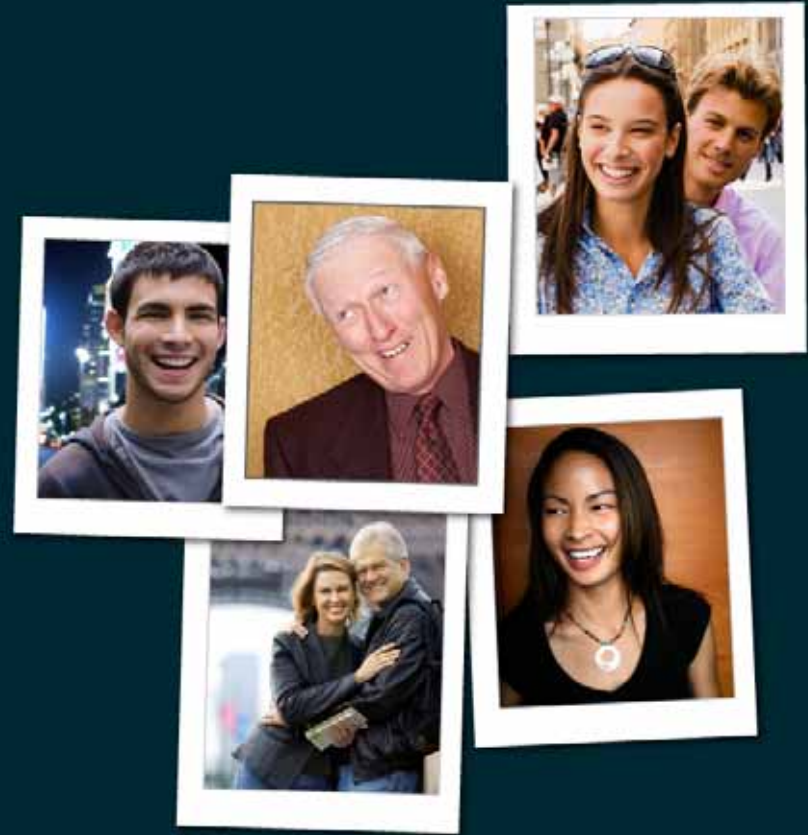


SUMMIT 08



GETTING TO THE INBOX: *RIGHTNOW MARKETING*

Best Practices

**RIGHT  
NOW.**

- Email Deliverability Group
- Email Authentication
- Email Best Practices
- White list/Blacklist Management
- RightNow Delivery Feedback
- Building Reputation
- Questions and Answers

- Most Marketers “rank deliverability as today’s most serious challenge for e-mail marketing”

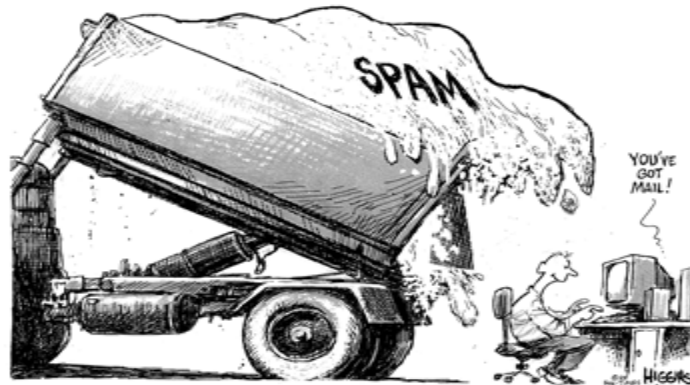
» DMA, April 2007

- Question: How Many Emails Are Sent Every Day?

