



WEB 'n RETAIL'S EBLAST SERVICES Stats & Results

STATS REGARDING OUR EBLAST SERVICES:

- We have an unsubscribe link on all emails yet we have only a few people who have unsubscribed. This helps keep our email database relevant and allows automatic unsubscribe in compliance with the various email marketing legislation.
- We have automatic bounce processing which keeps our database fresh (we purge emails after 3 soft bounces and after 1 hard bounce, which helps keep our database current and helps reduce the risk of emails being blocked by spam filters.

OUR RESULTS:

- On average we are getting an open rate of 5 to 10% (however, its quite variable as we recently serviced a story to our magazine database only (59,102) for rapper Magg1 and 1,632 opened it (2.7% open rate), but we sent a story to the same list for rapper Hopsin, and 23,623 people opened it (40% open rate).
- We feel the best measurement of our success is the coverage we get our clients, as shown by the links below. This is because many of the email contacts work for a number of blogs/websites and therefore 1 open could lead to a number of blog posts/website features and these posts/features are then syndicated or picked up and posted on other

SAMPLE SEARCH RESULTS FROM

[Former Death Row Veteran Tha Realst To Release Debut Album](#)

SAMPLE SEARCH RESULTS FROM:

[West Coast Heavyweights Team with Mark Morrison on "Innocent Man" Remix Dedicated to DMX](#)

SAMPLE PRESS REACTIONS FROM 2 DAYS FOLLOWING PRESS RELEASE EBLAST FOR: MANDELA DAY CONCERT ANNOUNCES NEWLY AVAILABLE TICKETS

http://mi2n.com/press.php3?press_nb=121342

<http://www.theboombox.com/2009/07/09/lll-kim-cyndi-lauper-team-up-for-mandela-day-concert/>

<http://www.looktothestars.org/news/2773-vip-tickets-to-mandela-day-concert-available>

<http://www.dailytimes.bppmw.com/article.asp?ArticleID=13699>

<http://www.marketwire.com/press-release/The-Nelson-Mandela-Foundation-1015236.html>

<http://news.google.com/news/url?fd=R&sa=T&url=http://www.marketwire.com/press-release/The-Nelson-Mandela-Foundation-1015236.html&usq=AFQjCNGGqCJVZ057u2kFiBi1qsJSD1cltFq>

<http://www.ngrguardiannews.com/compulife/achvindex.html?pdate=090709&fdname=compulife>

<http://www.ngrguardiannews.com/compulife/article10//indexn3.html?pdate=080709&ptitle=Zain%20%20sponsors%20inaugural%20'Mandela%20Day'%20celebration%20in%20New%20York&cpdate=090709>

<http://www.westcoastaftershock.com> (Frontpage Feature)

<http://www.westcoastaftershock.com/wca/modules.php?name=News&file=article&sid=2766>
<http://news.musiconplay.net/09/07/2009/lil-kim-cyndi-lauper-collaborate-for-nelson-mandelas-b-day/>
<http://music.einnews.com/>
<http://music.einnews.com/news.php?nid=543155>
http://blackfansites.com/index.php?option=com_content&task=view&id=45663&Itemid=174
<http://thehypemagazine.blogspot.com/2009/07/mandela-day-concert-announces-newly.html>
<http://thehypemagazine.blogspot.com/2009/07/46664-and-nelson-mandela-foundation-to.html>
<http://www.hiphoppress.com/2009/07/mandela-day-concert-announces-newly-available-tickets-in-vip-locations.html>
http://news.google.com/news/url?fd=R&sa=T&url=http://www.hiphoppress.com/2009/07/mandela-day-concert-announces-newly-available-tickets-in-vip-locations.html&usq=AFQjCNFXLMJ_T9TXO5xzHtBGE9CpBVUJgQ
<http://twitter.com/rnbpress/statuses/2541466919>
http://mog.com/blog_post/content/1494/1384055
<http://www.limitemagazine.com/2009/07/mandela-day-concert/>
<http://martinmyers.wordpress.com/2009/07/08/mandela-day-concert-celebration-on-july-18th/>
<http://www.tribune.com.ng/10072009/fri/Rhythms.html>
<http://www.jacarandafm.com/kagiso/content/en/jacaranda/jacaranda-whats-on?oid=173270&sn=Detail&pid=174357>
<http://business.africanpath.com/subsection.cfm?sectionID=395>
<http://www.sowetan.co.za/News/Article.aspx?id=1031702>
http://entertainment.iafrica.com/music/recommended_gigs/1789160.htm
<http://www.mio.co.za/article/mandela-day-in-new-york-2009-07-10>
<http://www.conqoo.com/newssearch.aspx?query=Mandela+Day+Concert>
<http://www.unpan.org/PublicAdministrationNews/tabid/113/mctl/ArticleView/ModuleID/1460/articleId/19463/default.aspx>
<http://www.singersroom.com/news/4118/Alicia-Keys-Stevie-Wonder-Line-Up-For-Mandela-Day>

