

Experts Offer New Guidelines on the Effectiveness of Email Segmentation

London, 6th March 2010. eCircle, Europe's biggest digital direct marketing company, released a new whitepaper aimed to provide vital information to marketers on the importance of segmentation in email strategies. The aim of the document is to show how even the simplest of segmentation techniques can make a world of difference to the success of an email campaign and has simplified the subject into 5 straight-forward and easy to follow steps.

Featuring industry insights, useful segmentation statistics, hints and tips and references throughout, the guide covers the following areas:

- Setting your segmentation objectives
- Finding the right data
- Profile-based segmentation
- Behavioural-based segmentation
- Utilising segmentation effectively

Simon Bowker, UK Managing Director at eCircle says of the whitepaper: "In our experience we've found that even the most qualified marketers seem to shy away from segmentation thinking it's too big a task to undertake, but by stripping things back to basics and dividing a database into smaller chunks, focused, targeted and personalised communications can be delivered, resulting in the formation of better relationships and improved campaign performances."

"Segmentation Simplified: A Guide to Shortening the Sales Cycle" alongside eCircle's other whitepapers and resources, is available for download here: <http://www.ecircle.com/en/resource-centre/whitepapers.html>.

Ends

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Notes to the Editors

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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