- **Question:** How Many Emails Are Sent Every Day?
- **Answer:** Statistics, extrapolations and counting by Radicati Group from August 2008 estimate the number of emails sent per day (in 2008) to be around 210 billion.
- 183 billion messages per day means more than 2 million emails are sent every second

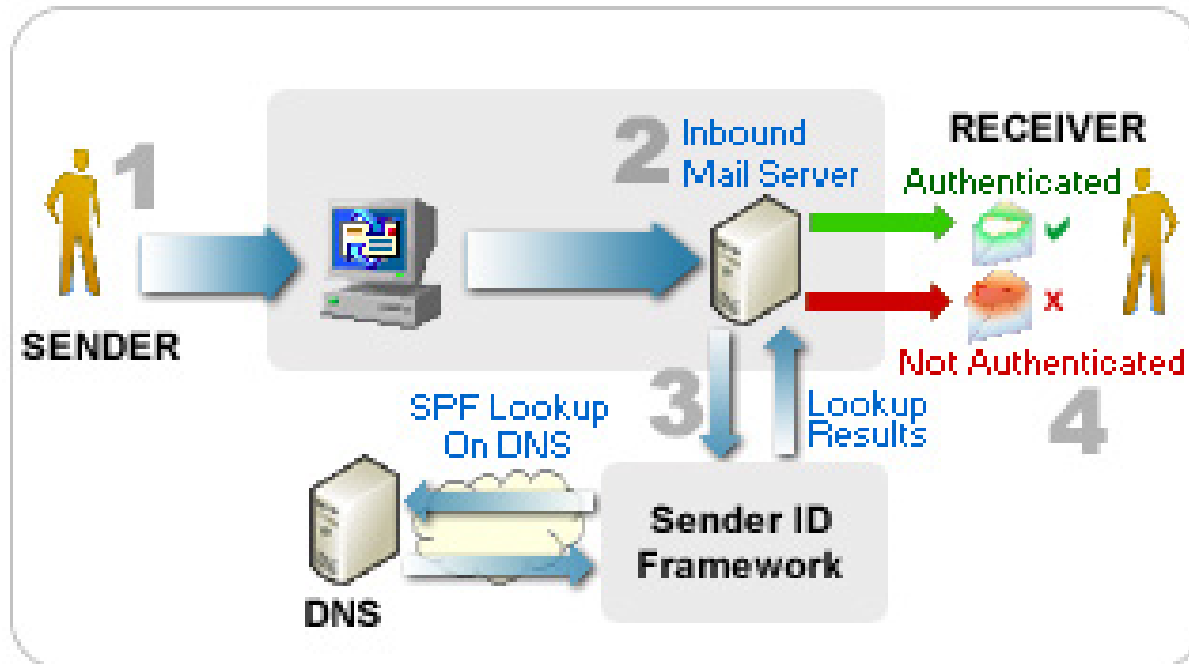
- **Question:** What percentage of these emails are considered Spam?

- Question: What percentage of these emails are considered Spam?
- Answer: About 70% to 72% of them might be spam.



- Dedicated 'Email Deliverability Officer'.
- Anti-Spam Policy - <http://www.rightnow.com/privacy/anti-spam.php>
- Active member of the Email Service Provider Coalition (ESPC).
- Member of Maawg Anti Abuse Group
- Maintain Relationships with ISPs.
- Best practices consulting to our customers.
- SPAM and deliverability complaint management.
- Protection of legitimate email customers from potential spamming customers.
- Drive deliverability enhancements for RightNow Marketing.
- Informative communications to RightNow's customer base on important issues relating to email delivery.

- SPF (Sender Policy Framework SPFv1)
- Sender ID (SPFv2)



- Email Address Acquisition / Hygiene
- Content
- Internal Processes
- Reputation
- Legislation / Law

- Email Address Acquisition / Hygiene
  - Who should you send emails to?
  - What permissions should you receive?
  - Where do you get your contacts?
  - Set expectations

- Content
  - Unsubscribe
  - Explain why contact receiving email
  - “From” to address book
  - Standard Templates
  - Privacy Policy

