

## **Questions**

1. How many years of experience does your agency have?
2. How many staff members does your agency have?
3. What market position does your agency hold in the US? (please judge either by yourself-assessment or by an official ranking if existent)?
4. Do you offer full service or do you work together with network partners for specific kinds of services? Is your agency part of a network? (If it is, of which?)
5. What are the main competences in your agency?
6. What kind of experiences does your agency have in the field of IT, internet and media?
7. Please name three of your clients including a brief description of the corresponding communication assignment.
8. How do you evaluate the success of your communicative achievement?
9. How well developed are your contacts to the following media?
  - Business press
  - Consumer press
  - IT-/Internet press
  - Online Media, Blogs etc.
  - TV
10. What media titles are the core media that you'd address in favour for mail.com?
11. What are the success factors for PR in the US?
12. Why should we hire you as our PR-agency for mail.com in the USA?

## **About mail.com**

mail.com is one of the top 5 free email portals in the USA. mail.com provides its consumer and business users an unparalleled selection of more than 200 supplier-neutral email addresses with a broad variety of topics like business, geographic location and personality traits. In addition to mail and messaging products mail.com offers online file storage and presents worldwide news, covering a large spectrum of content categories including entertainment, politics, sports, science and many more. mail.com strives for optimum performance with easy to use products as well as state-of-the-art internet security and customer privacy with its data center located in Lenexa, Kansas. mail.com is a member of United Internet, Europe's leading Internet specialist.