

**FOR IMMEDIATE RELEASE**

**e-Dialog Launches Major Upgrade to E-mail Marketing Solution**

*Key Features Help Enterprises Optimize E-mail Campaign Performance and Create Production Efficiencies with Powerful Testing, Content Management and Reporting Tools*

**LEXINGTON, Mass., and LONDON, April 20, 2009** – [e-Dialog](#), the proven provider of advanced e-mail marketing services and solutions, today announced the availability of Precision Central version 7.0, a suite of integrated, Web-based e-mail campaign management, analysis, segmentation, data integration and reporting tools. The new solution is designed to help enterprise marketers efficiently optimize e-mail campaigns and maximize revenues. New application features include a sophisticated testing tool, enhanced content management capabilities for easing complex custom publishing, a graphical dashboard for monitoring and reporting campaign engagement metrics, and a flexible user management tool particularly useful in multi-user production environments.

“With 82 percent of direct marketers expecting e-mail marketing’s effectiveness to increase over the next three years<sup>1</sup> it is critical that they have the tools to efficiently meet those expectations especially given the pressures of the current economic climate,” said John Rizzi, chief executive officer of e-Dialog. “For example, some of the key areas where marketers face challenges to making their programs more productive and efficient are in testing and content management. The new capabilities of our platform will help them address those challenges without putting additional burdens on their resources.”

Precision Central 7.0 is available immediately to all of e-Dialog’s clients and is supported by one of the largest global professional services organization in the industry. Highlights include:

- **Quick Test** – A powerful testing tool that allows marketers to optimize marketing campaigns by testing any element within an e-mail, such as messaging, creative, and/or offer, and quickly and easily deploy the winning campaign to the remainder of the audience.
- **Grid Publisher** – Transforming the way content assets are organized, Grid Publisher enables marketers to manage large-scale, dynamically published e-mail campaigns with many variable content assets, resulting in sending more relevant e-mails with less effort.
- **Enhanced Content Library** – Provides an improved way to categorize, search and permission content assets, simplifying marketers’ ability to work with large content libraries in enterprise environments.
- **Precision Dashboard** - e-Dialog’s new reporting dashboard provides a graphical snapshot of the health of a marketer’s e-mail programs. The tool enables them to configure and view multiple charts detailing performance metrics, make

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<sup>1</sup> “How Direct Marketers Can Weather The Economic Storm,” Forrester Research, February 11, 2009

comparisons, and monitor customer engagement and list health for reporting to key stakeholders and refining future mailings.

- Multiple User Management Tool -This new tool lets specified administrators assign user permissions, including content and audience management, within the Precision Central suite of applications. This provides enterprise-level marketers with distributed users more control over their production environments and delivers powerful efficiency gains for those with large groups of users.
- Enhanced User Interface – With a unified design and functionally driven menu navigation, marketers will find Precision Central 7.0 tools quicker to learn and easier to use, thus reducing the time it takes to complete tasks.

“In this economic environment it is critical for our e-mail marketing programs to be successful and for us to be able to assess and share those results internally,” said Kurt Officer, senior manager of e-Commerce for Figis.com. “Because e-mail is one of the best direct marketing channels we use, it is key for us to communicate that success to the rest of the company. We’re looking forward to several of the new features, such as Quick Test, which will ensure that we are sending highly targeted campaigns, and Precision Dashboard, which will allow us to communicate those successes to the rest of the organization.”

#### **About Precision Central**

Regarded by industry analysts as one of the best platforms in the market functionally, Precision Central is a comprehensive suite of e-mail marketing applications that enable brands to deliver highly relevant and productive e-mail campaigns. Comprised of powerful solutions for campaign management, data integration and segmentation, content management, and reporting and analysis, Precision Central makes it easy for marketers to access raw data, transform it into actionable customer information, and use it to build individual significance into every e-mail campaign. Important features include a drag-and-drop interface for real-time query and segment design; a clear indicator of where users are in the workflow process; live proofing of dynamic content; the ability to set automated behavioral triggers; a do-it-yourself tool to easily embed interactive polls and surveys; and a component developed specifically for media outlets to quickly and easily deploy breaking news alerts via e-mail, RSS and mobile formats. For more information on Precision Central and e-Dialog’s services and solutions, please visit: [www.e-Dialog.com](http://www.e-Dialog.com).

#### **About e-Dialog**

Established in 1997, e-Dialog is a proven provider of intelligent e-mail marketing solutions. Through a unique combination of strategic services and relevance enabling technologies, e-Dialog empowers marketers to take meaningful action on their data in order to deliver contextually targeted communications to customers. Some of the world’s most recognized brands, including AirTran Airways, American Eagle Outfitters, Avis, Boots, BMG Music Service, British Airways, CBS, Hewlett Packard EMEA, Nintendo, the NFL, Reuters, the Royal Bank of Scotland group of companies, and The TJX Companies, have partnered with e-Dialog to enhance their permission-based e-mail marketing efforts and maximize long-term customer value.

e-Dialog is one of the only e-mail service providers consistently recognized by top analyst firms for both outstanding service and first-class technology. 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, with offices in Boston, London, New York, and Seattle, is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC). For more information, visit [www.e-Dialog.com](http://www.e-Dialog.com).

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**e-Dialog press contacts:**

Alasdair Townsend  
+44 (0) 20 7038 0638  
[alsadair.townsend@diffusionpr.com](mailto:alsadair.townsend@diffusionpr.com)

Jean Borgman  
(508) 451-5944  
[jborgman@e-dialog.com](mailto:jborgman@e-dialog.com)