

For Immediate Release

Contact:

Marco Torresi
Atomic PR
415-402-0230
@atomicpr.com

Message Systems Sponsors New EEC Subscription Benchmark Study

Research Defines Best Practices in Email Subscription Process

Columbia, Maryland, November 25, 2008 — Message Systems announced today that it is the proud sponsor of the [Experience Council](#)'s (eec) third annual "Retail Email Subscription Benchmark Study." The eec is the email marketing arm of the Direct Marketing Association (DMA). The new study examined the opt-in practices of 120 of the top online retailers tracked via the [Email Blog](#) and found that there's a clear trend toward richer subscription processes.

"As a leader in the industry, Message Systems is dedicated to helping email marketers better manage their subscription processes, in order to foster brand-loyal customer relationships," said Dave Lewis, Chief Marketing Officer, Message Systems. "We believe a robust, highly flexible, email management platform is at the heart of that subscription process, since it plays a critical role in enabling companies to fulfill their customers' expectations in a timely and targeted manner."

According to Message Systems, a robust email management platform contributes to the success of the subscription process by:

- Reliably delivering confirmation notices and content in a timely manner
- Providing visibility into bounces that may disrupt communications
- Offering insight into performance data (opens, clicks, etc.), to tune the targeting of messages
- Properly managing various subscription mail streams (newsletter, product-sell, transactional notices, etc.)
- Segregating messages to new subscribers to build brand loyalty
- Generating customizable lifecycle messages based on customer interactions
- Delivering messages to customers through their channel of choice

"We greatly appreciate the active support of industry leaders, such as Message Systems, that enable the eec to fulfill its mission of delivering relevant information to email marketers, improving their effectiveness and enhancing the medium for us all," said Jeanniey Mullen, Email Experience Council's founder and global EVP and CMO of Zinio.

The new eec study can be purchased for \$249 by visiting the eec's Whitepaper Room at [://www.emailexperience.org/Login-Whitepaper-Room](http://www.emailexperience.org/Login-Whitepaper-Room). Members of the eec may obtain the report at a discounted rate.

[Members of the press may request a free copy of the study by contacting Ali Swerdlow of the eec at 212.790.1483 or @emailexperience.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 large volumes 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 e-commerce companies to the Global 2000. With the most powerful message management platform on the market, Message Systems gets over a billion unique messages to the right place at the right time every day. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to .messagesystems.com or call 877.887.3031.

About the Email Experience Council (eec)

The Email Experience Council (eec) (.emailexperience.org), the Direct Marketing Association's vertical working group that is focused on the email marketing industry, is a global professional organization striving to enhance the image of email marketing and communications, while celebrating and advocating its importance in business, and its ROI value. The eec is committed to regularly conducting a broad series of email initiatives for a variety of organizations that highlight the positive impact and importance of email as a marketing tool, communications vehicle, and branding device. Additionally, eec members are setting the standards for email through Member Roundtables. The eec members are representatives of other trade organizations, agencies, advertisers, technology partners, clients, and companies focused on the potential of email marketing via mobile and other digital devices.

About Direct Marketing Association (DMA)

The Direct Marketing Association (.the-dma.org) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents nearly 3,600 companies from dozens of vertical industries in the US and 50 other nations, including a majority of the Fortune 100 companies, as well as nonprofit organizations.

In 2007, marketers — commercial and nonprofit — spent \$173.2 billion on direct marketing in the United States. Measured against total US sales, these advertising expenditures generated approximately \$2.025 trillion in incremental sales. In 2007, direct marketing accounted for 10.2 percent of total US gross domestic product. Also in 2007, there were 1.6 million direct marketing employees in the US. Their collective sales efforts directly supported nearly 9.0 million other jobs, accounting for a total of 10.6 million US jobs.

The Power of Direct: Relevance. Responsibility. Results.

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