



## REALMAGNET.COM

Visit [www.realmagnet.com](http://www.realmagnet.com) to learn more about how MagnetMail can help you create emails with both form and function.

**“REAL MAGNET IS  
VERY HELPFUL AND  
PROVIDES PROMPT,  
EXCELLENT SERVICE.”**

Nick Osterholt, Website Editor,  
The Catholic Health Association

## EMAIL DELIVERABILITY

### Test your emails before you send.

As part of an ongoing commitment to providing industry-leading delivery rates, Real Magnet has developed advanced deliverability testing tools that give you the ability to identify problems before an email is sent. This tool analyzes three primary aspects of a message:

1. **Usability:** The usability tests focus on aspects of the message that could degrade the user experience, including:
  - **Links:** Identifies any broken links in a message. You'll be alerted to problems and given detailed instruction on how to fix the link.
  - **Images:** Identifies broken images in a message. You'll be alerted to problems and given instruction on how to fix the image.
  - **Word tags:** Identifies the presence of Microsoft Word tags, which can cause formatting issues in HTML emails.
  - **Message sizes:** Measures the size of message. Messages that are Download speed: Measures download speed for various types of Internet connections.

2. **Spam:** The Spam analysis tests your message against three popular Spam filters:
  - SpamAssassin
  - Postini
  - Brightmail

Each filter generates its own assessment of the message, which is reported back to you via MagnetMail. This gives you a complete preview of your likely Spam filter results.

3. **Display:** The display analysis enables users to preview how a message will display in nine of the most popular email clients:
  - AOL
  - AT&T
  - Comcast
  - Earthlink
  - Gmail
  - Hotmail/MSN Live
  - Juno
  - Outlook 2007
  - Yahoo!

Results are displayed with and without images so that you can see how your email would render to recipients who have disabled images.

Each facet of deliverability testing allows you to preview messages and make changes before sending to your recipients.

Request a demo to get a first-hand look at how MagnetMail's deliverability testing can improve your results.

**MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX**