CarePrecise®

Authoritative Healthcare Provider Data™

The CarePrecise Healthcare Provider Email Manual

How To Get the Best Return on Your CarePrecise Email Investment

CAREPRECISE DOES MORE to improve email deliverability than our competitors because we are dedicated to supporting the US healthcare community above all else. Our quality and deliverability is unmatched, and it's no accident. Keeping our email inventory up-to-date and deliverable is a constant effort, verifying and re-verifying email addresses, acquiring fresh, new email, working with numerous of our large clients to analyze their email campaigns, and feeding that intelligence into the CarePrecise Preferred Email™ system.

As hard as we work, there are innumerable roadblocks to deliverability that rely on savvy email marketing that are, frankly, completely out of the control of the email supplier. Nearly 85% of email traffic is spam, and it costs businesses more than $20 billion annually. Needless to say, you're going to face some serious defenses when you send an email campaign.

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CarePrecise does not control or endorse any of the external resource providers linked from this document.

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Convincing the Filters to Let You Through

Even before pandemic-related tightening – much of it automated, and not under human control – email servers hosting medical email systems were working to reduce vendor email to clinicians. The spam filters, typically using Bayesian techniques, "learn," adapting as email traffic changes. With fewer spammy emails in the flow, the healthcare community can expect deliverability of legitimate marketing email to grow back to previous levels. For now, email marketing to healthcare providers is a unique challenge. (Apple's new Mail Privacy Protection and Hide My Email schemes are also going to gum up the works. Read here about this issue in email marketing.)

What can you do to convince the filters that your email message is worthy of delivery? Here we present some of the best practices in post-pandemic email marketing.

Pandemic Effects

The COVID-19 pandemic has had a significant effect on commercial electronic mail delivery. While email remains one of the best channels for professional marketing, reaching healthcare providers in this way has become increasingly difficult since the beginning of the pandemic.

Vendors of personal protective equipment (PPE), often overseas vendors with little understanding of proper email marketing techniques, launched a constant spew of spam email to physicians, PAs, NPs, and others desperate for PPE. According to reports from CarePrecise partners and customers, as many as thirty spam messages per physician were filtered every day for months, protecting clinicians from stress and wasted time. Still, many got through, angering practitioners and causing further tightening of spam filters. *(Note that CarePrecise is careful to vet email buyers by checking the IP address of their inquiries, and running WHOIS and reputation checks against the IP and message domain. We do not want to participate in spamming.)*

CarePrecise has shortened the re-verification cycle due to the continuing higher number of emails going "dark" (invalid) as providers move from one practice organization to another, and we remove all invalid email addresses from our database. We monitor the physical movements of all US healthcare providers, and use these data to predict the up-and-down of email deliverability.

While personal email addresses on free domains, like gmail.com, change less frequently than, say, practice group domain email addresses, sending email to these free domains may feel less professional to some senders. Many of our customers want the "professional" or "business" email address for the physicians and others they contact. Some of our customers prefer to send to "personal" and often free email addresses, particularly our staffing clients who want to avoid company email systems, but the best email for most business-to-provider campaigns is the company-branded email domain, which is more frequently accessed during business hours and in the practice environment. Those company email addresses are the ones that can be most challenging to reach since the pandemic, but we are already seeing the situation resolve itself, as the spam filters "learn" in the new environment.

Getting Email Into the Mailbox

Email sending vendors typically stand by their determinations, but when compared side-by-side with another vendor, the results can vary quite a bit. Pre-flight verification is always a good idea, but the best use of this is to separate email addresses into different classes, or grades. It is wise to send only small batches every time, but especially those that result in "catch-all" and "greylisted," as these may be more likely to trigger anti-spam filters, server rejection, and other server behaviors, resulting in undelivered email. Also, if your domain sends too many of these emails at one time your domain reputation may suffer. Even so, these steps cannot guarantee that a given email message from a given sender will "get through."

The art of sending email has much to do with crafting a message that doesn't look to a Bayesian filter like earlier email that may have turned out to be spam. If the message seems "salesy," if things like exclamation marks or emojis are over-used (especially with more than one in the subject line), if text runs

too long before a full paragraph line break, if poor spelling, punctuation, grammar, or other linguistic characteristics suggest a poor grasp of business tone, or a mismatch with the interests of the ISP's general population... and we could go on. This is the reason for testing small batches.

