

Strategies for Growing Your Email Program: Email Address Acquisition Tactics



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This white paper reviews a variety of email address acquisition tactics, and ideas for putting them into practice. Included are direct tactics, such as those implemented with web signup processes, social media, and the mobile channel; and indirect tactics such as list rental and email append processes. This paper also includes helpful tips for optimizing email efforts to keep a list growing and healthy.

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Introduction

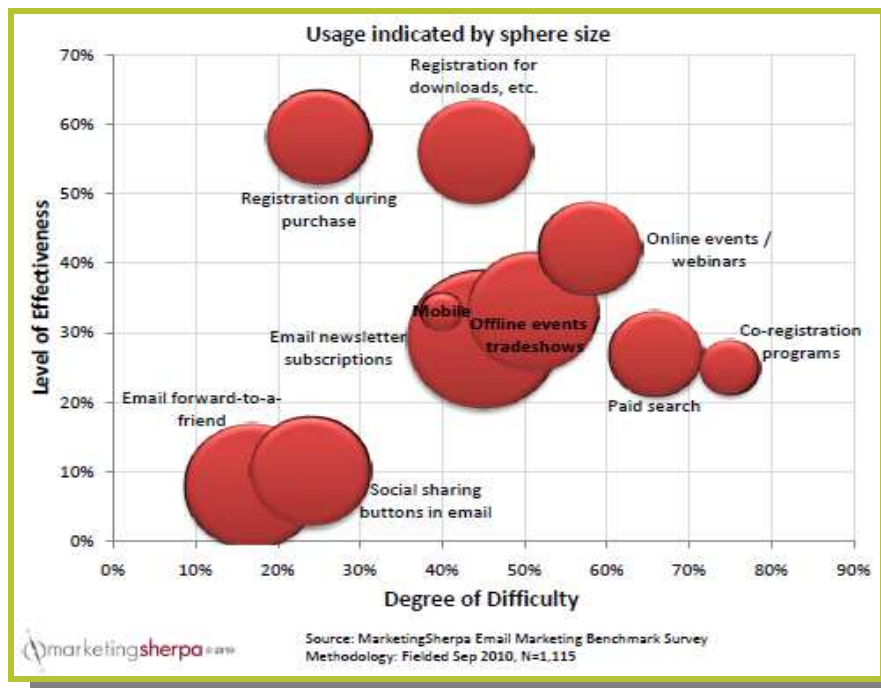
Email remains an important and heavily used marketing channel. According to the Direct Marketing Association (DMA), the average cost per order when using email is \$7.00 as compared to the \$23.88 cost per order using direct mail. Contrary to rumors about email marketing being “dead,” consumers use email every day and will continue to respond to email promotions that are relevant and timely. eMarketer reported in February 2011 that people check their email even more often due to mobile devices – due to having access to email while on-the-go - and social media, where 42% of social users are likely to check email up to 4 times a day.

However, because nearly all companies are now sending emails, subscriber inboxes are filled with more messages than can possibly be read. Subscribers’ interest may change over time, causing them to opt-out. (Maybe parents are subscribed to an infant/toddler-focused company, but lose interest as children become school age.) Also, people often change email addresses but don't tell you. Between opt-outs and email address changes, a list can shrink at the rate of 30% to 35% annually. Marketers must always have acquisition tactics running to maintain and grow their lists.

Before starting on new acquisition tactics, think about what will be done with an email address once acquired. The plan can be simple or complicated – the point is, there should be a plan.

