

# Dynamics Direct Debuts Personalized RSS in Email Marketing Platform

**Empowers consumers, marketers, and advertisers to personalize RSS messages based on individual preferences and choose delivery method**

LOS ANGELES, Calif. – June 8 (SEND2PRESS NEWSWIRE) – Dynamics Direct, Inc., a leading provider of email marketing software and ASP solutions for the enterprise market, has introduced the first integrated Email and RSS Marketing solution. Really Simple Syndication (RSS) is an XML-based format for content distribution that is now being used by most online publishers including Google, Yahoo!, MSN and others. The breakthrough online marketing solution empowers consumers to get personalized communications to either their email inbox or RSS reader.



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The new Dynamic RSS(TM) offering is an extension of the company's next generation email marketing platform, Dynamic Messenger(TM). Consumers can choose whether they would like to receive communications, like e-newsletters for example, in their email or in their RSS reader. Marketers can deliver only relevant content based on specific individual preferences. Dynamic Messenger also provides marketers with real-time reporting statistics that encompass email and RSS subscriber activity.

"We see RSS as an alternative to the inbox," says Jason McNamara, CEO, Dynamics Direct, Inc. "While RSS doesn't replace email marketing, it is being used as an email alternative by a small but growing percentage of online

users. Email newsletters and B2B marketers are already benefiting by communicating via RSS instead of email. This is partly due to the challenge email marketers face with corporate firewalls and spam filters. With Dynamic Messenger, marketers can immediately begin to leverage the RSS channel to improve email marketing ROI without extra resources or technology.”

About Dynamics Direct, Inc.

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. Dynamics Direct’s innovative email marketing platform, Dynamic Messenger(TM), provides sophisticated marketers and businesses a competitive advantage by reducing costs and eliminating the need for other systems and dependence on IT.

Next generation email marketing platforms like Dynamic Messenger(TM) cross organizational boundaries empowering multiple users, departments, and legacy applications to easily execute real-time, dynamic email campaigns for a variety of business situations. 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 the company directly at (661) 600-2059.

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