

StrongDelivery™ Services

Rely on Expertise to Maximize Results



"We had very little real-time visibility into delivery, failures or mailing results, which is crucial for designing and optimizing effective programs, and keeping our marketing database clean. The StrongMail technology and deliverability expertise enables us to close this loop and know what's happening with our email, improving delivery and completing the view into our customers' experiences."

Joe Schwartz,
Director for Marketing Operations
WebEx

Legitimate senders face increasing challenges to getting their email delivered. Older technologies like blacklists and filters can mistakenly label legitimate email as spam, while new technologies, such as authentication protocols, reputation ratings and mail classes, have made the delivery process more complicated and difficult to manage.

Overcoming these challenges to maximize the success of your email campaigns can be time consuming and distracting. StrongDelivery Services simplifies the process by actively monitoring your email delivery, helping to resolve problems, and providing ready access to StrongMail's resident deliverability experts, who make it their top priority to stay current with the latest regulations and best practices in email deliverability.

StrongDelivery Services enables you to maximize your investment in StrongMail's technology by improving your ability to reach your target audience. As your deliverability rates increase, so will your bottom-line results.

Delivery Monitoring

StrongMail's deliverability experts will actively monitor your email delivery and work to resolve critical deliverability issues as soon as they arise.

- > Track acceptance and placement of your mailings at the major ISP's and respond to block or filtering issues.
- > Monitor your IP addresses for listing of major industry blacklists and abuse boards. Should issues arise, our experts will help you resolve them quickly.
- > Evaluate your failure data to identify delivery issues and suggest corrective actions.
- > Monitor your sending status with major ISPs to identify and understand factors affecting your reputation and what needs to be done to improve your reputation and subsequent deliverability rates.

ISP Remediation

StrongMail maintains excellent relations with all major ISPs. Should you encounter delivery issues (blocking, filtering) at an ISP, our deliverability experts will help you resolve them.



About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

To learn more about StrongMail, please visit www.strongmail.com.

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Deliverability Support

- > Access to comprehensive deliverability expertise and advice.
- > Live support for deliverability issues and questions.
- > Expert consultation and advice on deliverability best practices and trends that may impact the long-term health of your deliverability rate (e.g., address capture, data hygiene, content guidance and privacy).

StrongDelivery Tools

A powerful complement to StrongMail's standard reporting, StrongDelivery Tools offers several valuable features for optimizing your email campaigns and helping to ensure maximum delivery.

- > **Inbox Monitoring** enables you to measure where your email is placed at the major ISPs and corporate domains (inbox, bulk, missing) to assess the likelihood of it being read.
- > **Message Rendering** enables you to determine what your campaigns will look like across an extensive range of desktop, webmail and mobile email readers. Easily determine whether HTML will break or images won't be displayed, and know whether campaigns will fail the most common filtering packages.
- > **Blacklist Monitoring** safeguards the reputation of your domain or IP address by informing you of blacklisting.

Periodic Deliverability Reviews

A dedicated account manager will regularly conduct a comprehensive review of the following periodic reports:

- > Regular review of all issues.
- > Monthly review of deliverability trends, benchmarks and factors affecting deliverability rates.
- > Quarterly strategic review of business model and delivery.

