

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

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 AtData'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 AtData'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

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

ABC Sample Company

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

Campaign Summary

Mailing Summary

Name: Neuroceptive 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

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.

Download Report | Update Macros

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
ADL	0	0	0	0	0
TOTAL	76993	438	76555	211	81

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.

View Bounce Summary | Download opt-outs | Download bounced addresses | View Spam Reports Summary

Subscriber Response

Viewed HTML	20704 / 76546 (27.0%)
Clicked in HTML	3573 / 20704 (16.9%)
Clicked in Text	26 / 76008 (0.0%)
Clicked in ADL	0 / 0 (0.0%)
Clicked in any format	3601 / 76555 (7.2%)
Reported as Spam	81 / 76555 (0.1%)
Forwarded to friend	4 to new friends, 0 to previous recipients

Download Raw Click Data | Download Raw HTML View Data

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




Why Cross Country Computer

Cross Country Computer has been servicing all aspects of the direct marketing industry for 50 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

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