

# Management Instruction

## Marketing E-mail

This management instruction (MI) establishes the Postal Service's policy for marketing e-mail and gives employees guidelines to follow when they write and send marketing messages via e-mail to existing or potential customers. This MI supports the Postal Service *Transformation Plan* to improve customer service and grow revenue while maintaining our customers' privacy protections.

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 Anita Bizzotto Senior Vice President and Chief Marketing Officer	

## What Is the Purpose of This Document?

The Postal Service intends for this policy and the guidelines in this MI to do the following:

- Standardize the Postal Service's process for developing and sending marketing messages via e-mail.
- Ensure that Postal Service marketing e-mail messages meet customers' needs and honor their preferences.

This MI applies when the Postal Service, or its supplier, sends to a customer or prospective customer an e-mail message that markets a different product or service than the customer may already have received from the Postal Service (or refers to a Web site or directs a customer to a Web site that markets such a product or service).

## Who Is the Audience for This Document?

This MI applies to the following:

- Any functional organization of the Postal Service that initiates or plans to initiate a marketing e-mail message/campaign.
- Any third-party supplier initiating or operating a marketing e-mail message/campaign under contract with the Postal Service.

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# What Is the Postal Service's Policy on E-mail Marketing?

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## Policy

Postal Service employees and suppliers must incorporate the following elements in the e-mail when a marketing e-mail campaign is conducted by or on behalf of the Postal Service:

- Providing customers notice about the e-mail.
- Providing customers a choice about being on the e-mail address list.
- Providing customers access to personal information that the Postal Service collects and retains on them.
- Providing customers with redress about the e-mail, which involves not only feedback but also timely processing of that feedback.
- Providing customers with security of personal information that the Postal Service manages, transfers, and stores.
- Providing customers with usability and privacy through the use of appropriate technology.

## Required Procedures

### How to Provide Customer Notice

There are two kinds of required notice:

1. Notice of e-mail sender, content, purpose.

The subject line of the e-mail outlines the purpose and identifies the sender of the e-mail. The subject line is the most critical part of the e-mail (see Attachment 1 for more detailed explanation).

The subject line must do the following:

- Clearly define the topic of the e-mail (i.e., advertisement or promotion).
- Mention the specific product or service that the e-mail promotes.
- Identify the sender (i.e., the Postal Service, a Postal Service affiliate, or a supplier on behalf of the Postal Service).

## 2. Privacy Notice.

The e-mail message must include a reference or link to the Postal Service's privacy policy at [www.usps.com](http://www.usps.com). If a customer's response to a marketing e-mail might result in the collection and placement of that customer's data in a system of records (a file, database, or program from which information about customers or employees is retrieved by name or other identifier), the same e-mail that solicits data must contain a privacy notice.

- If consumers are the target audience, the notice must read:  
*Privacy Notice*

Your information will be used to provide you requested products, services, or information. Collection is authorized by 39 USC 401, 403, & 404.

Providing the information is voluntary, but if not provided, we may not process your transaction. We do not disclose your information without your consent to third parties, except to facilitate the transaction, to act on your behalf or request, or as legally required. This includes the following limited circumstances: to a congressional office on your behalf; to financial entities regarding financial transaction issues; to a USPS auditor; to entities, including law enforcement, as required by law or in legal proceedings; and to contractors and other entities aiding us to fulfill the service (service providers). For more information on our privacy policy, see our privacy link at [www.usps.com](http://www.usps.com).

- If business customers are the target audience, the notice must read: *See our Privacy Policy at www.usps.com.*

## How to Provide Customer Choice

Customers must be able to choose whether or not they want to receive the marketing e-mail message. This means that you must give customers a way to (1) get on the list (i.e., opt in) and (2) get off the list (i.e., opt out) for future mailings. Follow these steps to ensure that customers have a choice about being on the list:

1. Send the e-mail message to customers that are on a Postal Service house list or the [www.usps.com](http://www.usps.com) registration list. Customers who have chosen to receive any marketing e-mail messages must be:
  - Consumers who have opted in.
  - Businesses that have either opted in or not opted out.
2. Send the e-mail message to prospective customers from a third-party list provider. Customers on such a list must be either of the following:
  - Consumers who have opted in.
  - Businesses that have opted in or not opted out.

