

# Why I'd Recommend Listrak – Solid Support without the Up-Sell

By Andy Gradel, Cooper University Hospital

Cooper University Hospital is the leading provider of comprehensive health services, medical education and clinical research in Southern New Jersey and the Delaware Valley.

## Situation

When we first signed-up with Listrak, we had an issue with our domain's SPF record, which is what tells the world that Listrak is allowed to send email on our hospital's behalf. At the time, we were hosting our DNS with Network Solutions and were having a real issue because they didn't support these things known as SPF records, which were quickly becoming an industry standard, and we were having a lot of problems with Comcast and other major providers marking us as a spammer. Our email wasn't reaching a quarter to a third of our subscribers because of this one little SPF record, which is just a text file that's all of maybe ten characters long.

## Solution

That was one of the only times I've had to call Listrak's customer support and it took maybe an hour from start-to-finish. The people from Listrak worked through the issue with me and they explained exactly what the problem was.

What amazed me, though, was that they hooked me up with their hosting arm and for literally twelve dollars a year they're hosting our DNS and provided us the functionality we needed to handle SPF records and have full control over our DNS.

## Results

I was amazed they'd spend an hour on the phone with me to fix this problem and they gave me a solution that was twelve dollars. I mean, they didn't charge me extra and they didn't try to move all of my hosting. They just worked through the problem, provided a simple solution and we were good to go without any up-selling or bloated support fees. That's something I haven't gotten from any other vendor I've ever worked with and it's one of the biggest reasons Listrak is one of the few vendors I'd recommend without a second thought.

## About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.