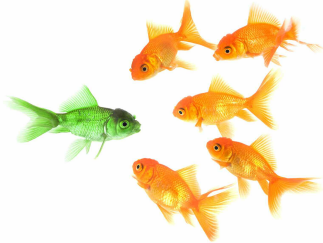




cMail™

The Right Message to the Right Audience...Now



As marketers turn their focus to housefile cultivation, the role of email as the most cost effective means of 1:1 marketing today has come into focus. Cross Country Computer understands the revenue potential associated with this media channel and has tailored a suite of services we call cMail™ ...Hygiene, Appends and Deployment... that work together to ensure **DELIVERABILITY** and **TARGET OPTIMIZATION**.

"Marketers will continue to waste money on email messages that never make it into the inbox to the tune of \$144 million in 2014. Why? Because of inadequate list hygiene and mailing practices..."

— Forrester Research, June 15, 2009

"Over 30% of email addresses change per year. That rate is higher than direct mail!"

— www.towerdata.com

"Repeat customers spend, on average, 67% more."

— Bain and Co

"The average email list has a 13% bounce rate... undeliverable email leads to reduced response, lost sales opportunities and increased costs."

— www.towerdata.com

Email Hygiene Makes Every Dollar Count

Cross Country Computer helps you stay in touch with your customers as they change jobs or ISPs through ECOA. We leverage TowerData's database of over 15 million email address changes within the past 2 years to help you keep your file up to date.

Grow Your Database Faster with Appends

Cross Country Computer's email Append and Reverse Append leverages TowerData's database of over 250,000,000 opt-in consumer records in combination with our industry leading technology.

- ▶ **Increase your email database with high match rates** - 20% on average for B2C, 15% for B2B
- ▶ **Results that work** - Accurately matched email addresses verified
- ▶ **100% opt-in** - All emails are permission-based and CAN-SPAM compliant

| Match Report | | |
|----------------------------|--------|--------|
| Client ABC | | |
| ORDER DETAILS | COUNT | % |
| Gross Records Received | 11,822 | |
| Invalid/Incomplete Records | 2 | |
| Records Processed | 11,820 | 100% |
| Matches | 4,652 | 39% |
| Remove Requests | 81 | |
| Invalid Addresses | 1,245 | |
| Appended Emails | 3,326 | 28.10% |
| Source: Tower Data | | |

- ▶ **Free match test** - No obligation to determine the results you would receive
- ▶ **Fast turnaround** - Receive your match report within 48 hours!

cMail™ Appends allow marketers to target their customers through multiple channels

Email Deployment Made Easy

Cross Country Computer supports our clients' contact strategies which aim to increase customer value via email. Our plans range from self-serve to full-service deployment powered by the world class iPost engine – one of the first ESPs. Features include:

Powerful, Scalable Email Marketing Platform

- ▶ **Throttling** capability allows for staggered email deployment to pace response
- ▶ **Image hosting** available upon request
- ▶ **Cancel or pause** up to 15 minutes prior to deployment
- ▶ **"Abort" Feature** filters email deployment when business rules are not met
- ▶ **Sync Data** to client database thru API
- ▶ **Increase Learning thru Testing** facilitated by split email launches (i.e. A/B Testing)
- ▶ **Easy Form Development** with the Form Handler Module (i.e. Forward to a Friend)

Industry Leading Deliverability

- ▶ **Peak Delivery** with dedicated Delivery Assurance Team
- ▶ **White listed** with the major ISPs
- ▶ **Deliverability Industry Benchmarks** provided through our robust reporting

(continued on back)

"96% of B2C marketers believe the importance of Web-based marketing programs is significantly increasing."

