CUSTOMER GUIDE · YOUR DATA LICENSE

Getting the most from your Cue data

Email campaign best practices that protect your business and get more of your messages seen.

1 Always send through an Email Service Provider (ESP).

Never send bulk email from a personal or company inbox. An ESP protects your business and gets more of your emails delivered.

Protect your everyday email

Mass sending from Gmail, Outlook, or your company account can get your domain blacklisted, so even routine emails to customers stop arriving. Many internet providers will shut the account down.

Keep the data secure

An ESP stores your list behind a password. If licensed data leaks from an address book, your company can be held responsible for every mailing someone else sends with it.

Stay CAN-SPAM compliant

ESPs build in the required unsubscribe link and mailing address. Fines can exceed **$50,000 per email**, not per campaign. FTC guide

Reach more inboxes

ESPs handle sender authentication (SPF, DKIM, DMARC), which Gmail and Yahoo now require for bulk senders, and work with providers to keep mail out of spam.

Unsubscribes and bounces, handled

Opt-outs are suppressed automatically (a CAN-SPAM requirement), and bad addresses are removed to protect your sender reputation. Check yours at senderscore.org.

See what's working

Schedule sends, A/B test subject lines, and track clicks. Open rates are less reliable than they used to be, so judge results by clicks and replies.

Popular options include Mailchimp, Constant Contact, HubSpot, Brevo, and Campaign Monitor.

2 Use your license all year.

People rarely buy from a single email. Results build over time, and your data is refreshed every quarter, so stay in front of your buyers all year long.

Set a rhythm

Pick a schedule you can keep, such as every other Tuesday, and map it out for the year.

One idea per email

Lead with a single benefit, like how you save directors time or money, instead of cramming in everything.

Build over time

Add details, products, and customer stories in later sends. Conversions come from repeated, relevant contact.

3 Design for how people read.

Most recipients skim, and poorly designed emails get skipped entirely.

- ✓ Use a **mobile-friendly (responsive) template**. Most ESPs include them, and many directors read email on their phones.
- ✓ Put the key message in text, not only in images, which many inboxes block by default.
- ✓ Keep it short and scannable, with **one clear call to action**.
- ✓ Keep learning: Litmus and Email on Acid publish free guides on email design and deliverability.

This guide is offered to help customers run more successful email campaigns. It is not legal advice; for legal questions, please consult an attorney.