

## Email Reaction helps flooded Meadowhall tempt back Sheffield shoppers

*- Leading UK shopping centre uses email marketing system to communicate in crisis situation -*

**London, UK – 13 August 2007** – Email Reaction, a specialist in enabling online customer communications, has been chosen by leading UK shopping centre Meadowhall to provide the email marketing system that will power its GO SHOP™ loyalty programme.

The new email system enabled Meadowhall to communicate rapidly with shoppers and store owners when the shopping centre suffered up to five feet of flooding on its lower level, with all 160 of the lower level shops affected and up to 70 shops still closed due to the damage.

Meadowhall chose Email Reaction following a three-way competitive pitch. The key factor was the fact that Email Reaction's solution enables Meadowhall's marketing team to be in control of customer email campaigns. Using Email Reaction, Meadowhall's marketing team can quickly and easily design and distribute its own emails without IT support or design agency involvement. The system does not require any technical programming skills.

Following the floods, Meadowhall managers created a microsite containing Environment Agency advice and information on health and safety, shop fitting and maintenance. Relevant groups could then be emailed individually with update alerts and advice that would be useful to them specifically.

Once the effects of the flooding have been addressed, Meadowhall will resume use of Email Reaction as intended, to create targeted email customer communications to GO SHOP™ subscribers. Under the GO SHOP™ programme, over 30,000 members receive personalised email communications, including customer rewards and money-off vouchers.

The email campaigns are designed initially to increase footfall into the shopping centre. Using the analysis functions available in Email Reaction, Meadowhall will also be able to create campaign reports including insights into email click-throughs.

Richard Exton, CRM manager at Meadowhall, said: "Email Reaction became an invaluable tool in communicating with retailers, staff and head office during the crisis. We don't need to involve outside agencies in the development of emails so the immediate and targeted communications system, although designed for marketing campaigns, also helped us to recover more speedily from the floods. Email Reaction helps us to be self-sufficient, which was the main reason we chose it."

Meadowhall re-opened six days after the flood. As efforts are re-focused towards welcoming shoppers back to the Centre, weekly email alerts are being sent out to promote the Harry Potter, motor show, fashion and back-to-school events planned at the Centre.

Exton added: "Moving forward, the reporting functionality in Email Reaction is key for us. Email Reaction provides an at-a-glance overview of email campaigns that helps us understand how Meadowhall shoppers respond to our GO SHOP™ offers and marketing communications."

Bryan Black, managing director of Email Reaction, said: "Meadowhall has an innovative approach to marketing. In this case, we are proud to learn that our service has gone beyond the call of duty. The tightly focused email strategy will bring shoppers to Meadowhall and benefit both the centre and the businesses within it."

**About Meadowhall**

Millions of shoppers visit Meadowhall, situated on the outskirts of Sheffield, each year. The centre which houses over 270 shops, an 11-screen cinema and a number of restaurants operates GO SHOP™, the first-ever interactive\* customer loyalty scheme designed by a shopping centre.

**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](http://www.emailreaction.com)

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