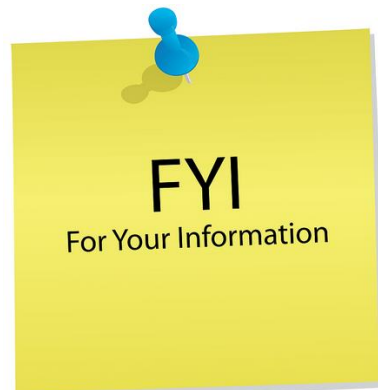


# Prof. Alex Edsel

## Email Marketing

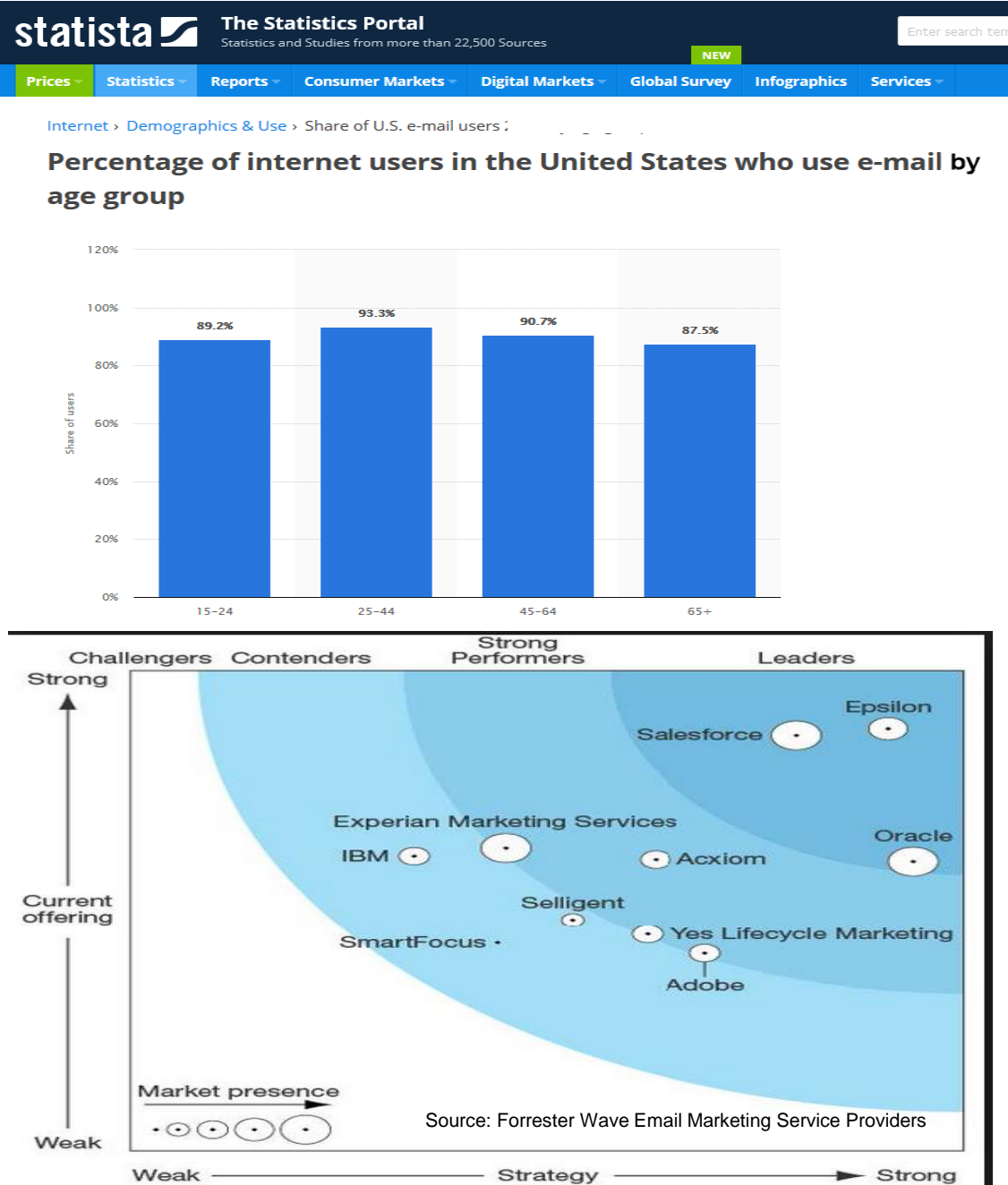
### Module 2 Part C



if a slide has this post  
it note-then it is not  
on the exam/quiz

# e-Mail

- Decline in B-C (especially with frequency of use with those <16 yrs.) Higher usage in B-B.
- However, email still a key component of digital marketing--especially with customers but great for prospecting if opted in
- Forrester's wave identifies top email vendors based on current features, functionality and strategy e.g. leveraging other platforms like CRM, etc.



# EMAIL MARKETING LANDSCAPE

FYI

For Your Information

## ACQUISITION



## DATA SERVICES



## EMAIL ANALYTICS



## ESPs



## PREDICTIVE & 1



## CONTEXTUAL



## IN-EMAIL ADVERTISING



## MTAS



## EMAIL AGENCIES



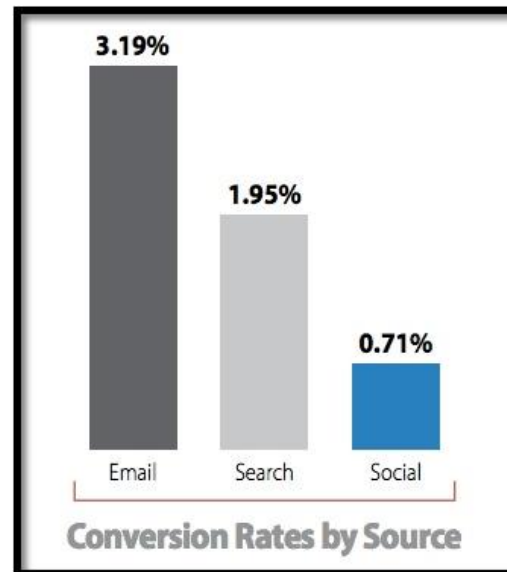
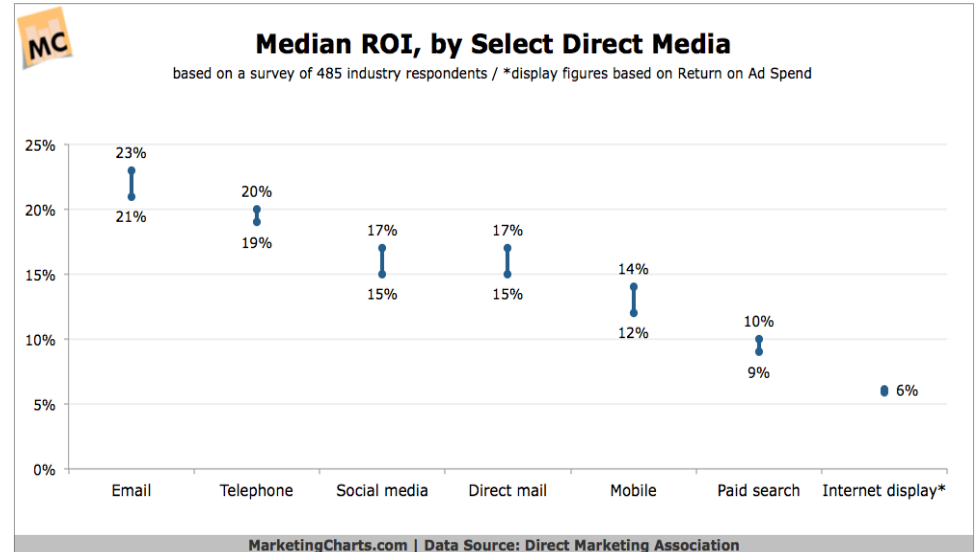
## EMERGING