Follow these steps to provide customer choice in getting off the list:

1. Clearly and conspicuously include an opt out function in every marketing e-mail message that you send customers. An opt out function is an e-mail or other Internet-based mechanism enabling customers to request not to receive future marketing e-mail messages from the Postal Service.
  - Opt out function must be fully operational for no less than 30 days after the message was sent.
  - Honor customer choices to opt out within 10 business days after receipt or before the next marketing e-mail campaign (whichever is first).
  - Opt out applies to the specific e-mail address from which the opt out was sent.
  - The preferred placement of the opt out function is at the top of the e-mail.
2. Require list providers to validate the methods they use to give customers a choice. All suppliers that provide lists of prospective customers must also document clearly how they confirmed that (1) consumers have opted in or (2) businesses have opted in or have not opted out. List providers must identify the suppression file and merge/purge process used. Forward the documentation that you receive from the supplier to the manager of Segment Advertising.
3. Process the mailing list file for all marketing e-mail campaigns through the central Postal Service suppression file maintained by the Advertising and Promotions department. This allows the Postal Service to merge or purge the list to eliminate the names of customers who have opted out and to consolidate duplicate records of customers.

Honor customer choices to opt in and opt out. Customer requests to opt out must be made within 10 business days after receipt or before the next marketing e-mail campaign (whichever is first). Incorporate all requests to opt in or opt out into the Postal Service suppression file.

### **How to Provide Customer Access to Personal Information**

Customers must be able to access information that the Postal Service collects and retains about them. Customers may access their information depending on how personal data is maintained.

- *If the Postal Service maintains data on customers.* Give customers information on how to access their data and to request corrections or updates to the data.

- *If the Postal Service uses a supplier to maintain personal data on customers.* Give customers information on how to access their data and request corrections or updates to the data. Work with the third-party and agree on how you will provide information to customers.
- *If neither the Postal Service nor a supplier maintains personal information.* Advise customers that neither the Postal Service nor a third-party maintains their personal data.

## **How to Provide Customer Redress**

The customer must be able to provide feedback about the marketing e-mail messages they receive and a process must be in place to respond to their questions or complaints. You must follow these steps to provide customers redress about the marketing e-mail message sent to them:

1. In each e-mail, tell the customer that he or she can provide feedback by replying to the e-mail address from which the marketing message was sent (i.e., originating e-mail address). You must also provide a physical Postal Service address in the e-mail message. The Postal Service has designated the following address to be placed in all marketing e-mail messages:

USPS MARKETING DEPARTMENT  
PO BOX 149263  
AUSTIN TX 78714-9263

2. Process customer questions or complaints in a timely manner.

## **How to Provide Customer Security**

The Postal Service must provide security and safeguard procedures when managing, transferring, and storing customer information. Follow these requirements:

- To ensure confidentiality, show only the individual recipient's name in the e-mail address block or message content.
- Add a layer of protection to the transfer of e-mail names by using encryption software in accordance with security policies in Handbook AS-805, *Information Security*.
- Conduct a Business Impact Assessment (BIA) if there is no BIA for the e-mail storage system or if the data collection system or process is newly created, as required per Handbook AS-805.
- Contact the Corporate Information Security Office if there are technical concerns about security compliance.

## **How to Use Appropriate Technology That Provides Ease of Use and Safeguards Privacy**

Customers must be able to easily access the marketing e-mail message regardless of the equipment or technology they use, and the technology used must not compromise their privacy. Follow these requirements:

- Provide standard, readable formats to allow all customers, regardless of equipment or software, access to the e-mail message.
- Never use tracking devices such as beacons and cookies, unless you have prior written approval from the chief privacy officer.

## What is the Policy Approval Process for a Marketing E-mail Campaign?

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The functional group initiating the e-mail marketing campaign must complete the attached Marketing E-mail Policy Checklist (see Attachment 2) and forward it to the manager of Segment Advertising. The checklist requires (if applicable) the initiating group to do the following:

- Obtain approval from the manager of Brand Equity and Design, Public Affairs and Communications, for any use of the Postal Service brand identity design elements in the e-mail message.
- Obtain approval on legal and policy compliance for the e-mail message. Send requests to the Customer Protection and Privacy Group in the Office of General Counsel for approval.
- Obtain approval from the chief privacy officer for any use of tracking devices such as cookies or beacons in the e-mail message.
- Obtain a letter from the supplier, confirming that the supplier is fully aware of and will comply with the marketing e-mail policies in this MI, including the specific information required for choice (see “How to Provide Customer Choice”).
- Notify the manager of Customer Care Operations (at least 48 hours before the start of the campaign) of when (date and time) and how many e-mails will be released; if the origin of the e-mail is from within the Postal Service intranet; and if the e-mail reply is directed to an address within the Postal Service intranet.

