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MarketTools Selects Message Systems to Optimize Email Delivery

With Message Systems Delivery Manager, MarketTools Ensures Delivery of Email to Survey Participants Worldwide

COLUMBIA, MD and SEATTLE, WA – JUNE 3, 2008 – Email solutions provider Message Systems announced today at the [Authentication and Online Trust Summit](#) that MarketTools is using Message Systems [Delivery Manager](#) to manage its production email and ensure overall deliverability for survey participants and customers worldwide.

San Francisco-based [MarketTools](#) is a leading innovator of online market research and the technology and solutions leader for Customer Insight Management. MarketTools focuses on global research innovations ranging from Web solutions that allow customers to design and deploy their own surveys to customized insight solutions. With a business that depends on high email deliverability, MarketTools is committed to ensuring that survey invites reach participant inboxes in an efficient and timely manner.

MarketTools' Director of Email Deliverability, Mark DiMaio, evaluated Message System's overall email offering, from core technology to processes. Given ever-changing conditions and requirements in the email industry, MarketTools wanted to ensure that its solution not only met, but exceeded, the technology demands of even the most robust email environments. Specifically, this meant a flexible mail transfer agent (MTA) able to meet the receiving community's ever-evolving sending guidelines, optimized email deliverability and more-effective capture of inbound bounce information to provide greater insight for customers.

After careful evaluation, MarketTools selected Message Systems Delivery Manager to handle bounce processing, reporting and throttling capabilities, and support a more optimal overall deliverability infrastructure.

“With Message Systems, MarketTools is able to route email more effectively, increase delivery rates and better analyze inbound errors, while still accommodating the guidelines of ISP/receiving domains,” said DiMaio. “This increased visibility into our mail queues has enabled us not only to streamline bounce processing and improve overall deliverability by 10 percent, but also develop best practices for our customers for increasing the likelihood that their survey invites reach intended recipients. With the help of Message Systems, MarketTools is able to further differentiate our technology capabilities from other research providers and exceed customer expectations.”

“MarketTools is the type of business that can really leverage all that Delivery Manager has to offer,” said Barry Abel, Message Systems’ vice president of Field Operations. “We’re pleased to count them among our expanding base of elite customers that depend on email deliverability for business viability.”

About MarketTools

MarketTools is the defining provider of on-demand market research, giving companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, global market reach and an online panel community of more than 2.5 million individuals worldwide. Through Zoomerang™, the pioneer in online surveys, MarketTools provides the leading self-service platform and services for fast feedback. MarketTools’ full range of research applications and services provide organizations—from small businesses and non-profits to Fortune 500 companies—with unique access to their target markets to uncover unmet needs, reduce time to market and capture market share. MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit: www.markettools.com.

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage the delivery of large amounts of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from regional businesses to the Global 2000. With the most powerful Message Transfer Agent (MTA) on the market supporting more than 100,000 concurrent connections per server, Message Systems gets millions of unique messages to the right place at the right time. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to www.messagesystems.com.

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