Image source: <http://www.fluentco.com/>

# Benefits email

- E-mail marketing - Tool for customer relationship management--One of the best performing digital options
- Advantages of e-mail marketing:
  - Extremely cost effective due to a low cost per contact
  - Highly targeted
  - Customizable on a mass scale
  - Completely measurable



Monetate.com has ecommerce quarterly analyzes >500 million shopping experiences,

# Marketing automation

- Marketing automation software allows marketers to create workflows based on triggers and/or behaviors.
- Used mainly B-B but also in B-C markets if larger order sizes and/or renewals involved (e.g., college, insurance)
- These workflows allow you to automate and deliver pre-determined messages and communications so they are time sensitive, 24/7/365 and trackable



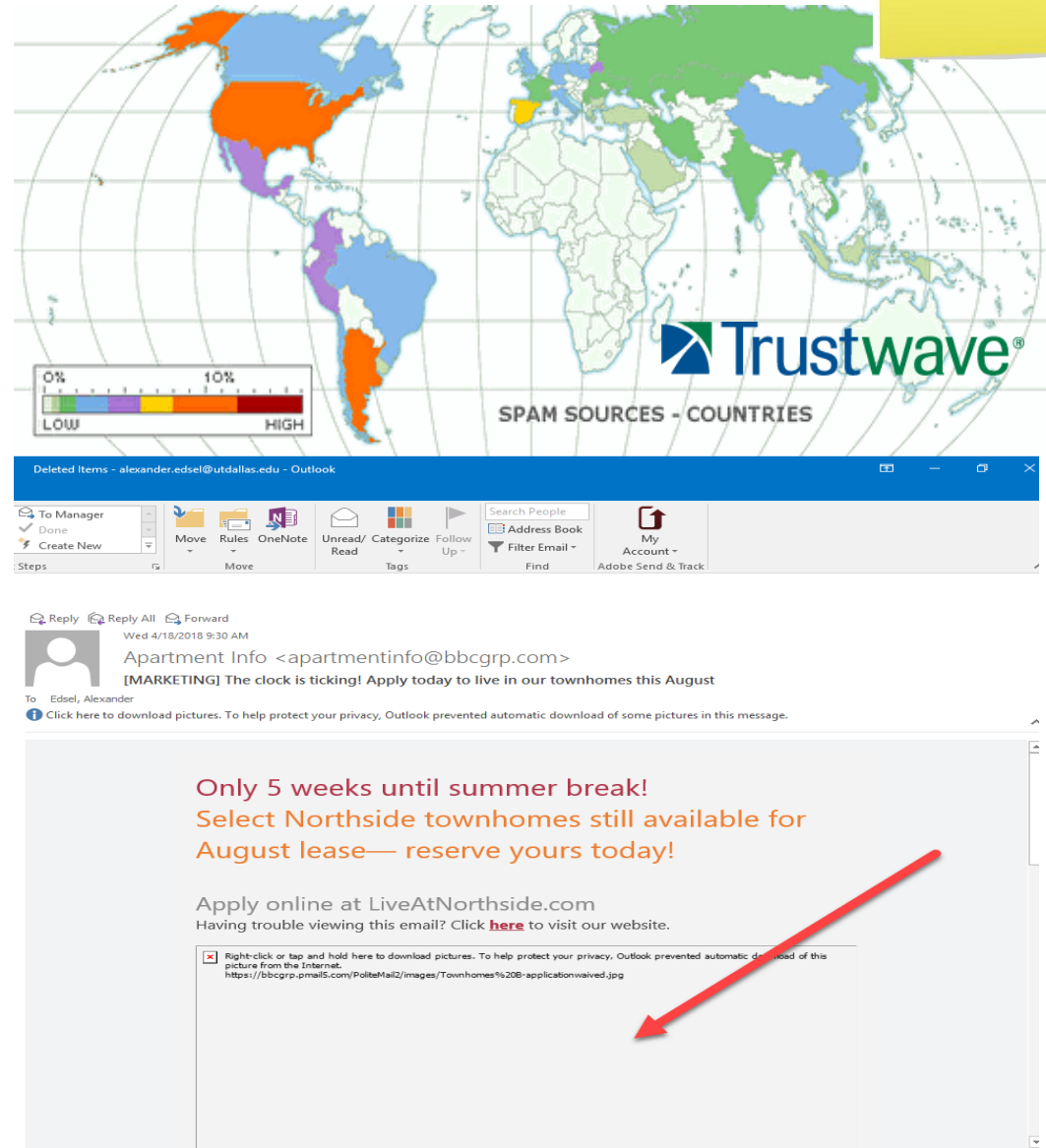
Event Trigger	Behavior
x number of days before a contract or policy expires	Downloaded a white paper
Failure to submit required documents	Completed a form
Significant demographic changes: Birthdays, death, married, children born, moved	Visited certain web pages
	Shopping cart abandonment
	Shared on social media



