Go Inside The Inbox

Data you've never had. Intelligence you've always wanted.

MailboxIQ offers you unprecedented insight into your customer's inbox. Haven't you always wanted to know:

- What devices do subscribers use to read your emails?
- How does usage change by day, time, and campaign?
- Which readers add your address to their safe list?
- Which ones report your email as spam?
- Who talks about your emails on Social Networks?
- How does each ISP domain treat your email?
- Which of your emails land in the inbox?
- Which ones don't?

MailboxIQ answers these questions, and does so at the individual email recipient level. It provides Real Intelligence you can learn from, target on, engage with & profit from!

PIVOTAL VERACITY

Net Atlantic provides MailboxIQ from Pivotal Veracity to email senders using the StrongMail On-Demand platform.

Core components of MailboxIQ

- **Deliverability at the Individual Customer Level**
  Discover who receives your emails, who marks them as spam, who deletes your emails and who puts your emails in special personal folders.

- **Mobile Messaging**
  Discover which of your clients are reading your emails on a mobile device and optimize your message for that user and their individual device.

- **Email Client Distribution**
  Discover which email clients your customers are using to read your email and optimize your emails for them.

- **Blogs & Social Networks**
  Improve the buzz factor of your emails, social networks can dramatically extend the reach of your campaigns.

- **Email Forwarding**
  Identify your clients who forward your email and reward them for being loyal and spreading the word!

How does it work?

MIQ is a powerful, global, patent-pending solution developed exclusively by Pivotal Veracity. But that doesn't make it hard for you to use. In fact, using MIQ is simple.

Step 1: Decide where you want MIQ tracking:

Email
Add MIQ's unique ID to any Email template, whether you or your ESP mails it.

Website
MIQ on your website gives you intelligence about your website's visitors & buyers.

Step 2: Decide how you want MIQ intelligence

Reporting Portal
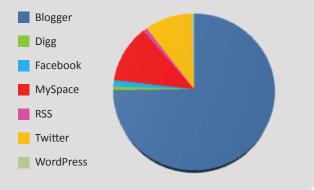Obtain MIQ online reporting by logging into our secure reporting portal anytime.

Customer Data
Use our secure API to download message-level MIQ results for match-back to your database.

Detailed Reporting

You get detailed reporting data, such as social media platforms used by subscribers to share with their friends:

Which social media sites do your customers use to share your emails?

- Blogger
- Digg
- Facebook
- MySpace
- RSS
- Twitter
- WordPress

To learn more about MailboxIQ from Pivotal Veracity, visit **www.netatlantic.com/pivotalveracity**, write to **sales@netatlantic.com** or call an Account Executive at **(877) 263-8285**.