



# Campaign Assessment

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# Does Something Feel “Off” with the Campaign?

## Are your Spidey senses tingling?

We often have great instincts and when combined with knowledge and experience, we can achieve the most powerful results. When dealing with campaigns (10DLC, SMS, MMS, TFN) and you feel like something is off – do not ignore that feeling. This document provides useful guidance to combine your intuition with tangible data points and help you identify potential problem areas in messaging operations.

It is our job to vet and verify the information being presented to us. Use the below reference points to guide your efforts

### Websites

Dig deep into the website – evaluate it for inconsistencies, anomalies, and even similarities:

#### **Green flags:**

- Is the website listed live?
- Does the website content/offering match up with the proposed messaging use cases?
- Is there a clear link to the privacy policy?

#### **Red Flags:**

- Are there multiple websites?
- Does it look like a “template” website you have seen before?
- Are there any dead links?
- Is the website content generic?

### Privacy Policy

Read and evaluate the privacy policy posted on the website:

#### **Green flags:**

- Does the privacy policy exist and does the link take you to it?
- Is their clear indication of what information is collected, how it is used and how users can opt-out?
- Example: EYLU: Privacy Policy (kartra.com)
- Policy must say “All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.”

#### **Red flags:**

- Does the website reference sharing of information with their “partner companies”?
- Is the Privacy Policy link inactive?
- Does the Privacy Policy lack explicit language stating that Personal Identifiable Information (PII) will not be shared?

## Customer Care Phone Number

Call the number to evaluate the following behavior:

### **Green Flags:**

- Did anyone answer?
- Did the person who answered reference the company name?
- If there is an IVR or answering machine, is the company name referenced in the IVR or the recording of the answering machine?

### **Red Flags:**

- Continuous ring with no answer or call drop/busy?
- Generic answering machine recording?
- IVR that points to nowhere?
- IVR with “speak to representative” option that doesn’t get you to a person?

## Email

Test out communicating with the email provided on the campaign registration. Send an email from your work email address.

### **Green Flags:**

- Does the email domain match the website domain?
- Do you get a response?
- Does the response come from the same email to which you sent it?

### **Red Flags:**

- Gmail account? Red Flag, but not a deal killer.
- Other generic email provider?
- No response to the email you sent?
- Auto-responder to the email you sent but the information does not match the company?

## Company Address

Google the address.

### **Green Flags:**

- Does the search for the address return the company information?
- Does the address exist?
- Checking the map, is there a physical building?

### **Red Flags:**

- Does the search for the address come up empty?
- Checking the map, is the pin in the middle of nowhere?