

Cancer Research UK gets Christmas-E

London, 19th December 2005. International digital direct-marketing experts eCircle, have been working with Cancer Research UK, for the second time, to help the B2B sector to send their Christmas greetings to contacts in an innovative, modern and environmentally friendly way.

The life-saving charity enables companies to customise and send their own Christmas e-Cards. In return for a donation, businesses can choose from a variety of designs and add their own logos and customised message. They can also benefit from linking their e-Cards back to their website.

The success of the campaign was partly due to the two-phase email approach executed by eCircle. These emails were sent to eCircle's Valuemail Professional database, an opted-in database of professional subscribers, who have requested to receive business-related offers.

Laura James, Online Marketing Executive of Cancer Research UK, says about the campaign: "We are delighted with the results of the campaign, hundreds of companies have already used our e-Cards."

"These days, direct marketers need different channels and tactics to get sales and marketing messages through gatekeepers in the B2B sector, as many companies are trying to avoid a deluge of sales telephone calls", explains Alexander Meyers, CEO of eCircle UK.

Ends

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Notes to the Editors

About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

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