

FOR IMMEDIATE RELEASE

Critical survey conducted to set standards for Email Deliverability & Bounce Management

NEW JERSEY – (October 23, 2006) - The Email Experience Council (eec) <http://www.emailexperience.org> is currently conducting an extensive and comprehensive survey on how email mailers and providers manage and define deliverability metrics. This exercise will likely prove to be one most relevant studies conducted in the email space. The eec's Deliverability Roundtable is being led by Deirdre Baird, CEO, Pivotal Veracity, the leading independent email delivery auditing and optimization company for large enterprises. The Roundtable also includes leaders from many other well-respected companies in the email space. The results will be used to identify and establish much needed standards for reporting and benchmarking in email.

The Email Experience Council is an industry organization whose primary charter is to provide education and thought leadership for the marketing and mailing communities, communicating the strategic value of email. They will deliver on their charter by working to define standards and best practices which promote positive use of email and other dialoging tools. Market leaders in various aspects of the email industry including advertising agencies, service providers, consultants, 3rd parties and global brands head up and participate in different eec Roundtables. Each Roundtable is tasked with running studies, developing white papers, defining industry standards, and educating the market on critical aspects of email.

The Deliverability Roundtable was created to study all aspects of deliverability; from permission practices, to deliverability tracking, to rendering, and legislative compliance. Their first initiative is focused on examining the policies, processes, terminology, and best practices associated with bounce management and related core metrics such as "delivery rate". As a part of this initiative, multiple surveys are being conducted across mailers, Email Service Providers (ESP), and Internet Service Providers (ISP).

"Early results from our Mailer and ESP surveys are incredible both in the volume of respondents and, even more so, in their answers," said Deirdre Baird, President of Pivotal Veracity and eec Deliverability Roundtable Chair. "We knew in advance that many in the industry were uncertain as to the importance or long-term implications of their bounce management processes. But the study has uncovered the extensive gap that exists with respect to industry consensus on how to calculate the core metrics we all use every day. What we are learning is that if you ask 10 people how they define "delivered", "click rate", or "open rate", we get 10 different answers. We're actually shocked by the early results and take them as clear direction that a "standard" is required – something our Round Table and the eec hope to set forth as a result of the survey respondents' input."

Mailers and ESPs are encouraged to have a "voice" in defining the future standards for deliverability processes and metrics by participating in the survey. The Mailer and ESP Surveys may be taken online through Friday, October 27.

- **Mailer Survey** – This survey is designed for anyone who executes email campaigns. On average it takes approximately 6 minutes to complete and is generally best suited for the marketer in charge of the email program. To take the survey go to: <http://www.surveymonkey.com/s.asp?u=883442712407>
- **ESP Survey** – This survey is exclusively for Email Service Providers (ESP) who deploy email for their clients or sell software for deploying email. It's an extensive review of marketing and technical practices and should be completed by someone from the vendor company who has in-depth knowledge of the ESP's bounce management and deliverability reporting. Respondents should expect to spend approximately 30 minutes completing this survey. To take the survey go to: <http://www.surveymonkey.com/s.asp?u=266072752508>

Results of this study will be published and built into speaking engagements the eec participates in throughout the industry. EEC paid members will have varying degrees of access to this proprietary study and its insights.

"Email has been used as a marketing vehicle for over 10 years, yet no messaging or true usage standards have been set, other than those which are a part of CAN-SPAM. The time has come for our industry to develop and agree to standards that will enable us to elevate the awareness and strategic impact email has

on all of our communications. This survey will set us firmly on that path ”, said Jeanniey Mullen, eec Co-Founder. “Our passion is driving quite a bit of press and attention towards the eec, which has helped our organization grow at a staggering rate in just a few months. Over 20 countries are represented in our member base so far, and we have numerous requests for international chapters which are currently under review. This growth represents a simple yet clear fact: The eec has identified an under-served area. It is the responsibility of all subscribers, members, and email marketers to take control of defining the future ”, adds Paul Beck, eec Co-Founder.

For further Information, please contact:

Email Experience Council: Ali Swerdlow, (888) 804-4521 ext#3, ali@emailexperience.org
Pivotal Veracity: Michelle Eichner, (602) 971-0502, meichner@pivotalveracity.com

About The Email Experience Council

The Email Experience Council (<http://www.emailexperience.org>) is a champion for digital communications centered on the point of view of the inbox owner. We are a global professional organization. We strive to enhance the image of email marketing and communications, while celebrating and advocating its critical importance in business; its ROI value. Through the active proliferation of email and digital marketing best practices, case studies, trends, cutting edge technologies and strategies, the eec is an actionable resource for professionals and a beacon for the evolution of the email channel.

The eec is committed to regularly conducting a broad series of email initiatives for a variety of organizations that highlight the positive impact and importance of email as a marketing tool, communications vehicle and branding device. eec members are representative of other trade organizations and the leading agencies, advertisers, technology partners, service providers and brands focused on the potential of email and digital marketing. Members include Ogilvy - WPPGY, Pivotal Veracity, Forbes, Unilever - UN, Cisco - CSCO, Agency.com, IBM - IBM, American Express -AXP, LexusNexus and ReturnPath.
<http://www.emailexperience.org>.

About Pivotal Veracity

Pivotal Veracity, <http://pivotalveracity.com>, is the leading Deliverability Service Provider and offers global enterprises, ESPs, and agencies a wide range of solutions and services for analyzing and optimizing the inbox deliverability, credibility, rendering and reputation of their online communications. Pivotal Veracity's clients include international brands such as Dow Jones, Forbes, Hotwire, Merck, Nestle, NetFlix, Schwans, and Ulta as well as leading ESPs and agencies such as Acxiom Digital, Agency.com, CheetahMail, Digital River, Digitas, Exact Target, Harte-Hanks Postfuture, infoUSA, Ogilvy, Responsys and Silverpop.