

The Power to Do Business with Confidence

The CAN-SPAM Act mandates that email marketers are responsible for honoring opt-out requests in accordance with the law. Therefore, affiliate networks that send commercial email messages on behalf of advertisers must be able to manage unsubscribe requirements across all channels. Each CAN-SPAM violation is subject to hefty fines.

For many affiliate networks, an in-house compliance solution can introduce several problems, while the lack of a proper compliance solution can cost the company and brand far more.

- Multiple security and legal risks
- Significant development and management costs
- Logistical complexity

Why do affiliate networks use UnsubCentral?

UnsubCentral enables affiliate networks to securely manage, track and exchange suppression lists with affiliate partners and advertisers, while honoring consumer opt-out requests. UnsubCentral's unrivaled syndication feature allows affiliate networks to easily track suppression list abuse, downloads, uploads and unsubscribes on the sub-affiliate level and ultimately limits risk and maximizes efficiency.

- Protection from CAN-SPAM abuse with unparalleled security, tracking and monitoring
- Increase in efficiency of compliance management
- Seamless integration with popular affiliate tracking software and proprietary systems
- Detailed audit trails of ALL suppression list activity
- Distribution of suppression files as plain-text or MD5 encrypted
- Suppression files housed on single server
- Hosted unsubscribe pages add opt-outs to your suppression lists in real-time
- Total control over who can access suppression files

“ Working with UnsubCentral has helped us increase our market share, enhanced the Clickbooth brand and helped us increase our advertiser base 4-fold over the past 12 months. Many advertisers indicate that their initial attraction to our network is based on the fact that we have UnsubCentral compliance integrated across the network to protect them as they grow their business. ”

*Ziare Brown,
Sr. Director of Compliance and Enforcement*

