



Powered by Pivotal Veracity
Delivery Tracking and Advanced Content Scoring

Over 20% of Legitimate Emails Never Hit the Inbox*. Do yours?

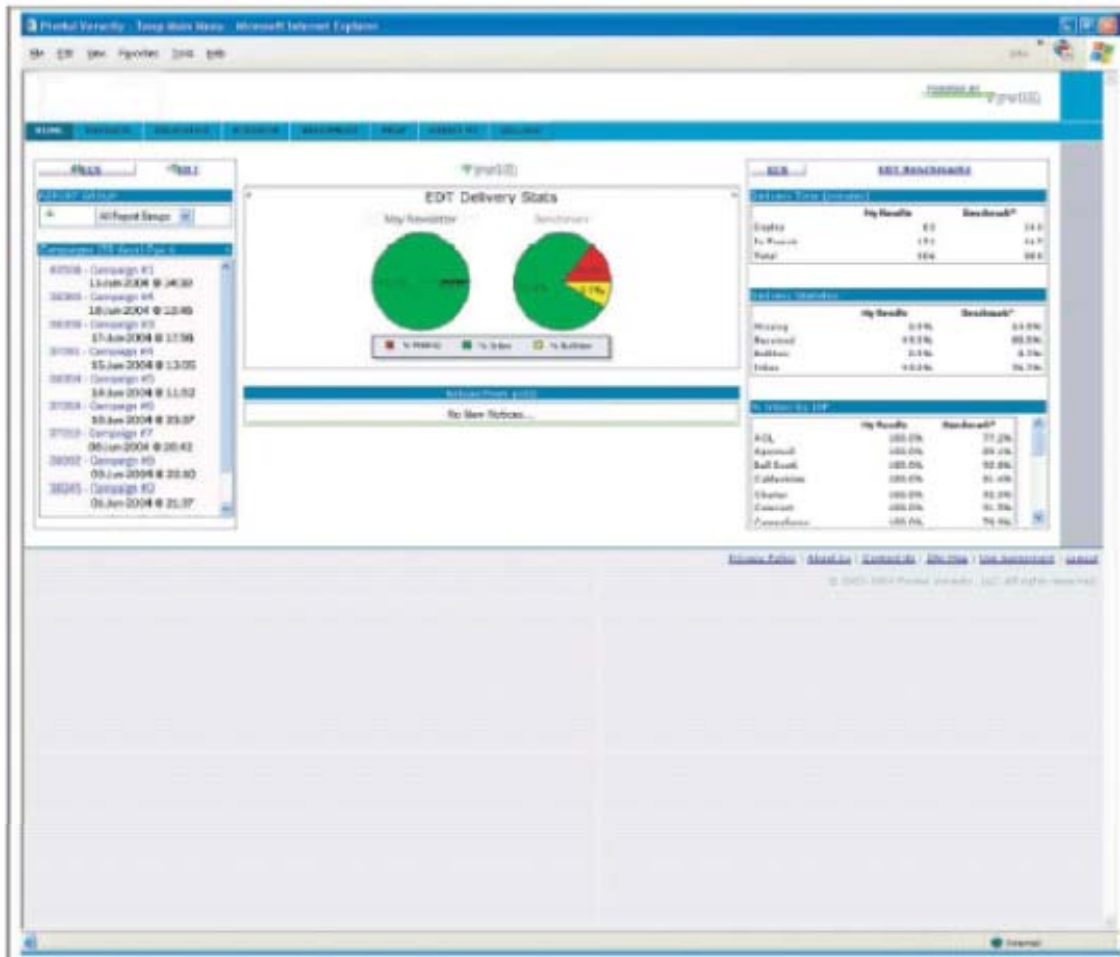
ListEngage Inbox Detective provides you with two new technologies to help you test and maximize email deliverability – the eDelivery Tracker and eContent Scorer.

Peer into the Inbox at the Top 21 ISPs with eDelivery Tracker

With the eDelivery Tracker module, you get a quick snapshot of your actual delivery rates at top ISP's such as AOL, Yahoo, Hotmail, MSN, Earthlink, Comcast, AT&T, RoadRunner and more.

With eDelivery Tracker, you can:

- Choose from B2B, B2C, and International seed lists to measure your deliverability
- Track what percentage of your emails are reaching the inbox, being redirected to the bulk folder or simply being discarded
- Compare your results against industry benchmarks
- Access and download detailed reports and charts for each campaign
- View results in real-time; quickly identify problem areas and adjust accordingly

