



SUCCESSFUL E-MAIL MARKETING METHODS

A Medical Marketing Service, Inc. White Paper
www.mmslists.com

SUCCESSFUL E-MAIL MARKETING METHODS

Introduction

E-mail is a revolutionary medium. Consider the following:

- **According to the Direct Marketing Association (DMA), e-mail has achieved a return on investment (ROI) of over 57 to 1. In other words, DMA members are making \$57 for every dollar they spend on e-mail, an ROI unrivaled by any other medium in the history of marketing—5700%, versus 4% for overall advertising.**
- **E-mail delivers sales at a lower cost per order than paid search (e.g., Google AdWords) or banner ads. The average cost per order for e-mail is less than \$7, compared to \$71.89 for banner ads, \$26.75 for paid search, and \$17.47 for affiliate programs, according to “State of Retailing Online 2007” (September 2007) from Shop.org.**
- **E-mail generates unsurpassed lead generation response rates, according to DMA.**

However, e-mail marketing is an increasingly demanding art and science. Competition within the recipient’s in-box is fierce, and recipients are merciless in deleting e-mails that are illegible or irrelevant. Your message has just seconds to capture the attention and interest of the recipient and to be opened, all of which are prerequisite to achieving your objectives; average reading time for a promotional e-mail is 15 seconds or less.

Therefore, successful direct marketing requires employing best practices to beat the odds. Based on actual e-mail broadcast results and industry standards, we recommend nine Successful E-mail Marketing Methods to maximize your direct marketing results. The methods are set forth in logical order, but **please review them all; especially the *Technical Do’s and Don’ts* in item 7, on page 7.**

It should be noted that results may vary by market, company, product or service. So it is important to test changes to your program to measure their effectiveness before you “roll out” to your entire e-mail marketing program.

For a quick guide to key aspects of a successful e-mail, see Appendix A—Anatomy of a Successful E-Mail, page 10. This material is also presented in an online tutorial available at http://www.mmslists.com/emai tutorial/MMS_Email_Tutorial_Page.htm

Nine Successful E-mail Marketing Methods

1. Allow Enough Time

The more time you have to work with MMS to plan your campaign, the better. Planning should ideally encompass an entire campaign, including any necessary logistical coordination with your information technology staff and contingencies for various levels of initial results.

Speaking of time, broadcast scheduling should be a key element of your plan. Seasonality may come into play here. Allowing recipients enough lead time to make plans for continuing medical education (CME) courses is essential—the longer the course, the more lead time required. Test on different days of the week and times of day to determine whether there is an impact on results. Research shows that many health professionals read their mail after working hours or on weekends, when they’re not seeing patients; you may want to factor this in to your scheduling. A recent Listrak study found the best day parts for broadcasts are Monday through Thursday between 9:00 a.m. and 11:00 a.m. and between 1:00 p.m. and 4:00 p.m. The study also found that broadcasts segmented by time zone to hit these day parts performed better. However, results are likely to vary by audience, and health professionals are clearly different from desk-bound workers, so testing is highly recommended.

2. Improve E-mail Deliverability with Sender ID and Other Authentication Technology

AOL, Microsoft, Yahoo!, and 85% of Fortune 100 companies supported at least one e-mail authentication standard as of 2007, so implementation is essential to message deliverability and sender reputation. As a member of the DMA, MMS has implemented authentication technology per DMA guidelines. You benefit from this technology when you use MMS's standard "From" address.

If you use a non-MMS "From" address, implementation of authentication technology is a prerequisite. You can utilize one or more of these systems:

- Microsoft's Sender ID Framework (SIDF)—for more information, including a link to a Sender ID setup wizard, go to <http://www.microsoft.com/mscorp/safety/technologies/senderid/resources.mspx>
- Sender Policy Framework—see www.openspf.org for more information
- DomainKeys Identified Mail—see www.dkim.org for more information

MMS suggests working with the staff members in your organization who are responsible for your domain, but MMS can also provide server information for including our broadcast service in your sender ID configuration and can work with you on other authentication schemes. For more information, contact your MMS Business Development Manager.

