

emailAudit Questionnaire

name:
contact email:
company name:
web URL:
contact phone:

date:

PURPOSE

Thank you for purchasing an emailAUDIT from someUPSIDE. This audit will cover a single email program (defined as a single brand) including up to 5 pieces of creative (mailing template, images, links, advertisements, etc.). At the conclusion of this audit, you will have a clear understanding of how your program compares with others in the marketplace, and the steps needed to improve.

Experts from someUPSIDE will provide you with a detailed look at the good, the bad, and the ugly. What is working? What needs improvement? Are you CAN-SPAM compliant? What happens if you are not CAN-SPAM compliant? What kinds of data do you track? What kind of data is important to track? All of these questions will be answered, and you will receive great suggestions on how to design, market, and deliver successful email messages. someUPSIDE experts will explain how deliverability-ready your campaign is, and what it will look like when your subscribers receive it. At the conclusion of this audit, you will have detailed, informative material to review and use for future planning – as well as a complete recorded session explaining our evaluation and recommendations.

This questionnaire is divided into the following sections:

- 1. BACKGROUND**
- 2. MARKET**
- 3. TARGET AUDIENCE**
- 4. COMPETITION**
- 5. CURRENT EMAIL MARKETING PROGRAM**
- 6. EMAIL PROCESS SPECIFICS**
- 7. FINAL QUESTIONS**
- 8. REMINDERS**

THE RULES

Please read the following questions carefully, and answer as thoroughly as possible.

The document and answers must be returned in electronic format.

All questions must be answered.

1. BACKGROUND

- A. What does your company do? Do you have a mission statement? What is your most exciting business goal?

- B. What product/services does your company provide? Where can we go to purchase your products/services (Web sites, affiliates, brick and mortar, catalog)? Please be as specific as possible.

- C. What are your company's current email marketing objectives?

- D. How large is your email database (number of addresses)? How many emails do you send per month? How many individual campaigns?

- E. How does a customer sign up for this campaign? Please provide the URL. Also, please provide all sign up methods you use (or have used) -- including point of sale, manual entry, etc.

F. How does your company measure email marketing success?

G. What other types of advertising programs are you engaged in or planning?

2. MARKET

A. Who is your marketing target? Is this a local, regional, national, or international target?

B. Does your company segment its customers into logical groupings for marketing purposes?

C. What are the key industry trends that fuel your company's success? What industry trends inhibit success?

D. Is your company's business or market affected by business cycles or seasons? If so, please describe how it is affected.

3. TARGET AUDIENCE

- A. How do you determine a target audience? Tell us about your active email segments. What is the highest performing segment?

- B. Please provide more information about the audience that has responded to your email marketing in the past. What are its members' demographics? Do they tend to respond to single offers featured in email, or are they repeat customers?

- C. What are the customers' primary reasons for buying or using your product or service? Are the reasons price- or loyalty-driven?

- D. Why would a customer prefer your company's offering versus a competitor's offering?

- E. Are there any issues or concerns that the target audience might have regarding this type of product or service?

4. COMPETITION

A. What types of competition threaten your success?

B. Which companies pose the greatest threat, and how do they differentiate themselves? What strategic or tactical elements do they use that threaten your success?

C. Which competitors have the largest market share within your target market segments? Which competitors have the greatest visibility with your target audience?

D. How do you try to differentiate your company/products and services to best combat competition?

5. CURRENT EMAIL MARKETING PROGRAM

A. What methods and services has your company used to send email communications to your customers?

B. How many email addresses does your company have in your email marketing list?

C. How often does your company send email to your customers?

D. How many different types of email campaigns does your company send to your customers (i.e., newsletters, sales alerts, etc.)?

E. What is your company attempting to accomplish with email marketing? Does your company promote sales or specials with your campaigns?

F. What has been your company's most successful email campaign?

G. How does your company measure success from email marketing?

H. Does your company attempt to monetize your campaigns in any way (i.e., 3rd party ads)?

I. What current challenges is your company facing with your email marketing program?

6. EMAIL PROCESS SPECIFICS

A. How does your company currently send email marketing messages (ESP, in-house solution)? How long have has this service been in use?

B. Does your company send HTML or text email messages?

C. What is the sender name (i.e., “from name,” or the name that appears in the “from” column of received messages) in your company’s email messages? Do you always use the same sender name?

- D. Does your company always have an unsubscribe link in your emails? What about a postal address? Is your company educated on CAN-SPAM?

- E. Does your company have a database that stores customer behavior? Is any recipient behavior tracked (such as origin, clicks or abandoned carts)?

- F. Does your company have any Deliverability challenges?

7. FINAL QUESTIONS

- A. Is your company happy with your current email service provider?

- B. Does your company have any specific questions that you would like to have answered in the audit?

- C. Are there any other facts you would like to share about your company or email communications?

8. REMINDERS

- Audit results will be provided within 5-7 business days after successful* receipt of questionnaire AND sample email sent from the same system used to deliver to customers (i.e., we cannot accept forwarded messages and the email must be an actual – as opposed to test – communication).
- This document must be returned to audit@someupside.com in electronic format.
- All questions must be answered.

* If we require additional questionnaire information or sample emails, this may delay your results.