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Wired for Change Relies on Message Systems to Spread the Word of Progressive Organizations and Political Campaigns

Message Systems Delivery Manager increases email delivery speed by a factor of 10 and improves bounce processing to keep customers off ISP blacklists

COLUMBIA, MD – February 12, 2008 – Email solutions provider [Message Systems](#) announced today that [Wired for Change](#) and their affiliate, [Democracy In Action](#), are using Message Systems [Delivery Manager](#) to ensure its nearly 500 customers' email messages are delivered to recipients inboxes quickly and to keep its customers off ISP blacklists.

Wired for Change provides Web-based eCRM and online advocacy tools to progressive organizations and political campaigns. Their hosted Salsa platform is a powerful communication application that enables mass email blasting, online advocacy campaigns, online event management and donation processing.

Soon after its founding, Wired for Change was sending up to four million email messages per day—well beyond the capacity of its original email delivery system. Campaigns with lists containing one to two million addresses would literally take hours to send out, and without a way to handle bounced messages, campaign mailings with a high number of bad addresses were increasingly landing Wired for Change and its customers on ISP blacklists.

Wired for Change moved quickly to find an email delivery system that could keep pace with its sending volume and ensure high deliverability. With Message Systems Delivery Manager in place, Wired for Change solved its performance problem. A campaign that used to take an hour to send now takes about five minutes, vastly improving customer satisfaction.

“The fast-paced world of politics has many demands,” said Andy Tomasello, director of Network Operations for Democracy In Action, Wired for Change’s sister company. “Many of our clients use email as their primary form of fund raising and grassroots organizing. No other email delivery solution even approaches Message Systems’ performance. It delivers email so quickly that our clients are now consistently meeting their target window and their supporters can view important messages at the most desirable times of day, which is particularly important for electoral and advocacy campaigns dealing with time-sensitive issues.”

With Message Systems Delivery Manager, Wired for Change’s email deliverability rate has increased tenfold. “We are now able to deliver 1.4 million messages an hour compared to 100,000 an hour with the previous solution,” said Tomasello. “With mailing list sizes seeming to grow exponentially every few months, this not only makes our customers happy, but has reduces our workload and increases our peace of mind.”

Wired for Change and its customers are also benefiting from Message System's automated bounce processing and reporting. In the past, messages would be marked by the recipient as Junk Mail, but Wired for Change could not see it and would continue sending to that same address. Eventually, ISPs would blacklist the organization's mail, preventing all of its customers' mail from going through. Now, with visibility into why a soft bounce occurred, Wired for Change can remove the addresses of people who have unsubscribed using their Junk Mail button.

"Thanks to Message Systems we're now maintaining very clean lists and great relationships with the ISPs," said Tomasello. "We've seen tremendous benefit from being able to see the status codes on bounced mail and processing the messages right away. Even though we're sending 10 times the number of messages per hour than we could before, we're sending them more efficiently and more accurately, and we're no longer getting blacklisted."

"Wired for Change is a good example of an organization for which timely email campaign delivery is paramount to customer satisfaction," said Barry Abel, Message Systems' vice president of Field Operations. "The volume of email they send hourly using Message Systems Delivery Manager illustrates the capability of our email delivery system and how important performance is to nonprofit organizations that depend on email to communicate, motivate and inspire their members to action."

About Wired for Change

Wired for Change and its non-profit affiliate, Democracy in Action, are dedicated to helping progressive organizations and political campaigns develop the most innovative and effective online campaigns to encourage engagement, drive message and promote change. In addition to providing a comprehensive, integrated and affordable web platform, Wired for Change helps nonprofits and progressive political campaigns exceed their visions for the potential of technology and leverage these new tools to help rebuild the progressive movement. More information is located at www.wiredforchange.com and www.democracyinaction.org.

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage the delivery of large amounts of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from regional businesses to the Global 2000. With the most powerful Message Transfer Agent (MTA) on the market supporting more than 100,000 concurrent connections per server, Message Systems gets millions of unique messages to the right place at the right time. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to www.messagesystems.com.

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