



## **ClickSquared Cited as a Strong Performer among Email Marketing Service Providers by Independent Research Firm**

*Analytics Services, Throughput Speed, Systems Integration and Content Library Capabilities Receive Top Scores in Prominent Independent Research*

**Waltham, MA – December 28, 2009** - ClickSquared® Incorporated, a premier provider of intelligent, on-demand email and relationship marketing solutions, today announced it has been recognized as a Strong Performer in the December 2009 Forrester Research, Inc. report, “The Forrester Wave: Email Marketing Service Providers, Q4 2009.” The new report gives ClickSquared top marks in several areas including analytic services, transactional messaging, throughput speed, systems integration and content library capabilities.

According to the report, “ClickSquared provides a host of digital services by leveraging its own proprietary Web hosted platform that supports self, managed, and blended service models. It has good provisions for enabling multichannel communications including email, direct mail, and SMS. Its ability to leverage loyalty data, particularly within the travel vertical, is a plus.”

The report also said “ClickSquared offers a complete set of production and strategic services.” Forrester continued, “ClickSquared’s strategy development is focused on architecting relationship marketing strategies and tactics that capitalize on clients’ brand advantages. The strategies encompass personalized value propositions that are extended to clients’ customers through direct communications and service. These services include industry-specific expertise, and ClickSquared offers a comprehensive array of strategic services.”

“The Forrester Wave report reflects the transformation of our clients’ customer communication needs: successful marketers have evolved beyond simple email and direct mail to orchestrated, analytics-driven customer engagement strategies spanning the email, SMS, web, social and direct mail channels,” said Wayne Townsend, CEO of ClickSquared. “We’re not surprised to see

Forrester single out strategic guidance, triggered communications, analytics, and strong channel integration as the cornerstones of a comprehensive multi-channel marketing platform. Our ability to deliver on these core disciplines is driving our customers' success. ClickSquared's placement as a Strong Performer on the Forrester Wave speaks to our commitment to providing our customers with the strategy, technology and execution capabilities to continually improve the return on their marketing investment."

The Forrester Wave: Email Marketing Service Providers, Q4 2009 is a rigorous and extremely comprehensive evaluation of top email marketing service providers based on revenues, features, market presence, and business strategy. The evaluation process includes an assessment of each vendor's offering across 69 different criteria, as well as technology demonstrations, reviews of supporting documentation, and in-depth interviews with key executives and dozens of reference customers.

"All of us at ClickSquared are dedicated to helping our customers achieve world-class results, so we are collectively proud of our high ratings in our first appearance in the Forrester Wave report," said Dan Smith, senior vice president of marketing at ClickSquared. "It's especially gratifying for a company our size to be considered a strong competitive option in the markets we serve and to match up favorably in so many core competency areas, most notably our analytics and strategy services."

#### About ClickSquared:

ClickSquared is a premier provider of intelligent email and relationship marketing solutions. With innovative offerings ranging from self-service email to highly automated, real-time customer engagement programs, ClickSquared's on-demand marketing platform orchestrates and optimizes analytics-driven customer communications across email, direct mail, social, mobile and web channels. Leveraging a team of marketing and technology experts that are passionate about our clients' success, ClickSquared delivers affordable, personal, relevant and effective marketing solutions that enable organizations of all sizes to maximize the return on their marketing investment.

Founded in 1999, ClickSquared has helped to build some of the world's best known brands including ARAMARK, Boston Celtics, Cable One, Comcast, Dr. Pepper/7-Up, Four Seasons

Hotels and Resorts, Greyhound, HomeAway, Hyatt, Montage Resorts, Omni Hotels, Starwood, Sovereign Bank, US Bank, US Gypsum and Virgin Money. For more information on ClickSquared, visit the company's web site at [www.clicksquared.com](http://www.clicksquared.com).