



Transferring an existing mailing list to TridentList

OVERVIEW

If you have an existing mailing list, you can import it into TridentList, **but only if** that mailing list is:

- **100% opt-in.** (i.e. every single person on the list has specifically and explicitly requested to be subscribed and hasn't requested to be removed)
- **Your own, not a purchased list** (i.e. all e-mail addresses in the mailing list have been collected by your organization, directly from the subscribers)

IMPORTING YOUR LIST

There are two ways to import your mailing list:

1. Ask your subscribers to re-subscribe (recommended)

You can use your *existing* system to send an e-mail to all your current subscribers, asking them to subscribe to your new TridentList mailing list to continue receiving information from you. This method has the following advantages:

- There are no TridentList charges to import your list in this way
- Invalid e-mail addresses are filtered out from the start
- People who are no longer interested in receiving information from you are filtered out
- The last two points directly save you money in e-mailing costs

If you wish to import your mailing list in this way but need additional instructions or information, please contact us on support@tridentlist.com

2. Request a list import

If it is not possible or undesirable for you to import your mailing list as described in above, you can request Trident Software to import your list directly (i.e. without getting your subscribers to re-subscribe). It will take 5 to 10 business days to process your request.

If you wish to import your mailing list in this way, please fill out the List Import Request Form (overleaf). Trident Software will then conduct an investigation in order to ensure that your mailing list meets the conditions listed in the Overview above. You will need to pay the List Import Fee (\$15 - \$80 depending on the size of your list—see overleaf), which is non-refundable. However, you will receive 1000 TridentList points for every \$5 of the fee.

Please note that submitting the request does not guarantee that your mailing list will be imported. The list will only be imported if Trident Software is satisfied that the list meets the above criteria.

After faxing or mailing the List Import Request Form, please e-mail your list and forward the last two issues of your newsletter to import@tridentlist.com

TridentList List Import Request Form

CLIENT DETAILS

Login E-mail Address:

LIST DETAILS

Name of the mailing list:

Description of the list:

Number of subscribers:
(List Import Fee is shown
in brackets)

0 - 500 (\$15)

2000 - 4999 (\$40)

10,000+

500 - 1999 (\$25)

5000 - 9999 (\$80)

(please contact us)

How long has the list
been in operation?

years

months

Is the list double opt-in?
(i.e. subscribers have to first
request and then confirm
their subscription)

Yes

No

How did people sub-
scribe to your list?

Via our Web Site % of subscribers

Via E-mail % of subscribers

Via paper forms % of subscribers

Other: % of subscribers

What list removal
methods were available
to your subscribers?

Automatic removal via a Web page

Automatic removal via e-mail

Other:

What list management
system (if any) were you
using to run your list?

TridentList List Import Request Form

PAYMENT DETAILS

List Import Fee:

 (\$US)

(see previous page; you will receive 1000 TridentList points for every \$5 of the fee)

Payment method:

Visa

AMEX

MasterCard

Check / Money Order

NOTE: Checks should be payable to Trident Software Pty Ltd

Credit Card Number:

Expiry:

MM / YY

Name on Card:

Billing Address

DECLARATION

I hereby declare that:

- I have read and understood the TridentList Terms of Service (www.tridentlist.com/tos.aspx) and agree to be bound by these Terms of Service
- The list I am requesting to import consists entirely of e-mail addresses of people who have specifically and explicitly requested to receive information from me / my organization.
- The list does not contain any entries that were purchased or obtained from a third party. All e-mail addresses on the list have been obtain directly from people wishing to subscribe
- The list details above are true and correct
- I understand that Trident Software Pty Ltd will decide, in its sole discretion, whether my list meets the criteria to be imported into TridentList
- I agree to pay the List Import Fee (above) and understand that this fee is non-refundable, whether or not the Import Request is approved by Trident Software Pty Ltd

Signed:

Date:

YYYY-MM-DD

Full Name:

Position:

Please fax this form to +61 500 51 4444 or mail it to:

PO BOX 12148, A'Beckett St. PO, Melbourne VIC 8006 Australia

Please e-mail your list and forward the last two issues of your newsletter to import@tridentlist.com