

GovDelivery On-Demand Mailer (ODM)

GovDelivery's On-Demand Mailer (ODM) makes critical one-to-one email communication between government agencies and the public more effective and reliable. Using GovDelivery ODM turns email sending into an electronic 'express mail package' with delivery assurance, reliability and tracking. Agencies can use GovDelivery to email online transaction confirmations, statements, rulings and other critical information.

GovDelivery ODM gives government agencies access to the world's premier government-to-citizen emailing infrastructure for all email sending. Agencies can send any type of email with confidence from any individual, application or system. GovDelivery ODM offers unlimited scalability, 98%+ delivery to the inbox, email certification and detailed reporting. All of these capabilities are accessible through a flexible integration framework that allows agencies to use GovDelivery for all email communications with the public.

Email as reliable as an 'Express Package'

GovDelivery's proven deliverability and automation work in conjunction with powerful integration capabilities to offer personalized one-to-one communications with confirmed delivery, reporting and tracking.

Use it when you need to be sure your message is delivered the first time, in the inbox.

Inboxes inundated with SPAM, inadequate mail servers, the increase in malicious email and getting through SPAM filters make mail sending complex. GovDelivery's ODM provides government agencies with the technology to send personalized emails to recipients with world-class deliverability, assurance and reporting.

Personalized

Sending emails through GovDelivery ODM allows organizations to send a personalized message to a specific recipient. GovDelivery's ODM delivers messages to a single recipient, or one message to multiple recipients with personalized data incorporated through a mail merge function.

Simple Integration

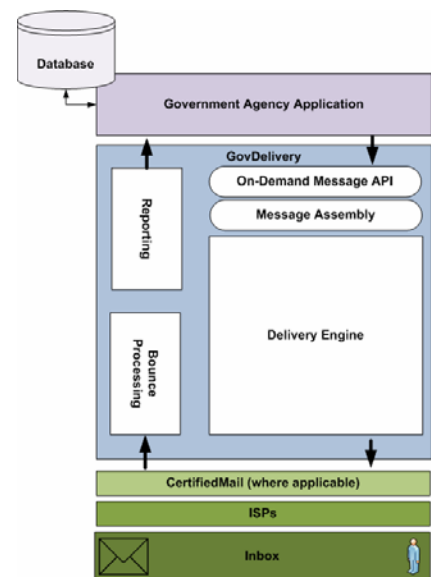
Through GovDelivery's Web services API, ODM integrates with existing applications and information databases to automatically send email messages to individuals, with personalized information.

Proven Delivery Assurance

Emails sent through GovDelivery make it to the inbox. We are the industry leader. Our relationships with major ISP's and status as a sender of CertifiedEmail ensure that emails get to recipient inboxes.

Reporting

Real-time reporting and tracking provides visibility into performance and delivery of one-to-one emails. Detailed data on open, click and bounce rates is essential to properly managing the service and communication practices for best results.



Americans spend over 85% of their online time using email.
-Source: David Daniels, VP Jupiter Research (December 2007)

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