After running a pre-flight verification (through CarePrecise or a reputable email verification service), a small number of email addresses from each grade, or class, of email is sent and the bounce report carefully examined for the reasons. In each class, if a high number of "Greylisted" results are obtained, the next group of emails in the class should tighten up on the suggestions for getting through spam filters. If a lower class of email continues to test poorly, accept the fact that aspects of your - necessary as they are to your message - will not penetrate. Send no large flights of this class, or you risk the reputation of your domain, which may affect even your ability to send normal business emails.

About Email Tar Pits

Tarpitting is a process that slows down the delivery of email to mailboxes to thwart spammers, while only slightly inconveniencing proper users. During the transfer session, the MX (mail exchange) server identifies emails as having been sent in large numbers. This triggers the server to tar pit perhaps all of them. If you've just sent 25,000 email messages, the server may hold up all from your domain that have just now hit it. Most servers only delay about 5 seconds per email, delivering one at a time. If there were even only 5,000 that hit the server, that adds up to a delay of about 7 hours. During that time, the server may be checking you out with more than just its usual spam email blacklisting service., and if spam complaints are registered by recipients, you may end up on one or more blacklists, and very likely on the local server's email domain blacklist. Bayesian filters are configured to track when large numbers of emails are received from one domain (or even from the same cluster of IP addresses - so don't believe that just creating a new domain on your hosting platform will work: These IP addresses will usually be within a cluster belonging to the hosting company, and you'll be caught, even if your intentions were perfectly legitimate).

It may be legal to send unsolicited business-to-business email as long as CAN SPAM rules are followed, but it's not smart to send too many at one time. Because of the perils of email spam tar pits, it is best to send in smaller batches. What size that would be for your company depends on your long-term sending practices; if you're General Electric you're probably safe to send tens of thousands at one. If your a small company, stick with

Email Best Practices

What follows are good practices that will result in more of your emails reaching mailboxes, and get results for your campaigns.

1. Make sure to comply with the U.S. CAN SPAM Act. Be aware of, and conform to, the laws of your governments and the governments with jurisdiction where your addressees are located.

2. In the United States you are required by law to include an "Unsubscribe" capability, and you must follow through and remove unsubscribers in a timely manner.

3. Limit the number of emails that are sent per hour and per day. Big "dumps" of thousands of emails at once will trigger those filters, and eventually you'll get blacklisted/blocklisted. Segmenting can help, by breaking up the campaign into topic areas, or types of prospects, and using different body text and/or graphics, page layout, and images for each segment, then shuffling these so that any batch of, say, 2,500, will contain different-looking content, addressed to different organizations.

4. Segment your campaign to make your subject lines and content - even From names - as pertinent to your addressee as possible. If you're sending a campaign to 50,000 physicians, and you purchased your email list from CarePrecise, you've got segmenting built right in. We include the physician's primary specialty/taxonomy code (or the specialties you selected for your purchase), and you can send a somewhat different email to each different code. An email to a psychiatrist should have different content than one to an enterologist - even if you're selling financial services. Spend time speaking their language. A powerful technique is to quote a recent article pertinent to their specialty at the top of the body of text so that it appears in the brief clip shown in some inboxes, and is sure to catch the recipient's eye and show them that you know something about their little piece of the world. (But be careful about including links to the articles, as this can get you some heat from the owner of the domain who doesn't like risking getting *themselves* blacklisted.)
Another issue to be concerned with is that segmentation can *cause* filters to trigger. For example, if you send 5,000 emails with one specialty's particular interest content, you're sending emails that all look alike. So segmenting can be used to create a better mix, but putting different interest segments into flights sorted by state, for instance. CarePrecise email lists give you so much information that good flight mixes are easily built.

5. Ensure that the contents of the message does not read like spam (there are services for that).

6. Use full paragraph line breaks (character return+linefeed) instead of <br> or <br /> line breaks. The single break may be invisible to some filters, and extremely long lines of text are indicators of computer-generated messages created by sloppy spammers.

7. Verify that your email server and security settings are properly configured, with both DKIM and SFP records.

8. Include the current date in the subject line or body of the email (optional, but proven helpful).

9. Include the recipient's name in the body like "Dear Dr. McBusy,"

10. Include other personalizations that make email message appear different - and more like personal communications - to machine readers.

