FAQs

Acquisition Email: Convert Prospects with Robust Email Programs Designed by AccuData

Q. **What is Acquisition Email?**

Acquisition Email is an online direct marketing service that delivers HTML email creative to the email addresses of identified prospects that do not have an existing business relationship with the brand. The recipients of the email marketing communication are selected based on geographic, demographic, behavioral, and/or firmographic criteria. Acquisition Email is available for B2B and B2C marketers.

Q. **How does Acquisition Email work?**

Acquisition Email begins with the creation of a targeted prospect list, just like postal data. Your geographic, demographic, behavioral, and/or firmographic selects are applied to an email marketing database that matches consumer or business email addresses to your criteria. Once the Acquisition Email audience is identified, AccuData deploys your email marketing message at the determined cadence. At the end of the campaign, you will receive a performance report that highlights key metrics.

Q. **So, I won't receive the email addresses in an Excel file like I do with postal data?**

AccuData works with a variety of email providers. Some allow us to release email addresses and others do not. Your Account Representative will provide additional detail upon request.

Q. **Can I buy an email list from AccuData?**

AccuData's email addresses are licensed for a specific number of uses. We do not offer an ownership model. And generally speaking, this is not a practice that we recommend. Using AccuData for email deployment ensures that your campaign is compliant and that consumer privacy issues are addressed accordingly. Additionally, AccuData-maintained email addresses are updated and validated on a regular basis.

Q. **Where do AccuData's email addresses come from?**

The consumer email addresses available through AccuData and our partner providers are sourced through a variety of well-known online websites, where the consumer has opted in and given permission for their email address to receive third-party marketing communications. As for business email addresses, they are compiled from a variety of sources that include corporate websites, professional directories, industry journals, self-reported sources, telephone directories, and more.

Q. **How frequently are the email addresses updated?**

The overall update frequency varies from database to database. This information will be provided once a decision has been made on the email source that will work best for your campaign. In all cases, opt-outs are processed immediately upon receipt.

Q. **Are the email addresses connected to a postal address?**

In some cases, yes, AccuData's email addresses are connected to a postal address. ePostal records have 100% coverage of opt-in email addresses and postal addresses, whereas some postal databases have email addresses where available. We also work with email-only databases. We will customize your Acquisition Email audience based on the goals of your campaign.

Q. **If I do receive the email addresses, can I add those to my database or CRM (Customer Relationship Management) tool?**

You may not add these records to your own internal database or CRM platform unless the consumer or business that received your email communication engages with your brand.

Q. **Will my campaign be CAN-SPAM compliant?**

Yes! AccuData, along with our email partner providers, is committed to compliant email marketing initiatives. Collectively, we meet or exceed stated CAN-SPAM requirements and work to ensure that best practices in design and deployment are always utilized.

Q. **How do I know the best day and time to send my emails?**

We are happy to make deployment recommendations based on the goals of your campaign as well as historical email deliverability and performance data.

Q. **What if I don't have email creative?**

AccuData can help! Simply inform your Account Representative that you are interested in utilizing our creative services. Our team will assist you with the HTML creative process, including image selection, copywriting, subject line creation, and more.

Q. **How long can my subject line be?**

We recommend a subject line that is less than 40 characters. This will ensure that recipients opening your email on a mobile device will see the full subject line.

Q. **What is a preheader?**

A preheader is a small portion of text that appears below the subject line within the recipient's inbox. The preheader helps your recipient understand the purpose of your communication.

Q. **What do I need to get started?**

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Email Marketing Purchase Order Confirmation along with your creative files, friendly from line, subject line, suppression file information, image and opt-out link hosting, the company's physical address, and seed addresses.

Q. **How quickly can my campaign begin?**

Your campaign will be tested within 2 business days from receiving all assets mentioned above. Once the test deployment is approved, live deployment will occur within 24 hours.

Q. **What will I learn about how my email campaign performed?**

At the conclusion of your Acquisition Email campaign, you will receive a performance report that includes the total number of emails sent, the total number of emails delivered, the number of hard bounces/undeliverable addresses, the number of clicks, the click-through-rate, and the number of opt-outs.

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