3. Establish Your Objectives and Goals

Do you want to maximize the response rate or the number of responses? Are you interested in obtaining a target number of responses or maximizing sales or market share of a product or service? Quantify your objectives into achievable goals against which you can evaluate results. Once you have established and communicated objectives and goals, your MMS team can help you pinpoint the perfect prospects for your promotion and execute your campaign in a manner that maximizes your ability to succeed.

4. Select Your Audience

Target your broadcast as precisely as possible based on your objectives. Use all available selection criteria to select the audience for whom your offer will have the most relevance, and include all physicians and other health professionals who fit your target profile.

5. Develop Your Offer

An offer is the proposition you make to customers, e.g., "See our latest white paper." A compelling offer can mean the difference between success and failure. It should be simple and relevant to your target audience. Use just one offer per message, but test alternatives, such as a free gift, a dollar-amount discount on a purchase, a percentage discount, or free shipping. Consult legal counsel to make sure offers comply with all applicable legislation, regulation, and industry codes.

6. Decide on Frequency

While it is true that, in the words of G. M. O'Connell (founder of Modem Media), "You cannot annoy people into liking you," direct marketing experts suggest that up to seven waves of messaging, properly scheduled, may yield a positive return on investment (ROI). Your MMS team can consult with you on the optimal frequency and can plan your campaign in advance to maximize its cost-effectiveness.

7. Optimize Creative

Keep the following points in mind when preparing your creative.

Overall

Relevance is of paramount importance—The golden rule of e-mail marketing is “Do unto recipients as you would have them do unto you.” View your marketing as part of your brand and of your service to a soon-to-be or incumbent customer. Empathize with the recipient—put yourself in his or her shoes. Write as if you’re talking to one person and one person only—because you are. Even though e-mail is a broadcast medium, each recipient reads it individually. Make sure you are sending the right message to the right audience at the right time, and writing with style and substance that the recipient will understand and find useful.

One-to-one marketing is the ultimate objective, which can be approximated by segmentation. According to a DoubleClick study, one-to-one marketing can increase open rates by 700% and click-through rates (CTR) by 1400%. Logical segments to test in physician marketing are specialty, type of practice, age, gender, behavior (e.g., prescribing profile), and preferences (e.g., type and topic of CME).

Avoid spam and junk filter triggers—See “Microsoft Junk E-Mail Filter Readme” at <http://office.microsoft.com/en-us/help/HA010450051033.aspx> for a list of SPAM triggers to avoid. Test your message using an online content checker or have MMS check it for you, but be sure to allow enough time to make any necessary changes. Using some triggers may be unavoidable—for example, if you’re marketing Viagra. The costs may outweigh the benefits in other situations, as some case studies have found regarding use of the word free, which is among the most powerful words in the copywriter’s toolbox. But in general, seek to minimize if not eliminate filter triggers.

Keep design simple—E-mail clients such as Outlook 2007, Gmail, and Hotmail tend to suppress images, advanced programming, higher-end graphics such as animated GIFs and flash, embedded surveys, and other advanced message elements. In the case of Outlook 2007, this is due to Microsoft’s substitution of MS Word’s HTML display for its Internet Explorer browser, which had more advanced HTML-rendering capabilities. Since Microsoft’s new Vista operating system utilizes Outlook 2007, this challenge will proliferate as time passes. See “Word 2007, HTML and CSS-rendering Capabilities in Outlook 2007” at <http://msdn2.microsoft.com/en-us/library/aa338201.aspx> for more information.

In addition, many mobile devices don’t load images unless you tailor your message to their technical specifications.

Test rendering and filtering before broadcasting in a variety of major e-mail client types and domains (Yahoo!, AOL, MSN, Outlook, and handheld devices such as BlackBerries, etc.)—Illegible messages are doomed to fail. According to the Email Experience Council, 21% of the e-mails reviewed appeared completely blank when images were turned off or stripped by a variety of e-mail clients such as those mentioned above. Messages filtered out or relegated to junk mail folders suffer similar fates. Proper testing and refinement based on results is an iterative, continuous improvement process and is the best practice to optimize delivery of legible messages to the in-box of the intended recipient. MMS can work with you to implement such efforts. For more information, contact your MMS Business Development Manager.

