

Dynmark Launches Email Messaging Service

Leading mobile marketing solutions provider Dynmark International has added email to its already extensive messaging capabilities.

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Dynmark is pleased to announce the introduction of email as part of its ever-expanding range of services under the Dynmark Direct messaging brand. By using Dynmark Direct, clients are offered a choice of channels for contacting their customers and potential customers, whether for marketing or CRM purposes.

Dynmark Direct Email is a professional email messaging solution for small and large businesses, which comes complete with a full set of tools for delivering effective and intuitive marketing campaigns. Its powerful reporting and analysis tool enables clients to send highly targeted messages and maximise delivery rates, thereby achieving a higher marketing ROI.

The introduction of email into the portfolio of mobile marketing tools is in line with developments in the messaging industry – the explosive rate of smartphone adoption seen in recent years has meant that emails are now frequently read on mobile handsets, and as such email has to be considered an essential part of any mobile marketing campaign. Deploying combined SMS and email campaigns brings further cost savings and also ensures more effective campaigns with higher delivery and response rates.

“The new email service has been introduced in response to demand from clients and fits in perfectly with our strategy for Dynmark Direct” says Oscar Jenkins, CEO of Dynmark International. “We’re seeing a clear trend towards integration between different messaging media, and as a tier 1 connected RIPE member of the ISP community we know a thing or two about email.”

Dynmark Direct Email can be provided either as part of Dynmark’s fully managed agency service, or as an internet service allowing clients to log in and directly manage all of their messaging needs.

Notes to Editors

About Dynmark

Dynmark International is a leading UK based mobile messaging and marketing services provider for business. The Dynmark Direct application, built on Dynmark's own robust, carrier-grade messaging platform, can be provided as an online service, hosted solution or on-premise application, allowing corporate clients anywhere in the world to directly manage all of their mobile messaging needs. Dynmark also provides a full agency service for mobile marketing incorporating the latest in new media.

Please visit www.dynmark.com for more information.

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