FocusOn | Email Marketing

Email Guidelines For Your Next Email Campaign

What Focus needs to get started on your email campaign...

- From Line
- Subject Line
- Seed List
- HTML and/or Text creative - providing both is recommended

Turn-around time of your campaign...

- Once we receive everything listed above, it takes 24-48 business hours to deploy the campaign. We set up tests for you to approve and once we receive your approval, we can deploy as soon as possible.

Creative options to consider...

- Creative vs. Segment Splits
- Suppression
- Personalization (First & Last Name)
- Localization/ Dealerization / Dynamic Coding
- Image hosting
- Unsubscribe Options
- Matchback

Metrics to track your email campaign...

- Opens & Click-throughs Rates (Total vs. Unique)
- Click-through Rate (by link)
- Delivery Rate vs. Soft/Hard Bounce Rate
- Unsubscribe Rate (Opt-outs)

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