11. If you have repeated something, put one version of it into one email flight, and the other different version into another email flight, thus creating differentiation that can penetrate filters. Note that if you have URL links in your message to a page that states exactly the same thing as your email message, some filters are smart enough to know that this is a sales message, and a subset of those filters are set to reject every sales message except for those with certain inscrutable characteristics. In each of the smaller flights, mix up the recipient domains and differentiations so that each batch has a mix of looks. Also mix up your specialty interest segments in each flight. Getting past Bayesian filters is a tractable problem if you make it look like you're sending real communication to specific people regarding things they care about - a few at a time.

12. Use your natural voice and personality; humans get past filters better than robots or English term papers. An exception is medical and scientific information; jargon aside, using terms known to the profession is useful in influencing conversions.

13. Check for proper spelling and grammar. Email messages that look like they might have come from a sloppy foreign sender are likely to get labeled as spam. By far the majority of CarePrecise email recipients speak English, and you'd be well advised to have a good English speaker write or rewrite your content. If you're targeting speakers of other languages, the copy should be written by a native speaker. Remember the last email you got from a spammer that read like a sloppy Google translation?

14. Keep it short. If you find that you've repeated something, just don't. Forget the old-school "Tell em, then tell em what you told em, them that you told em again." That was then; this is email.

15. Be wary of offering "free" give-aways; this is a widely known filter trigger (and never put the word "free" in the subject or description line). The terms "no charge," "no cost," and even "affordable" are almost equally bad. Instead, offer something that is "understood" to be free without actually saying it, like a whitepaper, webinar, or workshop (the Three Free Ws). As of this time, you can still use the terminology of action relatively safely, like "we can do it now" or "let us try it," but resist the temptation to include "no obligation." The wrong language is responsible for many, if not most, blocked sends.

16. If you include graphics in your emails, such as a logo, use different sizes and aspect ratios, as well as different image file names, to different blocks of email addresses. Differentiation here means email messages that do not look nearly identical to a Bayesian algorithm. Remember that you are not the only email sender; billions of email messages are examined by these algorithms every second, and many of them share with filters used by other ISPs. Getting past a Bayesian filter can be done, but it just may be that your particular message may look like some other sender's spam, and, depending on what you need to communicate, yours may never go through.

17. Never send email using a Gmail, Yahoo, AOL, or other "throw-away" domain. Use only a professional, branded domain, even if you have to create a new one for your campaign. It is wise to use a different company to register your domain, because if you do manage to get it blocklisted (it happens), this may insulate your business from harm. Using a "free" email domain is an exceptionally bad idea, especially @gmail.com, @Yahoo.com, @aol.com, and *all* Microsoft domains; i.e., @hotmail.com, @msn.com, @passport.com and @outlook.com or any variant for a specific country. Microsoft domains are preferred by spammers because they have high open rates, but that means they tend to trigger spam filters, too. Apple domains are now also growing in use by spammers, so these may also be joining this list.

18. Make sure you do everything to keep your open rate as high as possible. Very low open rates can train filters to block your domain.

19. It's best to use a 3rd party SMTP (In other words, send bulk emails on a different sending platform, such as through an email sending service). Also, many marketers use a FROM email address with a different domain than the main business domain. With the combined presence of your business traffic *plus* your bulk email traffic, you are more likely to trigger anti-spam systems.

20. Even if you are using a domain that has been established for years, it is important to "warm up" the domain. That is, send only 15 to 30 emails at first, gradually building up to 100 to 200 per day. This will help prevent email servers from thinking that you've been hacked and a spammer is pushing out huge spam loads on your domain. A service like lemwarm* can help with the warming process.

21. Use a respected commercial email delivery service so that you'll receive a "bounce report" showing you why certain emails didn't reach their targets. If you can determine from this that the email was "greylisted" or "graylisted," you should re-send these emails so that the server can be updated that yes, this is a legitimate message, not just a one-off spam message.

- If you do get your domain blocklisted by a particular ISP or email server, even your *business* email may end up in the junk mail folder. Worse, if your domain gets blacklisted, you may not be able to get ordinary business email delivered at all until the blacklist is cleared, which can be a long and expensive process.

There are plenty of other "tricks" that seasoned emailers swear by, and plenty of them are probably useful, but marketers rarely have the time to learn and employ them all. Sending email campaigns means getting bounces. A bounce rate of 30% does *not* mean that 30% of the email addresses were invalid or of poor quality; it means only that they didn't get through. Unless they return the result "Invalid," you may consider them worth trying again with a different message. If you get an "Invalid" rate under 10%, your send was good, even if your bounce rate was significantly higher.

