

eCircle helps Haymarket Boost Email Volume by 58%

London, 8th June 2006. International digital direct-marketing experts eCircle, have been appointed by UK B2B publishing house, Haymarket Business Publications, to distribute emails for events, conferences as well as daily news updates for the company's magazine and online brands.

The growth in the Haymarket B2B subscriber base meant that it needed a more sophisticated piece of software to control the regular frequency and volumes of emails that it was sending each day. Haymarket was looking for more advanced software to replace their in-house technology.

eCircle's eC-messenger broadcast tool has various customised features such as the event engine, a selector tool for segmentation of recipients and advanced statistics pages which provide the perfect solution. Since working with eCircle Haymarket have been able to increase their email distribution by 58% compared to the volume in February 2005. Furthermore the workflow of sending newsletters and campaigns is now much more efficient because the process of data handling within the system was customized to Haymarket's needs. eC-messenger features allow Haymarket to use data more effectively by enabling them to automate "triggered" emails to groups or individuals and by allowing them to make unique selections within their huge database for specific email target groups. Haymarket have also benefited from a much better understanding of campaign results with feedback from the reporting available.

Simon Hill, Manager of Haymarket Business Interactive said: "Haymarket went for eCircle because the product looked good - full of features and reliable, we could see it would add a lot of value to our email marketing and eCircle were extremely helpful and knowledgeable."

Ends

eCircle Ltd.
5-9 Hatton Wall
London EC1N 8HX
T +44 (0)20 7618 4200
F +44 (0)20 7618 4201
info-uk@ecircle.com
www.ecircle.com

CEO
Volker Wiewer

Registered Address:
Ashford House
Grenadier Road
Exeter EX1 3LH

NatWest Bank London
Sort Code: 56-00-03
Account: 79287190
IBAN: GB95NWBK 560003 79287190
SWIFT: NWBKGB2L
VAT Reg No: 757 1931 09
Company Reg No: 03976500





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.

Press Contact

eCircle Ltd.
Lucy Hudson
Marketing Manager
Tel +44 (0)20 7618 4200
pr-uk@ecircle.com

Limelight PR
James Holmes
Account Manager
Tel +44 (0)20 7821 9210
james@limelightpr.co.uk

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