

# StrongDelivery Tools

Web-based tools for self-help success



*"The speed of the mailings, accuracy of the reporting, unsubscribe processing and bounce-data has enabled us to target our mailings so cohesively that we frequently enjoy many multiples of industry standard open and click-through rates. StrongMail has been instrumental in fighting unwarranted junking of our mailings... we see more delivery to the top ISPs than we could ever hope for."*

Simon Aloyts, Chief Technology Officer  
LiquidGeneration.com

StrongDelivery Tools are a valuable complement to your delivery reporting on the StrongMail system. The tools are powered by ReturnPath, an industry leader in delivery assurance services, and come with full training and support on their use. Support for other delivery assurance providers is also available.

**With StrongDelivery Tools, you will receive direct, online access to:**

**Mailbox Monitor** 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.

**Campaign Preview** to determine what your campaigns will look like across the primary ISPs and mail readers, determine whether HTML will break or images won't be displayed, and know whether campaigns will fail the most common filtering packages.

**Blacklist Alert** to safeguard the reputation of your domain or IP address by informing you of blacklisting.

**Dashboard Report** to see a snapshot of your mailing results and comparative view of your Mailbox Monitor, Campaign Preview and Blacklist Alert data.

## Delivery Assurance Dashboard

The Delivery Assurance Dashboard summarizes and compares Mailbox Monitor, Campaign Preview and Blacklist Alert data in one easy-to-read report.





## About StrongMail Systems, Inc.

StrongMail Systems provides businesses with commercial-grade, on-premise solutions for marketing and transactional email.

StrongMail integrates its proven email delivery, tracking and campaign management software on high-performance servers that are optimized for maximum deliverability. In addition to providing superior control, security and integration capabilities, StrongMail's in-house approach offers companies a more powerful and cost-effective alternative to homegrown or hosted solutions.

Hundreds of companies worldwide rely on StrongMail's solutions to power their mission-critical customer communications. A Silicon Valley company, StrongMail is headquartered in Redwood City, CA, and is funded by Sequoia Capital, Evercore Partners, Globespan Capital Partners and DAG Ventures.

To learn more about StrongMail Systems, visit [www.strongmail.com](http://www.strongmail.com).

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## Mailbox Monitor

The Mailbox Monitor tool informs you of where your email was placed at the major ISPs and corporate domains based on seeding (inbox, bulk, missing). Once you identify potential delivery issues, our StrongMail reports and our experts can help you isolate the likely causes and define required actions.

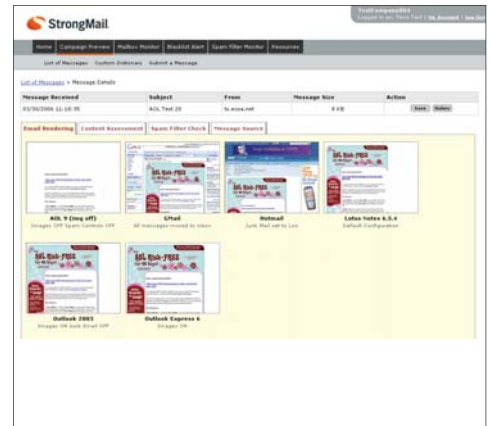
From Domain	ISP	SPF	DKIM	Date Range	Last Time
all domains	all ISPs	all DKIM			
all domains	all ISPs	all DKIM			

From	SPF	DKIM	Deliverability	Deliverability %	Deliverability %	Deliverability %	Deliverability %	Deliverability %
10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00	10/10/2008 11:00:00

## Campaign Preview

Use Campaign Preview to test compatibility of your email messages with popular email clients and identify which portions of your content are likely to be filtered so you can take proactive steps to correct any issues prior to deployment.



## Blacklist Alert

Blacklist Alert notifies you if your domain has been blacklisted, including details on how it was blacklisted so that you can swiftly repair the problem. Our experts can help you assess significance and actions to be taken.

Server	Date Added	Date Removed	Type	Reason for Election	Actions
10.10.10.10	10/10/2008		Spam Source	No abuse contacts: http://open.blacklist.com/?url=1.1.1.1	REMOVE
192.168.1.1			Spam Source		
200.1.1.1			Spam Source		