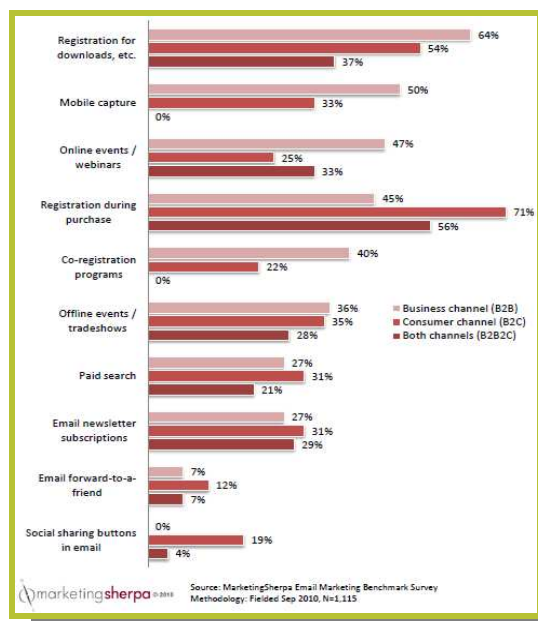
When people are willing to give a company their email address, they’re interested in the brand at that point in time. So that’s the ideal time to begin mailing, to get them further engaged with the brand. An immediate confirmation after the opt-in is best practice, and the prospect or customer should receive their first message fairly soon after. When someone opts-in, it’s also the right time to set expectations for frequency and content. To keep a subscriber, messaging needs to be relevant and frequency needs to be at an expected rate.

There are many acquisition methods to consider. Some will be appropriate, others won’t. The following chart from Marketing Sherpa’s 2011 Email Marketing Benchmark Report shows a number of list-growth tactics considered effective by marketers. The chart ranks the tactics based on their reported effectiveness vs. their degree of difficulty to implement and maintain.



Web-Based Email Signup

Many of the tactics marketers find most effective will involve a web-based signup process – registration for e-Newsletters, downloads, online event signups, registration during purchase – just to name a few. Looking at the following chart (also from Marketing Sherpa’s 2011 Email Marketing Benchmark Report), many of the tactics use a web form such as registration for downloads, online event signups and registration during purchase.



Below are some of these tactics, as well as some best practices for designing web signup forms.

e-Newsletter Subscriptions

e-Newsletter subscriptions can be extremely successful in list building. If there is something relevant and useful to say to subscribers on a regular basis, a newsletter with solid content can be a great tool. However, it is important to commit to the program before beginning. If subscribers sign-up for a monthly newsletter, be prepared to add this newsletter project to the monthly marketing calendar. Plan out topics and prepare content months ahead of time. Think about using social channels as a way to enhance the newsletter and be creative with content sources.

Downloadable Content

If you have valuable content such as white papers or coupons that web visitors will want, send a download link in an email. They get the white paper or coupon, and if an opt-in box is included, the company gets a new subscriber.

Getting downloadable content is particularly effective for B2B marketers. Thought leadership content such as white papers or on-demand webinars has value. Interested prospects and customers will be willing to enroll in an email program in exchange for this content, especially if they think there's more available.

Online Account Setup or Purchase

For an online account setup or an online purchase process, a Web form is already in place. Why not augment it with an option for potential subscribers to join a promotional email list? A check box for opt-in can be added to the form. Add the check box confirmation next to the email address field or just above the form "submit" button. Whether the box is pre-checked or not will likely need to be vetted with internal or legal sources.

Online Event or Contest

Don't forget about customers and prospects that are signing up for an online event or contest. They're likely to be excited about the company and brand. Take advantage of their interest by asking them to subscribe to a list.

Online Rebate Program or Product Registration

Online rebate programs and product registration forms are great acquisition sources. If a customer has just bought a product, their engagement level is high. Many consumer product companies have online rebate programs now, but don't necessarily include a way for someone to join their email list. Make the connection and add viable contacts to your email list.

Best Practices for Web Forms

Because web forms play such an important role in email acquisition, review some high-level best practices. In general, when it comes to web signup forms, they should be easily accessible from everywhere that makes sense; they should be quick to complete and include an incentive for the subscriber to complete the process where applicable.

Getting Off on the Right Foot

Whether the web form is hosted on a website or hosted by a third-party vendor, make sure it looks like the rest of the site. Sometimes opt-in forms are created by an agency other than your Web agency, and may not be consistent. Stay true to the brand and be consistent with imagery, colors and type fonts – any and all key branding elements.

