

eCircle premieres the ultimate integrated solution for email, social media and mobile marketing: eC-messenger 6.0

London, October 2010. eCircle, Europe's largest provider of email marketing services, has just launched the latest version of its innovative email marketing broadcast technology, eC-messenger. The new eC-messenger 6.0 is the first complete solution for the effective integration of email, social media and mobile marketing.

The powerful new 6.0 version uses internet-based cloud computing, making it one of the fastest, most flexible on-demand email marketing platforms in the world. It achieves optimum marketing integration via its combination of a new Social Media Suite and Mobile Suite, and connects online and offline campaigns like never before with the help of the new Barcode Generator, which helps clients track email campaigns at Point of Sale (POS).

Speaking about the launch, Volker Wiewer, CEO of eCircle comments: "Social media and email together creates a potent marketing force, but only if you can control and integrate them effectively. For our clients to capitalise on the opportunities provided by this ever changing digital arena they need technology sophisticated enough to meet its demands. We are therefore very proud to launch the answer to these demands: eC-messenger 6.0. Our new software also effortlessly marries the individual strengths of online and offline campaigns. It gives you the option to view complete message history per individual recipient and, with domain statistics reporting, an overall greater insight into how your campaigns perform."

Social Media Suite: eC-messenger 6.0's social media suite allows you to promote your social media presence through email. This includes embedding tweets in to email with Twitter2Email, sharing emails on social networks with Share2Social, generating subscribers through Facebook using Facebook2Subscribe, and incorporating product reviews from user generated content.

Mobile Suite: eCircle's recent research into social media has shown that 25% of people regularly check their email on mobile devices. With more people increasingly accessing email on hand held devices such as iPhones and Blackberry, eC-messenger 6.0 has been developed to generate a mobile optimised version of an email, which can be accessed via a 'mobile version' link in the header of an email. Using technology such as Email2Mobile and SMS2Subscribe, subscribers can also win at Point of Sale (POS).

Email and POS integration: eC-messenger 6.0's integrated functioning also provides an innovative link between online and offline. The Barcode Engine directly pastes personalised barcodes into emails providing eC-messenger clients with many applications for this feature, such as airline tickets for check-in, electronic business cards and limited time offers - helping retailers get better data from stores, and emails driving people into store. Clients can track email campaigns at Point Of Sale and increase conversions with eC-messenger's Barcode Generator.





eC-messenger 6.0's functionality is further supported by its newly enhanced message editor: the 'Personalisation Wizard'. This feature makes it even simpler for clients to tailor messages to each recipient, with simple 'Point and Click' functionality allowing quick integration of complex dynamic content into any message. In addition, the new Graphical Editor highlights dynamic parts of the message, saving clients time and facilitating the building of dynamic content like never before.

Ends

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 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.

Press Contact

eCircle Ltd.
Jody Gibbs
Marketing Manager
Tel +44 (0)20 7618 4200
pr-uk@ecircle.com

Limelight PR
Katy Bergson
Account Manager
Tel +44 (0)20 7201 0600
Katy@limelightpr.co.uk

eCircle Ltd.
14 St John's Square
London EC1M 4NL
T +44 (0)20 7618 4200
F +44 (0)20 7618 4201
info-uk@ecircle.com
www.ecircle.com

CEO
Volker Wiewer

