

Barnardo's uses Email Reaction to manage communications with supporters

- Children's charity implements Email Reaction software to create, manage, issue and track email campaigns -

London, UK – 15 October 2007 – Email Reaction, a specialist in enabling online customer communications, has been appointed by one of the leading UK children's charities, Barnardo's, to provide an email marketing system for managing personalised email campaigns to the charity's supporters. Barnardo's will use Email Reaction 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 will help Barnardo's to improve communications with its supporters.

Barnardo'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 supporters as it communicates with them.

Barnardo's is one of the leading UK children's charities, offering a wide range of support services for children, young people and their families.

Rachel Nicholls, new media officer at Barnardo's, said: "We chose Email Reaction after being particularly impressed by its instant reporting and analysis capabilities. Email Reaction's hosted service and web interface is easy to use and allows our teams up and down the country to have instant access to campaigns and data."

Nicholls continued: "Barnardo's relies on the generosity of the public through charitable donations to allow it to continue its work; therefore, building up good donor relations is key and email is a cost effective way for us to keep in touch and individually target the messages we send. Email Reaction's software has given us total creative control with the ability to personalise, track and build up a better picture of our target audience."

Bryan Black, managing director of Email Reaction, said: "Charities need to foster close relationships with their supporters and email is a cost-effective way to not only send messages, but also to learn more about supporters' interests. With each communication, Barnardo's will enrich its data set, helping to accurately profile its database and send highly personalised content improving their supporters experience with the charity."

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About Barnardo's

Barnardo's believes that the most vulnerable and disadvantaged children deserve a better start in life and the chance of a better future. Barnardo's works with approximately 110,000 children, young people and their families in over 380 specialised projects in local communities across the UK. This includes work with children affected by today's most urgent issues: poverty, homelessness, disability, bereavement and abuse.

Barnardo's believes in the potential in every child and young person, no matter who they are, what they have done or what they have been through. We will support them, stand up for them and bring out the best in each and every child.

About Email Reaction

Email Reaction is a leading provider of on-demand marketing software for email and on-line channels. A fast growing part of smartFOCUS Group plc, (LSE; STF) the international marketing

software company, Email Reaction combines powerful analytics with campaign management to deliver marketers high performance on-line marketing via email, SMS, RSS and web channels. Email Reaction's products can be deployed on-demand or as an on-premises license.

Based in the UK Email Reaction provides digital marketing solutions to 100's of companies internationally, including Gcap Media, Associated Newspapers, Money Supermarket, Barclays Bank, Pearson, The Labour Party and Capgemini.
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