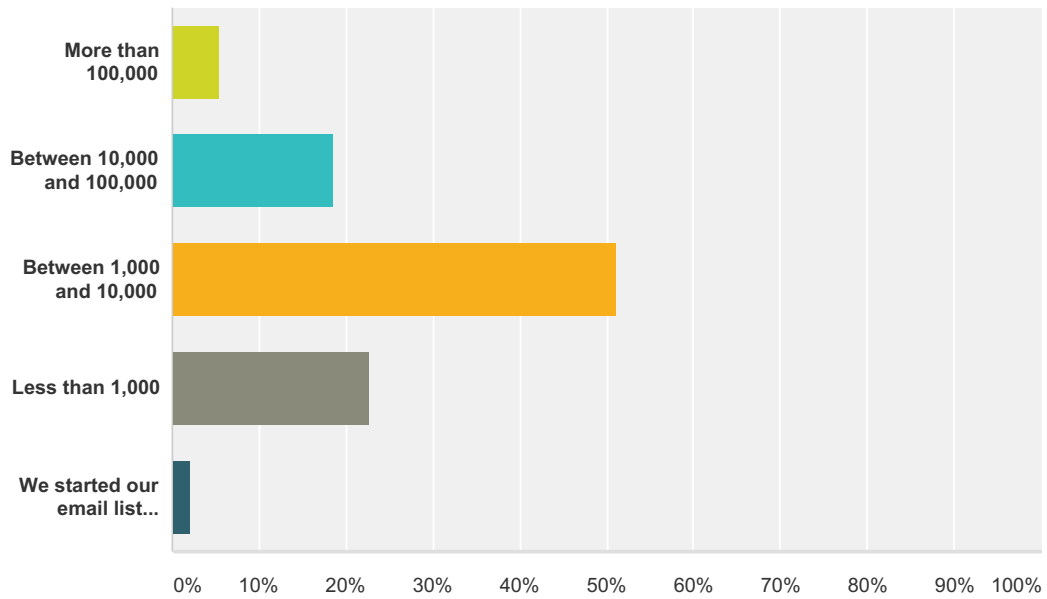


Q1 How big was your email list pre-CASL?

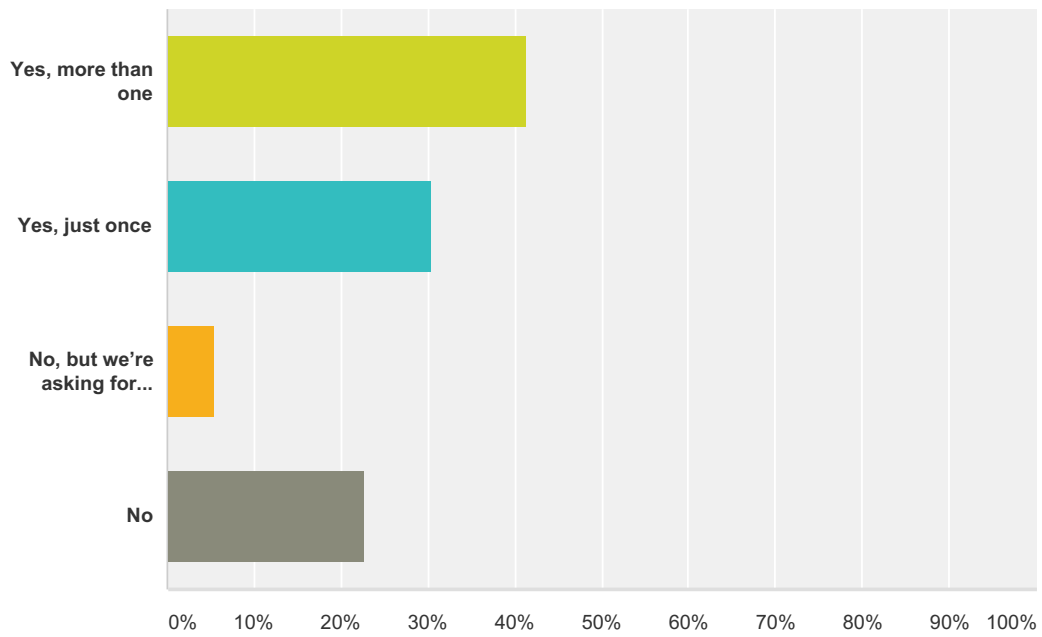
Answered: 92 Skipped: 0



Answer Choices	Responses
More than 100,000	5.43% 5
Between 10,000 and 100,000	18.48% 17
Between 1,000 and 10,000	51.09% 47
Less than 1,000	22.83% 21
We started our email list post-CASL.	2.17% 2
Total	92

Q2 Did you send out emails to get CASL compliance?

