

PentaVision

EMAIL GUIDELINES



SUCCESSFUL EMAIL DEPLOYMENTS

Thank you for choosing PentaVision to deploy your email. Email is and has always been at the core of our digital business. With over 20 years of email experience, and the best email database in the vision care market, our team is committed to delivering excellent results for your email program. In 2018, we started a study of all of our specific vision care data, and compiled it into an evolving report, published quarterly, called "Smarter Email Marketing." Please consult our privacy policy before deploying an email with PentaVision.

<https://www.pentavisionmedia.com/privacy-policy>

Your email is important to us, and therefore needs to be reserved ahead of time. Your email will deploy on the day you requested between 6:00 am and 6:00 pm. Morning time slots will be offered on a first come, first served basis at a premium cost.

STEP 1: SCHEDULE YOUR EMAIL

- Contact Megan.Post@pentavisionmedia.com for availability

STEP 2: PROVIDE YOUR FILE & INFO

- Provide final files 2 business days prior to scheduled deployment (HTML or PDF), or rush charges may apply

STEP 3: PENTAVISION SET UP & TEST EMAIL

- A preview link will be created for your approval. If significant changes are needed, we will ask for a new file.
- On the day before your email is scheduled to deploy, you will receive a test email in your inbox for final approval.

STEP 4: APPROVAL & DEPLOYMENT

- All emails require client approval before deployment.



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DESIGN & DEVELOPMENT SERVICES

PentaVision will design and develop (code into responsive HTML) an email based on your marketing needs.

What you get:

- A consultation with an email designer and marketing manager
- Litmus-trained professionals with the latest techniques in email design and development
- A fully responsive HTML email with your company's message and branding
- Up to 3 rounds of edits

What we need:

- Final copy and call to action (CTA)
- Links
- High resolution logos, images
- Company brand guidelines
- General concept or direction

Design and/or development troubleshooting also available.



BEST PRACTICES & REQUIREMENTS

- Company's address and phone number must be present in the email (per CAN-SPAM)
- Alt text should be provided for all images
- From name must reflect company or individual sponsoring the message - PentaVision brands cannot be used as from names
- Pre-header text should be provided along with your subject line

STATISTICS

Metrics are provided 48 hours after the email deploys.

Average

OPENS

13.9%

Average

CLICKS

3.6%

CONTACT MEGAN POST WITH QUESTIONS

Megan.Post@pentavisionmedia.com