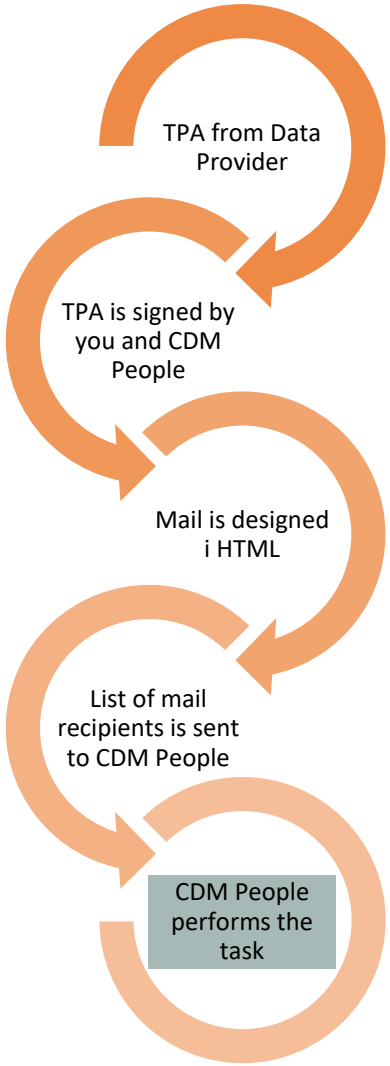
How to get started with the CDM E-mail Campaign Service



You must ask your data supplier to issue a Third Party Agreement (TPA) to CDM People A/S

The TPA is signed by you and CDM People and returned to the data supplier

HTML mail to be sent out should be sent to CDM People mlb@cdm.dk

Data with consent (name of recipient and email address) is emailed to CDM People mlb@cdm.dk in an Excel file

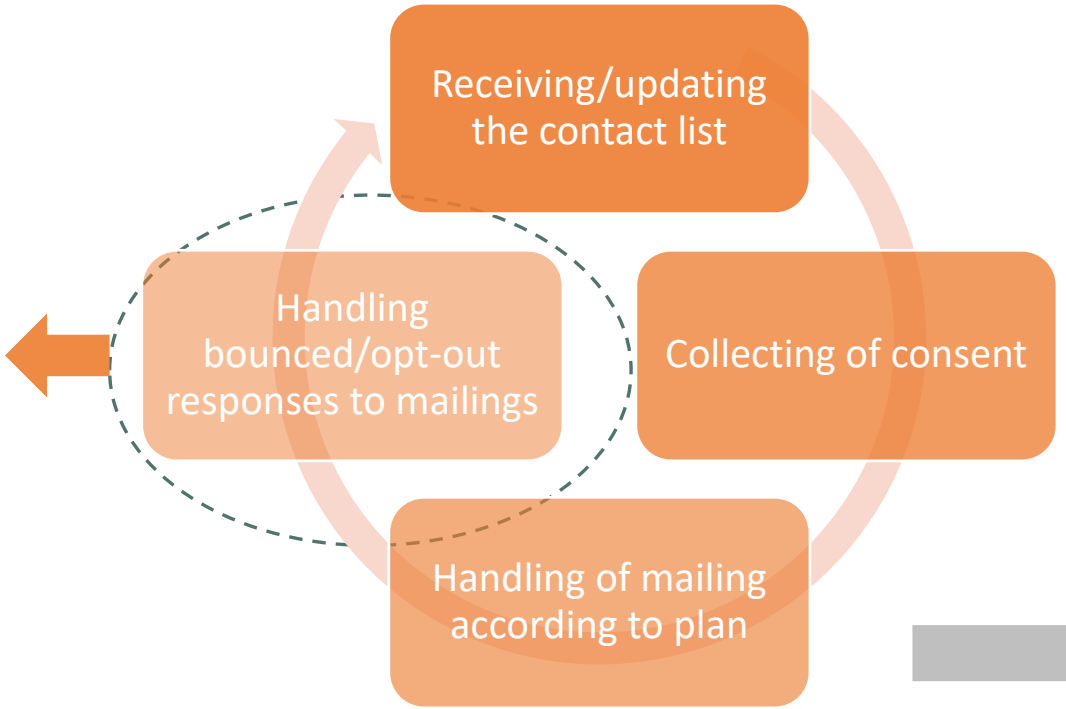
CDM People performs the task as described in slide 1-2-3

