

# COMPLIANCE, TRANSPARENCY & TRUST - A CLIENT SUCCESS STORY

Publishers Clearing House (PCH) has always been focused on building trusted relationships with their members. Ensuring the privacy, personal data, and engagement preferences of their members are protected and honored is a core aspect of their company mission. To achieve this goal, PCH has been a long-term proponent of leveraging the best technology, services, and practices available to ensure compliance across all their marketing channels. In the email arena, this has led to working with the most advanced and powerful technology providers like OPTIZMO Technologies.

PCH has partnered with OPTIZMO for nearly 10 years, to handle all of their email suppression list management programs and processes. OPTIZMO's platform is key to PCH's overall compliance efforts and enables PCH to stay compliant with key privacy and email regulations, as well as use their email suppression files strategically to help grow their business.

## EASE-OF-USE

The decision to work with OPTIZMO has allowed PCH to easily manage the complex process of updating, maintaining, and distributing up-to-date suppression files for all of their email campaigns. The OPTIZMO user interface enables its clients to save significant time and resources by centralizing and automating these processes. From automated uploading and downloading of lists, safe list distribution, file encryption, and automatic system alerts, the platform turns a collection of manual and time-consuming tasks into an easily managed and largely automated process.

**“OPTIZMO’s platform is incredibly easy to use, allowing us to manage numerous campaigns and mailers and automate many tasks that would otherwise be very time consuming and in some cases not even feasible.”**

- Sal Tripi, AVP Digital Operations & Compliance  
Publishers Clearing House

The reporting and analytical capabilities built into the platform empower PCH to easily monitor campaign and mailer activity to ensure all of its email programs are run efficiently and in compliance with CAN-SPAM and other email regulations.



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## COMPLIANCE & DATA SECURITY

PCH puts Compliance, Transparency, and Trust at the foundation of its relationship with members. OPTIZMO's secure platform and data encryption capabilities provide the peace of mind that their data can be accessed and distributed as required, while remaining fully protected. OPTIZMO uses state of the art technology to ensure data security across transfers, processing, and storage.

By engaging with OPTIZMO, PCH is able to rely on the company's technical capabilities and team expertise in data security to augment their own internal capabilities and provide the most secure and privacy-centric processes around the use of suppression files to drive their email marketing programs.

## ADVANCED SUPPRESSION LIST STRATEGIES

One key to effective email suppression list management is the collection and processing of all opt-out requests to ensure that recipients who ask to unsubscribe from future email communications are in fact suppressed. OPTIZMO's platform powers the collection and processing of all email opt-out requests for PCH, ensuring compliance with CAN-SPAM and also providing a positive user experience for any members that might wish to opt-out of receiving email communications.

However, PCH also uses more advanced suppression list strategies to ensure that email recipients are provided with relevant and engaging content. They achieve this by using the OPTIZMO platform to manage additional suppression files made up of current members, so they can be easily suppressed from non-relevant campaigns (like new member acquisition email offers). OPTIZMO enables PCH to easily incorporate these more advanced suppression list strategies into all of their email programs.

## IT TAKES A TEAM

While the OPTIZMO platform delivers all the technological capabilities needed for successful suppression list management, the company also provides a highly skilled, knowledgeable, and friendly team to support each of its clients. From initial setup and any technical integrations to ongoing support, the OPTIZMO team is focused on building long-lasting partnerships with every client. It's one reason why PCH has been working with OPTIZMO since 2010.

**"From walking us through the technical aspects of our initial setup to the ongoing support from our account team, OPTIZMO has worked closely with our team to ensure we're getting the most value from the platform. They are also adept at making some of the more technical details easily understandable for everyone on our team."**

- Carol Marino, Sr. Manager Online Operations & Compliance  
Publishers Clearing House

Selecting OPTIZMO as their partner for email suppression list management has enabled PCH to effectively optimize its email marketing programs to help grow their business and drive engagement with their prospective and current members. Because the OPTIZMO platform is so easy to use, the PCH team is able to spend more time focused on delivering great value for their members. It's a true win-win relationship.



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