

Argos Hands Email Marketing Brief to eCircle

London, 6th August 2007. Following a competitive pitch Argos has appointed digital direct marketing company, eCircle to handle its entire email deliverability and help support its customer contact strategy. eCircle will integrate e-commerce and email for Argos ultimately leading to customer retention and sales.

Following an extensive tender process, eCircle has been hired to fulfil the retailers email requirements. eCircle will be the latest addition to argos.co.uk's roster of partners, each considered a leading specialist in their field, which also includes web analytics provider Omniture and data planning and analytics partner Planning Inc. All three partners will be integrating and working closely with one another to measure, analyse and deliver customer centric campaigns.

By adopting this 'best of breed' approach, Argos look to drive the sophistication of their existing email communication strategy to new levels with customer insight being central to future segmentation and optimisation.

Speaking about the appointment, Grant Baillie, Customer Retention Manager at Argos said: "We selected eCircle after a comprehensive selection process, looking for a supplier that could not only meet our technology and email delivery needs, but who could also help us bring our customer contact strategy to life. eCircle meet all those criteria and we're really looking forward to working with them".

Volker Wiewer, CEO of eCircle added: "We are looking forward to working with Argos, as they understand that email marketing is a focal point of their digital marketing and our expertise, knowledge and eC-messenger technology will help achieve their business objectives".

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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