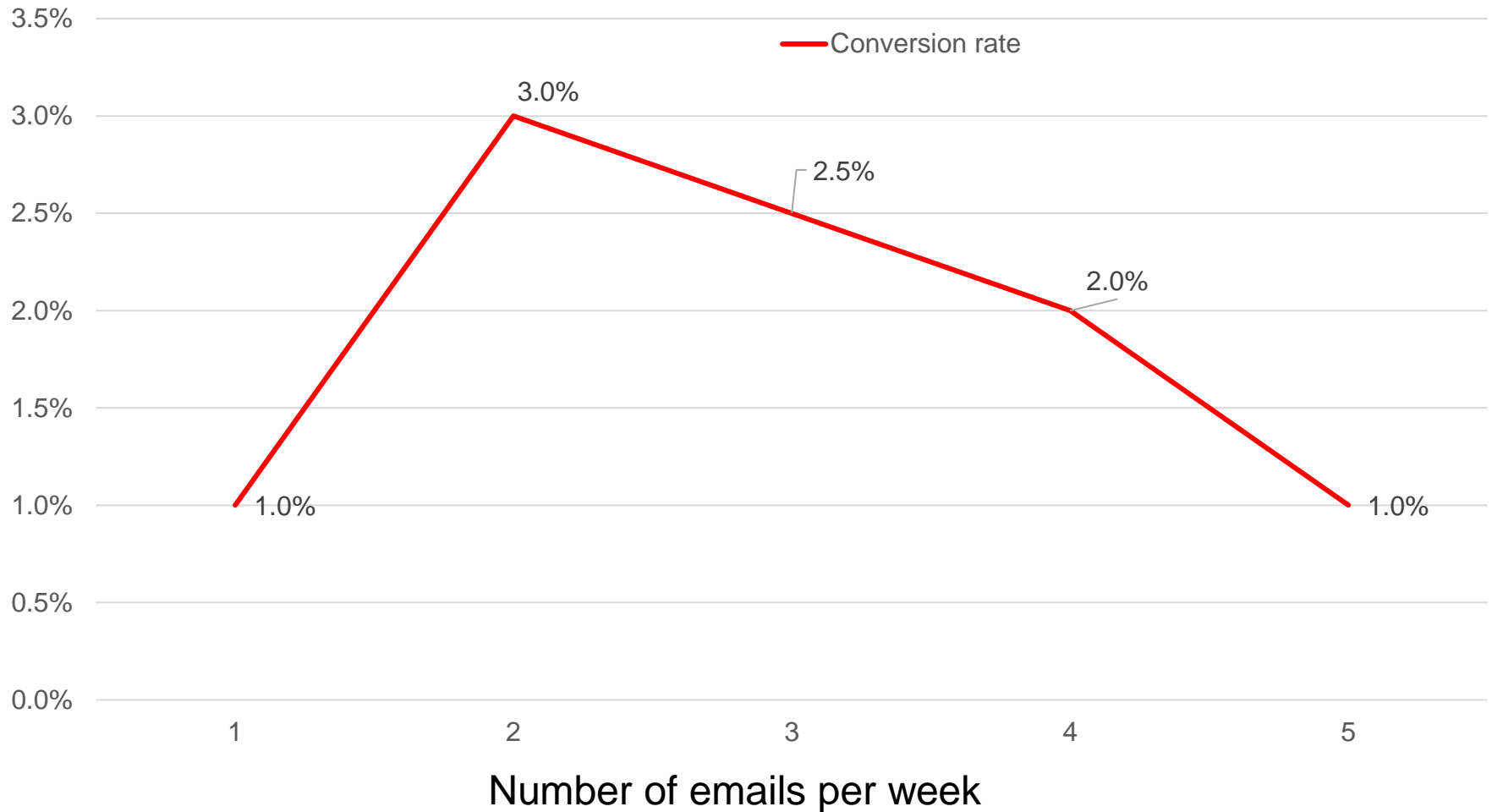
# Problems with email

FYI  
For Your Information

- Spam and clutter-over 30% of incoming emails spam-blocking
- Images in email often blocked
- Poor content-poorly written, no benefits just features
- Poor contact strategy-i.e. several emails per week



# Contact strategy-need to determine your optimal point by experimenting with different frequencies



Keep cool on even the hottest days with [Women's Essential Shirts](#) and [Men's Seersucker Shirts](#). Plus get a free \$10 gift card with purchase of \$50 or more and free shipping.

Trouble viewing? View this email in a [browser](#) or on a [mobile device](#).

# L.L.Bean



Customer Service 800-441-5713

MEN'S WOMEN'S KIDS' OUTDOOR GEAR LUGGAGE HOME SALE



**LLBEAN.COM** ranked "Highest Customer Satisfaction among Online Apparel Retailers" by **J.D. POWER AND ASSOCIATES**

GET READY FOR SUMMER  
with Cool, Cotton  
Seersucker

Features a crinkled texture that holds the fabric away from your skin for comfort in warmer weather.

**FREE SHIPPING**  
NO MINIMUM ORDER • NO END DATE

**Shop Men's**

From \$34.95

**Shop Women's**

From \$39.95

**FREE \$10 Gift Card** with purchase of \$50 or more\*

## Email Categories:

1. Transactional (e.g., order confirmation or shipped)
  2. Newsletters-informational
  3. Commercial-e.g., reminder to renew, offers
- Two types or sub categories of commercial e-mails:
    - a. Promotional e-mails
    - b. Retention-based e-mail



# 7 Components of an E-mail

Deleted Items Filter

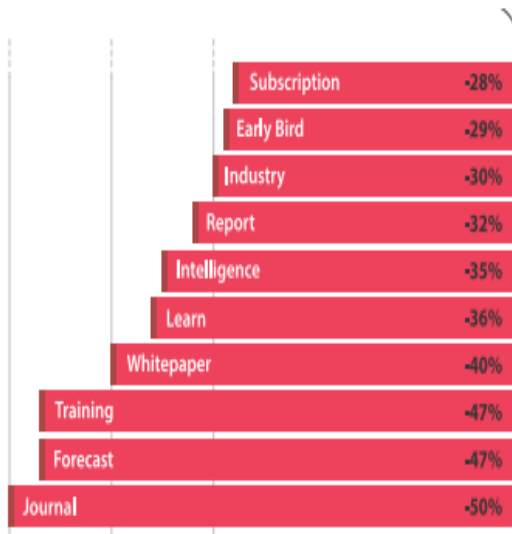
Recover deleted items

Brio Tuscan Grille	Choose Brio Pans To-Go for Your Next Event! • Receive 10% off now through June 15th. © Bravo Brio Restaurant G	1:33 PM
Goodyear Auto Service	Save \$10 on alignment services • Double your savings when you open a Goodyear Credit Card. Find tires. Troubl	10:41 AM
CarParts.com	Relax, save & stay ahead with this 5% OFF deal • Begin your journey. Shop Now!   View Online   Unsubscribe. A	10:32 AM
Brian Tracy	[Sale Closing] 24 hours left for 75% off... • An opportunity missed is an opportunity lost... Hi, aedseI, For the pas	10:19 AM
American Airlines AAdvantage Program	Last chance: Earn up to 3,000 AAdvantage miles • Sign up by April 30 View on the web Hello Alexander, AAdvant	10:10 AM
Boyd's Coffee	10% Off Any Order! • Save 10% on your order! View this email in your browser CLICK image to shop NOW! Facet	10:03 AM
Hilton Honors	New! Alex, Earn 60,000 Bonus Points! • Enjo	9:11 AM

From field is important-company domain

Subject lines are very important

BOTTOM  
TEN



Bottom-10 performing words across billions of emails  
Source: Adestra

Components 1 & 2: The “From” & Subject Line are probably the most important components, as this will determine if they open or click on your email

*According to Hubspot (marketing automation vendor)  
“33% of email recipients open email based on subject line alone”*

Subject lines-- get ideas from vendors with studies and benchmark then conduct a split A/B test

## 164 Best Email Subject Lines to Boost Your Email Open Rates *by Mary Fernandez [optinmonster.com](http://optinmonster.com)*

- Fear of Missing Out Subject Lines
- Curiosity Subject Lines
- Funny Subject Lines
- Vanity Subject Lines
- Greed Subject Lines
- Sloth Subject Lines
- Pain Point Subject Lines
- Retargeting Subject Lines
- Personal Subject Lines
- Straightforward Subject Lines
- Top Subject Line Keywords
- Conclusion: Some Final Tips for Crafting Irresistible Subject Lines

Sample subject lines for emails that use the **fear of missing out...**

Warby Parker: **“Uh-oh, your prescription is expiring”**

Digital Marketer:  
**“[URGENT] You’ve got ONE DAY to watch this...”**

Guess: **“Tonight only: A denim lover’s dream”**

# Components continued

3. Header
4. Personalized greeting
5. Body
6. Footer
7. Unsubscribe link

**PURITY PRODUCTS**  
EVIDENCE-BASED NUTRITIONAL SUPPLEMENTS™

Get 30% off with Promo Code: SS410B  
Can't see images in this email? [Click Here](#)  
Viewing on a mobile phone? [Click Here](#)

Best Sellers | Health Concerns | Women's & Men's | Sports & Energy | Diet | Specials | Customer Care

**Shhhhhh... Save 30%** with promo code: **SS410B** **Get your discount NOW**

**Smile.** It's one of the many secrets to great health.

Amir,  
We don't share our secrets with just anyone. And while the quality of our health products is no secret to valued customers like yourself, this incredible sale is. For a limited time only, use [Promo Code SS410B](#) at check-out and get 30% off, just like that. Enjoy. Just keep it to yourself, OK?  
[Click Here](#) to start saving now.

