



**FOR IMMEDIATE RELEASE**

## **e-Dialog Enhances E-mail Marketing Solution to Include Powerful Campaign Management, Social Sharing, and Landing Page Creation Capabilities**

*New Features Make it Easy for Enterprise Marketers to Improve the Impact and Reach of E-mail Campaigns*

**BURLINGTON, Mass., and LONDON, Dec. 16, 2009** – [e-Dialog](#), the proven provider of advanced e-mail marketing services and solutions, today announced the availability of Precision Central™ 7.5, a suite of integrated, Web-based e-mail tools. This new solution is designed to help enterprise marketers improve their organizational efficiency and the overall effectiveness of e-mail marketing campaigns. Precision Central 7.5 delivers significant new features and applications, including a unique interactive campaign calendar, social-sharing capabilities, landing page creation functionality, and approval-management workflow.

“We are looking forward to all of the new enhancements of Precision Central 7.5, and we are particularly enthusiastic about the social-sharing feature,” said Erin Healey, e-commerce marketing manager, Nautica. “We’ve already started using it with our ‘Friends and Family’ campaign, and it took less than two minutes to add links to the most popular social media sites. But more important, it will deliver real business results. By making our e-mails more viral, we will extend the reach of our campaigns, gain exposure on social outlets we hadn’t previously targeted, and drive more traffic to our Web site.”

Precision Central 7.5 highlights include the following integrated features and applications:

- **Social Sharing** – This feature enables e-mail recipients to quickly and easily share content to today’s most popular social media sites like Twitter and Facebook. As a result, marketers can easily expand the reach of their e-mail content while driving subscriber acquisition and engagement.
- **Customized Landing Pages** – Now marketers can create content-rich landing pages that can be linked to from a mailing and shared socially, helping extend e-mail campaigns with multimedia, forms or additional information. Particularly effective for subscribers who read e-mail on mobile devices, these dynamic pages have full reporting capabilities and support Flash, JavaScript and other browser-based technology.
- **Interactive Campaign Calendar** – This flexible application gives marketers a single view of all e-mail campaigns – past, present and future – and lets them see the status of all campaigns at a glance and quickly drill down on any specific milestone and take action. For example, users can easily reschedule mailings, see results and clone previous campaigns, or be taken directly to the desired step in the campaign-composition process.

- Approval Management Workflow – With more people involved in approving e-mail campaigns today, this tool enables marketers to assign specific approval tasks, better manage the audit process, and generate high-quality campaigns.

“Creating strategic and effective e-mail campaigns for our clients is an integral component of our marketing programs,” said Betsy Miller, director of marketing for Blueport Commerce (previously Furniture.com), a provider of localized e-commerce technology and services to retail chains representing over \$8 billion in big-ticket sales for furniture, flooring, appliances, electronics, building materials, lighting and more. “The new enhancements to the Precision Central suite help us to simplify the planning process and boost results for our clients. For example, the campaign calendar gives us a comprehensive view of all of our campaigns, making execution of a particular program quicker and easier. The time savings are impressive and provide a real advantage to our customers.”

To help its customers better understand the enhancements and capabilities of Precision Central 7.5, e-Dialog has offered a number of training resources including client Webinars, one-on-one training, a guide to dynamic publishing and more.

Precision Central 7.5 is now available to all e-Dialog clients and is supported by one of the largest global professional services organizations in the industry.

“Companies today are looking for new ways to simplify e-mail marketing efforts while improving their overall success,” said John Rizzi, president and CEO of e-Dialog. “They’re examining every option for making campaigns more relevant and productive, including improving viral marketing with social-sharing tools and delivering engaging content to mobile devices. The new capabilities of Precision Central 7.5 will help enterprise marketers achieve even better business results from their e-mail campaigns. We’re especially proud of Precision Central 7.5 because it represents our commitment to product innovation and our ability to consistently execute on our product roadmap.”

### **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 marketers 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; a component developed specifically for media outlets to quickly and easily deploy breaking news and alerts via e-mail, RSS and mobile formats; and comprehensive functionality that enables interoperability between e-Dialog’s e-mail technology platform and an organization’s business and IT marketing/messaging platforms. 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, Avis Budget Group, Boots, British Airways, CBS, CVS/pharmacy, Nintendo, the NFL, PETCO, 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). For more information, visit [www.e-dialog.com](http://www.e-dialog.com).

# # #

**Media contact:**

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