

ClickMail Active Delivery Optimization (ADOpt)

ACTIVE DELIVERY OPTIMIZATION

Deliverability is critical to maximizing the ROI of email communications. As deliverability measures how much of your email is going to your recipient's in-box – not being blocked by ISPs, trapped by ISP or corporate spam filters, it's a critical basis for improving the success of your email. If you are sending high-value email, every additional percentage of deliverability improvement has a direct correlation on revenue and/or lifetime customer value.

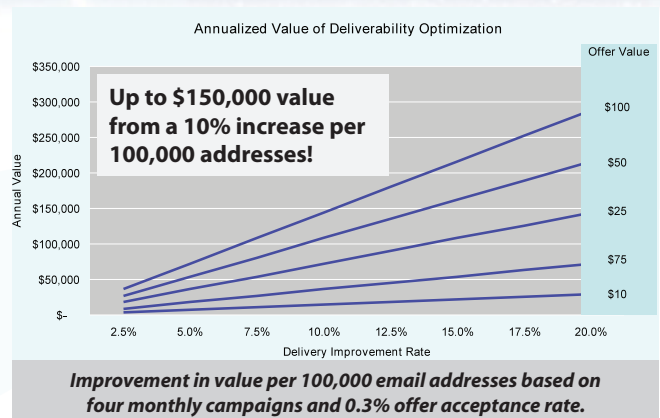
Whether you have discovered that you have a deliverability issue to a specific ISP or have had an assessment done, Active Delivery Optimization provides a strong means to enhance your communication ROI. Higher deliverability results in **higher revenues for marketing email** and **improved customer satisfaction for transactional email**. The ClickMail ADOpt Program is ideal for organizations that are looking to improve the return on investment in email messaging and infrastructure.

Improving Deliverability Is A Process.

Improving deliverability is well-understood, highly specialized 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.

Large email senders often have deliverability experts on staff who focus exclusively or extensively on this activity.

The ClickMail ADOpt Program is a managed service program designed to improve deliverability and sustain the improvements over time when having dedicated in-house staff is not an option. You have year-round access to an account manager and team who are familiar with your strategy, infrastructure, and objectives. Unlike ad-hoc consulting, the ADOpt program uses a formal methodology designed to complement your internal team and work on projects over time. This allows you to develop a roadmap and have an expert partner to help implement it. Unlike captive programs provided by platform vendors (whether hosted or on-premise), ClickMail is able to objectively look at platform issues when necessary.



The ADOpt Program is ideal for organizations:

- Sending High Value Marketing Email
- Sending High Value Transactional Email
- Looking to supplement in house IT resources for email
- Looking to supplement marketing teams working directly with vendors
- Seeking GoodMail certification

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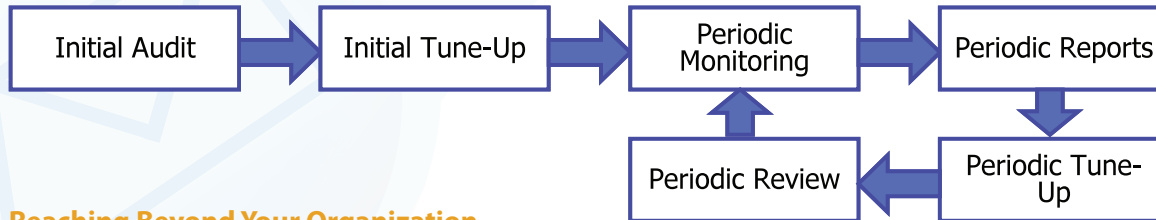
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The ClickMail ADOpt Process has 4 major components:

- Initial deep Audit to establish benchmark and set strategy.
- Quarterly Review meetings suitable for marketing and IT management to keep your organization on the same page and maintain your roadmap.
- A comprehensive support model to help with deliverability and reputation management tasks as established on your roadmap.
- Emergency support work as needed.

Options include:

- Enhanced feedback loop processing – helping you get clear information back from ISPs to maintain reputation and improve deliverability
- GoodMail certification support. ClickMail is a reseller of GoodMail certified email tokens and helps organizations achieve and maintain certification.



Reaching Beyond Your Organization

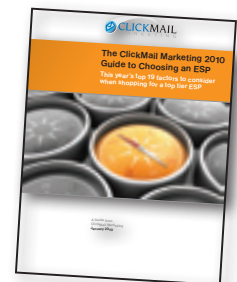
A critical aspect of optimizing deliverability is the need to reach out to the email ecosystem. There are a large number of players involved – ISPs, anti-spam vendors, blacklist database providers, certification vendors, authentication vendors – and complex trust relationships. With ClickMail, you have a partner to help you navigate that infrastructure to achieve superior results.

