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**MParDreamin' 2022**

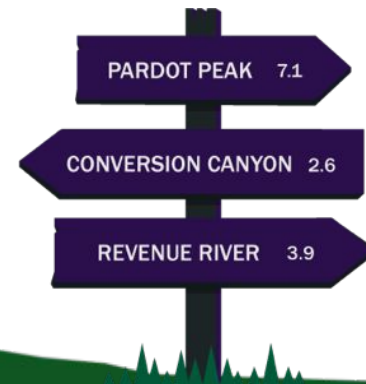
# The Road To Email Compliance: The Basics, Challenges, and Gotchas

# Host



**Angelica Cabral**

Marketing Manager  
Sercante



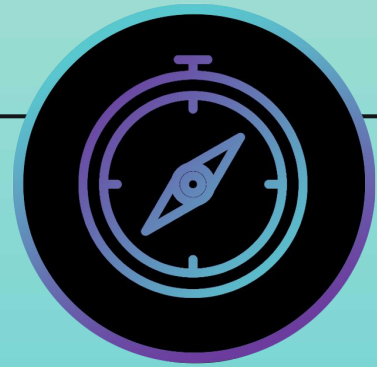
# Today's Must Attend Sessions



**2:20 pm EDT:**  
**Understand and  
Protect Your System  
of Record**



**2:20 pm EDT:**  
**A Salesforce Flow for  
Contact Role Woes**



**2:50 pm EDT:**  
**Leveraging Marketing  
Cloud Engagement To  
Produce Positive  
Customer-Driven  
Outcomes**

## Goal of Panel

Learn how our panel of trailblazers have implemented compliance solutions in their own organizations. In this session, we will explore the basics of different options you have as an Administrator to capture and process email consent and what are some learned lessons from the process by our panelists.

# Panelists



**Hannah Horning**

Demand Generation Manager

ArcherPoint



**Bonnie Mulholland**

Marketing Manager

Cint



**Ben LaMothe**

Marketing Cloud Account  
Engagement (Pardot) Solutions  
Architect

BDO Digital



**Krystle Solomon**

Marketing Automation  
Strategist

Sercante

# Question 1



What are some of the **leading email compliance regulations** enforced today and **who does it affect?**

## Question 2



For those looking to expand their knowledge on email compliance, what **resources** would you recommend?

## Question 3



What immediate actions would you recommend to **get started with implementing an email compliance program?**



## Question 4



Can you talk about some of the **pros and cons of managing email consent across brands** within a single business unit.

## Question 5



What are some **pro tips** listeners can take with them if they are looking to **start or refine their email compliance program?**

## Question 6



What was your experience with executing a **single opt-in versus a double opt-in** process – and – which method have you found to produce a **better quality audience and customer experience?**



That's a wrap!



# Resources

## Regulations

[CAN-SPAM](#)

[CASL](#)

[GDPR](#)

## Salesforce Best Practices

[Best Practices for Creating Email Templates](#)

[Prospect Mailability Status](#)

[Manage Email Unsubscribe Settings](#)

[Allow Prospects to Resubscribe to Pardot Emails](#)

[Considerations for Using Email Preference Pages](#)

## Integrations

[OneTrust](#)

[DataGrail](#)

[Cloud Compliance](#)

[Securiti](#)

## The Spot Blog

[Getting Started with a Pardot Email Preference Center](#)

[How Much is Too Much in Email Marketing](#)

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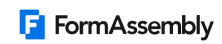


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# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

**Questions?** Reach out to [pardreamin@sercante.com](mailto:pardreamin@sercante.com)