SAMPLE OF PRESS REACTIONS #2 for "FORMER DEATH ROW VETERAN, THA REALEST, NEW RELEASE"

REACTIONS DAY 5 (June 16)

<http://www.pressreleasehome.com/>
<http://www.pressreleasehome.com/press-releases/former-death-row-veteran-tha-realest-to-release-debut-album-july-14th/>
<http://www.ballerstatus.com/2009/06/12/in-rotation-mary-j-blige-glasses-malone-az-fred-knuux-mams-taylor-more/>
(“Get It N” in Ballerstatus Rotation)
<http://www.newsnow.co.uk/A/351128870?-3140>
<http://www.ragomagazine.com/news/former-death-row-veteran-tha-realest-to-release-debut-album-july-14th.html>
<http://www.thinklikeray.com/former-death-row-artist-the-realest-to-release-new-lp>
<http://thavaults.com/forums/index.php?PHPSESSID=2543e591ae2d8e3e956f38df96244c35&topic=876.0>
<http://www.ek.hip-hop.pl/news/projector.php?id=1244985207>
<http://jerseychaser.com/?p=5338>
<http://www.iusthiphop.org/?date=older>
<http://t.love.com/221057856>
<http://www.rap.org/>
<http://www.readpath.com/category/realest>
<http://www.djmorpheusmusic.com/>
<http://feeds2read.net/Rss-View/10820/GangstasParty.com>
<http://www.inboxrobot.com/news.php?fid=233473692>
<http://www.inboxrobot.com/search.php?keywords=Tha+Realest&makesearch=yes>

REACTIONS DAY 4 (June 12)

<http://www.radiodi.cz/cs/music/1281.shtml> (Czech Republic Radio Station 102.9FM)
<http://siccnss.net/content/default/tha-realest-readies-debut-after-a-decade-waiting.php>
<http://news.musiconplay.net/08/06/2009/tha-realest-readies-debut-after-a-decade-waiting/>
<http://respecta.net/rapnews/print:page,1,22989-tha-realest-witness-tha-realest.html>
<http://www.hiphop-jam.net/beitrag21272.html>
<http://www.topix.com/forum/music/hip-hop/TGCUVNJ96D1KFR7JE>
<http://www.africanhiphop.com/phpbb/viewtopic.php?f=26&p=123166>
<http://bbs.clubplanet.com/music-media/349623-realest-album-here.html>
<http://board.rapmusic.com/hip-hop-central/1160281-where-tha-realest.html>
<http://www.forum.thugz-network.com/where-tha-realest-5318.html>

<http://www.hiphopleeft.nl/nieuws/43-nieuws/1441-tha-realest-klaar-voor-debuutplaat.html>
<http://mrgetright.blogspot.com/>
http://wap.junglescene.com/forums/topic-30-31061-THA_REALEST_IS_HERE_TO_STAY_.html
<http://pl.spinner.com/2009/06/11/tha-realest-wreszcie-debiutuie-mamy-singiel/>
<http://www.jedenosieml.hip-hop.pl/news/projector.php?id=1244753772>
<http://www.hip-hop.pl/news/projector.php?id=1244749808>
<http://www.2pac.bz/forum/viewtopic.php?f=2&t=20#p79>
<http://www.dubcc.com/forum/index.php?topic=220757.0>

REACTIONS DAY 3 (June 10)

<http://www.westcoastaftershock.com> ARTIST OF THE MONTH: THA REALEST)
<http://www.hoodstars.net> (Hood Stars Top 10 Chart "Get It N")
<http://www.rapindustry.com/news.htm>
<http://www.nationofhiphop.net/rap-talk/44216-tha-realest-readies-debut.html>
<http://www.hiphoprockzmagazine.com> (Frontpage Feature)
http://www.hiphoprockzmagazine.com/index.php?option=com_content&view=article&id=660:tha-realest-debut-album-hits-stores-july&catid=34:e-news&Itemid=53
<http://www.rapsearch.com/news/index.php?itemid=5717>
<http://www.dubcnn.com/index2.shtml>
<http://www.dubcnn.com/media/audio/tharealest-getitn>
<http://www.puregraffiti.com/graffiti-space/showthread.php?t=66389>
<http://globalgrind.com/content/719411/Tha-Realest-Get-It-In/>
<http://feedproxy.google.com/~r/rapindustry/hip-hop/~3/KqmVryfoLU/news.htm>
<http://hiphopmatic.blogspot.com/2009/06/tha-realest-get-it-n.html>
<http://www.rap4fame.de/thread.php?threadid=31467&threadview=1&highlight=&highlightuser=0>
<http://forum.rapgodfathers.com/latest-news/424403-tha-realest-debut-album-witness-tha-realest-coming-july-14th.html>
<http://www.pressreleasehome.com/?p=471>
<http://www.groupsrv.com/hobby/post-4041920.html>

