

PRESS RELEASE

FOR IMMEDIATE RELEASE:

Make It Personal with DeepTarget's Unique Rules-Based Email Targeting

Latest Release Benefits Focused On Email Marketing Relevancy and a Rich User Experience

Huntsville, AL, January 19, 2009 – DeepTarget Inc. (www.deeptarget.com) today announced that it has released DeepTarget Email Version 3.0 containing [new and innovative features](#) that are focused on increased email relevance and a highly positive, rich user experience. According to the MarketingSherpa 2010 Email Marketing Benchmark Report (<http://www.sherpastore.com/EmailMKTReport2010.html>), delivering content relevant to a segment is the most effective of all email marketing tactics. It is also one of the most used tactics, but has typically been complex and time consuming to implement for marketers. DeepTarget Email now takes all the complexity out of segmenting and targeting emails.



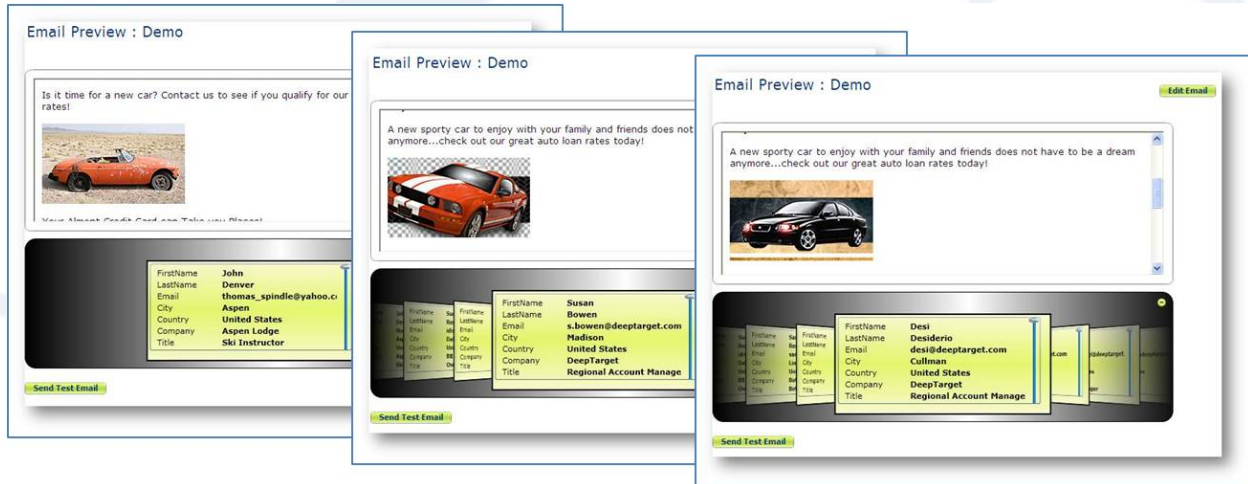
The screen image on the left illustrates the rich user interface which a marketer can utilize to create targeted images. Each image corresponds to a rule. For example, this image of a luxury car could be targeted to everyone who is over 50 years old with household income over \$75000.

[Release 3](#) of [DeepTarget Email](#) incorporates new features enabling marketers to:

- Personalize and target emails to individuals more easily than ever before
 - Using rules to customize images and message content anywhere in the email and as many times as needed within the content, for example, if your email message is going to someone in Georgia it gets image #1 and text #31 and if it's going to Alabama it gets image #2 and text #32. Easy, targeted and very effective!
 - Rules are easy to use and can utilize any data field of information about contacts – name, gender, age, product purchased, income, title, interests, etc.
 - Innovative user interface that does not need a consultant to design a personalized email based on your data segmentation
- Personalize the subject line with *any* data field available

- Send test emails to a specified list ensuring that everything is as designed and intended
- Preview the entire set or a partial set of personalized emails.

The picture below shows the unique emails generated based on rules where the image and message content changes based on the individual recipients – whether you have 10 or 10000 email recipients!



- View additional metrics and analyze the campaign performance
 - More data and statistics on sent-failed, opened, bounced, unopened
 - View statistics on number of emails opened over time segments
 - Ability to compare performance of selected campaigns

The new features in Release 3 make extensive use of Microsoft® Silverlight™ (www.silverlight.net), the platform that powers rich applications and user experiences on the web.

Email is a major channel for marketing today in businesses of all sizes. According to industry sources, it outperforms all other media in terms of ROI and is a highly cost-effective communication tool. Therefore in 2009, many more organizations increased their email marketing budgets and this trend is seen to continue. [DeepTarget Email](#) ensures that marketing professionals have a highly effective solution that they can utilize themselves and the focus is on the right message to the right recipient, rather than on cumbersome tools and technology.

Read more about Release 3 [here](#).

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

#