

High Tech Subscribers Respond to Engaging Email

metamail

When it comes to previewing the latest in consumer electronics, nobody does it better than Richmond, Virginia-based **TechnoScout**. The award-winning Web site features hundreds of pages of gadgets, gizmos and the newest high-tech products.

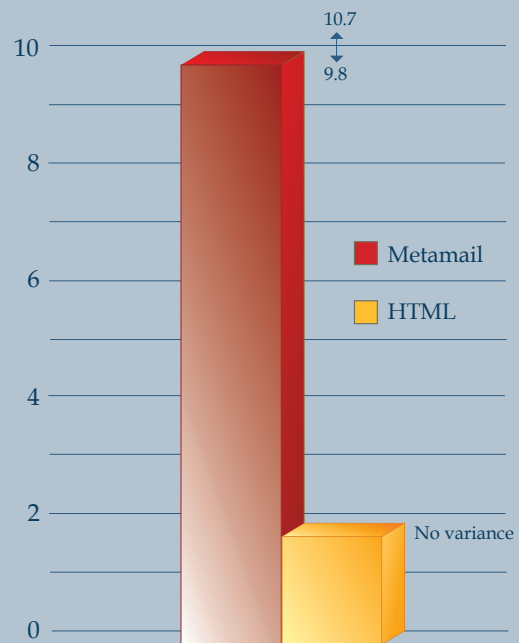
TechnoScout's weekly Scouting Report ensures that consumers receive the latest new product offers and innovations according to their preferences. This opt-in email is delivered to over 500,000 active recipients - current and past customers, technology enthusiasts, and others.

So when it came to checking out Metamail - the industry newest and hottest email technology, TechnoScout was a natural. Like every e-marketer today they too were experiencing declining click-thru rates - due in large part to the overwhelming volume of commercial emails cluttering people's inboxes.

However, when John Fleming, TechnoBrands Media Director and industry veteran began testing Metamail, the results surprised even him. "Once people downloaded and began receiving messages in Metamail format, they began clicking and converting at a substantially higher rate than subscribers receiving the same message in HTML format."

During a three month trial, Metamail generated a **400% increase in campaign click-thru rates*** over HTML. The incremental increase in Metamail click-thru alone was higher than any recorded HTML click-thru during the entire campaign period.

Average Campaign Click-thru Rates



Actual Metamail click-thru rate rose from 2.2% to over 10%.

An incremental gain of 7.6% @ a 95% Confidence Interval

*TechnoScout Scouting Report, June thru August 2002. N = 6,000,000



DoubleClick



In addition to an increase in response, Metamail delivers a wealth of useful campaign data. Conventional HTML messages suggest whether a message has been opened and monitor click-thru rates. Metamail delivers actual open rates. Furthermore, Metamail can tell which elements within your message have been viewed, printed, forwarded and more.

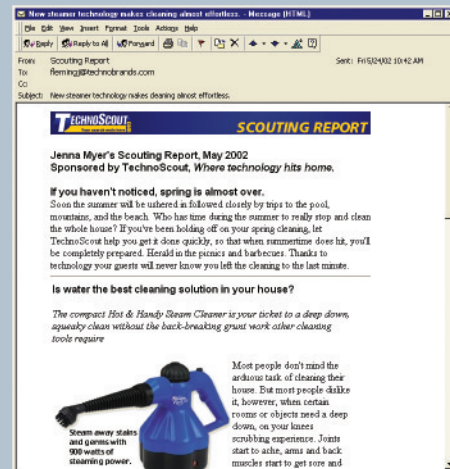
That's because behind Metamail's familiar format lies advanced XML software architecture. Metamail's patented messaging technology transforms email into a powerful application development platform, allowing companies like TechnoBrands to design and deliver the industry's most effective email - quickly and easily.

For more information on Metamail please visit our Web site at www.metamail.com

Metamail-formatted Catalogue



HTML Catalogue



TechnoScout's "Scouting Report" was delivered to two control groups for the duration of the campaign. For each format, Metamail & HTML, recipients were presented with identical offers, creative elements and subject lines.