Test alternatives for all major message elements—Test the “From” line, subject line, message body, message content, message format, and landing pages to determine optimal elements for your audience and your offer. Use the A/B method, also known as “split testing,” in which you test different versions of a message element with half of a list (using every other name as the basis for division). Basic tests should change only one variable at a time, leaving all other elements the same.

Integrate your e-mail campaign with other elements of the marketing mix—Coordinate direct mail, Web site publicity, telemarketing, space advertising, etc., creatively and chronologically (from a marketing planning and scheduling perspective) to maximize return on investment (ROI). In addition, coordinate with other departments to make sure everyone using your domain name in broadcasts is following e-mail best practices, because what one unit does can affect your entire organization.

Obey applicable laws—Pay particular attention to the federal CAN-SPAM Act (see Appendix B for more information).

From and Subject Lines

These message elements, also known as headers, may well be the most important elements of your message. Like the outer envelope in direct mail, they determine the fate of your message: whether or not it will be opened. An unopened message cannot meet your objectives. So these two elements of your message merit as much if not more time, thought, and energy as the rest of the campaign combined. Of course, being the first—and initially, only—visible sign, they must reflect the entire message.

“From” Line

According to one study, the “From” line is the *only* message element that materially affects open rate. In other words, the primary driver of open rates is you—the power your organization’s brand name holds for the recipient. To make sure you communicate this crucial information to the recipient, follow these best practices:

- Do not leave this line blank.
- Make sure the “From” name is meaningful and relevant to the recipient—i.e., a company name, a brand, or a recognizable executive name. It must tell the recipient who you are and convey your relevance, importance, and trustworthiness; it must relay that you are a sender whose message merits attention. Research has shown that a person’s name can actually outperform a company or brand name, so using an individual’s name merits testing. It should be noted that the name used may impact results. Using the name of an individual known and trusted by the recipient is likely to outperform a stranger’s name.
- Keep it short—handheld devices display only 14 characters. We use “MMS” in the “From” line for our company newsletter, for example.

Subject Line

- Keep subject lines short—no more than 40 characters—but make every character count. According to Return Path, short subject lines generate 75% higher click-through rate.

Succinctly state the product, service and/or offer in the subject line. For example, in a recruitment mailing, put the specialty, compensation, and location in the subject line: “NYC Group seeks IM-\$250K.” Or for a survey, consider: “Take Brief PlaceboXL Survey-\$50 honorarium”

- Use deadlines to impart a sense of urgency and increase open rates.
- Include the company or brand name, which research has shown increases the open rate by as much as 12 percentage points, yielding 60% more opened messages.
- Use personalization.
- Be specific and consistent with the e-mail’s theme and messaging—avoid gimmicks.

Message Body

Copy

- Personalize the salutation and content as appropriate, using dynamic content based on segmentation, e.g., by specialty (“Doctor Jones, as a gastroenterologist...”) or by geographic location (“Doctor Jones, attend our seminar at the L.A. Hilton, just a short drive from your office”). Always test a sample BEFORE you broadcast to make sure your personalization scheme is working properly.

If you are conducting ongoing campaigns, ask recipients to “whitelist” future messages. Since whitelisting procedures vary, you may wish to provide a link to whitelisting instructions or include dynamic content based on domain (e.g., instructions specific to AOL clients). For details, see Appendix C.

