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CASE STUDY

# National Center for Missing and Exploited Children

Industry: Non-Profit

Email Type: Newsletter



## Customer

Established in 1984 in Alexandria, Va., the National Center for Missing & Exploited Children® helps prevent child abduction and sexual exploitation, finds missing children and assists victims of abduction and sexual exploitation along with their families and the professionals who serve them.

Some of the services offered by the National Center for Missing & Exploited Children (NCMEC) include:

- A CyberTipline to report incidences of child sexual exploitation.
- Technical assistance and training for law-enforcement, criminal/juvenile justice and healthcare professionals.
- Nationwide photo distribution program of missing children.
- A toll-free national Hotline (1-800-THE-LOST/1-800-843-5678).

## Challenge

Part of NCMEC's success depends on its "Poster Partners," comprised of individuals, companies, and organizations from around the world who sign up to receive NCMEC's posters of missing children to post in their specific locations. To distribute these posters and NCMEC's newsletter quickly, NCMEC's IT staff relies on email. However, this presented a continuous challenge.

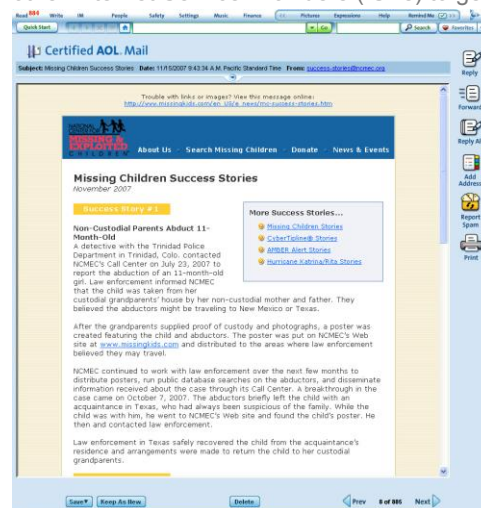
"Before we were able to send out the posters, we had to contact Yahoo!, MSN, AOL and the other Internet Service Providers (ISPs) to get on their SPAM 'whitelist," said Steven Gelfound,

director of information technology. "Typically mass email senders and blacklisted and we needed to make sure our posters were delivered to our Poster Partners. Constantly having to contact each ISP became a tremendous hassle because we were always starting over with new email administrators or new servers. Not only was this process to inefficient, but many of our emails would be blocked by SPAM filters and remain undelivered. We needed a way to ensure fast and reliable delivery."

**"As a result of using CertifiedEmail, we receive fewer calls from our partners who have not received their posters or other email from us."**

Steven Gelfound, Director of Information Technology, NCMEC

**The NCMEC reduced the workload of their email administrators by up to 30% by using CertifiedEmail.**





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**“Since we began offering this fundamental assurance, we have seen significant improvements in our open, click-through and overall conversion rates.”**

Steven Gelfound, Director of Information Technology NCMEC

## Solution

In late 2006, Gelfound was introduced to Goodmail Systems and the company's CertifiedEmail™ email authentication technology. CertifiedEmail is the only system of its kind where messages are routed automatically to the inbox, bypassing SPAM filters and guaranteeing prompt delivery. “This not only saved time because we no longer had to contact each ISP before every mass emailing, but it also allowed us to be 100 percent sure that our Poster Partners received our posters and newsletters,” said Gelfound.

In 2006, NCMEC sent a total of more than 2.1 million emails. Through Goodmail's current partnerships with AOL, Yahoo! and other leading ISPs, Gelfound estimates that about one million messages per year will be CertifiedEmail.

“As a result of using CertifiedEmail, we receive fewer calls from our partners who have not received their posters or other email from us,” said Gelfound. “Also, all the SPAM issues ceased and stopped bounce-backs. About 20-30 percent of the workload for our email administrators (in terms of hours spent dealing with ISPs) is eliminated because we know that about one million of the yearly emails we send are definitely delivered intact and in a timely fashion.”

## Results

NCMEC has experienced the following benefits from their adoption of CertifiedEmail:

- Assured delivery of each and every email to its Poster Partners.
- Email to its Poster Partners bypass content and spam filters.
- Decreased administrator workload by reducing the hours spent working with ISPs to get on their whitelists by 20-30 percent.
- Increased email delivery by .7 percent (from 5.96 to 6 million email)
- Email sent immediately, delivery flyers to Poster Partners more quickly increase the possibility of finding a missing child.

## For More Information

Please contact [sales@goodmailsystems.com](mailto:sales@goodmailsystems.com)