



**FOR IMMEDIATE RELEASE**

**e-Dialog Receives Recognition from Second Independent Research Firm  
in One Month**

*Improving E-mail Relevance Requires Sophisticated Analysis and Integration Services*

**LONDON and LEXINGTON, Mass., October 31, 2005** – Forrester Research, in its recently released report, “B2C E-mail Marketing in Europe: 2004 to 2010” (October 2005), stated that e-mail service providers (ESPs) that offer strategic services like e-Dialog will become key business partners as the sophistication of the e-mail channel continues to develop. This recognition comes on the heels of being ranked highest overall among service-oriented e-mail marketing providers in the recently released JupiterResearch report, “E-mail Marketing Buyer’s Guide, 2005” (October 2005).

In the Forrester Research report that examines the market for e-mail services in Europe, analyst Fiona McDonnell finds that as the challenge to be relevant to consumers escalates, brands will have to analyze and integrate consumer data to create and distribute relevant content.

“As marketers focus on delivering increasingly targeted and personalized mails, they will need sophisticated analysis of their consumer base ... ESPs like e-Dialog, which specialize in this end of the market, are moving from simple content creation and delivery to include consumer data analysis and future communication selection for large e-mail marketers like Tesco,” writes McDonnell.

McDonnell summarizes the report by stating that one-stop-shop vendors [like e-Dialog] will prosper, as companies will trade internal marketing resources and CRM budgets for additional insight and services from the expanding menus of these key business partners.

“Relevance is top-of-mind for our clients as they compete for more attention in the discriminating consumer’s inbox,” said John Rizzi, chief executive officer of e-Dialog. “We are proud to be recognized by such a prominent industry analyst firm as a provider of the services marketers need to achieve a higher level of sophistication and results in their e-marketing efforts.”

“We are thrilled to receive our second third-party endorsement in one month,” commented Simone Barratt, managing director of e-Dialog UK. “It really speaks to the momentum we are building in the market and is a testament to the expertise of our staff.”

**About e-Dialog**

Established in 1997, e-Dialog is a proven provider of advanced e-mail marketing technologies, products, strategies and services for permission-based e-mail marketers. Tesco, Marks & Spencer, FilmFour, the NFL, BMG Music Service, American Eagle Outfitters, TJX, and SmartBargains are just a few of the 70 top marketers that rely on e-Dialog’s flexible solutions to efficiently turn complex customer data into actionable and relevant e-mail campaigns that produce unbeatable results. JupiterResearch ranked

e-Dialog the leading e-mail marketing provider among service-oriented ESPs in 2005 based on its value and market suitability, highlighting its account servicing, strategic and creative input, and campaign management and analytics applications. With offices in Lexington, Mass., and London, England, e-Dialog is a privately-held company whose investors include Flagship Ventures and Commonwealth Capital. For more information, visit [www.e-dialog.com](http://www.e-dialog.com) or contact Arthur Sweetser at 781-372-3353 or Peter Duffy in the United Kingdom at (+44) 0207 659 2716. 020 3219 6200

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