



# Goodmail Announces 500% Increase in Email Marketing Volume

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By Kathleen Willcox

ADOTAS – Goodmail Systems, creator of CertifiedEmail, recently announced that a record 2.3 billion CertifiedEmail messages were sent in July – a 500% increase in monthly volumes since January.

“CertifiedEmail has been around since May of 2006, but we attribute this recent enormous rise and growth of usage to not only partnerships with leading email servers like AOL, but also what the service actually does for email marketing,” David Atlas, senior vice president of worldwide sales and marketing for Goodmail, told ADOTAS. “Email marketing is not a dependable vehicle for marketers – sometimes their message gets delivered, sometimes it doesn’t. It’s totally unpredictable. But with CertifiedEmail, their emails aren’t relegated to the junk folder and images aren’t blocked – users tend to automatically delete messages with blocked images.”

Goodmail’s clients are reporting serious increases in open rates and click-throughs – and Atlas attributes their satisfaction with the product to much of its recent success. “Word of mouth in this industry is huge,” Atlas said.

“We see more and more senders coming aboard every day because the improved trust, assured inbox delivery and automatic image rendering that CertifiedEmail uniquely provides translates into powerful business results,” said Peter Horan, chief executive officer of Goodmail. “Senders today are typically seeing unique click-through rates improve by 20% and open rates soar even higher – on average by more than 40%. Meanwhile the ever-growing number of CertifiedEmail recipients are reporting that they feel more in control of their inboxes and safer about receiving email messages.”

CertifiedEmail has been adopted by seven of the nation’s top 10 ISPs, more than 400 commercial brands and 200 government agencies and nonprofits. Clients include StubHub, PETCO, Classmates.com, the American Red Cross and Time magazine.

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