



FOR IMMEDIATE RELEASE

Contacts: Jennifer Iannuzzi
jennifer@didmo.com
+46766453776

Erika Dornaus
Constant Contact
(781) 482-7039
PR@constantcontact.com

Magmito Mobile App Creation Tool Now Part of Constant Contact AppConnect Partner Program

Integration between mobile and email marketing solutions allows customers to create and promote mobile marketing campaigns

Stockholm, Sweden and Waltham, Massachusetts, USA – February 7, 2012 – DIDMO, architect of Magmito, the award-winning, cross-platform mobile application creation solution, has announced its integration with [Constant Contact®](#), Inc. (NASDAQ: CTCT) [Email Marketing](#). The integration will allow each company's customers to create and promote marketing campaigns through handheld devices.

With this integration, Constant Contact's half a million small business customers can create mobile apps to promote their businesses with Magmito and, with one click, automatically generate an email marketing campaign through their Constant Contact account featuring their app's QR Code. Conversely, DIDMO's clients can easily register or use an existing Constant Contact account to further distribute and promote discoverability of their mobile content via email.

"More and more small businesses are connecting with customers through social media and email marketing, and mobile engagement is the next new frontier for them," said Kevin O'Brien, director of the AppConnect Program for Constant Contact. "Today's consumers are relying on their mobile devices more and more to find information. DIDMO's mobile app creation tool gives our customers an easy and effective way to engage with mobile right from our Constant Contact [MarketPlace](#)."

Constant Contact customers can create Magmito apps ranging from product promotions to weekly specials and more, using Magmito's easy-to-use web interface. Apps can include text, images, video, maps, RSS feeds and other features such as click-to-call. Once they are ready to publish their app, users simply navigate to the Promote tab, click Email, select the Constant Contact option and login to their Constant Contact account. An email campaign is automatically generated featuring their app's unique QR Code, which they can further customize and send to their lists—all within minutes. Constant Contact customers can also use Magmito's existing distribution points including SMS, social media and select app stores to connect with their clients.

“Constant Contact is clearly best-of-breed when it comes to email marketing, event marketing and social media marketing campaigns for SMBs and with Magmito, the clear leader in mobile campaign creation for SMBs, the partnership is a natural fit,” said Angelo Biasi, DIDMO’s vice president of business development, North America. “Our mutual goal is to make it as easy as possible for SMBs to enter the mobile marketing space and optimize their marketing and communications using this channel. This integration is the first step towards achieving that goal.”

Webinars and other activities are planned for Q1 2012 to educate Constant Contact customers on how to successfully create, launch and deploy mobile marketing campaigns.

About Constant Contact, Inc.

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing(TM) tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

Constant Contact and the Constant Contact Logo are registered trademarks of Constant Contact, Inc. All Constant Contact product names and other brand names mentioned herein are trademarks or registered trademarks of Constant Contact, Inc. All other company and product names may be trademarks or service marks of their respective owners.

About DIDMO

Creators of the world’s first cross-platform mobile content creation solution, Magmito, DIDMO has empowered people and companies around the world to easily create, deliver and track rich and engaging mobile applications. Magmito’s toolset has been used by companies including Turner Broadcasting, Sony Ericsson, NYU and Disney to launch mobile campaigns including product promotions, special events, customer surveys and more, delivered directly to virtually any phone on the market. DIDMO’s “develop once, publish everywhere” philosophy leaves no phone unturned, from iPhone to Android, Blackberry to Java devices. A finalist for the 2011 Effective Mobile Marketing Award for “Best Mobile Charity Solution” for its work with The Salvation Army and GetJar, DIDMO is also the recipient of the 2010 Mobility Award, “Best in Mobile Marketing” for Magmito and Sweden’s Gold Mobile Award for “This Year’s Mobile Business Solution.” DIDMO is based in Stockholm, Sweden with offices in Naples, Florida. For more information visit www.didmo.com or www.magmito.com.

###