Checklist For Selecting An Email Appending Vendor

AtData

Not sure what to look for when evaluating email appending vendors? Following are some key criteria to consider when selecting a company to handle your customer list:

☐ ## Reputation

Look for testimonials, references, and a credible client list.

☐ ## Price

The least expensive solution is not always the best solution, so be sure you know exactly how the vendor is providing you quality service and results for that bargain-basement price.

☐ ## Guaranteed Results

The emails you pay for should be deliverable addresses; a credit should be issued for any that bounce.

☐ ## Experience

Knowledge, expertise and hands-on experience are crucial. Ask how long they've been in business, which professional associations they belong to, what kind of industry presence they have, who their partners and clients are, and what other services they offer. Don't risk being a guinea pig for some fly-by-night company.

☐ ## Data Cleaning/Hygiene

Scrubbing for typos, errors, and other problematic addresses should automatically be part of the process.

☐ ## Preferred Email Addresses

The results you receive should not just be 'deliverable' email addresses, but the ones your customers have identified as their preferred addresses for receiving communications.

☐ Permissions

The data your vendor provides you should be 100% opted-in; and in case of dispute, your vendor should be able to provide an information source and registration date for each and every record.

☐ Unsubscribe List

Protect your customers' privacy rights as well as your company's reputation by ensuring your deliverable email results file is accompanied by an 'unsubscribe' list.

☐ Data Protection

Ask how your data is protected throughout the process, and thoroughly read all contracts to ensure you understand what will happen.

☐ Legal Compliance

Your vendor should adhere to all CAN-SPAM regulations and run all required suppressions, including FCC Wireless Domains and your own unsubscribe list. Your vendor should also discuss other optional suppressions that may be recommended for your industry.

☐ Vigilance

Good vendors are as careful about their client's reputation as they are about their own. They should ask you where your data is coming from and may refuse to append prospect lists.