- Don’t require recipients to click through to a Web page to get the content of your message. Your message should be self-contained and self-explanatory.
- Good copy is like good weather: clear and fair—truth well told. Keep the body of the message clear, concise (500 words or less is recommended, or the length of one computer screen), clean, and uncluttered. Stress the benefits. Use short paragraphs or bullet points to facilitate quick scanning. Use a type size of at least 10 points so it’s large enough to be read easily.
- Place important messaging (especially the “call to action” and offer) in the first two inches of the total e-mail content—“above the fold” in a preview pane—so the recipient will see the important messaging in a preview screen without scrolling. This increases average click-through rates by 3.5 percentage points.
- To maximize click-through rate, offer only one option for response to the call to action or offer: clicking on a hyperlink. However, to maximize overall results as opposed to just click-through rate, you may want to make it easy to respond by offering other response options, such as a toll-free (800) number.
- Make your call to action prominent and make the way to respond clear and easy to understand. For example, “For a 20% discount on early registration for this conference, use this link” (avoid using the word “click,” as it may trigger spam filters). Also see “Hyperlinks” below.
- Provide summary copy for longer topics with a link to the complete content.
- Put key words in **bold type**.
- Hyperlinks:
 - Use text-style hyperlinks—they average three percentage points higher click-through rates than image-style links.
 - Hyperlinks should look like hyperlinks—underlined and colored blue.
 - Use multiple hyperlinks—between six and 10—to maximize click-through rate. Duplicate important click-through links at the beginning and end to provide multiple opportunities for the recipient to click on the call to action.
 - Test hyperlink copy. Small copy changes can increase click-through rate by more than 8%, according to a Marketing Sherpa (www.marketingsherpa.com) test.

- Follow the “three-second rule”: strive to grab the recipient’s attention within three seconds of reviewing the document.
- Use an actual person as signatory.
- You must include a physical mailing address to comply with the federal CAN-SPAM law.
- Don’t require recipients to click through to a Web page to get the content of your message. Your message should be self-contained and self-explanatory.
- Proof online and hard copy carefully (MMS recommends www.proofreadnow.com for affordable, professional proofreading). Pay particular attention to contact information such as phone numbers. Test every link.
- Consider using a “forward to a friend” device if it’s appropriate for your offer.
- Consider using a security logo—it increased the average order value by over 28% for one e-mail marketer, according to a Marketing Sherpa case study.
- Ensure that responses will be properly handled.

Art

Design

- Keep it simple! Use graphics judiciously. Given that Microsoft Outlook 2007 and other e-mail clients such as Gmail and Hotmail may strip out images in your message, a picture isn’t always worth a thousand words. As a contingency against e-mail suppression, make sure your message is not image-dependent. Text-heavy messages that are light on images get better click-through rate. All-text messages generate a 54% higher click-through rate than those with equal amounts of text and images. Text also renders better when accessed with portable devices such as BlackBerries. In addition, lifestyle photos actually lower click-through rate for business-to-business e-mails.
- Postcard formats—messages with a single, postcard-like image—have tested better than other formats (such as newsletters) when used with business-to-business broadcasts, particularly among younger recipients, and thus merit consideration.
- Avoid reverse type (white text on dark backgrounds). White backgrounds with dark type are preferred, especially because backgrounds don’t render well (if at all) in Outlook 2007 and for Web-based e-mail clients such as Gmail and Hotmail.
- Be consistent with corporate branding, color scheme, and creative elements of other marketing efforts, especially landing pages.
- Generally, the top left quadrant is the best placement area for logo/branding.
- Navigation bars, if used, should be placed at the top of the message.
- Leave your landing page on the Web for as long as possible to serve laggard responders. This is a best practice even beyond the expiration date of time-sensitive offers such as meetings; in such cases, the landing page can be updated with current offerings or links.

Technical Do's and Don'ts

DO:

