

## Full-Service Email Delivery Management

MountainTop Data's email campaign delivery service provides effective email campaigns using as little of your internal resources as possible.

Here's how it works. We setup and send your email creative from our domains and IPs, **to our data**, on behalf of your company. All you have to provide is the email content and a little direction.

- Our team actively reviews your campaigns to suggest adjustments for optimizing opens and responses.
- We provide and maintain campaign data to assure compliance and the best targets possible.
- Each campaign is fully customizable to fit your specific needs.
- We provide a full report including a list of clicks, opens, and opt-out contacts.
- You have the option to purchase all deliverable records after a campaign.

We provide:

- Target email list
- Setup and testing
- Turnaround in as little as 24 hours
- Post campaign reporting
- List of all contacts that open your email and/or click a link

You provide:

- Email creative (HTML or Plain Text, including subject line)
  - For a small fee we can produce the email copy and design as well
- Target audience criteria for the campaign list

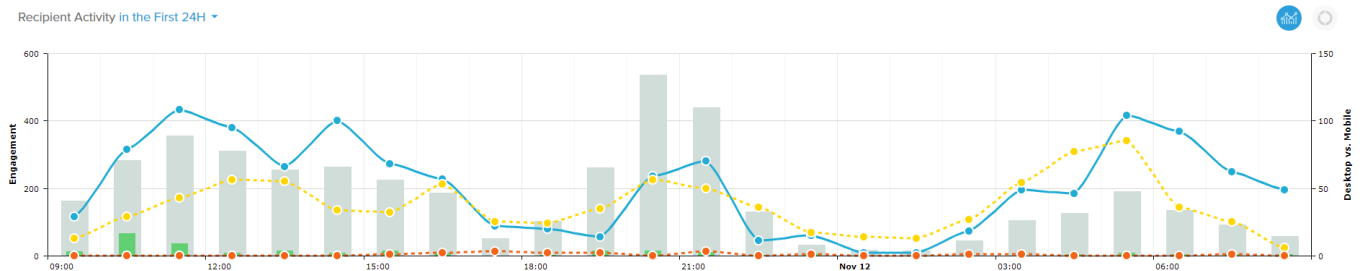
### Reporting:

After each campaign you get a report on delivery metrics as well as a list with complete company and contact information for all clicks, opens, and opt-out contacts.

Completed to 57,775 recipients on Nov 11, 2020 at 10:31pm PST. Version A lost (14,293 sent) and Version B won (42,882 sent).

Delivery	Active	Lost	Open rate	CTR	CTOR
<b>91.57%</b> from 57,775 recipients	<b>7.23%</b> of 52,357 delivered	<b>4396</b>	<b>7.23%</b> 3,783 unique opens	<b>0.22%</b> 117 unique clicks	<b>3.09%</b>

Recipient Activity in the First 24H





**Delivery Pricing** (volumes are for the total emails send across all sends)

Up to 15k emails sent	\$750	\$0.05/	\$50 CPM
45k emails sent	\$1,575	\$0.035/	\$35 CPM
100k emails sent	\$2,300	\$0.023/	\$23 CPM
200k emails sent	\$3,560	\$0.0178/	\$17.8 CPM
500k emails sent	\$6,100	\$0.0122/	\$12.2 CPM
1,000,000 emails sent	\$9,100	\$0.0091/	\$9.1 CPM
2,000,000 emails sent	\$13,400	\$0.0067/	\$6.68 CPM

*A campaign sent 5 times to a list of 200 people, or once to a list of 1,000 people both equal 1,000 emails sent.*

\* \$200 setup fee (includes setup of 1 creative and 1 send)

\* \$50 per additional creative setup

\* \$20 per each additional send

\* There may be additional fees for special customizations.

---

Example 1: For a campaign that includes 20k contacts sent to a series of 5 different creatives once each the cost would be \$2,300 for sending a total of 100k emails, \$200 setup fee, \$20 each for 4 additional sends, \$50 each for 4 additional creative setups. The total cost is \$2,780.

Example 2: For a campaign sending the same creative 4 times to a list of 50k contacts the cost would be \$3,560 for sending a total of 200k emails, \$200 setup fee, and \$20 each for 3 additional sends. The total cost is \$3,620.

Example 3: For a one time campaign sent to 45k contacts the cost would be \$1,575 for sending 45k emails, plus a \$200 setup fee for a total of \$1,775.

You also have the option to purchase all deliverable records at our standard list rates.

*MountainTop Data will not deliver emails to webmail addresses (@gmail.com, @yahoo.com, etc), contacts in Canada, contacts in the European Union, or any contacts previously identified by MountainTop Data as problematic for email delivery campaigns.*

For more information email [info@mountaintopdata.com](mailto:info@mountaintopdata.com) or call us at (818) 252-8140.