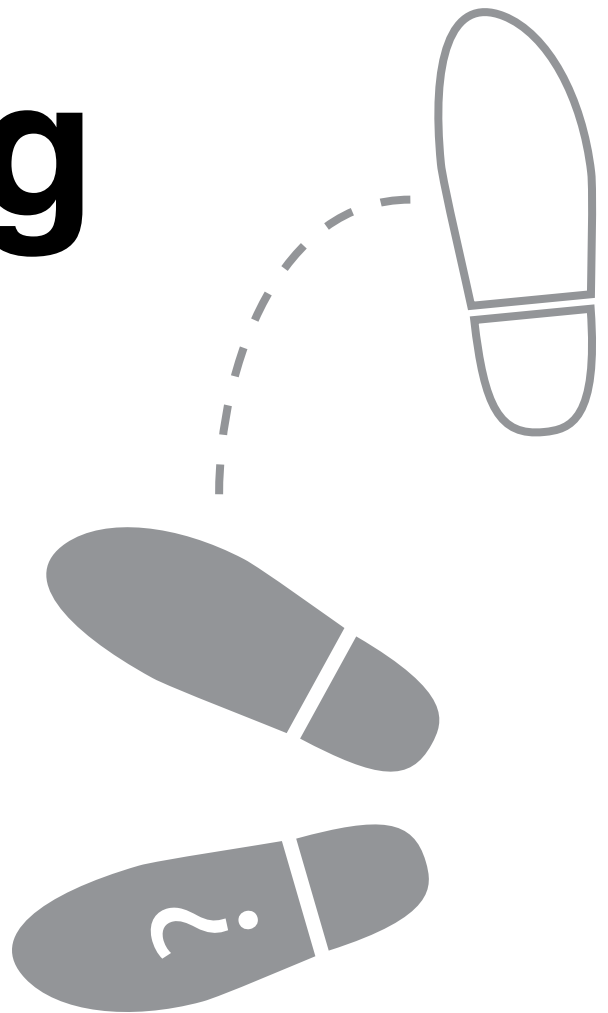


A Step by Step Guide to Email Marketing Success

Using the Wizard



Save a Tree - Please Don't Print Me.

Don't have a VerticalResponse account? [Get one now!](#) Copyright © 2010 VerticalResponse, Inc

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Introduction

Why VerticalResponse?

If you're looking to grow your business by marketing to your customers but you're short on time and resources, VerticalResponse is the perfect solution. At VerticalResponse we strive to make small businesses look like giants (and who doesn't want to look like a giant?).

Small businesses today increasingly rely on the ease and affordability of tools like those VerticalResponse provides. In just a few minutes you can easily create professional looking e-newsletters, direct mail postcards, and online surveys to engage your customers, learn more about them, and increase sales. You've got a few minutes to increase your sales don't you?

Simply put, we are an online (Software-as-a-Service) provider that allows anyone, regardless of technical experience, to create & send emails, surveys, and postcards from any web browser.

As a company, we pride ourselves on being experts in marketing and the products we build, sell and support. This guide is proof that we practice what we preach.

Quick Start Guide

9 Easy Steps to Send Out Your First Email Campaign

There is a lot of great, detailed information to be found throughout this guidebook. But what if you need to get an email out right now and don't have time to read through everything first? Just follow the 9 easy steps below:


1. **Open Your Free VerticalResponse Account** – If you don't already have an account, you'll need one before you can do anything else. Sign-up from our homepage at www.verticalresponse.com and your account will be ready to go in a few minutes.

2. **Upload Your List(s)** – You'll find a *New List* link on both the *Home* and *Lists* sections of your account. Click that link and the system will walk you through the rest of the process. When you're done, you should have at least one list in your account alongside your *Master List*.

Just note that your list will need to be in either Comma Separated Values (.csv) or Text Tab Delimited (.txt) format before you can upload it. These are the two standard spreadsheet formats, so just about any spreadsheet or contact management program (like Excel) will have the option to *Save As* or *Export* to one of these formats.

3. **Upload (or Find) Your Images** – The *Library* section of your account is where you upload the images you want to use in your emails. Don't have any images? Just search through the 75,000 pictures in our free Stock Photo Gallery to find the pictures or images you need.

Any uploaded images need to be in JPEG (.jpg) or GIF (.gif) format. Using one of these two formats ensures your pictures will look right to all your recipients.

4. **Edit Your Images** – Use the Library’s editor to resize, crop, flip or rotate your pictures. You can edit any image in your library by mousing over it and clicking the pencil icon.  You can also access the editor when you’re adding pictures to your email.

5. **Choose Your Email Builder** – There are four different email editors in VerticalResponse: the *Wizard*, the *Canvas*, *Freeform*, and *Plain Text*.
 - ✓ The *Wizard* is a basic email builder for novice to moderate users.
 - ✓ The *Canvas* is a graphical HTML (WYSIWYG) editor for moderate to expert users.
 - ✓ *Freeform* allows users to copy and paste their own pre-designed HTML code into our system
 - ✓ *Plain Text* can be used to create simple text emails without pictures or logos

6. **Build Your Email** – Several sections of this guide provide detailed instructions on how to use the various tools available to creat your email.

7. **Launch Your Email** – After you’ve designed your email, it’s time to send it out. Launching an email through VerticalResponse is a quick and painless three-step process:
 - ✓ **Preview:** This tab – as you might expect – provides a preview of your email message. You can also send tests of your email to your own email address and to a list of other people who may want to look over your message before you launch it to your list.

- ✓ **Recipients:** You can select one or more lists as the audience for your message. If you select more than one list, we'll automatically de-duplicate email addresses that may exist between those lists so every recipient receives only one copy of your email.8.
- ✓ **Send:** You can choose for the email to be sent as soon as possible or schedule it for a date/time in the future. Just choose your scheduling option and proceed to the next tab. VerticalResponse will ensure you've completed all the previous steps before allowing you to launch. If you missed a step, you'll need to go back and finish it before continuing. But if everything is ready, click the *Send Email* button.

8. **Share Your Email on Facebook and Twitter** – Use our built in Social Sharing feature to post a link to an archived version of the email to your Facebook wall and Twitter feed. This is a great way to get your message in front of even more people.
9. **Look Over Your Reports** – Once your email is sent, you'll immediately begin seeing reporting that tells you who opened your email, clicked on links (and which links they clicked), bounced and unsubscribed. You can also turn on more advanced – and free – reporting like Google Analytics Integration and ***Click-to-Conversion Tracking*** by changing the Analytics Settings found within your Account section.

That's it for the Quick Start Guide. Now we'll examine each of the above steps in much more detail.

Step 1: Setup Your Account

Before you reap all the benefits that VerticalResponse has to offer you must first create an account from our website. Creating an account is easy to do:

1. Visit our website at www.verticalresponse.com.
2. Fill out the form that can be found right in the middle of the page.
3. After you've submitted the sign-up form we'll send you a confirmation email that requires you to click on an activation link within the message to complete the set up of your account. Once you've done that you can log into your account and get started.
4. You're done! You can now go back to www.VerticalResponse.com and log into your account.

At no point in this process do we ask for your credit card or payment information – that's because the account itself is free. All the steps described in this guide (aside from actually launching an email), can be performed without any payment. We'll take a look at how pricing works, along with the different payment options, at the end of this section.

Now that you have an account, go ahead and take a few minutes to look over all the different tools that are available to you. These tools are sorted into a number of sections listed across the top of every part of the account. Let's quickly go over each of these sections.

Home

This is the homepage for your account. Think of it as your command center for generating revenue! The homepage provides shortcuts to a lot of the things you can do with your account – like start a new email, upload a list, and look over reporting.

One of the nice aspects of this section is that it's customizable. If you don't like where the Reports widget is located, for example, you can drag it anywhere else on the page. You can also adjust the number of items displayed by clicking the edit button in the lower right hand corner of each widget. This is your VerticalResponse Home, so make it yours!

Emails

As you might expect, the focus of this section is the emails you create and send out. It's split into two subsections – **Drafts** and **Sent Emails**. **Drafts** is where you can start new emails and continue work on saved ones. **Sent Emails** is where you can find the reporting (opens, clicks, bounces, unsubscribes, conversions) from all the emails you've sent out.

Postcards

This section allows you to create direct mail postcards that we'll print and mail for you First Class through the USPS. We may be email providers, but we still know the value of good ole snail mail. Keep our postal carriers working! You can either upload your own design for the front of the card, or choose an image from our Free Stock Photo Gallery.

Surveys

From here you can easily create online surveys to collect opinions and feedback from your customers that will help you make more informed business decisions. Surveys can be built from scratch or using one of a number of templates we've included.

Lists

The **Lists** section is where you upload, manage and build your list. **Lists** is split into three primary subsections:

1. **Mailing Lists** – Where you handle the importing and management of your mailing lists.



2. **Opt-in Forms** – You'll have your very own opt-in form waiting for you in your account. By adding this form to your website or blog you'll be able to capture new subscribers who wish to join your mailing list. If you want to customize the default opt-in form, a wizard tool will walk you through this process. If you don't already have an opt-in form on your website, putting one together with this free wizard should be one of the first things you do.



3. **Segments** – This is a list segmentation tool that allows you to create more targeted lists using any information you've uploaded to your account and any reporting data collected from sent emails. You can also use this tool to exclude specific records from your mailing list based on criteria you've set as well as testing different versions of your email via an [A/B split test](#).



Library

This is our free image hosting and editing tool. It's also home to our Stock Photo Gallery, which includes 75,000 free images provided by Photos.com. That's right FREE, we picked up the tab for these. Also, any images you upload or find here will be available to add to your emails, postcards or surveys as you're building them.

