

Report on the Email Newsletter Campaign for:

ICM Registry LLC

Date of send: September 7th - September 9th 2010



ICM REGISTRY
the .xxx top-level domain

1. Overview and Results
2. Copy of emails sent to Adult Community
3. Copy of email sent to Supporters and Resellers
4. Copy of website form
5. Detailed send & response reports

1. Overview.

The email campaign was sent out in batches to our subscribed database of Pre-Registrants (both Adult Industry and Agents/Resellers) and our registered identified supporters on our regular mailing list that has been open since 2005, between the 7th and 9th September 2010 using our online marketing Newsletter tool www.ymlp.com.

Two styles of email formats were used and samples are provided with this report. The first was targeted at our subscribers who had identified themselves as belonging to the Sponsored Community as part of the pre-registration process and this was sent to lists 1 through to 8. The second email was a variation to the first, but aimed at all other subscribers who had expressed interest in or support for our application but in some cases had not identified themselves as members of the sponsored community..

The mail-out was broken into manageable chunks to avoid any potential problems with spam filters; therefore, the reports are broken down in the order that they were sent.

The numbers were correct at the time of writing this report, however, final results may increase as more people respond to the emails.

There were 435 direct responses to the email that clicked on the 'Click Here to post a comment to ICANN in Support of .XXX ' Of these, we received only three complaints from recipients who claim to have clicked our link 'in error'. We removed the users comment as requested.

Below is a report showing the total numbers of email sends and their results. These numbers are consistent with our result of completed responses, both directly from our email, and for those people that went directly to the form on our website to customize their comments, either positively, or negatively.

	Type	Date	Sent to	Opened	Clicked	Bounced	Direct Response	Visited online form to Comment
1	Adult Pre-reserved	Sep 7 th	100	16	8	0	8	0
2	Adult Pre-reserved	Sep 7 th	100	31	13	2	11	2
3	Adult Pre-reserved	Sep 7 th	1000	205	84	9	75	9
4	Adult Pre-reserved	Sep 8 th	1000	232	69	10	62	8
5	Adult Pre-reserved	Sep 8 th	1000	168	44	7	38	4
6	Adult Pre-reserved	Sep 8 th	801	159	37	6	33	4
7	Adult Pre-reserved	Sep 8 th	958	189	61	32	52	6
8	Adult Industry	Sep 9 th	71	23	13	0	11	0
9	Agents/Resellers/Registrars	Sep 9 th	2358	471	117	27	100	10
10	Supporters from mailing list	Sep 9 th	2201	278	56	583	45	7
			9589	1772	502	676	435	50

The difference in the 'Number of Clicks' or 485 (435 Direct Responses + 50 Forms Clicks) against a total number of 502 clicks, relates to 18 clicks direct to the ICANN Publishes draft agreement on .XXX

2. Copy of Email to Adult Industry, Sponsored Community

ICANN Publishes Draft Agreement on .XXX

Dear ,

As you may be aware, there have been some exciting developments on the progress of .XXX which is now nearing completion. On August 24th 2010, ICANN published a Revised Proposed Registry Agreement with ICM to be designated as the Registry Operator for a .XXX Sponsored Top Level Domain (.XXX),.

The Draft Contract is open to public comment for 30 days, until 23rd September. We would appreciate it if you would submit a comment to ICANN. To make things easy, you can just click on the link and we will post the comment below on your behalf.

[Click here to post a comment to ICANN in support of .XXX](#)

By Clicking on the link above, "Post a comment to ICANN in support of .XXX", you accept that ICM Registry LLC, will forward the text below, along with your email address, which will NOT be published, to the ICANN comment board as detailed in the link on the foot of this page.

Dear ICANN,

As a member of the Sponsored Community for the dot-xxx top-level domain I urge you to execute the Registry Agreement as soon as possible and let registration of .XXX names begin.

If you wish to submit a more personalized message you can do [so here](#). As ever, please feel free to contact ICM Registry with any queries you may have. We thank you for your continued interest and will continue to provide timely updates as the process continues.

ICANN's announcement regarding the status of the ICM application can be found at:

[ICANN Publishes Draft Agreement on .XXX.](#)

Should you wish to be removed from our mailing list please see the link below.

