

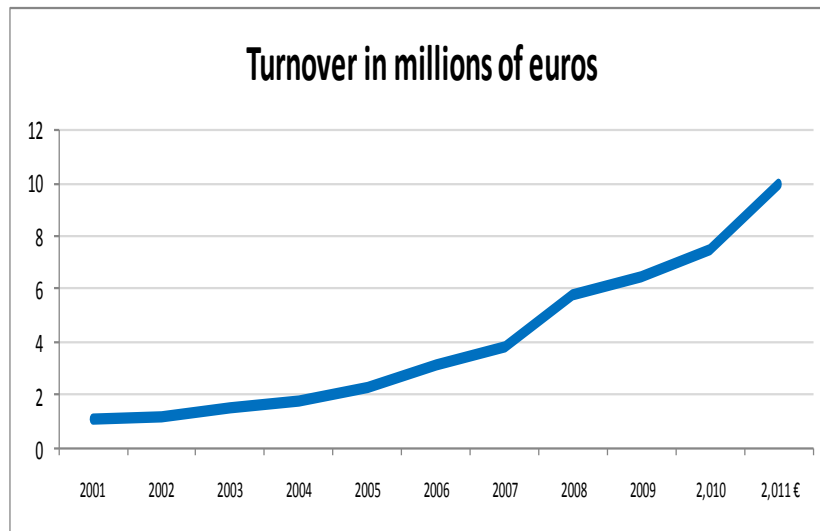
Groupe



Group presentation

Our mission: to offer you the best e-marketing solutions and advice to help you improve the effectiveness and profitability of your projects.

50 employees
Bordeaux, Paris, London
Turnover 2010 : 7,5 M€
ISO 9001 accredited
Member of MAAWG, SNCD, DMA



1999

Creation of NP6, a limited company specialising in Internet technology

2001

Creation of the multi-channel e-CRM broadcasting solution, MailPerformance

2007

NP6 joins the IPT (Interactive Prospect Targeting) Group in London to expand its international reach

2009

NP6 regains its independence and begins a programme of investment

2010

NP6 acquires B2D1, an agency specialising in email marketing, to expand its consultancy offering

A complete solution to your E-Marketing needs



**NP6 Group
consultancy
agency**



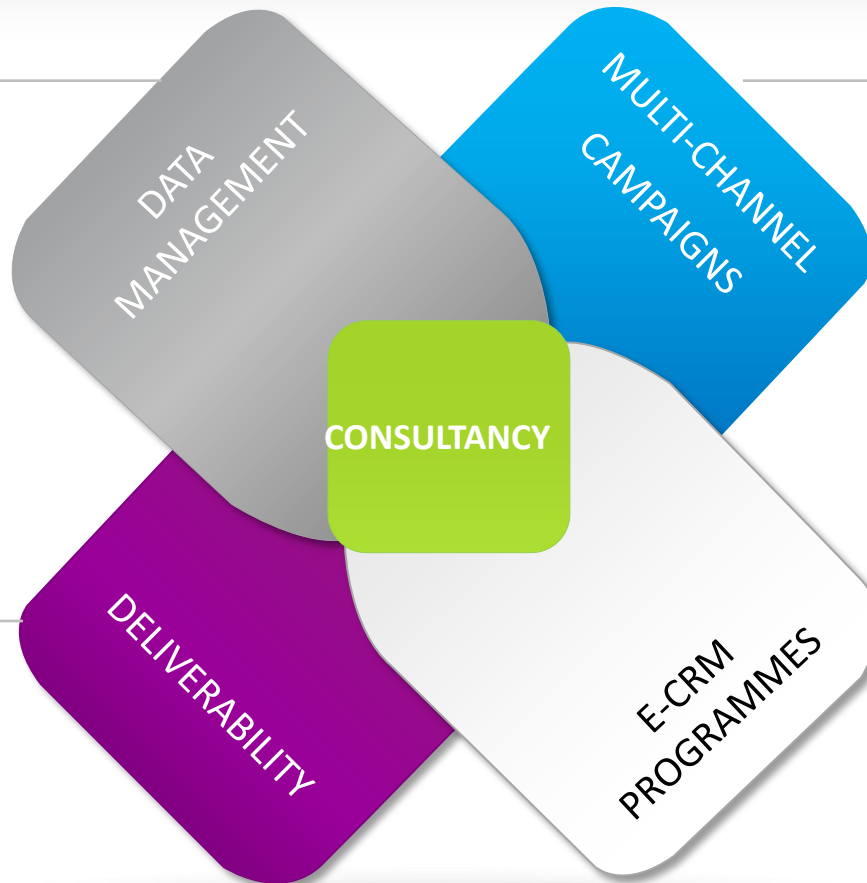
MailPerformance
E-CRM
broadcasting
solution

B2D1
E-marketing
agency



**Leading SaaS
e-CRM solution**

- Data collection
- Enhancement
- Hosting
- Data warehousing
- Off the shelf or bespoke architecture
- ...



