

## Technology Competence:

- Triggered email programs are leveraging existing technological set up
- Have the capabilities to handle complex data rules for transactional emails

## Triggered Campaign Set-up:

- Have identified set of events and matched appropriate triggered with respective events
- Have followed all the email design best practices
- Triggered email content varies with dynamic and real-time information with promotional pinch no more than 20%
- Trigger is simple, quick, clear and informative
- Layout is easily scannable and triggered email is print friendly
- Have tested the individual elements of triggered emails
- Have set right message sequences and appropriate frequency
- Have set the triggers based on behavioural data and relevancy

## Response and Analytical System

- Have a reporting and analytical tool in place to measure the effectiveness of the triggered campaign
- Have a response system in place, ensuring apt responses with specific dates (October 17, 2010) or timeframes (three to five business days) instead of vague references like “soon” or “yesterday.”
- Ideally for the transactional emails, have used the list of purchased items with correct pricing, Correct shipping address and Last four digits or other credit card identification etc. For the Pre-Transactional Confirmation Orders have used right order number.

## Opt-Outs

- Have set-up process to honour all opt-out requests within 10 days of receipt
- Have provided opt-out mechanism that can process requests for 30 days after a trigger was sent.

