

### Samsung European first as eCircle form alliance with WebTrends

**London, 10<sup>th</sup> December 2007.** Based in the US, leading provider of web analytics and marketing solutions, WebTrends has formed a European partnership with eCircle. The coalition is the first in Europe and enables eCircle to provide clients an advanced level of measurability and integration.

As a certified WebTrends Open Exchange partner, eCircle will be able to look beyond any web site visitor and collate information in order to continuously optimise content, promotions and offers. In turn, this will allow eCircle to systematically increase conversion, revenue and customer loyalty for its clients.

The partnership permits eCircle to integrate WebTrends' technology with the broadcast platform, eC-messenger and automatically retarget visitors who did not convert from click-through and also remarket to high-value customers.

Speaking about the partnership, Vice President at WebTrends, Nick Sharp said: "eCircle recognise the need to provide the perfect customer orientated solution and together we understand customers are becoming more engaged in their online interactions. Our strategic partnership will allow us to gain a deep understanding about unique visitors and visitor segments in the European market".

CEO of eCircle, Volker Wiewer added: "It is a major advantage to be the European partner with WebTrends. It allows our clients to build a picture of the customer behaviour and lifecycle over time, looking at individual habits and building up detailed profiles. This will improve the efficiency of an email campaign complementing our state-of-the-art email software, eC-messenger perfectly.

**Ends**

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## Notes to the Editors

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### 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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