

Prepare for the new Canadian Anti-Spam Legislation

According to a recent Deloitte poll¹, only 13% of organizations say they understand CASL requirements and have begun to apply them to their businesses. Meanwhile, only 22% of organizations have a customer relationship management (CRM) system equipped to handle it.

Are you one of them?

TAKE CONTROL. YOU STILL HAVE TIME.

The law is complex.

If you think finding all of your .ca email extensions is enough, **think again**. This law impacts all Canadian citizens which means your segmentation needs to occur down to the contact level.



WITH SOCIAL123, WE ARE UNIQUELY POSITIONED TO HELP YOU:

- Determine which contacts in your database live and work in Canada
- Find email addresses governed by CASL which include but are not limited to .ca extensions
- Identify companies in your database that are located in Canada
- Uncover new ways to engage existing contacts using social data fields



Social123 is proud to help our clients learn more about their customers and target new prospects with the most up-to-date data available: social-sourced. We have three simple goals: to help customers reach their target audience, to improve their marketing effectiveness, and to fill their funnel.

Our clients include:

AVECTRA

DocuSign

ON24 **CERIDIAN**

sonicfoundry

JUNIPER
NETWORKS

brainshark

[Contact us today](#)

to learn more about our Canada Anti-Spam Law Solution.

Sales@social123.com or 1-888-530-6723

¹ Deloitte http://www.deloitte.com/assets/Dcom-Canada/Local%20Assets/Documents/ERS/ca_en_ers_spr-CanadaAntiSpam_120712.pdf