3. Copy of Email to Supporters and Agents/ Resellers

Dear [FIRSTNAME] [LASTNAME],

As you may be aware, there have been some exciting developments on the progress of .XXX which is now nearing completion. On August 24th 2010, ICANN published a Revised Proposed Registry Agreement with ICM to be designated as the Registry Operator for a .XXX Sponsored Top Level Domain (.XXX),.

The Draft Contract is open to public comment for 30 days, until 23rd September. We would appreciate it if you would submit a comment to ICANN. To make things easy, you can just click on the link and we will post the comment below on your behalf.

[Click here to post a comment to ICANN in support of .XXX](#)

By Clicking on the link above, 'Post a comment to ICANN in support of .XXX', you accept that ICM Registry LLC, will forward the text below, along with your email address, which will NOT be published, to the ICANN comment board as detailed in the link on the foot of this page.

Dear ICANN,

I urge you to execute the Registry Agreement with ICM Registry as soon as possible and so let the registration of .XXX names begin.

If you wish to submit a more personalized message you can do [so here](#). As ever, please feel free to contact ICM Registry with any queries you may have. We thank you for your continued interest and will continue to provide timely updates as the process continues.

ICANN's announcement regarding the status of the ICM application can be found at:

[ICANN Publishes Draft Agreement on .XXX.](#)

Should you wish to be removed from our mailing list please see the link below.


4. Website Form to allow customized message


FAQ


Latest News

Launch Schedule

Contracts, Policies and Bylaws

 Follow the ICM BLOG

 Follow ICM on twitter

 Follow ICM on Facebook

Comments: (Feel free to edit as you please)

Dear ICANN,

Please approve the Registry Agreement for the dot-xxx top-level domain in the form posted on your website.

I believe that the labelling of adult content online is a good and useful step forward.

The company behind dot-xxx, ICM Registry has spent many years trying to make the extension a reality, and has given considerable thought into how a self-regulated adult area online would work.

The delegated policy making authority, in conjunction with the not-for profit IFFOR, is clearly articulated in the posted documents and allows for multi-stakeholder input whilst at the same time adhering firmly to its charter.

I urge you to execute the Registry Agreement as soon as possible and so let the registration of .XXX names begin.

Name *

Email Address *

(your email address will not be published)

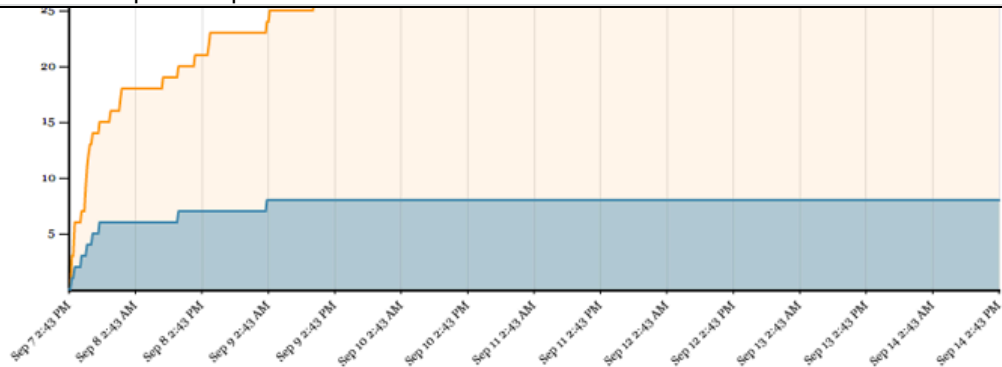
Company Name

(optional)

☐ By checking this box and clicking "submit," I understand that I am authorizing ICM Registry LLC to send the contents of this form to ICANN's public comment forum on the ICM Registry Agreement available at <http://www.icann.org/en/public-comment/#xxx-revised-icm-agreement>

5. DETAILED SEND & RESPONSE REPORTS

1. ADULT INDUSTRY Sep 7, Sent to 100 contacts 28 opens 8 clicked so far
Progress of dot-Triple X Important ... 2010



Delivered:	100	List
Bounced:	0 (0%)	
Unsubscribed:	0 (0%)	
No open recorded: <i>What exactly does this mean?</i>	84 (84%)	List
Opened:	Total: 28 Unique: 16 ("Open Rate": 16%)	List
Clicked:	Total: 8 Unique: 8 ("Click-Through Rate": 8%)	List