**Shop by Supplement:**  
Multivitamins  
Omega-3s  
HA Formulas  
Vitamin D  
Co-Q-10 Formulas  
Specialty Formulas

**Shop by Category:**  
Joint Health  
Healthy Aging  
Cardio Health  
Brain Health  
Immune Health  
Digestive Health

**Save up to 67% on Value Priced Kits**

**“I've tried other brands but nothing compares to Purity!”**  
- Sherri Howard, Olympic Gold & Silver Medalist

**“Purity Products offers a truly one-of-a-kind Vitamin D Super Formula!”**  
- Dr. John J. Connell

**follow us** [f](#) [t](#) [r](#)

**Save 30% with Promo Code: SS410B – Valid Next 5 Days Only!**

**SEND TO A FRIEND**

Do Not Reply to this message. Send all questions and comments to: [customer@purityproducts.com](mailto:customer@purityproducts.com).

Don't miss out on our savings. Ensure delivery of Purity Products® emails to your inbox by adding [autemailer@purityproducts.com](mailto:autemailer@purityproducts.com) to your address book.

Offer cannot be combined with Volume Discounts of 12 or more or other special promotions. Offer cannot be applied towards previous purchases. May be used on Super Saver Program (first order only). Valid only for purchases made online at [www.purityproducts.com](http://www.purityproducts.com). Not valid on water filtration systems and water filters.

**\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.**

†Paid endorsement.

You are receiving this message because you are a preferred Purity Products® customer. Our relationship with you is very important. Use the following link to manage your email preferences: [unsubscribe](#)

create your future

# Best Practices in email marketing

# Steps to Executing an E-mail Campaign

Pre-campaign:

Step 1: Strategic planning around the goals you want to achieve (e.g. grow home delivery business)

Step 2: Identify email list of those subscribers who have agreed to allow you to send them e-mails with marketing messages (permission based marketing)





Step 3: Creative execution--E-mails can be created and viewed as HTML or as text e-mails

Step 4: Integration of campaign with other channels-i.e. Video, Blog, podcast,

The screenshot displays the Expedia homepage with a blue header. The main navigation bar includes links for Flights, Hotels, Cars, Vacation Packages, Cruises, Activities, DEALS & OFFERS, Business Travel, and Rewards. A top banner promotes a Vegas package starting at \$200. The central section features a collage of travel images and a headline: "Book a Flight + 3-night Vacation Package from \$205". Below this is a "Search now on Expedia" button. A section titled "Save Big on Favorite Winter Getaways" lists deals for Las Vegas, San Francisco, Los Angeles, Phoenix, and Washington, D.C., each with a "Flight + 3 nights" package starting from a specific price. A "Act Now ... Get a \$200 Coupon Later" promotion is also featured, with a "HOLIDAY KNOCKBACK" graphic. On the right, a sidebar offers "Some great rates plus expert advice" with a phone number and a "Build your trip" section containing a search form with fields for flights, hotels, cars, departure/return dates, and destinations. A "BEST PRICE GUARANTEE" badge is visible at the bottom right of the sidebar.

Expedia

Need to get away? Book a Vegas package from \$200  
My Account | Customer Support

Flights | Hotels | Cars | Vacation Packages | Cruises | Activities | DEALS & OFFERS | Business Travel | Rewards

**Book a Flight + 3-night Vacation Package from \$205**

[Search now on Expedia](#)

**Save Big on Favorite Winter Getaways**

Don't let these amazing deals pass you by. Flight + 3-night vacation packages to top destinations start at \$205. And remember, you'll only find these offers on Expedia!

- [Las Vegas](#) ✈️🏨 Flight + 3 nights from **\$205**
- [San Francisco](#) ✈️🏨 Flight + 3 nights from **\$308**
- [Los Angeles](#) ✈️🏨 Flight + 3 nights from **\$314**
- [Phoenix](#) ✈️🏨 Flight + 3 nights from **\$336**
- [Washington, D.C.](#) ✈️🏨 Flight + 3 nights from **\$368**

**Act Now ... Get a \$200 Coupon Later**

Book any flight or package now, and we'll put a \$200 travel coupon in your Expedia Account for use later!

- Book a flight or vacation package and travel by January 3, 2009.
- Receive a coupon for a future flight + 3-night hotel package.
- Book the future trip and travel between January 3 and March 30, 2009.

[Plan your trip today](#)

**Build your trip**

Select your choice(s) below:

☒ flights ☒ hotels ☐ cars

Departing from:  Depart Date:

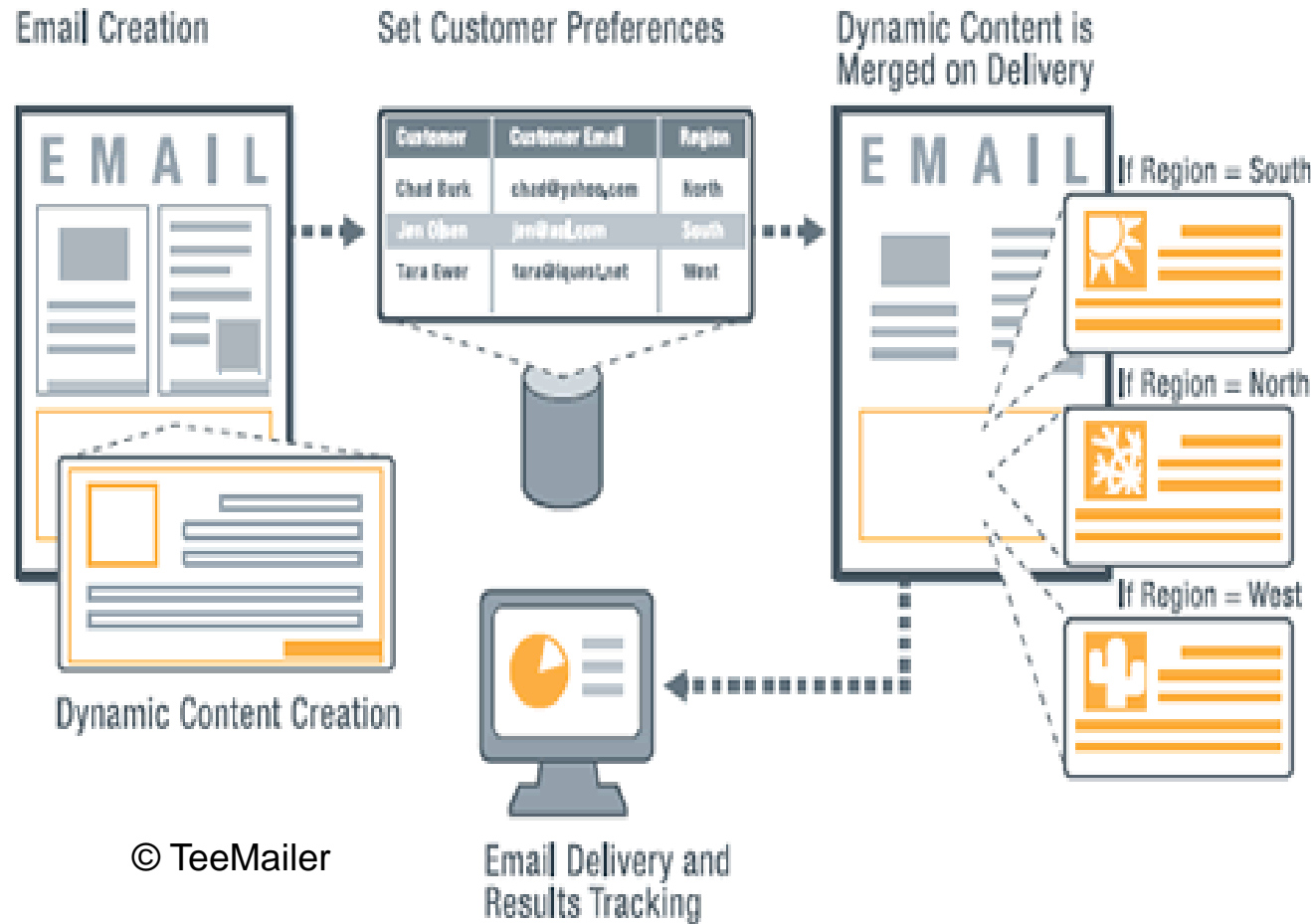
Destination:  Return Date:

