

Email Messaging Vendor Selection

Questions to Ask

1. What is your pricing model for emails?
 - Signup Fee?
 - # of Subscribers?
 - Price per email?
2. Can we send both text and HTML emails?
 - Can we send text only emails?
 - Will your service send multi-part emails so that text-only readers receive text and other receive HTML? (also known as sniffer)
3. Do you offer templates for sending HTML emails?
 - Can we edit the templates easily with font code changes, additional paragraphs
4. Do you offer a web email address form signup template?
 - Can we create custom questions (segment codes) on the signup forms?
 - Is the form self-service for the recipient (can they go back and change their profile?)
5. Can the recipient easily unsubscribe to our emails?
6. Are bounces and unsubscribes automatically removed?
 - Can a recipient unsubscribe to one list but stay in another?
 - Can an unsubscriber be permanently removed from all lists?
7. What kind of reporting do you have for:
 - Email Opens
 - URL Click-Throughs
 - Bounces
 - Subscribes/Unsubscribes
8. What kind auto-responding features does your service have?
9. Do you host double-opt-in (confirmed subscriber lists?)
 - Do you host *only* double-opt in lists?
10. Do you provide the ability to filter or segment lists?
 - Can we create additional segmentation codes (demographic info, etc)
 - Can we filter on those codes
11. Can we personalize our messages with mail merge tags?
12. Can we send test messages?
13. What are your SPAM and email privacy policies?
 - What is your whitelist relationship with the major ISPs?
 - How do you handle customers with high bounce rates, rented lists, etc.
14. Can we use your service on a trial basis?