Calendar

Calendars usually don't need much of an introduction, and this one is no exception. Keep track of emails that have been sent out, emails that are scheduled to go out, personal events, and holidays here. We'll pre-populate the holidays for you, depending on the timezone/location you've set within your account profile.

Community

This is our **VerticalResponse Marketing Lounge**, a social network where you can join thousands of VerticalResponse users (along with all our employees) to chat about marketing tips for growing your business and also how to get the most from VerticalResponse. You can also see what the hot topics are at any given moment. Check it out, it's free!

<http://lounge.verticalresponse.com>



Account

This is the home of your account profile, settings, subscription management, advanced analytics settings and purchase receipts. Although it may seem a little boring, it's a very powerful tab.

Help

This is our “How To Do Everything” website, home to more than 40 video tutorials (and an equal number of text tutorials) that can show you [how to do anything with your account](#). You can also access our archived webinars here under [Best Practices](#).

How Does Pricing Work?

We've used the word free several times in describing each of the sections above - so where does actual payment come in? With our flexible approach you pay for the emails you send out, the postcards you mail, and the surveys you launch. None of the other features (like the image hosting in the library or the sent email reporting) cost a thing. You can pay for email either As-You-Go or on a Subscription basis:

Pay-As-You-Go:

With this option you are purchasing email credits that can be used at any time. Each purchased credit is equal to one recipient – so sending an email out to 500 people would require that you have at least 500 credits in your account. Credits can be purchased at the time of launch, or in advance and in bulk (the more you buy, the cheaper individual credits become). There are no minimums for a purchase of credits and they do not expire for a year.

Number of Emails Sent	COST	
	per Email	per 1,000
1 - 1,000	.015	\$15.00
1,001 - 2,500	.013	\$13.00
2,501 - 25,000	.012	\$12.00
25,001 - 50,000	.01	\$10.00
50,001 - 100,000	.0085	\$8.50
100,001 - 500,000	.0075	\$7.50
500,000+	Contact us for a custom quote	

Great for: A business that mails on a varied (seasonal, quarterly, etc) schedule.

Subscription:

A subscription is based upon the size of your list database. You subscribe to a tier that matches the size of your list database, and you can then send unlimited mail out to that list database for a flat monthly fee.

Note that we calculate the size of your database by counting the number of unique records in your account based on email address - duplicate email addresses are not counted twice.

Email List Size	Monthly Fee
Up to 500	\$10.00
501 - 2000	\$28.00
2001 - 4000	\$46.00
4001 - 8000	\$72.00
8001 - 16,000	\$120.00
16,001 - 25,000	\$150.00
25,001 - 40,000	\$240.00

Great for: A business that mails consistently every single month.

To check out prices for both of these options, use the **Buy More** link within your account or visit the [Pricing page](#) on our website. Either option could be cheaper depending on how frequently you send email.

Also note that 501c3 non-profit organizations within the US, and similar organizations in other countries, can use our email service for free (up to 10,000 emails/mo). [Take a look at the Pricing page on our website for details.](#)

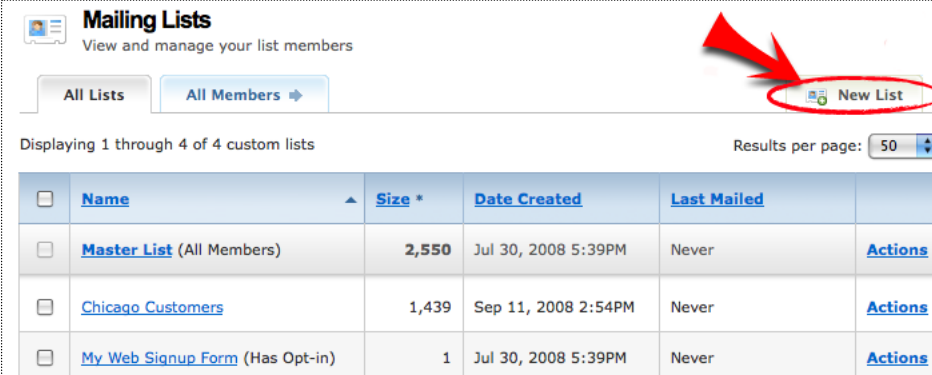
Now that we've setup and taken a short tour of your account, let's walk through the steps for sending your first email. ([See page 4 for a quick start.](#))

Step 2: Upload Your List

Before you can send an email out through VerticalResponse, you'll need to have your list ready to go. If you are collecting email addresses using an opt-in form from VerticalResponse your list is already in your account. Otherwise you'll need to upload your list. You can have any number of lists in your account, with any number of records stored within each list. When you send an email (or direct mail postcard), you'll choose which of your lists you want to use for that mailing.

It's important to note that VerticalResponse maintains a strict anti-spam policy as this helps us achieve extremely high delivery rates for the emails you send. We don't allow the use of purchased, rented, or harvested lists. We require that email sent through our service only go to those people who have requested to receive that email in one way or another (i.e., through your website, over the phone, at a tradeshow, etc.).

To upload a list, navigate to **Lists > Mailing Lists > New List**

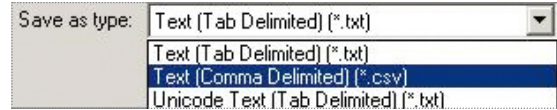


The screenshot shows the 'Mailing Lists' management interface. At the top, there's a header 'Mailing Lists' with a sub-header 'View and manage your list members'. Below this are two tabs: 'All Lists' and 'All Members'. A red arrow points to a 'New List' button in the top right corner. Below the tabs, it says 'Displaying 1 through 4 of 4 custom lists' and 'Results per page: 50'. A table lists the existing lists:

<input type="checkbox"/>	Name	Size	Date Created	Last Mailed	Actions
<input type="checkbox"/>	Master List (All Members)	2,550	Jul 30, 2008 5:39PM	Never	Actions
<input type="checkbox"/>	Chicago Customers	1,439	Sep 11, 2008 2:54PM	Never	Actions
<input type="checkbox"/>	My Web Signup Form (Has Opt-in)	1	Jul 30, 2008 5:39PM	Never	Actions

Once you agree to our anti-spam terms & conditions, you'll be given the option to build your list from scratch (by entering one record at a time) or to upload a file from your computer. Most users upload a file from their computer – as entering one record a time

would be incredibly tedious for more than a few records – so that’s what we’ll look at in this guide.



The only technical requirement to upload an external file is that it is saved in CSV (Comma Separated Values) or TXT (Tab Delimited Text) format. These are the standard spreadsheet formats, so whether a file originates in Excel, Outlook Address Book, Apple Numbers, FileMaker, ACT!, Quickbooks, or any other spreadsheet / contact management program, one of the available options within that program will be to save (or export) that file in .csv or .txt format.

After you choose the file you’d like to upload, click **Next**. You should now see the **Map File Fields to List Fields** section. All you need to do is appropriately label each column of data using the drop down menu to the right of each group. Email Addresses should be labeled as **Email Addresses**, First Names as **First Names**, and so on from there.

You can use the drop down menu to choose one of our standard fields or to create custom fields of your own. You can also ignore data you don’t want to upload by selecting the **Do Not Import** option from the same drop down.

Map File Fields to List Fields [Help](#)

Some fields in your file have been mapped to existing list fields. Fields that did not match can still be loaded as custom fields.

	Examples from file	Map to Field
1.	abraham@gmail.com, andrew@yahoo.com, dwight@a	→ Email Address
2.	Abraham, Andrew, Dwight, Franklin, James, Harry, Jol	→ First Name
3.	Lincoln, Jackson, Eisenhower, Roosevelt, Garfield, Trur	→ Last Name
4.	IL, TN, TX, NY, OH, MO, MA, NY, NJ	→ State
5.	No, No, Yes, No, Yes, No, Yes, No, No	→ New custom field... FirstPurchase Type: Medium Text (125 max)

After labeling your data, you'll set your **Import Rules**. If this is your first list, you really don't have to worry about what you select in this section. We'll talk more about why the **Import Rules** are important a bit further down.

Set Import Rules

In the event that the list you are loading contains records already found

- Preserve older data - if a match is found reject the newer record
- Import newer data - if a match is found overwrite the older record

When you click next, you'll see your **Results** page. Duplicate email addresses, incorrectly formatted addresses, and previous unsubscribes / bounces (which you won't encounter in a first list) are all removed during the upload process, and you can download a report of this data if needed.

1. Name It 2. Add Members **3. Results**

Your list has been uploaded and processed. [Help](#)

List Upload Results

Total records added:	19
Total records updated:	0
Total records rejected: Download CSV	1
• Records had no valid email or postal address:	1


Account Snapshot

Total list members in account:	2,569
Total unique mailable email addresses:	2,569

The **Results** page also includes an **Account Snapshot** that shows how many records and unique mailable addresses are now included in your entire database. Assuming this is your first list, the total numbers seen here should reflect the number of addresses that were uploaded. If this is your second or third or twentieth list, then this number will be different.