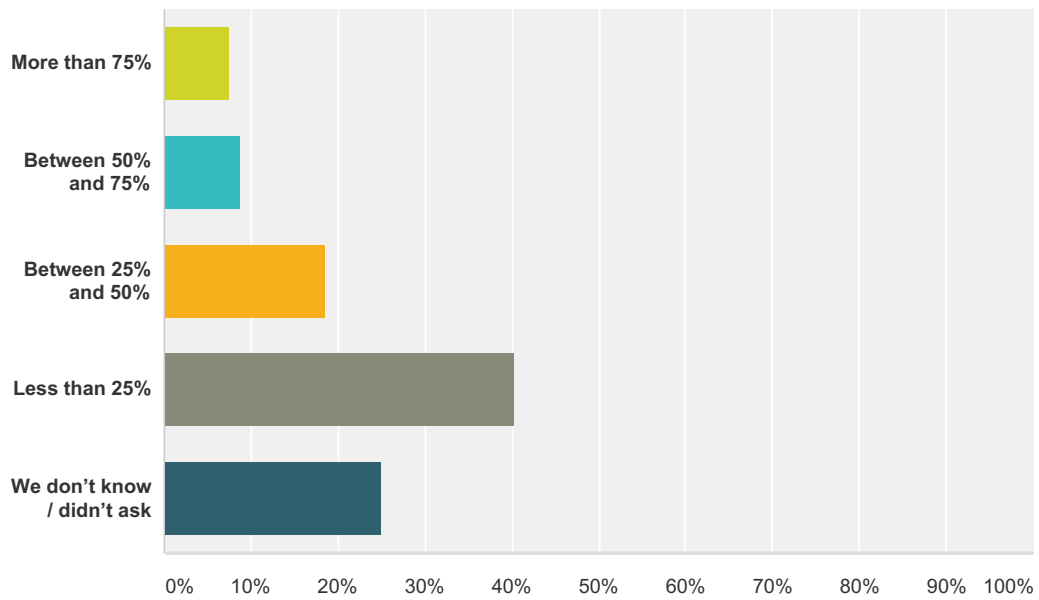
Answered: 92 Skipped: 0



Answer Choices	Responses	
Yes, more than one	41.30%	38
Yes, just once	30.43%	28
No, but we're asking for compliance another way	5.43%	5
No	22.83%	21
Total		92

Q3 What percentage of your list provided consent?

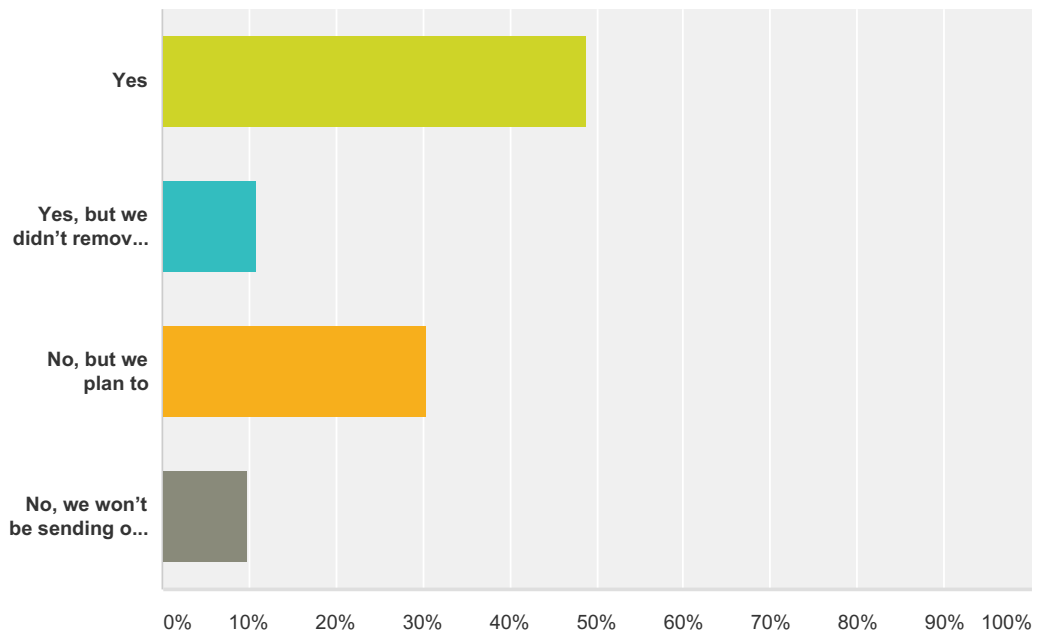
Answered: 92 Skipped: 0



Answer Choices	Responses
More than 75%	7.61% 7
Between 50% and 75%	8.70% 8
Between 25% and 50%	18.48% 17
Less than 25%	40.22% 37
We don't know / didn't ask	25.00% 23
Total	92

Q4 Have you sent out an email to this list after non-consenters were removed?

