

STEP 1: PRE-TEST- After we receive your signed acknowledgement. Please provide the following information in order for MMS to begin your test. Please complete the following, save the pdf and email back to MMS.

1. BROADCAST MESSAGE- CREATIVE

- Please supply the creative assets to MMS in an HTML (.htm; html) format and/or TEXT (.txt) version.
- Email the creative assets to MMS as an attached file(s) , include image folder where applicable
- Word (.doc) or PDF (.pdf) documents are not accepted by the system. HTML creation/modification is available.
- Web filtered Word documents are accepted, but all files (specifically images) created from the filtering must also be supplied.
- Any links to Pdfs and/or images should be hosted by the client. MMS can host images only- additional charges apply after 3 images.
- HTML Creative Modification Available- Inquire

CAN-SPAM COMPLIANCY

- The sender's postal address must be included in message
- An Opt-out link must be included in message. **MMS' also adds a Med-e-Mail opt-out link:** *"This email powered by Med-E-Mail connects healthcare professionals with relevant commercial messages germane to the practice of medicine. If you wish to discontinue receiving messages from this sender please review your preference page here."*

2. FROM NAME:

- This is the friendly name that is seen when the email is received. (See example)

3. FROM ADDRESS INFORMATION:

- This is the information in brackets that is seen after the friendly name when the email is received. (See example)
- The MMS default is mem@mmslist.a.messages3.com or mem@mminfo.messages2.com. Text to the left of the @ sign can be specified. The text to the right of the @ sign is not editable.
- All replies to your email message are received by MMS and forwarded to the email address in the message.

EXAMPLE:

From: Medical Marketing Service [mem@mmslist.a.messages3.com]

From Name

From/Reply To Address

4. SUBJECT LINE:

5. TEST NAMES:

	First Name	Last Name	Email Address
1.			
2.			
3.			
4.			
5.			

- If more than 5 test names, provide test email addresses in text file with personalization included.
- Consider including personal email addresses like yahoo, hotmail, aol if available for testing

STEP 2: TESTING: MMS tests your message before we broadcast. Following is the general testing procedure.

TEST TRANSMISSION:

- A Test of your email message will be deployed to your test names prior to the final blast to the target audience.
- You will be sent both the HTML and text versions for approval with TEST in the subject line.
- 2 Tests/revisions are provided (if needed, additional charges apply for more than 2 tests).

TEST APPROVAL:

- Please indicate one individual who will be the final approver to release the broadcast.
- This is your opportunity to review and proof your message.
- If there are changes, please provide via email, any changes to the message in detail.

Verify your message:

Copy

Subject Line

From Line

Test each Link, verify all are working properly!

IMPORTANT: Do not opt out of the test broadcast. You will be omitted from any future broadcasts including your own.

What to do in case you do not receive the test:

1. Check your junk mail box.
2. Check with your IT dept and verify that the email did not get caught in company spam filters
3. Check with other test recipients in the company and verify that they did not receive the test.

STEP 3: BROADCAST DEPLOYMENT

- Once approval is received on your test, your email broadcast will be scheduled and deployed.
- All Test recipients also receive the email deployment.
- Throttling of the email deployment is used to achieve better delivery results
- A Broadcast Delivery Report is sent via email 3 days after deployment.

SAMPLE EMAIL MESSAGE

Helpful Information for you! *(Title)*

From: Medical Marketing Service [mem@mmslist.a.messages3.com]

From Name

From/Reply To Address

Sent: Friday, January 01, 2010 11:43 AM

To: James Anthony

Subject: Helpful information for your email strategies

Subject Line

This message contains graphics. If you do not see the graphics, [click here to view](#).
(This link allows the recipient to view the message through the internet instead of in their email browser.)

Dear Dr. Anthony,

Personalization



Call or email:
800.633.5478
sales@mmslists.com
mmslists.com

Keep design simple- Email clients tend to suppress images, advanced programming, higher-end graphics, embedded surveys, java scripts, animated gifs and flash programs.

Maintain a good image to text ratio- Many programs either do not load images or filter messages that are image only to junk folders. Best practices are to combine text and images in the email message.

Call to action above the fold- Keep your call to action- Link to more information above the visual fold in the message for best results. [See our website for a complete overview](#). Provide multiple ways for the recipient to contact you- via website, email and/or phone in your message.

Spam Triggers- Image to Text ratio; Words; symbols; Comments in HTML code; Incorrect HTML coding;

Company Name | Street/Postal Address | City, State Zipcode

Postal Address for Can-spam compliancy

This e-mail powered by Med-E-Mail connects healthcare professionals with relevant commercial messages germane to the practice of medicine. If you wish to no longer receive messages from this sender please review your preference page [here](#).

Opt-out Link for Can-Spam Compliancy