

Let Questline create and send all of your utility's emails—transactional, emergency, scheduled, and unscheduled. Questline has trained email strategists on staff that are dedicated to ensuring that your communications are sent in a timely manner. We also have an email design team to ensure each communication is well designed for optimal results. Purchase our email alert services in annual bundles of 12, 24, or 48 alerts. Use them when and how you need to. And, every step of the way, your dedicated Questline Client Manager (CM) is there to assist you.



### Content and Design Services

Throughout the design and content production process, your dedicated Questline CM provides best-practice consultation and is your point of contact to create, modify, and distribute your email alerts.

- **Template Options**—Questline has designed and prepared 10 base templates. Work with your CM to select the one that best meets your design and communication needs.
- **Unlimited Previews/Edits of Alerts**—Most utility communications require several levels of review within the utility and may have many stakeholders. We know reviews result in changes. We provide unlimited previews of our alerts. They are ready to send when you say they are.
- **Brand Integration**—Each of the 10 base templates can be branded with your utility's logo, colors, and font. This feature is just one of the small ways we make each communication appear seamlessly branded to your customers.
- **Client-Branded 'Call to Action' Landing Page**—Each communication ultimately asks the user to take an action. If the action doesn't drive the customer to an existing client Web site, Questline will create one client-branded landing page for each alert.



### Delivery and Optimization

Delivering your message to a variety of mail clients and getting your customers to open it is no small task. Questline provides the tools and expertise you need to get the message out and get it read:

- **Split Testing of Subject Line**—Gauge your subject line's interest with your target audience by testing two different versions. Send to the remainder of your list with the more effective of the two.

- **Integrated Email Delivery Best Practices**—Every step of the way, Questline provides consultative advice on email marketing best practices including basics such as which day of the week and time of day to send.
- **Sender Reputation Management**—Questline monitors and analyzes your sender reputation to ensure messages are being delivered to your customers; this includes bounce management and SPAM trap detection.
- **Rendering Testing and Optimization**—Questline previews how your alert will display across major email clients before you send. We then make any adjustments needed to ensure that your message is delivered at its best.



### Data Management and Reporting

The most effective communications are those that are sent to customers that want to receive them. Questline provides the tools you need to manage and analyze your send list and activity.

- **Basic Preference Center or Link to Client's Preference Center**—Enable customers to specify whether they want to continue to receive your communications with our basic preference center or link to your utility's preference center.
- **Aggregate Reporting**—Seven days post send, Questline will provide aggregate delivery, open, and click-through rates.
- **Opt-Out Management**—Questline maintains your list's integrity with comprehensive opt-out management.
- **CAN-SPAM Compliance**—Questline ensures that all messages sent are CAN-SPAM compliant.
- **Secure List Management**—Questline ensures that all lists are stored and transmitted securely.
- **List Segmentation Consultation**—Let Questline's experienced staff advise you on whether list segmentation is appropriate for your send.

# EMAIL ALERT SERVICES

## There's More!

Sometimes you need a little more than the basic bundles allow. Our 'Add-Ons' let you customize your message every time. Combine options to create the perfect communication for your needs. The following options can be added to any individual alert.

- **Custom Template Creation**—Put Questline's email designers and email strategists to work creating the perfect template for your email alert.
- **Copywriting Services**—Need help coming up with the right words? Engage Questline to create the copy for your message.
- **Extra Client-Branded 'Call to Action' Landing Pages**—If your communication needs more than one landing page, let us know. We will be happy to create as many pages as your communication needs to be effective.
- **Additional Testing**—Want to see how your communication might perform if sent at different times of day or with differing content? Ask us to run the tests and you will have the answer.

For a flat annual fee, you can add our private Sender Authentication package to all your email alerts. You will receive a client-branded domain name and dedicated sender reputation for an annual fee.

## Annual Email Alert Service: 12 Alerts/Year, 24 Alerts/Year or 48 Alerts/Year Bundles

10 Template Options

Client Logo, Colors, and Font Integrated into Templates

Dedicated Questline Representative to Create, Modify, and Distribute Each Alert

Unlimited Previews/Edits of Alert

Creation of One Client-Branded Landing Page Per Alert for 'Call to Action'

Basic Preference Center or Link to Client's Preference Center

Split Testing of Subject Line (Two Subject Lines Only)

Integrated Email Delivery Best Practices and Consultation

Sender Reputation Management, including Bounce Management and SPAM Trap Detection

Rendering Testing and Optimization

Aggregate Reporting: Delivery Rate, Open Rate, and Click-Through Rate (7 Days Post Send)

Through Rate (7 Days Post Send)

Opt-Out Management

CAN-SPAM Compliance

Secure List Management

List Segmentation Consultation

### Private Sender Authentication: Bundle Add-On

Add private sender authentication to your annual bundle. You will receive a branded domain name and dedicated sender reputation for an annual fee.

### Alert Service: Individual Alert Add-Ons

The following options can be added to any individual alert. Combine options to create the perfect communication.

- Custom Template Creation
- Copywriting Services
- Client-Branded Landing Page for 'Call to Action'
- Custom Testing