

## FOR IMMEDIATE RELEASE

### **Sixth Annual e-Dialog Client Summit Attracts Record Number of Marketers Looking to Transform the Challenges of Today's Economy into Opportunity**

**Burlington, Mass., Sept. 8, 2009** - [e-Dialog](#), a proven provider of advanced e-mail marketing services and solutions, today announced its 2009 Client Summit, "Mastering the Business & Art of E-mail Marketing." This year's conference, attracting the greatest number of registrants in the event's history, will bring online marketers across various industries together for two-and-a-half days of education, thought leadership and networking opportunities. The event will be held at the Boston Renaissance Waterfront Hotel from Sept. 14-16.

The 2009 e-Dialog Client Summit features two distinguished keynote speakers who will provide practical guidance for interactive marketers. Armed with the latest trends in the consumer marketplace, J. Walker Smith, Ph.D., president of Yankelovich – The Futures Company, will present intelligence on why marketing to consumers now is all about thinking positively about the marketplace, and how to do so. Michael Wexler, vice president of Web analytics for Barnes and Noble, will discuss the impact of the Internet on the marketer/consumer relationship and how marketers can utilize social networks, mobile, video, online and targeted marketing to gain more control.

The Summit will also feature several client presentations, including a session led by Philips Consumer Lifestyle on designing and developing global eCRM programs. Other clients presenting include representatives from Avis Budget Group, the National Hockey League and PETCO Animal Supplies. Topics range from using actionable data to drive revenue opportunities and cost efficiencies, to winning strategies for marketing to European customers, and how to drive relevance in e-mail with triggers, segmentation, and sequenced messaging.

Additional Client Summit highlights include numerous break-out sessions, product trainings, and interactive workshops designed to help marketers improve their efficiency and ROI. These will be presented by e-Dialog and industry experts, including:

- Paul Gillin, author, blogger and online marketing strategist, will give attendees a decision-maker's tour of the social media landscape, present a framework for understanding the unique value of different tool-sets, and offer a step-by-step guide to complementing e-mail marketing with social media.
- David Daniels, vice president and principal analyst for Forrester Research, will take marketers down the road to relevance to help them make their digital campaigns more successful through the use of relevancy empowering tactics.
- Julie Katz, analyst for Forrester Research, will offer one-on-one consultations with e-Dialog clients and provide actionable advice for taking their e-mail programs to the next level, including how to improve performance through measurement.

- Arthur Middleton Hughes, e-Dialog senior strategist, database marketing pioneer and co-author of the book [Successful E-mail Marketing Strategies: From Hunting to Farming](#) (Racom 2009), will teach participants how to calculate the value of their company's e-mail subscribers, including obtaining the necessary data to do so and using the results in e-mail efforts such as subscriber acquisition.
- e-Dialog product management, creative, and deliverability professionals will also meet one-on-one with clients to discuss product enhancement suggestions, online reputation management and list optimization, and creative ideas for improving program performance.

As a testament to the benefits of attending e-Dialog's Client Summit, a full 100 percent of clients surveyed for feedback at last year's conference said they would not only attend again in 2009, but they would also recommend a colleague attend as well.

"Every year attendees tell us the best part of this event is the ability to meet and interact with industry experts and other marketers, to hear what others are experiencing, to share ideas, and to plan for the future," said John Rizzi, president and CEO of e-Dialog. "And each year we set out to improve upon the previous conference. We are thrilled to have a record number of marketers joining us this year, and have added several more opportunities for attendees to customize and personalize their experience so they will leave empowered to embrace all the opportunities to survive and thrive now and into the future."

#### **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 American Eagle Outfitters, Avis Budget Group, 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 the 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).

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