



Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

+44 (0)1442 870800
www.abc.org.uk

22 April 2021

ABC Reporting Standards changes

This document details changes that have been agreed for the Email Newsletter Standards. You can view the updated ABC Reporting Standards on our [website](#).

Email Newsletters

The Email Standards have also undergone a review, placing a greater focus on the email platform used to report data and introducing the ability to report multiple email newsletters on the same certificate. The mandatory metric remains Average Distribution per Mailing, but the requirement to report figures for each individual mailing in the period becomes optional.

The Standards have also been rewritten for clarity and simplicity. The key changes are:

- a. The Standards are renamed 'Email Newsletters', replacing 'Email Distribution'
- b. There is no change in the fact that for each email newsletter you must report the average distribution per mailing and number of mailings in the period. *For example: If a newsletter that has three mailings in the period of 10,000, 11,000 and 15,000 net emails respectively, the reported average distribution reported would be 12,000.* However reporting the figure for each individual mailing during the period (previously mandatory) now becomes optional.
- c. The provision of logged records in some instances will not be required, where the audit can satisfactorily be conducted by examination of the configuration and implementation of the email distribution system used.
- d. You may include two or more newsletters on a single certificate (these can be from different brands). They will be listed individually with a figure for each.

Aggregated totals across a number of Email Newsletters may be reported via a separate Brand Report or Group Report.

The new Email newsletter Standards can be found [here](#).