Your email newsletter has been opened from 8 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	16	57.14 %	List
Spain	5	17.86 %	List
Italy	2	7.14 %	List
Romania	1	3.57 %	List
United Kingdom	1	3.57 %	List
Singapore	1	3.57 %	List
Ireland	1	3.57 %	List
Germany	1	3.57 %	List

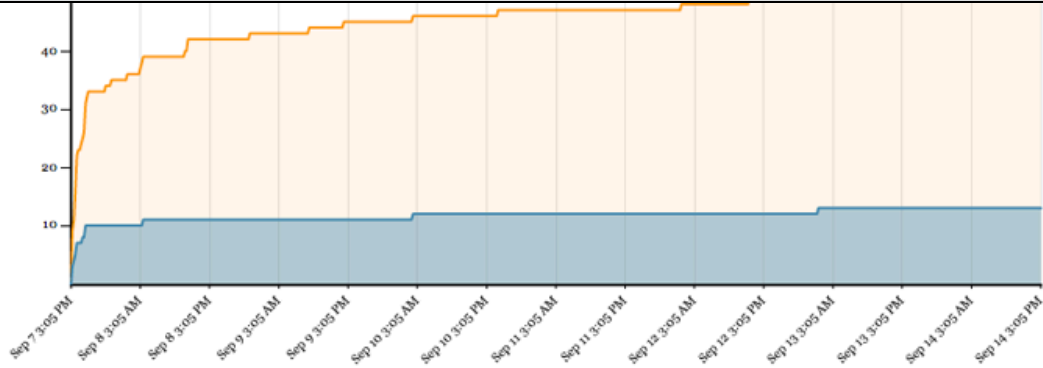


2. ADULT INDUSTRY Progress of dot-Triple X Important ...

Sep 7,
2010

Sent to 100 contacts

53 opens 13 clicked so
far



Delivered:	98	List
Bounced:	2 (2%)	List
Unsubscribed:	0 (0%)	
No open recorded: <i>What exactly does this mean?</i>	67 (68.37%)	List
Opened:	Total: 53 Unique: 31 ("Open Rate": 31.63%)	List
Clicked:	Total: 13 Unique: 13 ("Click-Through Rate": 13.27%)	List



Your email newsletter has been opened from 12 countries so far:

COUNTRY	# OPENS	%	
Netherlands	20	37.74 %	List
United States (Show states)	14	26.42 %	List
Norway	4	7.55 %	List
Argentina	3	5.66 %	List
Australia	3	5.66 %	List
United Kingdom	2	3.77 %	List
Jamaica	2	3.77 %	List
Romania	1	1.89 %	List
Poland	1	1.89 %	List

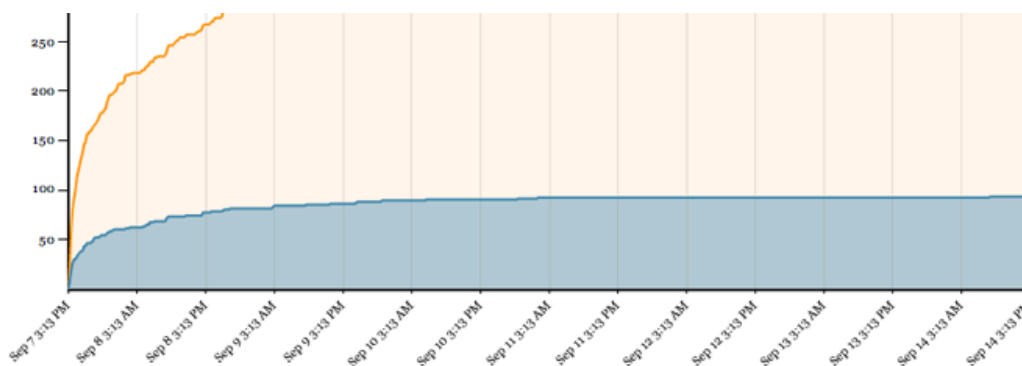
[Show All Countries](#)

3. ADULT INDUSTRY Progress of dot-Triple X Important ...

Sep 7,
2010

Sent to 1000
contacts

343 opens & 98 clicks so
far



Delivered:	792	List
Bounced:	9 (1.12%)	List
Unsubscribed:	7 (0.87%)	List
No open recorded: <i>What exactly does this mean?</i>	587 (74.12%)	List
Opened:	Total: 343 Unique: 205 ("Open Rate": 25.88%)	List
Clicked:	Total: 98 Unique: 84 ("Click-Through Rate": 10.61%)	List



