

### Furniture Giant Harveys Appoints eCircle to Digital Marketing Brief

**London, 5th March 2008.** The UK's largest furniture specialist Harveys, the furniture store has appointed eCircle to manage its email marketing activity. The appointment follows a Christmas trial period that saw the pan-European digital marketing company double the size of the retailer's customer opt-in database in just one month. The new brief tasks eCircle with reinforcing and furthering Harveys relationships with existing customers whilst driving lead generation for new campaigns.

In addition to generating new unique opt-in email addresses for Harveys, eCircle have already brought together five disparate opt-in data files into one main consolidated marketing database. Having removed all duplicate and erroneous data from the file, eCircle will use its email broadcast system "eC-messenger" to further enrich user profiles such as products of interest and provide ongoing analysis for Harveys to further segment and personalise their marketing messages. eCircle will also be advising on campaign creative and content in order to drive maximum deliverability and conversions.

**Volker Wiewer, CEO at eCircle comments:** "We started working with Harveys initially to support their Christmas and Boxing Day sales. Within one month we doubled the size of their opt-in email database which is a tremendous achievement and evidence of our commitment in helping Harveys reach out to new prospects and deepening existing relationships. We are proud to be taking our partnership forward and looking at ways we can further enhance their email communications for 2008."

**Karen Broderick, Marketing Communications Manager at Harvey's Furniture comments:** "Having met a number of potential suppliers, only eCircle was able to demonstrate an understanding of the fast paced nature of our business and identify how they could deliver and stretch the boundaries of our e-marketing activity. I'm really looking forward to working with them."

**Ends**

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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 organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 160 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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