With the upload complete, you should see at least three lists in your account:

- The Master List
- My Web Signup Form
- The List You Just Uploaded



Mailing Lists

View and manage your list members

New List

All Lists
All Members ▶

Displaying 1 through 4 of 4 custom lists Results per page: 50

<input type="checkbox"/> Name ▲	Size *	Date Created	Last Mailed	Actions
<input type="checkbox"/> Master List (All Members)	2,550	Jul 30, 2008 5:39PM	Never	Actions
<input type="checkbox"/> Chicago Customers	1,439	Sep 11, 2008 2:54PM	Never	Actions
<input type="checkbox"/> My Web Signup Form (Has Opt-in)	1	Jul 30, 2008 5:39PM	Never	Actions
<input type="checkbox"/> Newsletter Subscribers	1,438	Sep 11, 2008 2:53PM	Never	Actions
<input type="checkbox"/> San Francisco Customers	1,240	Sep 10, 2008 10:57AM	Never	Actions

Delete Selected

* The list size calculation may be slightly delayed.

What purpose do the Master List and Web Signup Form lists serve?

The Master List displays each unique email address in your account one time, without any duplicates. As such, it is the home of each address's Master Record and provides an accurate count of the size of your database.

With VerticalResponse, you can upload as many lists to your account as you want, and an individual email address can appear across as many of those lists as you like. But no matter how many times you upload a single address, it will still reflect a single Master Record that lives in your Master List. That way if you need to change a piece of data associated with a specific email address, like a phone number or mailing address, then that change will update every list in which that email address appears.

So the first time you upload an email address, it will be added to your Master List. If you upload the same address again in later lists, then the ***Import Rules*** mentioned earlier ([page 15](#)) become important. The ***Import Rules*** you set will determine whether email addresses that already appear in your Master List have their data overwritten by any conflicting data in the new list or if the data that already appears in the Master List should be given priority in case of conflicts.

As to the Web Signup Form list – this list is connected to an opt-in form that is automatically included within your account. This form can be found under ***Lists > Opt-in Forms***. This opt-in form is fully customizable and can be added to your website so you can ask visitors to sign-up for your mailing list. If you already have an opt-in form on your site, there is no need to use ours. But if you don't have an opt-in form, then you should add this form (or a similar one) to your site – there is no better way to start building your list than to give website visitors the opportunity to sign-up.



Sign Up for our Newsletter

* required

Email Address: *

First Name:

Last Name:

How did you hear about us?

Join Now

Email Marketing by
VerticalResponse

Step 3: Building Your First Email

We have clients whose expertise with email, HTML, and the Internet range from beginner to super nerd. To help ensure such a wide variety of users can get the most out of VerticalResponse, we offer four different email creation tools to cover all levels of expertise. They are:



The Email Wizard – This is a basic email builder for novice to moderate users. The *Wizard* gives you the choice of about 300 different email borders and then walks you through adding your content to the border you've chosen.



The Email Canvas – This is a graphical HTML (WYSIWYG) editor for moderate to expert users. The Canvas also has about 500 templates to select from, or you can start from scratch with the tools provided.



Freeform HTML – This tool is for anyone (generally an expert user) who has their own HTML design ready to go. All that's necessary to create an email with this tool is to copy and paste HTML into the provided content box.



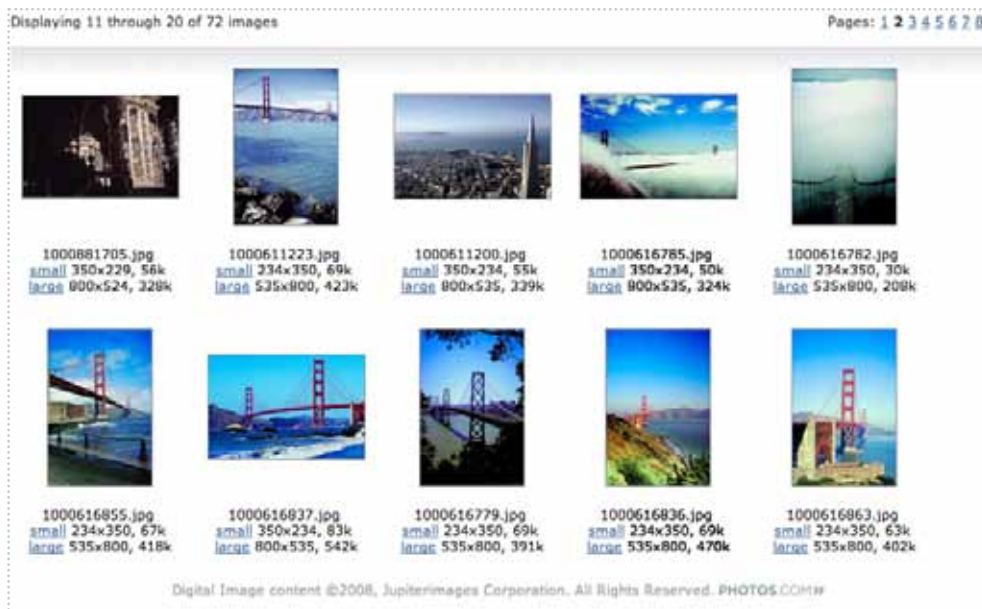
Plain Text – This editor creates simple, plain text emails. You can't add images, change font styles or adjust layouts with this tool - plain text is as basic as an email can get.

The Library

Before you start building your email, you'll use the *Library* section of your account to prepare your images. We allow for the storage of up to 25mb worth of images (all at no charge), which you can then use with any of our email tools – except for the *Plain Text* editor, since a plain text email cannot include pictures.

With the Media Library you can:

- ❑ **Upload Your Own Images** – Have your own images ready to go? Great! Just make sure they're in .jpg or .gif format (the two standard image formats on the web) and upload away.
- ❑ **Search Our Free Library** – Don't have the right pictures for your message? Then just use our Free Stock Photo Gallery. There are more than 75,000 pictures available in numerous categories. You can use as many pictures as you want, as often as you want, and it won't cost a thing.



- ❑ **Resize your images** – Easily create email-friendly graphics that complement your layout. You can adjust the image by pixel or percent to get the exact size you need.

❑ **Flip & rotate images** – Looking to go vertical (pun very much intended)?

Heck, horizontal is fine too. With the flip & rotate tools you can instantly change the orientation of your image without bugging your web designer. With a simple click you'll have your image pointing in the right direction.

❑ **Need to crop?**

– The *Media Library* comes with a simple cropping tool that allows you to capture specific sections of your image. Simply highlight, crop and save!





❑ **Organize your images**

– Create and manage folders and subfolders to store all your images. Start by uploading new images then drag-and-drop from one folder to another. You'll never waste time searching for frequently used graphics once you've got them organized in folders!

Library Tour

How do you access all these great features from within the ***Library***?

- ❑ To upload your own images, choose the ***Upload Images*** link in the Lower Left. Then browse your computer for the file(s) you want to upload.
- ❑ To choose images from our free Stock Photo Gallery, click the ***Search Gallery*** Images link, which can be found right next to the Upload Images link within the ***Library***. This will open a pop-up window where you can either search for photos or browse through a variety of different categories. Scrolling over an image will open a larger preview, and you'll have the option to choose a large or small version of each picture. Unless you're planning to edit the photograph, always choose the smaller version - the larger picture is much too big for an email.
- ❑ To access our provided photo editing tools, just scroll over the image you want to edit. This will present you with the options to either delete  or edit  the image. Selecting the edit option will open the image up on a new screen - from here you'll be able to easily resize, crop, rotate and flip the image around.
- ❑ Creating folders and sub-folders is as simple as clicking the ***Create New Folder*** link on the main page of the library. Then you can just drag-and-drop images between folders to keep things nice and organized.

To access more information about the ***Library***, go to <http://www.verticalresponse.com/tutorials/> and choose the "***Other***" tab.

Using the Wizard

As noted at the beginning of this stage, the *Email Wizard* is a great tool for everyone and requires zero technical experience.

To access the *Wizard* from within your account, go to *Emails > New Email*, select the *Email Wizard* Option, and click *Next Step*.

Set up

To begin, click *New Email* in the email section of your account. The first thing the system will ask you to do is to name the email. The email name is something for your reference. Your recipients won't see this so name it something that makes it easy for you to keep track of.

The subject line is the headline of your email and should be treated much the same way as the headline of a newspaper article. It should be short and interesting, and describe the content of your message. Try to keep the subject line between 40-50 characters, because many email browsers cut the subject line off at that point.

Get Started

Begin by typing a **Name** for your new email.

Email Name:

For your reference only, not visible to your recipients.

Email Settings

Type your email's **From Label** and **Subject Line** as they will appear in your recipient's inbox.

From Label:

Subject Line:

20 Characters (OK) - We recommend concise subject lines of less than 40 - 50 characters.

In order to be compliant with anti-spam laws, your email must include an option to **Unsubscribe** and a valid **Postal Address**.

The next box, the **From Label**, should be the name of your company or organization, it's important that your recipient's recognize you as the sender to encourage them to open the email.

The CAN-SPAM act requires an Unsubscribe Message, VerticalResponse takes care of all unsubscribes on your behalf. We do this by automatically inserting an unsubscribe link at the bottom of every email you send out. You can use the provided drop down menu to have that link say something other than "unsubscribe" (like **Remove Me** or **Leave This List**) and customize the unsubscribe message that introduces the link. In addition you can choose from a variety of languages for this text if you're sending your emails to non-English speaking recipients.

A postal address is also required by the CAN-SPAM act, so be sure you enter your current postal address in this box. If you add the address to your profile our system will automatically populate this box for you. The profile is found under the Account section at the top of the account.

The reply-to email address is where we will send any responses to your email, so be sure to include a valid address here.

Once you have everything set up on this page click **Next** to save this and move on to the next step.

Design your email

Now that you have started creating your email you will see a page to select which editor you wish to use. Select **Wizard** from the left side and click **Next** to move on to the next step.

