

## Your customers use over 35 different programs to check email. Are you sure they're seeing what you see?

### What You See



### What They See



## Get Legible. Get EmailAdvisor.

With over 35 major email clients in use by consumers today, it can be difficult if not impossible to make sure your messages look good in each one. Yet, research says that a broken or badly rendering email can do instant harm to your brand. What's a busy marketer to do?

**Take the shortcut.** EmailAdvisor offers you the first-ever view of exactly how your messages will appear in every single email client on the market today. What's more, after you send a message, you'll see how each of the 40 major ISPs is processing it—in real time—including which ones are inappropriately blocking or filtering it to a bulk folder.

## What did JupiterResearch say is the most overlooked driver of response rates?



**Email Deliverability: *n*.** The likelihood that your email campaign will reach the recipient's inbox and that it will arrive in a legible, well-formatted state.

INBOX SNAPSHOT

DELIVERY MONITOR

CONTENT ANALYZER

BLACKLIST MONITOR

ISP STATUS

### Deliverability Booster #1: **Inbox Snapshot**

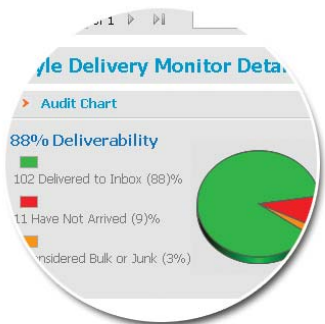
Are your recipients getting the picture? Make sure they do with Inbox Snapshot, EmailAdvisor's incredibly handy, one-of-a-kind email legibility tool. In just minutes, Inbox Snapshot shows you exactly how your message looks in nearly 40 different email clients and in one centralized, easy-to-read layout. Inbox Snapshot also checks the spelling, HTML coding, and the links in your messages, highlighting any problems for quick resolution. You simply view the report, make the necessary changes, and send with total confidence.



- ◆ The only automated, real-time email client compatibility tool
- ◆ Checks your spelling, plus the validity of your HTML and links
- ◆ Shows how messages appear in nearly 40 email clients including Hotmail, Gmail, and Yahoo!
- ◆ Shows how your message looks in both the preview and full reading panes

### Deliverability Booster #2: **Delivery Monitor**

Got inbox? EmailAdvisor's real-time Delivery Monitor tool is a powerful way to make sure your campaigns end up there instead of being automatically filtered to bulk or spam folders. Using special audit addresses, Delivery Monitor lets you know exactly where a campaign is being blocked, filtered, and delivered—both at an ISP and an individual recipient level. Delivery glitch? No problem. Just pause the campaign mid-send and take corrective steps to ensure a greater percentage of it winds up in recipients' inboxes where it belongs.



- ◆ Provides real-time information on delivery success at nearly 40 major Internet and Email Service Providers
- ◆ Reports delivery issues based on what your recipients actually see in their mailbox—not by POP-ing accounts (a less accurate measuring method)
- ◆ Highlights delivery issues such as blockages or spam filtering in an easy-to-read web interface
- ◆ Allows users to pause a mailing until deliverability issues are resolved

### Deliverability Booster #3: Content Analyzer

Content that triggers spam filters isn't always obvious, so Content Analyzer tests your message against more than 30 major anti-spam programs—including stand-alone, spam-filtering programs, server-level spam-filtering programs, ISP-level spam filters, and email client spam filters such as SpamCop, Spam Assassin, and McAfee SpamKiller. Problematic areas of your message are highlighted for quick resolution and improved deliverability.



- ◆ Checks your message for attributes, keywords, and other content typically associated with unsolicited commercial email ("spam")
- ◆ Enables you to modify text, links, or other message elements that are likely to set off anti-spam filters and block your email
- ◆ Provides comprehensive coverage by evaluating your message against more than 30 different anti-spam programs, including stand-alone, server level, ISP-based, and others

### Deliverability Booster #4: Blacklist Monitor

These days, even permission-based marketers can inadvertently wind up on a blacklist every now and then. EmailAdvisor's Blacklist Monitor lets you know whenever any of the major blacklist organizations have targeted the domains referenced in your email messages so that you can take appropriate steps to clear the problems and resolve the blockages.



- ◆ Checks more than 175 different blacklist organizations
- ◆ Checks every domain referenced in your message, including third-party advertisers and any other external links
- ◆ Provides the regular intelligence you need to ensure your mail gets through to all major domains

### Deliverability Booster #5: ISP Monitor

No matter how professional you are, some things just aren't in your control. The status of Internet Service Providers is at the top of that list, and the ISP Monitor component of EmailAdvisor warns you when ISPs are experiencing slow-downs, outages, delays, and other problems that affect email delivery. ISP Monitor runs in conjunction with your email campaigns and can be accessed independently as well. When you conduct an EmailAdvisor audit, you'll receive an ISP Monitor report that shows the status of major ISPs at the time of your mailing. In addition, you can check ISP Monitor at any other time to see if the covered ISPs are experiencing any mail handling delays.



- ◆ Provides real-time information about email delivery delays at more than 30 ISPs
- ◆ Generates on-demand status reports, plus reporting as part of your EmailAdvisor audits
- ◆ Enables you to postpone mailings to any domain experiencing mail handling problems—key for time-sensitive information

## With EmailAdvisor, you can:

- ◆ **Preview messages.** Inbox Snapshot lets users see at-a-glance exactly how a message will appear in over 35 popular email clients—in about ten minutes.
- ◆ **Verify inbox delivery.** Delivery Monitor shows the real-time delivery status for a mailing at over 40 top ISPs, including whether a message is being delivered to the inbox or filtered to a bulk folder.
- ◆ **Compare your delivery rates to others.** Gain unprecedented access to real-time email delivery data, including continuously updated industry benchmarks.
- ◆ **Avoid spam filters.** Content Analyzer checks messages against 30 common spam-filtering programs and highlights possible triggers.
- ◆ **Check blacklists and complaint files.** Blacklist Monitor checks over 175 blacklists in one step to learn who is blocking which senders. Also searches complaint databases for quick follow-up and resolution.
- ◆ **Spot ISP delays.** ISP Monitor shows at-a-glance which of nearly 40 different providers are experiencing delays.

## It's all about results.

Sure it's a great branding exercise to do this sort of high-level quality assurance on email campaigns, but EmailAdvisor is really about maximizing response. How? By making it quick and easy for marketers to ensure total legibility and inbox delivery of their messages at every single major ISP on the market today.

Join the organizations that have dramatically boosted the performance of their email marketing programs. Call now for your free, personalized demo of EmailAdvisor: 1-800-768-2929.

Take  
Control  
of Your  
Email  
Marketing

Founded in 1994, Lyris Technologies develops advanced software and services for email messaging and filtering. Lyris solutions are used by more than 5,000 customers, ranging from Fortune 500 corporations to fast-growing startups

“Deliverability services are critical to see what customers are saying about your email.”

- Robb Wilson, Email Delivery Expert and VP of Technology, Lyris Technologies

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