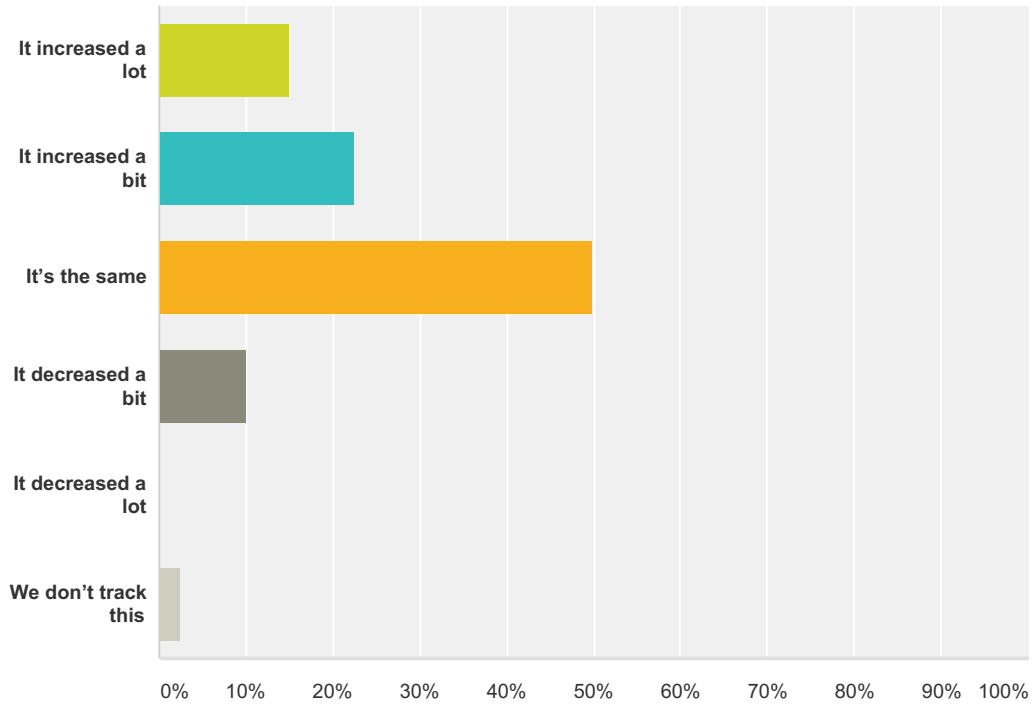
Answered: 92 Skipped: 0



Answer Choices	Responses	Count
Yes	48.91%	45
Yes, but we didn't remove non-consenters	10.87%	10
No, but we plan to	30.43%	28
No, we won't be sending out emails any longer	9.78%	9
Total		92

Q5 Has your open rate changed?