Before you send it, review the Pre-flight Checklist below.

"Open Rate" & New Email Issues

Until recently, the "open rate" - the percentage of bulk email that has been opened by addressees - was the gold standard for judging the effectiveness of an email campaign. This is rapidly becoming a problem, because more and more ISPs and email services (like Apple Mail) are stripping the components of the email message that are used to track "opens." For instance, with iOS 15, the Apple Mail app* will start running all images through a proxy server to remove the tiny image-based tracking pixels that report when and where messages were opened. 45% of Apple owners, and 50% of healthcare providers, use Apple Mail, so this is a big deal.

Furthermore, Apple Mail will also hide user IP addresses, which is used to determine locations. Traffic will run through Apple servers and a third-party server to remove identifying information. Traffic sent from the user's device will be encrypted so that third parties can't see what users are searching for (and that supposedly includes Apple too). Apple users who select the "Protect my inbox" in the native Apple email app will change the way their email is download, in particular, prefetch with download all email content, thus making it appear that your email message has been opened. This will impact the "open rate" measure to an extent that will render it nearly meaningless. The email headers will all be stripped, removing our ability to view user information. (Clicks, i.e., tracking links, won't be affected.)
Read the article, "Apple's 'Mail Privacy Protection' is an Earthquake for Email Marketers"...

Conversion Complications

Another iOS 15 feature, dubbed "Hide My Email," allows users to obfuscate their true email address when filling out forms on our websites, which will result in a loss of collected email addresses as users turn off the "fake" email addresses when they start receiving "too much" email on those addresses. About 80% of new healthcare provider mobile app environments are iOS-based, which presents the native email app by default, and experience has shown that most users retain this. Over time, we might expect these efforts to reduce email communications between marketers and HCPs to clamp down meaningfully on the open rate within these domains. This will have the effect of reducing noise in the email channel, which can be valuable to marketers long-term, in being able to reach our most appreciative audiences without disappearing in a fog of abusing emailers. When content and engagement are strong, email ROI should

continue to be high.

Apple will not be alone in making these changes, and, taken together, they will render the open rate a much less meaningful metric. Moving forward, the "click" is the new "open." And because the filters generate machine clicks to check content for bad actors, you can't really trust the *first* click; when you get a second click within an hour or two, it's that *second* click that means an actual human saw your message. Systems will evolve to track these more esoteric measurements.

These comments, by the way, are based on the beta stage of the new iOS 15, and early experimentation with the release version. The actual release is still being evaluated and may be different in at least a few ways. CarePrecise will update this information as more is known.

* CarePrecise does not endorse or advise against particular companies or services, nor does it receive payments for mention of any product or service.

Buying Email: A How-To

"Buying" isn't the right word for CarePrecise Email Addresses. In fact, you don't own them; rather, CarePrecise sells you a limited license to use them. This means that you can't sell them or otherwise share them with other individuals or companies, unless you purchase a special Derivative Product License, Redistribution License, or Wholesale License from CarePrecise, which is not included in the posted pricing for email addresses and related services. But when you buy our email addresses at the posted pricing, you have the licensed right to use them and unlimited number of times, and perpetually; that is, you may use them forever for your own organization, but may not share them.

Before you request a quote for email addresses you'll want to identify your target very thoughtfully. Email isn't cheap – costs include acquiring the addresses is more expensive than other kinds of healthcare provider data, and maintaining your list of valid addresses by periodically paying for re-verification. Sending bulk email may have unexpected business costs, particularly if you are not careful about how you send (see Email Best Practices and the Pre-flight Checklist sections).

It's important to consider these targeting principles before requesting a quote:

1. **The Type of Provider.** CarePrecise lets you choose specialties by the Provider Taxonomy Codes. Each HIPAA-covered healthcare provider in the United States is required to acquire a National Provider Identifier (NPI) number, and in the process must choose taxonomy codes that pertain to their specialty(ies) and/or facility type(s). You can get relatively specific using taxonomy; for instance, there are 230 coded specialties for physicians alone. If you add the other practitioners who perform the same duties as physicians, the number of specialties rises to about 300, and will include Physician Assistants, physician-level Chiropractors, and Podiatrists. (CarePrecise is always happy to help you understand the specialties and offer our knowledge to help you choose, and the basic processing fee covers selection by taxonomy code.)

2. **The Geographic Location.** If you need to reach only the providers located in a specific state, county, city, or zip code, or some mixture of these, you can indicate these geographic locations in your quote request. Geographic selection criteria is usually covered by the basic processing fee, although there are some situations where identification of locations can be more complex.