- Email & SMS deployment
- Creative studio
- Concepts, copywriting
- Design, HTML coding
- Reporting, recommendations
- ROI measurement
- ...

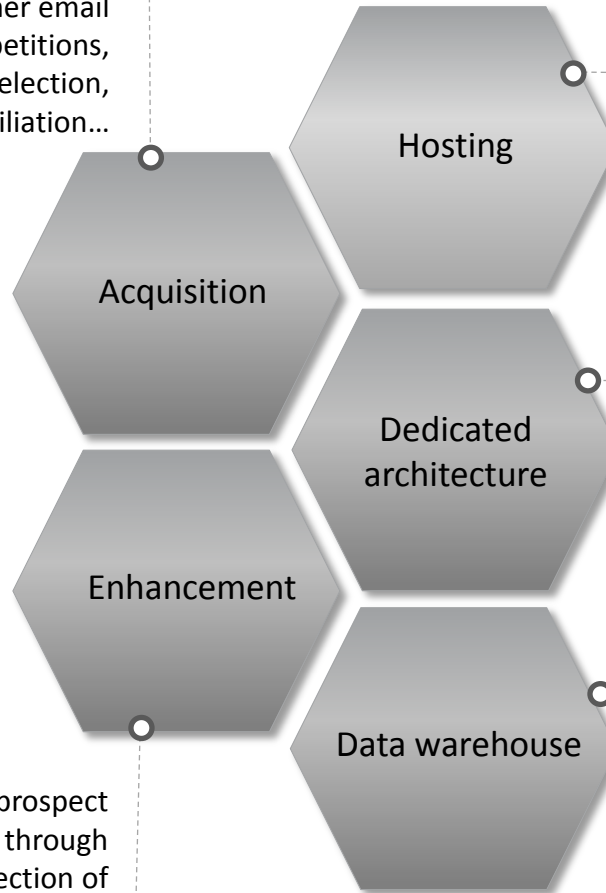
- Training
- Studies & Analysis
- Reputation management
- Accreditation
- Data hygiene programmes
- ...

- Pre-packaged programmes
- Tailor-made programmes
- Integration with business tools
- Dedicated microsites
- Transactional messages
- ...

Managing the acquisition of your prospect and/or customer email addresses via games & competitions, coregistration, list selection, affiliation...



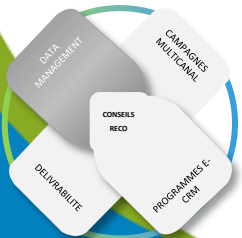
Enhancement of your prospect or client data through qualification and selection of relevant lists

