

**FOR IMMEDIATE RELEASE**

**Publishers Clearing House Boosts E-mail Marketing ROI by Linking Database and E-mail Marketing**

*World Leader in Sweepstakes-Driven Direct Marketing to Discuss its Success Story with e-Dialog at NCDM on Dec. 8*

**BURLINGTON, Mass., Dec. 3, 2009** – [e-Dialog](#), a proven provider of advanced e-mail marketing solutions, today announced that [Publishers Clearing House](#) (PCH) is producing impressive e-mail marketing results by linking a multichannel database with an advanced segmentation strategy and process to create highly targeted and timely e-mail messages. The case study will be presented during the [National Center for Database Marketing Conference](#) (NCDM) on Dec. 8 in Las Vegas.

With the help of e-Dialog, PCH migrated to an integrated, agile data model accessed via e-Dialog's Precision Central™ Suite, which includes a powerful segmentation and analysis tool, Insight Builder™. The application allows PCH to automatically create "marketer-friendly profiles" and offer select customers more appropriate offers via triggered and sequenced campaigns. This more sophisticated segmentation also allows PCH to differentiate credit risk, as well as to test different treatments to various buyer segments. And since the shift from an e-mail centric to a customer-centric model reduced their mailing volume, the company saw cost savings of \$200,000 during the first year and projects that to continue on an annual basis, while increasing key performance indicators such as order conversions, which improved by 120 percent.

"Prior to working with e-Dialog, we were facing challenges understanding our data," explained Rob Befumo, director of e-commerce, PCH Online. "With Insight Builder, our marketing team has a current, multichannel view of the customer and can create audience segments based on virtually any criteria. They assemble the data in a fraction of the time that was previously required, shortening the time-to-market window for new customers significantly. And that also allows us to devote our internal resources to other priority projects."

"We are excited to be a part of this shift for Publishers Clearing House," said John Rizzi, president and CEO of e-Dialog. "PCH moved to a robust reporting system with detailed metrics. Using Insight Builder, their marketing team can now see program results, gain insight, and leverage the learning across platforms. The result is improved deliverability, decreased costs, increased sales, response metrics, and rate of payment."

Scott Popowitz, associate director of e-mail marketing for Publishers Clearing House, and e-Dialog senior strategist Arthur Middleton Hughes will present the session, "Boosting Revenue Through Linking Database and E-mail Marketing" at 11:15 a.m.

(PST) on Dec. 8 during the [NCDM Conference](#) at the Mandalay Bay Convention Center.

### **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).

### **About Publishers Clearing House Online**

Consisting of ten online properties including PCH.com, PCHCoupons.com, PCHGames.com, PCHLotto.com, PCHSearch&Win.com, PCHTV.com, PCHScratchCards.com, PCHOnlineSurveys.com, PrizePatrol.PCH.com and PCHOnline.com, PCH Online is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company calls attention to its products by providing site visitors with a chance to win valuable sweepstakes prizes. With more than 3.5 million new registrants per year, more than five million unique visitors per month and a database of more than 10 million customers, PCH Online continues to be a viable opportunity for advertisers to reach a diverse group of men and women online. For more information about PCH Online, visit <http://www.pchonline.com>.

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