Constant Contact Unveils Product Suite Enhancements

Contact management and file storage upgrades, mobile applications among key user experience updates

WALTHAM, Mass.--(BUSINESS WIRE)--Small businesses continue to work harder than ever, and many are seeking ways to make their marketing activities more efficient and effective. With this in mind, Constant Contact®, Inc. (NASDAQ: CTCT) has announced significant upgrades to its contact management and file storing services while also bolstering mobile capabilities for its more than half a million customers.

Constant Contact's new and improved contact management and reporting features are an industry first, providing small businesses with comprehensive contact management in the same platform as their suite of online marketing tools. Whether they engage contacts through email, events, or social media, small businesses can now keep tabs on interaction history such as newsletter opens, click-throughs, and event attendances. Based on that information they can then immediately implement and execute more educated marketing strategies, all from within one platform.

List growth has become a small business priority, and considering the multitude of ways small businesses now find new customers and interact with current ones, additional breakthrough insights from Constant Contact include the ability to see which list growth tactics are working best and which ones they may want to focus more attention. The new "did not open" email report lets small businesses see who has not been recently engaging with their brand, opening up opportunities for re-engagement.

"With these upgrades, our customers can better keep track of their contacts and engage in deeper relationship building than ever before," said Ken Surdan, senior vice president of product at Constant Contact. "We are committed to providing our customers with the most innovative and powerful marketing solutions available, equipping them with the necessary tools to become the best marketers they can be."

MyLibrary, Constant Contact's image and document-storing feature, is also brimming with new additions. Customers can now upload Microsoft Word, PowerPoint, and Excel documents in addition to PDF and image files into their account, and a new drag/drop interface allows customers to quickly pull images from their desktop or Facebook and Instagram profiles. The option of expanded document storage space is available as well.

Smartphone Success

For the small businesses marketer on the move, Constant Contact has also launched the MyLibrary mobile application for both iOS and Android. Straight from their mobile phones, customers can view and upload documents into their account, edit file names and descriptions, and copy file URLs for quick sending via text or email.

MyLibrary mobile follows hot on the heels of Constant Contact'srefreshed Quickview app. The email marketing editing and reporting application for iOS, featuring easily editable mobile email templates, saw 56 percent growth in customer adoption between June and August.

"The incredible response to the new Quickview app shows how important mobile technology has become to small businesses," said Jim Garretson, mobile product manager at Constant Contact. "They need to be able to create and edit their marketing campaigns on whatever device is within arm's reach. These new mobile apps, like all our products, have been developed to make things easier and more efficient for the time-starved small business owners."

To try out Constant Contact's suite of products and services, sign up for a free trialhere.

About Constant Contact®, Inc.

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts,

and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding recent enhancements to Constant Contact's products, including contact management and file storage upgrades. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the company's ability to attract new customers and retain existing customers, the company's dependence on the market for email marketing services for small organizations, adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which the company operates, the company's ability to successfully develop and introduce new products and add-ons or enhancements to existing products, including the recent enhancements described in this press release, adverse regulatory or legal developments, the company's ability to continue to promote and maintain its brand in a cost-effective manner, changes in the competitive environment, the company's ability to compete effectively, the company's ability to attract and retain key personnel, the company's ability to protect its intellectual property and other proprietary rights, and other risks detailed in Constant Contact's most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by the company from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. The company anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.

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