



DMA/Email Experience Council

Email Measurement Accuracy Standards

Email Broadcast Vendor Requirements

Last updated: August 15, 2010

Based on demand from email marketers, the DMA/Email Experience Council (eec) has worked collaboratively over the past two years with more than three dozen service providers and industry professionals to gather inputs and develop standards for email marketing reporting of opens, clicks and delivery.

Now the standards are ready for adoption by leading email technology providers like you! Won't you help us lead the industry forward!

Standardization will assist all of us in the email marketing industry by saving time (no more manual comparisons of reports) as well as strengthening our collective voice and providing a common language and definition. The standards will particularly assist email marketers, publishers and other senders by making it possible to:

1. Benchmark results;
2. Compare data between systems and brands;
3. Facilitate testing across systems and databases.
4. Request internal resources based on industry-wide data comparisons.

We have published standards in three key areas: Delivery, Opens/Render and Clicks. The launch of this project is described here: <http://idek.net/~nt>

The Benefits of Participation:

The DMA/eec will maintain a **Reporting Leadership** list. This will be a running list of providers who adopt the standards. The DMA/eec will be actively promoting this list of vendors to the email marketing community. Adoption is not a requirement for membership in the DMA/eec. By way of the Reporting Leadership list, we will encourage our members to work with providers who have adopted the standards and are on the list. Participating ESPs will also be allowed to publish a "seal" on their website, clearly demonstrating their participation.

We are published the **Reporting Leadership** list in early June of 2010. It will include the first adopters. The current adopters and implementers are listed on the eec website at:

<http://www.emailexperience.org/eec-projects/member-roundtables/support-adoption-of-metrics-for-email-project>



Our initial implementation and adoption timetable recommended completion by 12/31/10, Currently new implementers will be allowed to propose their own adoption deadline. If you miss your launch date, we will remove you from the list. And we won't talk to you at parties. We will make you buy us a beer.

What is Required to Participate:

Email service providers, technology providers and MTA vendors are invited to adopt the standards by:

1. Changing the terms used in your reports to match the new definitions
2. Calculating the terms using the formulas in the definitions
3. Update HELP files and glossary to reflect the standard terms and calculations.

The definitions are found here: <http://idek.net/~oH>

Who Can Participate:

Email Service providers, technology providers or MTAs that offer a web based, hosted solution may request to be considered for inclusion on the SAME Project page and have an audit conducted verifying their adoption of the standards to receive the seal. Unfortunately, at this time, due to limited resources, we are not conducting for audits of self-hosted installations of email deployment products or open source deployment systems (in-house systems).

Audit/Certification Process:

Two members of the DMA/eec Measurement Accuracy Advisory Board (member committee) will review a sample report provided by the applicant as well as the information publicly available to marketers and clients in order to audit full participation with the standards. Once both auditors confirm status, the seal will be available and you will be added to the Participants list.

We will review all participants via the same audit process every year.

Contact Info and Resources

Questions? Ready to be audited?

Please email ema_rt@allthenewsfittoend.com