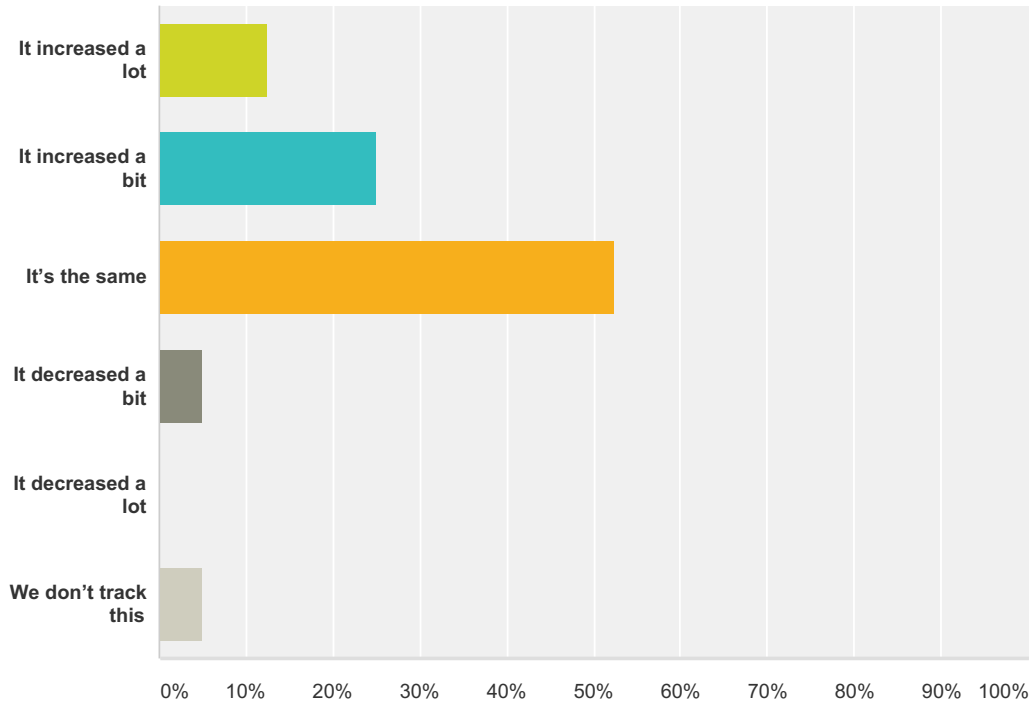
Answered: 40 Skipped: 52



Answer Choices	Responses	
It increased a lot	15.00%	6
It increased a bit	22.50%	9
It's the same	50.00%	20
It decreased a bit	10.00%	4
It decreased a lot	0.00%	0
We don't track this	2.50%	1
Total		40

Q6 Has your click rate changed?

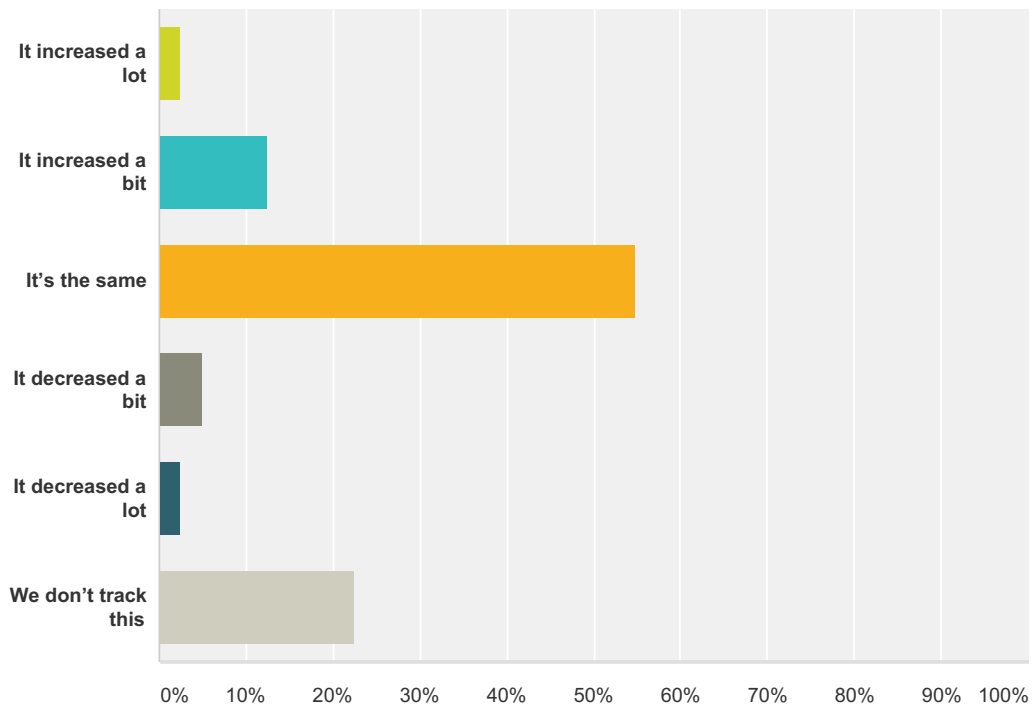
Answered: 40 Skipped: 52



Answer Choices	Responses	
It increased a lot	12.50%	5
It increased a bit	25.00%	10
It's the same	52.50%	21
It decreased a bit	5.00%	2
It decreased a lot	0.00%	0
We don't track this	5.00%	2
Total		40

Q7 Has your conversion rate via email changed?

