

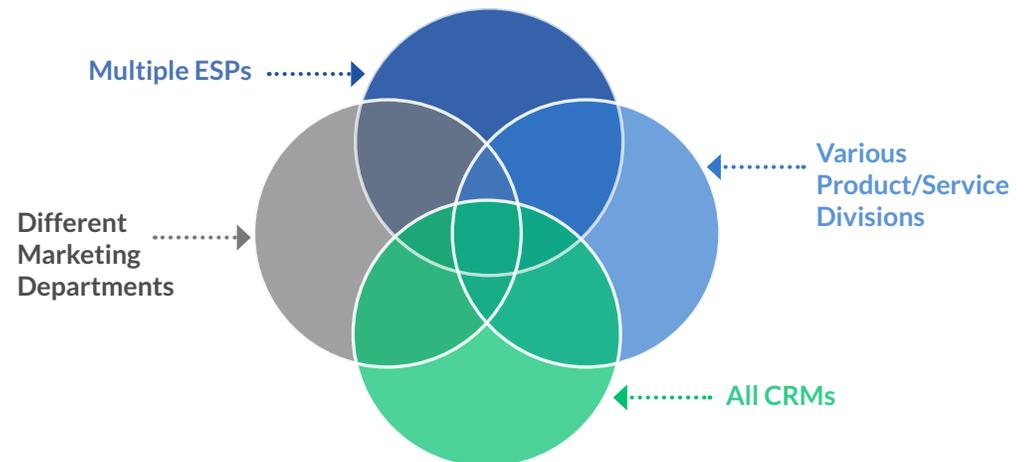
# Global Suppression List Management: Get It Together with UnsubCentral

## Customer acquisition. Customer loyalty and retention. ESPs. CRMs...

### How do today's best brands manage global suppression files from all these different sources?

They establish common ground.

Say hello to UnsubCentral, the opt-out management solution that sits squarely at the union of email activity and email compliance. Whatever your mailing efforts, UnsubCentral can pull together disparate opt-out data and deliver fully-coordinated compliance.



Do your marketing departments employ multiple ESPs or marketing automation tools? Do your various customer-facing groups work from separate CRMs? If they do, you probably know these systems aren't good at talking to each other.

Manually sharing email opt-out data consumes huge amounts of time and manpower, while creating unnecessary compliance risks and inaccuracies.

And mistakes don't just cost you fines; they represent major blows to your customer experience reputation... not to mention your overall brand integrity.

The solution? Connect your teams—acquisition, retention, everyone—with the email suppression platform that smart brands trust.

○ .....▶ **UnsubCentral is a *fully automated* global suppression list solution. It never falls prey to human error; never calls in sick, goes on vacation, or quits. With UnsubCentral, synchronization of your suppression lists happens automatically. So your teams are free to do more strategic work.**

UnsubCentral also keeps you compliant when changing email service providers. If you've outgrown your ESP or choose an alternative vendor, UnsubCentral acts as a central repository for email data during your transition—collecting and honoring opt-outs from both systems throughout the process.

**See how UnsubCentral can help your brand “get it together,” when it comes to complex campaigns and sophisticated email programs. Contact one of our compliance experts today.**