

Discover Your Reputation

Insight & Intelligence Empowering you with a competitive edge!

eDelivery Tracker fills in the gaps for you, providing a complete accounting of the entire delivery process: What percent of your mail is being delivered vs. discarded, what percent of your mail is actually reaching the user's inbox vs. redirected to bulk or junk boxes, when and where specifically (e.g. what ISP, webmail provider, cable provider) are the problems occurring and what do you need to do to fix them.

The problem of false-positives

With over 90% of email volume now spam, ISPs, corporations, and end-users are applying antispam technologies that block, discard, and redirect emails. No anti-spam solution is perfect and legitimate email is being lost in the process.

As a result:

- Your customers are not receiving marketing communications directly impacting your bottom line and significantly impacting your brand's integrity.
- You can not identify the scope of the problem because your email technology and/or delivery provider has no means to track it.
- You cannot take steps to resolve the problem since you do not know when or where specifically it's occurring.
- You don't know why it's happening so you can't avoid it in the future and, as a result, a significant and profitable portion of your mail will continue to be deleted or placed in spam folders.

PIVOTAL VERACITY

Net Atlantic provides eDelivery Tracker from Pivotal Veracity to email senders using StrongMail On-Demand.

Core Components of eDelivery Tracker

- **Benchmarking** – Industry respected benchmarks based on over 5 billion messages per month!
- **Trending Reports** – Real time trending always available to measure your performance at a glance.
- **Individual ISP Performance** – Obtain a comprehensive view of your true inbox delivery rates at top ISPs such as AOL, MSN/Hotmail, GMail, Yahoo!, Shaw, Cogent, Deutsche Telecom, Orange, Sina and more!
- **Industry & Performance Alerts** – Receive up to the minute delivery alerts that can make the difference between the inbox and the junk folder from PV's industry expert staff in addition to real time notifications based on variables you set!
- **View Results in Real-Time** – quickly identify problem areas with industry leading analytics & query capabilities.
- **Calculate Opportunity Costs** – utilize properly standardized open, click & conversion rates based on true inbox delivery.
- **Monitor Delivery of In-House Emails** – external email delivery vendors and list rental vendors all from a single web-based platform!

Pivotal Veracity is the #1 Rated DSP by the Industry Users & leading analysts!



The best design, database management and one-to-one targeting will not generate results if your customers never receive your messages.

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