

## Email Reaction partners with Brandmail Solutions to deliver branded emails with sender authentication

*- Leading accommodation broker 1800hotels is first customer for joint offering - - Authentication guarantees delivery by major ISPs -*

**London, UK – 12 February 2008** – Email Reaction, a specialist in enabling online customer communications, has partnered with the leading global email authentication and branding company, Brandmail Solutions. Businesses using Email Reaction can now send emails without the threat of having their messages blocked by spam filters.

Brandmail partners with ISPs (internet service providers) and email service providers worldwide to enable sender authentication and branding for legitimate emails. Delivery is guaranteed and the sender's brand - along with Brandmail's secure icon - appears in the email inbox 'From:' field.

Recipients can instantly spot genuine emails, so they are protected against phishing attacks - which impersonate leading brands in an attempt to trick users out of providing sensitive information such as credit card details. Consumers are also more inclined to open and act upon email they know is authentic.

Email Reaction allows marketing staff to quickly and easily create and distribute newsletters, emails, polls, surveys and microsites. The system includes analysis and reporting functions, measuring the effectiveness of marketing campaigns. Brandmail, now available as an option within Email Reaction, can be switched-on for specific campaigns, enabling cost reduction by reserving its use for higher value campaigns.

1800hotels.ie, is the first customer to use Email Reaction with Brandmail to ensure that its customers receive the necessary booking information and hotel offers as well as the high quality of service it is renowned for, regardless of spam filters. It will also provide a service able to scale in line with the current growth of 1800hotels globally and branch out to existing and potential new clients.

"It's quite simple." says Rónan Farren, VP of Operations Europe at Brandmail Solutions. "When consumers receive a branded email from a bank or retailer, with the logo displayed in the 'From:' field, along with our secure icon, they know the email is safe and authentic."

"Our objective in partnering with established email service providers such as Email Reaction is to create an environment in which customers can safely receive the communications they expect from reputable companies, and businesses can use and improve their brand reputation to improve their email communications with their customers."

Bryan Black, managing director of Email Reaction said: "The Brandmail certification is already delivering results for Email Reaction such as recently signed up new client 1800hotels, who were impressed by our ability to deliver branded emails as part of our powerful email marketing solution."

"Credibility is essential for online retailers and it is vital that users can trust our communications with them," says Claire McAnaspie, international sales manager at 1800hotels. "Email Reaction and Brandmail provide us with the necessary tools to promote our brand through email communication with customers, as well as to ensure that our

messages are recognised as legitimate and delivered straight to our customers' mail. Brandmail's sender authentication option has made it the logical choice in our decision to work with Email Reaction."

Email Reaction will include Brandmail Solutions' SbS2.0™ Secure Branding System. Built on Domain Keys Identified Mail (DKIM), a protocol co-developed by Cisco Systems and Yahoo!, Brandmail's technology is completely standards based.

### **About Brandmail Solutions**

Brandmail Solutions is a global pioneer in email authentication and branding. Working with technology companies and service providers across the email ecosystem, Brandmail Solutions provides a branded and secure email system that allows companies to reach their customers without the threat that their messages will be blocked. And their customers are more inclined to open and act upon email they can easily identify and trust. With the SbS2.0™ Secure Branding System, Brandmail Solutions is quite literally "changing the face of email." Founded in 2006, Brandmail Solutions has offices in the United States, Ireland, and Germany. Visit: [www.brandmailsolutions.com](http://www.brandmailsolutions.com)

### **About 1800hotels**

1800hotels offers quality accommodation at excellent rates in worldwide destinations. Established in 2002, 1800hotels offers a large range of quality, hotels at unusually low prices for both business and leisure.

[www.1800hotels.ie](http://www.1800hotels.ie)

### **About Email Reaction**

Email Reaction is a leading provider of on-demand marketing software for email and online 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 online marketing via email, SMS, RSS and web channels. Email Reaction's products can be deployed on-demand or as an on-premises licence.

Based in the UK, Email Reaction provides digital marketing solutions to hundreds of companies internationally, including Gcap Media, Associated Newspapers, Money Supermarket, Barclays Bank, Pearson, The Labour Party and Capgemini. Visit: [www.emailreaction.com](http://www.emailreaction.com)

### **For further information please contact:**

Melanie Antonucci / Ellie Turner  
Prompt Communications on behalf of Email Reaction  
Tel: +44 (0)20 8996 1646 / 07799146803  
[smartfocus@prompt-communications.com](mailto:smartfocus@prompt-communications.com)

or

Claire Thatcher  
Marketing Manager, Email Reaction  
Tel: +44 (0)117 943 5800  
[claire.thatcher@emailreaction.com](mailto:claire.thatcher@emailreaction.com)