



# Email Newsletter Audit Guide

This guide delivers a brief overview of the audit service introduced by the Circulations Audit Board in 2002 to deliver to electronic publishers third party verification of the distribution of their email products to increase the confidence of advertisers. This guide does not replace the CAB Email Newsletter Audit Rules or the CAB Rules and By-Laws.

## Background

The third party verification of the distribution per send of an email product was designed through the cooperative efforts of CAB advertisers, agencies and email publisher members to bring verified proof of email delivery numbers.

The audit verifies the volume of successful emails sent by the publisher, the average distribution per send and the timeframe verified. It delivers confidence to advertisers and additional credibility to publishers of email newsletters for their distribution claims.

## The Audit Process

1. The member completes the **CAB Email Audit Confirmation and Claim Report** (spreadsheet), identifying the Email Newsletter name, related publications and/or websites, the audit period and other required information.
2. The member submits the **CAB Email Audit Confirmation and Claim Report** accompanied with the email server logs required to prove the successful delivery of emails for the audit period. A minimum of three issues are required per email newsletter per audit.
3. The CAB Staff Auditor will examine the email addresses for duplication, authenticity and accuracy and produce a final audit certificate verifying Average Net Distribution for the audit period.

## The Reporting Process

The audit reports the Average Net Delivery of emails over the stated audit period. The report details the number of email sends that have been audited, the number of issues per year, the date and send information for each email audited with an explanation of the definitions. The report also identifies the volume of requested recipients or opt-in numbers. The authenticated distribution data is delivered once the audit is completed in a customised certificate that includes branding opportunities for the email product.

**For further information request a copy of the Rules & Guidelines and a sample audit certificate from [webaudit@auditbureau.org.au](mailto:webaudit@auditbureau.org.au).**