

## All your marketing processes at a glance

**The Analytics Package from AGNITAS provides you with valuable knowledge about your e-mail marketing processes.**

Increase the success of your e-mail campaigns in the long term with the Analytics Package. The package supports you in many ways:

- Improve the quality of your recipient data
- Circumvent the effects of spam filters
- Monitor the deliverability of your mailings in the inbox
- Recognize negative trends quickly, so that they don't become a problem



## Benefits Analytics Package

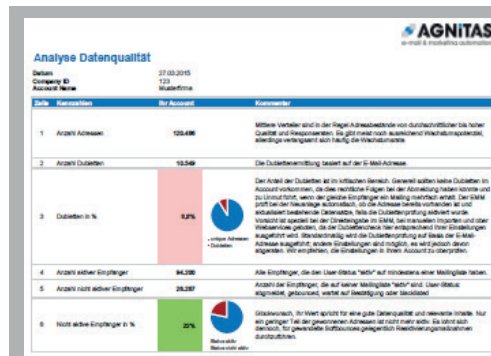
- ✓ Improved data quality to effective lead management
- ✓ Eliminate spam criteria early and increase deliverability
- ✓ Reach every recipient thanks to deliverability controlling
- ✓ React quickly and flexibly to negative trends by using the performance controlling

# Components of the Analytics Package

The Analytics Package includes Data Quality Report, Pre Delivery Check, Post Delivery Check and Marketing Intelligence Analyzer Premium.

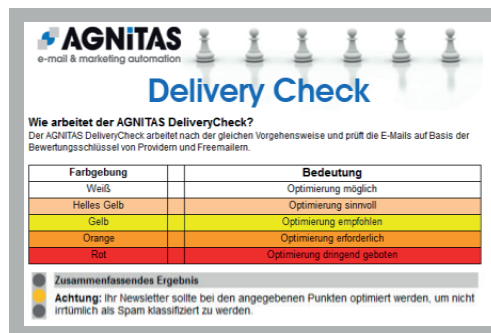
## Data Quality Report

The data quality report is created once every six months. On the basis of numerous characteristics, we find optimization potential for your recipient data. You obtain information, e.g. duplicates, incorrect umlauts and missing master data. We also conduct a distribution analysis. You get evaluation and optimization recommendations for all key figures.



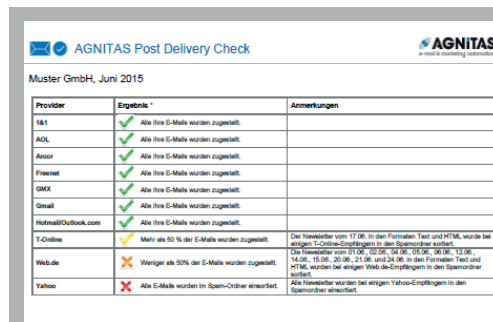
## Pre Delivery Check

The Pre Delivery Check is an automated analysis of your mailings before dispatch. The check shows you weak points in the newsletter that could lead to classification as spam. Optimize your newsletter before sending, so that it does not get caught in spam filters.



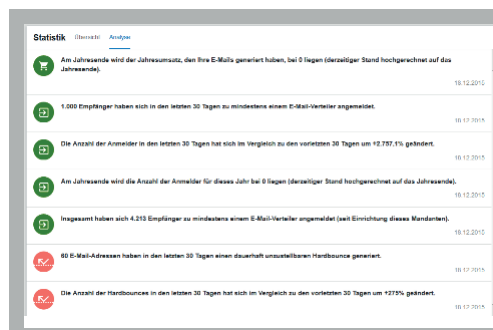
## Post Delivery Check

The Post Delivery Check verifies that your newsletter arrived in your recipient's inbox. A detailed monthly report shows the actual delivery at the leading freemailers and internet service providers based on test addresses.



## Marketing Intelligence Analyzer Premium

The premium version of the Marketing Intelligence Analyzer (MIA) provides additional key figures and forecast values for the development of distribution and mailing performance. With MIA Premium, you retain control over the complete development of your EMM account. You can quickly identify and counteract negative trends, such as shrinking distribution, declining openings etc.



Contact us for more information:

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