

# Email Frequency – Third Party

## Informa Engage Best Practice

*Email frequency is important because excessive mailing to customers causes lower engagement, increased opt out rates and a general decrease in data health; conversely very limited mailing to customers can lead to them becoming less engaged. A good balance is key to good data health, and it is important to have clear systems in place to manage this.*

### Managing Email Frequency

For Third-party we recommend that a user receive a maximum of 1 email per audience per day, although exceptions can be made in exceptional circumstances as judged by the market owners. We manage this using a few methods:

#### Clear Process

From placing a third-party order to delivery there is a clear process in place that ensures clear communication to everyone involved.

1. Sales enters the order via Salesforce, which automatically places it in Workfront

2. The Workfront system automatically sends a request for materials, and reminders if these are not received

3. The deployment team builds and tests emails 2-3 days prior to the deployment date

4. Once clients approve the email then the list is loaded, scheduled and deployed

5. After deployment tracking reports are sent to the engagement managers and sales team for KPI tracking. These are also sent to clients on request.

## Co-ordination with Vertical Market Teams

Our Third-Party team work closely with each market group to manage email frequency to ensure that we do not over deploy to any one audience in one day. Most groups have a marketing manager that helps track email deployments via a shared calendar, and this person will work with the sales team to determine whether a particular audience is available that day.

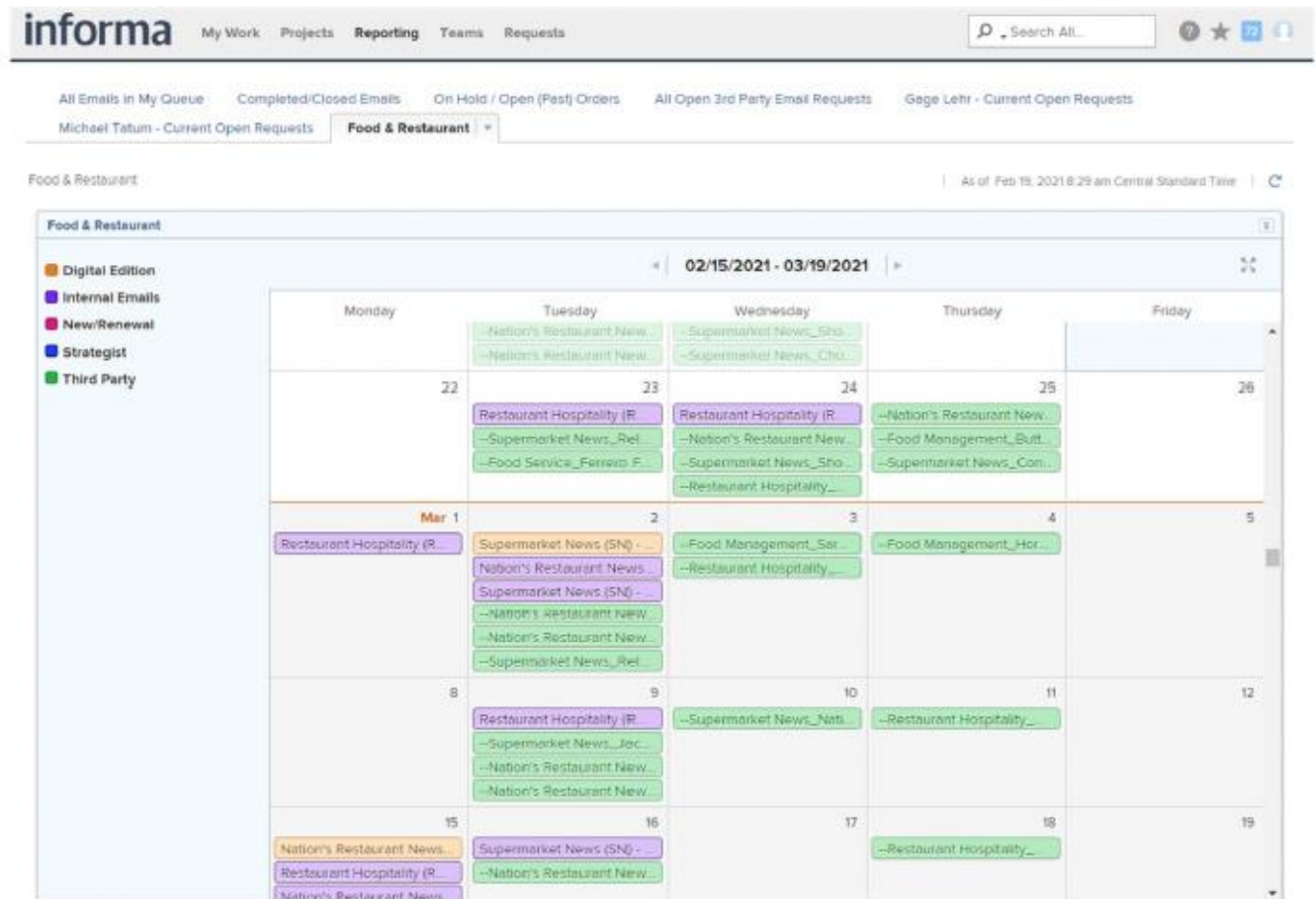


Figure 2: A sample shared calendar tracking all deployments, including third-party

Note that this audience is not a fixed brand or market but a segment within a market. Using Agriculture as example there may be multiple deployments within a single day for the same publication, however only if the recipient audiences are distinctly separate, such a deployment to corn growers and a separate deployment to wheat growers.

