

Do you know where your e-mail has been?

Like you, most advertisers want to run effective, high-response, law-abiding e-mail campaigns. But your e-mail partner's track record can do more harm than good – diminishing response rates to your offer, decreasing deliverability and even damaging your reputation, which can all be detrimental to future campaigns.

What's your e-mail sender up to? Not knowing is risky business.

It is up to your e-mail sender to comply with opt-out requests, but it is your liability if they do not. How are you supposed to know the sender's track record? How can you feel confident that non-compliance with spam laws will not come back to haunt you?

Monitor your e-mail senders.

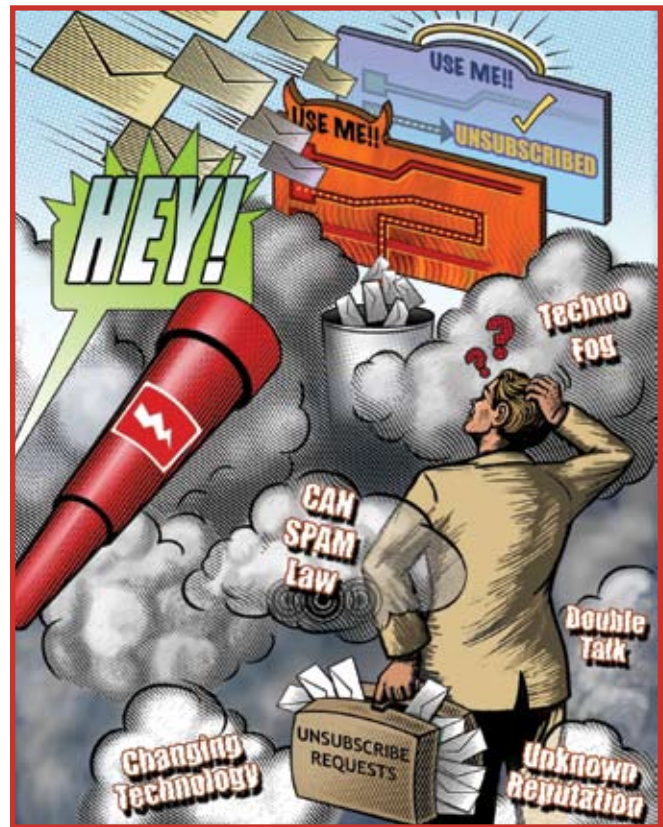
We monitor the on-line behavior of e-mail senders around the clock, and their own track records indicate whether or not they honor opt-out requests and comply with spam laws. We scan the Internet continuously to identify senders who:

- Are likely to be blocked
- Don't unsubscribe consumers who requested it
- Share unsubscribe lists to spread spam

This service enables you to make informed choices about who to trust with your reputation. Likewise, when consumers can opt-out knowing that their wishes will be honored, they are more likely to be receptive to your e-mail and consider your offer.

Lashback is your trusted e-mail advisor. Click on Lashback.com/UnsubMonitor for your free trial.

Now there's a responsible way to get more responses.



Lashback monitors the behavior of your e-mail service to ensure that your reputation is safe and your offers are likely to be read.

We make e-mail safer and more effective for you.

Unlike spam-blocking companies, we work with advertisers and e-mail senders to grow legitimate business. Use our monitoring service to:

- Select suitable e-mail partners
- Protect your reputation
- Maximize response rates
- Enforce your existing e-mail policies

