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e-Dialog Presents Top-10 Strategies for E-mail List Growth

*Leading ESP Shares Best Practices in Building Customer Databases
at BrandRepublic's Intelligent E-mail Marketing Conference*

LONDON and LEXINGTON, Mass., December 19, 2005 – With e-mail address acquisition a primary challenge among e-marketers today, e-Dialog addressed a captive audience at *BrandRepublic's* recent Intelligent E-mail Marketing Conference in London with advice on growing and developing an accurate and profitable e-mail database. Peter Duffy, sales and marketing director for e-Dialog Europe, shared a number of key policies and best practices for organic list growth, the most effective way to increase a customer database.

“Since the average online UK consumer receives twice as much spam e-mail as they do opt-in mail, it’s no wonder they’re hesitant to give out their e-mail addresses,” said Duffy, “However, if marketers can gain support from senior management to invest in collection activities, as well as promotions, across all channels they will succeed at growing their opt-in lists.”

e-Dialog's Top-10 E-mail List Growth Strategies:

1. **Position the database as a critical asset.** Once top management recognizes that its e-mail database is a powerful resource, they will see the value in capturing addresses at every touch point.
2. **Capture data everywhere.** Offer e-mail enrollment in multiple channels, on- and off-line, and at every customer interaction point.
3. **Track and analyze data by source.** Set up the database to track lead sources for measuring collection efforts and determining which sources bring in the best customers.
4. **Promote the benefits.** Tell consumers what they will gain by having an e-mail relationship with your company.
5. **Provide examples.** Show the customer samples of what will be sent to them so they're more receptive to it.
6. **Let the customer tell you what they want.** Allow the recipient to choose frequency, format and types of messages they want to receive.
7. **Have a conspicuous privacy policy.** Enhance consumer confidence by assuring them their data is protected.
8. **Send thank-you e-mails.** Opt-in confirmation messages to all new sign-ups show appreciation, set expectations, and allow preference setting.
9. **Leverage highly opened transactional messages.** For example, invite the consumer to subscribe upon order confirmation if they haven't already.

- 10. Gather and enhance profile data.** Capture additional customer data with targeted questionnaires and surveys so marketers can optimize e-mail programs.

“Once acquired, an e-mail address is not to be shared,” concluded Duffy. “Send relevant, customized content to people who have specifically asked for it and you will greatly increase opt-in percentages and responsiveness of your e-mail campaigns.”

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 or contact Arthur Sweetser at 781-372-3353 or Peter Duffy in the United Kingdom at (+44) 0 20 3219 6200.

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