# How Do I Contact the Offices Listed in this MI?

For more information on this e-mail policy, contact the appropriate department below:

MANAGER SEGMENT ADVERTISING UNITED STATES POSTAL SERVICE 475 L'ENFANT PLAZA SW RM 1227 WASHINGTON DC 20260-1227	CHIEF PRIVACY OFFICER UNITED STATES POSTAL SERVICE 475 L'ENFANT PLZ SW RM 10407 WASHINGTON DC 20260-2200
MANAGER CUSTOMER CARE OPERATIONS UNITED STATES POSTAL SERVICE 4200 WAKE FOREST RD RALEIGH NC 27668-9300	OFFICE OF GENERAL COUNSEL UNITED STATES POSTAL SERVICE 475 L'ENFANT PLZ SW RM 6004 WASHINGTON DC 20260-1135
MANAGER BRAND EQUITY & DESIGN UNITED STATES POSTAL SERVICE 475 L'ENFANT PLZ SW RM 10636 WASHINGTON DC 20260-3100	MANAGER CORPORATE INFORMATION SECURITY UNITED STATES POSTAL SERVICE 475 L'ENFANT PLZ SW RM 2411 WASHINGTON DC 20260-2411

# What Definitions Do I Need to Know?

The following terms are essential to understanding the policy that this MI establishes:

- **Affiliate** — The owner of a Web site that has placed hyperlinks on its site and entered into a formal agreement with another site to send electronic traffic to the other (except as provided in the Uniform Fee Approaches section of MI AS-610-2001-6, *Web Site Affiliation Program*) site in return for compensation.
- **House list** — A list of current Postal Service customers that have registered for a product or service or provided their e-mail addresses through other means.
- **Marketing E-mail** — An e-mail message/campaign sent by the Postal Service or its supplier, to a customer or prospective customer that markets a different product or service than the customer may already have received from the Postal Service (or refers to a Web site or directs a customer to a Web site that markets such a product or service). The term *Marketing E-mail* does not include transactional or relationship messages.
- **Merge/purge** — The practice of consolidating e-mail customer lists, eliminating duplicates, and removing names of customers who have opted out.
- **Opt in** — Customer takes affirmative steps to receive marketing e-mail.

- **Opt out** — Customer takes steps to prevent receiving marketing e-mail. Customer elects not to receive or to discontinue receiving marketing e-mail messages.
- **Personal information** — Includes personally identifiable information such as name, e-mail address, mail address, phone number, and preferences for receiving specific marketing messages.
- **Suppression file** — A database of names and e-mail addresses that have opted out from receiving future communications from the Postal Service.
- **System of records** — A file, database, or program from which information about customers or employees is retrieved by name or other identifier.
- **Third-party provider** — Supplier that provides e-mail lists for acquisition and lead generation programs.

# United States Postal Service Marketing E-mail Guide

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# Overview

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## What Is the Purpose of This Guide?

This *Marketing E-mail Guide* gives guidelines to Postal Service marketers (i.e., Postal Service employees who promote or sell a particular product) on the proper way to develop, implement, and measure the success of all commercial e-mail communication. These guidelines ensure that our e-mail communications with our customers or potential customers are consistent.

This guide should be used in conjunction with the Management Instruction *Marketing E-Mail*, which outlines all required elements of an e-mail campaign. This guide provides recommendations on how to meet the compliance requirements.

## What Does This Guide Cover?

This guide covers the following:

- Procedures to help you comply with the Postal Service's marketing e-mail policy.
- Ways to build a successful e-mail campaign.
- Ways to design and develop the e-mail message.

**Note:** These are guidelines and are not intended to limit a product or service or the ways in which you can use e-mail.

