

## Deliverability Intelligence

### 100% Email Deliverability. Optimal Email ROI.

#### Outcomes

- Increased inboxing rates by 20%
- Consistently improved clients' reputation scores, earning 95/100 on average
- Decreased bulking by 100% to a 0% bulking rate
- Achieved substantial reduction of client listings on Spamhaus and other major blacklists



#### infoCanada®

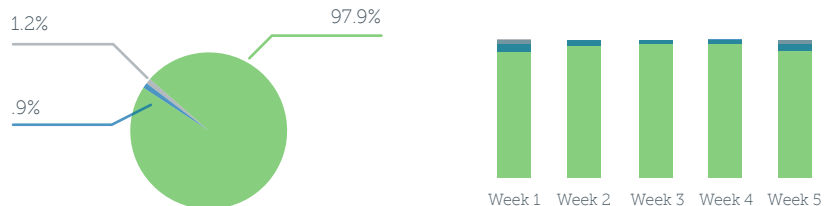
Our Professional Services Team provides a full set of deliverability metrics, directly tied to your email marketing ROI.

As digital marketing continues to grow, email is becoming one of the most popular marketing channels. Due to its aggressive growth, ISPs are working harder to set up filters and block spam messages which makes it increasingly difficult for marketers to reach the consumer's inbox.

#### Reach Your Audience One Email at a Time

Today's deliverability landscape presents numerous technical, legal and business challenges. It is imperative to find an experienced partner who knows how to address and overcome them in order to achieve maximum ROI from your email marketing programs. This is the first and most critical step to ensuring that every campaign you send will make it to the inbox of its intended recipient.

Inboxing	97.9%	0.0	0.0
Bulking	1.2%	0.0	0.0
Missing	.9%	0.0	0.0



#### Partnership Towards 100% Deliverability

Our Deliverability Intelligence Platform is a premium tool that provides multi-faceted deliverability reports coupled with a partnership with a dedicated deliverability analyst. The tool combines custom deliverability reports with the personal touch of an expert, invested in improving your deliverability rates, examining your mailings, and rectifying any issues along the way.

#### Email Deliverability for Program Success

Our Deliverability Intelligence works to ensure your mailing program reaches your business goals through a targeted 100% delivery rate for each campaign. It is the 'eyes and ears' of your mailing program, proactively forecasting, troubleshooting, and reporting on all campaigns while maintaining a strong relationship with ISPs to ensure optimal deliverability.

# Deliverability Intelligence

## Advanced Features and Functionalities

### Inbox Monitoring

With all major ISPs monitored worldwide, the Deliverability Intelligence tool ensures optimal deliverability regardless of geographic location or database composition.

### Bounce Metric Analysis

Our Deliverability Intelligence tool tracks each bounce and enables you to categorize it based on ISP, bounce type and specific campaign. This classification allows you to identify and eliminate deliverability issues early on and collect data essential for measuring email program success.

### Blacklist Analysis

The tool provides daily blacklist including Spamhaus, SORBS, MAPS, and SURBL. If a blacklisting is identified, our deliverability team is immediately at work to remove it and prevent further issues.

### Reputation Analysis

Our Deliverability Intelligence tool monitors sending reputation with major ISPs on a daily basis. Any reputation changes are noted and analyzed and, where applicable, specific recommendations are provided.

### Creative Content Pre-Flight Analysis

Creative content is thoroughly reviewed for deliverability issues before deployment.

### Reporting





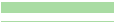
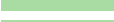



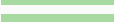
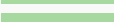
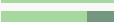
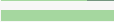
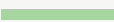


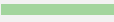

After each monitoring period, the dedicated deliverability analyst prepares a report on:

- Detected and remedied inboxing issues
- Detected and remedied bounce issues
- Detected and remedied blacklist issues
- Detected and remedied reputation issues
- Recommendations and strategies for continued deliverability success

### Partnership With a Deliverability Expert

Your dedicated analyst provides:

- Timely, customized and personal service relating to deliverability
- Troubleshooting, Forecasting and Measurable Feedback on each campaign
- Comprehensive analysis and recommendations to improve your email deliverability

Campaign Total	97.6%	1.0%	1.4%	
United States	Inbox%	Bulk%	Missing%	
AOL	93.6	7.36	0.0	
ATT	95.0	5.0	0.0	
BellSouth	94.0	6.0	0.0	
Cabletelivion	100.0	0.0	0.0	
Comcast	100.0	0.0	0.0	
Compuserve	100.0	0.0	0.0	
Cox	100.0	0.0	0.0	
Earthlink	100.0	0.0	0.0	
Gmail	100.0	0.0	0.0	
MobileMe.com	100.0	0.0	0.0	
Netscape	100.0	0.0	0.0	
Netzero	75.0	0.0	25.0	
Road Runner	100.0	0.0	0.0	
SBC	100.0	0.0	0.0	
USA.net	100.0	0.0	0.0	
Verizon	100.0	0.0	0.0	
Windows Live Hotmail	100.0	0.0	0.0	
Yahoo!	100.0	0.0	0.0	