

iGoDigital, Delivra Announce Partnership for Personalized E-mail Content and Delivery

Indianapolis, Ind. (January 21, 2009) – Delivra announced today that it has teamed with iGoDigital, a Software-as-a-Service company, to provide new avenues for Delivra customers who would like to strengthen their direct marketing campaigns. With the help of iGoDigital, marketers will be able to better target their audience members with a personalized e-mail. The proprietary software tracks user behavior and interests to create marketing emails specific to the electronically created profile.

The iGoDigital software suite uses a Customer Intelligence Engine that drives product recommendations for online and store retailers. With the help of iGoDigital, Delivra customers will connect consumers with products for potential purchase and create emails that are designed specifically for the recipient. Using an event triggering system, Delivra clients will easily pick types of behavior that will automatically generate and send the emails. The system is not limited to product recommendations, but also can select a focused audience for launching marketing campaigns, advertising brochures and sales fliers. The same technology that can match accessories to consumer electronic products can match an advertisement or announcement to the right audience.

“I think this will be a great partnership. Delivra and iGoDigital’s customer base are very similar and we will both benefit from working together on this project. iGoDigital’s personalized product recommendation software translates perfectly to the direct marketing aspect of e-mail distribution,” **President and CEO of iGoDigital, Eric Tobias** remarked.

About iGoDigital

iGoDigital provides a suite of Web-based commerce tools that increase the value of every customer interaction by emulating and, in many cases, improving the in-store shopping experience. The company’s SaaS platform provides a comprehensive, fully-integrated, and highly extensible product recommendation and social commerce solution that drives online retail. iGoDigital uses its Customer Intelligence Engine to drive the most accurate and actionable product recommendation platform. By constantly updating, assessing, and optimizing online and offline data, the iGoDigital platform increases the value of every interaction a customer has with your brand. Many of the world’s most successful and respected brands, including Best Buy, Walmart, and Dell, trust iGoDigital to provide integrated product recommendations and social commerce solutions.



About Delivra

Delivra is an email marketing agency that helps organizations communicate by providing email marketing software and services. The company empowers marketers of all sizes by providing them with the user-friendly tools and support systems they need to create, send, and track email programs. In addition to on-demand email Software-as-a-Service (SaaS), the company also provides ancillary services necessary to make email campaigns successful. These include software training, deliverability tools, database management and integration, production services, and technical support.