Additionally, all Marketing Managers and Sales teams have access to the Workfront system in order to review the schedule directly at any time.

\* Planned Completion Date: Feb 21, 2021(17)

<input type="checkbox"/>	100658	Firm Progress_Advanced Biological #1- JasanthGeth_052021_Baker	2/22/21	Ticket for Approval	2/19/21 3:8 PM	Tom Carberbatch
<input type="checkbox"/>	100867	Supernuket News_Relationship_052101_Sheylan	2/23/21	Ticket for Approval	2/19/21 12:19 PM	Tom Carberbatch
<input type="checkbox"/>	10475	Food Service_Forum Foodservice_030201_Lery	2/23/21	Materials Received	2/19/21 12:21 PM	Tom Carberbatch
<input type="checkbox"/>	96095	Nation's Restaurant News_State Lee Proden Baker_050402_Jing	2/24/21	Materials Received	12/20/20 11:22 AM	Tom Carberbatch
<input type="checkbox"/>	1002200	Supernuket News_BlogPost_052045_Lery	2/24/21	Materials Received	1/14/21 12:56 PM	Tom Carberbatch
<input type="checkbox"/>	100861	Restaurant Hospitality_Guest Hub Holdings Inc_052045_Bac	2/24/21	Materials Received	2/12/21 11:21 AM	Tom Carberbatch
<input type="checkbox"/>	100600	Firm Progress_Advanced Biological #2- BruceWeller_052054_Baker	2/24/21	Materials Received	2/19/21 3:8 PM	Tom Carberbatch
<input type="checkbox"/>	10472	Firm Progress_Advanced Biological #3- JasanthGeth_052101_Baker	2/24/21			
<input type="checkbox"/>	100000	Event Box 10-24-21	2/24/21			

Figure 3: Planned third-party deployments as viewed directly in Workfront

### Frequency Reporting

Within our third-party deployment system, frequency can be tracked directly and in addition a monthly report tracks frequency at the list level. This looks at the percentage of records within a list that have received 0 to 11+ emails, so tracks both unused data and potentially over-used data.

Market	List Name	% 0 Email	% 1 Email	% 2 Email	% 3 Email	% 4 Email	% 5 Email
Asset Intelligence	AI-Eloqua Penton-Equip Watch	100%	0%	0%	0%	0%	0%
Meetings	MT-Special Events	100%	0%	0%	0%	0%	0%
Technology	IT-Eloqua-Data Center Knowledge	96%	2%	1%	1%	0%	0%
Wealth Management	WM-Eloqua Penton-WRE	97%	2%	1%	1%	0%	0%
Food & Restaurants	FR-Masterfile-Food	98%	1%	1%	0%	0%	0%
Technology	IT-Masterfile-IT	97%	2%	1%	1%	0%	0%
Waste & Sustainability	WS-WasteExpo	98%	0%	1%	0%	0%	0%
BI UK	BI-UK-ALL	94%	3%	1%	1%	0%	0%
Technology	IT-Eloqua-IOT	94%	2%	2%	1%	0%	0%
Food & Restaurants	FR-Catersource	79%	15%	5%	1%	0%	0%
Food & Restaurants	FR-Nation's Restaurant News	68%	7%	7%	3%	3%	2%
Public Infrastructure	PI-American City & County	9%	11%	7%	4%	6%	4%
Wealth Management	WM-National Real Estate Investor	33%	12%	8%			
Public Infrastructure	PI-IWCE Show	39%					

Figure 4: Sample list-level frequency report

## Email Frequency across our brands and products

Because our emails are managed by market managers at the market level we are not able to implement cross-market restrictions on how many messages a specific record received, which is why we also track this at the list and record level. It's rare for records to exist in multiple markets so we don't see records being excessively contacted as a result of this, however nothing is formally in place to restrict at the user level.

Frequency 1 Month	Qty
[NONE]	1210404
1	10164
2	6321
3	2913
7	2102
4	1612
6	1369
5	683

Figure 5: Direct frequency reporting within our third-party database

### Opt Outs

Our opt-outs are processed every 24-hours and are processed at either a brand, market or global third-party level depending on the brand preference. These are processed in QuickPivot and applied back to the source system either via QuickPivot or via Usercare. This ensures that anyone opting out of third-party as a result of one of our messages has that opt out honoured across Informa.

Third-party opt outs do not roll up to first party opt outs, so anyone choosing to be opted out of third-party is still contactable via their source market for newsletters or promotions. The exception to this is anyone who requests to be globally blacklisting via direct contact with our Usercare team.

### In Summary

In order to accomplish the critical process of email frequency management, Informa Engage employs several tactics including having a clear process and coordination with Vertical Market Teams and utilizes reporting to collaborate and monitor activity including schedules in WorkFront and Frequency Reporting. Please contact the Informa Engage team (listed on the cover page) with any questions.