

### **eCircle is appointed to carry out digital direct marketing for leading online travel company lowcostonlineholidays**

**London, 7th September 2010.** eCircle, Europe's biggest digital direct marketing company, has won [www.LowCostHolidays.de](http://www.LowCostHolidays.de) as a new client.

The London-based travel specialists for flights, accommodation and transfers for cost-conscious travellers chose eCircle to handle their overseas email marketing activity to help build up new business on the continent.

eCircle's email broadcast platform eC-messenger will be used to send e-newsletters regarding the latest holiday deals tailored to members' preferred holiday choice; ranging from family beach holidays and romantic getaways to city breaks to clients sitting outside of the UK. The newsletters will provide recipients with a fantastic range of cheap hotels and flights to make each holiday perfect.

Alongside the travel specialist, eCircle have set up a data capture page where new members enter their email address alongside their preferences of closest airport and preferred holiday type. This information then feeds back into eC-messenger assisting [www.LowCostHolidays.de](http://www.LowCostHolidays.de) to segment their data and deliver more targeted and personalised emails for future campaigns.

**Vicky Pester, Marketing Manager lowcostonlineholidays, commented:** "We wanted to work with an agency that understands how to use email effectively and appropriately, in order to engage people looking for low cost holidays with our brand. eCircle clearly demonstrated this ability, and also offered us a European-wide set up, which allows us to deliver seamless communication outside the UK in other European markets."

**Simon Bowker, UK managing director at eCircle added:** "We're looking forward to working with [www.LowCostHolidays.de](http://www.LowCostHolidays.de) to drive people to their websites and inform their customers about their great offering. As a brand, [lowcostonlineholidays.com](http://lowcostonlineholidays.com), offers a great proposition for customers looking for good value in the travel market and with money still tight for many consumers in Europe, people will be receptive to communication in this area."

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## Notes to the Editors

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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 Asda, 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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