

Living Naturally Web Genius Advisory

Double Opt-In Email Standards & Email Management Upgrades

We have released a double opt-in feature related to user sign-ups. Website users that sign up on your site will now receive a Alert:confirmation to make sure the sign-up was legit. This is the first of many enhancements we will be doing in the Newsletter area of Web Genius. For more information contact support@livingnaturally.com

Living Naturally Implements Double Opt-In Standards for Email Registrations

Date: June 18, 2008

Living Naturally is pleased to launch our new Double Opt-In (DOI) standards for consumer email registrations today. DOI is the “gold standard” of permission based email registrations and is a key requirement for internet service providers (ISP’s) to classify Living Naturally as a “safe sender,” sometimes referred to as “white hat listings”. Now Web Genius retailers who use the Living Naturally email system will conform to email industry standards, thereby improving their reputation for safe, good email with the major ISP’s such as Google, AOL, MSN, Yahoo, and other major internet communications systems.

For more information about Email Campaign management and DOI standards, please [visit our archived Webinar for a recorded version or download a PDF](#) of the **Tuesday, February 26, 2008 Webinar, Using E-mail Content to Drive Traffic and Sales.**

Starting today, every new email subscriber will have the chance to DOI. In general, DOI requires email subscribers to give their permission twice to receive email:

- The first permission is provided when they enter their email address, select their preferences and submits their sign up request. This prompts an outbound email to the consumer.
- The second permission is provided when the subscriber receives the confirming email. The subscriber is prompted to click a link in the email that sends the final confirming message to the system, and takes the subscriber back to a web page.

Living Naturally added a number of other enhancement to the DOI standards with this upgrade:

1. **Email Subscribers may now choose the type of email they receive**, choosing your Email Newsletters, HealthESavers coupons, or both. This means that consumers may unsubscribe from either of these email types without jeopardizing their subscription to the other.
2. **Email Subscribers now have an easy way to manage their email subscriptions** without setting up or logging into their Account. Every email sent to them will contain a message and a link at the bottom that takes them back to their Email Subscription page. On this page, they will be able to change their email address, change their email subscriptions including unsubscribe from any or all of their subscriptions. Subscriber may also access this page by clicking the [My Email Subscription](#) link in the footer of every web page. After entering their email address, they will be taken to their personal email management page.
3. **Emails Subscribers are now assigned to Groups**. Retailers can manage the Subscribers preferences and Groups in the [Newsletter Subscriber List](#) in their Console. The Groups assigned currently are:

Pre Double Opt In Customer Group – all current email subscribers are assigned to this Group. As each of these existing Subscribers are processed through DOI, they will automatically be removed from this Group and assigned to the regular Email Newsletter Group.

Email Newsletter – all email subscribers who have successfully passed through DOI and selected to receive Store Email Newsletters will be assigned to this group. Living Naturally’s monthly Health-E-Newsletter will be sent to this group.

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HES Coupons – this will be the Group for Subscribers that want to receive the HES Coupons via email on the first and third Tuesday of each month. Existing Subscribers (Pre DOI) are assigned to this group, but may change their status after they go through the DOI procedure.

There is one other group listed in the Console called *Test*. This is a place holder group for a planned upgrade to allow Retailers to set up their own Groups. We will have more information on this function in the future.

Recommendation: Until all existing Subscribers are cycled through the double opt-in process, we recommend retailers select the Pre DOI Group along with the Email Newsletter group when they send out any new Email Campaigns.

- 4. Retailers now have an improved interface for managing Email Subscribers.** Each Email Subscriber is listed on the Console with a red link that, when clicked, displays the status of that Subscriber and allows Retailers to assign one or more of the groups to the subscriber, remove an assignment, or change the email. This function helps retailers handle phone calls and email requests from their customers that want to change their preferences. **NOTE:** Anytime store personnel change the status of a Subscriber's email, a notification of status change will automatically be sent to the Email Subscriber.

The history of all events associated with that Email Subscriber is also recorded. When customers inquire about their email status, retailers can easily see what actions the consumer has taken or any other event that impacts their email status. They can then inform their customer and make any requested changes.

- 5. Retailers may now choose which Groups to send their email campaigns.** Now retailers will be able to choose any or all of the Groups: Pre-DOI, Email Newsletters and HES Coupons. Until the Pre-DOI list has been reduced and customers have been moved to the Email Newsletter list, it is advisable to send email campaigns to all Groups. This is also one of the first steps to letter retailers set up their own groups and targeting their email campaigns to specific groups (we will have more information on this function in the near future).

The Group selection function appears in Step 1a of the Email Campaign Wizard when a real campaign is selected. The Group selection button will not appear during a Test email set up.

- 6. Retailers may specify a specific FROM and REPLY TO email address.** Many retailers prefer to use different email address for different Email Campaigns. The FROM email address will display to the Subscriber and it is also the email address to which any "bounced" notifications will be sent. REPLY emails will be sent to the REPLY email address.

We recommend that these two email addresses be different and that the REPLY email box is the one that should be monitored by store personnel. Retailers are also advised to clean their "bounced" emails periodically for better list management and delivery results.

- 7. The Email Footer on all campaign templates has been upgraded to match DOI standards.**

For more information about the new Web Genius email enhancements, please contact Support@LivingNaturally.com or call 800-360-2231.