

PaddyPower chooses Email Reaction to drive email marketing campaigns with enhanced functionality

Ireland's biggest and most successful bookmaker integrates Email Reaction's on-demand tools for e-marketing into its own CRM system to speed up workflow processes and increase level of personalised communication

London, UK: 12 November 2007 – Email Reaction, a specialist in enabling online customer communications, has provided Paddy Power, the largest provider of fixed-odds sports betting in Ireland, with a “point and click” email tool to manage marketing campaigns quickly and easily and provide data enrichment capabilities.

With a growing retail presence in the UK, Paddy Power is using Email Reaction to improve the effectiveness of its email marketing strategy by integrating an email campaign solution that will take advantage of digital delivery channels such as email, RSS and SMS (text). The advanced personalisation features in Email Reaction will be used to speed up existing workflow processes, increase the relevance of email through personalised content and thus improve deliverability rates by reducing the possibility of high spam complaint rates.

Email Reaction will integrate its own software solution with Paddy Power's current customer information, connecting multiple databases that can be easily managed, improving the efficiency of a number of functional and support requirements. Email Reaction will implement a communication strategy that is easy for non-technical users to manage, providing the ability to create and manage microsites, include dynamic content in emails and use advanced tracking tools.

Stephen Lovell, user experience manager, of Paddy Power said: “When looking at email marketing solutions, a key requirement for us was to be able to integrate software with our own CRM system that would be easy to use, but have sophisticated data analysis capabilities. We also required high levels of customer support and account management. Email Reaction provides our non-technical marketing users with a straightforward solution that is flexible enough to fully integrate into our CRM and analysis products, and careful ISP management means fewer emails will be identified as spam.”

Bryan Black, managing director of Email Reaction, said: “By using Email Reaction's technology, Paddy Power has a sophisticated system that is able to carefully manage marketing campaigns, through email tools which accommodate the various needs of those involved in running them. Email Reaction's Content Editor is not only easy to use but one of the most sophisticated dynamic tools on the market. Creating dynamic emails to ensure more relevant and targeted communication is guaranteed to increase Paddy Power's digital marketing response rates.”

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About Paddy Power

Paddy Power is the largest provider of fixed-odds sports betting in Ireland.

The company operates through licensed betting offices along with operating Ireland's largest telephone (Paddy Power Dial-a-bet) and online (paddypower.com) betting operations.

The company also markets its service in the UK where it has a growing retail presence.

The company has as an unconventional approach towards betting; Paddy Power is committed to making low-stake betting more entertaining and accessible.

Through this strategy the company has developed a strong reputation as "The Punter-Friendly Bookmaker" and has become renowned for its unique 'Money-Back Specials'.

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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