The first step in the process of creating a **Wizard** email is to choose a template for your message. There are hundreds of templates to choose from, and a list of categories to

help you find the one that will work best for you. You can choose any template from any category no matter what your business happens to be, because you can replace the colors, fonts and images to meet your need. When you find the one you like click on the **Select Template** button and you will then see it in the edit area.

Once your template is chosen, you're ready to start adding your content.

Content blocks allow you to add images, links, and text content to a **Wizard** email. You can add as many of these blocks as you want to your message; think of them as individual sections that stack on top of one another.

This menu is on the left side of the template. Click on the content blocks menu first to start adding text to your email. There are 6 different options for setting up your text, and you can edit these to make the email look the way you want.

Text – Add a block that you can add your text content to. You can also add links and images in this section if you like.

Heading Text – A block for adding a heading to a particular section of your email. This is just for a bolded heading, like a headline on a newspaper, not additional content. The text in this section can be matched to your template border, or any other color you wish to match it to.

Article – A block to add the text of your email.

Article and Image – A block to add the text and images of your email, your text will wrap around this image.

Horizontal Line – a block to add a line that can be used to separate the sections of your email.

Company Logo – A block to add a logo to your email. If you have uploaded one to your account profile it will be added here automatically.

Once you have selected the blocks you want to use in your email you can start adding the text, if you've written copy in MS Word, use the ***Paste from Word*** button, or you can start typing in the block to add the copy.

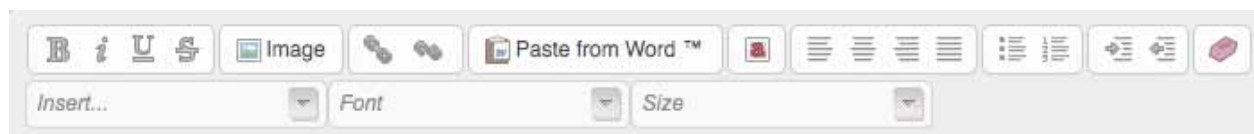
The editing toolbox at the top of the template includes a variety of fonts and text editing options that make it easy to write your message directly within the ***Wizard*** template itself. There are several web friendly fonts to choose from and you can change text color, bold, italicize, create bulleted lists and pretty much every thing you'd expect to be able to do with a basic document editor.

Copy & Paste from Microsoft Word

Microsoft Word uses a formatting style that causes Word created text to not display properly when pasted directly into an HTML document like a website or an email. As a result, if you copy & paste text from a Word document directly into a ***Wizard*** email, many of your recipients will see weird characters and question marks sprinkled throughout your message. This problem is not specific to VerticalResponse, it is a known problem that occurs between Word and any HTML document.

To ensure you don't encounter this issue, use the ***Wizard' Paste from Word*** tool to import any text created in Word by doing the following:

- ✓ Copy your text from Word. You can do this by selecting the text you want to copy and clicking Control-C on a PC or Command-C on a Mac
- ✓ Choose where in the email you'd like to paste your text
- ✓ Click the ***Paste from Word*** button in the ***Wizard*** toolbar. It's in the top row and is an icon of a clipboard with a W imposed over the top of it. Clicking this button opens the ***Paste from Word dialog box***



- ✓ Paste your copied text into this dialog box (Control-V on a PC or Command-V on a Mac). Then click **Ok**

The Word text has now been converted to standard text. All this text should now display properly for each of your recipients. Just repeat this process to copy & paste more text from Word.

Personalize Your Message Using Merge Fields

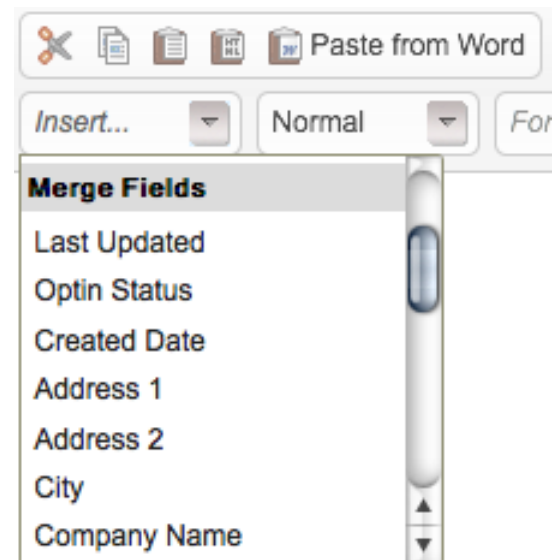
You can personalize your email using any data from your mailing lists. This is most commonly used to address recipients by their own names, instead of by a generic title like “customer.” Here’s how to do it:

1. Select the drop down menu from the edit window
2. Choose to insert First Name, Last Name, Title, custom field, etc., depending on what information you want to merge into the message.
3. If you’re worried that you don’t have the appropriate data for all of your records, you can set default text for your merge field. Once you select the field you would like to merge a window will open where you can type in default text. So

if you want to add a first name to your email, you can add back up text that says **Reader** in case you are missing first names for some of your records.

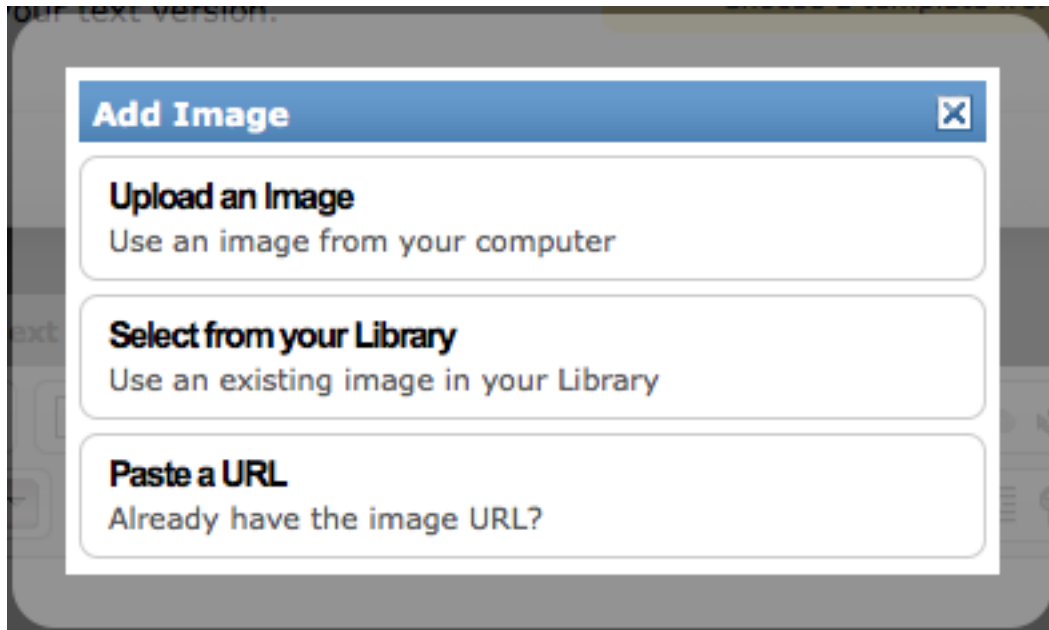
For instance: {FIRST_NAME|Reader} or {FIRST_NAME|Subscriber} – with this example, anyone whose first name does not appear in your list would see the default text instead (like Reader or Subscriber).

4. You should now see an equivalent merge field in your email that looks like this: {FIRST_NAME} or {TITLE} or {FIRST_NAME|Reader}.



Add Images

You can add as many images as you want, anywhere you want to in a Wizard email. Select where in the email you'd like to place an image. Click the **Add Image** button found along the top row of the toolbar. This will open a pop-up window with three options for your image source:



1. The first option will allow you to upload from an image saved on your desktop. Make sure it's saved as a jpeg or gif first.
2. The second option is to select from the **Library** in your account. From within the Library you can choose any of the pictures you've previously uploaded or any found in our free stock photo gallery.
3. The third option is to paste in a url for an image you have already set up on a web page.

Select the image you'd like to insert in the email. This will open the **Image Properties** page.

Alternative Text

The **Alt Text** for the image should either be a description of the image or the action you hope recipients will take. The **Alt Text** serves two purposes:

1. Many email browsers initially block images when an email arrives in the inbox, requiring the recipient to click a button or link to turn the images on. Many of these same email browsers will display the **Alt Text** to the recipients to help them decide if they want to turn the images on or not. So it's a good idea to be either descriptive or action oriented like "Go here to read more!"
2. If you have any blind subscribers who use a screen reader to check email and access the internet, their screen reader will read the image **Alt Text** aloud.

Alignment

Use the **Alignment** option to select how you'd like your image to align with any nearby text. You'll generally want to align it to the left or right of the text. If you're inserting the image into a section of your email that includes no text, then this option can be skipped.

Dimensions

This option allows you to edit the pixel dimensions of your image. This is best left alone. If you want to edit the size of your image, a better option is to use the Library's image editor, **Picnik** (see page 19). Click Insert when you are finished to add the image to your email.


Now, what if you want to edit the properties of an image you've added? Just select the image and click the Insert Image button. This will pull up the **Adjust Display** page for that image.

To delete any image (either one you've added or one that is included in the template by default), just choose the image and click the delete key on your keyboard.

Adding links


When using the *Wizard* template to build an email, you have some options for setting up links. You can turn both the images and text within your email into links to a website or email address.

To turn an image into a link:

- ✓ Click on the image you want to link
- ✓ Click the  **Link** icon in the edit toolbar, type in the address for the website to which you want to link, and then click **Submit**.


Your image is now a link.

