



FOR IMMEDIATE RELEASE

e-Dialog Enhances Industry's Most Robust Analytics Tool with Powerful Segmentation Planning and Creation Capabilities

Easy-to-Use Audience Segmentation Maximizes Performance of E-mail Marketing Channel While Improving Marketers' Efficiency

BURLINGTON, Mass., and LONDON, March 30, 2010 – [e-Dialog](#), the proven provider of advanced e-mail marketing services and solutions, today announced the availability of new segmentation features within its Insight Builder™ solution. Using Insight Builder, e-Dialog's flagship query and analysis tool, marketers can now automatically create and optimize sophisticated audience segments without involving IT, thereby enabling marketers to make swift and accurate decisions for sending highly productive e-mail campaigns.

Publishers Clearing House (PCH) is using these new features to improve the speed, ease and accuracy in creating segments for sending targeted mailings. On a daily basis, PCH marketers are able to take the segments that were created the night before and routinely run them against additional audience criteria, thus significantly improving the ability to seize sales and marketing opportunities as subscribers move from one segment to another. In addition, the time-savings lets the team focus on other tasks that optimize e-mail performance, including ongoing campaign testing.

"The new features of Insight Builder deliver several important capabilities, such as the ability to automate segment creation based on the most up-to-date subscriber data," said Patricia D'Souza, manager of online production for Publishers Clearing House. "We have realized significant efficiency gains by cutting our segment-building times in half and completely automating what used to be a labor-intensive exercise. This allows us to re-apply our time to other priority tasks like regular testing that maximizes the productivity of our e-mail channel."

Insight Builder, the query and segmentation tool within e-Dialog's [Precision Central](#) suite, gives enterprise marketers a fast and easy way to build highly targeted segmentation models based on actionable customer data. By enabling marketers to create segmentation hierarchies and "what if" scenarios via an easy-to-use drag-and-drop interface, Insight Builder now lets marketers create ideal segments and prioritize them so subscribers receive the most relevant message based on select criteria, such as where they are in the customer lifecycle, or on behavioral, demographic or preference data. Once these segments are created, marketers can see segmentation counts within seconds so they can dynamically make changes in order to improve the relevance of their e-mail campaigns. Segmentations can also be scheduled to run automatically or on a recurring basis so they're ready when the marketer needs them.

"Because of the technical and resource challenges associated with building effective audience segments, many marketers today only perform basic, one-dimensional segmentation which means they are not creating relevant, one-to-one communications for their customers and subscribers," said John Rizzi, president and CEO of e-Dialog.

“Since it’s been proven that using segmentation strategies for targeting messages is far more effective for getting e-mail delivered, opened and acted upon than blasting the same message to every subscriber, marketers simply have to start sending messages based on a subscriber’s real-time interaction with the brand. We are proud to be able to offer this capability to our clients and applaud marketers like Publishers Clearing House who realize the value of true opportunistic marketing.”

The new segmentation features are now available in Insight Builder to all e-Dialog clients and are supported by one of the largest global professional services organizations in the industry. To help its customers better utilize the new capabilities, e-Dialog is offering a number of training resources, including client Webinars, one-on-one guidance and segmentation-planning training sessions.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of intelligent e-mail marketing solutions. Through a unique combination of strategic services and relevance enabling technologies, e-Dialog empowers marketers to take meaningful action on their data in order to deliver contextually targeted communications to customers. Some of the world’s most recognized brands, including AirTran Airways, Avis Budget Group, Boots, British Airways, CBS, CVS/pharmacy, Nintendo, the NFL, PETCO, Reuters, the Royal Bank of Scotland group of companies, and The TJX Companies, have partnered with e-Dialog to enhance their permission-based e-mail marketing efforts and maximize long-term customer value.

e-Dialog is one of the only e-mail service providers consistently recognized by the top analyst firms for both outstanding service and first-class technology. In September 2006, e-Dialog was the first e-mail service provider to achieve certification for ISO 27001:2005, the global information security standard. e-Dialog, with offices in Boston, London, New York, and Seattle, is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC). For more information, visit www.e-dialog.com.

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Media contacts:

Jean Borgman
e-Dialog
(508) 451-5944
jborgman@e-dialog.com