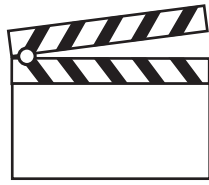




**BLACK
PEARL.**

SEE THE PAST, PRESENT & FUTURE

Black Pearl Mail Email Insights is powerful tool that gives each user a personalized view of their interactions along with **actionable data**. You are able to **know**, **act** and **plan** giving you the opportunity to send less email while getting more impact.



KNOW

With Black Pearl Mail you have the ability to go back in time and check any past data.

Tools for past data:

- ▶ Track and Trace
- ▶ Export Clicks
- ▶ Daily Digest

Impact:

Check any past data to know *who* and *what* interactions are occurring with your email.

ACT

Black Pearl Mail allows you to activate real-time notifications giving you data as it occurs.

Tools for current data:

- ▶ Real-Time Notification

Impact:

Activate real-time notifications so you can take immediate action.

PLAN

With Black Pearl Mail, you can start to map out future interactions with data based off of your recipients email trends.

Tools for future data:

- ▶ Leaderboard
- ▶ People of Interest

Impact:

Utilize data and trends to map out future interactions that drive business impact.

SEND LESS EMAIL, GET MORE IMPACT.