



Press Release

eCircle sets new benchmark for data quality and email deliverability

London, 6th October 2008. eCircle, Europe's largest provider of email services, has announced the launch of eC-messenger 5.1, the latest version of its broadcast tool, which as an industry first, will revolutionise the way spam complaints are managed.

Until now, email addresses from spam complaints have been sent to a systems' blacklist. With eC-messenger 5.1 inbox monitor module, spam complaints will be treated as part of ongoing bounce management. This means that for each email sent, marketers will receive a list of spam complaints and bounces per email service provider, by leveraging this feedback loop data marketers will be able to assess the quality of data at all times. The result is far fewer blocked emails and a permanently clean database.

The new technology will also be able to authenticate outbound emails, providing better protection against phishing and incorporates a tool allowing clients to design and execute surveys and forms quickly. The Surveybuilder module will subsequently provide data that can be automatically added against users profiles within a previously established database.

Clients including Harvey's Furniture, Argos, Karen Millen, HBOS and MBNA will be migrating over to eC-messenger 5.1 in the coming months.

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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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