EmailExpress Advertising FAQs

Tamika C - 2018-11-28 - Marketing Opportunities

Can my EmailExpress ad be animated?

Yes, but animation is not recommended as it may not appear appropriately in all servers.

What is a teaser for EmailExpress?

A teaser is a tagline that is included with our Platinum EmailExpress product, in addition to the subject line. The teaser appears on ASICentral.com and in our EmailExpress Weekly blast (a summary of all Platinum blasts that were sent out that week).

What is a client-safe ad for EmailExpress?

A client-safe version of your Email Express ad is one that a distributor can forward to end-buyers. This version does not contain any contact information or discount codes.

Can ASI create my EmailExpress ad?

Yes. If you provide images and copy far enough in advance, ASI's talented design team will design your ad.

What other information is needed with my EmailExpress material?

Please include a subject line, a teaser (if applicable), an email address to send requests to, an email address to send reports to, your company's contact information and a click-thru link.

When do I have to submit my EmailExpress material by?

Please have your final version sent to ASI at least three (3) business days prior to your scheduled send date. This ensures enough time to correctly setup and verify all details with your EmailExpress ad.