



eReputation Manager

Do you know if you have any weak links in your chain?

Now more than ever, your online reputation plays a pivotal role in determining whether ISPs and receiving domains actually deliver your email. Utilizing a host of variables such as complaint rates, unknown user rates, identity stability, volume and 3rd party assessments, receiving domains are empowered to make split second decisions on whether to allow you to communicate with your customers.

However, the influence of your reputation and those with whom you do business does not stop there. Reputation metrics are now incorporated into search engines and browsers as well as a host of comparison and rating sites. This provides the digital community and your potential customers a firsthand view of who you are even before you have a chance to communicate with them.



MORE INFORMATION?

Please call or email ClickMail Marketing at 866-418-4877 or sales@clickmailmarketing.com for more information and an online demo of how eContent Scorer can help your business.

Core Components of eRM Include:

- * **Global Whitelisting System**
Setup and manage Whitelisting at over two dozen US, European, and Asian ISPs as well as with leading spam filters and 3rd party programs representing hundreds of millions of receiving constituents through our proprietary directaccess system.
- * **URL & IP Blacklist Monitoring**
Monitor private, paid, and public IP and Domain-based Blacklists and quickly resolve listings that affect your deliverability.
- * **Individualized Reputation Compliance & Rating System**
Easily assess and score potential and existing business partners – such as advertisers, affiliates, coregistration sites, and more – to ensure they meet your customized standards and reputation requirements.
- * **Feedback Loop Analysis**
Establish Feedback Loops at all leading ISPs and track your complaint rates over time and in relation to critical industry benchmarks.

Are you monitoring your feedback loops?
Your customers are monitoring you!

