

Alterian Web Engagement Solutions

Email Manager – an Alterian Content Manager Extension

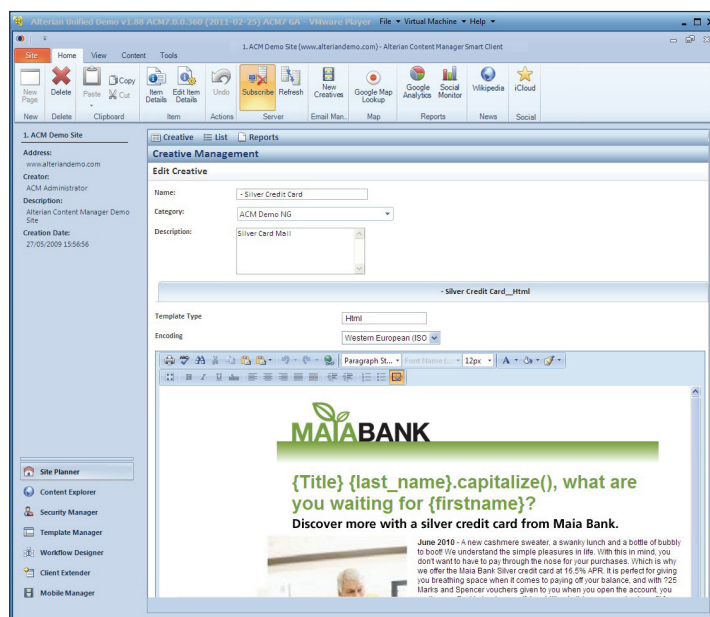
Email Manager for Alterian Content Manager (ACM) enables marketers and content owners to create, manage, and analyse email campaigns directly from within ACM, and uniquely allows centralised control and reuse of creative assets for these email deployments.

Email Manager for Alterian Content Manager

The seamless integration of Email Manager with Alterian Content Manager provides marketers and content owners with an easy-to-use but powerful tool for creating and reusing content assets stored within ACM across email campaigns, eliminating content duplication and enforcing brand consistency.

Unlike other Content Management Systems (CMS) with bolted-on rudimentary email technology, Email Manager is a full-fledged, powerful Email Management Solution that allows you to create and deliver highly targeted messages with dynamic and personalised content that enhances the user experience, engages, and therefore forges better relationships with your recipients.

Email Manager for ACM is powered by Alterian Dynamic Messenger, Alterian's powerhouse email platform that delivers over 10 billion emails per year.



Addressing the Challenges of Email Marketing Deliverability Services

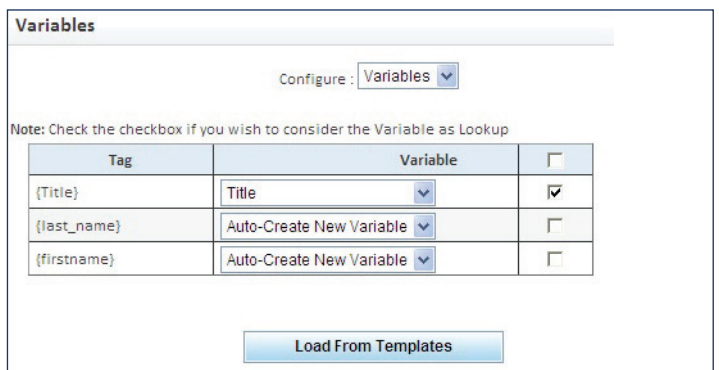
Because Email Manager for ACM is a full-fledged Email Management Solution, you receive valuable services from Alterian's expert consultants to ensure that the emails you've created in ACM arrive at their intended destinations:

- **IP Warming** – We provide advice on a warming/restart strategy to effectively bring on new IPs
- **IP Control** – We work with you to ensure that IPs are used correctly. Additional IPs and sending contacts may also be available if needed
- **White List Support** – We ensure the sending infrastructure is set up correctly on all key whitelists and ISP feedback loops to ensure deliverability

- **Delivery Auditing** – We check your deliverability by IP analysis on a regular basis and will advise three times per month on any deliverability issues. Further deliverability monitoring can also be provided as an additional service
- **Authentication Support** – We will assist you in becoming authenticated with third party authentication protocols.