Link to the form from EVERYWHERE! Add a link to navigation that would be visible on every page, or add a call-out at the top and bottom of all pages. You never know when someone will be inspired to join. Motivation to complete the sign-up process is also important. Provide clear benefits, set expectations on content they'll receive and offer an incentive to complete the form if it makes sense. Also, part of motivation is making the process look quick and easy. When designing the form, think about simplicity and easy-to-read type fonts.

Keep it Simple

Besides looking simplistic, your form should actually be easy to complete. Consider design elements such as colored boxes for required fields to make them stand out. If your product or service is something that is unacceptable (legally or otherwise) for children, then require a state name. This would allow addresses to be scrubbed against child registries in Utah and Michigan. Also, if planning to market to Canadian residents, require a country name. Canada has recently implemented legislation prohibiting marketers from sending commercial email promotions without the resident having opted-in first. Consider all of the data fields and the impact on the database – consistency is key when planning data collection.

To help keep visitors focused, limit the size of the web form so that it not only fits on a single page, but ideally will display without requiring the visitor to scroll. Remember, the shorter the form, the more likely that the visitor will complete it. Also, consider what will surround the form, as distractions may confuse the visitor. If visitors aren't clear as to what you want them to do, they may abandon the form altogether. Remember that web visitors are easily distracted by navigation buttons and call-outs – keep them focused on their task. This same comment also applies to the "submit" button. Use language that the visitor understands, like "Submit" or "Next", and make sure

that the button is big enough to see. Keep the “Submit” button away from other buttons, such as “Clear” or other navigation. If visitors don’t get what they need to do right away, they may abandon.

Make it Clear and Correct

A few words about the fields on the form: ensure that visitors will be clear about what they are signing up for, and that the data is as accurate as possible. For any critical fields such as email address or a password for an account setup, have the visitor type the entry twice. And, then provide error trapping that notifies the user that their entries do not match.

Include a checkbox for visitors to confirm that they want to subscribe to the list. Including a link to your privacy policy in this same spot will also help, opening up in a new window or using technology that doesn’t take the visitor away from the form. Something as subtle as a checkbox will help ensure that this subscription process is memorable, and may be required by legal or corporate policies.

To help avoid list churn, include an easy way for people to change their email address in your database, through an online preference center or by providing access to call center phone numbers. Finally, when collecting personal data such as birth date, tell the visitor why they are being asked. Perhaps it is to send a coupon on their birthday, or maybe it’s required because the web or email content isn’t appropriate for minors. Either way, by clearly telling them why it is needed, they are more likely to provide the information. Only make the field required if there are legal requirements.

The More You Know, the Better You Can Target

Clearly, the more data the subscriber provides, the better chance a marketer has of sending relevant content at an acceptable frequency. This is where Preference Centers can be a great tool for gathering profile data.

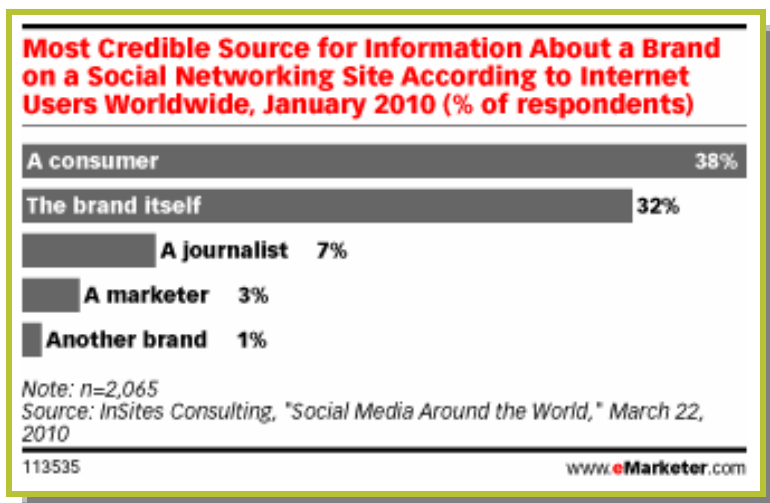
For more detail on Preference Centers, go to <http://www.harte-hanks.com>. In the Resources section, you will find an informative white paper.

