

FireText and Constant Contact Integrate to Offer Email Marketing and SMS Text Messaging Services for UK Small Businesses

LONDON--(BUSINESS WIRE)--FireText® and Constant Contact®, Inc. (NASDAQ: CTCT) have launched a new integration that will help small businesses leverage email marketing and SMS text messaging activity together to increase the impact of their marketing efforts. The integration enables UK small businesses to use FireText's text messaging platform to sign up people for their Constant Contact email contact lists. The two-way integration also allows Constant Contact customers to build their mobile subscribers and reach their customers through SMS marketing using FireText.

"As mobile devices continue to develop and we become more reliant on them for both our work and social lives, it's becoming increasingly important to consider mobile marketing as part of a business marketing strategy," said Dan Parker, marketing director at FireText. "SMS is the most widely used mobile technology, and email marketing is an essential part of a sound marketing programme. When SMS and email are combined as part of a wider communication strategy they complement each other ensuring effective communication at all times between businesses and their customers."

"Email remains a primary marketing driver for small businesses, and with good reason. It's easy to use, it's affordable, and it's incredibly effective," said Tamsin Fox-Davies, small business evangelist at Constant Contact. "The difference now is that email can be bolstered by mobile and social, giving small businesses even more firepower. The integration with FireText will make it easier than ever for small businesses to reach their customers wherever they are and achieve fantastic results in the process."

The main functionality of the integration allows FireText and Constant Contact customers to link up their SMS and email marketing efforts. Email addresses and mobile phone numbers are collected when a person texts a selected keyword to 82228. Contact information is automatically added to the business' FireText and Constant Contact accounts, allowing the business to capture double the data with a single text. The integration also enables Constant Contact customers to send text campaigns to their current contacts directly through their account.

To help small businesses learn more about how to use email and SMS marketing together, FireText and Constant Contact will host a free webinar on 15 October 2014, entitled "Harnessing the power of SMS marketing to grow your email list." The one-hour online event will teach attendees why SMS marketing and email marketing are essential marketing tools and how to use the two together to achieve the best results. For more information or to register, visit: <https://attendee.gotowebinar.com/register/4531713401389021441>

About FireText

FireText is a leading provider of SMS marketing in the UK. Their powerful web-based platform was launched in 2010 and has since grown into a passionate team of developers, problem solvers, marketers, tinkerers, all working around the clock to offer the most powerful text marketing platform for businesses of all sizes. The brilliantly simple-yet-powerful online platform allows you to send & schedule SMS text messages in seconds. Messages can be individually personalised with a click of a button, including 6 different fields. Links (URLs) can be tracked using the intelligent text tracking tool & full delivery reports can be instantly viewed and downloaded. Contacts can be uploaded & managed with ease or pulled directly from 3rd party software. Gain new leads in response to your marketing campaigns by allowing your customers to easily text a keyword on our shortcode.

Whether you're brand new to SMS marketing or a texting pro, FireText offer outstanding support and advice to guide you through your mobile campaign.

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 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 organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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