dm2 DecisionMaker
Your Marketing Starts Here.

HTML Sample E-mail

From Line: Mailer chooses from two options –
- List Owner (i.e. ReedBusinessDirect), or
- Advertiser that is being represented throughout the message
  CAN-SPAM Requirement

If you would like a person's name to be included in the from line it must come after the advertiser's name (i.e. PharmaDiscovery – Kevin Richards).

*some exceptions apply

Subject Line: Must be honest and clear as to what is being offered. ***CAN-SPAM Requirement***

Words to avoid: "FREE", "Giveaway", "prizes", "Save", "Survey", "Win", "Act Now", "advertisement", "XX% Off", "$$", "!" and "$", "!" and "free"

DM2 Header – standard header is inserted into all e-mail messages by the DM2 staff

Advertiser's HTML Message:
- Do not use frames
- Ideal File size 30K
- Images must be hosted on advertiser's server and the HTML file should reference the URL where the image is stored (i.e. <img src="http://www.acompany.com/promo/pic.gif">

Words to avoid: "$$$", "100% satisfied", "FREE", "free", "order now!", "order today", "prizes", "removal instructions", "SPECIAL PROMOTION", "survey"

Advertiser's Opt-Out Mechanism: a functional e-mail or URL that is used by the advertiser to collect the e-mail addresses of those people who no longer wish to receive e-mail from the advertiser. The opt-out mechanism must be clearly defined as the opt-out mechanism for the advertiser that is being represented throughout the message (i.e. PharmaDiscovery opt-out). ***CAN-SPAM Requirement***

Advertiser's Postal Address: The physical address of the advertiser that is being represented throughout the message. ***CAN-SPAM Requirement***

DM2 Standard Footer: will be inserted into the message by the DM2 staff. No changes allowed. The footer includes:
- DM2 Opt-Out
- DM2 Change of Address
- DM2 Postal Address & Privacy Information