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Q&A with Bryan. Jenkins, Director of EmailOversight providing an Email Validation and Data Append System and Services that enable Marketers to Clean up their Lists and have more Targeted Successful Campaigns

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CEOCFO: ***Mr. Jenkins, the first thing I see on the EmailOversight website is, "The Ultimate Solution for Email Validation and Data Appends." Would you tell what you provide?***
Mr. Jenkins: Essentially, we are an operation that allows email marketers to come into our systems and clean or validate their email addresses by removing the harmful and troublesome email addresses. Thus, taking away the email addresses that no longer work, have since been abandoned, are no longer deliverable; things that can get you in trouble from just general spending practices through email marketing. We also do a hygiene or cleaning scan to remove the dangerous emails that can cause reputation based issues from which affect your marketing efforts. In addition, on the append side, we also allow email marketers to come in and populate missing fields of information from their marketing data bases. Sometimes along the way they might be missing a person's first name or last name or maybe they were looking to append their gender or date of birth, let us say. They can come in to the system, import their email addresses and some other various information and then get back some missing fields based on the matches in our system. This facilitates an email marketer's ability to target their campaigns more specifically based on that information.

CEOCFO: ***How do you get the information?***
Mr. Jenkins: There are a couple of different variations involved. When it comes to appends we pay for various data sourcing that comes through, so it just basically provides us with public information in regards to just people that have the willingness to say we have all of these various fields of information for these individuals. Then on the validation or email cleaning side, that is all in house technology and database driven resources. In other words, we take a technology approach to real time scanning. That real time scanning allows us to determine the validity or the safety of an email address in order to proactively remove those individuals that might be causing the email marketer some issues. We use database driven information to weed out the dangerous emails that have a history of or known issue of abuse in some way.

CEOCFO: ***How does it differ from list management or companies that provide lists?***
Mr. Jenkins: It sits in a different genre. List management is more the ability to take individualized marketing lists and manage them for a company by deploying those lists on behalf of another company. We don't offer that type of solution here. We do not offer any mailing services here. We are simply taking what they have internally built themselves and

cleaning it up or appending that up for them. We just have a solution where email marketers can come, deposit a list or a feed of data and get either a validation on their email addresses or append missing fields. That is the differentiator.

CEOCFO: ***Do most email marketing companies recognize the need to validate and approve or are people still kind of winging it, "Well, if it gets returned it gets returned, we will worry about it then?"***
Mr. Jenkins: That is a great question! I would say that it is probably gearing more towards the recognition of it is a necessity within an email marketing plan, especially if you are doing it on a more frequent basis. I think the old mentality was, "We are not doing enough deployment to justify cleaning out our bad data, per se," for lack of a better term, or "cleaning out our old data." I think it was just the cost that people were not budgeting in. I think now that the email marketing landscape has changed so much and everyone is more aware of how those changes can affect the bottom line for an email marketing company or from just the email marketing division of a regular company; I think that has gotten them hip to needing those services. There are still a good amount of even large scale clients that do not realize how much a service like ours can impact the deliverability of an email address, and thus really give you the ability to monetize the data in a better way and get a better return. There is definitely sort of that learning curve still around, but I think over the last couple of years it has definitely shifted gears to where people are becoming more educated or at least want to become more educated.

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CEOCFO: ***Is email marketing on the upswing?***
Mr. Jenkins: I think so. I think the changes in the landscape of email marketing now are opening everyone's eyes into how they also can have an alternate revenue stream. I think that everyone understands what email marketing can do and the ability go out and monetize all the data that you have internally on your customers. There are so many different services out there are willing to walk you through the process of setting up your email marketing campaigns and email service providers willing to help you build that part of your business. I think in that respect it is on the uptick. More people are being enthusiastic about wanting to try it and give it a lot of effort. Where I think it is on a downswing is the bulk market, which is effectively a term used to describe people who are sending out heavy amounts of email over the course of a short period of time; I think that is on the downswing. I believe that people are realizing that more targeted, lower volume approaches are a more optimal way of mailing and using higher quality email service providers and things that are going to get you higher amounts of deliverability and more accurate deliverability is where the industry is trending towards now. I believe that is where the balance is changing a bit.