- Include a link to an HTML Web version of your message in case your message experiences rendering issues (MMS automatically includes such links in your broadcasts).
- Test advising recipients of HTML messages to turn on images.
- Provide well-constructed HTML templates (created with an HTML editor) and plain text layouts. (Word documents can be accommodated but are not recommended; additional charges may apply because of their limitations.)
- Keep e-mail width to 600 pixels maximum, or set width to 100%.
- Make sure images load quickly and keep them to a minimum 72 dots per inch (DPI) maximum. (MMS hosts images unless otherwise advised and provides a "Click to view HTML version" link in all messages in the event that a recipient cannot view the full content of the e-mail.) Keep images small to facilitate quick loading. To hedge against filtering, use <alt> tags (HTML tags that provide alternative text when nontextual elements, typically images, cannot be displayed) and intersperse images with text.
- Be cautious in using rich media, as less technically sophisticated recipients may be unable to view them. If you use objects such as Flash or video, indicate position with filler images on static background.
- Limit file size to 30 kilobytes (KB) for HTML or Flash, including the preloader.
- Keep video less than 30 seconds long and optimize for anticipated recipient bandwidth. (MMS supports 28.8 kbps through T1 speeds.)
- Use numeric codes for special characters, such as the copyright sign, ©.
- Limit multiple, stacked, and nested tables to no more than two levels deep.
- Set up HTML-compatible seed e-mail addresses.
- If you're sending a large volume of messages, consider establishing a static/dedicated Internet protocol (IP) address. MMS can establish one for you. Ask your MMS Business Development Manager for details.

DON'T:

- Don't use frames.
- Don't use attachments—instead, use hyperlinks to Web pages or hosted objects.
- Don't use Cascading Style Sheets (CSS), JavaScript, or EMBED tags.
- Don't apply attributes to BODY tag. Med-E-MailSM strips them on import.
- Don't leave tags open.
- Don't format text intended for use as a link.
- Don't use co-tracking.
- Don't use font formatting (e.g., bold, typeface) in text messages.

Landing Pages

According to Marketing Sherpa, improving and optimizing your landing pages can increase your conversions by 40% or more.

- Use offer-focused landing pages to facilitate response and allow recipients to advise you of preferred mode and frequency of future communications. For example, to maximize click-through rate, physician recruiters should make a clear call to action that drives the recipient to click on a hyperlink to a job-specific landing page; the page should have a response form allowing the physician to provide contact information, best time/method to contact, etc., and to attach a curriculum vitae (CV).
- The landing page should be free of distractions such as links to other areas of your site.
- Like a business reply card in a mailing, a landing page should restate the offer and should be graphically consistent with your message.
- Make it brief and to the point, and entirely “above the fold” (visible in the preview pane) if possible—95% of business-to-business recipients view messages in preview pane mode, according to a Marketing Sherpa study.
- Keep copy to a minimum and make it readable online—short and scannable. Use good design—simple, with the relative importance of each text element conveyed by the size and weight of the typefaces.
- Ask only for information that is essential to the transaction. The less you request, the more likely you are to close the sale. Include a link to your privacy policy.
- Include a “thank you” screen that appears after the response. In addition to validating and cementing the relationship, it allows for tracking and presentation of additional cross-sell and upsell offers to maximize return on investment (ROI).
- Make sure you’re able to run tests of alternative page designs and measure results.

8. Track and Analyze Results

Track the results of all tests and roll-outs to determine which combination of message elements is the most effective in achieving your objectives and goals. Communicate the analysis to all parties involved, and use findings from your first few efforts as benchmarks to optimize subsequent efforts.

Response-related metrics (click-through rate, cost per response, return on investment) are arguably superior to open rates, which have been depressed because of image suppression by clients such as Microsoft Outlook 2007. Opens are recorded when the recipient’s computer downloads images from the sender—when images are suppressed, actual viewership/ readership of messages can be understated. The open rate can still be used as a relative measure, but open rate comparisons excluding results prior to Outlook 2007’s release—from 2006 or earlier—may be more reliable.

9. Next steps

Plan what your next steps will be for all foreseeable eventualities based on results of your campaign. For example, consider what to do if your results don’t meet plan or how to respond if demand exceeds supply of your offering. Make sure you are prepared to respond promptly with an e-mail confirming the transaction and thanking the respondent.

Conclusion

Using these successful direct marketing methods should help you maximize results and achieve your objectives.