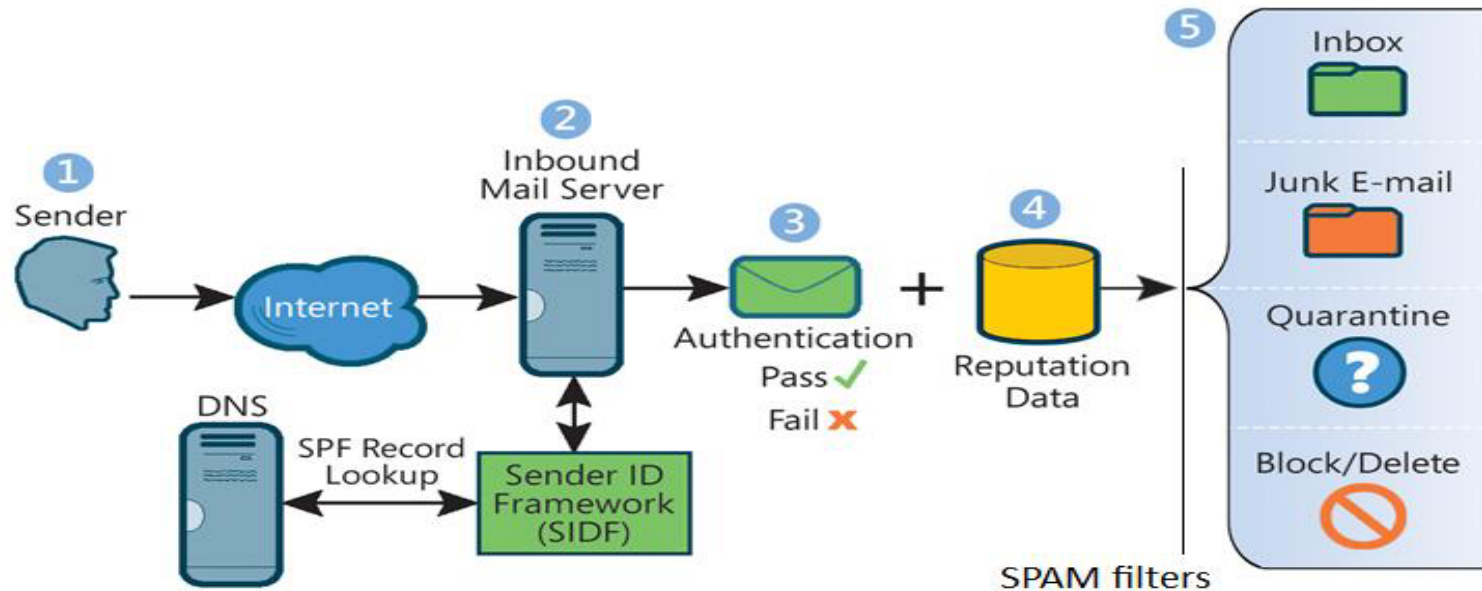
- Content
  - Update own profiles
  - “From & To” reply to address
  - Subject line
  - Intuitive message
  - Don’t include attachments
  - Approval
  - Target audience

- Content
  - Balance Images
  - Test Cells
  - Test for Spam identification
  - Include postal address

- Internal Processes
  - Update internal staff
  - Reports
  - Review invalid Contacts
  - Create seed lists
  - Pivotal Veracity

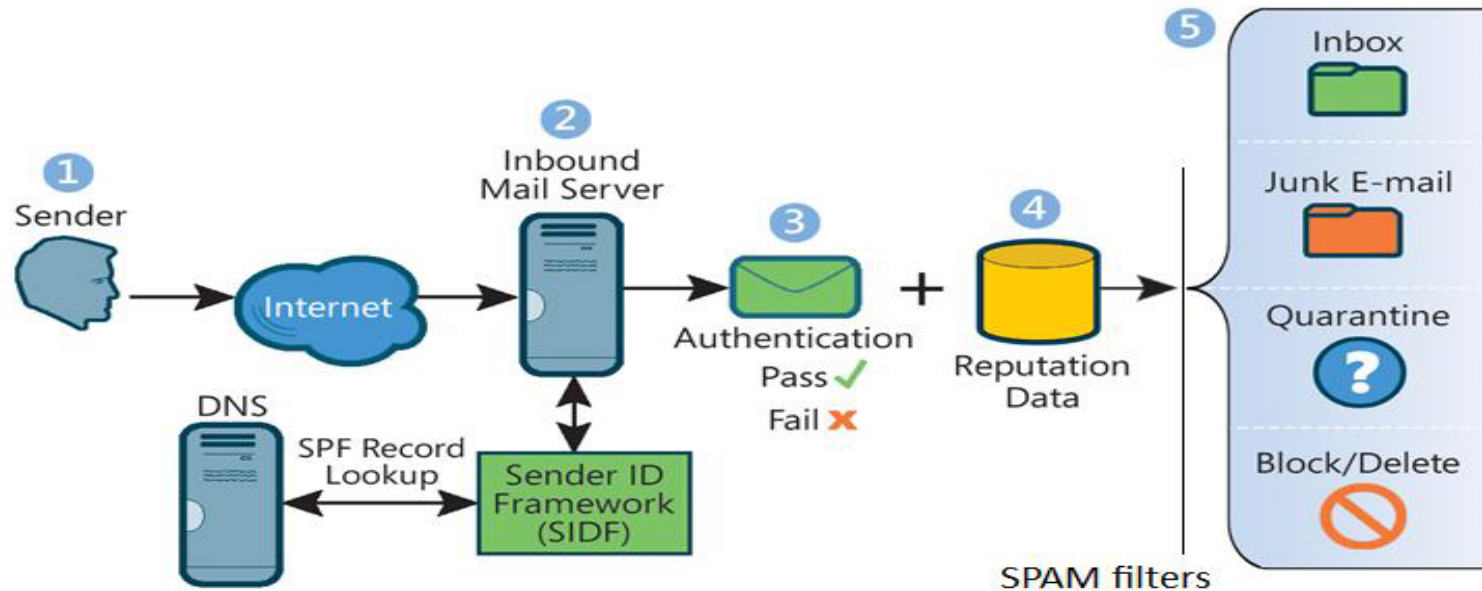
- Reputation
  - New Customers
  - Abuse Reports
  - ISP Use Policies
  - Complaint process
  - Branded Domains

