

HBOS Pitch Triumph

London, 12th June 2007. Leading digital marketing suppliers eCircle have been chosen to replace incumbent suppliers across the HBOS Group, which includes Halifax, Bank of Scotland, Intelligent Finance and Birmingham Midshires, as well as the Group's Intermediaries area. HBOS invited twelve suppliers to pitch for their email marketing delivery and chose eCircle after a thorough review and pilot process.

The HBOS brief is to work strategically with each company in the Group to maximise returns from email marketing campaigns and advise on Best Practice. Each area had their own service requirements and eCircle offered a full suite of email system functionality and value-added services. It was essential to provide a large support team capable of delivering a fully managed campaign service with excellent attention to detail and fast response times. For example, Halifax has a number of product areas that must deliver diverse customer campaigns in a short period of time. Other areas of the HBOS Group required an 'ASP' email system which was easy to use by themselves.

"After a lengthy decision process we finally chose to work with eCircle and are looking forward to a long and fruitful partnership", commented Liz Slomski, Strategic Sourcing Commodity Manager at HBOS.

Volker Wiewer, CEO of eCircle said of the high profile business win, "Over the past few years eCircle has been working extensively in the finance sector and we are delighted to be working with such an esteemed organisation as HBOS and we're committed to making their campaigns a huge success."

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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