Resources

MMS recommends the following resources, which have been used in this document, for further reading on successful e-mail marketing methods:

- **Successful E-mail Marketing Methods Tutorial—An animated audio video presentation of this guide:**
http://www.mmslists.com/emaitutorial/MMS_Email_Tutorial_Page.htm
- **“E-mail Creative That Works—An Evaluation of Opens and Click Rates Associated With Various Creative Elements”:**
http://www.silverpop.com/practices/studies/email_creative/index.html
(Registration required)
- **ClickZ E-mail Reference:**
http://www.clickz.com/showPage.html?page=resources/email_reference
- **Marketing Sherpa:**
www.marketingsherpa.com
- **Target Marketing:**
www.targetmarketingmag.com

Reach Nearly 500,000 Health Professionals with MMS Broadcast E-mail

In order to properly target your e-mail campaign, it is critical to use a broadcast service that has the best available data and broadcasting technology. For example, in the physician market, your e-mail broadcast should be targeted using a robust, comprehensive, accurate list such as the American Medical Association Physicians Professional Data (AMA-PPD). Pharmaceutically driven broadcasts should utilize one of the industry-standard syndicated prescriber databases, such as VOPEX.

E-mail addresses need to be permissioned, current, and well maintained (bounces and opt-outs should be purged daily). The broadcast technology should be state-of-the-art, with all the necessary competencies to meet the technical, legal, and operational challenges of contemporary e-mail marketing and to provide you with reports on results metrics that enable you to continuously improve your program.

Your e-mail broadcast partner has your reputation in its hands, and since reputation is increasingly important in maximizing deliverability, you need to be sure it's in good hands.

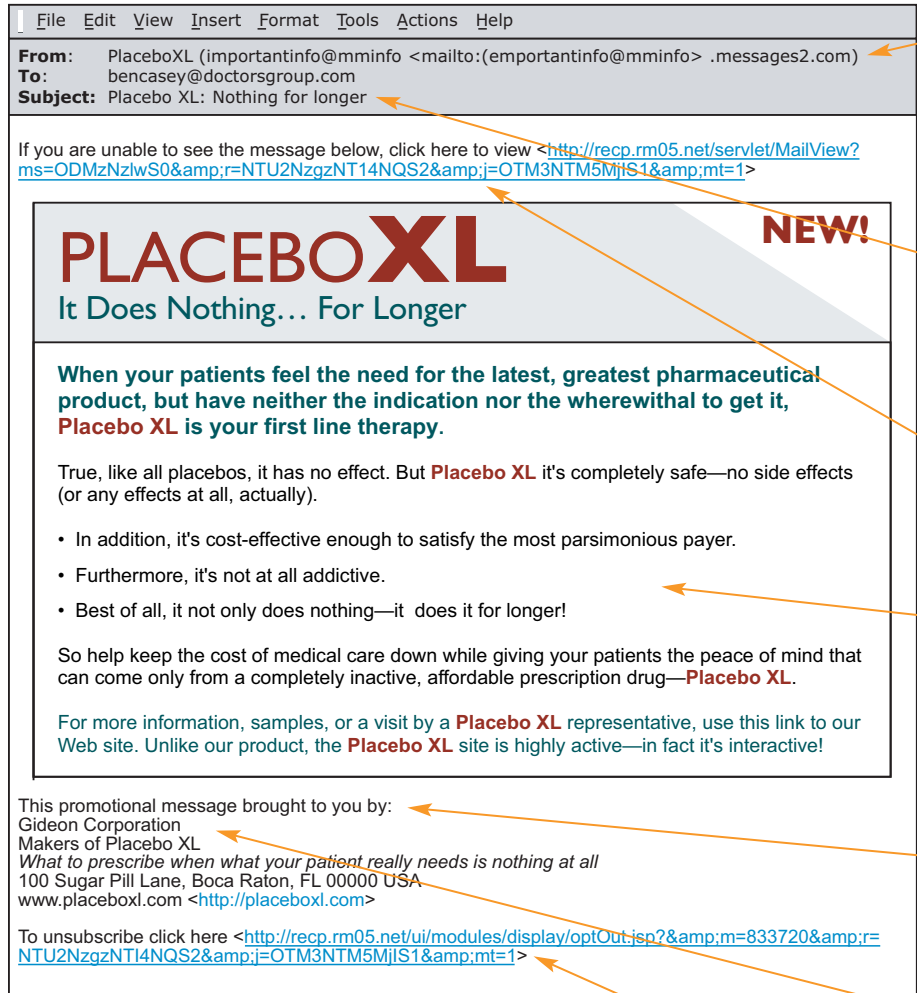
When you work with MMS, you can take all these prerequisites for granted. MMS makes sure your broadcasts are CAN-SPAM-compliant; optimally targeted to permissioned e-mail addresses that are updated daily; disseminated through a service strictly limited to messages germane to the practice of medicine, to safeguard your reputation; and technically optimized to maximize every metric—delivery, open rate, click-through rate, and most important, results.

