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## Mass Email Marketing Still Providing Measurable Results 2007 Proves Optimistic Year for Marketers

***Summary: Listrak, a leading email marketing solution provider, outlines the benefits to opt-in email marketing and its stellar performance in 2006.***

**Lititz, PA - January 25, 2007** – In the early days of email direct marketing, businesses reaped exceptional response as a result of its sheer novelty. Today, the practice still reaps impressive results, with marketers experiencing exceptional performance ratings.

David Daniels, JupiterResearch analyst, found that spam volume faded and targeted email marketing spending increased last year. Experts expect spam to decrease 9.4 percent at a compounded annual rate through 2010, making email marketing campaigns even more effective. Nevertheless, false positives, or legitimate email erroneously blocked as spam by ISPs, will cost companies \$1 for every \$9 they spend, or \$107 million this year alone.

The November 2006 MarketingSherpa Email Benchmark Survey found that 78 percent of business email marketers and an equally high 69 percent of consumer email marketers saw a slow to significant growth in opt-in email marketing impact. The same study found marketers reaped a powerful \$51.45 ROI per \$1US spent, seven times more than print catalog advertising. These studies prove that email direct marketing is not only alive and well, but thriving far above other traditional practices.

“As more and more direct email marketers use legal, ethical delivery practices, like those promoted by Listrak, we expect to see a sizable increase in overall consumer trust,” states Ross Kramer, CEO of Listrak. “This trust leads to increased list sign-ups and even greater email marketing success. The Listrak solution gives businesses the tools and resources they need to keep cost low, maximizing their email marketing ROI.”

Listrak’s targeted email direct marketing solution helps companies improve buyer trust and maximize their bottom line. To learn more about the Listrak bulk email service, read email direct marketing articles, white papers and customer newsletter archives, visit [www.listrak.com](http://www.listrak.com).

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### **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, the 2006 Emerging Business of the Year by the Central Penn Business Journal, 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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