

PRESS RELEASE



itravel2000.com increases Unique Opens and Clicks within initial phase of implementing bubblebox:media's Intelligent Email Marketing

itravel2000.com, Canada's largest online leisure travel retailer, has implemented Vancouver based bubblebox:media's smartMARKETER technology platform to improve the process and return on investment of delivering relevant, timely and engaging email messaging.

VANCOUVER, Canada – Aug 24, 2009 – bubblebox:media a specialist in enabling intelligent email marketing, has been appointed by one of the leading Canadian online leisure travel retailers, itravel2000.com, to provide an email marketing solution and consulting services that will aim to increase the return of investment of their email marketing strategy.

itravel2000.com, implemented the smartMARKETER technology platform to manage bulk emails end-to-end, from management of the database, through technical creation of the message, distribution and tracking of the recipient's response. The Software as a Service (SaaS) platform, in conjunction with bubblebox:media's related consultancy services will facilitate itravel2000.com's communications with its travel database.

itravel2000.com's in-house marketing team was looking for a self-service email marketing solution with comprehensive tracking and reporting, so that it can build up behavioural data on its customers as it communicates with them. They also wanted to ensure the successful deliverability of its communications.

Stuart Morris, VP Marketing at itravel2000.com, said: "We chose bubblebox:media after being particularly impressed by the technology and their proven expertise. bubblebox:media's web interface is easy to use and allows our marketing team to have instant access to the data that drives decisions."

Morris continued: "Delivering best practice email marketing programmes is an essential part of our business strategy. Appointing bubblebox:media makes perfect sense as we can leverage upon their best of breed experience to improve our deliverability rate and conversion."

During the first three months of using the smartMARKETER platform, itravel2000.com has already experienced an increase in the number of recipients opening their emails by 18%. They also reduced the volume of unsubscribes and spam complaints by 77% and 80% respectively. This was primarily due to a data cleansing process that was conducted by itravel2000.com with guidance from bubblebox:media. As a result, delivery rates are now consistently above 99%, and the increased unique opens and unique links clicked within the email provides evidence that emails are being delivered to the recipients inbox.

Tracey Gordon, client services director of bubblebox:media, said: "We are delighted to have itravel2000.com as a new customer as it further endorses our ability to deliver intelligent email marketing solutions to the competitive travel sector. Travel companies need to foster close relationships with their customers and email is a cost-effective way to not only send messages, but also to learn more about customers' interests. With each communication that arrives in the inbox, itravel2000.com will enrich its data set, helping to accurately profile its database and send highly personalised content improving their customers experience with the company."

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About bubblebox:media

bubblebox:media is a provider of Insightful Email Marketing technology and consulting services that seeks to enable businesses to communicate intelligently with their customers and prospects. Through the smartMARKETER platform, clients can easily create, segment, schedule, execute and report on all their Email Marketing campaigns. Whether using managed service or accessing on demand email marketing platform, bubblebox:media enable their clients to become Intelligent Email Marketers. Visit <http://www.bubbleboxmedia.com> to learn more about becoming an Intelligent Email Marketer.

About ittravel2000

itravel2000 is a leading retailer with 16years experience. ittravel2000 was a pioneer of on-line travel and has 100 travel agents to assist travelers by phone. For more information about ittravel2000 please visit www.ittravel2000.com.

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