MMS broadcast e-mail services (Med-E-MailSM, Dent-E-MailSM, and HealthPro-E-MailSM) reach the following health professions:

- Physicians
- Physician Assistants
- Dentists
- Nurse Practitioners
- Nurse-Midwives
- Nurse Anesthetists
- Clinical Nurse Specialists

For more information, see the MMS Web site www.mmslists.com, e-mail sales@mmslists.com, or call 1.800.MED.LIST (633.5478) or 1.630.477.1559.

APPENDIX A—Anatomy of a Successful E-Mail



From Line—Accurately and clearly represents sender per CAN-SPAM. Uses brand name to maximize open rates. From address is Med-E-MailSM to maximize delivery.

Subject Line—Consistent with message content, not deceptive, under 40 characters, uses brand name

MMS Header—Connects to hosted version of message for reference in case of rendering issues

HTML Message—Short, minimal graphics, multiple links, strong call to action, consistent with subject line, minimal images to maximize rendering integrity.

Clear, Conspicuous Disclosure that message is a commercial advertisement per CAN-SPAM

Marketer's Postal Address—per CAN-SPAM.

Opt-Out Mechanism—Ideally, marketer's opt-out is used to ensure CAN-SPAM compliance, in which case suppression file must be provided to MMS for future broadcasts. Alternative is MMS opt-out, in which case suppression file is provided to client for applicable fee.

APPENDIX B—CAN-SPAM Act

MMS-broadcasted e-mail is subject to a rigorous program of compliance with the federal law known as CAN-SPAM (http://www.the-dma.org/antispam/can_spam_act_2003.pdf).

MMS utilizes e-mail addresses obtained in compliance with CAN-SPAM.

Each broadcast offers a CAN-SPAM-compliant opt-out opportunity that is honored virtually instantaneously, far exceeding the CAN-SPAM-stipulated time frame.

MMS requires clients to adhere to certain other message-specific CAN-SPAM provisions by including the following in their messages:

- CAN-SPAM-compliant headers—valid "From" lines and accurate, forthright subject lines.
- Clear and conspicuous identification that the e-mail is an advertisement or solicitation. The sender of the e-mail is responsible for determining how to indicate that the message is a solicitation (i.e., there is no requirement to include any specific language, such as "this is an advertisement," or labeling, such as "ADV" in the subject line).
- A valid physical postal address of the sender. A post office box or mail drop does not suffice. The physical address must be somewhere that a consumer can physically find the sender and/or its employees.

In addition, MMS asks that clients supply suppression files of opt-outs generated by other broadcasters.

APPENDIX C—Address Book Add Instructions

According to Marketing Sherpa, persuading recipients to add your “From” address to their address book (and consistently using that “From” address) is an excellent tactic to improve multiwave, ongoing e-mail campaigns. It helps get your message into the in-box and out of the junk mail folder, improves message delivery, optimizes rendering, and lifts response rates. Here’s how to implement this tactic:

1. Add copy to the top of your message encouraging recipients to “Ensure delivery—add us to your address book” with a hyperlink to a landing page with instructions.
2. Set up the landing page. It should include instructions for all popular e-mail clients. See copy below. Your “From” address or MMS’s default “From” address should be inserted wherever the placeholder <x@x> appears (copy source: Marketing Sherpa).

For ease of use, you may want to use dynamic content to provide anchor links that will direct recipients to the instructions for their specific e-mail client—e.g., AOL.

We recommend checking with the service providers periodically to update these instructions.