## Who Is Responsible for Marketing E-mail?

The following managers are responsible for marketing e-mail:

Office	Responsibilities
Manager of Segment Advertising	<ul style="list-style-type: none"><li>■ Serves as the overall point of contact for all marketing e-mail efforts.</li><li>■ Reviews plans for all marketing e-mail campaigns before you develop the campaign.</li><li>■ Maintains information about Postal Service customers by entering information into a database according to their preferences.</li><li>■ Provides you with data to help you identify customers and potential customers. This includes customers' previous buying habits, frequency of contact, list selection, and testing information.</li><li>■ Helps you to make the e-mail campaign consistent with the Postal Service's brand identity requirements.</li></ul>
Manager of Brand Equity and Design	<ul style="list-style-type: none"><li>■ Reviews and approves use of the Postal Service's brand in e-mail communications.</li></ul>
Chief Privacy Officer	<ul style="list-style-type: none"><li>■ Reviews and approves use of all tracking devices, such as cookies or beacons, before you implement the campaign.</li></ul>
Chief Counsel Customer Protection and Privacy	<ul style="list-style-type: none"><li>■ Reviews and approves all marketing e-mail campaigns for legal and policy issues before you implement the campaign.</li></ul>

## What Are the Key Elements for Developing a Marketing E-mail Campaign?

The table below presents the key elements for a marketing e-mail campaign.

<b>Key elements...</b>	<b>Steps to follow...</b>
<b>Plan the e-mail campaign</b>	<ul style="list-style-type: none"> <li>■ Identify the message and goals for the campaign.</li> <li>■ Select an e-mail list that has the addresses of people or businesses in your target audience.</li> <li>■ Test the subject line of the e-mail to see if it will make customers open the e-mail.</li> <li>■ Include a special offer in the e-mail message.</li> </ul>
<b>Present the information in the e-mail message</b>	<ul style="list-style-type: none"> <li>■ Make sure the subject line clearly identifies who sent the e-mail message and what it concerns.</li> <li>■ Make sure the customer understands the purpose of the e-mail message.</li> <li>■ Write appropriate content that compels the recipient to act.</li> </ul>
<b>Use an e-mail format that allows any Web browser or e-mail client to read the message</b>	<ul style="list-style-type: none"> <li>■ Be familiar with the technical specifications for use of rich media (e.g., HTML, Flash, and video).</li> <li>■ Develop a format for the e-mail based on the criteria.</li> <li>■ Stay within the recommended file size (max. 60k) for the e-mail format.</li> <li>■ Use media detection technology.</li> </ul>
<b>Use the Postal Service brand properly in the e-mail communication</b>	<ul style="list-style-type: none"> <li>■ Follow the campaign style guidelines that Advertising and Promotions provides.</li> <li>■ Get approval to use the Postal Service brand from the manager of Brand Equity and Design.</li> </ul>
<b>Ensure you have the customers' permission to send the e-mail message and give the customers a choice about whether they want to receive future e-mail messages</b>	<ul style="list-style-type: none"> <li>■ Ensure the customers have given permission to receive Postal Service marketing messages.</li> <li>■ Use the preferred message placement and text for opt out of future e-mails.</li> <li>■ Ensure opt out request is honored by including the specific e-mail address from which opt out was sent in the suppression file.</li> <li>■ Ensure opt out function is operational for no less than 30 days after the e-mail was sent.</li> <li>■ Honor requests to opt out within 10 business days after receipt or before the next marketing e-mail campaign (whichever is first).</li> </ul>
<b>Track and measure the equalize success of the leading e-mail campaign</b>	<ul style="list-style-type: none"> <li>■ Use open-rate and click-through rate to track and measure the success of the e-mail campaign.</li> </ul>
<b>Become familiar with industry best practices</b>	<ul style="list-style-type: none"> <li>■ Review the Direct Marketing Association guidelines.</li> <li>■ Review the <i>Boldfish Anti-Spam Policy</i>.</li> </ul>

# Planning the E-mail Campaign

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## What Do I Need to Consider First When I Plan My E-mail Campaign?

To get the best results from an e-mail campaign:

- *Work with a list provider to define your target audience for the campaign.* To define your target audience, consider the following:
  - Company size.
  - Recipient's title.
  - Geographic location.
  - Industry segment.
- *Select an e-mail list.* To ensure that you reach the right target audience, you or the list provider must match the recipient's need or needs with the product or service for each campaign. To identify the list that best fits the criteria of your campaign, use or make sure your list provider uses marketing segmentation rules to select an e-mail address list.
- *Test the subject line of the e-mail.* Testing the subject line can provide valuable insight to maximize the marketing investment. The Advertising and Promotions office has a refined process that tests various subject lines to determine which ones will result in the highest e-mail open rate. This test process is available for your use.
- *Make the customer an offer in the e-mail.* Offers help to increase the number of customer responses. However, offers generally increase responses, not sales.