Consider what data would be actually used about a prospect for targeting and personalization purposes. Don’t ask for data that won’t be used.

Preferences can be inferred by interest based on links that subscribers click or pages they browse on the web site. This would require a content management system or specialized tracking software. But as a best practice, self-selected data will always be the most accurate.

Email Acquisition with Social Media

Social networks are a great resource for finding prospective email subscribers. Chances are that many customers and prospects are active on sites such as Facebook, Twitter or LinkedIn.



Research indicates that people first turn to other consumers when seeking credible information about a brand. Referral-based programs are very effective in social media for that reason.

Put current subscribers to work for the brand by engaging them with social media. Use tactics in email messages such as "share with your network" to encourage subscribers to share information about the brand. These

postings are then read by their friends, who may navigate to your company page. Take advantage of this opportunity by adding a link to the email subscription form prominently on Facebook, LinkedIn or Twitter, using the content areas that each site provides.

Social applications on Facebook are another effective way to gain subscribers. Some applications offer the promise of a coupon; others may simply be for fun. Either way, applications provide an opportunity to further engage someone and have them become a loyal subscriber to a promotional email program. Many companies create a "Contact Us" Facebook tab that allows fans to join email programs, contact through a Web form or provide call center information.

Don't forget other social media opportunities such as tweeting or blogging. Whenever thought leadership content is posted by the brand, try to include an email opt-in link. This is an especially effective way for B2B companies to build subscribers for an email newsletter. When blogging about a topic that is clearly relevant to the reader, they're more likely to engage with the company by subscribing to an email list.

Email Acquisition from the Mobile Channel

Email subscribers can also be acquired through mobile programs. Mobile versions of web sites can include a simple email sign-up form.

Another tactic is to ask mobile users to subscribe by texting their address to a short code, for example, text username@ansite.com to 12345. If the short code is shared, then have the prospect use a relevant

keyword such as “signup.” The message might be: – text signup to 12345, resulting in a text message back to the user that contains a link to a mobile Web form.

Consider using quick response (QR) codes as a way to get mobile sign-ups as well, by asking the prospect to scan the code, which results in a mobile Web form appearing on their form containing an email opt-in.

For any of these mobile tactics, announce instructions anywhere that make sense – such as billboards, print ads and Web sites. In-store signage also can be a good place to advertise an email program as most customers will carry a cell phone when they come in to shop. Also, be sure to set expectations that the subscriber is signing up for marketing emails and at what frequency they can expect to receive these emails.

Offline Email Acquisition Tactics

Offline channels also work well as email list growth tools. Potential email subscribers are participating in multiple marketing channels, not just digital. In considering offline email acquisition tools, think about potential subscribers and where they might be found.

In-Store Point of Sale

For businesses with store fronts, tactics at the point of sale (POS) traditionally work well. Some POS systems allow the sales staff to enter an email address during the transaction; others won't. Also, the accuracy of the entry will depend on the store employee typing the address correctly. The employee will be directly affected by the number of people in line, how clearly they understand what is being said and their motivation level to collect the address (which isn't required to complete the transaction).

In general, if the customer can key the address themselves, it will likely be more accurate. Think about a postcard at the register – it gives the customer the option to complete it later. Better yet, have a small data entry portal or kiosk located near the register so customers can enter their own information.

No matter which method is used, train floor staff on the value of the email signup and provide them a short, but effective, script to use each time.

Salesperson: Are you on our email list?

Customer: No.

Salesperson: If you would like to sign up, you'll get a \$5 off coupon to use the next time you shop.

