



# Marketing Permission Service

We'll make sure you're dotting the i's and crossing the t's.

Our Marketing Permission Service will help to supercharge your SaleCycle campaigns and could also help you to manage compliance for your own marketing messages.

## How does it work?

SaleCycle's Marketing Permission Service works in three ways:

1. SaleCycle can trigger on-site displays or embed checkboxes directly into your website page to capture marketing permission at just the right time, to the right visitors.
2. We can collect, in real-time, the permissions you gather via your website.
3. We can import your own opt-in email list to use as a base.

By using one, two or all three of these methods, the Marketing Permission Service will store and use your visitor's permission status to help keep your marketing campaigns legislatively compliant.



Turn over for more details.

# 1. SaleCycle's On-Site Marketing Permission Capture

SaleCycle has two ways of capturing marketing permission on-site, through displays and embedding directly into the site. You can flexibly control the customer journey by using combinations of the two.

## How does it work?

When a visitor fills in an email capture field on your site, we'll either trigger a display or embed a checkbox presenting the option to opt-in or opt-out of your marketing communications. Your visitors' choices will be instantly recorded as their permission status and used immediately to manage your marketing campaign targeting.

This Marketing Permission Service recognizes if an email address has previously opted-in or out to ensure these messages are only shown to visitors who need to see them.

You can tailor the frequency and type of these messages to gain marketing permission for as many visitors as possible, without disrupting the users experience. For example you can set an "opted-out" status to expire more quickly than "opted-in", and use the subtle content injection style message to gain opt-outs, rather than the more obvious notification displays. For gaining consent, when you really want the visitor to take an action, the notification display gets your message seen and ensures that they won't miss the chance to opt-in.

## Opt-In or Opt-Out?

Our built in Geo-Location functionality allows us to determine which legislative region your visitors are in, and show different messages (opt-in or opt-out) in real-time, based on the legal requirements. This allows us to collect marketing permission for as many visitors as possible while helping you to navigate compliance around the world.

## Highlights



Display or inject after an email address is captured anywhere on your site.



Dynamically show opt-in or opt-out based on visitor location.



Tailor the frequency of messages to gain marketing permission for as many visitors as possible.

# 2. Real-Time Collection of Your Permission Capture

## How does it work?

By placing SaleCycle's code across your website, we can collect the marketing permission from your visitors as they opt-in or out anywhere on your site. This happens in real-time meaning that you'll never miss an opportunity to deliver effective marketing to your opted-in visitors.

# 3. Permission File Import

## How does it work?

It couldn't be simpler. Just send us your own permission files and we'll import them into our service to keep an accurate record of who we can and can't market to.