REACTIONS DAY 2 (June 9)

<http://top40-charts.com/news/RnB/Former-Death-Row-Veteran-Tha-Realest-To-Release-Debut-Album-Witness-Tha-Realest-On-July-14-2009/49156.html>
<http://top40-charts.com/news.php>
<http://www.diclude.tv> (Under Hip-Hop News)
<http://www.sopruradio.com/?p=1738>
<http://www.gangstasparty.com/usa/rap/news2940.html>
http://www.hiphop-magazine.com/news1.php?subaction=showfull&id=1244455741&archive=&start_from=&ucat=1&
<http://britishhiphop.xanga.com/704135749/death-row-veteran-tha-realest-to-release-debut-album/>
<http://www.westcoastaftershock.com/wca/modules.php?name=News&file=article&sid=2759>
<http://jerseychaser.com/?tag=tha-realest>
http://groups.google.com/group/rec.music.hip-hop/browse_thread/thread/19900711a5aefca5#
<http://rimayrazon.com/blog/?p=1511>

<http://rapside.nl/?p=435>
<http://q-wear.net/?p=3096>
<http://q-wear.net/?p=4107>
<http://www.lordshrewd.net/joomla> (Under Showbiz News)
<http://freshouttheoven.com/>
<http://rappin-club.blogspot.com/2009/06/death-row.html>
<http://tw.streetvoice.com/article/user-article.asp?dn=250440>
<http://www.dubcc.com/forum/index.php?topic=220701.0>
<http://www.atlanticstreet.com/> (Feed from HHDX)
<http://checktheblog.net> (Feed from HHDX)
<http://hiphopscholar.net> (Feed from HHDX)
<http://music.einnews.com/ghana/>
<http://music.einnews.com/news.php?wid=233473692>

REACTIONS DAY 1 (June 8)

<http://www.hiphoppress.com/2009/06/former-death-row-veteran-tha-realest-to-release-debut-album-july-14th.html>

<http://www.hot108.com/blog/2009/tha-realest-readies-debut-after-a-decade-waiting/>
<http://www.hiphopdx.com/index/news/id.9267/title.tha-realest-readies-debut-after-a-decade-waiting>
http://www.yoraps.com/news1.php?subaction=showfull&id=1244455741&archive=&start_from=&ucat=1&
http://mi2n.com/press.php3?press_nb=120405
<http://um2n.mi2n.com/pr.php3?id=120405>
<http://um2n.mi2n.com> (Frontpage Feature)
<http://getknownradio.com/2009/06/tha-realest-readies-debut-after-a-decade-waiting/>
<http://www.streetvoice.com/media/audios/tha-realest-get-it-in/>
<http://westcoasthiphop.com/?p=132>
<http://hiphopruckus.com/2009/06/the-realest-get-it-n.html>
<http://hiphopruckus.com/2009/06/former-death-row-artist-the-realest-to-release-new-lp.html>
<http://www.rapcypher.com/2009/06/realest-get-it-n.html>
<http://2dopeboyz.okayplayer.com/>
<http://hhlo.net/headlines/former-death-row-artist-sets-debut-album-release-date/>
<http://thehiphopcosign.wordpress.com/2009/06/08/former-death-row-veteran-tha-realest-to-release-debut-album-july-14th/>
<http://www.rapbiz.com/7889-tha-realest-readies-debut-after-a-decade-waiting-hiphopdx>
<http://feedproxy.google.com/~r/hiphopdx/news/~3/tc05pzb7KTM/title.tha-realest-readies-debut-after-a-decade-waiting>
<http://bigced.wordpress.com/2009/06/08/former-death-row-veteran-tha-realest-to-release-debut-album-july-14th/>
<http://everythingbigced.blogspot.com/2009/06/former-death-row-veteran-tha-realest-to.html>
<http://big-ced.com/2009/06/08/former-death-row-veteran-tha-realest-to-release-debut-album-july-14th.aspx>
http://www.britishhiphop.co.uk/features/articles/death_row_veteran_tha_realest_to_release_debut_album.html
http://britishhiphop.vox.com/library/post/death-row-veteran-tha-realest-to-release-debut-album.html?_c=feed-atom
<http://www.rapbiz.com/7889-tha-realest-readies-debut-after-a-decade-waiting-hiphopdx>
<http://britishhiphop.livejournal.com/8098.html>
<http://showhype.com/music/new/>
<http://www.16bars.de/newsartikel/1979/tha-realest-veroeffentlicht-debutalbum/>



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