

Media Alert

Case Study: How Dice Consistently Achieves 95% Email Deliverability

DMA07 Conference & Exposition — October 13-18, 2007 — McCormick Place West – Chicago, IL

- Who:** Ed O'Neill, vice president of Technical Services for Dice, the leading online career site for technology, engineering and security-cleared professionals
- Barry Abel, vice president of Field Operations for email solutions provider Message Systems
- Overview:** This presentation will illustrate via a first-person case study the revenue and cost savings potential gained through email deliverability optimization. It will also walk the attendee through best practices for optimizing deliverability and illustrate real world applications of these best practices and provide examples of success. This presentation will showcase how marketers can better justify their campaigns through higher deliverability rates and how the power of email operation insight can help those responsible for managing their organization's email delivery better justify technology project spending.

Learning Points:

- Illustrate how to easily identify deliverability problems and what actions are required for correction
- Understand reporting and tracking deliverability trends by ISP, campaign or communication type
- How to evolve to a point of consistent and effortless email deliverability and process improvement

When: Tuesday, October 16: 11:15 a.m. – 12:15 p.m.

Where: Room W-178A, McCormick Place West, Chicago

About DMA07 DMA07, the largest gathering of direct marketing professionals, is DMA's annual conference and exhibition. DMA07 will feature more than 150 educational sessions, plus roundtables, case studies, white papers and research reports. DMA07's exhibit hall will feature more than 500 exhibiting companies. www.dma07.org

About Dice, Inc. Dice Holdings, Inc. is the leading provider of specialized career sites and career fairs for high growth vertical sectors with a focus on enabling employers to reach hard-to-find, experienced and qualified technology and engineering, accounting and finance, capital markets and security cleared candidates. www.dice.com

About Message Systems Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage the delivery of large amounts of business-critical email. www.messagesystems.com