



## World's largest online community for bicultural Hispanics

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—Eric Rayman, senior vice president, sales & marketing, Quepasa Corporation

CASE STUDY : SERVICE PROVIDER



### Background

#### QUEPASA AT A GLANCE

Total membership	1,000,000+
Unique visitors per day	80,000+
Page views per day	2,000,000+
Banners viewed per day	4,000,000+

#### BUSINESS NEED

Top-quality, feature-rich and highly scalable email service for millions of Quepasa members

#### SOLUTION

- Mail2World Pangia for Service Providers
- > 2GB Webmail
- > POP3, IMAP4, SMTP, Mobile Mail Access
- > Integrated Anti-virus and Spam Protection
- > Online Administrative Panel
- > 24/7/365 Customer Care

#### BOTTOM LINE

Mail2World reliably powers Web-based Quepasa E-mail for 1 million+ members and drives new revenue streams for Quepasa Corp.

Surpassing one million members in March 2007, Quepasa Corporation (NASDAQ: QPSA) is the largest and fastest growing online community for bicultural Hispanics. Fueled by a rich mix of entertaining, empowering content and strong domestic and international reach, Quepasa has exploded into the hottest destination site for Hispanic users across the U.S. and Latin America.

Founded in 1998, Quepasa was a national sensation almost overnight. By 2000, Quepasa was the most recognizable Internet brand in the U.S. Hispanic market. After debuting a new look and enriched user experience in March 2006, membership has grown more than five-fold and now attracts more than 70,000 unique visitors per day. Quepasa's market leadership has also attracted Fortune 100 advertisers, such as McDonald's, Verizon, Dell, Hewlett-Packard, Bridgestone/Firestone and Lincoln-Mercury.

Quepasa.com members enjoy robust services and information-sharing in Spanish and English versions, including entertainment, sports, health and fitness, fashion and breaking news, as well as an active social network (blogs, chat, dating, user forums, translator, etc.) and Latin America TV channel video streaming.

### Business Need

"We had a specific and unique need," explains Eric Rayman, Quepasa Corporation's senior vice president, sales & marketing. "We wanted to provide a top-quality, feature-rich and highly scalable email service for millions of users on Quepasa.com." With a diversified Hispanic demographic, multilingual features were a consideration. Services that enhance Quepasa's social networking also figured prominently among the company's search criteria.





## Mail2World Solution

After rigorous examination of a private-label demo account customized with Quepasa's look and feel, Mail2World and Quepasa Corporation inked their contract in the summer of 2005. Custom development began immediately, with the Mail2World team looking for ways to integrate email services with the Quepasa community. Tasks included modifying the inbox and message preview to display photos of community members in the From column with links to their member profiles. Single sign-on from the community login page was also added, along with a one-click composer from the friend list inside the community pages. Quepasa's "bling things," which are like big emoticons, were integrated into the email composer.

Quepasa E-mail launched in fall 2005, providing every Quepasa member with a free, feature-rich mailbox and the option to upgrade to premium email for a nominal fee. Each mailbox contains 2000MB of storage, a multilingual interface and an instant email translation tool with Spanish, Portuguese and six other languages.

## Value

"We are very satisfied with the email services provided by Mail2World," stated Rayman. "We are also pleased with their pricing—they have offered us many additional features and consulting services without additional charges. When we needed changes in the service, the Mail2World team accommodated us immediately. We enjoy working with them, and we highly recommend them for their superb services and their outstanding customer relations."

A new revenue stream for Quepasa was generated by placing banner advertising in strategic locations throughout free Quepasa E-mail. Premium subscriptions are also available, providing members extra features and an ad-free environment. As Quepasa membership continues to skyrocket, ad revenue and subscription fees will continue to enhance Quepasa's bottom line.

"We have been delighted with Mail2World's services," added Rayman. "In fact, Mail2World has offered us more features than we have so far taken advantage of. We intend to continue to offer new and better features to Quepasa members, and we have every expectation that their services can scale upwards with our growth."

## About Mail2World

Mail2World, ([www.mail2world.net](http://www.mail2world.net)) designs, delivers and supports a technology-leading and award-winning suite of hosted business-class email and online collaboration services. Custom-engineered to handle tens of millions of mailboxes, Mail2World's Pangia Communications & Collaboration Platform addresses the growing need for advanced, ultra-reliable and cost-effective email and collaboration in global enterprises, small and medium-sized businesses and large-scale service providers. The company's growing list of customers includes prominent organizations from around the world, such as publicly-traded corporations, top five colleges listed in Newsweek's America's Best Colleges 2007 report and some of the largest and most-recognized online properties. Founded in early 2000, Mail2World is a privately held corporation headquartered in Los Angeles, Calif.



Sales: +1 (888) 448-6665 (within U.S.)  
 General phone: +1 (310) 209-0060 (outside U.S.)  
 Email: [sales@mail2world.net](mailto:sales@mail2world.net)  
[www.mail2world.net](http://www.mail2world.net)

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