Client

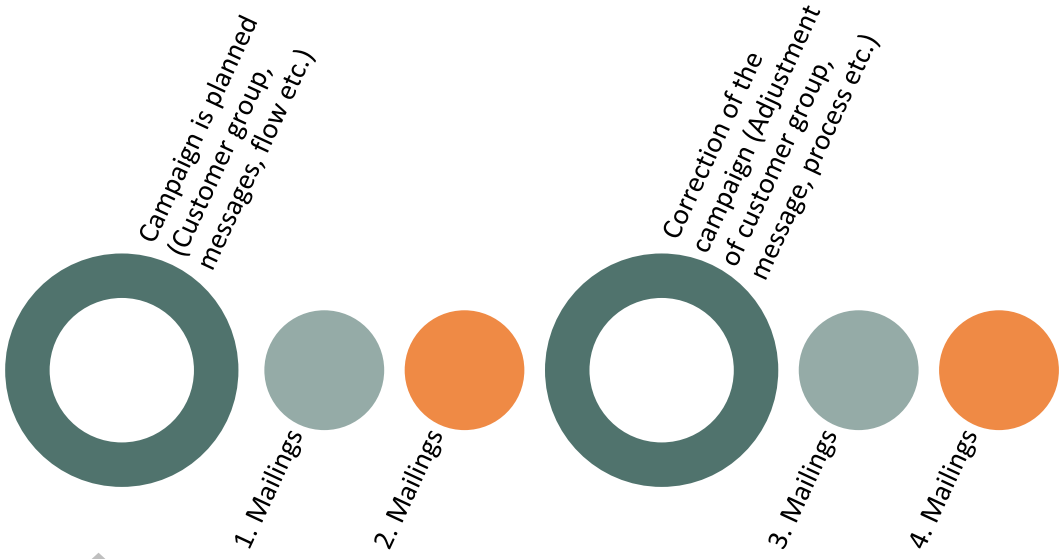
CDM People

Consent colleting/handling of mailings

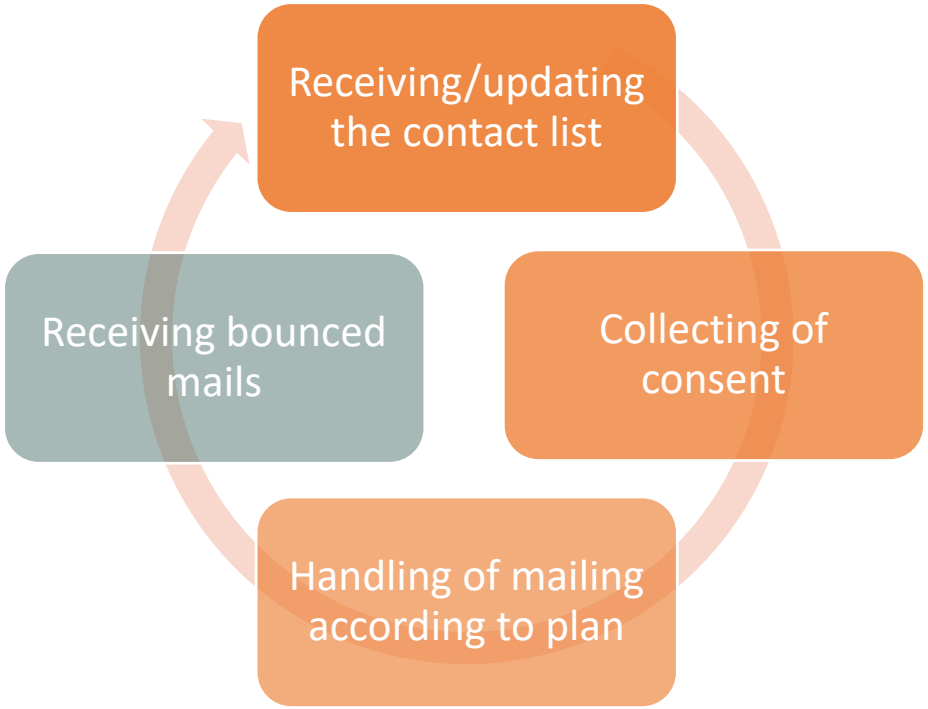
