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# PRESS RELEASE

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## DeepTarget Inc. Announces Innovative, New Email Marketing Solution

*Uniquely featured combining rich design tools, personalized banners and targeting capability with a natural language interface*

**Huntsville, AL, April 20, 2009** – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)), today announced its innovative, new email marketing product, DeepTarget Email. This product is built around DeepTarget's patent-pending technology and core, thereby bringing its personalization and targeting focus into the email marketing channel. The key benefit and differentiator of this product is the ease of use of its rich functionality. It is an email marketing solution that has been designed to be ultra-intuitive and easy to use for marketers - ensuring control at the fingertips of the people who also provide the creativity and content for campaigns.

Email is a major channel for marketing today. According to industry sources, it outperforms all other media in terms of ROI and is a highly cost-effective communication tool – it's an optimal channel to incorporate into already stretched marketing budgets. Experts suggest that the best results are obtained by:

- Having a high-quality list of contacts that want to receive your email
- Being relevant and offering something that is of value to the recipient
- Being timely
- Making it easy to act or react to the message

DeepTarget Email was designed with these factors in mind and includes the following features:

- Contact Management: An intelligent but easy-to-use English query-based interface to simplify management of your contacts and your lists
- Email Design: Easily design professional email templates with many rich features - or just use the ones provided
- Targeting and Personalizing: The key difference in your email communication will be *relevance*.



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- Insert various information from contact data into different parts of the email where variability is not limited to first name and last name like most email marketing engines
- Select from a library of over 700 DeepTarget banners or create your own and insert into your email campaign. Control the look and feel of the banners with an easy to use "Offer Manager" capability and easily combine various components to create your own banner. Banners are personalized and targeted based on a rules-based unique stack of offers that are created for each individual recipient.
- Campaign Management which entails effortlessly defining, editing and running a test campaign.
- Email Management: Handling all the mundane but critical functions such as bounce backs and unsubscribing
- Tracking and Reporting: Statistics to tell you how your campaign worked and what the results were including a geographic representation of recipients who opened the email.

DeepTarget Email ensures that marketing professionals have a solution that they can themselves utilize and have control of, in order to make their email campaigns highly effective. Its user interface has been designed so that one does not have to be an HTML wizard to use the rich set of functionality. Therefore, marketing departments can focus on the message, the recipients and the results, rather than on tools and technology. Finally, DeepTarget Email provides an affordable solution that can obtain superior results; this becomes especially crucial and beneficial at a time when marketing budgets are being scrutinized. DeepTarget Email will be available for beta customers in May 2009. For more information, visit [www.DeepTarget.com](http://www.DeepTarget.com).

#### **About DeepTarget Inc.**

DeepTarget Inc. is an insight driven digital marketing company whose software is rapidly redefining targeted marketing. Through the use of DeepTarget marketing technology for online and other digital media, DeepTarget is able to provide comprehensive messaging solutions for businesses of varying sizes and in diverse industries. With anticipated significant growth in the online advertising and digital media industries, DeepTarget is uniquely positioned for sustained success. For more information, visit [www.DeepTarget.com](http://www.DeepTarget.com)

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