[Search](#)

**BEST PRICE GUARANTEE** Get the lowest price with our **BEST PRICE GUARANTEE**

Flights | Hotels | Cars | Vacation Packages | Cruises | Activities | DEALS & OFFERS | Business Travel | Rewards

# Step 5 personalized/dynamic content

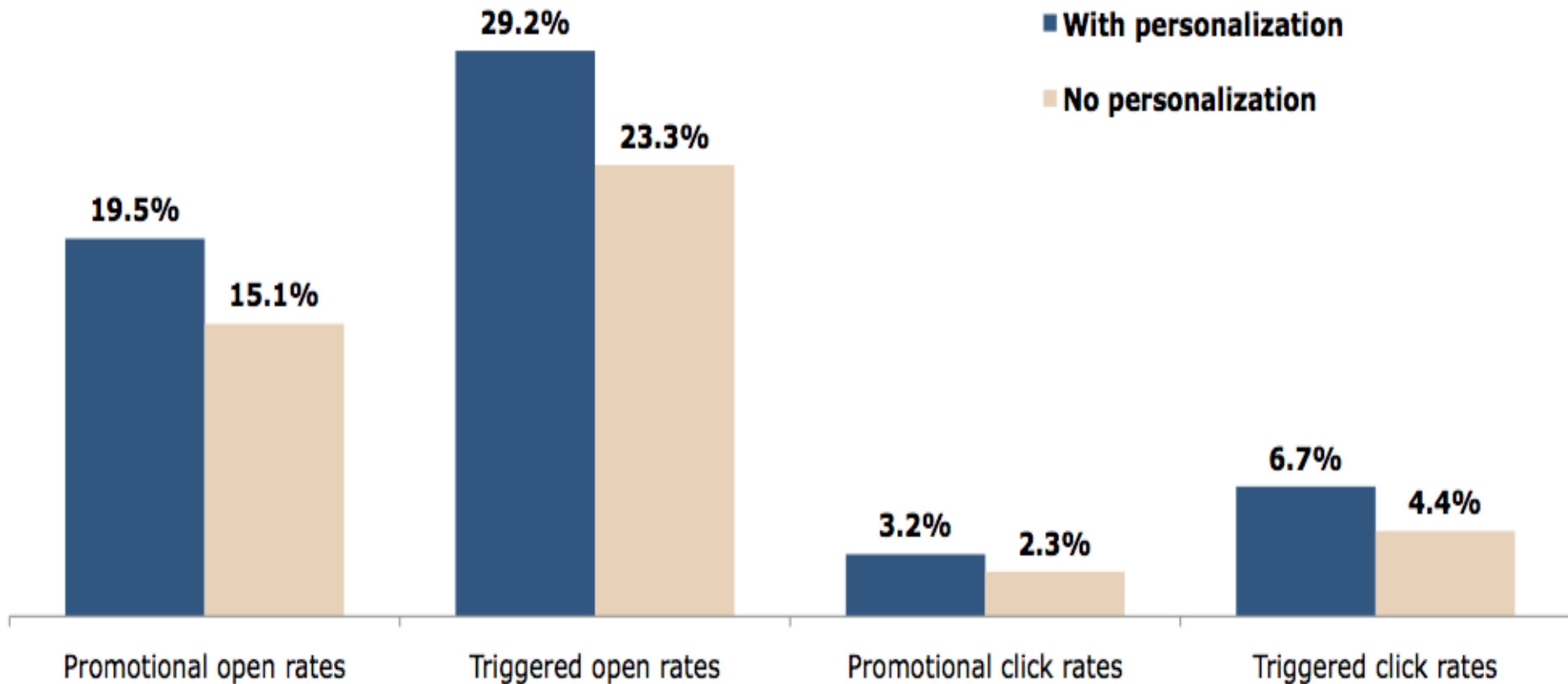


- Customer opts in
- Then fills out profile page of what they are interested in, variables such as zip code, gender, age, preferences
- Company then sends them customized content
- Personalization vs. dynamic content

# Email Personalization

comparing emails with personalized subject lines to non-personalized emails

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# Step 6: Deployment-e-mail marketers

- Create valuable content and consistency with landing page
- Test the e-mail for display and deliverability issues, spam scores
- Establishing the correct contact frequency



Ensuring consistency between products featured in email and on a landing page is key to increasing relevance and improving your customers' likelihood to convert.

Use similar creative and messaging on your landing page and throughout the user experience.



