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Captricity Delivers AppConnect Solution for Entering Handwritten Contact Details

Constant Contact API integrates Captricity with online marketing tools to automatically enter contact from stuck on paper forms directly into Constant Contact

Berkeley, CA – September 20, 2012 – Captricity’s web-based data capture service today announced integration with the [Constant Contact](#)® (NASDAQ: CTCT) suite of online marketing tools. The resulting integration will allow users to automatically import contacts from paper forms directly into Constant Contact. It will be featured in Constant Contact’s [MarketPlace](#), an online resource that connects small organizations with tools and services for growing their business.

“We are pleased to announce Captricity’s integration with Constant Contact,” said Kuang Chen, CEO of Captricity. “Now, instead of manually typing in contact details from paper forms into Constant Contact, users can upload scans or photos of their documents to Captricity. We will enter all the information for them, often in under a half hour. Using Captricity, businesses will have faster access to important contact information, and more staff time to devote to customer followups.”

Most of an organization’s contacts come in on paper forms. Until now, staff members have had to spend valuable time entering all those contacts manually. Captricity solves that problem, giving accurate data entry in a fraction of the time. Users upload images (scans or photographs) of their paper forms to Captricity’s website. Using both advanced computer algorithms and real human workers, Captricity will enter the data quickly, often in under a half hour. Contact details can automatically be sent over to Constant Contact, where they will be available for immediate use.

Captricity’s integration with Constant Contact is available at no additional cost. It is entirely web-based, with no software or special hardware required. The first 25 pages are free, and after that Captricity charges 20 cents per pages, with bulk and nonprofit discounts available. Captricity is faster than manual entry, more accurate than OCR, and entirely self-serve. It does not require the contracts or set-up costs of most other data entry outsourcing solutions.

More information on Captricity can be found at www.captricity.com, and on the Constant Contact [MarketPlace](#).

“These tools are all proven to help small businesses win customers and build successful relationships with them,” said Rick Jensen, senior vice president and chief sales and marketing officer at Constant Contact. “We are pleased that Captricity chose to integrate with Constant Contact to provide its clients with our online marketing tools, and we look forward to working together to be an even bigger factor in their customers’ success.”

About Captricity

Captricity (<http://captricity.com>) is an award-winning startup based in the Bay Area, offering on-demand, web-based data capture from paper forms. Data entry is both fast and accurate thanks to a special combination of advanced machine learning algorithms and real human workers. Best of all, there are no contracts or setup fees, and no minimum or maximum limits on quantity.

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today’s socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company’s online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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