

Cruise Line Responds to Travel Agents with Personalized Email Offers

Cunard Line implements enterprise email marketing platform from Dynamics Direct, Inc.

LOS ANGELES, Calif. – September 12 (SEND2PRESS NEWSWIRE) – Dynamics Direct, Inc., a leading provider of email marketing software and ASP solutions for the enterprise market announced today that Cunard Line, whose fleet includes the most famous ocean liners in the world, such as the \$800 million transatlantic Queen Mary 2, has successfully implemented the company's Dynamic Messenger(TM) Email Relationship Management platform to deliver custom offers for travel agent partners.



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“We knew if we could easily customize and deliver real-time offers based on demand to specific travel agents, we would increase bookings and provide better service to our travel agent partners,” said Jan Swartz, Senior Vice President, Customer Service and Sales at Cunard. “Our previous email marketing system was capable of creating targeted offers, but didn’t make it practical to do every day and required IT support. Dynamic Messenger immediately empowered our existing marketing staff to be more productive and effective, which contributes directly to the bottom line.”

“All marketers share the desire to have every email relevant to the recipient, however, most lack a practical solution that makes doing this cost and time effective,” says Jason McNamara, CEO of Dynamics Direct. “Earlier

this month JupiterResearch released a study showing marketers getting nine times the revenues and eighteen times the profits by targeting email versus broadcasting. While these are impressive metrics, the most interesting fact was that only three companies out of every ten are making email relevant enough to realize this performance gain. Dynamic Messenger gives marketers a comprehensive platform that makes complex tasks, like CRM data integration, practical and cost effective. We believe this gives our customers a significant competitive advantage.”

About Cunard Line

Cunard Line is a proud member of Carnival Corporation, which also includes Carnival Cruise Lines, Princess Cruises, Holland America Line, Costa Cruises, Windstar Cruises, and The Yachts of Seabourn. More information: Jackie Matthews at 661.753.1035 or jmatthews@cunard.com.

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. Founded in 1998, Dynamics Direct is headquartered in Valencia, California and is privately held.

More information: www.dynamicsdirect.com or 661.600.2059.

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