

e-Dialog Helps Clients Rock the Vote (and the Inbox) on Election Night 2008

The 2008 presidential race was an historic event, no matter who the winner turned out to be, and the eyes of America and the world were turned to the official results from the evening of November 4, 2008. More than any other election in US history, electronic devices factored heavily into how citizens chose to stay up to date with the election and election results. For many voters, the Internet was the primary source for election news. Both candidates used e-mail to rally supporters and Barack Obama announced his running mate via text message.

As a key partner to some of the world's largest and most respected media organizations, e-Dialog knew how important a flawless e-mail communications strategy would be on election night. Fortunately, the combination of a dependable services team and technology designed to deliver news at breaking speed meant e-Dialog was up for the challenge.

The popular vote goes to News Publisher

For media organizations, timeliness is critical, which is why e-Dialog developed News Publisher for fast development and delivery of breaking news. News Publisher is configured for multiple users, which means news alerts can be deployed simultaneously to multiple markets, and customized for those markets. In this case, news organizations across the country sent updates on the national race as well as on local races and propositions.

While sending alerts quickly was a priority at election time, it was also important that everyone receive the news at the same time. e-Dialog's reliable and highly scalable infrastructure ensured that millions of e-mail alerts could be executed simultaneously once a new US president was elected. e-Dialog's capable services team ensured that the system was ready for the huge spike in mailing that was anticipated. In addition, the team was standing by throughout the night, monitoring mail volume, ready to take care of any potential complications.

Historic results

More than 1 million breaking news alerts ensured that Americans were immediately aware of the night's exciting and historic events. "E-mail was key for us on election day," shared Roshni Shah of Tribune Interactive. "Our various divisions sent more than 20 messages over an eight hour period for a total of more than three quarters of a million messages. Within moments of the polls closing, we were able to get the message out that Barack Obama had been elected the 44th President of the United States."

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About e-Dialog

With more than 10 years of e-mail marketing experience and many experts on our staff, e-Dialog has been providing software-as-a-service and strategic services to world-class marketers in retail, entertainment, travel, media, business-to-business, and more. We understand what it takes for our clients to be successful, which is why for the third consecutive year Jupiter Research ranks e-Dialog highest overall among e-mail marketing providers and service-oriented ESPs. Furthermore, e-Dialog has been named a leader in the *Forrester Wave: E mail Marketing Service Providers Q4 2007*, recognizing the strength of our platform and an able services team. e-Dialog is a wholly owned subsidiary of GSI Commerce, Inc. (Nasdaq: GSIC).



As experts in Intelligent e-Mail Marketing, e-Dialog provides clients with advanced technology and best practices that deliver the highest degree of relevance in e-mail campaigns and programs.

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