



e-Dialog Launches Conversation Manager, Their Newest Solution for Customer Lifecycle Campaign Management

Powerful, intuitive interface simplifies campaign management and enables marketers to create profitable customer lifecycle programs with ease and convenience

BURLINGTON, Mass., Jan. 24, 2012 – e-Dialog, a proven provider of integrated digital marketing solutions, today announced the availability of Conversation Manager™ within its Precision Central™ Marketing Suite. Conversation Manager allows marketers to easily create and deploy complex, multi-touch customer lifecycle campaigns. Using the intuitive, user-friendly interface, marketers can self design, automate, test and track complex, multi-touch programs.

“Conversation Manager is a great example of how e-Dialog is executing on our vision to provide marketers with more efficient ways to develop and implement highly complex targeted campaigns,” said Christian Wright, e-Dialog chief technology officer and general manager of North America. “This tool simplifies the campaign development process, giving marketers complete control over how they engage with customers.”

Fully integrated into the e-Dialog Precision Central Marketing Suite, Conversation Manager gives marketers the ability to use existing data to drive list segments through a particular marketing sequence, such as profile data, event data, or random audience splits for testing.

“We are thrilled with e-Dialog’s Conversation Manager,” said Gregg Pastore, director of new media, NFL Buffalo Bills. “Campaigns that used to take hours and even days to develop and execute can now be done in a matter of minutes, saving us time and money. We recently deployed a welcome email series with tremendous success and now we are looking forward to developing a renewal campaign for season ticket holders.”

For more information on Conversation Manager visit:

www.e-dialog.com/conversationmanager

About e-Dialog

e-Dialog is an integrated digital marketing solutions provider that combines technology and insight to drive increasing levels of value for our clients. Through the power of data-driven e-mail and cross-channel marketing, e-Dialog helps some of the world’s top brands deliver on the promise of relevant 1:1 communications with dramatic results. We are recognized as the industry authority on relevant e-mail marketing, and

we've applied that expertise to deliver our solutions in a multichannel environment, including mobile, social, e-commerce, display, and even point-of-sale.

Consistently recognized by top analyst firms for both outstanding service and first-class technology, e-Dialog is a global provider to some of the world's most recognized brands, including AirTran Airways, Avis Budget Group, Boots, British Airways, CVS/pharmacy, Nintendo, the NFL, PETCO, and The TJX Companies. For more information, visit <http://www.e-dialog.com>. With offices in Boston, London, New York, Seattle and Singapore, e-Dialog is a wholly owned subsidiary of GSI Commerce. GSI Commerce is an eBay Inc. (Nasdaq: EBAY) company.

#