Customer: Sounds great! My email address is...

Incenting floor staff to collect addresses will make a difference in their motivation level. Of course, depending on the incentive, abuse could be a problem. Consider structuring the program in such a way that would require the new subscriber to confirm and then pay the employee based on the confirmation.

Direct Mail

Direct mail pieces can double as an email acquisition tactic. For example, if the direct mail piece is a coupon, provide a URL for email signup to get coupons electronically. Or if introducing a new product or service, encourage the email signup as a way to learn more.

Call Center

Call center staff could offer to enroll someone in the email program or even just direct them to the web for signup. The employee can follow a script much like the one created for in-store staff. Incentives are important motivators for call centers as well.

Live Events

Think about live events where people are already excited about products or services. If the company holds live events, attendees are most definitely engaged in some way with the company and interested enough to attend. Have a stack of postcards or small kiosk where the attendees can either complete the sign-up process on site at the event or complete it later.

Indirect Email List-Building Tactics

Email addresses may be accessible through programs or partnerships. Take a look at contracts and agreements to see if this is an option. Some great places to look:

- Co-Op Funds: If the company currently buys advertising in publications, the contract may provide access to their subscriber lists.
- Affiliate Advertising: Place an ad in a partner's email and include a link to a web sign-up form in the ad. Also, make sure that the affiliate knows that the ad should be placed in an email that is relevant to the offer.
- Tradeshow/Events: If the company is exhibiting at a conference or trade show, ask for access to the attendee list.

Finally, don't forget the company materials – invoices, statements, brochures, coupons and receipts, etc. The web address and an invitation to register should be printed on everything possible.

Email List Rental

Email list rental is another method for acquiring addresses. This can be a useful tactic if the company is new, moving into a new geographic location or adding a new product or service that is unrelated to current marketing efforts.

Finding a reputable list provider and getting exactly what is needed can be challenging. The list sources should be researched carefully. Many are online sites that aren't recognizable but may be a good source for finding target audiences. Perform your due diligence. Go to the site and talk to the list owner.

Evaluate email data sources to determine their compliance with the Direct Marketing Association Privacy Promise and that data collection was done in an ethical manner. Make sure the list being rented is the right audience and collected appropriately. The best way to do this is by interviewing the list owner. Use the STOP methodology to do a thorough evaluation:

Source – Where does their data come from?

Target – Is the list that is targeted exactly what is needed?

Observation – Does this seem like a reputable provider?

Permission – Are these addresses truly opted-in?

Let's look a little closer at each of the STOP steps.

Source

Find out where these email addresses were collected. Sign-ups for newsletters? Web site registrations? Sweepstakes? Determine what motivated consumers to provide their email address to the list owner. For example, if it was a sweepstakes, were they just trying to win a prize? If the email address was collected as part of an online purchase, then the motivation was to buy a particular product. In the end, some level of confidence is needed that the email address belongs to someone who might be interested in the offer.

Imagine an automotive marketer evaluating a list called "auto buyers." If looking for handraisers (people who want to buy cars), it would be important that these addresses were collected from an automobile site (autos, auto parts – something directly related to autos), not from an unrelated sweepstakes that also collected information about their car.

Clearly understand who owns the list. Is this vendor the site owner or are they reselling names collected by others? If the vendor owns the site, then get the site name and check it out. If the

vendor is reselling another owner's names, then that same list likely has been resold to many vendors. If planning to rent lists from multiple vendors, it's possible that the same addresses might be bought multiple times.

What is the condition of the list? It's important to know how frequently the addresses have been mailed and when the list was last updated. Just as with a house list, good list hygiene is important for maintaining good list quality. Find out exactly what this list owner does to keep their list emailable.

Determine if the list owner is providing access to the full list or access to just certain email addresses. Are they holding back the best responders for themselves? It's possible to be comfortable with a list source, but if only able to mail to their non-responders, that's a non-starter.

