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# CleverReach: What's new in 2016

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## **Rastede, January 27, 2016**

Email marketing will continue its triumph in 2016. The marketing channel with the best ROI is steadily growing and CleverReach is developing innovative solutions that come up this year. The German email marketing service provider CleverReach starts the new year with more than 100,000 customers and big news.

### All innovations at a glance:

- Premium Support: Favored replies within 24 hours during regular working hours. The multi-lingual basic support via phone and email is still free of charge.
- Additional payment methods like PayPal & purchase on account

### Faster help thanks to Premium Support

By launching Premium Support, CleverReach offers the opportunity to receive faster feedback on inquiries. The usual responding time within busy support periods is up to 72 hours – with Premium Support, a reply takes no longer than 24 hours.

### New payment methods

New payment options have been added to the previous ones. Purchases can from now on be paid via purchase on account or directly via PayPal. “We want to provide our customers absolute flexibility in all respects. This also applies to payment. With PayPal and purchase on account, we now offer all important and common payment options.” CleverReach CEO Christian Schmidt.

### Close to the customer: CleverReach at Internet World

Besides its already popular solutions for SMEs with intuitive use and all key features, email marketing provider CleverReach from now on also offers innovative solutions for agencies and enterprises. On 1<sup>st</sup> and 2<sup>nd</sup> of March, the CleverReach team will be in Munich at the Internet World. Experts will be answering all your questions about the email marketing solution and demonstrate how companies of any size can benefit from it. At the fair, the team will exclusively show new features and give practical examples that show the benefits for users. Once set up, the new Automation Center generates higher sales without further effort and goes with the trend of marketing automation/ bigdata. This lets you select individual criteria to send automated emails. You will also learn innovative ways of winning subscribers for greater success and customer loyalty.

CleverReach<sup>®</sup> is a leading global email marketing provider with more than **240,000 customers** in 152 countries around the globe. The software enables the direct communication between companies and their customers and is quick and easy to set up and use - email marketing made easier. CleverReach<sup>®</sup> provides excellent value for money, advanced technology and a wide range of interfaces to CMS, CRM and shop systems, supported by an excellent customer service. .

CleverReach<sup>®</sup> was founded in 2007 in Germany and complies with the highest standards of data protection, exceeding the legal requirements. Prominent reference customers, amongst others, are Spotify, Levi's, Playboy, DHL, BMW, TESA. [www.cleverreach.com](http://www.cleverreach.com)

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<b>Management:</b>	Jens Klibingat, Sebastian Schwarz & Sebastian Strzelecki
<b>Type of company:</b>	GmbH & Co. KG
<b>Founding:</b>	2007
<b>Head office:</b>	Rastede/Oldenburg (Lower Saxony/Germany)
<b>Services and support:</b>	Cloud-based technology solution for email marketing: <ul style="list-style-type: none"><li>• Stand-alone-Mailings, Newsletter, dynamic RSS campaigns</li><li>• Integrations to relevant CMS, CRM and Shop-Systems</li><li>• Simple and multi-level automated email routes with THEA (E-Mail Marketing Automations Solution)</li><li>• Reports/real-time statistics for success control and optimization, design and spam tests, A/B split tests, multivariate tests</li><li>• Multilingual e-mail and telephone support</li></ul>
<b>Reference industries:</b>	SMB, online trade, tourism, retail/trade, fashion/textile, service industry, consumer goods industry, automotive
<b>Countries:</b>	Campaigns and customers in 152 countries, especially D-A-CH, Europe and USA
<b>Website:</b>	<a href="http://www.cleverreach.com">www.cleverreach.com</a>

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