

Smart Due Diligence Questions to Ask Vendors Checklist

If you're evaluating a conquest
email partner, ask:



- How was the database built?

- Is it explicit opt-in or third-party consent?

- Who processes opt-outs?

- Can you share complaint rate averages?

- Do you use your own IPs or mine?

- Do you allow suppression of my existing customers?

- How often is the data refreshed?

If they hesitate or get vague, that's a
signal to try Email Expand powered
by Uniquely Digital.



Email Expand

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