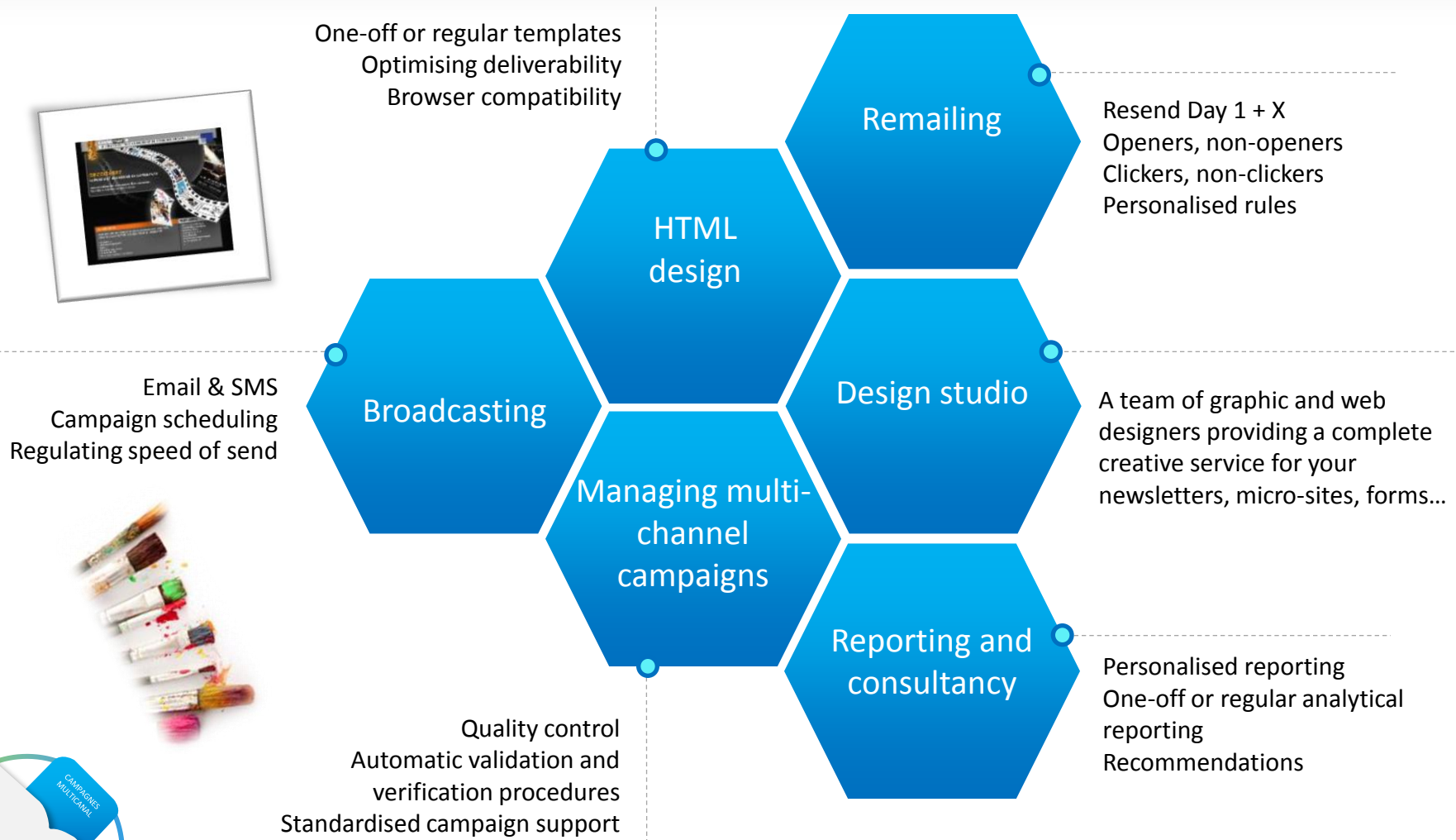


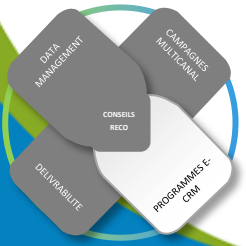
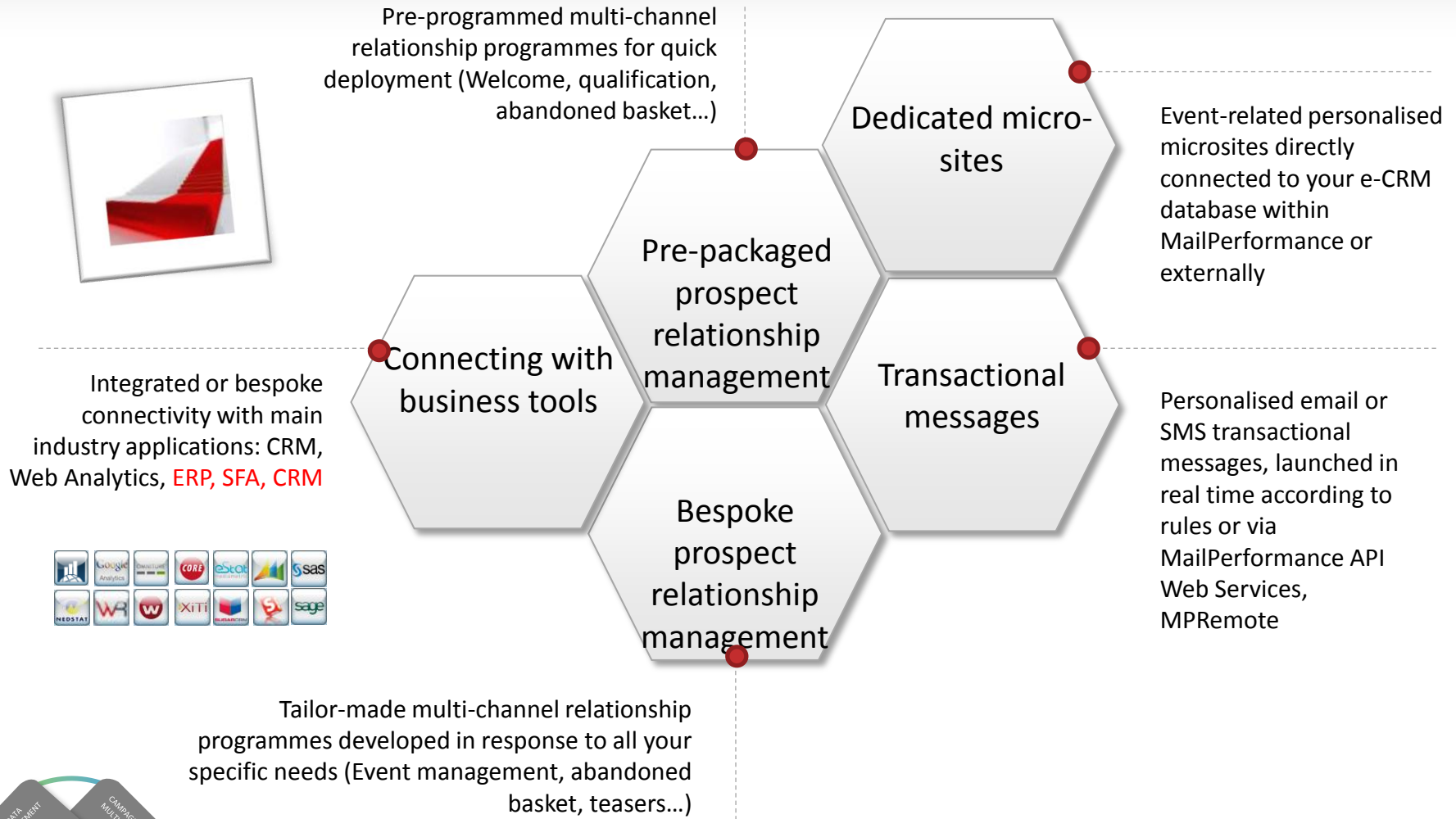
Your data hosted in a completely secure, easy-access environment

Creation of dedicated architecture (stock control, tracking...) with high volume data processing

Consolidation and logging of all your statistical data at the heart of an information warehouse integrated within MailPerformance









In-depth complaint analysis (RBL)
Structural and strategic analysis of sends
Analysis of data collection processes
Analysis of mid- to long-term statistics

Accreditation
service

Analysis of eligibility
Programme formulation
Advice and reporting

Consultancy

Data hygiene
programmes

Studies and
analysis

Durable email
Management and scoring of
acquisition programmes
Prospect Relationship Deliverability
Analysis of data collection processes

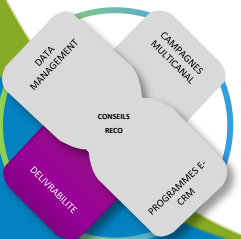
Investigating deliverability
problems
Statistical reporting
Mediation

Reputational
programmes

Deliverability
tools

Management of send and tracking domains
Set-up of ad-hoc IP addresses
Personalised send architecture/
dedicated monitoring

Delivery Monitor
Campaign Analyzer





Allow us to define your acquisition and/or loyalty email campaigns



Study of your environment and defining the best organisational set-up to exploit the full capabilities of MailPerformance

Study of your environment and defining the best technical set-up

Analysis of your project, defining processes and the best organisational set-up

We will produce an in-depth analysis of your global or specific email marketing problems. Adapting your offline strategies to online, advice on multichannel operations...