## How Do I Ensure That I Properly Use the Postal Service Brand in the E-mail Message?

To use the Postal Service brand in your e-mail campaign:

- *Understand the importance of the Postal Service brand.* The Postal Service brand is much more than a logo. It's the sum of all the tangible and intangible characteristics in verbal and visual messaging that makes our products and services unique to consumers, employees, and other stakeholders. The brand is not only the image that we project but also how customers perceive the Postal Service.

The Postal Service brand is the look, the feel, the sound, the logo, and the "face" that the Postal Service presents to customers. The Postal Service remains distinctive in the service it provides to the nation. As America's oldest delivery entity, it is trusted to deliver money, messages, and merchandise.

There is one brand and one logo for the United States Postal Service. The Eagle symbol and corporate logo type is the official registered mark that identifies the Postal Service and everything it represents. It is the visual metaphor for the Postal Service.

This corporate logo must always be the primary graphic element. The creation of department or program logos is prohibited.

The communication of department or program information is better served through the use of a consistent and coherent design system. Creating a color identity system, a visual identifier such as a spokesperson, or an approved specific style of illustration focuses the viewer on the visual data produced by a specific Postal Service organization while maintaining the integrity of the Postal Service's corporate logo.

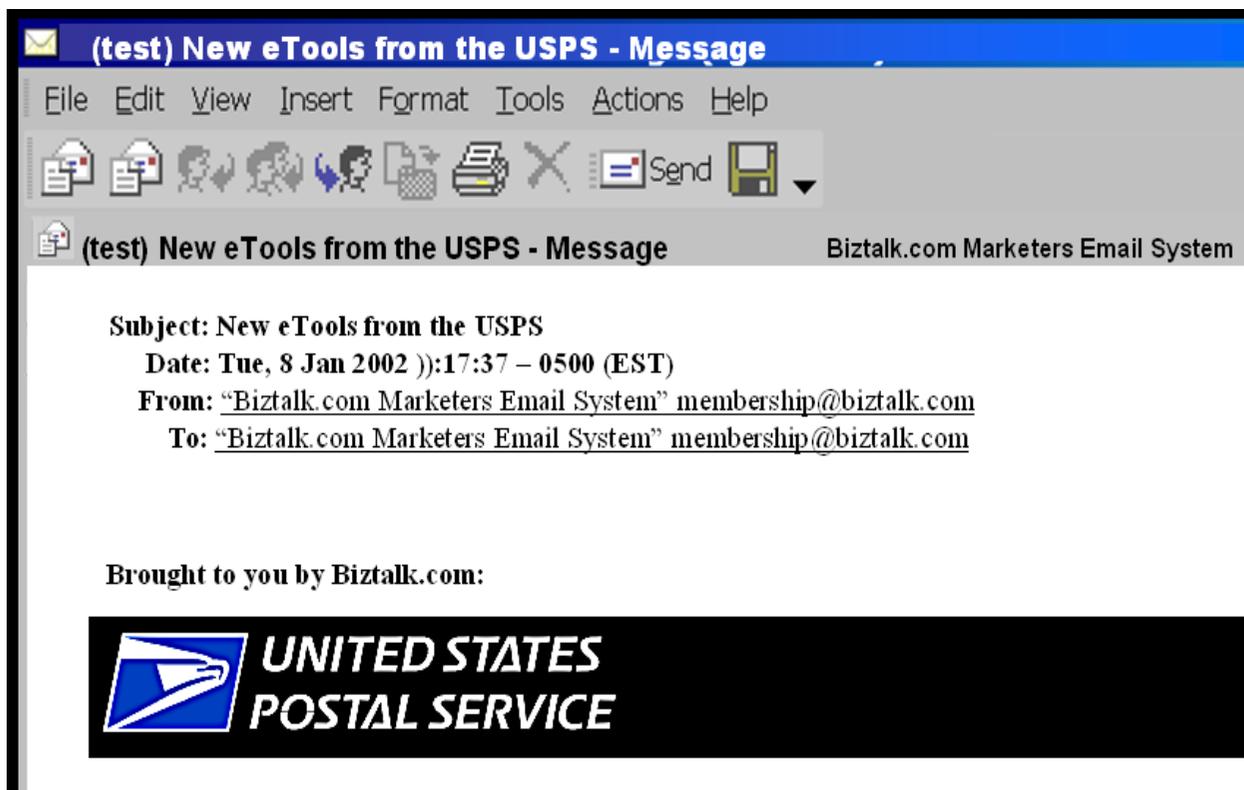
- *Work with Advertising and Promotions to ensure that all e-mail messages adhere to the style guidelines adopted at the onset of the campaign.* All e-mail communications must be consistent with the overall look and feel of the active advertising campaign. To ensure the customer is presented one voice of the Postal Service, the e-mail creative piece should adhere to the style guidelines adopted at the onset of the campaign. Advertising and Promotions will revise and house these style guidelines with each campaign.
- *Get approval from the manager of Brand Equity and Design.* To protect the brand, the manager of Brand Equity and Design must approve all uses of the brand in marketing e-mail campaigns. Employees and customers who wish to use the Postal Service brand in any manifestation must first get approval from the manager of Brand Equity and Design.