Consent handling – On-going process

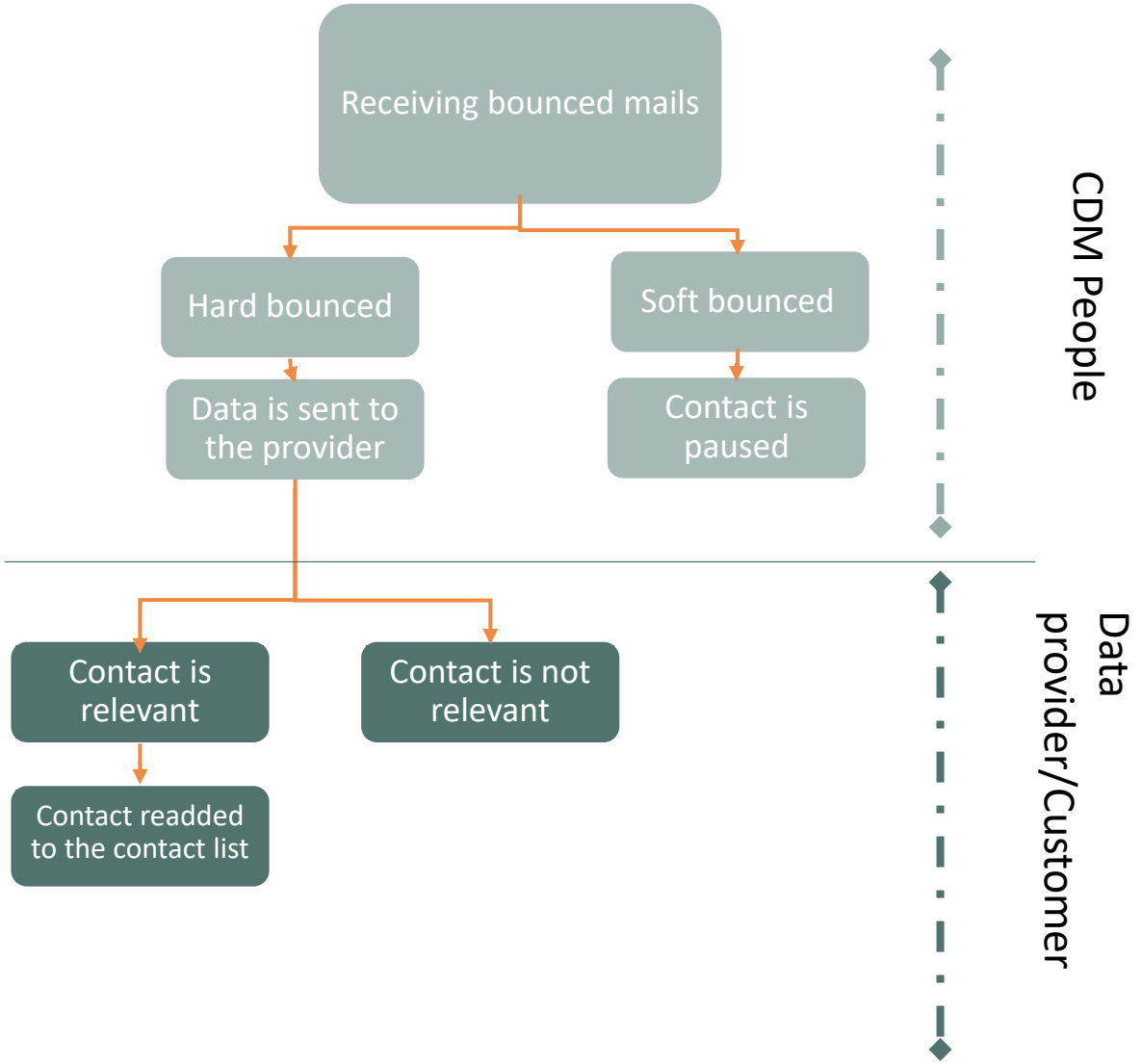
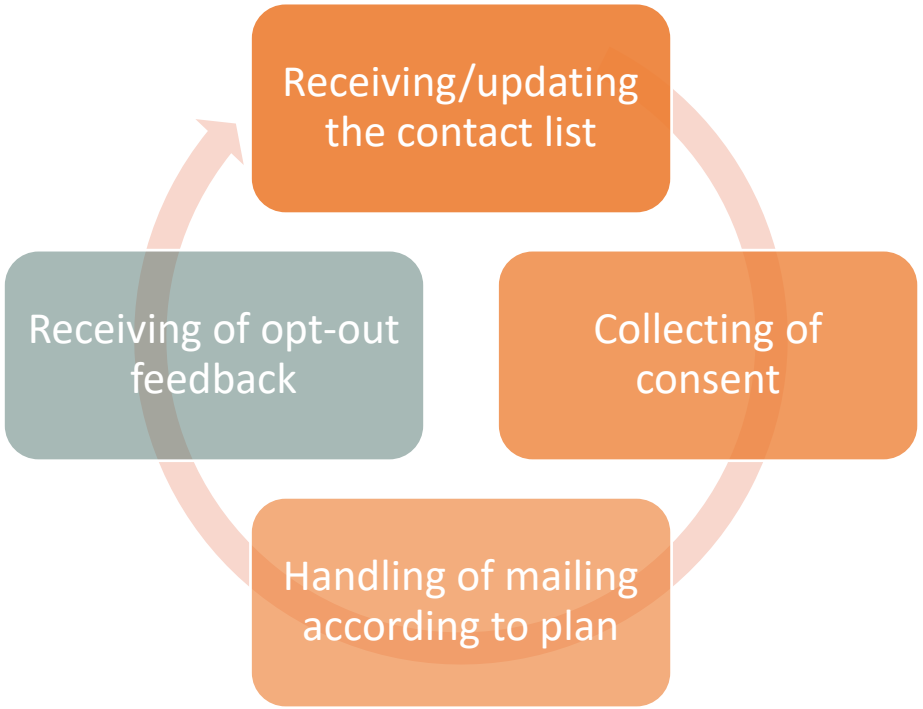
