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**e-Dialog Unveils Guide for Identifying and Applying the Raw Materials of E-mail Marketing Relevance**

*White Paper Provides Prerequisites, Case Examples and Worksheets for Improving Relevance and Maximizing Effectiveness of E-mail Campaigns*

**BURLINGTON, Mass., and LONDON, June 22, 2009** – Building on the success of the [Relevance Trajectory](#)<sup>™</sup> methodology, [e-Dialog](#) today announced the [Relevance Readiness](#) guide to help marketers increase the effectiveness of their e-mail campaigns in order to maximize return on investment and customer engagement. The guide provides information, advice and worksheets on how to assess, procure, manage and apply the required assets, or “raw materials,” including customer data, marketing content, and tools and expertise, for sending relevant e-mail marketing campaigns.

The Relevance Readiness guide augments the company’s Relevance Trajectory, a unique strategic planning framework that enables marketers to benchmark their e-mail programs based on the essential factors that comprise relevant communications and identify specific opportunities for advancing their campaigns. The extended methodology now helps e-mail marketers understand what raw materials are needed in order to apply the relevance factors, assess what they may already have, what they will need to acquire, where to obtain the materials, and how to apply them.

“Targeted e-mail campaigns generate exponentially more revenue than broadcast messages, even when factoring in additional costs. But many marketers are leaving millions of dollars of lost revenue on the table because of irrelevant e-mail. Either they don’t have a firm grasp of where to make improvements to their campaigns, or what assets they need to do so, or have the ability to apply them,” said John Rizzi, president and CEO of e-Dialog. “As a strategic partner to our clients it is our responsibility to offer them relevance-enabling tools, technologies, and the execution plan and services that help them continuously and incrementally improve the productivity of their programs.”

“[Are You Relevance Ready?](#)” carefully details the raw materials of relevance, how they work together, and provides guidance on how marketers can access and apply each asset to create relevant e-mail. The raw materials include six common data sources for factoring into segmentation strategies; six types of marketing content; and five critical tools for delivering relevant messages, including dynamic publishing, automated triggers, robust proofing, segmentation and analysis, and strategic support. It also includes examples of how e-Dialog clients have put these raw materials to work in their campaigns, thereby improving their ability to execute more timely and relevant offers, increase subscriber engagement and generate more revenue.

“e-Dialog empowers us to use the customer data and value-added travel content we have at our fingertips to make our e-mails more timely and relevant,” said Samantha Goodenough, British Airways’ senior marketing executive. “Their data-driven approach to e-mail and robust set of tools, including dynamic content management and automated triggers, have allowed us to increase campaign performance, enhance awareness of our product offerings, and improve the customer experience.”

The Relevance Trajectory has been successfully applied by more than 70 e-Dialog clients in an effort to improve the relevance of their campaigns and produce better results. For example, AirTran Airways used the methodology to revamp its A+ Rewards frequent flyer program by adding interactivity, personalization and lifecycle management elements. The metrics have been impressive, showing that with more relevant content, customers are staying engaged and spending more on airline tickets.

“When it comes to relevant e-mail marketing, e-Dialog offers everything a marketer needs to maximize revenues and long-term customer value – innovative technology, extreme service and strategic expertise,” commented Andrew Chang, AirTran’s manager of marketing strategy. “The Relevance Trajectory has provided us with a framework for improving our e-mail programs and we are looking forward to utilizing the Relevance Readiness guide to apply even more factors of relevance and support future program development.”

The Relevance Readiness white paper is available now and can be accessed at <http://www.e-dialog.com/download/signup2.cfm>. The 20-page guide, an extension of the [Relevance Trajectory](#) methodology, was compiled based on more than 10 years of experience delivering relevant customer communications for some of the world’s most recognized brands and deep examination of their most lucrative e-mail marketing programs.

### **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, British Airways, CBS, 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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