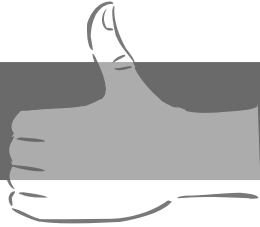




# Co-Registration Essentials

Brought to you by our Deliverability Team



## Do's

- Pursue co-registration programs with direct partners (ex: Music Store enters into Co-reg agreement with Concert Promoter or Ticket Vendor).
- Confirm that your brand is stated (by name) on the registration page. In other words, "Yes, I would like to sign up to receive weekly email offers from Company X"
- Take subscribers to a confirmation page after they hit 'submit'. This confirmation page should again notify them that they have signed up to receive mail from Company X.
- On the confirmation page, request these new subscribers to add your from address to their address book or safe senders list.
- Send a triggered confirmation email at time of opt-in. If possible, require a double-opt in for enhanced reputation and permission.
- Monitor unsubscribes, bounces and spam complaints on this confirmation send. Remove all of them from your list before adding these subscribers to your marketing list(s).
- Require an explicit opt-in (unchecked box) for co-registrants.
- Send your first marketing message to your new subscribers in a timely manner (optimally within one week).
- Monitor opens and clicks on preliminary marketing sends to your co-registrants. Send a re-engagement campaign to those who do not register an open or click during the first 90 days after acquisition.



## Dont's

- Give away control of the copy on the registration pages where your offer appears.
- Allow a list vendor/ coregistration company to use your brand on websites that you don't have access to.
- Use a vendor that is compensated primarily on the number of leads that they provide.
- Allow your leads to come from a "free offer" co-registration page (free CD, screensaver, etc).
- Sign with a co-registration vendor who does not monitor spam complaints or send an opt-in message to registrants.
- Allow the number of subscribers to be the metric that you use to determine the success of your co-registration program.