

Increased security and flexibility for your data offered in eCircle's latest eC-messenger release

London, 14th April, 2011 eCircle, Europe's largest provider of email marketing services, has recently announced its latest software upgrade of its innovative email marketing broadcast technology, eC-messenger. This upgrade includes two new powerful features promising a fresh approach for the design and implementation of email marketing campaigns and new standards for fast and easy data management by expanding the Cloud Data Management tool.

The introduction of cloud computing implemented in 2010 set the scene for a number of innovative data management and processing solutions and the new release now takes this one step further to allow eCircle customers the use of this immense data storage processing capacity. Large amounts of external data from CRM, CMS or other customer data systems can be saved, managed and structured in related data sets within eC-messenger. The secure system environment with encapsulated databases and multi-level software architecture is as safe as hosting your data in-house. The data held there forms an unlimited source of content for design and personalisation of email messages, and for tailored segmentation of recipients.

The second new feature to the latest software upgrade is Personalisation 2.0 which offers an easier solution for the creation and implementation of dynamic content. Some of the new opportunities available with this feature include the 'drag and drop' tool for inserting placeholders and personalisation rules, graphical editor for creating extensive Insertif/InsertElse statements to help personalise and target your content and a visual preview of the actual design of personalisation conditions. Furthermore, it also offers the integration of personalisation within eC-messenger's Content Management System.

Simon Bowker, Managing Director of eCircle UK said of the upgrade: "eC-messenger is the only software solution in Europe that allows the efficient and safe use of large amounts of data for complex customisation scenarios through Cloud Computing. This upgraded feature in combination with the positive

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response to version one of the personalisation wizard reinforces our commitment to constantly review and upgrade our software for our clients so that they can take their marketing strategies to the next level.”

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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 Halfords trust eCircle’s consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 300 employees, with headquarters in Munich and additional offices in London, Paris, Milan, Utrecht and Madrid.

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