HOME PAGE



PRODUCT DETAIL PAGE



CHECKOUT PAGE



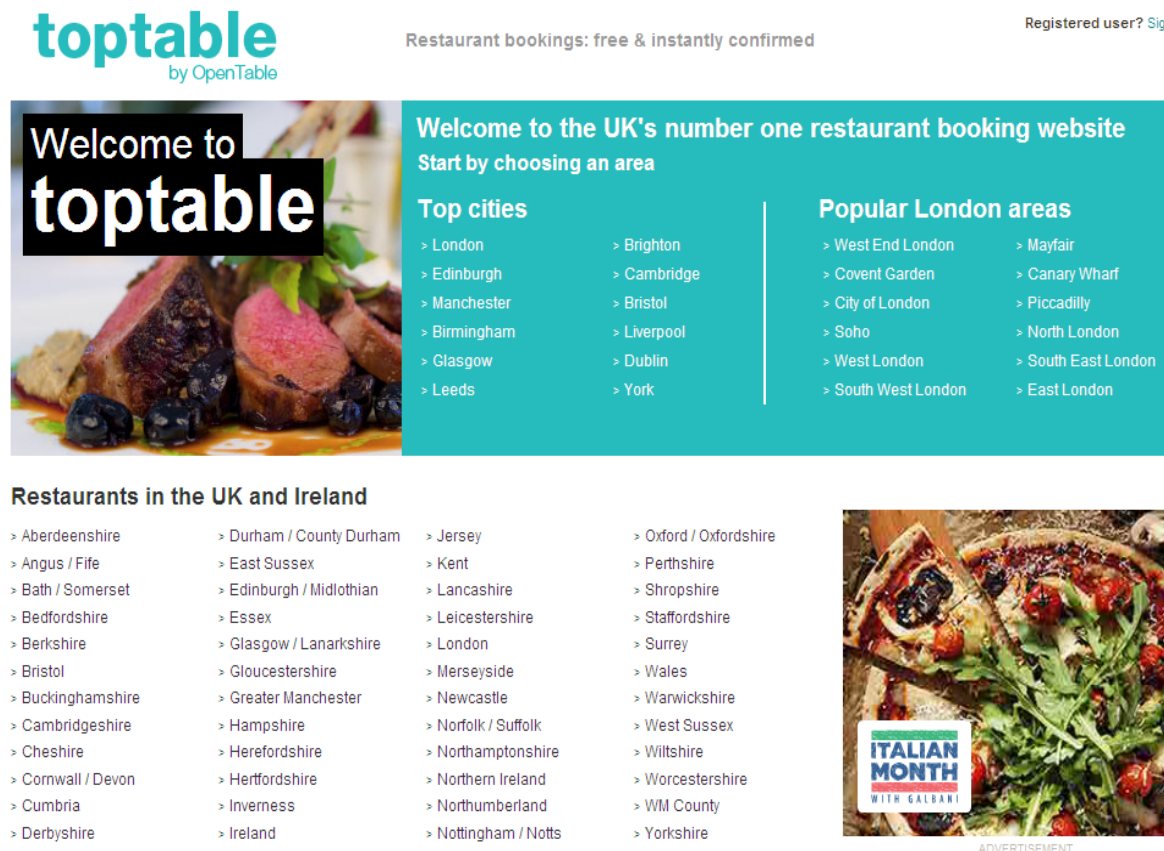
Maintain the “scent trail,” regardless of the inbound marketing channel (e.g., pay-per-click, display, email, affiliate, social media), for total experience optimization.

SOURCES: BRYAN & JEFFREY EISENBERG & ASSOCIATES | FORRESTER RESEARCH |  
MARKETING SHERPA | RESPONSYS | RETURN PATH | MONETATE EQ

 **monetate**  
Follow @Monetate on 

# Case Study: TopTable –contact strategy

- Two groups: test (1/week) & control (2/week)
- Conclusion: sending too many emails leads to long term damage: those receiving only one email a week had made **14% more bookings** than those receiving two emails over that three month test period!



The screenshot shows the TopTable website, a restaurant booking platform. The header includes the 'toptable by OpenTable' logo, the tagline 'Restaurant bookings: free & instantly confirmed', and a link for 'Registered user? Sign in'. The main content area is divided into two columns. The left column features a large image of a dish with the text 'Welcome to toptable'. The right column has a teal background with the text 'Welcome to the UK's number one restaurant booking website Start by choosing an area'. Below this, there are two sections: 'Top cities' and 'Popular London areas', each with a list of locations. At the bottom, there is a section titled 'Restaurants in the UK and Ireland' with a grid of location links. On the far right, there is an advertisement for 'ITALIAN MONTH WITH GALBANI' featuring a pizza.

toptable  
by OpenTable

Restaurant bookings: free & instantly confirmed

Registered user? [Sign in](#)

Welcome to  
**toptable**

Welcome to the UK's number one restaurant booking website  
Start by choosing an area

**Top cities**

- > London
- > Edinburgh
- > Manchester
- > Birmingham
- > Glasgow
- > Leeds

> Brighton  
> Cambridge  
> Bristol  
> Liverpool  
> Dublin  
> York

**Popular London areas**

- > West End London
- > Covent Garden
- > City of London
- > Soho
- > West London
- > South West London

- > Mayfair
- > Canary Wharf
- > Piccadilly
- > North London
- > South East London
- > East London

**Restaurants in the UK and Ireland**

- > Aberdeenshire
- > Angus / Fife
- > Bath / Somerset
- > Bedfordshire
- > Berkshire
- > Bristol
- > Buckinghamshire
- > Cambridgeshire
- > Cheshire
- > Cornwall / Devon
- > Cumbria
- > Derbyshire

- > Durham / County Durham
- > East Sussex
- > Edinburgh / Midlothian
- > Essex
- > Glasgow / Lanarkshire
- > Gloucestershire
- > Greater Manchester
- > Hampshire
- > Herefordshire
- > Hertfordshire
- > Inverness
- > Ireland

- > Jersey
- > Kent
- > Lancashire
- > Leicestershire
- > London
- > Merseyside
- > Newcastle
- > Norfolk / Suffolk
- > Northamptonshire
- > Northern Ireland
- > Northumberland
- > Nottingham / Notts

- > Oxford / Oxfordshire
- > Perthshire
- > Shropshire
- > Staffordshire
- > Surrey
- > Wales
- > Warwickshire
- > West Sussex
- > Wiltshire
- > Worcestershire
- > WM County
- > Yorkshire

**ITALIAN MONTH**  
WITH GALBANI

ADVERTISEMENT





Primary



Promotions

	Placement	Read Rate	Placement	Read Rate
Apparel	1%	18%	98%	17%
Automotive	3%	33%	98%	28%
Biotechnology	0%	0%	100%	6%
Business Services	1%	10%	87%	15%
Communications	2%	15%	98%	15%
Consumer Services	1%	8%	99%	22%
Education	2%	4%	99%	13%
Finance	3%	14%	97%	17%
Food & Beverage	2%	24%	98%	20%
Health and Beauty	3%	30%	89%	22%
Hospitality	2%	17%	96%	18%
Insurance	3%	36%	94%	30%
Media & Entertainment	1%	10%	96%	8%
Not For Profit	2%	13%	78%	13%
Publishing, Broadcast, Internet	2%	4%	92%	10%
Retail	2%	23%	69%	16%
Software & Internet	2%	0%	100%	12%
Technology	2%	13%	68%	17%
Travel, Recreation, and Leisure	2%	0%	99%	35%

**FYI**  
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Source: [marketingland.com/study-email-deliverability-getting-easier-](http://marketingland.com/study-email-deliverability-getting-easier-)

# Behaviors change as users get comfortable using>monitor



Source: Survey of 1,628 Gmail users by vendor Return Path's Inbox Monitor tool of 6 billion messages sent to Gmail users 6 years after tabs introduced

## 7PM-10PM: Last Orders

Recipients are more likely to respond to consumer promotions when they get off of work and are relaxing on their own time. 23% of emails classified as "consumer promotions" were opened during this period. Offers on clothing, special interests such as sports and gym promotions performed extremely well in this period.

## BEST KIND OF PROMOTION BY TIME OF DAY

*(times are relative to time zone)*

## 10PM-6AM: The Dead Zone

A large fraction of emails sent during the dead zone are ineffective.

