

The Chartered Institute of Marketing selects smartFOCUS DIGITAL

Submitted by: Prompt Communications Ltd

Wednesday, 27 May 2009

The leading organisation for marketers will focus on email marketing and its enhancing segmentation capabilities

Bristol, UK, 27 May 2009 - The Chartered Institute of Marketing, the world's leading organisation for professional marketers, has selected the smartMARKETER eChannel marketing software tool from smartFOCUS DIGITAL to streamline campaigns and enhance communication and engagement for the thousands of recipients of The Chartered Institute of Marketing email campaigns.

smartFOCUS DIGITAL is the specialist digital marketing division of international multi-channel marketing software company smartFOCUS.

Each year The Chartered Institute of Marketing trains more than 50,000 marketers as well as offering advice to business across the globe on how to get the greatest return from marketing initiatives and personnel.

The Institute's communication team will use the segmentation capabilities within smartMARKETER eChannel to roll out phased and multi-tier campaigns, with the ability to follow through on all actions after each campaign. This includes analysing and understanding factors that drive members' interest in The Chartered Institute of Marketing, tracking the opens and clicks, and monitoring responses relating to individual interest and geographic location.

smartMARKETER eChannel is a complete on-demand digital marketing solution that enables personalised and segmented communication across email, SMS, RSS feeds and web microsites. With integrated content management and real time reports of campaign performance, the solution provides a 'closed loop' where valuable data and feedback is continuously monitored, to enhance The Chartered Institute of Marketing's techniques

Bryan Black, sales director for smartFOCUS DIGITAL said: "Being selected by the world's leading professional marketing body proves how powerful our email marketing solution is and shows our dedication to providing the best solutions for companies committed to marketing. We're proud to be working with such a prestigious organisation and excited about the insight and capabilities our technology will bring to The Institute's 47,000 members."

About The Chartered Institute of Marketing:

The Chartered Institute of Marketing is the leading international professional marketing body with some 47,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals around the world. For more information please visit: www.cim.co.uk

About smartFOCUS Group plc

smartFOCUS DIGITAL is a leading provider of intelligent marketing software for email and digital

channels. The Company's high performance internet based solutions make it easy for marketers to use powerful analysis and customer insight to optimise integrated email, SMS, RSS and web channel campaigns to improve marketing results. Based in the UK, smartFOCUS DIGITAL serves over 300 clients and partners internationally, including - Chelsea FC, ASOS, The Guardian Newspaper, PaddyPower, FatFace, QVC, CIPD, MoneySupermarket.com, Epson, The Wine Society, Elsevier and Hotpoint. smartFOCUS DIGITAL is the specialist digital division of smartFOCUS Group plc (LSE; STF), an international multi-channel marketing software company.

www.smartfocusdigital.com

For further information please contact:

Ellie Turner, or Becky Cheers

Prompt Communications on behalf of smartFOCUS

Tel: +44 (0)20 8996 1652 / 07799146803

smartfocus@prompt-communications.com

Suzanne Butler, Marketing Manager, smartFOCUS

Tel: +44 (0)117 943 5800

sbutler@smartfocus.com