Email Marketing Platform Captures E-Commerce Transactions

Gives Online Retailers Immediate ROI Analysis and Makes it Easy to Leverage Purchase History to Improve Email Marketing Programs

LOS ANGELES, CA (SEND2PRESS NEWSWIRE) — Dynamics Direct, Inc., a global provider of email marketing software and ASP solutions for the enterprise market announced today that the company's Dynamic Messenger(TM) email marketing platform is now capable of capturing retail purchase data such as items purchased including dollar amounts by customer from existing e-commerce systems at point of sale.

Send2Press® Newswire

The new feature appends detailed purchase information to individual customer records in the email platform's relational database management system (RDBMS) in real-time. Marketers can easily view, query and report on the purchase data through Dynamic Messenger's interface. Dynamic Messenger combines purchase data with email event history giving marketers unprecedented visibility and knowledge of their customer. Marketers can use this capability to perform list hygiene, create "golden lists" based on purchases, deploy loyalty campaigns, and market related products based on specific items purchased. The email marketing platform also generates metadata such as total purchase revenue, average purchase, minimum purchase, and maximum purchase. This gives marketers real-time ROI analytics by campaign, by item purchased, by time frame, by domain, or by customer.

(Photo Caption: Trailer Life is one of the many brands of Affinity Group, Inc.)

"Every online retailer could immediately benefit from this," says David Scifres, Vice President of Internet Services at Affinity Group, Inc. "This new feature of Dynamic Messenger provides two important benefits to AGI; First, it immediately tells us exactly how much revenue an email campaign generated. Secondly, it provides our marketing team with visibility to customer purchase history which helps us identify our best customers and communicate to them appropriately."

"This new capability simply makes companies more effective marketers," says Jason McNamara, CEO at Dynamics Direct. "Everyone agrees on the value of leveraging online analytics with email marketing, however, very few companies are practicing it. Unfortunately, marketers are having a hard time getting their hands on usable analytical data. Existing tools are hard to use plus customer data isn't stored in one spot that is accessible. Dynamic Messenger adds purchase information to the customer's email history which makes it practical for marketers to leverage analytics to improve their email marketing programs."

About Affinity Group, Inc.

The Affinity Group, Inc. (AGI), http://www.affinitygroup.com, and its affiliated companies serve the safety, security, comfort and convenience needs of the North American outdoor and recreational vehicle market. With various companies, brands, products and services, AGI targets almost every aspect of this diverse and dynamic niche market. Affiliated companies include the Good Sam Club, Camping World, Coast to Coast Resorts, Golf Card International, TL Enterprises, Ehlert Publishing, RVtoday, rv.net, and Woodall's.

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. Princess Cruises, Countrywide Financial Services, Euro RSCG Worldwide, Starz!, and other leading companies rely on Dynamics Direct, for more information visit http://www.dynamicsdirect.com.

All trademarks acknowledged.

News issued by: Dynamics Direct, Inc.

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Original Story ID: (1439) :: 2006-03-0316-001

Original Keywords: Dynamics Direct, Inc., Dynamic Messenger, e-marketing, ecommerce, ROI analysis, email marketing software and ASP solutions for the enterprise market, David Scifres, Affinity Group, Inc, Los Angeles, California, Jason McNamara Dynamics Direct,

Inc.