CENTURION
LISTS & INFORMATION SERVICES INC.

Email FAQ

What is the size of CENTURION's Acquisition Email database?

The current database consists of approximately 25 million emails on our compiled database. All records have not only individual name and postal address but also Data Suites information.

What about CAN-SPAM? Does this comply?

Yes, we comply with CAN-SPAM. All records have had the opportunity to opt-in to receive 3rd party marketing offers.

How is the email data sourced?

In compliance with all federal and state laws, records in the CENTURION Acquisition Email database are compiled from high quality sources. The data in our database is self-reported information. A subscriber had to voluntarily disclose their information. All contributors' data collection points must meet specific requirements to be considered third party opt-in.

The file is built from contributions from data partners such as online and offline retailers, online destination sites (i.e. travel or shopping portals), online communities, magazine subscriber files and sweepstakes/game (non casino) sites.

How is the database cleansed?

The email database is managed on a regular basis based on campaign performance. The following emails are removed from our database when:

Recipient opts-out are removed within 48 hrs

Recipient complainers are removed or contacted within 24 hrs

Email hard bounces (i.e. email address is no longer deliverable, this is determined by the returned information after sending to a specific email address) are removed within 24 hrs

What do I need to provide to CENTURION to have an email blast sent?

- CENTURION Acquisition Email Order Form (filled out by a CENTURION representative for you)
- HTML Creative (NO CSS, JavaScript or Flash)
- Text creative (ASCII text, not MS Word)
- Rich-text creative for mobile (if necessary)
- Images - if we are hosting them (i.e. Banner.jpg)
- Suppression List
- Seed List (no more than 4 email addresses – we strongly recommend not to use corporate email addresses due to firewalls and filters)
- "From Line" (up to 50 characters)
- "Subject Line" (up to 60 characters)
- Advertiser's Postal Address

Once I have provided all the necessary items needed for an email blast, when can I expect the blast to go out?

Seed Testing:

1 to 10 segments – up to 3 business days

11+ segments – up to 5 business days

Changes to creative during seed testing can result in an extra day (24 hours) to make changes and re-test.

If performing a Match and Deploy using an external data source, an additional 2 days total turn-around may be needed.

If we are sending our email file to a 3rd party for suppression please allow an additional 24-48 hours after receiving the scrubbed file back to continue on with the Campaign Blast.

If you requested a matchback file this will be sent on day 11, this will include the original layout plus flags for emails delivered, Unique Opens, Unique Clicks by URL, Total Individual Who Clicked. When a matchback file is requested, the final tracking report will also be sent on Day 11 to ensure the report is synced up.

Campaign Deployment

Once the seed test is approved the actual blast will begin as follows:

1 to 10 segments – Up to 3 business days

11+ segments – Up to 5 business days

For orders 1/MM plus verify timelines with your CENTURION sales representative

What are the average response rates; i.e. opens, clicks, responders?

There are no industry standards regarding performance of a 3rd party opt-in email database as it relates to opens, clicks and responders. Every campaign, regardless of the industry, is considered "unique" do to the multitude of elements that make up an email blast. (i.e. Brand, offer, list criteria, creative, timing etc…)

2010 Average Rates:

Click .5-4%

Open rate: 2-9%

Why can't we just get the email addresses back and deploy ourselves?

This list has been sourced for 3rd party marketing, but you do not have an already established relationship with these consumers. Additionally, it is important that we are able to maintain an understanding of how often these consumers are sent offers.

Can we have a 3rd party run the suppression against your file?

Yes, as long as the 3rd party is neutral. Having a 3rd party run the suppression will add an additional 48 hours to the start of the seed test.

Can you support rich media (flash, video) within an HTML creative?

Most email clients do not support viewing rich media within an HTML email creative. The best way to get your rich media seen is to provide a link in the email creative that takes the recipient to a (client) hosted landing page/site that has the rich media embedded in that page/site.