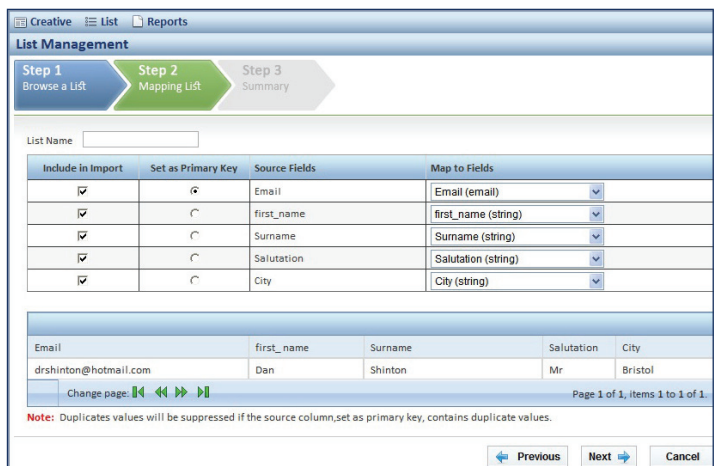
Dynamic Content

- Email Manager gives you complete control over the content delivered to recipients to ensure optimal relevancy: from adding just the basics of personalisation like a greeting or custom subject line, to creating unique messages for recipients based on profile and behavioural data
- Email Manager's personalisation features also let you create business rules that control the look and feel of the message for different groups of recipients
- For recipients who have trouble viewing the email in their email software, it's easy to add an automatically generated web version of the email, including all of the personalised elements. To guarantee best possible performance, this is served from the email platform rather than from your website
- Each email can be previewed before sending to ensure personalisation rules are error-free.



Flexible List Management

- In addition to managing subscriber lists from within Email Manager, lists generated from ACM (such as of people who register on your website) can also be used natively in Email Manager
- Lists can also be easily imported from external sources
- With Email Manager's targeting tools, you can create and send specialised campaigns utilising available profile information.



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Effective Campaign Management

- Email Manager allows you to access creative content stored in ACM, create and manage templates, and preview campaigns while within ACM, making it simple to create email messages
- Images and other email content are controlled by the workflow and approval features of ACM, so you can be confident that every asset has been approved when recipients view their message
- Easily manage both HTML and text-only versions of your emails
- All URLs in the template are automatically scanned and tracked
- Your website's performance is never compromised as all digital assets will be served from the email system rather than from your site
- Email Manager offers integrated SPAM SCORE checking to ensure all of your emails reach the inbox

Spam Score

Spam Score has run your message through over 800 of the most commonly used Spam rules and generated a score indicating how likely it is your message would be inadvertently classified as Spam. Spam Score does a header analysis, text analysis, and even checks blacklists. While a message with a score of 10 or more is highly likely to be filtered as spam, some ISPs filter out messages with scores of 5 or more.

Below you will find your score and a listing of which rules were broken. It is nearly impossible to get a score of 0. Use the Rule Descriptions as a guideline to make changes to your message. Remember, Spam Score is an estimate of how likely it is your message will be classified as Spam, not a guarantee that your message will not be filtered.

Spam Score: **3.9**

Points	Rule Broken	Rule Description
0	NO_RELAYS	Informational: message was not relayed via SMTP
1.6	HTML_IMAGE_RATIO_04	BODY: HTML has a low ratio of text to image area
0	HTML_MESSAGE	BODY: HTML included in message
2.3	MIME_HTML_ONLY	BODY: Message only has text/html MIME parts
0	NO_RECEIVED	Informational: message has no Received headers

- All elements of every campaign are tracked and logged. Beyond just the campaign level logging, Email Manager also provides a granular account of campaign activity enacted by recipients, including delivery and engagement metrics at the subscriber level
- To ensure that your campaigns comply with industry standards for permission-based opt-in messaging, Email Manager automates the processing of unsubscribes and bounce-backs
- Email deployment can be scheduled, sent in batches or throttled, depending on business needs.

Powerful Reporting Capabilities

- Email Manager offers summary reporting, useful for reporting on results of large marketing campaigns
- Four pre-canned reports are available, allowing you to choose date ranges and the creatives to report on:
 - Counts by campaign
 - Performance by campaign
 - Counts by target domain
 - Performance by target domainMetrics include: delivery rate, response rate, bounce rate, complaint rate and unsubscribe rate
- Email Manager offers a month-to-date snapshot of your Delivery Performance per domain
- The default report shows information related to the top 10 domains that you mailed month-to-date
- Reports can be exported to Microsoft Excel format for further processing or analysis.

Report Criteria

Report Type: Date Criteria: Start: 01/01/2011 End: 07/04/2011

Advanced Delivery Performance by Deployment

Deployment	Delivery Rate	Response Rate	Complaint Rate	Bounce Rate	Unsubscribe Rate
Oct 18 2010 12:11PM	100.00%	0.00%	0.00%	0.00%	0.00%
Oct 18 2010 12:11PM	100.00%	0.00%	0.00%	0.00%	0.00%
Oct 18 2010 12:11PM	100.00%	0.00%	0.00%	0.00%	0.00%
Oct 18 2010 12:11PM	100.00%	20.00%	30.00%	0.00%	0.00%
Oct 18 2010 12:11PM	100.00%	50.00%	70.00%	50.00%	60.00%
Total:	100.00%	70.00%	100.00%	50.00%	60.00%