

Brands empowered to integrate email marketing with social media

eCircle unveils the next phase of eC-messenger to clients including Halfords, The FA and Argos

London, October 2009. eCircle, Europe's largest provider of email services, has announced that its clients will now have access to completely integrated online activity – as the latest version of its email marketing broadcast technology eC-messenger goes live. Clients will now be able to link their email marketing activity to social media such as Digg, Delicious and Facebook (*Social Media Fusion tool*) and join up SMS and email correspondence with customers and prospects.

Key new features for eC-messenger 5.23 have been designed to respond to changing demands and the rise of new channels such as social media and mobile. The *Email and SMS Convergence* tool allows customers to text in their email address to a set number, which can then be set up to allow the data to be incorporated directly into an email database.

The *Social Media Fusion* tool allows clients to include links to a range of social communities such as Digg, Delicious, Facebook and Stumble Upon, which increase the exposure to marketing emails as recipients forward them onto to interested friends,, family and business associates. Ultimately these tools can help the client to create better integration between different online channels.

There has also been an *Advanced Personalisation* function added, which makes it easier to select and de-select content on a recipient relevant basis, allowing clients to create the most sophisticated, dynamic campaigns which are highly specific and targeted to each individual customer. Furthermore the *One Click Web Analytics Integration* tool will allow clients to track your customers online through web analytics activated with one simple step, making the process of improving campaign performance quicker and easier.

Speaking about the launch, Volker Wiewer, CEO of eCircle comments:

“eC-messenger 5.23 is a direct response to our clients needs and the software capitalises on the ever expanding mediums of targeted marketing and a greater demand for personalisation. This will result in the brands and businesses we work with producing more dynamic campaigns that can reach more receptive audience and ultimately improve the effectiveness of their email marketing programmes.”

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 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.

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