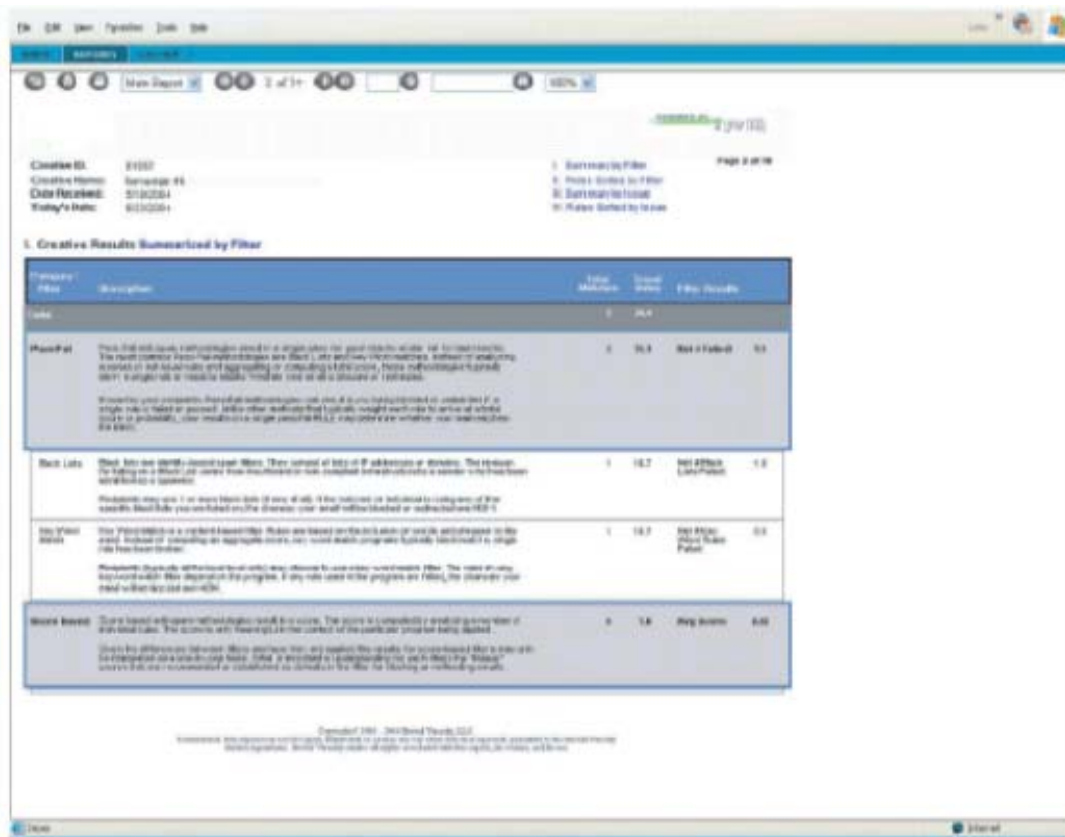


Advanced Email Scoring with eContent Scorer Keeps you Clear of Content Filters

Content filtering is the most widely used spam prevention technique. Spam filters, such as SpamAssassin, employ advanced scoring techniques to analyze email subject lines and content and then block the message if it suspects it to be spam—often erroneously catching legitimate permission email. Avoid blocking of your opt-in messaging with advanced pre-screening via score-based, Bayesian and keyword filter analysis.

With the eContent Scorer, you can:

- Analyze your content against the major spam filters and black lists before hitting the send button
- Review online detailed analysis of each message across top filtering technologies
- Receive real-time advice on what content changes are needed to maximize email delivery
- Rest assured that your legitimate, permission based emails are reaching your intended audience



The screenshot displays the eContent Scorer interface. At the top, there's a navigation bar with 'Home', 'Messages', and 'Tools'. Below this, a message summary is shown with fields for Creative ID (2150), Creative Name (Sample #1), Date Released (11/20/04), and Validity Date (11/20/04). A list of filters is visible on the right: 'Starts with Filter', 'Not a Valid Filter', 'Starts with Filter', 'Starts with Filter', and 'Not a Valid Filter'. The main section is titled 'Creative Results Summarized by Filter' and contains a table with the following data:

| Filter Name | Description | Count | Score | Filter Score | |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|--------------------|-----|
| Phishing | This link will lead to a phishing site in a single click. The goal is to steal sensitive information from the user. The user is not aware of the link and the information is not secure. The user is not aware of the link and the information is not secure. The user is not aware of the link and the information is not secure. | 1 | 10.0 | Not a Valid Filter | 0.0 |
| Black Lists | Black lists are used to block spam. They consist of lists of IP addresses or domains. The reason for being on a black list is that the domain or IP address has been found to be sending spam. The user is not aware of the link and the information is not secure. | 1 | 10.0 | Not a Valid Filter | 0.0 |
| Not a Valid Filter | This filter is not a valid filter. The user is not aware of the link and the information is not secure. | 1 | 10.0 | Not a Valid Filter | 0.0 |
| Word Based | Word based filters are used to block spam. They consist of lists of words. The user is not aware of the link and the information is not secure. | 1 | 10.0 | Not a Valid Filter | 0.0 |

ListEngage Inbox Detective is easy to use and quick to set up. Contact us at 781-438-7856 or email us at info@ListEngage.com to learn more.

*Source: Pivotal Veracity internal reporting, May 2004