The most reliable way to evaluate list sources is to use a qualified list broker who clearly understands requirements and can connect with only qualified list sources that will perform.

Target

Even with the most reputable list source available, list rental is only as good as the specification. A list may look and sound like it's the right audience, but is it?

What criteria are available from the list owner for making selections? Think about identifying the target audience and then pose the question to the list owner.

Also ask what additional selection criteria are available that might better target the audience. Data on income, age or home ownership could help more closely define the list. For example, if targeting new moms, think about a "prenatal list" as the answer. However, if drilling down to the offer that got the names onto the list, it's possible the offer was to buy diapers. It's hard to know if some of the names on the list aren't grandparents and friends. Don't be afraid to ask questions to ensure getting exactly what is needed!

A prospective list may contain important demographic information. Dig into the source of this data. Is itself reported, which is likely to be more accurate? Or has it been compiled from other sources? Data compiled from public records can be useful, but it's important to know its origin.

Finally, how long have those addresses been on the list? If looking for people in the market for a new car, a handraiser list with addresses that are two years old is probably not what you need.

Observation

Look before leaping. It's at this step that it's important to feel comfortable about the list owner and how they grow and manage their list. It's time to validate the information that has been provided.

Go to a list owner's Web site and see the opt-in process. How are addresses being opted-in to this list? Opt-ins can be passive or proactive. That is, a consumer may find themselves passively opted-in because they had to provide an email address for a transaction. A proactive opt-in is where someone completes a form that clearly states they were aware of opting-in and they understand that they may receive promotional email from other parties.

Ask for a history of list usage. What other companies have used this list? Find out if other companies using the list have similar offers. Think of the auto list example. If no auto manufacturers or dealers have ever used this list, then it might not truly be appropriate for auto offers.

Look at the unsubscribe process. Is it easy for one of the opted-in addresses to opt-out?

Permission

Again, only email addresses that are opted-in and that the consumer expects to hear from third parties about similar offers. The consumer should be ready and willing to receive email.

Understand the permission confirmation procedure. Did the individual actively confirm? If asked, could the list vendor present proof of consumer opt-in? If they can't, then that's not the right list vendor. If the list vendor says that the opt-in proof is "proprietary," be careful. Sometimes it may be proprietary, but they should be willing to share enough information about permission to make you feel comfortable with your decision.

Email List Rental Process

Unlike direct mail list rental, the email list owner will send the email. By conducting the mailing, the list owner can control the blast and confirm that all of the proper methods are being followed. Email addresses will not be available to the marketer.

Also, since the list owner is doing the blast, rented lists cannot be de-duped among other rented lists. So in selecting lists and talking to list owners, stick with one list and then segment it. If using multiple lists from multiple owners, think about a targeting point such as geography. Selecting different geographic areas for each of the lists minimizes the chance of sending to the same address twice.

Ask the list owner to provide address counts based on exact selections. Negotiate the best price based on a realistic volume – not the size of the entire list. Besides the base fee, ask what other fees they may have such as selection, testing, email tracking, reporting and applying suppression files.

Also, clarify what will be provided to the list owner to get started such as:

- Subject line/from line
- HTML and text message versions
- Opt-out list (addresses that have opted-out of the house list)
- Seed list (who should get a copy of the email as part of the actual deployment by the list owner)
- Test date and live blast date

Finally, develop the message with the target audience in mind – how they were ultimately opted-in to this list and how to best entice them to become a subscriber. Remember, the primary point is to have the recipient go to the Web site and voluntarily provide their email address. Depending on the agreement made with the list vendor, this may be the only way to acquire any subscribers from this list rental process.

- From Name: The message From Name should be a branded name. This name will likely be visible in the recipient's inbox and will help the recipient to recognize that this email is one that they will want to open.
- Subject Line: Think long and hard about the subject line! It must be relevant to the recipient and it must stand out in their inbox as something important to them. Especially think about the first few words, as that is what will catch the recipient's attention. Also, the shorter, the better.
- Content: Message content should be easily scanned for relevancy and benefits to the recipient. If the recipient can quickly focus on something of interest, they will be more likely to continue to read the rest of the message and follow through with the call to action.
- Incentive: If the recipient can be engaged, they can be acquired to the email list. The quickest way to do that is to offer something of value – a coupon, a white paper – something that will entice the recipient to provide their email address.