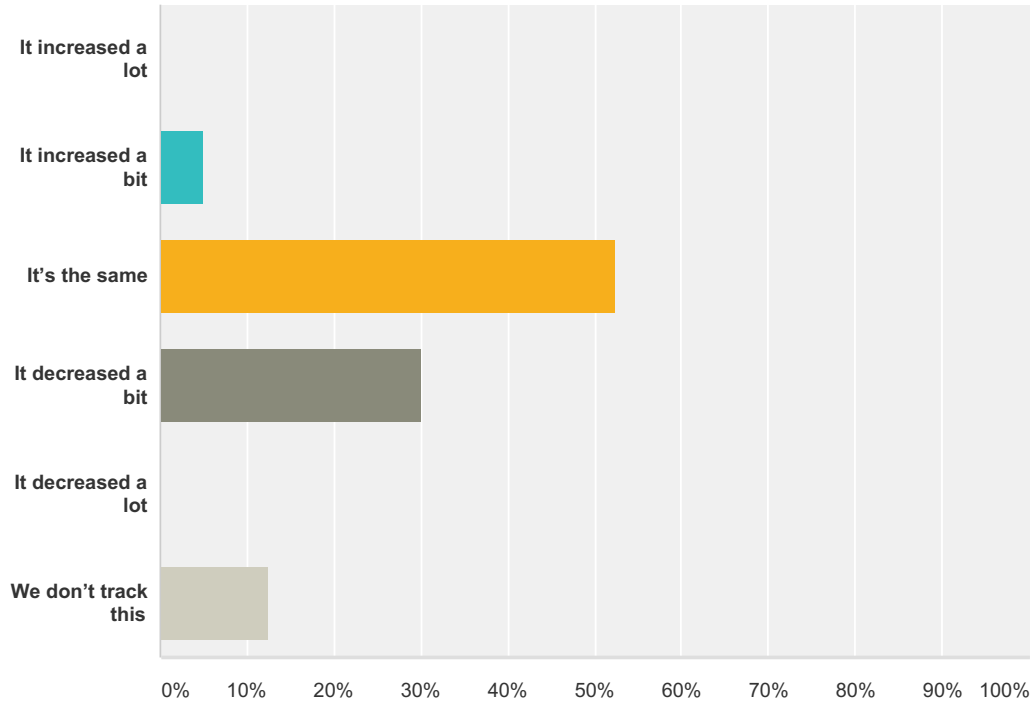
Answered: 40 Skipped: 52



Answer Choices	Responses
It increased a lot	2.50% 1
It increased a bit	12.50% 5
It's the same	55.00% 22
It decreased a bit	5.00% 2
It decreased a lot	2.50% 1
We don't track this	22.50% 9
Total	40

Q8 Have you observed any changes in the number of spam complaints compared to pre-CASL emails?

