



Client House-File Deployment Form

Campaign Details				
Company		Company Division/ Brand		
Campaign Name		Server (Internal)		
Rush Work (Less < 72hrs)	<input type="checkbox"/> Yes <input type="checkbox"/> No	Deploy Date/Time (MM/DD/YYYY – HR)		
Requester (Client Name)		Email		Phone

Contact Information			
Deployment Contact		Database Contact	
Deployment Phone		Database Phone	
Deployment Email		Database Email	

Alias Addresses			
From Display Name			
Client Specific Address		<input type="checkbox"/> Forward to Client (specify address)	

List Details				
List Name(s)	File Type	Data Instructions	Field Names	Default Value
	<input type="checkbox"/> CSV <input type="checkbox"/> Text <input type="checkbox"/> Other		Email Addr.	N/A
Number of Records				
Number of Fields				
Sent By	Date Sent			
<input type="checkbox"/> FTP <input type="checkbox"/> Email				

Special Data Instructions:

Content Details (per email sent/per content version)		
Campaign		
Subject Line		
Message # or Name		
List(s)		
Content	<input type="checkbox"/> Text <input type="checkbox"/> AOL <input type="checkbox"/> HTML	
Auto-sense	<input type="checkbox"/> Yes <input type="checkbox"/> Redo <input type="checkbox"/> No	
Track URLs	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Personalize	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Explain personalization		
Send Rate / Hour	<input type="checkbox"/> ASAP <input type="checkbox"/> 100,000 /hr <input type="checkbox"/> 50,000 /hr <input type="checkbox"/> 25,000 /hr <input type="checkbox"/> 3,600 /hr	

Unsubscribe Process				
Unsubscribe Link	Unsubscribe Action (Recommend "Site" unsubscribe)		Address	Name / Hyperlink
<input type="checkbox"/> Mail To				
<input type="checkbox"/> URL	Click link to web page.			
Notification message to send if actions are successful.	Text	<input type="checkbox"/> Use Default <input type="checkbox"/> Will Send New Content	HTML	<input type="checkbox"/> Use Default <input type="checkbox"/> Will Send New Content
Notification message to send if actions are unsuccessful.	Text	<input type="checkbox"/> Use Default <input type="checkbox"/> Will Send New Content	HTML	<input type="checkbox"/> Use Default <input type="checkbox"/> Will Send New Content

Hygiene	
Actions	Details
<input type="checkbox"/> Hygiene <input type="checkbox"/> Suppression/purge <input type="checkbox"/> Merge <input type="checkbox"/> De-duping <input type="checkbox"/> Other	

Seed List		
Proof Lists	Final lists	

Company > Campaign > Email > Content > Versions (AOL, HTML, Text)