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e-Dialog Unveils Relevance Trajectory Methodology to Help Marketers Increase Effectiveness of E-mail Marketing

Relevance Score a New Key Performance Indicator for E-mail Marketing Success

LEXINGTON, Mass., October 2, 2007 – e-Dialog, provider of advanced e-mail marketing services and solutions, today announced The Relevance Trajectory™, a strategic planning framework for measuring and improving the relevance of e-mail marketing programs that lead to better results.

The Relevance Trajectory is the first methodology of its kind to define the essential factors that comprise relevant e-mail communications and provide a mechanism for scoring programs based on these elements. This rating enables marketers to benchmark their programs and identify specific opportunities for improving e-mail relevance. With these pieces in place, marketers can then follow a step-by-step process for putting an execution plan in place to move up the Relevance Trajectory and advance their programs.

“Until now, no clear definition or KPI has existed for e-mail marketing relevance, nor have marketers had a comprehensive framework for identifying specific applications of relevance that will increase e-mail productivity,” stated John Rizzi, president and CEO of e-Dialog. “The Relevance Trajectory is a series of logical steps of information gathering, opportunity identification, program development and results measurement that form a roadmap for continuously improving e-mail marketing programs. E-mail marketers need to know they can take several incremental steps toward achieving relevance instead of trying to ‘boil the ocean’ all at once.”

With 97 percent of marketers using e-mail to communicate with customers, it has become increasingly difficult to get messages seen or acted upon among all the other messages in a consumer’s inbox. However, e-mail offers dramatic technical advantages that, when utilized properly, can create contextually targeted messages that are customized, well-timed and engaging. This relevance strongly increases e-mail’s ability to drive customer response, generate revenue and enhance loyalty.

“E-mail offers the ability to speak to customers as individuals like no other channel, truly delivering on the promise of one-to-one marketing,” commented Arthur Middleton Hughes, a noted author, database marketing guru and e-Dialog senior strategist. “But e-mail marketers need real insight and actionable guidance on how to do this. Fortunately, e-Dialog is able to provide them with the methodology, technology and implementation tools and services – like no other e-mail service provider – that will enable marketers to deliver on this promise.”

The Relevance Trajectory methodology outlines six factors of relevance – segmentation, lifecycle management, triggers, personalization, interactivity, and

testing and measurement – which form the basis for measuring and improving e-mail programs. It enables marketers to grade programs on a defined scale of 0 – 3, using either a Quick-Start Method to score overall e-mail relevance or a Detailed Method for closer examination of individual programs. There is no pass or fail grade; a relevance score is a data point by which the marketer can plot, compare, and demonstrate movement over time. Moreover, relevance scoring provides a basis for further discussion and new program recommendations to improve scores. Following the methodology will lead to documented program deficiencies and improvements, and a way to substantiate the acquisition of the skills and resources, assets and technology needed to create more relevant e-mail.

“The Relevance Trajectory is a fantastic innovation by e-Dialog. It’s a great way to quantify the quality of e-mail and maintain a focus on all the components it takes to create relevance,” commented Tim Maloney, director of NFL direct marketing. “Following this methodology is a step absolutely worth taking as it is an extremely valuable tool and a new KPI that will help us keep our eye on the ball.”

The Relevance Trajectory was created expressly for marketers as a way to measure e-mail effectiveness at a more granular level than typical metrics. It was then developed into a methodology and a guide to understanding, measuring and improving relevance factors that directly impact a company’s return on investment. A Relevance Trajectory [white paper](#) is available now and can be accessed at <http://www.e-dialog.com/resource.html>. The methodology is supported by e-Dialog’s implementation tools and services, as well as the company’s relevance enabling technology that provides the power to deliver individual significance in every campaign.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of precision e-mail marketing solutions. Through a unique combination of marketing intelligence and relevance enabling technologies, e-Dialog enables some of the world’s most recognized brands, such as American Eagle Outfitters, Avis, BMG Music Service, British Airways, CBS, Nintendo, the NFL, Reuters, and The TJX Companies to maximize long-term customer value with contextually targeted communications. The company’s service offerings empower large, multifaceted companies like these to enhance permission-based e-mail marketing efforts through fully integrated, cross-channel communications, including dynamically printed direct mail, RSS and mobile messaging.

JupiterResearch gave e-Dialog the highest combined score for top performing e-mail marketing providers among service-oriented ESPs based on business value and market suitability in both 2005 and 2006. In September 2006 e-Dialog was the first e-mail service provider to achieve certification for ISO 27001:2005, the global information security standard. e-Dialog is a privately-held company with offices in Boston, London, New York and Seattle. Investors include Flagship Ventures and Commonwealth Capital.

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