To turn any text into a link:

- ✓ Highlight the text you want to link
- ✓ Click the  **Link** icon in the toolbar, type in the address for the website to which you want to link, and then click submit.

You've now turned that text into a link.

To link to an email address instead of a website:

- ✓ Highlight where you want to create your link
- ✓ Click the same  **link** icon as before but this time type in mailto: and the email address to which you want to link (this should all be one word) then click **Submit**.

You now have a link to an email address.

You can always test your links in the *Preview* section and the tests you send out in the next steps.

You should be well on your way to launching your email! When you have set up your email the way you like it click *Next* to save your work and move into the launching steps. You must go through each tab before you can send your email. To learn more about this, move on to the next section – **Launching and Analyzing Your Email** – to read about the email launch process.

A few other important things to note about creating an HTML email within the *Wizard*:

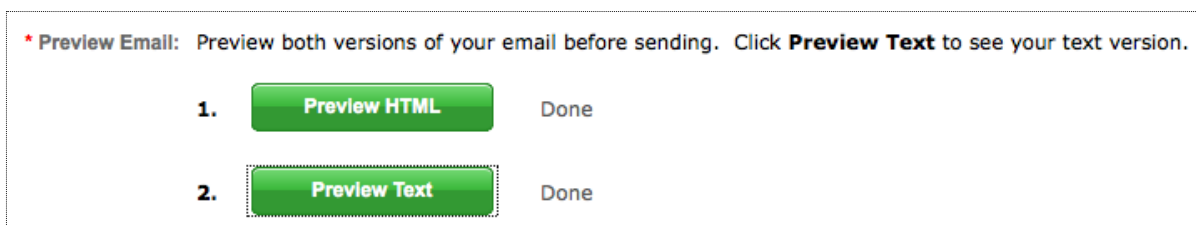
- ✓ There is a **Live Edit** mode! This is an easy way to edit your email dynamically, without having to click in and out of pages.



- ✓ We have included an **Autosave** feature at the top of the email. Simply click the link to turn it on, this way you won't lose your work if you get disconnected from VerticalResponse for some reason.



- ✓ A text back up is created for you automatically, but if you would like to edit this version click on the **Email Options** tab and uncheck the **Auto-generate Text Version** button. The text version will then be under the html version, just scroll down the page to find it.



- ✓ There is an **Undo** button! This is an easy way to erase mistakes.



To find out more about using the *Wizard*, take a look at the videos and tutorials found at http://help.verticalresponse.com/site/index/build_your_email/

Step 4: Launching and Analyzing Your Email

Now that you've designed your email, it's time to send it out! The launch process consists of three easy steps, each of which is represented by a tab in the email editor. You must step through each of these tabs to send your email. These steps / tabs are:

1. **Preview:** This tab – as you might expect – provides a preview of your email message. You can also send tests of your email to your own email address and to a list of other people who may want to look over your message before you launch it to your list. There is no cost for sending tests. The only difference between a test email and a live email is that the subject line in a test message clearly states that the email is a test and we send out both HTML and text versions as separate messages. Remember, in a live email the appropriate version will display depending on each recipient's preferences.
2. **Recipients:** You can select one or more lists as the audience for your message. If you select more than one list, we'll automatically de-duplicate email addresses that may exist between those lists so every recipient receives only one copy of your email.
3. **Send:** You can choose for the email to be sent as soon as possible or schedule it for a date/time in the future. Just choose your scheduling option and proceed to the next tab. The key thing to note when scheduling an email is that we actually look over nearly every email that is sent through our system before it can go out the door. This helps us put a full stop to spam, fraudulent messages, and other emails that violate our Terms of Service, which in turn helps us ensure that the email campaigns for all our users get delivered at a high rate.

VerticalResponse will ensure you've completed all the launch steps before allowing you to mail. If you missed a step, you'll need to go back and finish it before continuing. But if everything is ready, click the **Send Email** button.

Reporting

Once your email is sent out, you'll start getting reporting back detailing who opened your email, clicked a link, bounced, unsubscribed, or wasn't tracked as doing anything at all (these reports are available under **Emails > Sent Emails** or in the **Reports** section of the Home Page). How do we define these five categories?

1. **Open** – We track an email open based on whether or not an invisible tracking image within the email was loaded by the recipient. Since many email browsers turn images off by default (requiring end users to click a link to view images in the email they receive), only those people interested enough in the email to turn the images on - or those people who do not have this restriction on their own inbox – will be reported as an open if they open the email. The need for an image also means that opens for plain text emails cannot be tracked.

If someone opens an email more than once, we'll still only count it as a single open.

2. **Clicks** – The total number of clicks displayed in the report quite simply shows exactly how many times each link within the email has been clicked. Even if one person clicks a single link several times, each of those clicks will be counted individually (the opposite of how opens are treated).
3. **Bounces** – If an address bounces, it means the email could not be delivered to that address. Bounces are broken down into two categories:

- ✓ **Hard Bounces** – Bounces that very clearly state the email could not be delivered (i.e. “user unknown”, “no user mailbox here”, etc). We mark these as bounced within the account immediately.
- ✓ **Soft Bounces** – Bounces that are caused by an apparent temporary error. We try to deliver these for three days - if the message still can't be delivered after this period then we mark the email address as bounced.

4. **Non-Responder** – A non-responder is an address that cannot be placed into any of the above categories.

To help with the analysis and use of this data, we provide graphs showing response percentages in each category, lists showing exactly which links were clicked and how many times that clicking happened, lists showing how your email performed at your top 100 recipient domains, and exportable spreadsheets that show exactly who opened the email, exactly who clicked links, and so on.

Name	Type	Launch Date	Sent	Open	Click	Bounce	Unsub	Conv.	
End of Summer Sale	Canvas	Aug 25, 2008 2:09PM	27	48%	19%	0%	4%	0%	Actions
TV/DVD Offer	Canvas	Apr 15, 2008 12:47PM	12,004	19%	10%	1%	0%	n/a	Actions
Mid April 08	Canvas	Apr 15, 2008 10:25AM	11,977	17%	9%	1%	0%	n/a	Actions
Survey Feedback	Wizard	Apr 07, 2008 10:12PM	11,899	22%	15%	1%	0%	n/a	Actions
New Shipment	Wizard	Apr 07, 2008 9:48PM	11,839	18%	12%	1%	0%	n/a	Actions

[View All Sent Emails](#)

In addition to this default reporting, we also provide more advanced tracking options that have to be turned on through **Account > Analytic** settings.

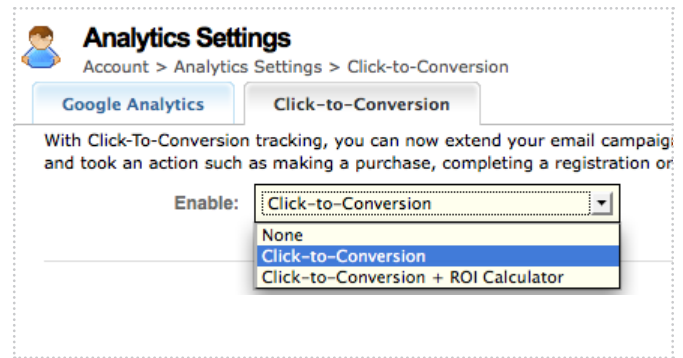
These advanced options are:

- ❑ **Click-to-Conversion (CTC) Tracking** – This requires that you add a snippet of code to a page on your site. Then if someone clicks a link

in your email and makes their way to that page, we'll count them as a conversion.

An example of how someone could use this – if the point of your email was to drive subscribers to sign-up for an event, you could add the code

snippet to the “thank you for signing up” page that is viewed by everyone who completes the event registration process. In this way, everyone who signs up for the event would be counted as a conversion.



- ❑ **Click-to-Sale (ROI) Tracking** – This allows you to track how much money any email recipients who clicked a link in your email spent once they reached your site. You can then use this data to calculate the Return on Investment for your email (money earned “minus” money spent on marketing).
- ❑ **ROI tracking works in much the same way as Click-To-Conversion tracking** – you add a snippet of code to your site that we then use for reporting within your account. This does require a bit more technical knowledge, though, as it must be setup on your site in such a way that it can capture the specific amount of money spent by each individual.
- ❑ **Google Analytics Integration** – Our integration with Google Analytics allows users to take our click-through tracking to the next level - you can follow a recipient from an open, to a click, and then to see exactly what that recipient does on your website through your Google account.

Social Sharing

You can share an archived version of any sent email to your Twitter or Facebook account from within VerticalResponse by using our Social Sharing feature. To access this feature, just click on any sent email found under *Home > Reports or Emails > Sent Emails* and then select the Social Sharing option from the *Email Actions* menu on the left side of the screen.

The first time you select this option you'll be prompted to connect your VerticalResponse account to Twitter and/or Facebook. This is a simple process which only requires you to click a link and then log-in to your account with either service. VerticalResponse will not have access to your login data, nor will we have access to any personal information in your Twitter or Facebook accounts.

After the accounts are connected, you can use the Social Sharing feature within any sent email to post a message with a link directly to your Facebook or Twitter accounts. And whether you connect any accounts or not, you can always copy your archive email link from your account and paste it wherever you want. It couldn't be easier to share your sent emails with people who might not currently be on your mailing list.

Marketing Tips

Building Blocks – Relationship Building

Whenever you interact with a customer or prospect, you are marketing your business. Whether you're having a simple conversation or your customer is making a large purchase, the customer's experience has a direct influence on their decision to become a loyal customer. So how do you know where to begin with growing a base of loyal customers? Sure, you need to offer them great products and services, but what are some other ways you can create a meaningful experience for customers?

