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Dynmark International sends the right message

The sky's the limit for rapidly expanding tech firm

16 May 2011: Cheltenham-based mobile messaging specialist, Dynmark International, announced an almost doubling of its revenues from 2009 to 2010, achieving an 83 per cent increase in sales, as it reveals its latest trading results today.

Backed by the ex-managing director of Vodafone Corporate UK, and Martin Gilbert, the CEO of Aberdeen Group, the company credits its growth to its suite of insightful bulk SMS and SMS marketing software and mobile agency service aimed at the fast expanding corporate mobile messaging market.

The announcement coincides with Dynmark's move to a new UK headquarters in Cheltenham, as well as six key appointments, including a marketing manager, software engineers, user interface specialists, and business development managers.

The company, which specialises in mobile messaging and SMS marketing solutions, counts Carphone Warehouse, Best Buy Europe, Yodel, Gala Coral and Talk Talk among its clients.

Dynmark International's CEO, Oscar Jenkins says, "We are extremely pleased with our continuing profitable sales growth, especially at a time when many are carefully monitoring their marketing budgets. We believe our performance demonstrates the fact that marketers and businesses value SMS as an effective marketing and communication tool essential as part of a modern marketing mix. The proliferation of smartphones – which allow more sophisticated, interactive content – now presents an even more compelling proposition for marketers and those looking to engage with mobile users.

"We have an extremely talented team here at Dynmark, all of whom have played a significant role in driving the success of the business. I am delighted to have been able to add to this talented group and to provide an environment that will add to our momentum."

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About Dynmark International

Dynmark is a mobile messaging specialist. The company works with leading clients to deliver dynamic mobile marketing solutions using its own state-of-the-art high volume, multi-channel messaging platform. Users can control their own customer interaction using Dynmark Direct's web-based services, or utilise the strategic full-service mobile marketing agency offering, via its agency, Dynmark Mobile.

Dynmark also offers a mobile apps development service, Dynmark Apps, which develops bespoke mobile apps on all mobile operating systems; iOS, Android, RIM, Symbian and Windows Mobile.

Customers include household names like the Carphone Warehouse, Talk Talk, AOL, Geek Squad, Yodel, Tesco, Sainsbury, Argos, Amazon, Eurotunnel and Gala Coral.

For more information visit: www.dynmark.com