

SafeToSend® Client Success Stories

Client	Challenge	Emails Input	Results
Leading U.S. consumer newsletter publisher	Deliverability problems associated with collection of bouncing email addresses	4,800,000	Achieved and maintained deliverability of 99.6%
North American printing & office supplies company	Poor sender reputation and deliverability issues stemming from poor email list hygiene practices	2,000,000	Dramatically reduced hard bounce rate and improved deliverability
National pharmacy chain	Improve deliverability for emails collected at POS. Remove spamtraps, fictitious emails, and other damaging-but deliverable emails	26,840,000+ (weekly file submissions <100K)	Flagged 30% of list as problematic. Client now enjoys 97+% deliverability
Leading national shoe retailer	Error rate of >50% for email collection in stores	3,000,000	Added 30,000 customer emails to its file from FA suggested corrections, which helped generate \$450,000 in additional revenues.