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VerticalResponse Launches Automatic Follow-Up Email Feature

Automation helps small businesses to reap the results of email marketing best practices and expand their overall reach

SAN FRANCISCO--(BUSINESS WIRE)-- [VerticalResponse](#)[®], a provider of online marketing tools for small businesses and a Deluxe Corporation company, has expanded its automation capabilities to include sending a follow-up email to people who may have missed a first email.

The Follow-Up Email feature automatically re-sends the email three or more days later to contacts that have not opened or clicked on the original email. Professional marketers call this segment of the audience “non-responders.”

While email service providers encourage customers to send follow-up emails for best results, the process has always been a manual one which required numerous steps. VerticalResponse’s paid subscribers will now benefit from this process being automated.

“In today’s information overload world, it can be challenging to get the attention of your audience when sending a single email,” explained David Shiba, VerticalResponse general manager. “This new feature allows our customers to schedule an automatic follow-up email at the same time they are creating their original campaign. Our internal statistics show that customers can generate up to 50 percent more opens by re-sending to the non-responder group.”

VerticalResponse customer Brian Licata of United Activities Unlimited regularly communicates with younger clients, ages 14-24. Many times, his clients miss his original email, so having a chance to re-connect without sending another email on his own is a time-saver.

“A large percentage of our kids will miss or not open the first email they receive from us,” Licata said. “That is thousands of kids needing a follow-up email, which I’ve been sending manually. I love that VerticalResponse automated this process so I don’t have to worry about it.”

This new feature allows small businesses to reach more of their audience, which in turn should generate a greater number of opens and clicks for the email campaign. Paying VerticalResponse customers who use this feature can also view detailed reporting to gauge the lift in results on the reports page.

Additional Resources

For additional information on all of VerticalResponse products and how to use them as part of an email marketing program, visit the [Product Updates category](#) on the VerticalResponse blog.

About VerticalResponse

VerticalResponse, a business unit of Deluxe Corporation, provides a full suite of online marketing tools to help small businesses connect with their customers on email, social media, mobile and more. More than 1 million users worldwide have relied on the VerticalResponse platform to easily create, manage and analyze their own marketing campaigns, all from a single account. VerticalResponse is headquartered in San Francisco, Calif. For more information visit www.verticalresponse.com, and connect on Twitter at www.twitter.com/VR4SmallBiz and Facebook at www.facebook.com/verticalresponse.

About Deluxe

Deluxe Corp. is a growth engine for small businesses and financial institutions. Nearly 4.6 million small business customers access Deluxe's wide range of products and services, including customized checks and forms, as well as website development and hosting, email marketing, search engine optimization and logo design. For our approximately 5,600 financial institution customers, Deluxe offers industry-leading programs in checks, customer acquisition, fraud prevention and profitability. Deluxe is also a leading provider of checks and accessories sold directly to consumers. For more information, visit us at www.deluxe.com, <https://www.facebook.com/deluxecorp> or www.twitter.com/deluxecorp.

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