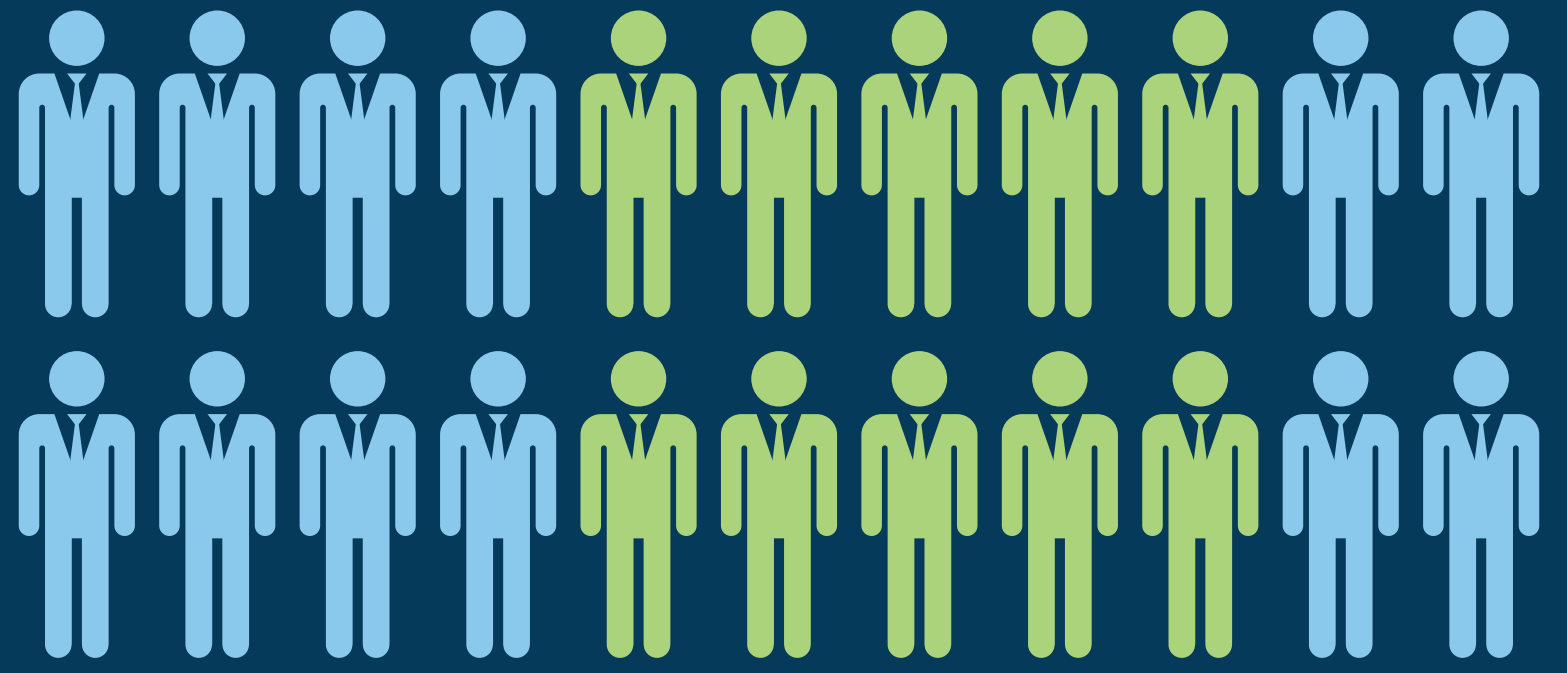


# EMAIL DELIVERABILITY

## email sending checklist

Always review each of these items before hitting the "Send" button

the email is  
**TARGETED**  
to a specific  
**AUDIENCE**



the email is  
**PART OF A LARGER**  
**STRATEGY**

THE SUBJECT LINE IS  
**clear, concise,** AND  
**INFORMATIVE**



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**CTA BUTTON**

the email has a  
**PROMINENT**  
and direct  
CALL-TO-ACTION

all links work  
AND LEAD TO  
**SECURED SITES**



renders on  
**MOBILE**  
AND ON MOST  
**email applications**