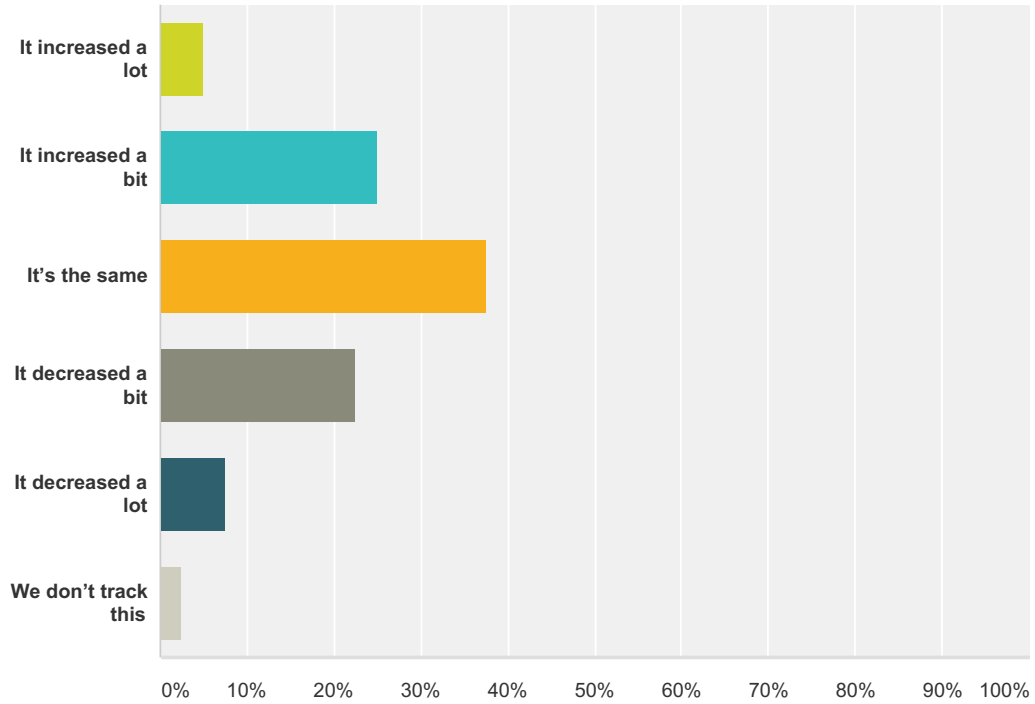
Answered: 40 Skipped: 52



Answer Choices	Responses
It increased a lot	0.00% 0
It increased a bit	5.00% 2
It's the same	52.50% 21
It decreased a bit	30.00% 12
It decreased a lot	0.00% 0
We don't track this	12.50% 5
Total	40

Q9 Have you observed any changes in the number of unsubscribes compared to pre-CASL emails?

Answered: 40 Skipped: 52



Answer Choices	Responses	Count
It increased a lot	5.00%	2
It increased a bit	25.00%	10
It's the same	37.50%	15
It decreased a bit	22.50%	9
It decreased a lot	7.50%	3
We don't track this	2.50%	1
Total		40

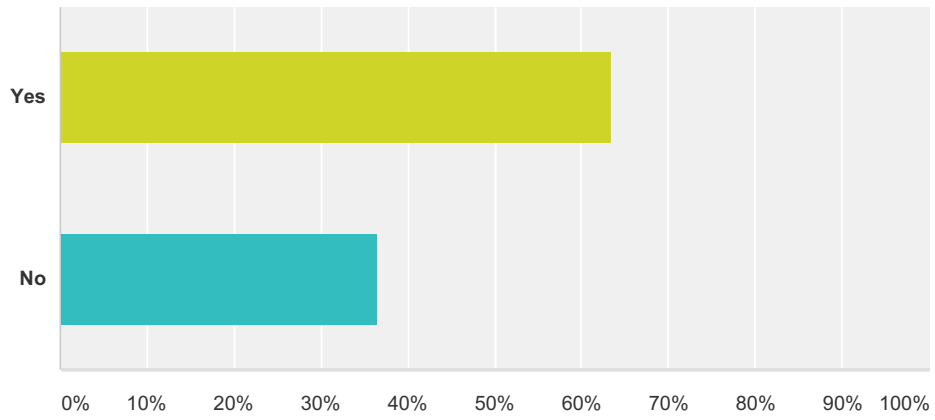
Q10 Anything else you want to tell us about email trends post-CASL?

Answered: 6 Skipped: 86

#	Responses	Date
1	We send in excess of 30,000,000 emails a month on behalf of our clients. Our clients, and we agree, refuse to change our practices to adhere to a bogus foreign law. We are operating 100% legally according to US federal and state law! We will not be dictated to by a toothless foreign state whose citizens cannot pronounce "about" correctly.	8/30/2014 3:36 AM
2	This law sucks to be quite frank. Gorilla marketing is one of the ways our company gets results and the best results at that. A great deal of our customers are outside of Canada so having this law in effect makes marketing a lot more difficult.	8/21/2014 9:49 AM
3	Actual number of opens actually feel in half. There were about 50% of our opens pre-CASL are no longer there so not opening up our mail. The percentage of opens is about the same, but the actual number of people who read our email is half.	8/13/2014 5:13 PM
4	We're putting a lot more effort into making eblasts valuable. CASL has been a good exercise -- even though it's reduced our overall reach by 75%, we're reaching the folks who actually care, and serving them better. It's turned enewsletters from awareness fluff to focused marketing pieces.	8/8/2014 9:12 AM
5	Surprised that open and click rates are basically the same. Figured the 33% of our list that stayed would be more engaged.	8/6/2014 8:05 AM
6	We knew CASL was coming when we started our list so we didn't really need to do much of a transition because our list was already compliant. That being said, we also took steps to ensure all our email content is relevant and useful to people so it helped spark a much needed redesign of our newsletter.	8/5/2014 3:20 PM

Q11 Did you change how you collect email addresses as a result of CASL?

