



**Listen360 delivers AppConnect Solution for gathering customer feedback
to identify prospects and drive automated marketing programs**

*Constant Contact API integrates Listen360 with online marketing tools
to strengthen and build customer relationships and brand loyalty*

[Alpharetta, GA] – [November 15, 2012] – [Listen360](#) today announced integration with [Constant Contact](#)® (NASDAQ: CTCT) and their suite of online marketing tools. The resulting integration will enable users to leverage customer data and analytics from their Listen360 system to create powerful, targeted marketing campaigns for their current customers and prospects. It is 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 Listen360's integration with Constant Contact," said Pat Tinley, CEO of Listen360. "Through this partnership, our customers will be able to link their Constant Contact account to Listen360 and utilize their specific customer feedback to automatically create customized and targeted email campaigns."

Customer loyalty is the best way to ensure profitable business growth. Listen360 provides an efficient way to manage feedback and use customers' direct and honest comments to improve business operations, correct shortcomings, and deliver outstanding customer service. Clients of Listen360 benefit from retained business and a steady stream of recommendations that lead to sustained growth and profitability.

Listen360's integration with Constant Contact is entirely web-based, with no software or special hardware required. With one click, Constant Contact users can now easily and seamlessly utilize their unique customer and prospect data within Listen360 to deliver the right messages at exactly the right time based upon the criteria of their choice, such as customer sentiment.

More information on Listen360 can be found at www.Listen360.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 Listen360 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 Listen360

[Listen360](#) is a powerful customer listening solution that enables organizations to engage customers, analyze feedback in real time, and transform customers into brand advocates via

social media. Our exclusive Voice of the Customer text analytics and innovative dashboards deliver actionable insight to help organizations build customer loyalty, drive growth and increase profitability. Learn more at www.Listen360.com.

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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