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Message Systems and WhatCounts Schedule Webinar to Educate Email Marketers on MTA Technology

"MTA: The Engine Driving Successful Email Marketing" webinar to help marketers understand how mail transfer agents affect email campaign success

COLUMBIA, MARYLAND – September 17, 2008 – Email software solutions provider Message Systems and WhatCounts, a leader in comprehensive e-communication programs, announced today that the companies have joined forces to help educate email marketers on the technology behind mail transfer agents (MTA), how MTAs affect overall campaign deliverability, and how different capabilities benefit specific marketing requirements.

Message Systems senior engineer Mike Hillyer and WhatCounts president and co-founder Brian Ratzliff will host "MTA: The Engine Driving Successful Email Marketing", a webinar that will unlock the mystery of MTAs.

"Email marketers understand that deliverability is a huge component of successful email campaigns. It ranks right up there with a great offer and a good list. After all, if your messages aren't delivered—or they're delivered too late—the best offer and mailing list in the world are rendered useless," said Ratzliff. "While many email marketers know what an 'MTA' is, most leave it up to IT to choose one. The truth is selecting the right MTA can be vital to the success of your email marketing program and should be a decision made by both IT and marketing."

Hillyer and Ratzliff will discuss how maximizing MTA performance can improve email campaign delivery, message sending speed and reporting, and will answer key questions for marketers who want to gain a greater understanding of the technology, including:

- What is an MTA and why should I care?
- How do MTAs differ in the marketplace?
- How do I select the right MTA for my business?

"Choosing the right MTA is an important and too often overlooked aspect of email management systems," said Hillyer. "Pick the right one and you will boost bottom line ROI, reduce IT costs, improve sending practices and gain in-depth reporting insight to support your online marketing efforts."

Webinar Registration Information

"MTA: The Engine Driving Successful Email Marketing" will be held on Tuesday, September 30, 2008 at 2 pm EDT (11 am PDT). Marketers can get more information and register at [://www.whatcountsevents.com/090108MS_Webinar/register090108.htm](http://www.whatcountsevents.com/090108MS_Webinar/register090108.htm).

About WhatCounts, Inc.

WhatCounts is a leader in comprehensive e-communication programs leveraging the power of targeted permission-based email messaging, interactive two-way dialogue, personalized content syndication (RSS) and extensive marketing services. Deliverability management, strategic coaching, best practices benchmarking and professional services ensure substantial returns on loyalty marketing investments.

The powerful WhatCounts e-Communications Suite represents over ten years of industry expertise and development, and enables marketers to build brand loyalty through enhanced communication and granular analytics. This robust platform can be delivered through a hosted Web-based application for direct customers and agency resellers or via the unique proprietary Broadcaster™ appliance. With the development of the Broadcaster™, WhatCounts was the first company to offer a hardware solution with pre-installed software to eliminate metered fees. Flexible application programming interfaces allow for seamless integration between the e-Communications Suite and customer relationship management, marketing and reporting platforms. Founded in 2000, WhatCounts is a private Seattle-based company with offices across North America. For more information, please visit www.whatcounts.com or call (800) 440-7005.

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](http://www.messagesystems.com).

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