



WHAT IT IS

Our Email Preference Center Optimization project offers comprehensive recommendations for enhancing or building a preference center to promote email program sign-up and collect the customer data you need to ensure your email program is (and remains) relevant for your subscribers over the long-term. If you already have a preference center, we'll audit its functionality and provide practical recommendations for using it to increase list growth and program response.

WHY YOU NEED IT

Your subscribers' personal information, like their careers and interests, is continually evolving. Unless you provide them with an easy way to update their details, you run the risk of losing their attention or having them drop off your file all together. In addition, what they need from your email program, as it relates to your offers, program frequency and content, may change as well. Providing them with a range of email choices is essential to continued program engagement and brand loyalty.

An optimized preference center collects the information you need to create email campaigns that meet subscribers' needs and expectations. More relevant email will result in improved response and deliverability. Collecting the right information isn't enough: your preference center should enable subscribers to understand at a glance what they have signed up to receive, how to sign-up for more (or opt-out) and all the email choices you offer as part of your program.

If the following list represents any of your email marketing needs, our Email Preference Center Optimization solution is the right one for you:

- I want to reduce my unsubscribe rate
- I want to reduce my complaint rate
- I want to increase the lifetime value of my subscriber base
- I want to drive list growth for my email program(s)
- I want to collect more information about my subscribers
- I want to make my email program more relevant
- I want satisfied and engaged subscribers

WHAT YOU GET

Our Email Preference Center Optimization project provides a comprehensive and practical strategy for collecting subscriber information and promoting list growth. We'll customize our recommendations to meet your email program and business goals, existing website framework, technical and creative resources, deadlines and processes. We'll provide you with wireframes, design and copy recommendations, a process flow and roadmap for implementation and success metrics. Our consultants will present the project findings during a virtual or on-site presentation.





WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at www.returnpath.net/proservices or email consulting@returnpath.net to get started today.

