



COMPU*MAIL*

Digital Communication Solutions

Send communications to consumers without incurring the cost of postage and materials.



Email Communications 101

EMAIL BASICS



Email communications are considered written communications by law and must comply with all State and Federal level requirements.



The email process is automated and leverages your existing physical communications workflow.



An opt-out/unsubscribe option is included in every email communication.



CompuMail relies on our clients to obtain opt-in/express consent from consumers. Clients with solid opt-in processes tend to have higher open rates.

While CompuMail can't legally advise specifically on the Email Communication topic or what should be included in such communications to consumers, below are some best practices based on our understanding, knowledge, and industry experience.

1

Email Delivery To Inbox Success

CompuMail makes every attempt to ensure that email communications are delivered to the consumer's inbox and not to junk or spam filters. Verifying your mailing list hygiene and keeping your mailing lists clean and ISP-friendly are all crucial.

2

Avoiding Low Open Rates

If you have low open rates, your emails are at higher risk of being flagged as spam. It's important to:

- Send your emails at the right time
- Perfect your subject lines
- Keep your list updated with a good opt-in process

3

Include Your Physical Address

It is against the CAN-SPAM Act to neglect including your valid, physical address in an email communication. You must include either your current street address, a PO Box registered with USPS, or a private mailbox registered with a commercial mail receiving agency.

4

SPAM Filtering Continues to be Rigorous

Worldwide, just 79% of commercial emails land in the inbox. For every five emails sent, one never reaches the intended recipient. Instead, it's either sent to a spam folder or "goes missing" - most likely blocked by the mailbox provider.

Our Solutions. Your Success.

EMAIL SOLUTIONS



* HTML Email with Letter in Body of Email

Created in HTML format and is smart device-friendly. Hyperlinks within images and text can be included to direct the consumer to your website or payment portal.

Also available:

- **Email via Secure Hyperlink**
A hyperlink in the email allows a consumer to enter credentials on a landing page that will securely take them directly to the communication.
- **Email with an Encrypted PDF Attachment**
Requires a password to open the PDF attachment communication.

0.42%

AVERAGE BOUNCE RATE

1.58% under the industry average of 2%

97.4%

AVERAGE DELIVERABILITY RATE

12.4% higher than the industry average of 85%



0.03%

AVERAGE OPT-OUT RATE

This is within the typical industry range

EMAIL FEATURES/CAPABILITIES



Email API

Real-time information sent on emails



Inbox Ready

Industry-leading tools to get emails into consumers inboxes



Deliverability Service

Ensuring emails are not marked as spam or junk

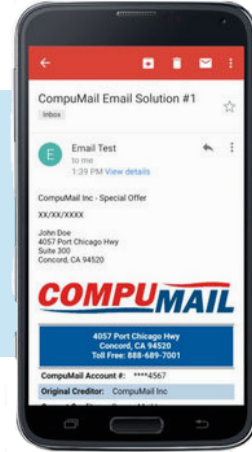
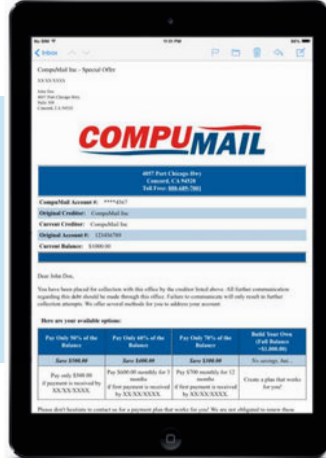
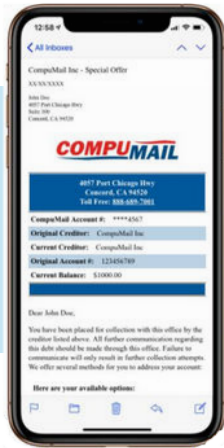


Email Verification

Verifying email addresses from your mailing lists exist

HTML Email with Letter in Body of Email

BENEFITS



Optimized viewing across all mobile devices



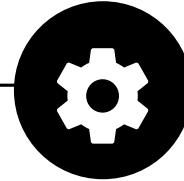
Engaging

The design elements you include in your HTML emails, such as hyperlinks and buttons, draw the eye and add variety to the page, all of which is good for performance.



Trackable

With HTML, you can easily track open rates and click-through-rates, which will provide you with clear insight into consumer patterns.



Compatible

According to ClickZ research, nearly 90% of email lists use Gmail, Yahoo, AOL and Hotmail, which can all successfully render HTML messages across multiple devices.



Consumers want to conduct more business electronically. An omnichannel approach increases chances of connecting with consumers via their preferred method.