CEOCFO: ***Might you work with email marketing service providers to offer your service through them or are you strictly going directly to the end client?***
Mr. Jenkins: We do both. Historically, it is more difficult to work directly with an email service provider because it puts the email service provider in, I would not say a precarious position, but it puts them in a position where you do not want to sound like you are force feeding people to do something that they may not understand. When you look at it that way, there's no dedicated team there to educate the user as to why this could benefit. However, you do have some email service providers that do see the benefit right away and are much more willing to implement a service like ours into their back end and require their users to use it. I would say that everyone probably has their own variation of a cleaning or a validation process already from an email service provider's perspective. However, utilizing something like our system, which is going to be much more robust than someone's internal system is only going to be an added benefit. There's not an overwhelming amount of email service providers on the client roster here, but I think that is definitely something that we want to expand out more. It is just more of a willingness from the email service providers to want to be involved in that integration process.

CEOCFO: ***Do you work with your clients on an ongoing basis?***
Mr. Jenkins: I would say that the majority of the clientele here is ongoing. Most email marketers and data providers have a need to clean what they have internally and what they bring in ongoing. The majority of them are, what I would call, habitual cleaners or are more than one time users. Most of these guys are cleaning stuff in a real time scenario. They are getting leads in from their different data feeds or data providers or direct from their websites. They want to have a continual process of cleaning. Then they have maintenance driven cleans where they clean all their data if they are going to do any re-engagement of that data over time. Therefore, there is more of an ongoing maintenance driven process for the majority of the clientele here. However, we certainly have the lower percentage of a client where they come in and

they have one email marketing data base that they have collected over the course of their entire existence and they just want to do a one shot program and get it done. It is not a majority thing Most clientele have a need on the ongoing basis.

CEOCFO: ***Your site offers information about data insights and email based threats. Would you tell us about the dangers?***
Mr. Jenkins: Outside of just deliverability based dangers where an email address may just go undeliverable, as we would call it. In other words, you would send it and it gets rejected because it is a hard-bounce or a non-working email. That's the validation or cleaning most people are familiar with and obviously it is an important aspect. However, the hygiene of the emails is equally as important and that is where the data insight sort of comes in to play. You have things out there, such as spam traps where an email address is designed to collect information with the end result being a blacklisting of the IPs or the domains that you guys are using for your email marketing campaign. There are many popular websites out there; anti-spam sites, as you call them, that are designing email addresses or having email addresses that speed through the internet to get on to marketing data bases. There are many different anti-spam networks or anti-spam services that are out there for that purpose. Removing those is an important aspect of cleaning your lists. You also want to remove things like bot technology. These email addresses can manipulate the statistics of your email; aggressive clicks and things of that nature. You'll also want to find things negative emails like complainers or litigators; someone who is complaining upstream to an email service provider or internet service provider because they are receiving too much mail at one time or can't use the unsubscribe links. In all of that confusion it can force an email to complain aggressively or even threaten litigation in some cases. You want to maintain a good hygiene practice of removing those types of emails. You'll have things like disposable email addresses where you users will create 'free' email addresses that are in use for a short period of time and then dissolve or disable after usage. You want to remove things like that. It is just a general practice that people are less familiar with, because they do not necessarily monitor that side of the business. Therefore, systems like ours or services like ours give you the chance to see the other side of what cleaning does. That obviously does not revolve completely around the delivery. It revolves around more of the safety aspect of it.

