

eCircle Releases Latest Version of Email Software eC-messenger

London, 26th April 2010. eCircle, Europe's biggest digital direct marketing company, has recently announced its latest software upgrade which includes more enhanced features of its email broadcast technology eC-messenger.

Increased inbox competition is driving the need for marketers to become more sophisticated with email marketing. In reflection to this, eCircle has taken steps to provide clients with a new data appending feature which provides the option to embed external data from other sources such as lists or databases.

Additional functions to the latest release from the email giants includes an incoming email forwarding feature which allows clients to set reply email to be forwarded to the relevant department automatically, based on specific keywords within the email body or subject lines, saving time, and improving request management. Furthermore, an improved workflow management for CMS messages has been developed, which means users can assign CMS messages to different users, allowing the new message owners to change the message individually.

Simon Bowker, Managing Director of eCircle said of the upgrade: "We are constantly reviewing and upgrading our software in response to the feedback and needs of our extensive range of clients and we hope that the latest functions will provide them with even more value and benefits which will enable them to take their strategy to the next level."

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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