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PRESS RELEASE

FOR IMMEDIATE RELEASE:

Alabama Auto Giant selects DeepTarget Email for All Email Marketing

Innovative DeepTarget Email Product to Boost Targeted Marketing for five automobile dealerships in North Alabama

Huntsville, AL, April 21, 2010 – DeepTarget Inc. (www.deeptarget.com) today announced that Damson Automotive Group selected DeepTarget Email for all their email marketing initiatives. Jerry Damson began his career in the automobile industry in 1961. Today, still family owned, the Jerry Damson Automotive Group operates five automobile dealerships in North Alabama which include: Jerry Damson Honda and Jerry Damson Acura in Huntsville, Honda of Decatur, and Jerry Damson Honda and Jerry Damson Nissan in Florence.

[Damson Automotive Group](#) has over 250 employees who sell and service over 6000 vehicles annually, consistently earning their manufacturers' top awards for customer satisfaction and business practices. They are committed to provide the highest level of service to tens of thousands of loyal customers. This includes maintaining an excellent and open communication channel to this customer base. After extensive evaluation and pilot projects, Ben Boles, Director of Digital Media at Damson selected [DeepTarget Email](#) for all their email marketing and communication needs.

The Damson Group is no stranger to digital outreach with a Web portfolio second to none. Digital properties include six websites, 250 micro-sites, blogs, eBay stores, YouTube channels, a large Social Media presence, and an ad server. No novice to taking advantage of digital media, email marketing has been a part of this repertoire for a few years now, and, as such, Damson now has an email marketing database which numbers in many thousands for each of their dealerships.

“What business is not considering Email marketing today? The key will be to have a tool that is both usable and effective”, said Ben Boles, Director of Digital Media at Damson, “I am totally impressed with DeepTarget Email – it is rich in features and has everything one would need in an email marketing solution, yet is also incredibly easy to use. The ability to filter your contacts so that we can target email messages is great for us. This product has the best reporting we've ever



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seen, and we've seen a lot. Plus the price is right. With DeepTarget Email, we got everything we asked for."

For email marketing, Mr. Boles was primarily looking for software to either replace or supplement the specialty email services he used. His objective was to use this in-house; this meant that the rich features he needed had to be easy to use. Another primary objective was that it had to provide him the analytics he needed to track and continually optimize his email marketing, anytime he needed them.

According to industry sources email outperforms all other media in terms of ROI. It is a highly cost-effective communication tool and an optimal channel to incorporate into already stretched marketing budgets. Businesses like Damson are paving the way for new marketing strategies and innovative tactics using electronic media including email and social media that will facilitate commerce in the digital age.

DeepTarget Email is particularly well-suited to marketers who are looking for a non-technical user experience and expediency in the ability to implement new marketing campaigns or modify existing ones.

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

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