If this mailing has an open rate of 5% to 35%, then be confident that a good list from a reputable vendor has been used, and the subject line was compelling. A good conversion rate will depend on the segmentation selected for the list and how the content of the message was structured.

Keeping the Addresses You Acquire

Once an email address is acquired, the next task is to keep it and get the subscriber thoroughly engaged with the brand.

List Practices

As the list is used, think about the expectations set at the point of sign-up. The initial welcome email is a great time to emphasize this. Let the subscriber know how often they'll hear from the brand, the kinds of content that will be sent and why this will be beneficial to them. It's also a good idea to reference the acquisition source and the fact that they did opt-in for emails, for example: "thanks for attending our event" or "thanks for registering for the newsletter on our Web site."

Also, when people subscribe to a marketer's email program, they think it's for whatever company or brand was represented during the sign-up process. If the company is multi-branded, don't assume that if the subscriber was interested in one brand, they will want to hear from other brands. It's possible to end up with a quick unsubscribe or maybe even a spam complaint.

Finally, don't violate the trust of the subscriber by sharing the list – even with an affiliate. If email is sent on behalf of an affiliate, do it from the brand's email platform using their branding. Then, in the content, give the subscriber an option to opt-in to the affiliate's email program.

Relevant, Valuable and Targeted

Subscribers want content that is relevant and useful to them and they want it at an expected frequency. According to Marketing Sherpa's Email Benchmark Guides for both 2010 and 2011, the top-two reasons people unsubscribe have not changed: content is not relevant (67%) and messages are sent too frequently (64%).

When developing message content, sometimes due to resource constraints, marketers are tempted to just blast a one-size-fits-all email. Think about the 67% of subscribers who may be tempted to leave if they receive email that is not relevant. If the company owns a pet store and is having a dog food sale, segment the audience to send only to dog owners and suppress the others. If the company is a car manufacturer and the model the subscriber is interested in is known in the database, limit the content to what is relevant.

Personalizing whenever possible also helps messages speak directly to the subscriber. The more the message appears to be written just for that person, the more likely they are to read it completely and the more likely they are to respond. Finally, it's hard to know what will catch someone's eye

and entice them to click. So be sure to include multiple places to click throughout the email content.

Timely and at the Right Cadence

Don't risk people unsubscribing because of too many emails. Test to come up with the optimal cadence. It will be different from company to company, and it will vary depending on the type of email (such as a promotion vs. a newsletter).

Also, if an expectation has been set during the acquisition process, stick with it. If the subscriber has been told to expect two mailings per week, then follow that cadence. If engagement activity is evident from subscribers, it means that the content being sent is what is expected and the frequency is right.

In the end, if the subscriber thinks the content is relevant and thinks that the frequency is reasonable, then most subscribers will remain loyal and will look forward to receiving emails. However, as engagement rates climb, don't take that as a sign that frequency can be increased. Stick to the plan and minimize unsubscribes.

Summary

Remember that email remains a top-performing marketing channel. But thanks to a high churn rate, it's important to have acquisition tactics running in order to maintain and grow the email list. Of course with any acquisition tactic, including an incentive to sign up will make the program more successful.

Also, remember that if an email address is acquired, use it right away. To keep a subscriber, messaging needs to be relevant and frequency needs to be at an expected rate. But even this will not completely stop churn. Subscribers' interests may change over time, causing them to opt-out. Sometimes address changes are not reported.

Without ongoing list growth tactics and great follow-up, an email marketing program will gradually disappear so it's vital that efforts to consistently grow and nurture lists are put into place, along with providing subscribers with the right messages at the right time.

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