

ClickMail Deliverability Assessment

DELIVERABILITY OPTIMIZATION
ASSESSMENT

Finding and unlocking *hidden value* in email communications can be tricky. One critical area to explore is "deliverability" – the measure of how much of your email is going to your recipient's inbox – not being blocked by ISPs, trapped by ISP or corporate spam filters. If you are sending high-value email, every additional percentage of deliverability improvement has a direct correlation on revenue and/or lifetime customer value.

Higher deliverability results in higher revenues for marketing email and improved customer satisfaction for transactional email. The ClickMail Deliverability Assessment (CDA) is ideal for organizations that are looking to improve the return on investment in email messaging and infrastructure.

Even organizations which follow good practices can find 30% of email ending up in a spam folder or completely blocked.¹

Improving Deliverability Is A Process

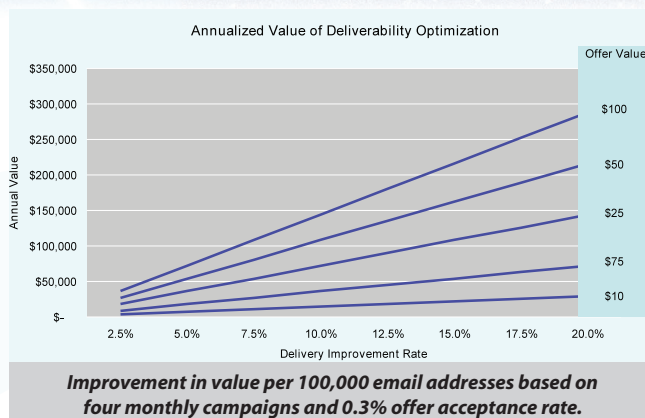
Improving deliverability is a highly specialized yet well-understood process. Achieving optimum deliverability is a balancing act across business practices, technical practices, and managing the email ecosystem outside your organization. This balance is supported by tooling, expertise, reporting, regular "tune-ups", and monitoring.

The ClickMail Deliverability Assessment includes:

- Specific Deliverability Results Report for your IP addresses and Domains
- Detailed Sender Reputation Report and the key contributing factors
- An Infrastructure Scorecard comparing your infrastructure to best practices
- A Process Scorecard comparing your practices to best practices
- A Value Analysis to help management compare improved deliverability revenue potential to alternatives

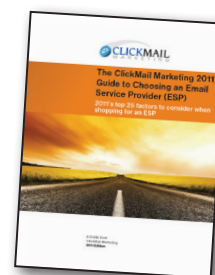
The CDA combines best-in-class Pivotal Veracity tools with ClickMail expertise. ClickMail has experience with over 20 different platforms, providing unique insights into technology differences as they relate to deliverability. Pivotal Veracity is the industry's "gold standard" provider of platform independent tools and benchmarks.

¹ Pivotal Veracity benchmark study of 1.2 million emails, June 2009



The CDA is ideal for:

- **Marketers** assessing the value of greater deliverability
- **IT professionals** seeking action plans to improve deliverability



The ClickMail Deliverability Assessment is delivered as an actionable 10 page report with detailed analysis and recommendations and a fully customizable value analysis.



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The Nation's Largest Selection of Email Service Providers

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Deliverability Check

To provide a benchmark, as part of the CDA your organization will send an email to a seed list representing 250 domains and 68 countries. You'll get detailed information on the core performance of your email delivery process across the ISPs, covering both B2C and B2B mailboxes. This check, based on the leading independent tool in the industry, Pivotal Veracity's eDelivery Tracker has been used for billions of messages and provides:

- Benchmarking – Industry respected benchmarks based on over 5 billion messages per month
- Individual ISP Performance – Obtain a comprehensive view of your true inbox delivery rates at top ISPs such as AOL, MSN/Hotmail, GMail, Yahoo!, Shaw, Cogent, Deutsche Telecom, Orange, Sina and more

Reputation Analysis

ISPs use your email reputation as a major determinant of whether your mail is delivered to the inbox, the spam box, bounced (returned) or deleted. ClickMail checks your email Reputation to determine many causes of delivery issues. The CDA features the leading independent tool in the industry, the Pivotal Veracity eReputation Manager. For up to 5 IP addresses or domains, the CDA includes:

- URL & IP Blacklist Checks. The CDA checks private, paid, and public IP and Domain-based Blacklists and Blocklists to pinpoint significant issues.
- Feedback handling analysis and recommendations
- DNS checking and recommendations

Infrastructure and Process Scorecards

See how your infrastructure and process measures up against best practices along ten different dimensions: *Segmentation Practices • eMail Frequency Practices • List Generation Practices • List Management Practices • Permission Management Practices • Expectation Setting • Whitelisting Management • Delivery Measurement Practices • Email Sender Authentication Practices • Feedback Management*

Value Analysis

Maximizing the return on email investment requires a mix of understanding opportunities for incremental revenue vs. cost. The ClickMail Deliverability Assessment will show you what this opportunity curve looks like for your organization and provide you with a Microsoft Excel model to adjust to your organization's exact situation.

Get the CDA Recommendations and Interact with Experts

The results are presented by email deliverability experts who provide you with ample opportunity to ask questions and get maximum value from your CDA. You'll have an opportunity to review the results in detail, get expert interpretation, and discuss your action plan.

Maximize your email revenue and ROI with the ClickMail Deliverability Assessment today!

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