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## **Customers Dictate Email Direct Marketing Content**

*Listrak Helps Businesses Send Targeted Email Marketing Communications*

*Summary: Listrak, a leading email marketing solution provider, offers insight into Internet Marketing and email promotion best practice strategies.*

**Lititz, PA - October 4, 2006** - Attracting subscribers to your email direct marketing campaign can be as daunting as continual testing and response analysis. But Listrak, an integrated, self service email marketing solution provider, has compiled best practice tips to encourage opt-in email marketing success.

To send targeted email marketing communications, you first need to attract voluntary subscribers. To do so, ensure each website page includes a prominent subscription box or link. JupiterResearch found that online search was one of the most underutilized but cost-effective means of email direct marketing subscriber acquisition. Other successful practices include the business card fishbowl technique placed at trade shows or merchant check-out. You'll also increase interest when you give subscribers a reason to join your email direct marketing campaign. Therefore, many companies offer a promotion or give-away to new subscribers.

MarketingSherpa's case study 'How to Get More Opt-Ins (Plus Great Demographic Info From Visitors) With a Super-Personalized Email' revealed that 88 percent of online shoppers are willing to answer more questions about their personal preferences in return for more targeted email direct marketing content. The same study, conducted in May of 2005, found a quarter of the respondents were willing to spend more than six minutes answering form questions in return for more personalized email marketing campaign content.

"Listrak is proud to be on the pulse of email direct marketing best practice," states Ross Kramer, CEO of Listrak. "Our advanced email marketing solution includes a powerful segmentation and personalization engine to simplify mass email marketing relevance. Users can partition their list, sending communications only to specific opt-in email marketing users based on certain criteria. They can also personalize each message - from subject lines to email marketing campaign body copy."

Businesses and marketers can learn more about Internet Marketing email promotion at the Listrak Resource Center, <http://www.listrak.com/resources.asp>. The Resource Center offers email direct marketing articles, white papers and customer newsletter archives.

**About Listrak**

Listrak is a leading provider of hosted email marketing software that allows permission-based marketers to manage, send, track and grow their email marketing investment. Listrak services clients such as Daimler Chrysler, Motorola, L'Oreal and the Islands of the Bahamas from its Lititz, PA headquarters. Listrak was named the 2006 Small Business Technological Excellence Award winner by the Philadelphia Chamber of Commerce, a Top Fifty Fastest Growing Company in 2006 and 2005 by the Central Penn Business Journal and the 2005 Growth Company of the Year by the Technology Council of Central PA.

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