Ask for Permission

Prospects visit your website or walk through the door of your business on a daily basis. How many of them become a customer at that moment? We'd guess most of them don't. So how can you make it more likely they'll return and become a customer down the line? Easy answer – ask for their contact information, and give them a good reason to provide it. Getting permission to contact a potential customer puts the ball in your court.

We don't mean to suggest that you ask for the full postal address with work and home phone numbers. Their first name and email address is all you need to start building the relationship, but other bits of fun information can help create great marketing offers as well.

If you have a website, create an opt-in form to capture contact details online. If you have a storefront, you can use a guestbook or fish bowl to collect business cards. If you talk to prospective customers on the phone, you can simply ask them. Just remember that the barrier to entry should be as low as possible, so the less contact info you request the easier it will be to build your list. Asking for unnecessary information like phone numbers (unless you need this info for a real reason) will lead people to wonder why you're asking for so much and make them less likely to sign-up or join the list. You can always ask for more information once they know you better or after they become a customer.

Remember to be up front with how you plan to use the information you collect. If you're going to send out a newsletter, then let customers know when they can expect to hear from you. If you're going to send special offers, be explicit wherever you ask for information so they can see the benefit of signing up. Your email content provides added value to potential subscribers in exchange for their willingness to share their details. When

Hint!

For permission-based email marketing to work, it must be:

- ✓ Relevant
- ✓ Valuable
- ✓ Appealing

you explain that email subscribers receive exclusive content and get first dibs on sale items, you automatically give them more of a reason to join your list.

Nuture the Relationship for Maximum Potential

Collecting contact info is only the first step in establishing a connection with potential customers. Once you've got their email addresses, you have to start providing them with the great information you promised at the time of sign-up. The goals of your email marketing program, and the personalities of your company and customers will determine the kind of information you send. Are you hoping to drive immediate sales with your emails? Or create brand awareness and establish yourself with subscribers? There is no 'one-size-fits-all' approach here. What works for the company down the street may not work for you at all.

Reporting: How Are You Using It, Or Are You?

If you are currently using any reputable email service provider like VerticalResponse, you definitely have access to basic reports about how your email marketing campaigns are doing. The real question is, what are you doing with that information? We've put together some ranges for the stats you probably view and some ideas of what you could be doing with that information to make your email campaigns even better.

Hint!

What 'carrots' can you offer customers to entice them to sign up for emails?

- ✓ **Exclusive offers**
- ✓ **Coupons**
- ✓ **Valuable content that's relevant to your business**

Open Rate

Customers who tend to have great relationships with their customers can get open rates as high as 40%, which is great. Others that have gathered their lists over several years and potentially lost some customers could be in the 14-18% range.

Ideas:

- ✓ Get rid of the dead weight. If you've been sending someone email for years and they've never opened your email or clicked a link, then maybe email just isn't the way you should be contacting them. Why not try calling them or dropping them a postcard to see if that wakes them up? THEN you can try to develop an online relationship with them at a later date. You'll be mailing to more active people in the long run.
- ✓ Download your list of NON-RESPONDERS, these are people who have neither clicked on a link nor opened your email. Then, a week or so after you've sent a campaign, send them the same email, but switch up the subject line to something more catchy to see if you can get more people opening.
- ✓ Don't try to be cute or misleading in the subject line. Using "Re:" so it appears as if you're sending these individuals a reply to a message they've sent is deceptive. This practice is now against the Federal law.
- ✓ Keep your subject line concise. Some ISPs will shorten the subject line to 30 or 40 characters. You want your recipients to open and read your email; you don't need to tell the whole story here.
- ✓ The most important thing to remember is that an open rate is only valid for people who receive HTML emails. Make sure you evaluate your campaign performance with this fact in mind.

Click Rate

Click rates usually fall in the 1-3% range. However, if you've got an amazing story to tell or great deal to give, then we see it skyrocket to the 8-10% range. Anything over that you're off the charts. Again it all depends on that relationship you have with your customers.

Ideas:

- ✓ Test including more links in your email. We tested linking our article headlines and squeezed some more clicks out of people. Make sure all of your images are linked as well.
- ✓ Put your most important articles or offers above the fold or at the top of your email.
- ✓ Targeted, relevant messages not only receive higher open rates, they also receive much higher click-through rates. Target your messages based upon your subscriber's demographics, preferences and interests, and past purchase history.
- ✓ Use graphics or pictures to explain your product, and make the graphic clickable to direct readers to a web page providing more information.

Lastly, the best thing you can do to increase your rates is give your recipients value. Whether you define value as a discount off of goods and services or a piece of information your recipient can't do without, this will strengthen your relationship, thereby increasing your response rate.

Bounce Rate

We've seen our customers average bounce rates usually come in under .5%. However, lists mailed less frequently can have bounce rates in the 5%-7% range. A list that is mailed for the first time can have up to a 50% bounce rate depending on how "new" it is.

- ✓ **Idea:** Download your list of bounces. If you have their postal addresses, send them a *postcard* asking them to update their email address. Then direct them to an opt-in form where you capture their new address. You may have to sweeten the deal with an offer on their next purchase or something free like a gift card. It's worth it for you not to lose that customer.

Unsubscribe Rate

A regularly mailed list has an average unsubscribe rate around the .2-.5% range. A less frequently mailed email list can creep up to the 2-5% range.

- ✓ **Idea:** Keep in more frequent touch with your recipients. Instead of once every 3 months why not make the time and increase it to once per month. A customer of yours may be on their way out the door, you don't want that.

Common Email Marketing Mistakes

Get Permission

Just like in grade school, you have to get permission first. Unless you have the recipient's permission, you may be sending spam, which is against the law. Buy e-mail lists on a CD or harvesting them from the Web is bad news. Spam hurts the reputation of your business. The [CAN-SPAM Act](#) provides strict requirements about what you can and cannot do; for more information, go to the Federal Trade Commission Web site.

All Sizzle, No Substance

Make sure your content is relevant and timely. Make sure your campaigns contain something value to the recipient. You need to provide them with something that they desire. Interesting content should hold their attention long enough for you to market yourself successfully.

Stick to the Subject

Put some thought into your "from" and "subject" lines. People often determine that they do not know the e-mail sender and delete it immediately. The "from" line should be the exact company or newsletter name with which they signed up. The subject line can be the name of the newsletter or a well-thought-out, clever headline that grabs their attention.

What Do You Want?

What is your call to action? You can't get results without one. Do you want the reader to go to your Website? Buy something? Take a survey? Whatever you want them to do, make it clear and simple.

VerticalResponse Marketing Lingo 101

A/B Split

When a list is divided into two equal segments, each of which can be tested with different variables as part an effort to determine which is more effective

Above the fold

When you launch your internet browser or while viewing your email in your email reader, the bottom of the window is commonly referred to as the “fold”. The viewable areas before one has to start scrolling are “above the fold”.

API (or Application Programming Interface)

An application programming interface (API) allows a software’s functionality to be extended to ‘the outside world’. Examples of APIs include Google’s Gmaps pedometer, where users can map out their running routes.

ASP (or Application Service Provider)

An application service provider (ASP) is a company that provides access to software applications via the Internet that otherwise would have to be installed on a user’s personal computer. Current buzzterm for this is Software-as-a-Service (SaaS). See also: SaaS (Software as a Service)

Auto Reply

When an email recipient is “Out of the Office” or “Away on Vacation” they often set up an automated reply message alerting the sender to this fact.

B2B

B2B (business-to-business) companies that primarily sell products or provide services to other businesses.

B2C

B2C (business-to-consumer) companies are those firms that sell products or provide services primarily to end-user consumers.

Bandwidth

The amount of information that can be transmitted over a network such as the Internet in a specific amount of time.

Blacklists

Blacklists are made up of lists of IP addresses belonging to organizations that have been identified as senders of SPAM (unsolicited commercial email). Blacklists are often used by ISPs and corporations as part of the filtering process that determines which IP addresses they prohibit from sending mail to their members.

Blocking

When emails are prevented from reaching their intended destination, typically due to action taken on the part of the Internet Service Provider (ISP).

Blog

A user-generated website where entries are made in an informal journal style and displayed in date order with the most recent entries first. Readers may or may not be able to comment on specific posts within the blog.

Bonded Sender Program

Sponsored by IronPort Systems, the Bonded Sender program identifies legitimate email traffic. Originators of legitimate email can now post a financial bond to ensure the integrity of their email campaign. Receivers who feel they have received an unsolicited email from a Bonded Sender can complain to their ISP, enterprise, or IronPort and a financial charge is debited from the bond. This market-based mechanism allows email senders to ensure their message gets to the end user, and provides corporate IT managers and ISPs with an objective way to ensure only unwanted messages get blocked.

Bounce

A “Bounced” email indicates that an attempt to deliver an email to a particular address has failed. This may occur if the email address is no longer valid or the intended recipient’s ISP and/or email servers were not functioning over a period of 3 consecutive days. See also: Bounce - Hard, Bounce - Soft

Bounce - Hard

An email address that is rejected for a permanent reason that cannot be resolved, such as: “the address does not exist”. See also: Bounce

Bounce - Soft

An email address that is rejected for what is most likely a temporary reason, such as an overfilled inbox. See also: Bounce

Call-to-Action

Phrasing that encourages a reader to take action. For example, “Click here to register for the VerticalResponse newsletter.” or “Get started with your free trial of VerticalResponse today!”

