



E-Mail Marketers Offered New 'Quarterly Review' Service by Global IntelliSystems

DEERFIELD BEACH, Fla., Feb. 19 /PRNewswire/ -- In a recent in-house study of hundreds of U.S. companies that use e-mail marketing to generate online sales, distribute newsletters, or correspond with their customers, more than 39 percent have a portion of their messages repeatedly snared by at least one major anti-spam or content filter. Today, Global IntelliSystems, one of the largest U.S.-based e-mail service providers (ESPs), announced a new quarterly review service for professional e-marketers to help spot and, more importantly, resolve the problematic filters, ensuring maximum deliverability.

"Almost every professional e-mail marketer has felt the negative effect of a content filter or anti-spam device," said Amy Haubrich, e-sales team leader of Global IntelliSystems. "What we discovered is that many companies- especially large retailers and companies with large lists-do not realize the actual number of content filters they are hitting week after week. Many of these filters are used throughout the ISP and online community so a significant number of their messages are not being delivered. Our new review service will provide the labor necessary to review the mailings and negotiate the removal of the filter between the sender and the anti-spam or content filter owner. Most of the anti-spam device owners are happy to help remove the filters-if the sender has a clean record and has professional list management practices in place. The real value in our new service is knowing whom to talk to," said Haubrich.

Being an e-mail service provider itself, Global IntelliSystems promises an un-biased review of the senders' mailing practices since the senders are using a variety of competing services. "The review we provide is designed to uncover blocks, filters, or problems with the sender or their e-mail marketing vendors. Some senders may find they have not been properly cared for by their vendor and that's between them. Global IntelliSystems shines light on the problem, if one exists, and works to fix it," continued Haubrich. The full suite of e-mail marketing services offered by Global IntelliSystems includes proactive content filter clearing services, as well as constant monitoring of all content, to spot problems before e-mails are sent. The review service fee is priced at \$350 for a two-week period. All labor necessary to negotiate the clearing of blocks or filters is included in the fee. The only requirement to use the new service is that senders be fully CAN-SPAM compliant and have a proven and properly working subscription management system in place. Global IntelliSystems suggests a review of these requirements every three months to ensure maximum deliverability.

Global IntelliSystems offers list management, content distribution, analytics, tracking, and automated e-marketing services. With headquarters in Florida and offices in Virginia and New York, Global IntelliSystems specializes in helping clients achieve maximum deliverability for their e-mail marketing campaigns. For more information, visit <http://www.GLIQ.com> or call (800) 707-7074. Amy Haubrich can be reached at amyh@GLIQ.com.

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