Campaign management and broadcasting

Email & SMS

Deliverability

Services & integrated solutions

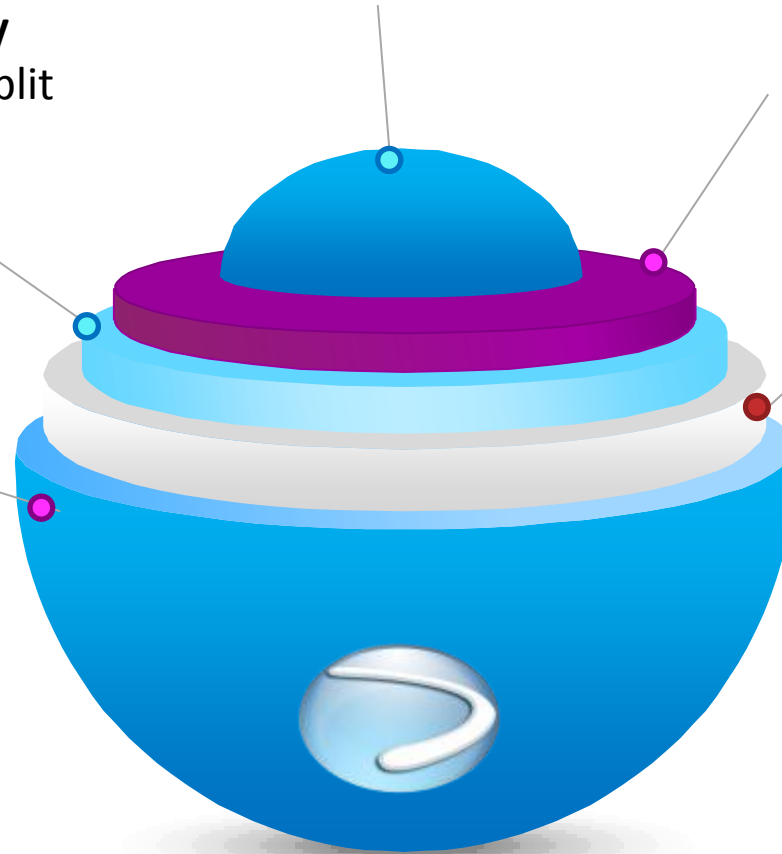
E-marketing functionality

Microsites, voice email, split testing, segmentation, personalisation...

Relational programmes

Connectivity to industry tools, automated scenarios

Multi-channel E-CRM solution



Quality

MailPerformance's team of experts are at your disposal, when the need arises, to offer you outsourced management of all or part of the operational aspect of your campaigns.

MailPerformance is the only solution that can offer a qualified standard of project management under ISO 9001 which guarantees you complete traceability of all communications and the validation of all stages of your activity.



Self Service

You use MailPerformance autonomously with help at hand in case you need advice from our free customer support team.

Combined Service

You use MailPerformance autonomously but there are periods of high activity when you do not have the time or the resources to manage all your campaigns. The MailPerformance service team is there whenever you need them.

Full Service

You run your email marketing activity without getting involved in the operational side of the business. All our services are at your disposal to build and manage your local or global email campaigns.

Multi-account mode



- Incentivised rates
- Unique integrated console, facilitating account administration and monitoring
- Customised interface with your own branding
- Complete autonomy in the creation, administration and suspension of account access
- Precise management of user access privileges
- Support for your sales activity and client training

The MailPerformance multi-account solution has been tried and tested by dozens of agencies since 2005. This mode also fulfils the needs of companies with branch networks, and is suitable for managing acquisition and loyalty campaigns for both B2B and B2C markets.

Multi-account users





ISO 9001 project experience & methodology

A team of experts who can advise you on your projects
Sharing of industry best practice
Proactive project overview
Dedicated, free hotline
Ongoing satisfaction monitoring



Industry expertise, from analysis to execution

Evaluation, recommendations and planning of your projects
Build and execution of your multichannel relational programmes
Training and campaign planning
Broadcast and supervision of your campaigns (local and international)
Monitoring and analysis of your results for an improved ROI



Optimised, sustained deliverability

Analysis of the content of your messages and of your databases
Deliverability audit and optimisation of your data collection environment
Bespoke customisation of your technical environment
Anti-phishing certification of your emails
Inbox rendering & monitoring