## How Do I Develop and Present the E-mail Message?

Effective marketing e-mail should communicate a message in a clear and honest way to the customer. The three parts of the e-mail message are:

- *Subject line.* The subject line is the most critical part of an e-mail. The subject line should create interest and provide a compelling reason for the customer to open the message (see the example below). Your subject line should do the following:
  - Clearly identify the sender and purpose of the e-mail (i.e., advertisement or promotion).
  - Be short and concise.
  - Be inviting.

### Example: New eTools from the USPS



- *Opening statement.* The customer should be able to understand what is expected of her or him. The opening statement should tell the customer what you are promoting and provide overall information about the product or service. After a customer has opened the e-mail, the resulting experience should drive the action you desire, whether that is a click-through to a Web site or a sale.
- *Body content.* The e-mail message should contain a clear call for the customer to act. You can provide a link or a Web site address to get the desired response. In some cases the customer might require more information to make a purchase. Therefore, it is important that you provide an option that allows the customer to find more information and a direct link to make a purchase.

## What Technical Requirements Do I Have to Consider When I Create the E-mail?

Each time you develop an e-mail message, you'll have to meet a unique set of technical requirements to ensure all customers have an acceptable experience and can view the message in a usable format. E-mail with video or Flash might require you to develop or host an additional Web page so that customers can view the video or Flash element. The following three specifications guide the technical aspects of creating the e-mail message.

- *File size.* Create an e-mail with a maximum file size of 60K, and use a format that can load for the customer to view within 3 to 4 seconds.
- *Format.* Create a format for the e-mail that is based on the objective of the campaign, target audience, audience capabilities, and other considerations. The most common e-mail formats are text, HTML, Flash, video, and animated GIF.
- *Media Detection Technology.* Use media detection technology to present the message in a manner appropriate for each customer's e-mail client or browser. When you use an e-mail format that customers may not be able to read fully, you must provide a text version as a backup.

## How Do I Ensure That Customers Have a Way to Opt Out of Receiving Future E-mail Messages From the Postal Service?

To ensure that Postal Service customers do not receive unsolicited e-mail (spam), the Postal Service's marketing e-mail policy requires that customers give you permission to send them marketing e-mail messages. As part of this policy, you must also provide customers with the ability to opt out of receiving future communications from the Postal Service (questions regarding opt in or opt out should be addressed to the chief privacy officer). A way for customers to opt out must appear both in campaigns to acquire new customers and in campaigns to retain existing customers. This should be crafted in a way that fits the specific communication. The preferred placement is at the top of the e-mail, where the customer can easily find the opt out.

The following are examples of the recommended language for the opt out message:

- *For All E-mail Campaigns.*

### **Example:**

This is a PostMasterDirect.com mailing! You have subscribed to receive this information at CramSession. To unsubscribe, forward this message to: [deleteall@postmasterdirect.com](mailto:deleteall@postmasterdirect.com) (be sure to forward the ENTIRE message, or it will not unsubscribe you).