CEOCFO: ***There are so many people and ideas struggling for attention. How do you reach out to potential customers? How do you standout at an event, such as the LeadsCon Conference?***
Mr. Jenkins: The majority of our leads per se come from trade shows. We sponsor a good number of events across the trade shows as well. We have mailer only gatherings or parties that will attract email marketers to network with each other along with relative services that can benefit them directly. It's a good way to target them away from the larger tradeshow atmosphere. I think we have gotten ourselves out there from a branding perspective within the niche of email marketing, too, so when we are doing a trade show, people recognize the logo and the colors and will spend more time with us at our booth. I am sure, as you know that there are so many different service providers that are within the same industry that we are in, so you have got to be able to do something to stand out. We lean on the fact that we have an industry presence. We have great customer feedback. We get a lot of referrals from our current customers to their business associates or different people that they have worked with in the past that feel that they can get a benefit. We've gotten many customers from the various events or parties we've sponsored or hosted, like MailCon or MailerMeetup. We have a good quality brand, but also because we provide a really easy to use system with great customer service and I think that resonates with a lot of people. When customers have a good experience like that the word manages to spread out. Customers feel like individuals and we understand everyone has different needs or values the services in different ways. So it's important for us to cater certain things to certain people and help them with education and things like that. Personally speaking, it just goes a long way. I think that, despite there being so much competition with this space for that, I think that it tends to resonate well with those people and it brings them closer to a brand that they can trust and they feel good about and they are getting some value out of it, not just placing a credit card and placing an order. There is a whole people process involved.

CEOCFO: ***Did you understand the need for that level of engagement day one or did you recognize over time that was the best way to treat customers?***
Mr. Jenkins: I've been in this industry now for about 15 years. I've been in the validation and hygiene space for 10 of those. This is the second cleaning company that I have help build up and I recognized a long time ago that this is a numbers game and there is a lot of competition, so you have got to be able to do something that is going to stand out, but not make you seem like you are the Discount Barn. I think that is where many people fail. They think you want to look super affordable and the only thing that people look at is pricing and that is what is going to bring people's attention. I learned a long time ago that if you are just focusing on pricing aspects and building the company off that it is only going to be spurts of success and not a long standing success. A long time I was told that the customer is going to come back if they have a good experience and that good experience has got to start with you because you are the first person that they speak with or you are the first person that interact with. I've tried to really get my ears to the ground as to what is going to

help everyone that comes to us and again, treat everyone individually, so that everyone can feel like they are part of the process and not just another sale.

CEOCFO: ***I see on your site, "Consistently formatted data." Is that unusual?***
Mr. Jenkins: To be honest with you, many times you find that email marketers are collecting these leads and they do not have a data management solution in place to organize all the emails and data points they get in from various sources. You will usually have customers who work off Excel spreadsheets or text files. It's usually unorganized or formatted differently across each list. It's a mess in some cases. In today's climate, I am actually quite surprised that it is still a common thing, because years ago it was just that most people you worked with did not have that sort of continuity with their data set. Now, it is not as prevalent, but you certainly come across it with a lot of smaller shops that just collect a ton of data and a ton of lists and it is just not organized at all.

CEOCFO: ***So, you can clean up messes!***
Mr. Jenkins: That is the idea! And we work with many data management solutions that allow customers to take all their leads and information and streamline it into one space.

CEOCFO: ***What is ahead? What is next for EmailOversight?***
Mr. Jenkins: We are going to continue to grow. We have been very blessed in the sense that we have grown very fast, in a very short period of time. The brand has gotten out there quite quickly, so I think we are buttoning up some service level things that we want to provide out for the rest of 2018 going into 2019. Then we will hopefully offer some secondary services with regards to system add-ons, that we can give more data insight to with customers that come in that are not just looking for missing fields or to validate email addresses and clean email addresses. Maybe they want to know some more data analytics in regards to those email addresses. That is sort of the play right now. We want to expand out and do some different trade shows and get the brand out there to different niches and verticals that we are not currently as popular in or maybe just do not have enough footprint in. That is the short term right now goal for now, at least

EmailOversight