BlackBerries

1. Scroll up to the message header.
2. Get to the field where their name is listed, click the **Berry** button, and then click **Show Address**.
3. Select and copy that address to the clipboard.
4. Go into **Address Book** and find the user.
5. Select **Save**.
6. Click to edit it, and then click the **Berry** button to add another e-mail address.
7. Paste it in and click **Save**.

AOL (for version 9.0)

New recipients:

1. Click the **Mail** menu and select **Address Book**.
2. Wait for the **Address Book** window to pop up, and then click the Add button.
3. Wait for the **Address Card for New Contact** window to load.
4. Once loaded, cut and paste “<x@x>” into the Other E-Mail field.
5. Make our “From” address the **Primary E-Mail** address by checking the associated check box.
6. Click the **Save** button.

Continuing recipients:

1. Open the message, and click the **This Is Not Spam** button.
2. Add “<x@x>” to your **Address Book** as outlined in the *New recipients* information above.

Comcast

1. Sign into Webmail.
2. On the left navigation menu, click **Address Book**.
3. Click **Add Contact**.
4. Under the **General** tab, in the box under the **Email Address**, enter “<x@x>”.
5. Click the **Add** button.
6. If you have enabled “Restrict Incoming Email,” also do the following: Sign into Webmail.
7. Select **Preferences**.
8. Select **Restrict Incoming Email**. Note: If **Enable Email Controls** is set to **Yes**, then you are restricting incoming emails.
9. Select **Allow email from addresses listed below**.
10. Enter “<x@x>”.
11. Click the **Add** button.

Earthlink

1. Click the **Address Book** button to open your address book in the browser.
2. Click the **Add Contact** button (if you use EarthLink 5.0 or higher, click the **Add** button).
3. Type in "<x@x>" into the **e-mail address** slot and then click **OK**.

Gmail

1. Click on **Contacts** in the left column.
2. Click on **Add Contact** on the upper right-hand side of the Contacts screen.
3. Enter "<x@x>" in the **Primary Email** field.
4. Click on **Save**.

Hotmail

1. Click on the **Contacts** tab at the top of your account.
2. In the left-hand menu, click on **Safe List**.
3. Enter "<x@x>" into the blank field.
4. Click the **Add** button to the right of the field.

Mozilla Thunderbird

1. Click the **Address Book** button.
2. Make sure the **Personal Address Book** is highlighted.
3. Click the **New Card** button. This will launch a **New Card** window that has three tabs: **Contact**, **Address**, and **Other**.
4. Under the **Contact** tab, copy and paste the "From" address, "<x@x>" into the **email dialogue box**.
5. Click **OK**.

Outlook 2003

1. Go to your **Contacts** page.
2. Click on **New** in the upper left-hand corner.

3. Enter "<x@x>" into the e-mail address field.
4. Click **Save** in the upper left-hand of your window.

SBC Global

1. Go to the **SBC Global Mail** page and click the **Options** link.
2. In the **Management** section, click the **Filters** link.
3. Click the **Add** button.
4. In the From Header rule, in the field to the right of **contains**, enter "<x@x>".
5. From the **Move the message to** pull-down list, choose **in-box**.
6. Click the **Add Filter** button to save the filter.

Yahoo!

1. Click on the **Addresses** tab in the upper-left part of your account screen.
2. Click on **Add** contact just under the **Addresses** tab.
3. Enter "<x@x>" in the email field—the rest can be left blank, if desired.
4. Click on **Save** at the bottom of the page. You should see a confirmation screen.
5. Click **Done** in the upper left.

Verizon.net

1. Go to your account and click on the **Address Book** link in the left column.
2. Select **Create Contact**.
3. The **Add Address Book Entry** screen appears. In the **Email** field, type "<x@x>".
4. In the **Nickname** field, type [Name of Sender Organization].
5. Select **Save**.

Contact Information

Medical Marketing Service, Inc.
Pinpointing Perfect Prospects for Over 75 Years
185 Hansen Court, Suite 110
Wood Dale, Illinois 60191-1150

Phone: 1.800.633.5478/1.630.350.1717
Fax: 1.630.350.1896

www.mmslists.com