Review your subscriptions! <http://review.postmasterdirect.com/?o=2423>

**Example:**

To unsubscribe from YesMail, click the following link:

<http://my.yesmail.com/mymoptout.asp?PID=00000&SUBC=AA00AA00AA&UID=00000> or send an e-mail to [subs@my.yesmail.com](mailto:subs@my.yesmail.com) with the word “unsubscribe” in the subject line.

- *For Continuity Programs.* When you send an e-mail message as part of a continuity program (e.g., an existing program that the customer belongs to), you must also provide the customer with a way to opt out of receiving future e-mail messages. Use language in the opt out message that tells the customer what benefits he or she will no longer receive.

**Example:**

As a Postal Service Online Payment Services customer, from time to time you will receive offers for special savings, discounts, and promotional information. If you prefer not to receive these offers, click here: <http://www.xxx.com>.

## How Do I Track and Measure the Effectiveness of an E-mail Campaign?

List providers should give all e-mail marketers the following tracking measures to gauge the effectiveness of an e-mail advertising campaign. These are the recommended tracking measures you should be able to access during or shortly after the campaign:

- *Total mailed.* The total number of e-mails sent.
- *Open-rate tracking.* Determines the number and percentage of recipients who opened the e-mail communication.
- *Net delivered.* Total e-mails sent, minus those for customers who opted out and those for customers who for any reason could not receive the e-mail.
- *Click-through-rate tracking.* Provides the percentage of e-mail recipients who clicked an active link and traveled to [www.usps.com](http://www.usps.com).
- *Opt out (unsubscribe) rate.* The number and percentage of e-mail recipients who clicked to opt out or unsubscribe.

**Note:** When using a text e-mail format, you can use promotional codes, which are explained in the Terms You Need to Know section of this guide, as a substitute for the above tracking measures. Work with your list provider to determine how you will track and measure the success of your campaign.

# Other Resources

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## Industry Practices

The following are marketing industry guidelines on marketing e-mail practices:

### Direct Marketing Association guidelines for online commercial solicitations

The Postal Service used the Direct Marketing Association's guidelines to develop its own marketing e-mail guidelines:

- a. Marketers may send commercial solicitations online under the following circumstances:
  - (1) The solicitations are sent to the marketers' own customers, or
  - (2) Individuals have given their affirmative consent to the marketer to receive solicitations online, or
  - (3) Individuals did not opt out after the marketer has given notice of the opportunity to opt out from solicitations online, or
  - (4) The marketer has received assurance from the third party list provider that the individuals whose e-mail addresses appear on that list
    - (a) Have already provided affirmative consent to receive solicitations online, or
    - (b) Have already received notice of the opportunity to have their e-mail addresses removed and have not opted out.
- b. Solicitations sent online should disclose the marketer's identity.
- c. The subject line should be clear, honest, and not misleading.
- d. The marketer must provide specific contact information that the individual can use to opt out of an in-house list or to restrict transfer of personal information to other marketers.
- e. The marketer must provide information on how consumers can obtain service or information.
- f. The marketer's street address must be made available in the e-mail solicitation or by a link to the marketer's Web site.
- g. The marketer is required to *scrub* its e-mail lists obtained through third-party marketers using the Direct Marketing Association's e-mail preference service (eMPS) suppression file.

## Boldfish Anti-Spam Policy

The goal of a good marketing policy is to be sure that customers receive relevant e-mail messages that they have given their permission to receive. A key component of this "permission-based-marketing" approach is to ensure customers have a choice and that they receive no unwanted e-mails.

Examples of spam include the following:

- Any e-mail message without a valid e-mail address in the reply line.
- Any e-mail message that makes untrue claims.
- Any e-mail message that is sent to a recipient who had previously signed up to receive any type of e-mail but had subsequently opted out.
- Any e-mail message that is sent to recipients that have had no prior association with the organization or did not agree to be e-mailed by the organization.
- Any e-mail message that is sent to a recipient without an opt out method.

## Terms You Need to Know

The following terms are essential to understanding this guide:

- **Click-through rate** — The tracking term used for recording a visit originating from an e-mail communication to *www.usps.com* or another Web site designated in the e-mail.
- **Media detection technology** — Technology that uses code in an e-mail to detect a recipient's e-mail capabilities and then presents the e-mail in a format suitable for those capabilities.
- **Open rate** — The term for the measurement of the number of e-mails opened versus e-mails sent.
- **Opt in** — Customer took affirmative steps to agree to receive marketing e-mail.
- **Opt out** — Customer took steps to prevent receiving marketing e-mail. Ability to prevent future e-mails.
- **Promotional codes** — Unique codes that a customer receives in the e-mail communication and enters into a registration field. The codes are for tracking purposes and will allow the marketer to track the e-mail list, subject line, offer, or other criteria.
- **Rich media** — Indicates the use of HTML, Flash, or video e-mail creative format.
- **Spam** — Any e-mail sent to a person without his or her permission.

