

Asda enlists eCircle as new email marketing partner

London, 29 November 2009. Supermarket giant Asda has chosen eCircle to work with them on its email marketing programme. The work will cover Asda.com, Asda Financial Services and Asda Direct, as well as George and its in-house Asda magazine.

Asda was looking for a marketing company that would be able to deliver results through email whilst also working closely and strategically alongside its other digital agencies.

In line with Asda's key brand message of "Saving You Money Every Day", eCircle were able to demonstrate its ability to cost effectively deliver a comprehensive full email solution to all the teams within the Asda Group. The programme is aiming to increase both email engagement and conversion.

Jackie Hill, Head of Marketing, Asda commented;

"eCircle demonstrated its ability to support our current requirements as well as showing they had a clear understanding of how this could evolve over time as we develop our data capabilities. We were also particularly impressed with the support and infrastructure that eCircle offer. I'm confident this arrangement will stretch and grow with us, whilst improving our use of email as an effective channel to support the business."

Simon Bowker, Managing Director of eCircle added:

"We are thrilled to have won the contract with such a diverse and impressive business as Asda. The fact that we can offer an end-to-end service with data as well as email broadcasting was a big plus point for Asda. This year it is especially crucial for businesses to recognise the importance of data and target their marketing to the most relevant customers. We look forward to a long and rewarding relationship with Asda."

Ends

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About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email 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 professional employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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