Your email newsletter has been opened from 36 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	113	32.94 %	List
United Kingdom	60	17.49 %	List
Spain	34	9.91 %	List
Canada (Show states)	25	7.29 %	List
Netherlands	18	5.25 %	List
Turkey	10	2.92 %	List
Australia	10	2.92 %	List
Italy	8	2.33 %	List
Czech Republic	8	2.33 %	List

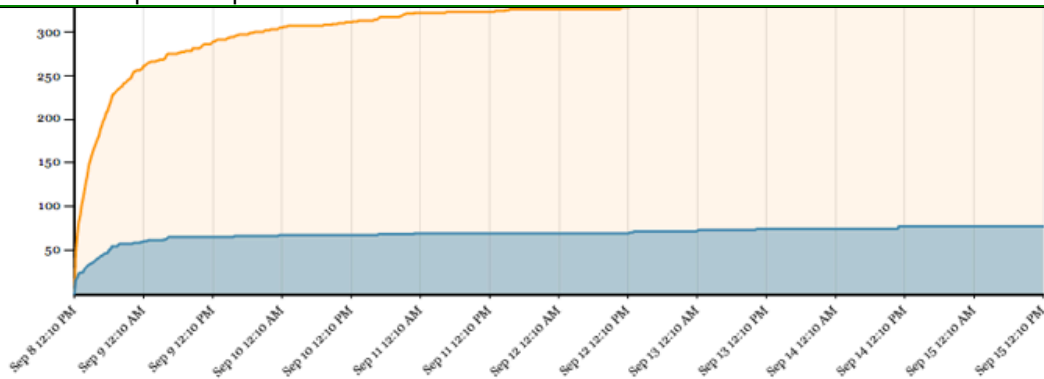
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4. ADULT INDUSTRY Progress of dot-Triple X Important ...

Sep 8,
2010

Sent to 1,000
contacts

357 opens & 83 clicks so
far



Delivered:	990	List
Bounced:	10 (1%)	List
Unsubscribed:	6 (0.6%)	List
No open recorded: <i>What exactly does this mean?</i>	758 (76.57%)	List
Opened:	Total: 357 Unique: 232 ("Open Rate": 23.43%)	List
Clicked:	Total: 83 Unique: 69 ("Click-Through Rate": 6.97%)	List



Your email newsletter has been opened from 32 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	144	40.34 %	List
United Kingdom	34	9.52 %	List
Spain	28	7.84 %	List
Netherlands	22	6.16 %	List
Canada (Show states)	13	3.64 %	List
Germany	12	3.36 %	List
Poland	11	3.08 %	List
Australia	11	3.08 %	List
Czech Republic	9	2.52 %	List

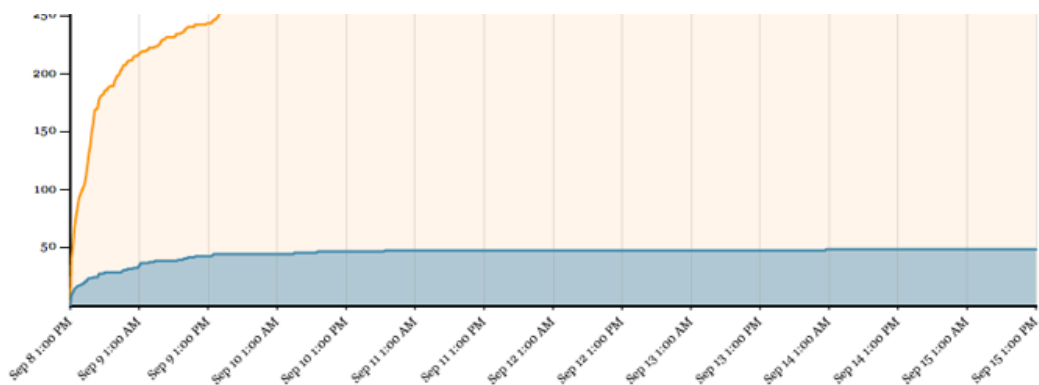
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5. ADULT INDUSTRY
Progress of dot-Triple X Important ...