## **Marketing E-mail Policy Checklist**

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# Marketing E-mail Policy Checklist

**Instructions:** The functional organization that has initiated the marketing e-mail message / campaign must complete this checklist. Ensure that all relevant documents are attached and submit the completed package to:

MANAGER SEGMENT ADVERTISING  
 UNITED STATES POSTAL SERVICE  
 475 L'ENFANT PLAZA RM 1227  
 WASHINGTON DC 20260-1227

		Yes	No
<b>Notice</b>	<b>Subject Line</b>		
	The subject line clearly defines the topic of the e-mail.		
	The subject line mentions the specific product or service that the e-mail promotes.		
	The subject line identifies the sender (e.g., the Postal Service, a Postal Service-branded supplier, or a third-party supplier on behalf of the Postal Service).		
	<b>The Message</b>		
	There is a reference or link to the privacy policy for <i>www.usps.com</i> .		
	There is an appropriate privacy notice if a customer's response to a marketing e-mail might result in the collection and placement of that customer's data in a system of records.		
<b>Choice</b>	<b>Address List</b>		
	Existing consumers (on a house list or <i>www.usps.com</i> registration list) opted in.		
	Existing business customers (on a house list or <i>www.usps.com</i> registration list) opted in or did not opt out.		
	Consumers from third-party lists have opted in.		
	Business customers from third-party lists have opted in or were given the opportunity to opt out and did not.		
	<b>Opt Out Process</b>		
	A hyperlink or URL links to an explanation of how to opt out of future e-mails.		
	The opt out function will be fully operational for no less than 30 days after the message was sent.		
	A process exists for removing opted out e-mail addresses within 10 business days after receipt or before the next marketing campaign (whichever is first).		
<b>Access</b>	The e-mail gives customers information on how to access their data and request corrections or updates to the data if it is maintained by the Postal Service or its third-party supplier.		
	The e-mail advises customers that neither the Postal Service nor a supplier is maintaining personal information related to them (if applicable).		

		Yes	No
<b>Redress</b>	The e-mail gives customers the opportunity to provide feedback directly to the appropriate party.		
	The e-mail message includes the following physical USPS Address: USPS MARKETING DEPARTMENT PO BOX 149263 AUSTIN TX 78714-9263		
	A process exists for processing customer questions or complaints in a timely manner.		
<b>Security</b>	Only the individual recipient's name is visible to the recipient in the e-mail address block or message content.		
	Encryption software will be used in the transfer of e-mail names, in accordance with security policies in Handbook AS-805, <i>Information Security</i> .		
	Controls are in place for protecting sensitive and business controlled sensitivity information, as required in the completed Business Impact Assessment.		
<b>Technology</b>	The e-mail will use no tracking devices, such as beacons and cookies, without prior written approval of the chief privacy officer.		
	Standard readable formats allow any Web browser or e-mail client to read the marketing message.		
<b>Attached Documents</b>	A letter from the manager initiating the marketing e-mail campaign states that:		
	The manager of Brand Equity and Design has approved the e-mail message use of the Postal Service brand.		
	The Office of General Counsel has approved the e-mail message for legal and policy requirements.		
	The chief privacy officer has approved the use of tracking devices in the e-mail message (if applicable).		
	The manager of Customer Care Operations has received notification (48 hours prior to the start of the campaign) of when (date and time) and how many e-mails will be released; if the origin of the e-mail is from within the Postal Service intranet; and if the e-mail reply is directed to an address within the Postal Service intranet.		
	Copies of the following: <ul style="list-style-type: none"> <li>■ The marketing e-mail message or the URL address for viewing.</li> <li>■ The documentation identifying the suppression file and merge/purge process.</li> </ul>		
	A letter from the third-party provider agrees to comply with requirements set forth in the <i>Marketing E-mail Policy</i> MI.		
Completed by: _____			
Title: _____			
Date: _____			
Phone: _____			
Fax: _____			