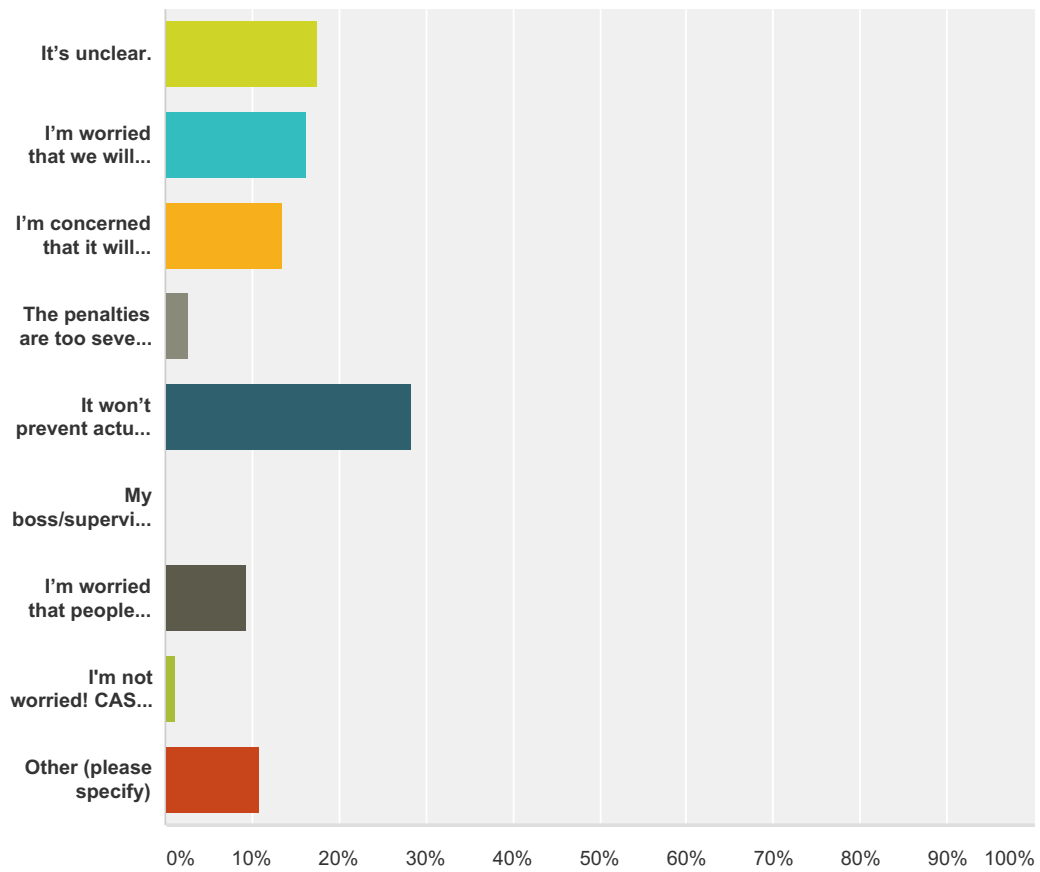
Answered: 74 Skipped: 18



Answer Choices	Responses
Yes	63.51% 47
No	36.49% 27
Total	74

Q12 What is your biggest concern about CASL?

Answered: 74 Skipped: 18



Answer Choices	Responses
It's unclear.	17.57% 13
I'm worried that we will still get fined even though we tried to comply.	16.22% 12
I'm concerned that it will negatively impact our business.	13.51% 10
The penalties are too severe for the crime.	2.70% 2
It won't prevent actual email spam.	28.38% 21
My boss/supervisor/client told me to ignore it, but I'm worried.	0.00% 0
I'm worried that people didn't consent even though they were enjoying my emails.	9.46% 7
I'm not worried! CASL is amazing!	1.35% 1
Other (please specify)	10.81% 8
Total	74

#	Other (please specify)	Date
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1	US company operating in compliance with US law. Bring it on you stupid Canucks!	8/30/2014 3:38 AM
2	It isn't a law that was supposed to address the B2B crowd. It was supposed to address issues of B2C. They should have it only apply to B2C.	8/29/2014 8:53 AM
3	What about @replies on Twitter?	8/15/2014 12:25 AM
4	Much ado about nothing in my opinion. CASL was designed to stop the mega-spammers...not hinder businesses. Reminds of Y2K, a whole industry was created to prevent disaster and lo and behold...nothing happened except for a lot of businesses being out of pocket for 'consultants'.	8/13/2014 12:41 PM
5	It's hard to pick one big concern. In this list starting at the top, items 2,3,4,5 and 7 are all concerns.	8/12/2014 10:11 AM
6	The exemptions are unclear, and clients are pushing us to take risks with them. They value number of subscribers over quality of message and reach, and it's a battle to keep them in compliance.	8/8/2014 9:16 AM
7	No concerns now that our list is compliant.	8/5/2014 2:08 PM
8	Many of the above, but I think there's a lot of potential for people to get fined harshly for accidental issues/non-compliance. Which can be a lot of pressure when you're managing these tasks, especially if your company doesn't take precautions seriously/underestimates the importance of CASL.	8/5/2014 1:43 PM

Q13 Any other comments on CASL?

