Deliver, track and analyze targeted email messages with XMPie Email Service™

A scalable and commercial-grade email platform to enhance your multichannel communications, at an affordable price.

Take your personalized marketing to the next level with highly targeted, personalized and creative email marketing with the XMPie Email Service™. This integrated offering from XMPie allows users to deliver individual or bulk personalized email messages, fully integrated with all other elements in a multichannel 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 relevant and personalized email. Additionally, recipient data and response activity is automatically tracked and available for analysis.

The XMPie Email Service™ has been developed to provide a commercial-grade solution using the latest technology and platforms and is fully integrated into the XMPie PersonalEffect™ platform. This seamless integration ensures that email messages are properly managed and delivered. This includes handling unsubscribe and opt-out requests, 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 eMedia Cloud, PersonalEffect TransMedia, PersonalEffect TransMedia Pro or Enterprise Cross Media. Choose the volume of emails that fits your needs. The first 1,000 emails each month are free. Above those, we offer a continuous pricing model at industry competitive prices.

XM PIE

one to one in one™

A **xerox** Company

EMAIL VOLUME

The XMPie Email Service is a flexible subscription-based offering that allows customers to select exactly the amount of emails they need each month. Upgrade/Downgrade or Cancel on renewal with no penalty. Up to 1,000 emails a month are FREE. Access the XMPie Email store is available directly from within the XMPie Circle dashboard.

DELIVERY ENHANCEMENT OPTIONS

Depending on your needs, or the requirements of your clients, you may want to isolate certain accounts or increase security to ensure maximum email deliverability. With the XMPie Email Service, there are three options available within the Advanced Sender Package to help increase deliverability rates.

1. Additional Branding: In email marketing, your customer's brand identity is key. In addition to allowing the "From" to be customised to the brand and sender, the Advanced Sender Package also allows the embedded links in the email to be branded as well. This increases the deliverability rate as well as recipient's trust of the message.

2. Additional Authentication: Authentication is critical to achieving high deliverability and inbox placement. It provides a trackable identifier showing that you are a legitimate sender. While all emails sent via the XMPie Email Service are done via authenticated accounts, additional email authentication methods are also available in the Advanced Sender Package:

   a. Domain Keys Identified Mail (DKIM) allows the receiver to check that the email does indeed originate from the claimed domain.

   b. Sender Policy Framework (SPF) is a simple validation process designed to ensure that the incoming email comes from a host that is authorized to send emails.

   c. Domain-based Message Authentication, Reporting & Conformance (DMARC) provides a final level of authentication for senders. While SPF and DKIM both provide valid levels of authentication, they can be by-passed. DMARC authenticates the sender's domain record to ensure the validity of the email and thus increasing the trust and deliverability of the content.

3. Domain Setup: To ensure optimal and successful branding and authentication of outbound emails XMPie Email Services will manage the process of procuring, configuring and managing the dedicated domain, for as long as the package is active.

ADDITIONAL ACCOUNTS

For any service provider sending marketing emails on behalf of multiple clients it is imperative that one account's active does not negatively affect another. To ensure this, XMPie Email Services offers the ability to create additional accounts, each ring-fenced from the other, thus ensuring the optimum environment for email marketing across multiple clients.

DEDICATED IP

By default, all emails sent via XMPie Email Services are done from a number of shared IP addresses, and any one sender's reputation is heavily based on the actions of all customers using these IP addresses. For high volume senders, a dedicated IP address offers more control over the reputation and deliverability of the brand and puts them firmly in control.

Learn more about the full line of XMPie products.
Visit www.xmpie.com or email: info@xmpie.com