

# EMAIL MARKETING

## Building a Data-Driven Campaign for your Brand

Q1Media's expert team helps ensure that your emails hit effectively. We offer 300 targeting attribute options and access to 280 million permission-based email addresses from consumer data sets, many with matching postal info.

**Q1 Match** - We match device Mobile Advertising IDs to email addresses associated with those devices to build a successful campaign for your customer model.

**Ingesting Data** - Our system can ingest any client or 3rd party data asset, match it to our opt-in email database, and deploy email to all matching records.

**Customer Modeling** - We model your customer base against hundreds of key data points and build Look-A-Likes of your top customers. Targeting attributes include:

- B2B - Titles, type of company
- B2C - BT characteristics (ex: age, income, etc)
- Professional licenses lists (ex: healthcare, nursing)



## Delivering CAN-SPAM Compliant Emails

All Q1Media managed campaigns are compliant with the CAN-SPAM Act of 2003; a set of FTC enforced rules for sending out business emails. Compliance includes:

**Honesty and Transparency** - Your subject line and header info will accurately communicate what your emails are about and identify the sender.

**Serving Accurate Information** - Your "from" and "reply-to" email addresses will show accurate info. A valid physical mailing address for your business will also be included.

**Easy Opt-Outs** - Your audience will have a clear, easy to follow, way to opt-out or unsubscribe from future communications.

Visit us at [Q1Media.com](https://www.Q1Media.com)

## Know Email Limitations Before Planning Creative

- Emails are constructed using HTML but CSS styling is limited.
- Javascript, submission forms, layers, and rich media (Flash) support is not guaranteed.
- Fonts are limited to: Arial, Verdana, Georgia and Times New Roman.
- Fall back styling for images is necessary as they are often blocked by email providers.
- An email's width should be under 650 pixels.



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## Best Practices for Email Design and Delivery

**Mobile First Design** - 46% of all email opens are viewed on a phone or other mobile device and that number is likely to continue growing. Q1Media helps ensure your emails are readable on all screens by including:

- Headers and content that are easy to read on all screens.
- Buttons and other clickable links that are large and spaced out for easy clicking on mobile screens.
- Images that are 750dpi for retina screens.
- HTML-based design that looks good on all sizes of screens. In-depth cross-device and cross-platform testing.



### Q1Media's Email Best Practices

**We Keep It Brief** - Focusing on one primary CTA with a clear, clickable link is essential. Unnecessarily long emails are more likely to be blocked by SPAM filters.

**We Watch Bounce Rates** - A high bounce rate might mean that your mailing list is full of dead leads or email accounts that are not able to receive your communications. Q1Media keeps lists clean, up-to-date, and engaged.

**We Watch Unsubscribe Rates** - A high unsubscribe rate may mean that your content is not relevant, useful, or interesting to your audience.

**We Test, Test, and Test More!** - Email platforms offer varying levels of CSS support. Cross-platform compatibility tests help ensure your emails are being viewed correctly.

**We Build Paced Communications** - While exceptions apply, we aim to keep emails spaced at least 6-7 days apart with a max send of 3-4 times a month per audience. The option is available for structured campaigns to deploy only to subsets of audiences, further honing your targeting.

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## Increase Click-Through Rates with these Proven Strategies

- Design emails to look consistent with your brand/website.
- Use a focused layout that naturally moves readers to your Call-to-Action (CTA).
- Supplement your text with relevant images to add meaning to your story.
- Segment your email lists to create relevant, targeted content for your audience.
- Include social sharing options.

