

## TIPS ON USING YOUR ECOA RESULTS

FreshAddress, Inc. recently performed an ECOA on your database. The process involved cross-referencing your list of customer emails with our databases of changed email addresses. The matched email addresses were sent a permission message to confirm deliverability and permission. Your results include (1) ECOA Results – deliverable email addresses that are ready for your email campaigns, and (2) Unsubscribe Results - ECOA results that *do not want* an email relationship with your company.

### Now What??

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

- **Scrutinize Your Results.**  
Before you start using your ECOA results, take a moment to eyeball a sampling of the results to ensure the records make sense. This is more for peace of mind than anything...
- **Honor Your Unsubscribes.**  
Your results include a list of customers who do not want an email relationship with your company. These emails should be added to your global suppression file. It is a violation of CAN-SPAM if you send them emails.
- **Re-Introduce, Don't Insert.**  
Do not immediately insert your updated results into your next promotional mailing. They should first receive a re-introduction email from you, explaining that you've recently updated your database, welcoming them back 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 ECOA 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 email addresses we provide to their accounts. Instead, utilize your results to cost effectively communicate to your customers and recruit them to enroll in e-billing.
- **Expect Some Bounces.**  
Be sure to test your ECOA results within your contracted terms (typically 10 business days of receiving your file) in order to receive a credit for undeliverables. Don't be alarmed if you experience a few bounces -- with email attrition rates at ~ 30% per year, email addresses are changing all the time, even in your results.
- **Anticipate a Few Complaints.**  
Your initial email message to your updated results may generate a small handful of complaints. This is not unusual, as you are messaging recipients at an email address they didn't directly provide to you. Prepare for this by alerting your customer service department in advance and putting extra effort into crafting your initial messages to the updated email addresses.
- **Allow Future Unsubscribes.**  
It should always be easy for someone to get off your email list. Make sure every email you send your customers has an opportunity to unsubscribe. Not only is it CAN-SPAM compliant, but it also makes for happy customers.
- **Re-Match.**  
Maximize your results by re-matching your records on a quarterly basis. As you continue to build your list, FreshAddress also continues to build its email database. Put the two together a few times a year, and you have a winning combination!