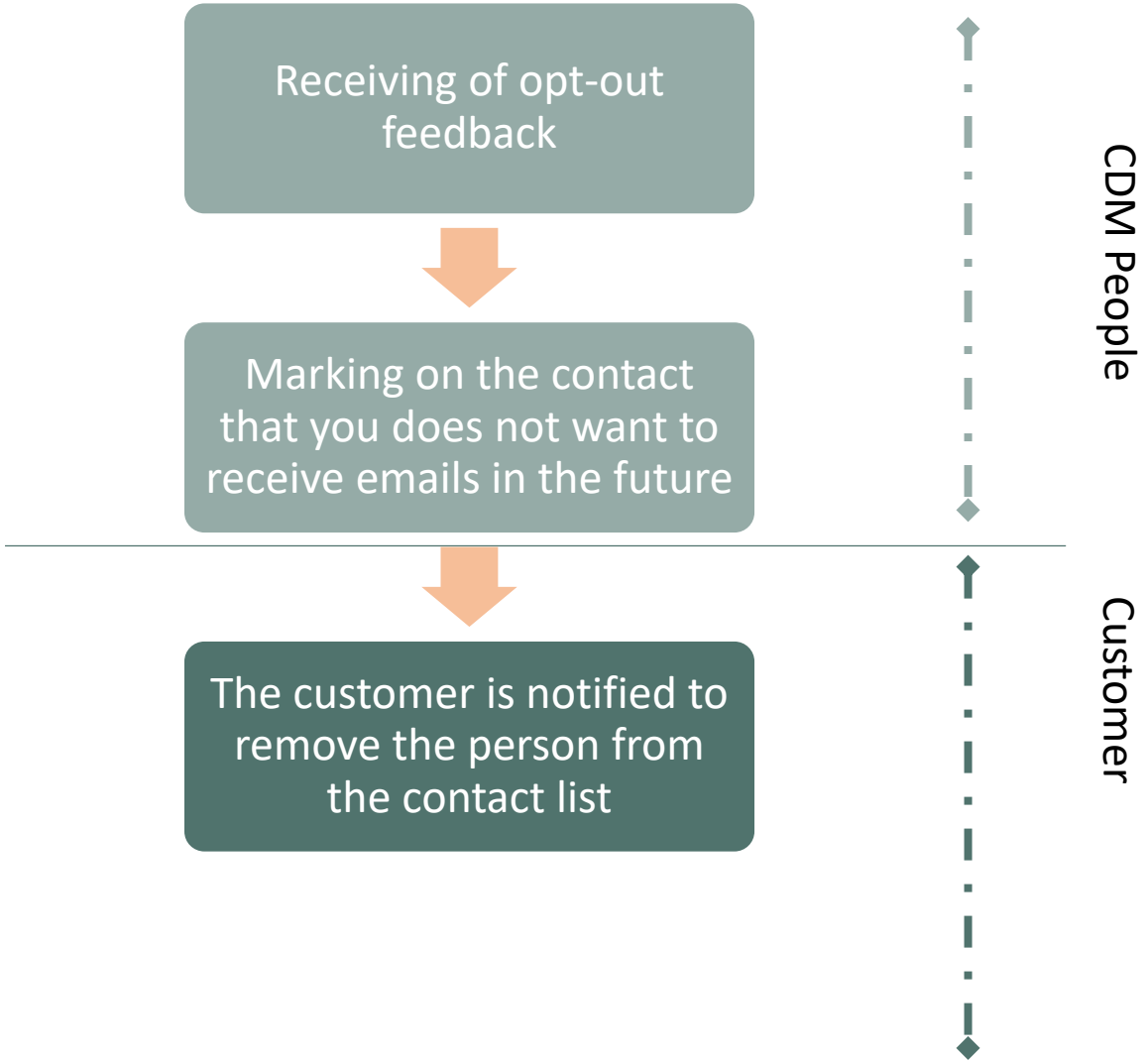


Campaigns – year wheel/year cycle



Handling the reception of bounced mails





Handling of opt-out feedback