

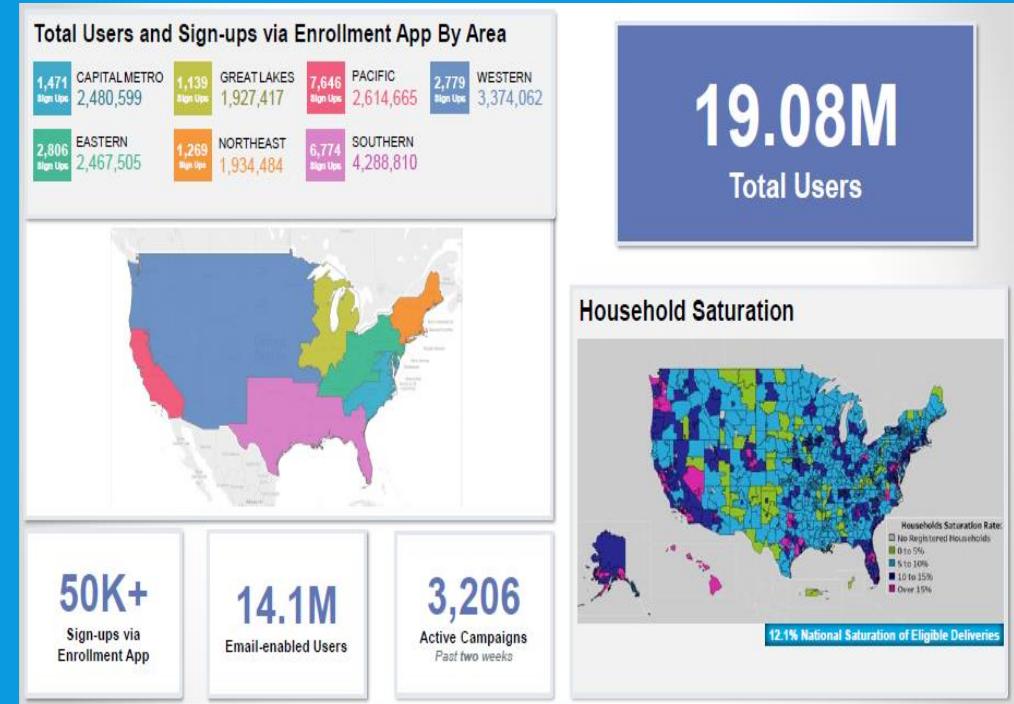


INCREASE RESPONSE RATES REACH OVER 19 MILLION PEOPLE FOR FREE

Typical Results

Informed Delivery - What to Expect	Typical Results	100,000 Piece Mail Campaign	Marketing Automation Eligible for Follow Up
% of People who Subscribe to Informed Delivery via App, or Via Email	18%	18000	Yes
% of People Expected to Receive an Email Notification	14%	14000	Yes
% of People who Open Their Informed Delivery Email Each Day	65%	9100	Yes
% of People Who See the Ad Likely to Click on the Informed Delivery Advertisement	0.40%	72	Yes

National Reach



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