



Email Deliverability Audit Service

In an environment where success or failure is measured in tenths of a percentage point, every email message that fails to get through to its intended recipient is a lost opportunity. Industry estimates indicate that the proliferation of spam filters has created a virtual spam filter minefield, which traps as much as 14-25% percent of email messages broadcast for legitimate marketing purposes.

The Beasley Direct Marketing deliverability audit service checks your email creative for elements that can attract the attention of spam filters and, thereby, improves deliverability rates by 5-10%.

All kinds of things can set off spam filters –it can be incomplete html code elements as well as content or key word elements. You can get away with one or two of these triggers but the cumulative effect of all of these little things can cause your email to be rejected at the ISP level, the corporate level, the department level, or even the personal PC level. And most of the time, you'll never know if or where the email has been caught.

What Our Email Deliverability Audit Includes:

Each email creative is put through a thorough design review and testing regimen, which includes the following:

- All html code or style elements are reviewed and *corrected* to ensure there is no obvious sloppiness in code or style elements that would attract the attention of spam filters.
- Copy is carefully reviewed for keywords or content that would sound an alarm in a spam filter. We test the email and rate it against several spam filter packages to catch copy that might get caught. If keywords or content are flagged or cause the email to be trapped, we make recommendations for changes.
- We then transmit and test your campaign to a variety of ISPs, corporate networks and email-browser combinations to assess SPAM-filter permeability and cross-browser

compatibility. We will flag concerns that might be endemic to the email design, such as the use of ASCII characters rather than proper HTML codes for punctuation, incomplete or broken links, and other web view issues that can cause an email message to look as intended on one computer monitor but not on another.

- Simple corrections to the copy are implemented for you (with your approval). Broken or incomplete links and other simple HTML coding problems are also corrected under the scope of the service.

Note regarding emails intended to be used with opt-in rental lists: Although we make every effort to review and correct your email to comply with industry best practices, we cannot make any guarantees on deliverability. There are factors beyond our control in the course of email transmission, especially if, while in the course of transmitting your email, an outside list owner introduces code or content in their automated headers or footers that would cause the email to be caught in spam filters.