

# PRESS RELEASE



## smartFOCUS DIGITAL brings customer insight to digital marketing campaigns

**Bristol, UK - 13 October 2008** – smartFOCUS DIGITAL, a leader in email and digital marketing software, today announces the immediate worldwide availability of its newest offering, the Digital Marketing Solution (DMS). DMS will combine database analytics tools with email delivery, campaign management and history based reporting to target customers more effectively and dramatically increase ROI on campaigns.

The DMS solution allows marketers to interrogate their data via an intuitive data visualisation and analytics tool, gaining deeper insight and understanding into their digital data and delivering more relevant, behaviour based, personalised digital communications. Marketers will use the high speed analytics tool to deliver a step change in the way they target prospects and customers.

DMS includes campaign management functionality allowing users to create, edit and manage complex, multiple step digital campaigns including: email; SMS; RSS and micro-sites. In addition to this DMS users will also be able to generate executive level summary reports and dashboards. These can be distributed using Microsoft Excel so that users across an entire organisation can view the effectiveness of a single campaign, carry out cross-campaign analysis, or even look at individual email recipients to see how responsive they are to the campaigns over a period of time.

The new solution moves digital campaigns from list based communications to integrated data-based communications. With DMS, marketers will experience improved targeting and customer engagement and thus benefit from increased conversion rates and improved ROI.

Bryan Black, managing director, smartFOCUS DIGITAL, said: “DMS combines our strength in analytics and reporting with our best of breed email marketing solution. Marketers are looking for a solution that can quickly provide analysis to increase customer engagement, raise response rates and ultimately have greater control over their campaigns. Through DMS’s segmentation and targeting abilities, marketers will get a complete, end-to-end solution that provides the highest ROI on digital marketing campaigns. Of course, coming from the digital world they want to begin using the system in a matter of days”

DMS is available immediately and is delivered as a Software as a Service (SaaS) solution, clients can be up and running within 48 hours of agreement.

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**About smartFOCUS DIGITAL**

smartFOCUS DIGITAL is a leading provider of on-demand marketing software for email SMS, RSS and web channels. smartFOCUS DIGITAL (formerly Email Reaction) serves more than 200 clients and partners internationally, including Barnardos, EHS Brann, Elsevier, Epson, Morgan Stanley, moneysupermarket.com and TMW. Based in the UK, smartFOCUS DIGITAL is the specialist digital division of smartFOCUS Group plc (LSE; STF), an international multi-channel marketing software company.

The high performance smartFOCUS DIGITAL solution provides marketers with powerful analytics and campaign management to improve digital marketing results. [www.smartfocusdigital.com](http://www.smartfocusdigital.com)

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