CAN-SPAM Act of 2003

The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) is a federal law that establishes requirements for those who send commercial email. It spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask emailers to stop spamming them. Among other measures, the law:

- ✓ Bans false or misleading header information. Your email’s “From,” “To,” and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.

- ✓ Prohibits deceptive subject lines. The subject line cannot mislead the recipient about the contents or subject matter of the message.
- ✓ Requires that your email give recipients an opt-out method. You must provide a return email address or another Internet-based response mechanism that allows a recipient to ask you not to send future email messages to that email address, and you must honor the requests. 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.
- ✓ It requires that commercial email be identified as an advertisement and include the sender’s valid physical postal address. Your message must contain clear and conspicuous notice that the message is an advertisement or solicitation and that the recipient can opt out of receiving more commercial email from you. It also must include your valid physical postal address.

The CAN-SPAM Act also provides for penalties for a number of other offenses, which can be reviewed here: <http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>

CAPTCHA

A Completely Automated Public Turing test to tell Computers and Humans Apart is used to determine whether or not the user is human. Users are asked to type in a series of distorted images to prove that they are not a machine.

Challenge Response

A challenge-response system is a program that replies to an email message from an unknown sender by subjecting the sender to a test designed to differentiate humans from automated senders, also known as “bots”.

Click-through Rate (CTR), Click Rate

An indicator of response to a given email message, as measured by the percentage of recipients that click on a link enclosed in the email. To determine the click-through rate, divide the number of responses by the number of emails sent (multiply this number by 100 to express the result as a percentage).

Co-registration or Co-Reg

Co-registration is the process of using other websites to generate opt-in email leads that you can add to your mailing list for marketing purposes. When you reach a co-registration agreement with a site or a network of sites, they will ask new registrants if they would like to receive information from your company as well. If the registrants opt-in (choose to receive mailings), they will be added to your mailing list so you can market to them directly.

Confirmed Opt-in

“Confirmed opt-in”, also known as “double opt-in” or “closed loop” in some circles, provides an additional layer of security by requiring that an email account be both subscribed and then verified by a confirmation email before it is added to the list. As a result, only those people with access to the account can respond to the confirmation message, greatly reducing the chance of abuse. For this reason, confirmed opt-in is regarded as the gold standard for secure email marketing.

Content

The copy, graphics and images that comprise your email, website or marketing materials

Conversion Rate

A metric which measures the percentage of people converted into subscribers or buyers out of the total population exposed to a particular campaign.

Copy

The text of the campaign, distinct from the graphics.

CPA (or Cost per acquisition)

A payment model in which payment is based solely on qualifying actions such as sales or registrations.

CPM (or Cost per thousand)

In marketing, CPM commonly refers to the cost per 1,000 names on a given list or impressions served. For example, a list using VerticalResponse priced at \$10 CPM would mean that the list owner charges \$.01 per email address.

CRM (or Customer relationship management)

Customer relationship management (CRM) is a broad term that refers to concepts businesses use to maintain and improve relationships with customers. CRM involves collecting, storing and analyzing customer information. CRM enables businesses to provide personalized services to meet their customers' needs and retain their business.

Database

A database is a collection of information stored in a computer in a systematic way, such that a computer program can consult it to answer questions. For email marketing purposes, a database is the software that stores your records or lists. Your database may be in the following forms: ACT!, Filemaker, GoldMine, MS Excel, Access, Netscape, Outlook, Outlook Express, Oracle, Salesforce, Saleslogix, Sybase or many other forms.

Dedupe

Deduplication refers to a data cleansing technique where duplicate data is removed from a set.

Deliverability

The ability of the email sender to consistently deliver an email to a recipient's inbox with HTML and text intact. Marketers operating permission-based email schemes need to carefully consider deliverability due to aggressive SPAM filters.

Domain

Generally refers to internet addresses, the memorable form of a website's numerical IP address. VerticalResponse's domain name is verticalresponse.com.

DomainKeys

Or DKIM: Domain Keys Identified Mail. An anti-spam software application that uses a combination of public and private keys to authenticate the sender's domain (A name by which a computer connected to the Internet is identified) and reduce the chance that a spammer or hacker will fake the domain sending address.

Double Opt-in

"Double opt-in", also known as "confirmed opt-in" or "closed-loop" in some circles, provides an additional layer of security by requiring that email accounts be both subscribed and then verified by a confirmation email before they are added to the list. As a result, only those people with access to the account can respond to the confirmation message, greatly reducing the chance of abuse. For this reason, double opt-in is regarded as the gold standard for secure email marketing. See also: Opt-in, Opt-in form

Email Campaign

When you build an email and send it to your recipients using VerticalResponse this is an example of an email campaign. Your campaign may be a newsletter or may consist of offers.

Some marketers may define a campaign as a series of email messages using a common theme, but in the VerticalResponse system, any email sent - even one at a time as opposed to a series of emails - is classified as a campaign.

Email Client

An application used to send, receive, store and view email like Outlook, Mac Mail, Yahoo! Mail, Gmail, etc.

ESP (or Email Service Provider)

Email Service Providers (ESPs) are companies like VerticalResponse that provide a service of enabling a user to send permission-based email campaigns to designated users. They are usually Software-as-a-Service Providers (SaaS) who offer their services in an online fashion. There are also software ESPs.

ESPC

The Email Sender & Provider Coalition (ESPC) was formed to fight spam while protecting the delivery of legitimate email. The ESPC members have recognized the need for strong spam solutions that ensure the delivery of legitimate email and have been very active in the war against spam. VerticalResponse is an active member of this organization. For more information on the ESPC, visit www.espcalition.org.

Feedback Loop

Service provided by Internet Service Providers to other providers or mailers who have a good reputation and send a large amount of mail into their network. A feedback loop sends email reported as spam back to the sender so the sender can take action to resolve the problem.

Font

A specific size and style of type within a type family.

Footer

Some emails include a “footer”. This is the area at the bottom of an email where you might find unsubscribe information.

Forward to a Friend

Forward to a Friend refers to an option (usually a link) provided to an email recipient that provides them with an easy method to share that email message with someone else.

Frequency

The intervals at which email marketing efforts are repeated: weekly, bi-weekly, monthly, bi-monthly, etc.

From Line

The information that appears in the “From” line at the top of the email and typically indicates the identity of the sender.

Hard Bounced Email

A hard bounce is an e-mail message that has been returned to the sender because the recipient’s address is not valid. A hard bounce might occur because the domain name doesn’t exist or because the recipient is unknown.

Harvesting

The illegal process of obtaining lists of email addresses to send bulk emails, or spam. Harvesting can include list purchase and spam ‘bots’ scanning web pages for email addresses.

Header

The header in an email is the part of the email that is not transparent to the recipient unless they have their “View Headers” turned on. This tells the recipient what servers the email is coming from and what programs are being used to generate this email. Headers contain information on the email itself and the route it’s taken across the Internet. Recipients can normally see the “to” (identity of recipient), “from” (identity of sender)

and “subject” (information in the subject line) headers in their inbox. You can modify these to influence their decision to open or delete an email.

Headline

The announcement recipients see when they open an email. Ideally, the headline expresses the company’s value proposition and encourages the recipient to read further.

Hosted Email

A hosted version of an email allows users to view the email message as a web page, thus ensuring that all formatting remains intact. VerticalResponse does this for you for free.

House List

A permission-based list that you build yourself. Use it to market, cross sell and up-sell, and to establish a relationship with customers over time. Your house list is one of your most valuable assets.

HTML (or Hypertext Markup Language)

A “markup” language designed for the creation of web pages and other information viewable in a Web browser.

HTML Email

HTML email is simply an email created with HTML that allows for the display of images as opposed to simple text. Ninety five percent of all email readers have the ability to display HTML emails, which are more visually appealing and attention-grabbing than mere text. However since 2005, many readers have the default where images are “turned off” or not viewable by the recipient. For this reason you need to make sure your recipients add you to their address book so you’ll always go into the inbox where images will show.

IP Address

The Internet Protocol (IP) address is simply a computer's address. The IP address refers to the numerical component of an internet address or domain name. An IP address in general looks like this: 123.45.6.789

ISP (or Internet Service Provider)

Internet Service Provider is a company that provides access to the Internet. AOL, Yahoo!, MSN, Comcast and various local phone companies are common ISPs.

Landing Page

The page on a website where the visitor arrives (which may or may not be the home page). In terms of an email campaign, if a user wants to track a campaign separately they set up an additional page for recipients to visit. This way they can track distinctive traffic to this page from their email.

Layout

The arrangement of content within an email. A layout is designed to optimize the use of space while presenting the critical content in the portions of screen most likely to attract the recipient's immediate attention.

Links

Text links, hyperlinks, graphics or images which, when clicked or when pasted into the browser, direct the reader to another online location.

Load Time

The length of time it takes for a page to open completely in the browser window. You'll want your load time to be as fast as possible.

Look and Feel

The degree to which design, layout and functionality are appealing to prospects and fits the image the business is trying to portray.

Mailing List

A set of email addresses designated for receiving specific email messages.

Mailto:

An HTML command that allows collection of email addresses from a website. When readers click on a link (such as ``) their default email program composes an email message to send to that address.

Multi-part MIME Email

Multipurpose Internet Mail Extensions (MIME) is an Internet standard for the format of email. Virtually all Internet email is transmitted in MIME format. This simply means that two versions of the email are sent, one graphical and one text. The appropriate version is then directed to the recipient based on the recipient's email client's preferences.

Navigation

The path by which a user can click from page to page on a website and move around within a page.

