



## **VerticalResponse Selects Message Systems for Improved Email Deliverability and Increased Message Output**

*Leading Email Service Provider opts for Message Systems' Delivery Manager for increased email performance, scalability and manageability to improve campaign effectiveness*

**Columbia, Maryland – February 9, 2009** – Message Systems, provider of the world's fastest and most flexible email management platform, announced today that VerticalResponse, the leading provider of self-service email marketing and direct mail solutions, has selected Message Systems' message management platform for its ease of use and powerful customization capabilities. Message Systems' platform enables email service providers and businesses to achieve maximum email deliverability without sacrificing flexibility or performance.

Headquartered in San Francisco, California, VerticalResponse is a one-stop marketing resource for over 50,000 small businesses and nonprofits. VerticalResponse's services in email marketing, direct mail postcards and surveys provide small businesses and nonprofits with everything they need to create successful marketing campaigns from one easily navigated website. The company's online tools help anyone, regardless of technical expertise, to get email and direct mail campaigns up and running within minutes.

With the addition of over 15,000 new small business customers in 2008, VerticalResponse currently sends up to 200 million messages per month, and has increased the number of emails sent by more than 60% from 2007 to 2008. To handle the escalating load on its messaging infrastructure, VerticalResponse needed to deploy a message management framework that would scale easily while maintaining effective resource and cluster management. In addition, VerticalResponse needed to ensure compliance with the Domain Keys Identified Email (DKIM) and Goodmail Certified Email standards.

“Our customers rely heavily on email communications to market and conduct business transactions. As such, accurate and timely deliverability to specific inboxes is paramount,” said Jonathan Clay, Vice President of Engineering at VerticalResponse. “We evaluated various email software solutions on the market and our trial results were conclusive—Message Systems was the clear winner. Unlike other email solutions, Message Systems offers unparalleled performance, flexibility and manageability and allowed us the highest degree of customization for our customers' individual needs.”

Message Systems provides the only message management platform that takes a proactive approach to deliverability by combining optimal ease of use and management with unprecedented reliability, flexibility, and visibility into the email stream. Message Systems' framework boosts deliverability rates, increases ROI and generates revenue for email marketers.

“As a top player in the Email Service Provider market, VerticalResponse has a complex set of needs, but also requires an easy and efficient management solution,” said Geroge Schlossnagle, President and CTO of Message Systems. “By implementing Message Systems' framework, VerticalResponse will be able to handle its rapidly growing volume of email while future-proofing their solution for tomorrow's needs. Perhaps most importantly, the company will continue to build brand loyalty for its client base by allowing them to move beyond mere processing of emails into the kind of optimization that truly reinforces and enhances relationships with customers.”

#### **About VerticalResponse**

VerticalResponse, Inc. is a leading provider of self-service email marketing, survey and direct mail services empowering small businesses and non-profit organizations to create, manage and analyze their own direct marketing campaigns. VerticalResponse's flagship product, which allows customers to deliver sophisticated yet easily deployed email campaigns, is the most intuitive and affordable Web-based direct marketing solution available. VerticalResponse is headquartered in San Francisco, California. For additional information, please visit [www.verticalresponse.com](http://www.verticalresponse.com).

#### **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 <http://www.messagesystems.com> or call 877.887.3031.

###

#### **Contact:**

Sara Long  
Atomic PR  
415-402-0230  
[sara@atomicpr.com](mailto:sara@atomicpr.com)