

# Direct Response Agency True North Inc. Selects Email Marketing Solution from Dynamics Direct

**Direct and interactive marketing agency replaces BoldFish with next generation Email Relationship Management platform**

LOS ANGELES, Calif. – May 17 (SEND2PRESS NEWSWIRE) – Dynamics Direct, Inc., a leading provider of email marketing software and ASP solutions for the enterprise market, announced today that New York based interactive agency True North Inc. has begun using the company's Dynamic Messenger(TM) email marketing solution. The DMA Echo Award winning agency had previously been using an email system provided by BoldFish, which was acquired and integrated into Siebel(R) Systems.



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*Photo Caption: Dynamics Direct helps companies realize the benefits and ROI of email messaging across the enterprise.*

True North builds interactive campaigns for national companies in entertainment, publishing, and the business-to-business and not-for-profit sectors. The agency is using the Dynamic Messenger Email Relationship Management platform to provide integrated and personalized email marketing campaigns for their customer base.

“We’ve been looking for a next generation platform for email marketing,” said Tim Taylor, Director of Interactive at True North. “We build advanced interactive systems for our clients, and we wanted an email partner that was more than just a deployment engine. Dynamic Messenger takes that next step in data integration, tracking, reporting, and control – it’s like a CRM system built specifically for email marketing.”

“There are a lot of agencies that offer email marketing programs, however, not all of them are successful,” said Robert Hale, Vice President of Business Development at Dynamics Direct. “Email marketing ROI can vary greatly. Agencies need an email platform that maximizes the creativity and productivity of their agency. True North is now efficiently creating sophisticated email programs that deliver more for their clients.”

About True North Inc.

True North Inc. is a privately held interactive and direct agency with offices in New York and San Francisco. Established in 1994 by direct response veterans, True North is recognized today as a creative and technical innovator in interactive marketing. True North combines creativity, technology, and data to drive, engage, and sell across multiple channels and media.

About Dynamics Direct, Inc.



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Email marketing software and ASP solution provider, Dynamics Direct, helps companies realize the benefits and ROI of email messaging across the enterprise by providing the most powerful, yet easy to use email marketing solutions available. Founded in 1998, Dynamics Direct is headquartered in

Valencia, California and is privately held. For more information visit [www.dynamicsdirect.com](http://www.dynamicsdirect.com) or call 661.600.2059.

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