cMail™
The Right Message to the Right Audience...Now

CROSS COUNTRY COMPUTER

CMAIL™

Optimization Suite™ Strategic Marketing from Start to Finish 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. LMO LM Optimization Suite.

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

Repeat customers spend, onaverage, 67% more."
- Bain and Co

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

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

⇒ **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

Match Report (Client ABC)		
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%

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
- ⇒ **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
- ⇒ **Internal spell checker and test email deployment**

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

- ⇒ **Deliverability Reporting:**
  - **Content Optimizer:** Email preview by ISP prior to deployment
  - **Link Validation:** Scores links in test mode based upon to load and redirect links
  - **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.
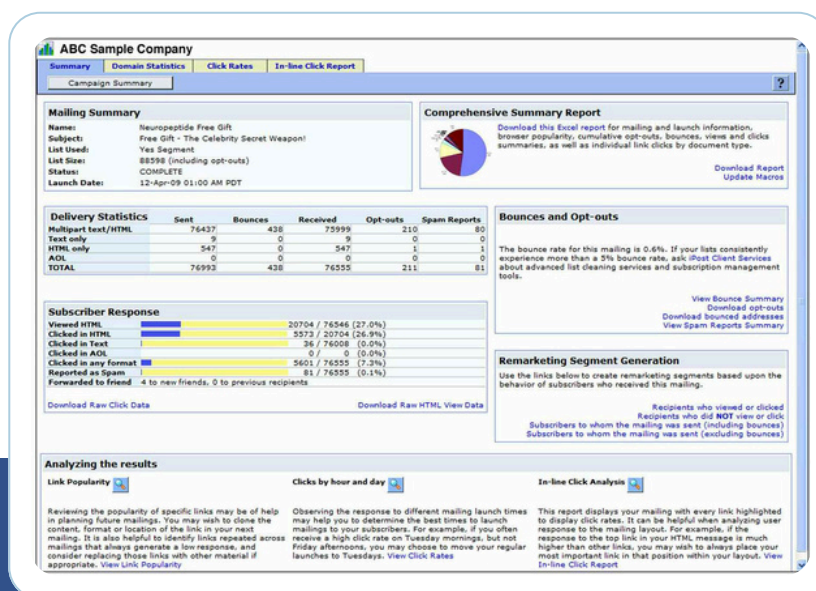
Marketing

- ⇒ **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

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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:

Contact Us

- 📞 (631) 231-4200
- ✉ inquiry@crosscountrycomputer.com
- 🌐 www.crosscountrycomputer.com