3. **Other Provider Attributes.** Some email data companies (CarePrecise included) offer the ability to select providers by practice location size, hospital or health system affiliation, gender, whether or not they accept Medicare, and numerous other attributes. You can expect to pay additional processing charges for complex selections.

4. **Match to an Existing List.** CarePrecise and some other email vendors can produce a count and quote of available email addresses for customers who send a list of NPI (national provider identifier) numbers for practitioners in their own existing list. Other ways to match customers' lists of providers to email addresses include phone numbers and PAC IDs. For instance, the Medicare PAC ID can be used to match email addresses to physicians and some other clinician types, either the practitioner's own PAC ID, or that of their practice group. CarePrecise can also produce lists of practitioner email addresses of those affiliated with particular hospitals, based on the hospitals' Medicare CCN number or other identifiers.

Don't forget the PA! When targeting physicians (MDs and DOs), it is often very advantageous to also include Physician Assistants (PA/APN), as these clinicians are more and more providing exactly the same medical services as MDs and DOs. They typically participate in decision making, and are often tasked with researching practice resources. PAs have many of the same specialties as physicians themselves. Adding the PAs within your defined target can increase your reach without too much widening of the net.

Pre-flight Checklist

Before sending your email campaign, look through this list to see if there's anything you'd like to adjust first. These points may help get your message through the spam filters, get it opened and read, and get recipients to act.

1. **First Impression.** Does the message look enticing in the inbox before it is even opened? It is no exaggeration to assert that healthcare providers are among the most stressed and overtaxed workers in the world. It is *so* easy for a physician to just delete an email message based on the subject line. There are three things they see immediately in their inbox: The **subject line**, the **sender's email** address, and the **time** the message was received. These are the first impressions you make on the recipient. The subject line must appear just as professional as the person reading it, just as well educated, and just as intelligent, while denoting a tone of modesty (and it is illegal to use a misleading subject line). Our own tests and those of some of our largest clients have proven the truth in this. Then there's the sender's email address – is it a relevant domain (your company's or product's name), and does it come across as solid and dependable (and again, it is illegal to use a misleading From address)? Once again: of course you would never use an outlook.com or other free domain, as that *always* looks dodgy. Spam filters downgrade free domains, and this includes many ISP domains, like cox.net and sbcglobal.net. Finally, most email programs prominently display the time that the email was received. If you want it to be assumed that this is a legitimate business email, do not set your campaign to send at night, as if by a bot. Emails with a 1:00 AM time stamp just look like spam. Instead, send during hours that will put your message in the inbox early in the workday, between 8:00 AM and 10:30 AM, unless your target audience has a non-standard work schedule.

2. **The Body of the Message.** Does your message get right to the point? Is the font easy to read? And very importantly, is the message intelligent and respectful of the reader in every way? Any

misspellings? Any wording that is obtuse or abstruse (like the word abstruse)? Does it scan logically and without any challenging sentence structure? Can someone who doesn't know what you're promoting get the gist in under five seconds? Does every link work, or are there some dead URL directs? According to the US CAN-SPAM Act, your message must identify itself as an advertisement (assuming it is), but there's a lot of leeway given here. Just make sure that you identify your product or service and make it easy to understand that you'd like the recipient to go for it.

3. **The Call to Action.** The first action you want is for the recipient to open the message and scan it. But the message must now ask for another action, such as a reply, a visit to a web site, or a phone call. If you can offer something to induce the action, like a free whitepaper or other professional item, studies show that campaign ROI shoots up. Referred to as a "conversion" when a recipient performs an action, this is really you most important goal. Whether you eventually make a "sale" or not, a conversion is a step toward a relationship.

4. **The Footer.** The bottom of every unsolicited email message must contain the following elements:
   • The true name and postal address of your business (it's the law). Post office boxes are legally acceptable, but we would recommend a physical business address.
   • A means to unsubscribe from your list to prevent future mailings (again, it's the law). Make sure your own spam filter won't block opt-out requests.