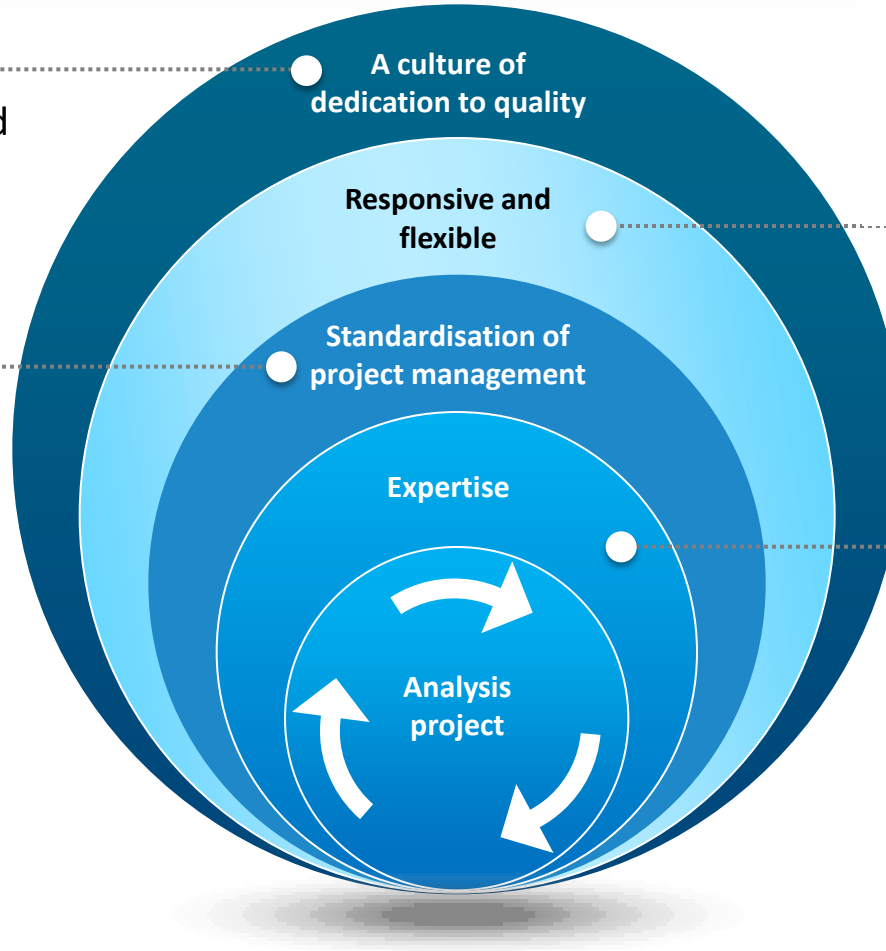


Advice in accordance with the technical parameters of your projects

High-level access data hosting
Adaptable, flexible development service according to your needs
Support for MailPerformance Web Services set-up
Compatible connectivity with all your application tools (CRM, CMS, Web Analytics)

ISO 9001 quality certified since 2001

A techno-marketing partner for your projects



A culture of dedication to quality

Responsive and flexible

Standardisation of project management

Expertise

Analysis project

ISO 9001

BUREAU VERITAS
Certification



A flexible response, adapted to each of your projects

Industry expertise, from analysis to execution





Our operational teams are based in Paris, Bordeaux and London.

Our **operational advice centres** comprise 4 areas of expertise:

- **Production** centre for outsourcing and training,
- **Project Management** centre for the delivery of technical projects,
- **Data Collection** centre for the management of email address acquisition,
- **Hotline** for client support,

Our **Deliverability Service** offers advice and support to optimise the deployment of your emails.

How to reach us?

An analytical project?

Contact your **usual account manager** or our **Sales Team**

Bordeaux : 05 57 92 65 63 - Paris : 01 75 43 76 10 - London 020 7434 7390

Email: contact@np6.com

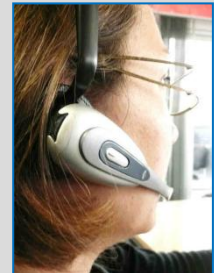
A question, advice, a technical query about MailPerformance?

Contact our **Client Support Team**

Bordeaux : 05 57 92 65 65 - Paris : 01 75 44 87 70 – London 020 7434 7385

Monday to Friday, from 08:30 to 12:50 and from 14:00 to 19:00 (18:00 on Fridays)

Email: service.clients@mailperformance.com



Depending on the nature of your enquiry and for clarity,
the appropriate centre will be asked to reply to you.

Paris

T : 01 75 43 76 10

131 bd Sébastopol

75 002 Paris

Groupe



London

T : +44 (0) 20 7434 7387

58 Broadwick Street

London, W1F 7AL

Bordeaux

T : 05 57 92 65 63

32 avenue Canteranne

33 600 Pessac

contact@np6.com

www.np6.com