

WhatCounts Professional Services Organization Demonstrates Impressive Growth in 2007

Client success fueled by team expansion and tactical service offering maturation

SEATTLE, WA – December 20, 2007 – WhatCounts, Inc., a leader in comprehensive e-communication programs, announced today the outstanding 2007 revenue growth results for its professional services organization. With almost 800% year-over-year growth, the WhatCounts team is well positioned to perpetuate the impressive growth through 2008.

“Despite the fact that 2008 is almost upon us, there are email marketers who still continue to maintain stale, under-performing programs,” said Justin Foster, Vice President of Professional Services for WhatCounts. “WhatCounts’ team of experienced email marketing professionals focuses exclusively on enhancing program quality and delivering on the true ROI potential of online communications. Marketing teams of all sophistication levels are becoming aware of the need to focus on the strategic delivery of relevant and personalized e-communications.”

In its 2006 *Email Buyer’s Guide*, available at www.jupiterresearch.com, JupiterResearch listed "strategic services" as one of the top five most important considerations in evaluating email service providers. In the recently released *US Email Marketing Forecast*, David Daniels, Vice President and Research Director at JupiterResearch, surmised that the demand for strategic services by marketers will escalate in the coming years, due to ever-increasing clutter, complexity, churn, and response rate challenges. The report estimates revenue from services spending will increase to \$1.2 billion as marketers recognize the need for more sophisticated engagement tactics.

While email has become an integral part of the overall marketing mix, too many practitioners focus primarily on the cheap and easy blast method for sending emails, without realizing they can do so much more without the attrition that inevitably follows. WhatCounts believes that marketers will have to become much more "intelligent and intentional" about how they engage their customers via email. Lifestyle, behavioral, and series marketing are tailor-made for the email medium, but as online communication becomes more difficult, marketers must have assistance managing its complexities. They need a dedicated team of experts who use best-of-breed technology to effectively employ industry best practices. The WhatCounts professional services team is able to assist marketers in the evaluation of existing programs while helping them circumvent deliverability traps and capitalize on loyalty program revenue potential.

WhatCounts professional expertise ranges from CAN-SPAM compliance to deliverability optimization, design, and sophisticated segmentation and acquisition strategies. The team excels in the area of strategic consulting, working with industry luminaries like Melissa Shaw, a Senior Marketing Strategist who brings 14 years of online and email marketing experience. Anchored by a highly trained strategic account management team, the stage is set for continued growth through 2008.

“I have built email service organizations that have helped hundreds of marketers launch high-impact programs that produce increased ROI,” said Shaw. “Justifying the value of email marketing will be less challenging as marketers strive to deliver value to customers, and bottom-line results to their businesses through highly targeted lifecycle marketing programs.”

“We are extremely confident in the team we have assembled,” said Brian Ratzliff, co-Founder and Vice President of marketing and business development. “With an impressive customer list our reputation as a leading email service provider has enabled us to attract some of the greatest minds in the business to give our customers the best possible service in the industry.”

With an extraordinary list of satisfied customers including Alaska Airlines, Costco, T-Mobile, Professional Bowlers Association, and 6pm.com, WhatCounts has proven that it can take on large, enterprise level marketing challenges and provide the professional services needed to assist in the capitalization of loyalty marketing revenue.

“We needed a fresh perspective and a team that could unite all facets of our program,” said Marston Gould, Director of CRM and Online Marketing for Alaska Airlines. “WhatCounts has not only increased our email marketing revenue, they were able to improve our design, deliverability, and strategic focus.”

WhatCounts’ leading platform, advanced tools, and email marketing expertise enable companies to realize the value of permission-based email marketing. WhatCounts’ approach to e-communications encourages two-way dialogue and continues to benefit top companies in various industries with a variety of marketing communications needs.

About WhatCounts, Inc.

WhatCounts is a leader in comprehensive e-communication programs leveraging the power of targeted permission-based email messaging, interactive two-way dialogue, personalized content syndication (RSS) and extensive marketing services. Deliverability management, strategic coaching, best practices benchmarking and professional services ensure substantial returns on loyalty marketing investments.

The powerful WhatCounts e-Communications Suite represents over ten years of industry expertise and development, and enables marketers to build brand loyalty through enhanced communication and granular analytics. This robust platform can be delivered through a hosted Web-based application for direct customers and agency resellers or via the unique proprietary Broadcaster™ appliance. With the development of the Broadcaster™, WhatCounts was the first company to offer a hardware solution with pre-installed software to eliminate metered fees. Flexible application programming interfaces allow for seamless integration between the e-Communications Suite and customer relationship management, marketing and reporting platforms.

Founded in 2000, WhatCounts is a private Seattle-based company with offices across North America. For more information, please visit www.whatcounts.com or call (800) 440-7005.

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