

eCircle Increases Insight for Centaur Media plc with New Multiplatform Dashboard

London, 8th August, 2011 eCircle, Europe's biggest digital direct marketing company, has been working with Centaur Media plc to produce a customised solution to enable them to manage and coordinate a large number of daily email campaigns from several different platforms, across 16 publications. The activity included eCircle building a bespoke Centaur-branded dashboard, linking multiple message statistics from several different platforms, at a glance.

David Rattray, Head of Operations at Centaur Media plc said of the bespoke solution: "It's now so much easier to manage the email campaigns for our 16 publications from the one bespoke dashboard. We have a greater insight into the total activity of all Centaur emails and a more analytical approach to data collection and mailing... It's basically taken the headache out of the broadcasts!"

The dashboard has streamlined the coordination of all 16 publications' daily email broadcasts into one easy to use process. Centaur have seen a huge improvement in the speed and cost effectiveness of their email channels. The increased real-time insight into all activity across the platforms has set Centaur apart from other high volume, mass mailing publishing houses.

Simon Bowker, UK Managing Director at eCircle added: "We believe developing this bespoke dashboard solution specifically for Centaur, has enabled them to set themselves apart from other high volume, mass mailing publishing houses. The additional insight means that Centaur now have a much more sophisticated and analytical approach to email marketing. We look forward to working closely with them going forward, to build on this and continue to enhance their marketing strategy."

Ends

eCircle Ltd.
14 St John's Square
London EC1M 4NL
CEO: Volker Wiewer

T +44 (0)20 7618 4200
F +44 (0)20 7618 4201
E info-uk@ecircle.com
W www.ecircle.com

Twitter: @eCircleUK
Facebook: eCircleUK
Blog: www.ecircle.com/blog





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.

Press Contact

eCircle Ltd.
Lucy Hudson
Tel +44 (0)20 7618 4200
pr-uk@ecircle.com

Limelight PR
Matthew Shaw
Tel +44 (0)20 7484 6120
matthew@limelightpr.co.uk

eCircle Ltd.
14 St John's Square
London EC1M 4NL
CEO: Volker Wiewer

T +44 (0)20 7618 4200
F +44 (0)20 7618 4201
E info-uk@ecircle.com
W www.ecircle.com

Twitter: @eCircleUK
Facebook: eCircleUK
Blog: www.ecircle.com/blog