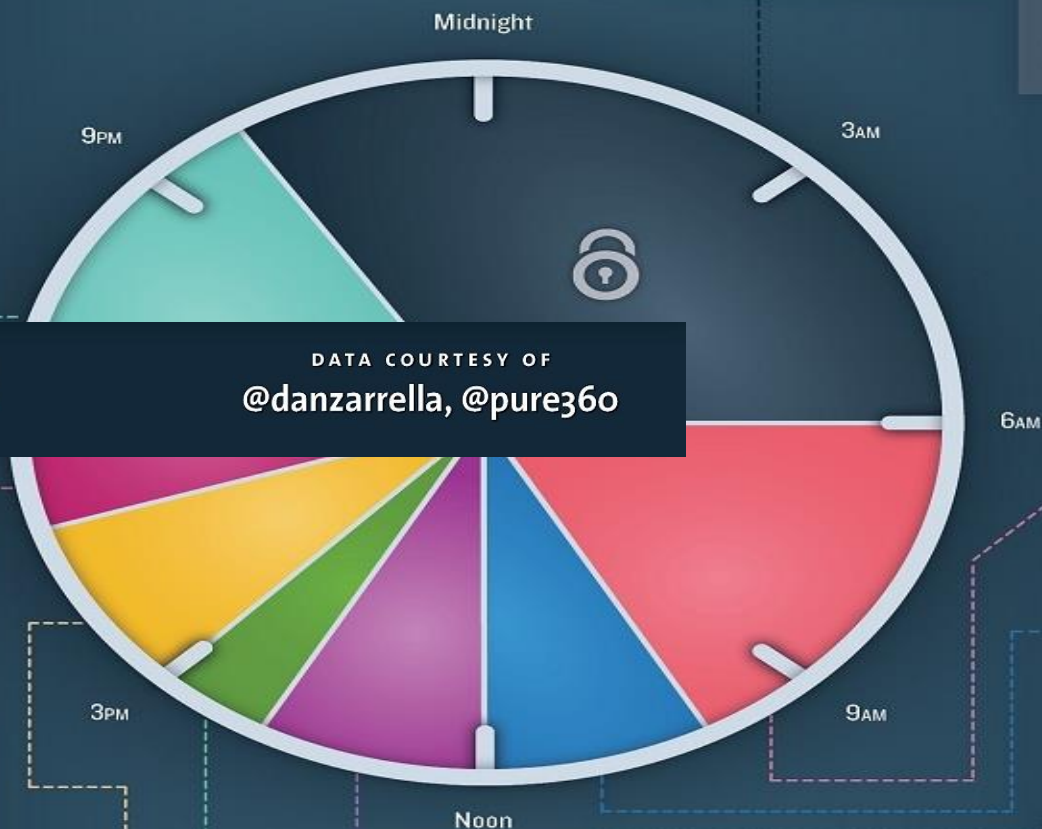
## 6AM-10AM: The Consum

The second most pre opening time is at the of the working day, w consumers allowing to be distracted by offers on clothes, live events, restaurants and consumer goods.

**FYI**  
For Your Information

 **KISSmetrics**

DATA COURTESY OF  
@danzarella, @pure360



## 5PM-7PM: "Working Late"

There is a dramatic rise in recipients opening holiday promotions during this period (17.9% of all emails classified as "holiday promotions" were opened in these two hours). Counter-intuitively, this is also the timeframe when recipients are most likely to open B2B promotions (26.4%).

## 3PM-5PM: A Life-changing Afternoon

Job-related apathy sets in and consumers start thinking about their personal situation. As a result, more emails relating to property and financial services are opened between 3pm and 5pm than any other type of promotion.

## 2PM-3PM: In The Zone

In the immediate post-lunch period consumers remain focused on work, responding mostly to email offers relating to financial services.

## NOON-2PM: The Lunchtime News

Counter-intuitively, consumers are also unlikely to open marketing emails during their lunch, choosing instead to spend time on news and magazine alerts.

## 10AM-NOON: Do Not Disturb

Consumers are not opening marketing emails, choosing instead to focus on work.

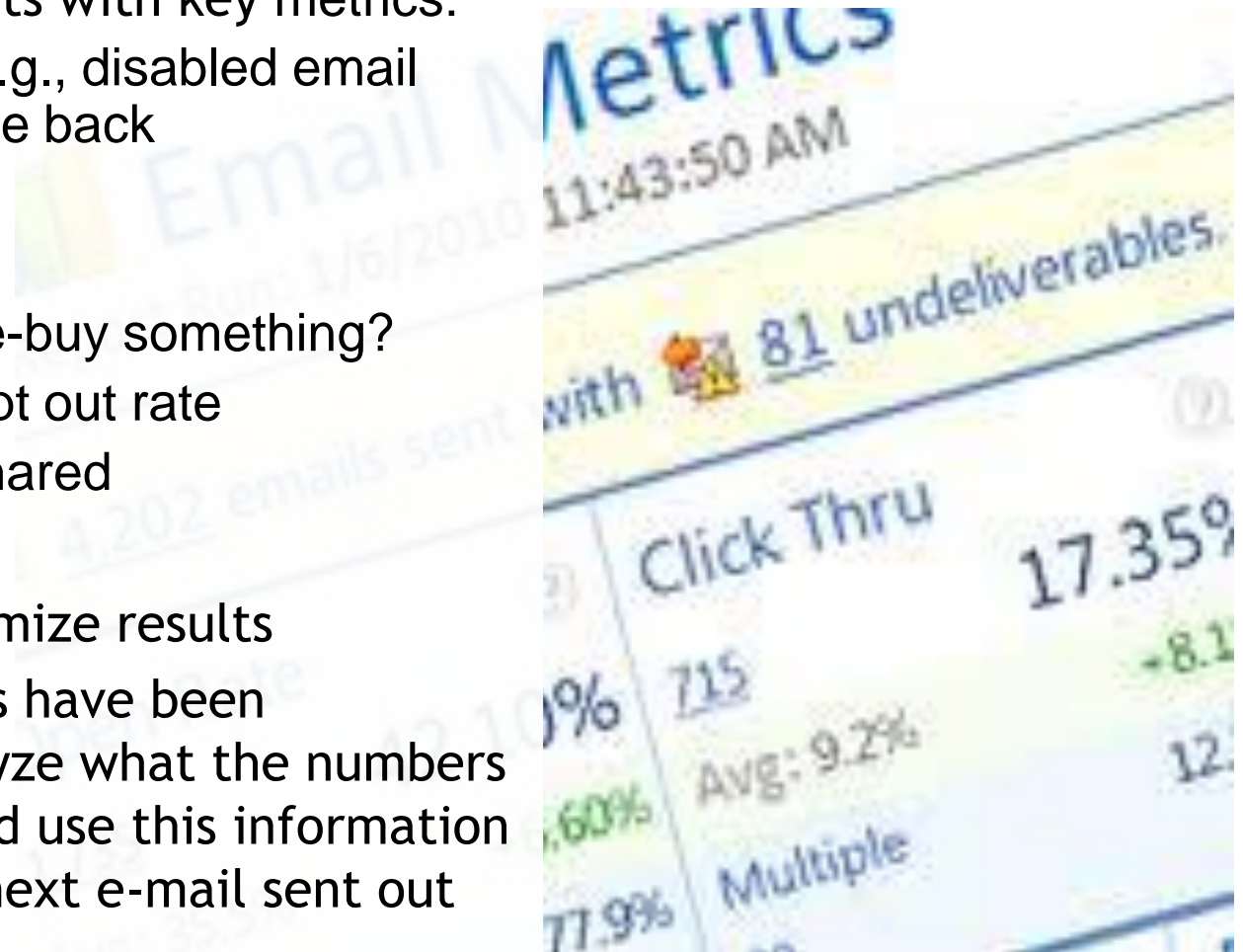
# Post Campaign

Step 7: Generate reports with key metrics:

