

Swiftpage Announces New Product To Speed List Creation In ACT! List Builder Automates Creation of Contacts from Web Response Forms

Englewood, CO – January 12, 2007 - Swiftpage today announced the addition of a new database building tool for the ACT! by Sage contact management software. The Swiftpage List Builder records data from a form and automatically creates a new contact in ACT!; streamlining the email list building process.

The Swiftpage List Builder allows a user to easily and automatically build a list of email contacts. "A major issue for the busy company is the burden of building a list of who to market to. With the Swiftpage List Builder, you can automate the list creation process and then use the Swiftpage email solution to send them email marketing messages," says Bob Ogdon, CEO of Swiftpage.

The Swiftpage List Builder adds another layer to the email marketing process by enabling a way for the marketer to build a list of names that will ultimately be sent email marketing messages. Swiftpage streamlines this process by not only capturing new contacts, but capturing new contacts and delivering them to the ACT! database where your existing contacts already reside. By having your contacts, current and new, in one place it saves the marketer time when putting together campaigns and groups of contacts to send marketing messages to.

By using the Swiftpage List Builder, marketers can easily isolate new contacts and send relevant email marketing messages to them based on their form responses. "By initiating a relationship through a terrific first impression email that actually pertains to the customer you will have a lasting impact on the relationship going forward," says Ogdon.

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About Swiftpage

Swiftpage is an email marketing company that is changing the way traditional email marketing is used. By integrating with the most common business applications, including ACT! by Sage, Sage CRM SalesLogix, the Microsoft Office Suite and more, Swiftpage brings the email marketing solution to where the user keeps their list. Traditional email marketing reports are provided on who opened, clicked and how many times, but is taken an extra level through a unique scoring feature. Based on email recipient interaction Swiftpage scores and provides a ranked list of your most interested contacts, helping you and your team make more informed business decisions.