— CSO Insights



cMail™

The Right Message to the Right Audience...NOW! (continued)

Industry Leading Deliverability (continued)

- ▶ Internal *spell checker* and *test email deployment*
- ▶ **Deliverability Reporting:**
 - **Content Optimizer:** Email preview by ISP prior to deployment
 - **Link Validation:** Scores links in test mode based upon time to load and redirects
 - **Delivery Tracker:** Delivery rate at Top 21 ISPs compared with industry stats
- ▶ **SpamAssassin** scores campaign based upon content likelihood to route to a bulk folder

1:1 Marketing

- ▶ **Automation** with triggered & sequenced mailings
- ▶ **Dynamic personalized content** increases relevancy
- ▶ Actionable Cross-Channel predictive results with **AutoTarget**

Robust Reporting

- ▶ **Real-time** populated, **exportable** campaign reports
 - Delivery Stats (Sent, Bounced, Received, Opt-Outs, Spam Reports)
 - Subscriber Response (Clicked, Forward to Friend, Reported Spam)
 - Link Popularity: Understand which links are most successful
 - Click by Day, Hour and Link: Guide timing of future campaigns
 - In-Line Click Analysis: View click rate by link placement to guide future creative
- ▶ **On-line promotional history** with upcoming campaign queue
- ▶ **Integration** with Web Analytics tools

ABC Sample Company

Summary | Domain Statistics | Click Rates | In-line Click Report

Mailing Summary

Name: Neuropeptide Free Gift
 Subject: Free Gift - The Celebrity Secret Weapon!
 List Used: Yes Segment
 List Size: 88598 (including opt-outs)
 Status: COMPLETE
 Launch Date: 12-Apr-09 01:00 AM PDT

Delivery Statistics

| | Sent | Bounces | Received | Opt-outs | Spam Reports |
|---------------------|--------------|------------|--------------|------------|--------------|
| Multipart text/HTML | 76437 | 438 | 75999 | 210 | 80 |
| Text only | 9 | 0 | 9 | 0 | 0 |
| HTML only | 547 | 0 | 547 | 1 | 1 |
| AOL | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 76993 | 438 | 76555 | 211 | 81 |

Subscriber Response

| | |
|-----------------------|--|
| Viewed HTML | 20704 / 76546 (27.0%) |
| Clicked in HTML | 5573 / 20704 (26.9%) |
| Clicked in Text | 36 / 76008 (0.0%) |
| Clicked in AOL | 0 / 0 (0.0%) |
| Clicked in any format | 5601 / 76555 (7.3%) |
| Reported as Spam | 1 / 81 (0.1%) |
| Forwarded to friend | 4 to new friends, 0 to previous recipients |

Comprehensive Summary Report

Download this Excel report for mailing and launch information, browser popularity, cumulative opt-outs, bounces, views and clicks summaries, as well as individual link-clicks by document type.

Bounces and Opt-outs

The bounce rate for this mailing is 0.6%. If your lists consistently experience more than a 5% bounce rate, ask iPost Client Services about advanced list cleaning services and subscription management tools.

Remarketing Segment Generation

Use the links below to create remarketing segments based upon the behavior of subscribers who received this mailing.

- Recipients who viewed or clicked
- Recipients who did NOT view or click
- Subscribers to whom the mailing was sent (including bounces)
- Subscribers to whom the mailing was sent (excluding bounces)

Analyzing the results

Link Popularity | **Clicks by hour and day** | **In-line Click Analysis**

Reviewing the popularity of specific links may be of help in planning future mailings. You may wish to clone the content, format or location of the link in your next mailing. It is also helpful to identify links repeated across mailings that always generate a low response, and consider replacing those links with other material if appropriate. View Link Popularity

Observing the response to different mailing launch times may help you to determine the best times to launch mailings to your subscribers. For example, if you often receive a high click rate on Tuesday mornings, but not Friday afternoons, you may choose to move your regular launches to Tuesdays. View Click Rates

This report displays your mailing with every link highlighted to display click rates. It can be helpful when analyzing user response to the mailing layout. For example, if the response to the top link in your HTML message is much higher than other links, you may wish to always place your most important link in that position within your layout. View In-line Click Report

cMail™ provides marketers with the tools they need to generate the greatest returns from their email campaigns

Why Cross Country Computer

Cross Country Computer has been servicing all aspects of the direct marketing industry for over 35 years with affordable value based solutions that allow all companies to be more strategic. We offer a wide range of services from database development and hosting to list processing/hygiene, email, list rental fulfillment and analytics. For more information on Cross Country Computer's marketing solutions, please contact us at (631) 231-4200 or via email at Inquiry@CrossCountryComputer.com

