

## **EE Adds Constant Contact Marketing Tools to its Business Apps Small Business Offering**

**Constant Contact joins the ranks of handpicked, best-in-class SME solutions in EE's Business Apps cloud suite**

LONDON--([BUSINESS WIRE](#))--[Constant Contact®, Inc.](#) (NASDAQ: CTCT), a leading provider of online marketing tools for small businesses, and EE, the most advanced digital communications company in Britain, have partnered to include the [Constant Contact Toolkit™](#), the company's award-winning online marketing platform, in EE's small business cloud suite, [Business Apps](#). Business Apps offers small businesses handpicked, best-in-class business apps and software designed to help small businesses do more, save time, and engage with customers—with all the tools they need in one central location.

*“Helping small businesses do more business is more than just Constant Contact's goal—it's our promise to our customers”*

“Helping small businesses do more business is more than just Constant Contact's goal—it's our promise to our customers,” said Peder Mervild, UK Country Manager at Constant Contact. “We know that this partnership with EE lives into that promise. What we love about Business Apps is that small businesses have one place to go to get everything they need to achieve success—from our marketing tools to website building, payroll, and customer service tools.”

Mervild adds, “Business Apps provides small businesses with the flexibility they require by ensuring they can use the apps whenever and however they need to—whether that's in the office or on the go with their mobile devices. With the addition of the Constant Contact Toolkit, Business Apps gives small businesses an easy way to simplify their marketing. The all-in-one online marketing platform brings together the tools needed to generate repeat business and reach new customers through a wide array of campaign types distributed via a set of proven, high-return channels: email, social, mobile and web.”

“Small businesses are incredibly busy keeping their business running and their customers happy, so they often don't have time to identify, learn how to use, or manage apps that could make a huge difference to them,” said Maria Armishaw, Head of Small Business Marketing at EE. “That's why we designed Business Apps - to provide small businesses with flexible access to the best business solutions in one central location, with one login and one customer support number for all of the apps. With the addition of Constant Contact Toolkit to Business Apps, our customers now have access to powerful marketing tools that can help them grow their business.”

### **About EE**

EE is the largest and most advanced digital communications company in Britain, delivering mobile and fixed communications services to consumers, businesses, government and the wholesale market. EE has approximately 15,000 employees and 550 retail stores, and serves more than 30 million customers across its mobile, fixed and wholesale businesses.

EE runs the UK's biggest, fastest and most reliable mobile network, pioneering the UK's first superfast 4G mobile service in October 2012. EE's 4G coverage today reaches more than 70% of the UK population. EE's 2G coverage reaches 99% of the population while 3G reaches 98%. EE's superfast fibre broadband service covers 54% of the UK population, and ADSL broadband service covers 98.7% of the population.

In the last few years, EE has received extensive independent recognition including being ranked the UK's best overall network by RootMetrics®, Best network at the 2014 Mobile News Awards, Fastest Network at the 2013 uSwitch Awards, Best Network at the 2013 Mobile Choice Consumer Awards and What Mobile Awards, Network Innovation at the 2013 Recombu awards and Best Network for Business at the 2013 Mobile Industry awards.

### **About Constant Contact®, Inc.**

Constant Contact helps small businesses do more business. We have been revolutionising the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. Constant Contact is headquartered near Boston, Massachusetts in the USA and has an office in London. 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 offer further support to help small organisations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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Contact:

Constant Contact

Media Contact:

Erika Tower, 781-482-7039

[pr@constantcontact.com](mailto:pr@constantcontact.com)

or

Investor Contact:

Jeremiah Sisitsky, 339-222-5740

[ir@constantcontact.com](mailto:ir@constantcontact.com)

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