

London Business School chooses Email Reaction for more effective marketing

- Leading educational authority implements Email Reaction software to help non-technical users across multiple marketing teams reach out to a wider audience -

London, UK: 3 December 2007 – Email Reaction, a specialist in enabling online customer communications, has supplied London Business School with the services to upgrade its communication system to make it more accessible to staff.

An international business school that is also part of the University of London, London Business School has been ranked amongst the top two business schools in Europe by the Financial Times. It provides business related Degree and Executive programmes, as well as hosting events, seminars, and research programmes.

The Email Reaction online solution will be used on a daily basis, primarily by UK staff, for communicating with clients and prospects on a global scale.

Functionality above the existing system, the ability to integrate with the existing internal CRM (customer relationship management) system as well as automating targeted communications to a wider audience, with more relevant content, and an easy-to-use interface were all winning factors when choosing Email Reaction.

London Business School anticipates that the improved marketing tool will provide a smoother process for prospect gathering and enable them to deliver more targeted emails which will drive additional course sales, as a result of increased email traffic.

David Lane, Director of Communications and Marketing, London Business School showed his enthusiasm for the new marketing software by saying: “Email marketing is key to communicating with our clients and prospects globally. Email Reaction has delivered a really useful email marketing solution which staff across all our marketing teams, will be able to use. I know that people will embrace the solution and appreciate the smoother and more efficient marketing processes it will deliver.”

Bryan Black, managing director of Email Reaction, said: “The fact that London Business School has chosen Email Reaction proves that we are continuing to stretch out to a broad range of customers. The School now benefits from a fully functioning email marketing system that will deliver sales and help keep its marketing departments up-to-date in a world where technology and marketing go hand-in-hand together.”

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About London Business School

London Business School's Vision is to be the pre-eminent global business school, nurturing talent and advancing knowledge in a multi-national, multicultural environment. Founded in 1965, the School graduated over 800 MBAs, Executive MBAs, Masters in Finance, Sloan Fellows and PhDs from over 70 countries last year. The School's executive education department serves over 6,000 executives on its programmes every year. London Business School is based in the most accessible and international city in the world and is one of only two UK business schools to have twice been awarded the highest research rating of five-star (5*), by the Higher Education Funding Council for England (HEFCE),

confirming the School as a centre of world-class research in business and management.
www.london.edu

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.
www.emailreaction.com

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