Answered: 21 Skipped: 71

#	Responses	Date
1	I feel that the anti-spam legislation is unnecessary and will have limited impact on spam email as the ruling does not apply to companies that operate outside Canada. The same issues we have with the do not call register for telesales will happen here where we continue to be inundated by companies that operate outside of Canada. CASL has meant that Canadian companies have been forced to spend money and resources unnecessarily.	9/5/2014 6:41 AM
2	US company operating in compliance with US law. Bring it on you stupid Canucks!	8/30/2014 3:38 AM
3	It was not communicated well enough, survey monkey also made it difficult to obtain consent whilst using the program to send out emails (I was told by survey monkey that I should have used a different account/survey program to send it to my address list).	8/21/2014 12:15 PM
4	Very unclear how to proceed concerning our existing memberships and partners	8/20/2014 5:02 PM
5	this is absolutely ridiculous.	8/18/2014 9:59 AM
6	It set us back 30 years in business. What an ill thought out waste of time and massive inconvenience. It may have a slight impact of propping up Canada Post.	8/15/2014 11:55 AM
7	On question 12 it should be click all that apply. I do not think that CASL will actually reduce spam as 99% of spammers are not sending from Canada. I do believe that CASL will adversely affect our business, I do think the fines are silly for companies trying to comply and I do not believe there is, was or will be adequate information in usable form from CASL to support businesses on going needs.	8/13/2014 5:17 PM
8	CASL forces marketers to do some strategic targeting. You can't be lazy and add anyone who casts an eye your way, creating monster lists with 3% open rates (example). If the majority your prospects are not interested in what you are saying, then you have a targeting problem. I think it's a great way to shorten sales cycles and focus sales teams on people who are truly interested.	8/12/2014 2:11 PM
9	This law is ridiculous and the average person isn't even aware of its existence. It's just another unnecessary burden on businesses. Time we could spend on other things (youtube or twitter for example).	8/12/2014 1:33 PM
10	I have several email addresses. My spam filters work well. I can make an intelligent decision whether to open an email or not. I suspect that the number of complaints will be appear high but the majority will be from the same type of people who complain about commercials, flyers, direct mail pieces etc. The biggest impact will be on small business owners and independent sales people who use email marketing to stay in touch with their clients and prospects; I guarantee one of them will get an unjustified complaint and it will cost them time and money. CASL is an abomination.	8/12/2014 10:11 AM
11	The legislation is very difficult to understand, and many businesses are unclear as to what they need to do. There are many interpretations of the legislation which makes it even more confusing. At the end of the day, the legislation likely isn't going to reduce spam, just make more work for businesses, especially small businesses.	8/12/2014 9:20 AM
12	Dis-empowering for small business.	8/11/2014 8:33 AM
13	It's been OK for businesses, but it's been brutal for advancement clients because we can't get lawyers to agree on what rules apply to whom.	8/8/2014 9:16 AM
14	They are targeting the wrong market.	8/8/2014 7:04 AM
15	idiotic unclear law. It should be repealed!	8/6/2014 9:17 PM
16	There is very few concrete guides on how to become casl compliant and do it the right way. As usual the govt info sites are useless.	8/6/2014 11:48 AM
17	It's going to get thrown out in a constitutional challenge. Current government has big conceptual difficulties when it comes to the constitution.	8/6/2014 9:15 AM
18	Bureaucratic nonsense that won't solve the problem.	8/6/2014 8:06 AM
19	I also wanted to click above that CASL is unclear.	8/5/2014 5:42 PM

20	The bulk of spam I is from offshore sources that scrape websites for emails, which will CASL really doesn't have any teeth to deal with. Any newsletter I used to receive could always be unsubscribed from but the REAL spam is what I'd like to be rid of	8/5/2014 3:21 PM
21	I know the QUALITY of my list has improved, but with such a low re-opt-in response, it feels like I've been defeated somehow. I don't like how you can't automatically check a subscribe box for new customers on my site, and that there's no specific provisions on sending e-mails to customers who have made a purchase but didn't explicitly opt-in... They're obviously interested in my brand if they made a purchase!	8/5/2014 1:21 PM