



CASE STUDY

e-txt delivers cupid's arrows

e-txt is being used by speed dating agencies across the United Kingdom to keep love-seekers in touch with the latest dating events.

BACKGROUND

Speed-dating agencies manage large databases full of romantics who need to be contacted regularly to ensure attendance at their events. London-based agency, Xdate host events across London, Leeds and Brighton, while Grant's Introductions are based in northern England.

THE CHALLENGE

Emailing and phone messages were found to be a slow, unreliable method of communicating.

Xdate's Chief Executive Mario Lafond said: "with email or voice messages there can be delays before your customer receives the message, and there are



messages you just don't want to deliver verbally. There are times when a quick note or reminder will do. Not to mention the expenditure of time and money making each individual telephone call that can be saved.

“So we were looking for a text solution, and came across the Dynmark guys at a show.”

THE SOLUTION

e-txt can be used in a variety of different ways but Xdate found it was most valuable when reminding customers about events, or inform them of late venue changes.

“It's proved to be a life-saver when there's been an emergency shortly before events,” agrees Mario. “We have had times when any other form of communication wouldn't have been received and we would have been in danger of disappointing our customers. But e-txt came to the rescue.

“Having directions to events with them at all times has also been a hit - people always appreciate confirmation that an event is proceeding, and clarification



about where it is. The facility to run occasional promotions to our database of customers is also a great, cost-effective option.”

- ENDS -

Notes to editors

Dynmark International Limited is the UK’s leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Our range of products include the e-txt™ bulk SMS text messaging application, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).

e-txt™(e-text) is a powerful bulk SMS text message management and distribution system which operates like familiar email applications. But unlike email, it allows PC users to easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

Further information

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