

### **SOLETRADER appoint eCircle to manage its first email marketing programme**

**London, 30th January 2009.** Specialist shoe retailer, SOLETRADER has appointed digital direct marketing company, eCircle to advise on and manage its email marketing strategy. It is the first time the retailer has implemented a programme of this kind to communicate with its customer base.

eCircle will provide consultancy advice for SOLETRADER to drive traffic to its website and the websites of its sister brands SOLE and Soled Out, in addition to broadcasting specific email campaigns.

Using eCircle's recently re-launched email marketing software eC-messenger 5.1 which improves the monitoring of spam complaints to ensure higher deliverability rates, SOLETRADER will be looking to target new and existing customers with campaigns.

SOLETRADER is the latest win in the retail sector for eCircle, following their successful year in 2008 with appointment by high profile clients such as Harvey's and Karen Millen.

**Will Foster, eCommerce Coordinator at SOLETRADER commented:**

"More of our sales are coming through the website, so it is critical to communicate more effectively via digital channels. Email marketing offers us the best route to do this allowing us to talk more directly to both existing customers and new ones. We chose eCircle as they were able to give us the best system and advice to ensure this channel delivers increased sales for SOLETRADER."

**Volker Wiewer, CEO, eCircle added:**

"This is a fantastic first win of the year for eCircle. We are always keen to help brands take their first steps in this form of communications. The email program will make sure that SOLETRADER and its sister company's website get a welcome boost in the new year lull. We look forward to working in partnership with SOLETRADER to develop their digital communication programme."

**Ends**

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

**NatWest Bank London**  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L  
VAT Reg No: 757 1931 09  
Company Reg No: 03976500





### 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 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

### Press Contact

eCircle Ltd.  
Lucy Hudson  
Senior Marketing Manager  
Tel +44 (0)20 7618 4200  
pr-uk@ecircle.com

Limelight PR  
Kate Moloughney  
Account Manager  
Tel +44 (0)20 7201 0600  
Kate@limelightpr.co.uk

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