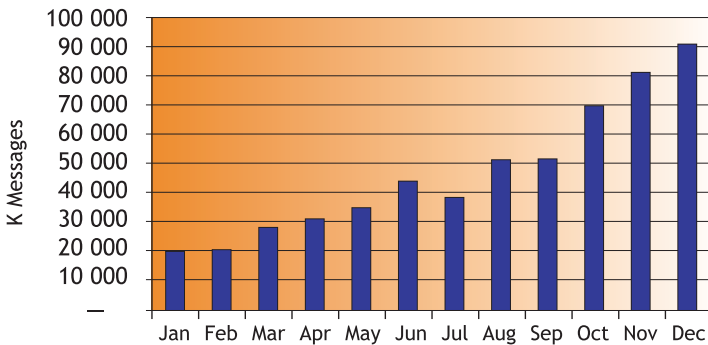


Email Delivery Data Sheet

Over the last few years, Spam (the mass sending of unsolicited commercial e-mail messages) has grown exponentially, resulting in anti-spam legislation in most countries, ISPs blocking message delivery and users taking measures to protect themselves by means of Anti Spam technology. These various protective measures, however, also block legitimate permission based marketing messages which can lead to a significant drop in response rates, making your e-mail channel less profitable.

Direct marketing professionals are now faced with a new complex technological problem: how to find out whether their e-mail marketing messages are being blocked and how to protect against it. To meet these new challenges, Emailvision draws on over 5 years experience with over 150 clients worldwide to provide state-of-the art systems and services that guarantee e-mail delivery.

Number of Email messages sent by Emailvision clients in 2004



Emailvision's successful delivery rate in 2004



How do your e-mail messages get blocked?

ISP Filters

Internet service providers use software content filters and a number of various techniques including blacklist look-up, rate of bounce and rate of complaints. In their fight against spam, ISP's continuously modify the rules which enable them to decide whether to block or send your e-mail messages.

End User Filters

Once the ISP has authorised the transmission of a message, there are still the recipient's defences to get past. These hurdles include bulk e-mail folders, e-mail client filters and anti-spam filters.

Corporate Filters

If you send BtoB e-mail campaigns, you will have to confront the various protections that corporations and government agencies set up to protect their staff from spam. These include firewalls, anti-spam filters and content control systems. Company Internet usage rules may mean that only e-mail of a professional nature may be received.

Emailvision Expertise and Solutions

Special Relationships With ISP's Worldwide

Emailvision has reached agreements with the top ISP's worldwide to ensure that your e-mail campaigns are recognised as permission based campaigns and are delivered without blockage. If at any time the nature of your campaigns is challenged by an ISP, Emailvision delivery teams initiate dialogue on your behalf immediately to remedy the situation.

Campaign Delivery Tracking and Reports

With the Campaign Commander™ application, you can access real time reports on your campaign status including soft bounce, hard bounce, delivery rate, open rate, click-through rate and conversion rate. This provides you with precise and reliable indicators that enable you to identify if and where any blockages may be coming from.

How can you know whether your messages have been blocked?

The most frustrating thing for a sender of e-mail marketing campaigns is not knowing whether or not there has been a problem in the delivery of the campaign. If the campaigns are managed using an in-house system, the solution will not always have the functions that provide this kind of information, or, if you share an IP address with other companies, sometimes all campaigns sent via this IP address may get blocked.

Have you been blocked?

- Monitor your delivery rate trends
- Analyse your campaign response performances by domain name
- Check that your IP address has not been blacklisted
- Check the return messages from your service providers and your customers.
- Ask for an audit from Emailvision experts.

Emailvision Deliverability Services

Emailvision account managers will assist you on all stages of your campaigns:

- Test phase: by running your campaigns against a matrix of delivery and format optimisation tests
- Post Campaign: by analysing delivery trends, bounces, response, replies and complaints.

The excellent relationships between Emailvision and abuse teams of the main ISP's enable potential blockages to your campaigns to be resolved quickly. This is aided by the fact that Emailvision has built up an excellent reputation to be extremely committed to permission based e-mail marketing -ensuring the highest level of credibility for your brand in the eyes of the ISP's and the professional watchdog bodies.

Emailvision continuously monitors the international blacklists and helps permission e-mail marketing clients to get off these lists if they inadvertently become blacklisted. Emailvision recommends the use of a dedicated IP address managed by Emailvision in order to maximise delivery rates and ensure brand transparency in the eyes of the ISP's and end users.

How to protect your company?

You should become familiar with the filtering techniques and rules used by the main Internet service providers, corporations and end users -and monitor changes in their practices on a permanent basis.

Best Practices

The best advice that can be offered in order to optimise your delivery is to track delivery rate trends and ensure that you comply with the highest permission marketing standards. Best practice checklists include the following:

- A 100% opt-in or double opt-in address list.
- Clean your list for duplicates, hard bounces and bad addresses

Emailvision is member of:



- Publish a clear permission strategy.
- Ensure an unsubscribe mechanism is provided in every message.
- Handle unsubscribe requests promptly.
- Provide sender transparency in the From, Reply to, IP and DNS addresses.
- Monitor response, hard bounces and soft bounces following campaigns.
- Automate Hard and soft bounce suppression rules.
- Ensure diligent enquiries into all complaints of spamming.
- Ensure regular contact with abuse teams of the ISP's.
- Avoid "spammy" words in content and subject lines.
- Personalise AOL & MSN messages to get in address book and avoid bulk folder.
- Test to a client/ISP/Spam filter matrix before sending campaign.

Emailvision assists and advises its clients in the design and dispatching of their campaigns including technical advice on the format and contents of messages, procedures, bounce and unsubscribe management policies, key words not to use and openness.

The Campaign Commander™ technological solution

Our development teams are constantly upgrading to the Campaign Commander™ solution for improved campaign delivery.

Campaign Commander™ automatically handles the opt-in and opt-out processes, unsubscribes, profile modification, removal of Hard bounces and Soft bounces in accordance with the rules you set and/or the recommendations of our experts. This ensures that your file is clean at all times and that your company runs a much lower filtering risk.

State Of The Art Technology And Direct Marketing Expertise

Emailvision concentrates its technological and online direct marketing experience into providing marketers with a simple and powerful tool for managing their e-mail and SMS campaigns.

Emailvision benefits from the feedback of thousands of client e-mail and SMS marketing campaigns handled throughout Europe since 1999. We are pleased to share best practices with our clients in order to better analyse their campaign results and improve the impact of their programmes. This deep knowledge of the e-mail & SMS marketing business combined with a strong technology culture are what drive the success of the leading e-mail marketing platform in Europe.

A Strong Commitment to Permission Based Marketing

Since its founding, and before any form of legislation was enacted, Emailvision has always been most proactive in respecting the principle of opt-in e-mail marketing. Emailvision does not allow its solutions to be used for unsolicited mass e-mail (spamming) and therefore only works with companies that respect the principles of "permission marketing" and comply to legislation on data protection and e-mail marketing.

Are your messages actually reaching your clients? Contact us to perform a deliverability test and audit. Tel : +32 (0) 2 656 05 97

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