DELIVERABILITY AUDIT

The ClickMail Deliverability Audit picks up on the results of the ClickMail Deliverability Assessment, and goes further, providing more analysis, more explicit recommendations, and is designed to feed the strategy & roadmap development process.

The Deliverability Audit 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 Certification Gap Analysis indicating steps necessary to achieve GoodMail certification
- A Value Analysis to help management compare improved deliverability revenue potential to alternatives



The ClickMail Audit builds on the ClickMail Deliverability assessment, but goes deeper into infrastructure detail and action planning, resulting in a jointly approved roadmap.



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The Audit 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. The ClickMail Deliverability team has solved highly complex deliverability issues for over 40 organizations, working with marketers, IT professionals, agencies, and email service providers. Pivotal Veracity is the industry's "gold standard" provider of platform independent tools and benchmarks.

Deliverability Check

To provide a benchmark, as part of the Audit 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. A good email reputation is also a critical factor in enabling you to send "Certified" email. ClickMail checks your email Reputation to determine many causes of delivery issues. Where indicated, ClickMail will define an action plan to improve your email Reputation. The Audit features the leading independent tool in the industry, the Pivotal Veracity eReputation Manager. For up to 10 IP addresses or domains, the Audit includes:

- URL & IP Blacklist Checks. The Audit 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, including:

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



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INITIAL TUNE-UP

Initial RoadMap Creation

ClickMail experts will create an action item list for review with your team. This will be placed into an analytical framework to help you determine and set the priority for each item. The result is a prioritized roadmap and action plan that will be used for the initial tune-up and subsequent tune-ups.

- Prioritization framework to manage tasks
- Roadmap for internal communications and planning
- Task list for internal team and your ClickMail team

Template Validation

Your email template will be evaluated using Pivotal Veracity's eContentScorer and eDesignOptimizer tools. This will pinpoint any issues that your template may be causing for deliverability. Your template will also be viewed in a variety of email clients to examine formatting and display, ensuring the email displays as designed.

- Improve email display
- Reduce likelihood of false-positive Spam triggers

Initial Tune-Up and Remediation Assistance

ClickMail experts will help you accomplish your initial objectives by providing hands-on assistance and/or direction depending on your staff's needs. This will get you immediately on the way to improved deliverability. Your account manager will work closely with you to ensure that you see fast result. High priority action items might include:

- Sender reputation repair
- Establishing and implementing a sender authentication strategy
- Feedback loop registration

REGULAR TUNE-UP, REPUTATION REPAIR, MONITORING AND SUPPORT

ClickMail works with you to ensure you achieve and maintain enhanced deliverability with analysis of your tracking results and information to help you maintain your improved ROI.

Delivery Monitoring

The same process used to do the initial Delivery check for the Audit is used as part of an ongoing process. This is critical to proactively discover issues that may have developed in your infrastructure, with your process, or in the email ecosystem.

- Clear reports
- Analysis by ClickMail experts

Reputation Monitoring

As with Delivery Monitoring, the Reputation Monitoring process uses the same tools and process as the Audit as part of an ongoing process. This ongoing tracking helps make sure deliverability remains high and provides insight to adjust business practices.

- Clear reports
- Prioritization and task creation by ClickMail experts



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Quarterly Review Meetings

As your email partner, ClickMail will work with you to help achieve your objectives. This review meeting is designed to be appropriate for IT and Marketing management, providing an update on work accomplished, and prioritizing next steps. This regular process is critical for most organizations, as optimizing deliverability may require cross-functional decisions and work which occurs over time.

- Ongoing Roadmap updates
- Tracking of progress against objectives

Tune-Up, Reputation Repair and Remediation Assistance

Each ADOpt Program includes tune-up and remediation credits which can be put to use in the highest value way for your organization. This can be adjusted based on your internal team and expertise as well as overall workload. This model also helps you ensure you achieve your objectives and sustain them over time.

- Access to ClickMail experts
- ClickMail can assist your team or independently take care of tasks

Feedback Loop Processing Option

ClickMail offers the ability to go beyond signing up for feedback loops and help process the data that you will receive from ISPs as well as provide reports showing what is happening at each ISP. Processing this data is critical to maintaining your reputation at each ISP and this option simplifies the data you will need to process.

- Clear reports
- Simplified access to actionable data

GoodMail Certification Option

As a GoodMail reseller and deliverability expert, ClickMail is an ideal resource to help you achieve certification. Our experts are intimately aware of the practices required by GoodMail to achieve and sustain certification. Following the ADOpt program will often be enough, but ClickMail offers this option to further help with GoodMail certification. In particular, ClickMail will help you:

- Perfect your ClickMail application
- Work with GoodMail to determine any specific additional tune-up/remediation required
- Assist your team in implementing GoodMail certificates
- Help track the performance of the GoodMail certificates.



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