



XMPie e-Mail ServiceSM

A commercial-grade email delivery service at an affordable price.

Deliver, track and analyse **targeted** email messages with *XMPie e-Mail ServiceSM*

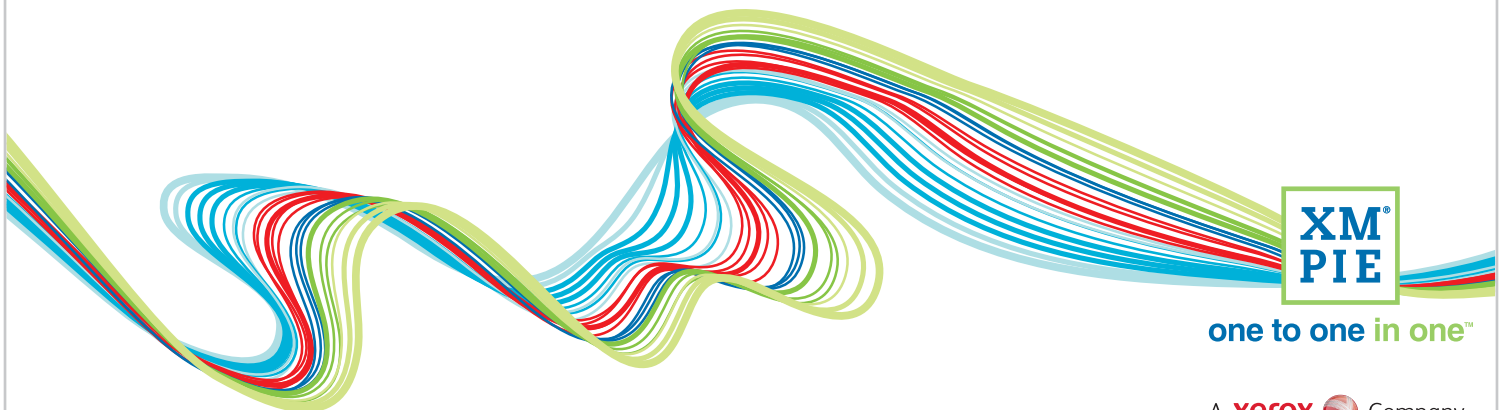


XMPie e-Mail ServiceSM customers are able to deliver personalised email messages, fully integrated with all other elements in a variable data campaign. Because XMPie is a single solution for a variety of media, the same data, business rules and logic used to automate the print, Web and SMS messages are also used to deliver personalised email. Additionally, recipient data and response activity is automatically tracked and available for analysis using PersonalEffect[®] Analytics, a revolutionary tool for marketers and print service providers to track and manage one-to-one cross-media campaigns.

The XMPie e-Mail Service leverages ExactTarget[®], a leading global provider of email solutions, as the back-end technology for this offering. This seamless integration ensures email messages are properly managed and delivered by handling unsubscribe and opt-out requests, in addition to CAN-SPAM Act compliance, and by expertly avoiding spam filters, black lists and other delivery barriers.

Signing up for this service is quick, simple and affordable, and is available to any XMPie customer with a PersonalEffect e-Media or PersonalEffect Cross Media server.

Learn more about the full line of XMPie products.
Visit www.xmpie.com



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A **xerox**  Company



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Plan Upgrades

The XMPie e-Mail Service is a flexible subscription plan that allows customers to upgrade their plan at any time. To upgrade, simply contact XMPie and sign up for the desired plan. An upgrade is considered a new annual plan and the term of contract will reset to one year. Also, all credits remaining from the previous plan will be added to the bundled email credits of the new plan.

Delivery Enhancement Options

Depending on your needs, or the requirements of your customers, you may want to isolate certain accounts or increase security to ensure maximum email deliverability. With the XMPie e-Mail Service, there are three options available to help increase deliverability rates.

Additional Accounts

Additional accounts enhance your subscription plan by providing better isolation between your customers' accounts. Any customer, or all of your customers, can be assigned their own account. With multiple accounts, email credits are shared across all additional accounts associated with a single subscription plan.

Private IP

To better secure your company's email reputation from the questionable practices of others, a private IP may be right for you. With a private IP, your account is completely isolated from others and you have control over maintaining your good standing as an email sender. This makes it possible to better protect your brand and ensure your reputation will not be affected by outside influences.

Sender Authentication Package (SAP)

The SAP offers the highest level of protection by including both account isolation and authentication strategies that help differentiate your email from that of spammers.

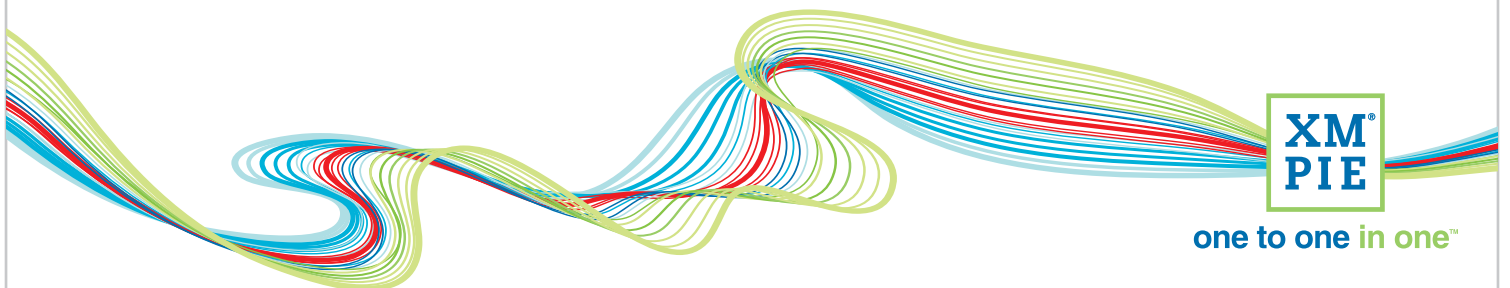
The SAP option includes:

- Private IP: Provides a private network for email delivery, ensuring optimum security and deliverability.
- Private domain and subdomain hosting: Creates domains and subdomains designated for your email marketing efforts that support the various ISP requirements for Sender Authentication.
- SPF, Sender ID, DomainKeys and DKIM implementation and support: Manages the DNS for your domain, publishes the correct records, and maintains them to be current with the latest ISP standards.

Email Overage Allowance

To ensure your email gets delivered, XMPie also offers an overage allowance that lets subscribers send up to 50% more email than their plan's bundle. Overage gives users a buffer to cover last minute emails without purchasing additional credits in advance. Any overage email sent will be conveniently billed at the end of the annual contract. Users can also purchase additional emails in advance using the XMPie e-Mail Service online store.

To start leveraging the XMPie e-Mail Service today, visit www.xmpie.com/emailservice and select from one of five subscription plans: Basic, Starter, Professional, Premier or Platinum.



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