

Email Service Checklist

1. How does the service ensure CAN-SPAM compliance when the dealership is using more than one email service provider?
2. Does the service provide “reply management” for email campaigns, including lead, question and comment forwarding, guest profile change requests, and unsubscribe requests?
3. If the service does provide “reply management”, does the domain used for reply management have SenderID/SPF and DomainKey authentication established in the DNS resource records?
4. Does the service maintain a database record for each email address which would include guest name, address, phone number, alternate phone number, birthday, VIN, year, make, model, date of last service, mileage at last service, date of vehicle purchase, and date/source of email addition?
5. Does the service provide allow for targeted email campaigns based on guest information outlined above?
6. Does the service provide monthly updating of master guest email database with new emails from DMS and provide a report on “net new” additions?
7. Does the service deliver emails from a single IP address or are they delivered from multiple IP addresses?
8. Does the service support a multi-part message format?
9. Does the service support a text-only email feature?
10. Does the service allow the subscriber to make changes to their profile including the selection of message format and email address change?
11. Does the service offer a “spam audit” feature which scans email content and generates feedback on message format or content that might prevent the campaign from passing through a spam filter?
12. Does the service offer a “delivery audit” feature which tests the delivery of campaigns to major consumer email domains such as Yahoo, AOL, Hotmail, Earthlink and Gmail?
13. Does the service offer a “blacklist audit” feature which determines current email reputation with major BL databases?
14. Does the service participate in Return Path’s “Sender Score” program?
15. Does the service allow for automated forwarding of sales leads directly to a sales lead management system in a compliant format with the guest’s name, email address, and phone number?