



Approximately 20% of legitimate permission-based email is erroneously blocked as a result of spam filtering.

To optimize delivery, use an email marketing service provider with a sterling reputation – Informz.

“Informz is one of the most reputable email marketing service providers that I know. They would be an excellent choice for permission marketers seeking the best in service and delivery rates.”

Ann Mitchell, Esq.

President, Institute for Spam and Internet Public Policy

THREE TOOLS TO ENSURE DELIVERY:

Technology

- > AOL enhanced whitelisting
- > Whitelisting status with major ISPs
- > Campaign delivery monitoring across all major ISPs
- > Automated alerts for potential delivery issues
- > Integrated spam content checker
- > Automated email address de-duping
- > Access to categorized bounced messages
- > Automated email suppression based on bounces

Processes

- > Vigorous prospect screening to ensure suitability
- > Continuous client education, reviews and updates
- > CAN-SPAM compliance review
- > Email accredited by ISIPP (Institute for Spam and Internet Public Policy)

People

- > Dedicated eMarketing Advisor
- > Proactive ISP Relations Team
- > Experienced HTML email Template Designers
- > Deliverability Attorney
- > World class support and training