5. **The Send.** Do not try to send all of your email campaign at one time. Sending too many nearly identical emails at once tips off the spam filters that your message is going out in bulk. If at all possible, your email should be sent in small flights (based on on how "warm" your sending address is - see item 6, below). Experts differ on how many per flight and long to wait between flights, with a range from 25 to 300 messages at a time, with a space of 30 minutes to two hours between flights. The best plan we've discovered is to configure your sending application to space *all* individual email messages at least 30 seconds apart, as well as "interlacing" recipient domains. Interlacing means to separate your flights so that the same domain (say) is peppered across all of the small flights, and not bunched together in one of them. After your domain has achieved a level of trust among the spam filters you will be able to send larger numbers, and send them more quickly.

6. **Warm It Up**. Did you know that sending bulk email from a new "cold" email address (and/or new domain) for the first time triggers spam filters more than sending from an email address/domain that started by sending only a few emails a day and then gradually increased in volume? This is called "warming," and if you are new to sending large email campaigns, now is the time to use this technique to improve your inbox hits.

7. **Clean Your List.** Don't send to invalid email addresses, as this is a surefire way to attract a spam filter. CarePrecise offers an email list cleaning service that identifies invalid addresses, "honeypots" (email addresses that deliberately attract spam to identify spamming senders), and the valid addresses that are either super-likely to get to inboxes and read by recipients, or less so. Contact CarePrecise Sales for information on our *email checkup* service.

8. **The Follow-through.** What is your plan for responding to the actions you've asked recipients to take? Are you ready for phone calls, email followup, fulfillment of the whitepaper requests?

Will It Bounce?

Almost certainly, some of your email messages will bounce. Every day a few email addresses in our millions of records will go dark as people move, change jobs, and change the Internet service provider

(ISP). It is absolutely unavoidable. Every time you send to the same large email list, you can expect a few more "invalid" email addresses. But that's not all the bounces you should expect. No matter how hard you try to craft the perfect email message, spam filters will inevitably ensnare sum of them before they get to the mailbox, and other spam identifying processes will flag others that do reach the inbox as "spam," "potential scam," etc. On any given day, a Bayesian spam filter will be identifying *something* in your email as suspicious. You can count on it.

Don't get angry, get philosophical. Sending promotional email is a numbers game. You send 10,000, and only 3,000 make it to the recipient – *that's normal*, despite what some email services say. Then, depending on your wordcraft and visual elements, a smaller number will be opened, and a still smaller number will generate a conversion. The whole point is to craft the best campaign and send to as many targets as you can find that keeps you within your budget.

Credit Packs from CarePrecise: Use & Maximizing Value

CarePrecise Email Credit Packs allow our customers to purchase at bulk pricing. Our email addresses are sold on a per-email basis, and are priced at lower rates for larger purchases.

Once you have purchased your Email Credit Pack, you'll contact CarePrecise Sales with your count and quote request, or send us your list of NPI numbers for matching to email addresses. We'll get right back with a count of the email addresses we have available, and if you approve, we'll send you a file containing those addresses (along with the other data we include in our email file). We will debit your Credit Pack with the number of email addresses you order each time. For details on Credit Packs, visit this link. When your credits are running low we'll send a notice. You can buy additional email credits at any time.

To get the best value out of your Credit Pack, request only as many addresses at one time as you plan to send right away. That way you'll always be sending to freshly re-verified email addresses. For instance, if you purchase a 100,000 Credit Pack, and you only plan to send 15,000 this month, order just 15,000 against your credit pack account.

CarePrecise offers a special service for Credit Pack customers that provides a quarterly Email Checkup. Order the service with your Credit Pack (best value), or later if desired (more costly). The Email Checkup runs re-verification on the email addresses you have received from CarePrecise, and will let you know which ones you should remove/replace. We have more than one email address for many providers, so we can offer replacements for addresses that have gone dark. Credit Pack customers can also enjoy a "suppression" service, that maintains a database of all email addresses purchased from us (and other companies if desired) so that successive orders of email addresses will not charge for emails already purchased. These services may involve fees, or may be offered at no charge for larger Credit Pack purchases. Ask your CarePrecise representative for details and pricing.

The CarePrecise Email Guarantee & How It Works

The CarePrecise Email Deliverability Guarantee offers peace of mind when you make an investment in electronic mail communications. Many of our customer spend thousands of dollars with us on email through the year, and we work hard to make sure they get results. No one can guarantee 100% of email addresses will be valid on any given day, since B2B email addresses "age" fairly quickly. But we offer a 95% deliverability guarantee (95% valid email addresses). If your bounce report includes invalid addresses, we will credit you double for each one over the difference between the percentage guarantee and 100%. Complete details on the guarantee and how to make a claim for credit or refund are on our

web site.