Nth Sampling

When a subset of the list is constructed based on every Nth individual. For example, if you need to create a sub-list with 100 members from an overall list of 1,000 names, every tenth person is selected. If you need to create a sub-list of 5,000 from a list of 100,000, then every twentieth name is chosen.

On Demand

The phrase "On Demand" refers to a service or feature that is available for immediate access whenever an individual chooses to access it.

Open Rate

The number of HTML message recipients who opened your email, typically measured as a percentage of the total number of emails sent, although calculation methods may differ. The open rate is considered a useful metric for judging response to an email campaign but it should be noted that open rates for text emails can't be calculated.

Open Relay

An open relay is an email server configured so that anyone on the internet can dispatch email. Once an acceptable means of sending email in the past, spammers have used open relay to re-route their email through a third party to avoid detection. The CAN SPAM Act of 2003 made it illegal to send spam through an open relay.

Opt-in

Opting-In is the action a person takes when he or she actively agrees, by email or other means, to receive communications from an email sender. There are different types of opt-in practices, some of which are more demanding than others. See also: Double Opt-in, Opt-in form, Single Opt-in

Opt-in form

A form that website owners can add to their site to collect newsletter signups from visitors. See also: Double Opt-in, Opt-in, Single Opt-in

Opt-Out

Opt-out email marketing assumes the recipient wants to receive email unless they specifically ask to be removed from the list - in other words, "opt-out" or "unsubscribe". If readers fail to state explicitly that they no longer wish to remain on the list, they can expect to receive messages until they make their desire known. Response rates tend to be lower when sending opt-out email, so be prepared for this result when you're analyzing your campaigns.

Payoff

When offering customers further information, such as a whitepaper or article via a link in an email, the payoff is the information they gain access to when clicking on that link.

Permission-based email

The practice of only sending email messages to those recipients who have agreed (or asked) to receive them.

Personalization

The practice of writing the email to make the recipient feel that it is more personal and was sent with him or her in mind. This might include using the recipient's name in the salutation or subject line, referring to previous purchases or correspondence, or offering recommendations based on previous buying patterns.

Phishing

In a phishing scam, a spammer, posing as a trusted party such as a bank or reputable online vendor, sends email messages directing recipients to Web sites that appear to be official but are in reality fraudulent. Visitors to these Web sites are asked to disclose personal information, such as credit card numbers, or to purchase counterfeit or pirated products. See also: Sender-ID, Spoofing

Preview Pane

Email programs such as Microsoft Outlook, Entourage, and Mac Mail allow users to view email through a preview pane. The preview pane is important to bear in mind when composing the opening lines of an email.

ROI (Return on Investment)

A measure of the profit realized and/or costs saved at a company, or as the result of a specific project within the company. ROI measures how effectively the firm uses its capital and resources to generate profit; the higher the ROI, the better. An ROI calculation is sometimes used along with other approaches to develop a business case for a given proposal.

SaaS (Software as a Service)

Software as a service (SaaS) is a software distribution model in which applications are hosted by a vendor or service provider and made available to customers over a network, typically the Internet. See also: ASP (or Application Service Provider)

Salutation

This is the area in an email where you address your recipient. Examples are "Dear Customer", "Hello Larry", and "Dear Member".

Sender-ID

Sender-ID is an email industry initiative championed by Microsoft and other industry leaders as a technical solution to help counter spoofing - the #1 deceptive practice used by spammers. See also: Phishing, Spoofing

Signature File

A short block of text at the end of a message identifying the sender and providing additional information about them.

Single Opt-in

Under single opt-in formats, businesses only mail addresses that have been actively subscribed to their list, typically by completing a web form, filling out a business reply card or sending an email to a specific address. Because the registration process is proactive, a single-opt in policy offers a higher level of security than the opt-out approach, but also has the following limitations:

Since single opt-in procedure does not require email address verification, it is possible to register other people without their consent, merely by having knowledge of that person's email address.

A mistyped address or the entry of a bogus email account that happens to belong to someone else can result in a company mailing a customer who has not registered to receive messages.

Single opt-in email policies are susceptible to spam traps. Spam traps are essentially email addresses or domains that have not registered to receive any email. Therefore, any messages they do receive must be spam. The problem for marketers comes when people deliberately subscribe spam trap addresses to their lists, or one is inadvertently added. This scenario exposes the mailer to blacklisting by ISPs or the organization operating the spam trap.

See also: Opt-in, Opt-in form

Social Media

Social Media is a group of internet applications that are based on user participation and user-generated content. They include social networking sites like Twitter, LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites that are centered on user interaction.

Soft Bounced Email

A soft bounce is an email message that gets to the recipient's mail server but is returned undelivered before it reaches the recipient. A soft bounce might occur because the recipient's inbox is full and may be deliverable at another time or may be forwarded manually by the network administrator in charge of redirecting mail on the recipient's domain.

Spam Trap

A spam trap is a seemingly valid email address used to identify spam messages. The idea is to take an address that hasn't been subscribed to any email lists and monitor the email it receives. As it wasn't subscribed to any email, anything it receives must be unsolicited - in other words - spam.

SPAM, UCE

SPAM or Unsolicited Commercial Email (UCE) is unsolicited email, particularly of a commercial nature. Sending email to people who have not requested to receive messages from you will likely result in SPAM complaints.

SPF (Sender Policy Framework)

An email authentication system that verifies that a message came from an authorized mail server. SPF is designed to detect messages from spammers and phishers who falsify the sender's IP address in the email header.

Spoofing

Email spoofing involves forging a sender's address on email messages. It can be used by malicious individuals to mislead email recipients into reading and responding to deceptive mail. These fake messages can jeopardize the online privacy of consumers and damage the reputation of the companies purported to have sent the messages. Spoofed email often contains phishing scams. See also: Phishing, Sender-ID

Subheads (or Subheadings)

A line within a body of text that serves as a subtitle for the content that follows. Subheads break up paragraphs of copy and make the page more attractive or easy on the eye. They also often act as signposts indicating specific topics, offers, promotions, etc.

Subject Line

The email subject line is the line that appears in an email client indicating the topic of the message. This is the line used to entice the recipient to open the email and read further. It is the most important part of your email.

Suppression List

A list of addresses that is never sent emails. When a campaign is launched, addresses on the suppression list are automatically removed from the mailing list for that campaign. Suppression

Lists are used for organizations to remain CAN SPAM compliant as well as segmenting different recipients.

Targeting

The ability to serve messaging to the users most likely to be receptive to the message, based on their geographic, demographic, psychographic and behavioral characteristics.

Teaser

A message, or part of a message, designed to arouse curiosity and interest and cause the reader to explore further, but without revealing too much detail about the offer being promoted.

Timing

Scheduling the email campaign to reach the audience at the most opportune time for it to be read. Timing might be seasonal (for example, vacation or school), dependent on holidays, etc. or mailings might go out on a standard schedule. Even the day of the week and what time of day the mailing goes out are important considerations: for example, a Friday afternoon mailing may be great for retailing customers, but bad for business-to-business customers.

Tracking

Collecting and evaluating the statistics so that one can measure an event, such as a click or an open.

Type Size

A size of typewritten or printed character. For example, a serif type (or typeface), a sans-serif type, 10 point type, 14 point type for print, size=1, size=2 for the web.

Unique Forwarders

The number of unique individuals who forward an email. When the number of unique forwards is totaled, each person that forwards a particular email is counted just once, no matter how many times they forward that message.

Unsubscribe

When the owner of an email address unsubscribes, this indicates that the individual no longer wishes to receive emails from your organization. People can unsubscribe either by clicking the “Unsubscribe” link at the bottom of each email sent through our system, or by replying to the email with the word “Unsubscribe” in the subject line. This process is also known as opting-out. Including an unsubscribe mechanism is now part of CAN-SPAM Federal Legislation.

Up-Selling / Cross-Selling

Presenting customers with an opportunity to purchase products, services or accessories that are related to items in which they have shown an interest or purchased previously.

URL

A Uniform Resource Locator (URL) is the technical term for a web address, such as <http://www.verticalresponse.com>

Usability

A measure of how easy it is for a user to complete a task. In the context of Web pages this concerns how easy it is for a user to find the information they require from a given Web site.

Value

The overall appeal and usefulness of the product or service to the prospect.

Variable Envelope Return Paths (VERP)

The method of using a different envelope return / reply path for each recipient of an email message to ensure that the correct address is always processed in the case of an unsubscribe or bounce.

Viral Forwards

The number of referrals sent.

Viral Marketing

Elements and functions included in a communication that encourages and allows recipients to pass the offer along to others, thereby leveraging the marketing effort (“tell a friend,” “please forward,” etc.).

Viral Responses

The number of recipients who received the referral, opened it and clicked on a link.

Web 2.0

The definition of the term Web 2.0 is an evolving one, but it is generally agreed that Web 2.0 refers to a second generation of Internet services that let people collaborate and share information online. In contrast to the first generation, in Web 2.0, the internet functions as a computing platform that serves web applications to end users. In this way, it provides an experience closer to desktop applications than the traditional static Web pages.

Web-friendly Fonts

Almost all web browsers are capable of displaying four primary fonts properly: Times, Arial, Helvetica, and Verdana, as well as their variants (Arial Narrow, Times New Roman, etc.) If a web developer decides to stray from one of these fonts he or she risks browser compatibility problems and the prospect that their pages may render inaccurately when viewed through certain web browsers.

Whitelists

Whitelists are lists of commercial emailers (including ESPs) who have been approved to send mail through the ISP. The ISP (internet service provider) requires a list of IP (internet protocol) addresses that email will be sent from, and in some cases a test period where the commercial emailer will be approved or rejected