- a) Deliverability (e.g., disabled email address)-bounce back
- b) Open rate
- c) Click thru rates
- d) Conversion rate-buy something?
- e) Unsubscribe./opt out rate
- f) Pass-on rate-shared

Step 8: Analysis & optimize results

- Once the reports have been generated, analyze what the numbers are revealing and use this information to improve the next e-mail sent out





Business Type	Open Rate (Total)	Mobile Open Rate	Tablet Open Rate	Desktop Open Rate	Click- Through Rate	Bounce Rate	Unsubscribe Rate
Accommodations (ex. hotel, inn, B&B, camp grounds)	16.51%	63.94%	19.15%	47.68%	6.93%	7.84%	0.32%
Accountant	12.57%	53.87%	15.58%	68.72%	7.19%	8.65%	0.11%
Animal Services	16.29%	68.45%	16.07%	50.43%	9.79%	5.37%	0.25%
Art, Culture, Entertainment (ex. galleries, museums, musicians, theatre, film, crafts)	16.47%	56.62%	17.55%	54.32%	7.31%	6.59%	0.13%
Automotive Services	13.17%	67.15%	13.16%	50.69%	8.30%	7.95%	0.22%
Child Care Services	21.57%	89.15%	7.39%	33.67%	7.96%	6.67%	0.29%
Civic/Social Membership (ex. associations, chambers, clubs)	22.92%	62.02%	14.15%	79.25%	8.65%	9.13%	0.11%
Consultant, Training (ex. marketing, management)	13.48%	51.16%	8.95%	74.13%	7.21%	9.99%	0.11%
Education - Primary/Secondary (ex. elementary, middle, and high schools)	23.74%	73.93%	10.60%	63.40%	9.44%	6.95%	0.12%
Education - Higher Education (ex. colleges, universities, trade schools)	17.81%	63.92%	10.17%	56.02%	8.46%	7.52%	0.10%
Financial Advisor	18.07%	54.11%	14.11%	71.37%	8.32%	9.56%	0.20%
Fitness Center, Sports, Recreation (ex. yoga studio, bowling alley, gym)	15.70%	71.60%	13.53%	40.19%	6.48%	8.33%	0.19%
Fitness/Nutritional Services (ex. personal trainer, wellness coach)	13.76%	74.68%	12.60%	40.73%	9.29%	5.67%	0.22%
Government Agency or Services	21.56%	65.94%	14.43%	82.16%	9.39%	9.37%	0.10%
Health & Social Services (ex. hospital, elder care, adoption services)	19.66%	62.24%	16.36%	91.85%	9.33%	9.65%	0.19%
Health Professional (ex. physician, dentist, chiropractor)	16.99%	66.90%	15.05%	60.70%	6.16%	8.84%	0.26%
Home & Building Services (ex. construction, HVAC, landscaping, design)	20.68%	61.68%	14.41%	63.64%	5.73%	9.97%	0.40%
Insurance	14.35%	50.67%	10.20%	98.86%	7.68%	5.62%	0.16%
Legal Services	20.06%	56.61%	8.21%	83.22%	7.18%	11.37%	0.21%
Manufacturing and Distribution	15.14%	47.93%	11.04%	80.58%	8.77%	10.83%	0.19%
Marketing, Advertising, Public Relations	10.63%	53.52%	10.38%	55.78%	5.89%	7.71%	0.09%
Other	18.41%	53.52%	15.90%	49.76%	5.83%	6.49%	0.11%
Other - Non-profit	19.32%	63.55%	15.76%	71.37%	8.00%	8.60%	0.12%
Personal Services (ex. dry cleaning, photography, housekeeping)	17.55%	63.47%	14.00%	53.83%	7.26%	8.58%	0.25%
Professional Services	16.21%	57.98%	11.91%	70.39%	8.46%	9.28%	0.19%
Publishing	13.86%	51.69%	15.32%	60.14%	13.67%	7.97%	0.06%
Real Estate	15.80%	53.00%	9.72%	60.45%	6.71%	10.67%	0.14%
Religious Organization	24.77%	71.14%	20.70%	53.96%	7.67%	6.49%	0.07%
Restaurant, Bar, Cafe, Caterer	15.59%	62.63%	17.68%	45.49%	5.30%	9.13%	0.19%
Retail (ex. brick and mortar and online)	11.84%	59.86%	19.08%	40.07%	8.21%	5.90%	0.11%
Salon, Spa, Barber (ex. nails, tanning)	13.93%	74.33%	14.28%	32.82%	4.07%	12.08%	0.27%
Technology (ex. web developer)	12.21%	42.43%	6.41%	80.16%	6.12%	10.92%	0.16%
Transportation	17.35%	58.09%	11.68%	65.26%	12.46%	9.83%	0.15%
Travel and Tourism (ex. limo driver, tour guide, reservations)	15.46%	51.39%	20.08%	60.34%	7.02%	11.24%	0.15%
Unknown	14.48%	60.30%	14.68%	55.74%	7.77%	8.17%	0.02%

Monitor and benchmark your CTR, unsubscribe rates, etc. based on your industry

[Constant Contact Average Email open and clickthrough rates by industry](#) -



- When subscribing email list: Opt in vs. opt out (user has to “un check”, not advisable)

- Buying lists from 3<sup>rd</sup> parties is a big risk!!!!

- Cannot know accuracy and if truly acquired by optins
- Appears spammy
- Brand reputation

- Spam vs. permission based marketing-CAN-SPAM legislation

- Email vendors usually have a spam check
- Spam filters look for suspicious IPs, length, attachments, certain keywords, etc.
- **Sender ID/Sender Policy Framework (SPF)** [email](#) validation (detecting [spoofing](#)), by verifying sender [IP addresses](#).
- Risk of ISP block if you are frequently reported by people- “marking emails as spam”

The screenshot shows the 'Watson Campaign Automation' interface. On the left is a sidebar with a navigation menu. The main content area is titled 'Finalize your mailing' and displays 'Mailing Health' information. A pink box indicates a required fix: 'Missing content for External Mailing Content Retrieval block name="insurance collateral website". gzip'. A yellow box suggests addressing items before sending. The 'Spam Check' section shows a score of 0.7 on a scale from 0 to 3.6+, with a red arrow pointing to the score and another pointing to the table below.

**Watson Campaign Automation**

Automation Scoring Reports Resources Applications

**1 Set Up Your Mailing**

- Enter Mailing Details

**2 Add Settings**

- Address Settings
- Delivery Options
- A/B Testing
- Analytics & CRM
- Suppression Settings

**3 Test Your Mailing**

- Test Settings

**4 Finalize Your Mailing**

- Check Mailing Health**
- Schedule This Mailing
- Confirm and Send

**Finalize your mailing**

**Mailing Health**

**!** You must fix these items before you can send this mailing:

- Missing content for External Mailing Content Retrieval block name="insurance collateral website". gzip

**!** You might want to address these items before sending this mailing.

**✓ Spam Check**

Your score: **0.7**

0 **Good** 2 2.1 **Medium** 3.5 3.6+ **High**

Points	Description
0	BODY: Multipart message mostly text/html MIME
0	BODY: HTML included in message

# End of Module 2 Part C