Discover Your Reputation

Do you know if you have any weak links in your chain?

Now more than ever, your online reputation plays a pivotal role in determining whether ISPs and domains deliver your email. Domains use a host of variables such as complaint rates, unknown user rates, identity stability, volume and 3rd party assessments to make split second decisions on whether to allow you to send your email.

However, the influence of your reputation and those with whom you do business does not end there. Reputation metrics are now incorporated into search engines and browsers as well as a host of comparison and rating sites.
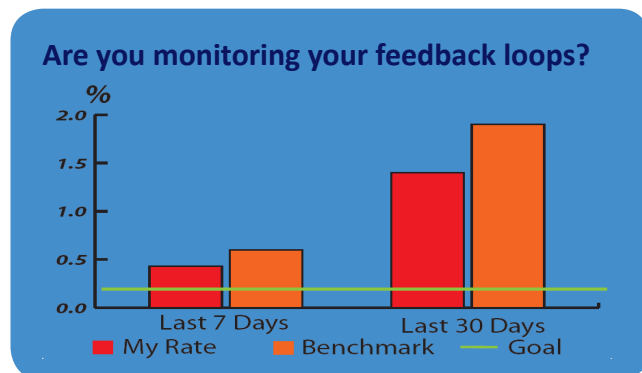
This provides the digital community and your potential customers a firsthand view of who you are even before you have a chance to communicate with them.

PIVOTAL VERACITY

Pivotal Veracity's eReputation Manager deconstructs the myth and mystery of reputation into four critical pieces that no mailer can do without. You can:

- Easily whitelist themselves across the world's leading ISPs and spam filters
- Establish mission-critical Feedback loops and provide granular reporting on them
- Monitor the most important IP and domain blacklists
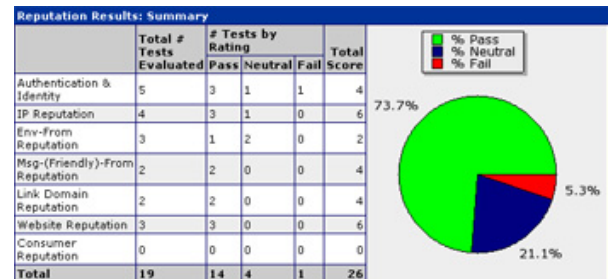- Weigh and score the reputation of your business partners and your own digital thumbprint

Net Atlantic provides eReputation Manager from Pivotal Veracity to email senders using StrongMail On-Demand.

Core Components of eReputation Manager

- **Real Time Reputation Wizard**
  Do you know who you are doing business with? Guilt by association, or more accurately, guilt by inclusion, is a reality. The IPs and Domains you reference from your business partners can get you blocked or worse, blacklisted! Understand your reputation, and that of who you are doing business with under one roof.

- **Whitelist & Feedback Loop Portal**
  Whitelists are an industry standard tool for helping legitimate mailers differentiate themselves and their mail. However, not all FBL and Whitelist applications are public or easily found. PV turns everyone into an email Deliverability expert by simplifying and explaining the process involved in taking advantage of these critical tools.

- **Blacklist / Blocklist Monitor**
  Monitors your mission critical IPs and URLs to ensure they don't wind up listed by any of the major or minor real time blacklists or blocklists in operation today. Being blacklisted can seriously impinge any mailers ability to deliver email to customers that want it. If a listing does occur you will have the information necessary to delist yourself at your finger tips.

- **Feedback Loop Reporting Engine**
  User complaints are a key component of the major ISPs repetitional computations. Organize your inbound feedback loop complaints to understand your data. Narrow down the campaigns , days or domains that are causing the most complaints. Monitoring complaints is a critical aspect to managing the overall health of your house-files.

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