

TIPS ON USING YOUR LIST AUDIT RESULTS

FreshAddress, Inc. recently performed one of our email audit services on your list.

Now What??

FreshAddress offers the following advice when integrating your results into your e-marketing database:

Audit

FreshAddress' List Audit service identifies duplicate emails, known bounces, common typos, and other problematic emails. The email addresses in your list that "failed" the Audit process have been flagged and placed in your results file.

Your results file will contain the problematic email along with a corresponding error code and comment*. The possible error codes and our suggested action is below:

D- Emails coded with "D" indicate that email address appears more than once on your list. Emails flagged with D should be removed from your mailable file

W- Emails coded with "W" are warnings. These email addresses include known squealers and screamers, EMPS suppressions, bad MX, among others and should not be messaged. We suggest all emails coded with W be removed from your mailable file and added to your suppression file.

S- Emails coded with "S" indicate a fixable typo or other hygiene error. If not corrected, it is likely that any email sent to one of these addresses will bounce or be misdirected. Client can attempt to fix these errors; otherwise we suggest they are moved to your suppression file. The FreshAddress List Audit and & Hygiene service automatically includes corrections for all these errors.

E- Emails coded with "E" are incomplete and/or uncorrectable email addresses. We suggest all emails flagged with an "E" should be removed from your mailable file and/or moved to your suppression list.

Note: Email Audit is designed only as an initial screen of list quality. FreshAddress did not deploy confirmation emails to any of the email addresses in your file and therefore can not guarantee that any of the email addresses are deliverable. The deliverability & complaint rates of those addresses that passed the Audit are dependent on many factors outside of FreshAddress' control, including age of list, origin of list, relationship of the recipients with your company, creative used in your email communications, frequency of your email communications, and your past emailing history.

Audit & Hygiene

Our list Audit and Hygiene service includes the basic Audit but also provides a hygiene correction for the emails flagged with a "S" syntax error.

Your results file will contain the problematic email along with a corresponding error code, hygiene correction (if available) and comment*. The possible error codes and our suggested action is below:

D- Emails coded with "D" indicate that email address appears more than once on your list or within our suggestions. Emails flagged with D should be removed from your mailable file

W- Emails coded with "W" are warnings. These email addresses include known squealers and screamers, EMPS suppressions, bad MX, among others and should not be messaged. We suggest all emails coded with W be removed from your mailable file and moved to your in house suppression file.

E- Emails coded with "E" are incomplete and/or uncorrectable, email addresses. We suggest all emails flagged with an "E" should be removed from your mailable file and/or moved to your suppression list.

S- Emails coded with "S" indicate an email that has been hygiened by FreshAddress. The corrected email address can be found in "SUGGESTED" column, between CODE and COMMENT. We advise you to update your house file according, heeding the following tips:

- **Introduce, Don't Insert.**

Do not immediately insert your hygiened results into your next promotional mailing. They should first receive an introduction email from you, explaining that you've recently corrected errors in your database, welcoming them to the email relationship, and reminding them of the value you are offering them through this medium (e.g. advance notification of sales, special offers, etc.).

- **Respect Authentication Procedures.**

Be sure to not override your existing business authentication rules. Our hygiened results should not allow customers expedited access to services that would normally require proof of identity. For example, if your customer usually needs to provide a username/password and sensitive account information in order to sign up for e-billing, you should not automatically add the corrected email address we provide to their account. Instead, utilize your results to cost effectively communicate to your customers and recruit them to enroll in e-billing.

- **Expect Some Bounces.**

Email Audit & Hygiene is designed only as an initial screen of list quality. FreshAddress did not deploy confirmation emails to any of the email addresses and therefore can not guarantee that any of the email addresses are deliverable. The deliverability & complaint rates of those addresses that passed the Audit, or were corrected in the Audit are dependent on many factors outside of FreshAddress' control, including age of list, origin of list, relationship of the recipients with your company, creative used in your email communications, frequency of your email communications, and your past emailing history.

- **Anticipate a Few Complaints.**

Your initial email message to your hygiened results may generate a small handful of complaints. Prepare for this by alerting your customer service department in advance and putting extra effort into crafting your initial messages to the hygiened email addresses.

Audit & Segmentation

Our list Audit and Segmentation service includes the basic Audit and then goes a step further to confirm the deliverability of any particular email address that passes the initial audit. Your results set includes 3 files- 1. Deliverable, 2. Undeliverable and Suppressions and 3. Unsubscribes.

1. Deliverables. These email addresses passed our initial List Audit and then were deemed deliverable during the messaging pass completed on your behalf. It is safe to include this group in your normal mailings.

2. Undeliverables and Suppressions. The email addresses in this file failed our List Audit and/or determined undeliverable during our messaging pass. The "Reason" column will indicate the reason a particular email address was added to this file. We advise the emails found in this file should be removed from your mailable file and/or added to your suppression file.

3. Unsubscribes. The individuals in this group were found to have deliverable email addresses, however they unsubscribed from your company's email communication during our messaging pass. This file should be added to your master unsubscribe list and never messaged by your company again.

