



How Do You Compare: Bronto Software Publishes Industry Statistics *Firm Launches Online Resource for Email Marketing Metrics*

Durham, NC – November 29, 2005 -- Bronto Software, Inc., a leading email marketing software company, announced the launch of an online resource for email marketing statistics. The resource located at <http://bronto.com/stats> provides weekly updated metrics for over a dozen industries, providing marketers with an easy way to benchmark their own performance.

For the three month period ending November 20th, Bronto's Industry Statistics showed that marketers on average realized 95.5% email delivery rates, 24.2% open rates and 5.0% click-through rates. Results differed across the covered industries: Advertising/Marketing, E-commerce/Retail, Education, Financial Services, Government, Healthcare/Insurance, Legal Services, Manufacturing/Distribution, Publishing/Media, Real Estate, Services/Consulting, Technology and Travel/Hospitality.

In conjunction with the online resource, Bronto has published the first of a series of ongoing quarterly reports analyzing email marketing statistics by industry. The Bronto Industry Statistics Report provides insights and trends on email marketing and is now available for free download.

Bronto Software President Joe Colopy remarked, "Bronto's focus remains on building a product that helps marketers do their job better and our online industry statistics resource is developed with that goal in mind. We believe marketers will find Bronto's industry statistics valuable for periodically evaluating their own performance versus industry averages. Additionally, the industry statistics quarterly report provides timely insights into email marketing trends and best practices."

About Bronto Software, Inc.

Bronto Software is a leading email marketing software company with more than 400 clients across North America and Europe. Bronto was founded in 2002 by two former Red Hat executives and is headquartered in Durham, North Carolina. Organizations use Bronto's web-based software to manage email contact lists for sending email newsletters, email surveys and other communications. Features include automated email list management, email templates, list segmentation and real-time tracking of mailings.

Media Information

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