

For Immediate Release

### Email Marketers Given New Launch Platform to Maximize Deliverability, Minimize Costs

Frederick, Md. – Nov. 19, 2008 – Global IntelliSystems, a leading email marketing company, announces a new message delivery platform for in-house email marketers to improve their inbox delivery rates while lowering their email marketing costs. This service allows a single encrypted email message containing the list, content and header to be submitted into the new platform to launch a campaign over the professionally managed network of Global IntelliSystems.

In-house email marketing systems often have lower inbox hit rates due to the poor reputations of their networks and limited resources to clear filters and white-list their delivery servers. Landing in the junk or spam folder is a big problem for in-house marketers, because many recipients overlook mail in those folders. Plus, when mail in the junk or spam folder is not opened, many ISPs lower the senders' reputations, making it more difficult to reach the inbox. "In house email system administrators often do not have the time it takes to establish a dialog with the hundreds of mail gateway administrators that can make or break a good delivery rate," stated Chris McGee, Global's senior network engineer. "This new platform gives marketers instant access to our professionally managed network, and that gives them the best shot at hitting the inbox," continued McGee. Marketers using the new platform also have instant access to the tracking of bounces, opens, clicks, subscribers and unsubscribers.

One benefit to this single-message launch platform is automatic bounce management. Many in-house mail administrators find that bounce analysis requires too much of their day, so bad addresses rarely are removed. The mail administrators at the recipient gateways see this behavior and frequently set up filters to block the senders. The filtering problem is very real and many marketers never see it happening.

Global IntelliSystems specializes in premium email marketing services with rates ranging from \$1.85 to \$3.25 per thousand messages sent based on volume. GSA schedule pricing is available. The company offers its email services only to established companies that have positive reputations as well as mailing lists that conform to industry best practices. The company has a free advisory service with every account that includes training for clients on proper marketing methods, CAN-SPAM compliance, list management and how to maximize ROI.

For more information, go to <http://www.GLIQ.com> or contact Global IntelliSystems Sales at 800-707-7074 or [sales@GLIQ.com](mailto:sales@GLIQ.com).