Sep 8,
2010

Sent to 1000
contacts

289 opens & 49 clicks so
far



Delivered:	794	List
Bounced:	7 (0.87%)	List
Unsubscribed:	4 (0.5%)	List
No open recorded: <i>What exactly does this mean?</i>	626 (78.84%)	List
Opened:	Total: 289 Unique: 168 ("Open Rate": 21.16%)	List
Clicked:	Total: 49 Unique: 44 ("Click-Through Rate": 5.54%)	List



Your email newsletter has been opened from 33 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	133	46.02 %	List
Canada (Show states)	36	12.46 %	List
United Kingdom	22	7.61 %	List
Spain	14	4.84 %	List
France	11	3.81 %	List
Czech Republic	9	3.11 %	List
Netherlands	7	2.42 %	List
Mexico	6	2.08 %	List
Portugal	6	2.08 %	List

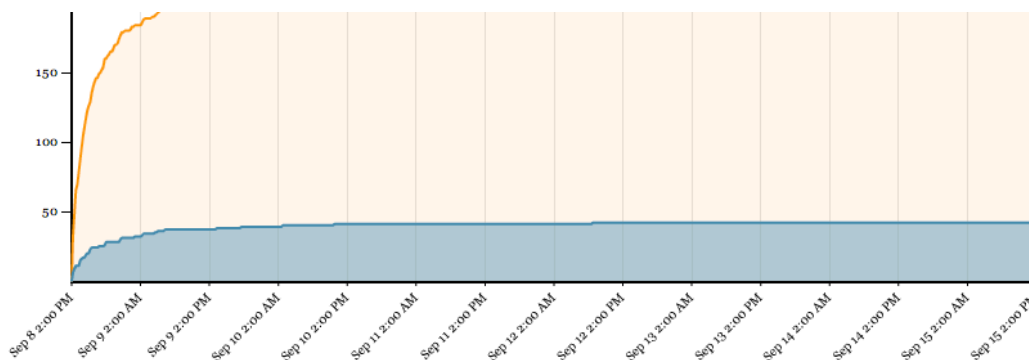
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6. ADULT INDUSTRY
Progress of dot-Triple X Important ...

Sep 8, 2010

Sent to 801 contacts

234 opens 42
clicks so far



Delivered:	795	List
Bounced:	6 (0.75%)	List
Unsubscribed:	8 (1%)	List
No open recorded: <i>What exactly does this mean?</i>	636 (80%)	List
Opened:	Total: 234 Unique: 159 ("Open Rate": 20%)	List
Clicked:	Total: 42 Unique: 37 ("Click-Through Rate": 4.65%)	List



Your email newsletter has been opened from 29 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	146	62.39 %	List
Canada (Show states)	14	5.98 %	List
Netherlands	14	5.98 %	List
Spain	8	3.42 %	List
Germany	6	2.56 %	List
United Kingdom	6	2.56 %	List
Reunion	5	2.14 %	List
France	4	1.71 %	List
China	3	1.28 %	List

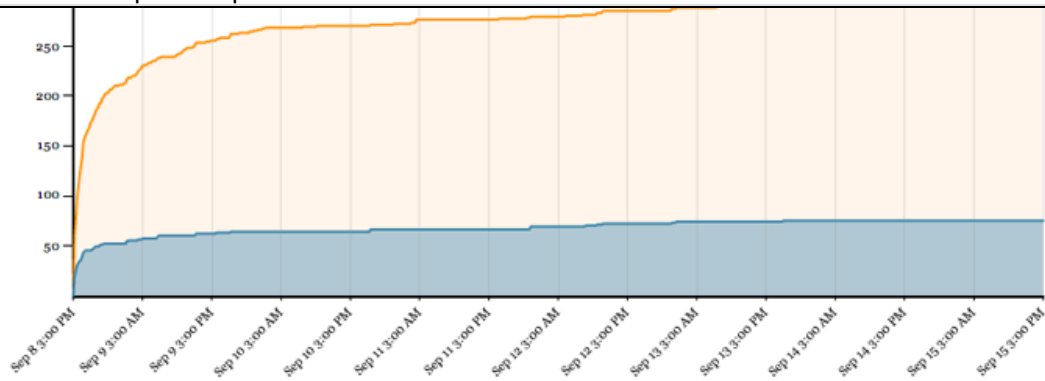
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7. ADULT INDUSTRY Progress of dot-Triple X Important ...

