

Intelligent, next-generation email delivery solution significantly increases inbox results and protects delivery reputation

Submitted by: Communicator Corp

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Communicator Corp (www.communicatorcorp.com), Europe's leading enterprise email management company has addressed the email communication needs of responsible marketers, CRM teams and IT departments with the launch of its Intelligent Delivery Solution (IDS).

A unique, next-generation tool, IDS utilises intelligent, self-learning methodology to ensure that email campaigns and business-critical, transactional communications alike achieve optimum inbox placement and maximise revenues. In addition, the system protects and builds the sender's reputation and ensures that their email communications plays by the rules.

IDS ensures that the delivery of B2B or B2C campaigns is configured to achieve unrivalled inbox delivery rates. The system's advanced intelligence automatically responds to ISP/IEP policy changes, and bases future sending rates and patterns upon the statistical analyses of previous campaigns. This increases delivery rates and ensures that users observe best practice and remain the right side of policy variations as and when they happen.

In-built, statistical algorithms and a suite of powerful analysis tools monitor key delivery metrics to ensure that the sender's dispatch strategy is continually adjusted to achieve the optimum delivery rates. Communicator Corp states that the innovative and unique way in which the system evolves with client's needs can boost inbox delivery rates by up to 50%.

IDS contrasts markedly to traditional approaches, for whilst delivery methods such as shared IP addresses, dedicated IP addresses or tiered dispatching have their benefits, they all carry significant risks, costs and pitfalls. Most importantly, they cannot always ensure optimal delivery.

With IDS deployed, organisations can send entire, pre-optimised campaigns immediately; without the need to throttle delivery speeds and scale campaigns. However, senders are secure in the knowledge that the risks to reputation of a bad campaign are negated. In addition, users are not punished for irregular dispatching volumes or times.

The new technology can be integrated into any existing business systems or used in conjunction with Communicator Corp's award winning Communicator® enterprise email management platform that enables true, relevant and personalised digital communications.

Jonathan Prest, Head of Technology of Communicator Corp, believes that the new system is a timely response to the increasingly vocal demand of senders for an effective solution, commenting,

"Some email senders may find that their delivery rates and email placement are effectively a lottery, out of their hands and dependent upon what fellow senders are doing. Other senders who may have worked for months to build a reputation on their dedicated IP address can lose it because of a single bad campaign.

“The Intelligent Delivery Solution removes all of these problems and ensures that the responsible sender achieves the maximum revenue from their resources and investment. However, they also have a shield to protect their reputation. By encouraging organisations to optimise the intelligence of their email communications we are also helping them achieve industry best practice.”

To set up a trial of IDS and for more information, please go to
<http://www.communicatorcorp.com/ids/>

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About Communicator Corp
www.communicatorcorp.com

The Communicator Corporation is a leading European enterprise email management expert, providing on demand email and mobile technology. The company was founded in 1999. Since inception the business and consultancy have consistently evolved, creating and maintaining Communicator Corporation's position as an industry leader.

The company develops and markets the award winning Communicator® platform that enables true, relevant, personalised marketing. Communicator® provides clients with the tools to create and manage sophisticated email and mobile messages to achieve true one to one communications with their recipients. Communicator®'s vast array of features ensures that campaigns are relevant, exciting and strategies are at the cutting edge.

The company has also developed a flexible range of associated services to meet the needs of any organisation. These include data services, managed, collaborative and self-service options.

Clients include: Adidas, Thomson Reuters, Toshiba, Best Western, River Island, Transport for London and ITV.

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