



## EYEMAIL FAQs

1. **Is EyeMail an Email Service Provider (ESP)? Examples: Mailchimp, Constant Contact or Responsys and other service providers?** No. EyeMail is agnostic designed to seamlessly integrate with all third-party email service providers uploading html code.
2. **How is EyeMail different than Email?** Email is primarily words or a static image, EyeMail delivers true instant-play video in email experiences to generate increased engagement and conversions.
3. **Does EyeMail's Video in Email solution increase Spam deliverability issues?** No. EyeMail does not increase deliverability issues. However, industry standards indicate: Subject Line content, ratio of images, text and punctuation all affect the deliverability of an Email message to the inbox.
4. **Are there any bandwidth or firewall issues with EyeMail?** EyeMail deliver to inbox as a light payload and based on technology compression and optimized to a 4-15k delivery size. Approximately 6-8% will deliver to the spam inbox in comparison to industry standards of 10-12% to spam. EyeMail has work with Microsoft Architecture Teams and Incubation Labs to test and support firewall deliverability to the inbox. While we cannot guarantee individual results, our deliverability percentage to the inbox are considerably higher than industry standards.
5. **What size and format should we submit our video content?**
  - a. Mp4 video format and under 250 MB in size
6. **Will a EyeMail display on mobile device?**
  - a. Yes. EyeMail delivers seamlessly to all cellular devices.
7. **What is EyeMail processing time to deliver an EyeMail campaign?**
  - a. 5-7 business days for processing time. Includes receipt of deliverables, testing, approval and supporting launch schedule, where applicable.
8. **What is the average video length for an EyeMail?**
  - a. 60 seconds or less delivers the optimum results to ensure capturing audience's attention to drive for an immediate call to action.

9. **What services does EyeMail provide to Customers?** EyeMail provides a high-touch white glove service based on Client's preferred support need, in the following model: Full-service, Client-driven and Collaborative model to work with agencies.
10. **Does EyeMail establish benchmarks to Campaign success?** Yes. A minimum of three EyeMail Campaign release cycles are required to establish a solid baseline for supporting benchmarks initial results and to plan for upcoming releases.