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Campaigner® Unveils New Email Marketing Solution for Internet Retailers and High-Volume Senders

Newest Campaigner Solution Includes Automated Workflows, Responsive Design Templates for Mobile Email Viewing and Advanced Reporting

LOS ANGELES--(BUSINESS WIRE)-- Campaigner®, the email marketing brand of j2 Global, Inc. (NASDAQGS: JCOM), today announced general availability of the latest version of its Campaigner Email Marketing for Professionals, a sophisticated solution for Internet retailers and other high-volume email senders. The newest professional version of Campaigner includes the robust features critical to the success of Internet retailers' high-volume campaigns — such as automated workflows for sequencing emails based on specific subscriber actions, responsive design functionality to optimize emails for mobile viewing, and API Integration to help Internet retailers sync Campaigner with Salesforce® and other data sources.

Recent data underscores Internet retailers' need for the right email marketing solution to maximize the revenue-generating ability of their email campaigns. In 2013, customer relationship marketing agency Merkle found that 74 percent of online adults prefer to receive commercial communications via email.

Email testing and analytics firm Litmus found that from September 2012 to September 2013 nearly half (48 percent) of all email messages opened were opened on mobiles devices (versus on desktops or webmail). In addition, German-based mobile-app builder Equinux discovered that of approximately 10,000 email newsletter samples collected in June 2013, only 11 percent used responsive design techniques to optimize layouts for mobile viewing. This highlights a significant, and crucial, discrepancy in the industry.

The latest Campaigner solution helps Internet retailers address the need for a sophisticated, integrated solution to manage the targeting, sending and tracking of millions of emails per campaign. As Campaigner customer NoMoreRack explains it:

"In the fast-paced electronic retail market, it's essential to have a reliable email marketing service. Our company uses Campaigner to distribute promotional material to over seven million people on a daily basis, effectively selling a retail item every three seconds," said Dee Agarwal, CEO of NoMoreRack. "Timing is critical for our business to succeed, and Campaigner has allowed us to target and automate our processes, extending our reach and elevating our brand. Campaigner has produced high inbox deliverability and customer satisfaction since I started my company in 2010. We view Campaigner as a business partner, as opposed to a vendor — they continue to be a crucial element for our success."

Advanced new features available with the latest Campaigner Email Marketing for Professionals:

Email Workflows

A workflow enables proactive thinking through the ability to build a sequence of emails and if/then rules based on prospects' specific actions — rather than simply reacting to each email reply, form submission or request for info with a manual response.

Each workflow can be as detailed as needed. For example, one can track every movement of a prospect as they interact with emails or websites, and then use that information to enhance the relationship for both prospects and retailers. For example, discount offers can be automatically sent to a prospect who has abandoned their shopping cart on the website, encouraging them to make that purchase, resulting in increased sales through an easy-to-use automated process.

A/B Split Testing

Easily define an unlimited number of variations to compare with our new industry-leading A/B Split Testing, Campaigner Experiments. Create an A/B split test on multiple subject lines and then watch in real time as variations go head-to-head to quickly see which email campaign performs the best. Use A/B testing to validate new design, copy, call-to-action or other change in order to provide more meaningful metrics, optimize reader communication and improve conversion rates.

Advanced Reporting

Tap into the "big data" behind your email campaigns with Campaigner's email reporting — how many times a given recipient opens a message, what time of day they're most likely to read it, etc. — to provide a much richer picture of how campaigns are working and how they can be improved.

Email reports give you an extraordinary window into exactly what subscribers are doing with messages — second by second, for every prospect. Learn who's opening messages, how many times, what time of day, on which device, which links they're clicking (and not clicking), to continually refine and improve email marketing campaigns.

API Integration

A subset of Campaigner for Professionals, Campaigner Elements™ gives developers a new, powerful API for leveraging list, contact, campaign, and content management features, as well as reporting on the wealth of "big data" collected over time.

Campaigner Elements helps drive email marketing to save significant time, automate tedious list management tasks and gain more visibility into user behavior and campaign performance. Our powerful API helps Internet retailers or other high-volume senders to:

- Manage Contacts or Subscribers
- Manage Lists or Subscriber Groups
- Manage Content
- Manage Email Campaigns
- Download Metrics and Reports

Campaigner Elements is fully scalable and supports integration with a diversity of platforms and technologies, including third-party databases and applications, CRMs, web sites, and social networking content.

Responsive Design (for Mobile Optimization)

Campaigner's responsive design templates help to optimize email messages for viewing both on desktop *and* mobile screens. Campaigner offers several such templates, which focus on displaying content in the best way possible for recipients to read, view and respond to your messages — even if they're on the go.

Our responsive design templates leverage the latest mobile best practices to enhance reader engagement with your emails by making your content both visually appealing and easy to read and respond to on a very small screen. Responsive design templates include responsive-friendly links and buttons, making tapping easy on a responsive device, as well as fonts, layout and imagery proven to be effective on mobile devices.

"Smart email marketing is a crucial success component for today's Internet retailer, and Campaigner's latest solution is the result of listening to what our high-volume-sender customers needed — and delivering it to them," said EJ McGowan, General Manager, Campaigner. "We are proud to say that Campaigner's Professional email marketing solution can accommodate the needs of even the biggest, most sophisticated Internet Retailers."

For more information, Internet retailers can call 866-358-6388 or visit the Campaigner Email Marketing for Internet Retailers webpage. Or download Campaigner's free Email Automation white paper.

About Campaigner®

Campaigner sales and marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQGS:JCOM). Learn more and visit Campaigner at http://www.campaigner.com.

About j2 Global®

j2 Global, Inc. (NASDAQ: JCOM) and its affiliates provide Internet services through their two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications, and CRM solutions. It markets its services principally under the brand names eFax®, eVoice®, FuseMail®, Campaigner®, CampaignerCRM™, KeepItSafe®, and Onebox® and operates a messaging network spanning 49

countries on six continents. The Digital Media Division, created with j2 Global's November 2012 acquisition of Ziff Davis, Inc., offers trusted news and reviews of technology products on its web properties, which include PCMag.com, IGN.com, Askmen.com, Toolbox.com, and others. Ziff Davis also operates NetShelter Powered by BuyerBase®, an advanced digital and ad targeting platform, and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2013, j2 Global had achieved 18 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit http://www.j2global.com.

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