- Authentication + Reputation = Identification



- Legislation / Law
  - Spam Laws

- Authentication + Reputation = Identification



- Whitelists classify “known good” email senders
- Blacklists identify “known bad” ones.
- No ISP have actual “free pass” whitelists.
- Active monitoring of over 150 blacklists.

- Feedback Loop
  - AOL
  - Comcast
  - Hotmail
  - Juno
  - Netzero
  - Outblaze
  - RoadRunner

- Built in CAN-SPAM best practices for email campaigns
  - Automatically tests email messages for the physical address in the content, a working unsubscribe mechanism, and the customer's opt-out preferences
  - Provides a visual checklist of other CAN-SPAM compliance practices that should be evaluated prior to initiating the campaign

**New Mailing**

CAN-SPAM Requirements	Compliance
<b>System Verified:</b>	
• Must Include Physical Address	✓ <a href="#">Pass</a>
• Must Include a Working Opt-Out Method	✓ <a href="#">Pass</a>
• Must Honor Opt-Out Requests within 10 Days	✓ <a href="#">Pass</a>
<b>Manually Verified:</b>	
✓ Has Candid Subject Line	✓ <a href="#">Pass</a>
✓ Indicates any Adult Content in Subject	✓ <a href="#">Pass</a>
✓ Indicates Any Advertisement in Subject	✓ <a href="#">Pass</a>
✓ Has Accurate From and Reply-To Headers	✓ <a href="#">Pass</a>
✓ Does Not Send to Harvested or Generated Addresses	✓ <a href="#">Pass</a>
✓ Does Not Send to Domains in FCC Wireless List	✓ <a href="#">Pass</a>
<b>Overall Compliance</b>	✓ <a href="#">Pass</a>

**Preview**

[Preview Message](#)

Subject: May Newsletter  
Return-Path: offers@globalwireless.com  
From: Global Wireless <offers@globalwireless.com>  
Reply-To: Global Wireless <test@maildv.dv.lan>

- Follow Best Practices
- Set up SPF and if possible Domain Keys
- Sender is responsible for building reputation
- Expect this to take weeks rather than days
- Control the Volume of emails
  - Don't send emails to entire list
    - Sample message volume: 200,000
    - First send 2000 or 1%
    - Second send 10,000 or 5%
    - Third send 20,000 or 10%
    - Fourth send 40,000 or 20%
    - Fifth send 80,000 or 40%
    - Sixth send remaining

# » Questions

- The following are all available from the RightNow.custhelp.com site
  - [Sender-ID and SPF considerations with RightNow sites](#)
  - [Best practices for RightNow Marketing](#)
  - Anti-Spam Policy - <http://www.rightnow.com/privacy/anti-spam.php>