



HP Exstream and SparkPost Elite

October 28, 2015

Data-Driven, Personalized Messages

*Triggered messages earn click through rates **119% higher** than your average business email.*

- Direct Marketing Association (DMA)

*Marketers that do triggered marketing right will see their marketing messages receive, at minimum, **five times the response rate** of non-targeted push messages.*

- Adam Sarner, Research VP at Gartner



















































*Open rates and click-through-rates were **twice as high** for triggered emails compared to regular batch and blast emails.*

- Email Marketing Research Center

Why SparkPost?

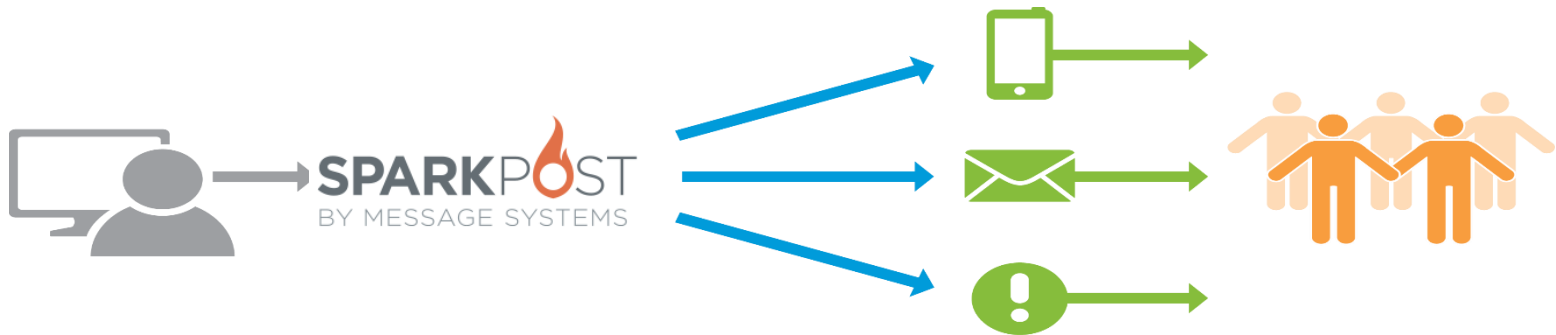
- 25% of the World's Email Is Sent Using SparkPost
- 8 of the top 10 Email Service Providers (ESPs)
- The 3 largest SaaS marketing automation vendors: Salesforce.com, Oracle (Eloqua), Marketo
- The largest Internet companies – FaceBook, Twitter, LinkedIn, Groupon, PayPal, Pinterest, Zillow
- 4 of the top 10 US Banks

SparkPost: Used by the Most Demanding Senders

Internet	Email Service Providers	Telco	Publishing and Media	Financial Services	CRM and Marketing Automation
            	        	      	       	       	    

One Platform to Rule Them All

- **Multi-channel equipped** from the start
- Send messages **the way your customers choose**
- Talk to your customers the way **they want**



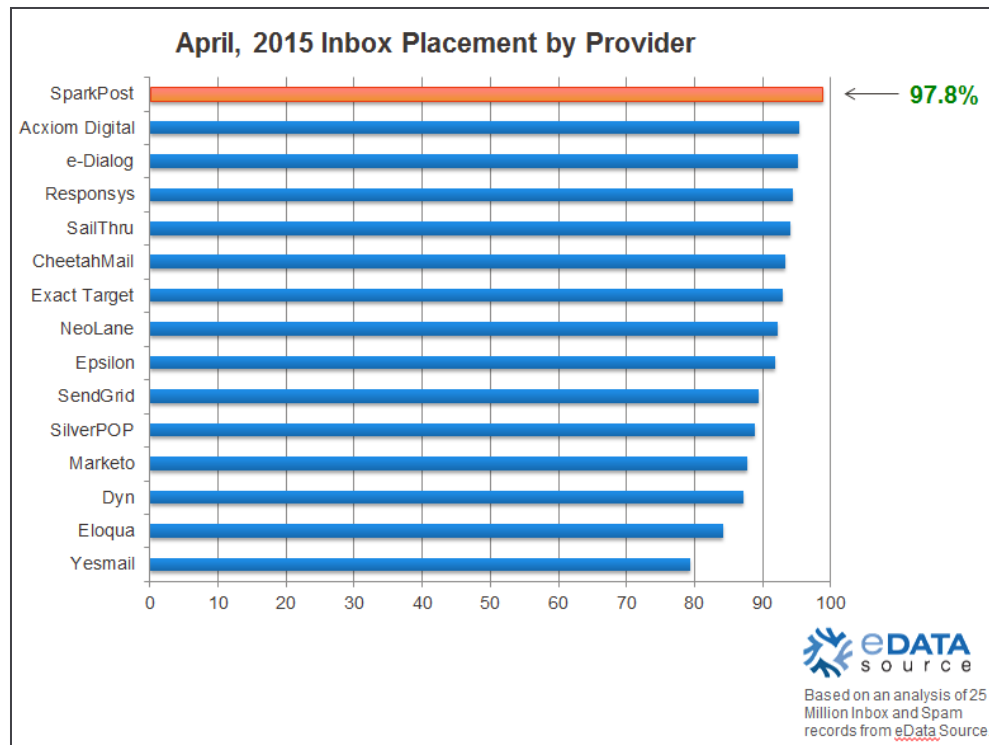
All HPE/SparkPost Customers Benefit From The Adaptive Email Network

- Adaptive Email Network is the biggest network of senders and receivers globally
- Optimizes delivery to more than 12,000 ISPs and mailbox providers, representing 90% of all ISPs globally
- Processes over 3 trillion messages annually, gathering intelligence about all the different ISP requirements and best practices
- Translates these into over 2,000 rules that automate and optimize the sending and delivery of email to the inbox



SparkPost Has The Industry's Best Deliverability

- SparkPost delivers the industry's best inbox placement—97.8%.
- SparkPost is 15% higher than the average inbox placement in the industry
- Based on independent, third-party research



Full Integration with HP Exstream

- Message Systems integration built into Delivery Manager
- Plug-and-play interoperability between both solutions
- **Fully supported integration – HP will take first line support calls for messaging questions/issues**
- Backed by the best-in-class solution for both CCM and Digital Messaging