Sep 8,
2010

Sent to 958 contacts

323 opens and 75 clicks
so far



Delivered:	926	List
Bounced:	32 (3.34%)	List
Unsubscribed:	6 (0.63%)	List
No open recorded: <i>What exactly does this mean?</i>	737 (79.59%)	List
Opened:	Total: 323 Unique: 189 ("Open Rate": 20.41%)	List
Clicked:	Total: 75 Unique: 61 ("Click-Through Rate": 6.59%)	List



Your email newsletter has been opened from 11 countries so far:

COUNTRY	# OPENS	%	
Belgium	12	23.53 %	List
United States (Show states)	9	17.65 %	List
Canada (Show states)	7	13.73 %	List
Australia	5	9.80 %	List
Netherlands	5	9.80 %	List
United Kingdom	4	7.84 %	List
Japan	3	5.88 %	List
Russia	2	3.92 %	List
Spain	2	3.92 %	List

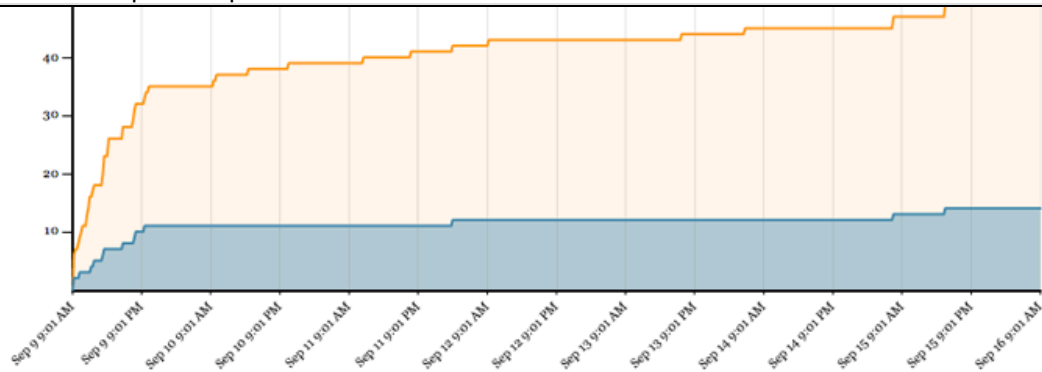
[Show All Countries](#)

8. ADULT INDUSTRY
Progress of dot-Triple X Important ...

Sep 9,
2010

Sent to 71 contacts

51 opens 14 clicks so far



Delivered:	71	List
Bounced:	0 (0%)	
Unsubscribed:	0 (0%)	
No open recorded: <i>What exactly does this mean?</i>	48 (67.61%)	List
Opened:	Total: 51 Unique: 23 ("Open Rate": 32.39%)	List
Clicked:	Total: 14 Unique: 13 ("Click-Through Rate": 18.31%)	List



Your email newsletter has been opened from 11 countries so far:

COUNTRY	# OPENS	%	
Belgium	12	23.53 %	List
United States (Show states)	9	17.65 %	List
Canada (Show states)	7	13.73 %	List
Australia	5	9.80 %	List
Netherlands	5	9.80 %	List
United Kingdom	4	7.84 %	List
Japan	3	5.88 %	List
Russia	2	3.92 %	List
Spain	2	3.92 %	List

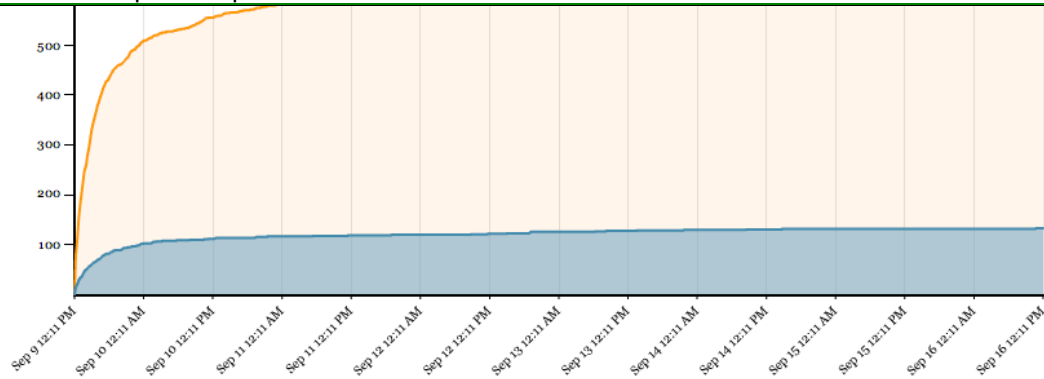
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9. AGENTS/RESELLERS Progress of dot-Triple X Important ...

