



## **Delivra Ups its Momentum with Message Systems**

*Leading Email Marketing Service Provider Opts for a More Robust Message Management Platform to Improve Reliability, Expand Functionality, and Scale for Growth*

**COLUMBIA, MARYLAND – July 14, 2009** – Message Systems, the premier provider of holistic, fast and flexible message management solutions, announced today that Delivra, a leading email marketing service provider, has selected Message Systems' Momentum platform to power its offering for a rapidly growing base of customers across North America.

Based in Indianapolis, Indiana, Delivra enables marketers to create, send and track e-newsletters, surveys and announcements. Over the past five years, Delivra has achieved 30% year over year growth by serving hundreds of businesses across a range of industries, including associations, business services, consumer products, education, entertainment, travel, financial services, healthcare, insurance, not for profit, publishing, sports and ad agencies, and more. Because its customer base is so diverse, Delivra offers a wide spectrum of services, ranging from easy-to-use email templates and high-touch customer support, to more complex features and options for the savvy tech user. In order to scale for current and future growth as well as provide the flexibility its customers need, Delivra sought a more reliable and robust message management platform capable of providing greater efficiency, and more customization.

"Delivra is committed to providing the highest possible levels of service to its customers, and our technical platform is a key component of that," said Neil Berman, President of Delivra. "After evaluating several leading technology providers, we decided on Message Systems because of its unmatched performance, unique customization capabilities, and ability to scale. Message Systems offers a highly extensible platform that will provide us with unprecedented business agility and enable us to respond to our customers' needs in real-time."

"Message Systems' proven ability to accelerate the volume of messages while constantly improving delivery will give our customers a distinct competitive advantage," said Chris Broshears, Product Development Manager for Delivra. "Upon implementing Message Systems, we expect to see a 230% increase in overall sending capacity and to see measurable improvements in our deliverability rates as well as reduction in our own infrastructure costs."

The fastest, most powerful message management platform available, Message Systems' Momentum eliminates excessive infrastructure, improves speed-to-market for new products and services, and provides complete control over message streams. The end result is customer-aware messaging that improves response rates and creates new revenue streams.

"Message Systems helps its clients achieve their business objectives by providing the greatest degree of ROI possible on their messaging services," said Barry Abel, Vice President of Field Operations for Message Systems. "ESPs like Delivra understand that implementing a powerful and robust message management platform can significantly bolster their bottom line as they scale for the future. We look forward to working with Delivra to help them continue to grow by significantly improving the effectiveness and range of their offerings."

**About Delivra**

Delivra helps organizations communicate by providing email marketing software and services. The company empowers marketers of all sizes by providing them with the user-friendly tools and support systems they need to create, send, and track email programs. In addition to on-demand email Software-as-a-Service (SaaS), Delivra also provides ancillary services necessary to make email campaigns successful. These include software training, deliverability tools, database management and integration, production services, and technical support.

Delivra is a privately held company founded in 1999 and headquartered in Indianapolis. Its 700+ clients span all major industries including associations, business services, consumer products, education, entertainment/travel, financial services, healthcare/insurance, not for profit, publishing, sports, and ad agencies. For more information, visit [www.delivra.com](http://www.delivra.com).

**About Message Systems**

Founded in 1997, Message Systems is a worldwide provider of message management solutions for email service providers (ESPs), Internet service providers (ISPs), social networks 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 billions of 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 Pacific. For more information, go to <http://www.messagesystems.com> or call 877.887.3031.

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