



# List Scrubbing for Co-Marketing Email Campaigns

Is your brand avoiding co-marketing as a customer acquisition strategy, just because it seems complicated?

## Fact...

Email marketing performs well—especially when you partner with a brand that’s already loved and trusted by a specific target audience.

## Fact...

There are thousands of smart, successful companies out there, actively delighting the subscribers and customers you need to reach.

## Fact...

Sharing your message with another brand’s email base (co-marketing) requires planning. There are at least two concerns to consider:

**Compliance Risks** Some co-marketers still exchange plain-text email files—exposing both brands to email data theft, misappropriation, or CAN-SPAM violations.

**Data Security** Other co-marketing partners want more than your list scrubbing assurances; they want confirmation from a neutral, reputable third party.

**So how can you resolve these concerns, and enjoy the many benefits of strategic co-marketing?**

Discover UnsubCentral’s white-glove list-scrubbing services.

Now, you don’t have to sacrifice compliance or convenience when a great co-marketing opportunity presents itself. You don’t even have to purchase list-scrubbing technology beyond a one-time scrub.

We offer business-to-business list scrubbing—before and after co-marketing email campaigns—so both brand participants can preserve the integrity of their email data, while de-duplicating against current customers, unsubscribes, or other suppression lists. So far, we’ve helped dozens of major brands achieve big wins via co-marketing email campaigns. Yours can be next.

**Contact one of our white-glove service experts today.**