Reporting

STANDARD EMAIL REPORTING

REPORT NAME	DESCRIPTION	DELIVERY METHOD
Standard Bounced Emails Report	Includes bounced emails and emails whose domain names are not in client's whitelist.	SFTP
Daily Email Events Report	Daily report that includes HTML page events, delivered emails and bounced emails.	SFTP or Email
Weekly Email Events Report	Weekly report that includes HTML page events, delivered emails and bounced emails.	SFTP or Email

Email Bounce Error Codes

Email Address is Empty
Email Address is Wrongly Formatted
DNA is Empty
Undeliverable Email as per Verification Service
Consumer Opted-Out
Not in Domain Whitelist
Hard Bounce



Daily/Weekly Events Captured

Email Recipients Opened Email
User Clicked the Opt-Out Link
Email Bounced
Email Spam Reported
Email Delivered by Vendor
URL Clicked
Bad Email or Bad Record, Undeliverable Email Address

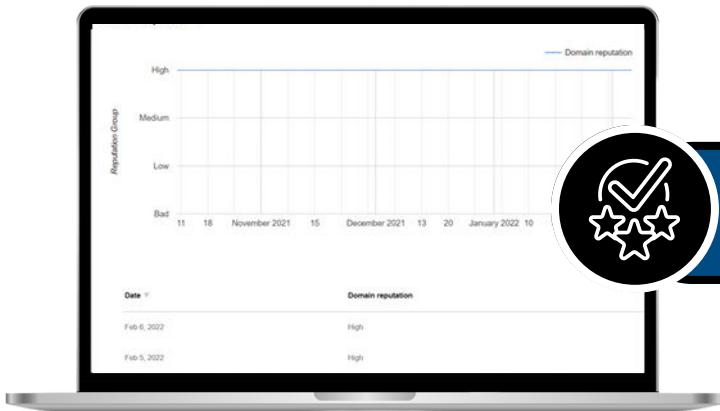
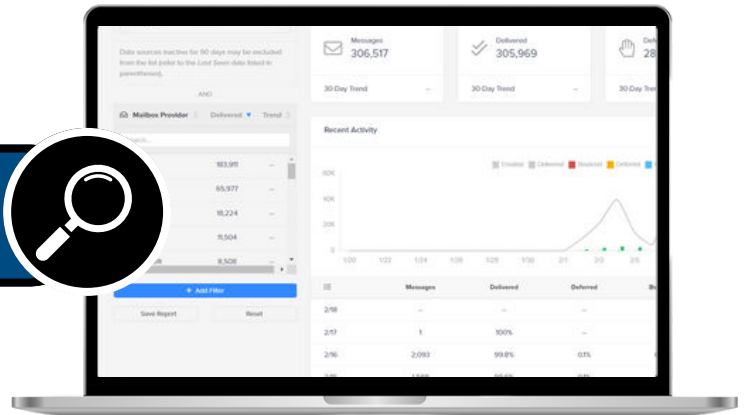
Track, Review & Monitor Email Campaign Results

DASHBOARD FEATURES



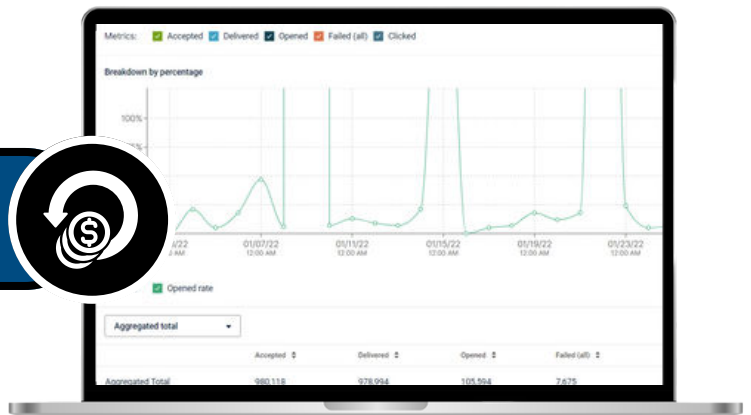
Extensive Analytics Dashboard

Track and Review Recent Activity



Monitor Domain Reputation

Increase ROI Opportunities



Frequently Asked Questions

COMPUMAIL EMAIL FAQS

DOMAIN NAME

CompuMail offers the following options:

- Using our email domain. Only the name in front of the @ symbol can be dynamic.
- Purchasing your own email domain. This allows you to customize the entire sending email address.

http://

BYPASSING SPAM CONTENT

CompuMail relies on a combination of content including an opt-out link, your opt-in process, email validation, and reputation score to provide the best chance on bypassing the spam filters. Ultimately your email content will be rated by Internet Service Providers (ISPs) and they would determine if your email should be delivered to the inbox or not.

CONSUMER REPLIES

CompuMail redirects all consumer replies to an email address you provide. All consumer replies are directed to the email you designate so that you can track, monitor, and reply as needed.

ARCHIVING COPIES OF EMAIL COMMUNICATIONS

CompuMail archives all emails in our Online Letter Archive, which is accessible via web or API. Emails are archived for up to three years.

BOUNCE TO PRINT

CompuMail can create business rules and repurpose an email that bounced or if the consumer has unsubscribed/opted-out and convert it to a printed letter to be sent via USPS.

VERIFYING IF AN EMAIL WAS OPENED

CompuMail is able to verify when a consumer opens an email with the HTML Email with Letter in Body of Email option. With Email via Secure Hyperlink, we are only able to report when the landing page has been visited.

EMAILING THE MODEL VALIDATION NOTICE

CompuMail does have clients that are emailing the Model Validation Notice. CompuMail cannot legally advise on this matter, so we do recommend consulting your legal team.