

# Constant Contact and Xero Partner to Give Small Businesses Marketing Intelligence Based on Customer Sales Data

## Empowers Users to Turn Accounting Data into Hyper-targeted Marketing Campaigns

Turning customer sales data into marketing leads is no longer just the purview of large companies.

Today, [Constant Contact®, Inc.](#) (NASDAQ: CTCT) and [Xero](#), the global leader in online accounting software, announced a partnership that empowers small businesses to integrate their financial data with their Constant Contact account to develop intelligent, hyper-targeted marketing campaigns. This partnership makes it easy for small businesses to turn their own accounting data into powerful marketing campaigns and, in turn, leads.

Along with joint marketing activities, the cornerstone of the partnership is the seamless product integration of Xero with Constant Contact. In particular, this integration enables small businesses to create Smart Lists, a new feature within Xero's online accounting software that empowers users to search contacts to create segmented lists using a variety of key filters, such as: customer financial and sales data, geographic location, items purchased, time period and price range. They can then easily import these filtered lists into their Constant Contact account to develop more tailored, effective and profitable marketing campaigns.

"Our small business customers often tell us that they spend a lot of time trying to figure out how to market to the right customers," said Jamie Sutherland, US President, Xero. "So we're excited to partner with Constant Contact to help solve this problem by giving small businesses the ability to use their own accounting data to create smart marketing campaigns."

For example, a shoe store owner who uses Xero can filter the sales data to determine who purchased sandals priced between \$50 to \$100 in Chicago during the summer of 2013. The owner can then export this list from within Xero directly into Constant Contact to send these specific customers a targeted promotion about the store's 2014 collection of summer sandals within the same price range.

"Our reporting and analytics functions have been essential to the marketing success of our 600,000-plus customers, and this partnership with Xero offers them an additional layer of valuable data that further advances the goal of personalized precision marketing," said Jesse Harriott, chief analytics officer, Constant Contact. "Considering the wealth of accounting and financial data small businesses can retrieve from their Xero accounts, this partnership will be key to our ongoing efforts to helping small businesses do more business."

### Smart Lists

Smart Lists is a new smart search function that enables users to search their customer contacts within Xero

accounting software to create segmented lists. Businesses can use Smart Lists to create powerful targeted lists based on a variety of filters such as customers' past purchase behavior, geographic location and payment behavior, including outstanding payments. It gives users the flexibility to export these lists to Constant Contact for email marketing or as a CSV file to use in a variety of ways. Users can quickly access useful lists by saving search criteria to filter data again when needed or save search results to refer back to static lists. More information at: <http://www.xero.com/tv/video/?id=5987-constant-contact-and-xero>

### **About Constant Contact®, Inc.**

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today works with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools — all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offers further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

### **About Xero**

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has over 300,000 paying customers in more than 100 countries around the world. Xero seamlessly integrates with over 300 best-in-class business tools such as Square for processing payments on mobile devices, ADP for managing payroll and Google Apps for integrating Google docs. Xero ranks No. 1 by Forbes as the [World's Most Innovative Growth Company](#). The Xero US team is headquartered in San Francisco.

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<https://news.constantcontact.com/press-release-constant-contact-and-xero-partner-give-small-businesses-marketing-intelligence-based-c>