Sep 9,
2010

Sent to 2,358
contacts

679 opens & 136 clicks
so far



Delivered:	2,358	List
Bounced:	27 (1.13%)	List
Unsubscribed:	24 (1.01%)	List
No open recorded: <i>What exactly does this mean?</i>	1,887 (80.03%)	List
Opened:	Total: 673 Unique: 471 ("Open Rate": 19.97%)	List
Clicked:	Total: 136 Unique: 117 ("Click-Through Rate": 4.96%)	List



Your email newsletter has been opened from 62 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	234	34.77 %	List
United Kingdom	53	7.88 %	List
Canada (Show states)	48	7.13 %	List
Netherlands	41	6.09 %	List
Spain	39	5.79 %	List
Poland	30	4.46 %	List
Germany	14	2.08 %	List
Italy	13	1.93 %	List
Czech Republic	13	1.93 %	List

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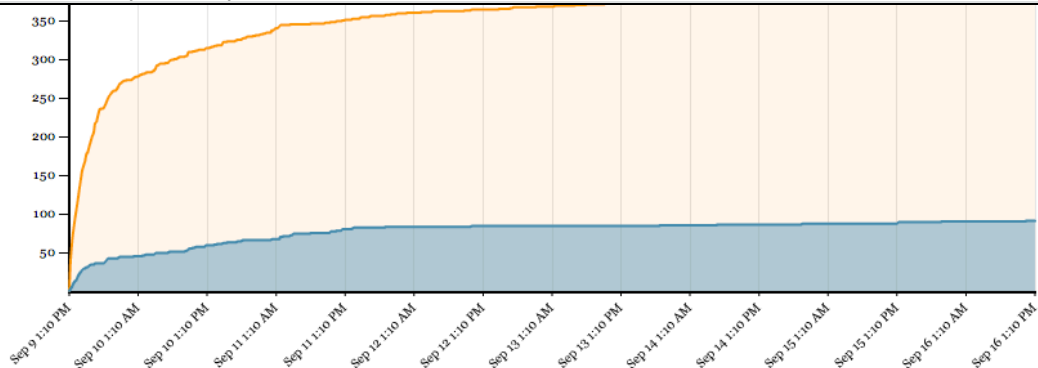
10. MAILING LIST SUPPORTERS

Progress of dot-Triple X Important ...

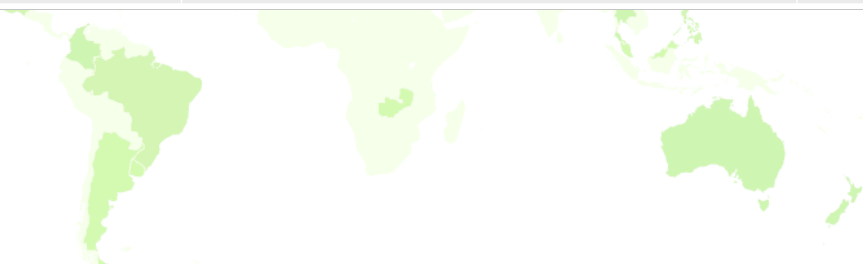
Sep 9,
2010

Sent to 2,201
contacts

419 opens & 100 clicks
So far



Delivered:	1,618	List
Bounced:	583 (26.49%)	List
Unsubscribed:	9 (0.41%)	List
No open recorded: <i>What exactly does this mean?</i>	1,340 (82.82%)	List
Opened:	Total: 419 Unique: 278 ("Open Rate": 17.18%)	List
Clicked:	Total: 100 Unique: 56 ("Click-Through Rate": 3.46%)	List



Your email newsletter has been opened from 43 countries so far:

COUNTRY	# OPENS	%	
United States (Show states)	243	58 %	List
Canada (Show states)	35	8.35 %	List
United Kingdom	23	5.49 %	List
Germany	19	4.53 %	List
Netherlands	10	2.39 %	List
China	9	2.15 %	List
France	8	1.91 %	List
Colombia	6	1.43 %	List
New Zealand	5	1.19 %	List

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