



FOR IMMEDIATE RELEASE

Grand River and VerticalResponse Inc. Partner to Provide Email Marketing for Discount Office Supplies' 100,000+ customers

SAN FRANCISCO – March 1st, 2010 – VerticalResponse, Inc. (www.verticalresponse.com), a leading provider of on-demand email marketing, online survey and direct mail solutions, today announced it has partnered with Grand River (www.thegrandriver.com), an industry-leading e-commerce design and development firm, to provide a holistic view to Grand River clients analyzing, reporting and managing email marketing.

Grand River is a full-service ecommerce solution provider focused on developing and maintaining some of Internet Retailer's top 500 sites. Today's partnership ensures that Grand River's client base now has access to VerticalResponse's integrated suite of measurement and tracking tools as part of their overall ecommerce portfolio. Additionally, Grand River now offers web-based email marketing to its full range of clients—from those who have deployed robust CRM solutions like Salesforce.com to smaller customers who do not use a popular CRM solution.

"Our partnership with VerticalResponse has been key in helping our clients analyze response rates, click-throughs' and conversion. We have been testing options that best convert allow our e-mail campaigns to be more targeted and ultimately perform better. VerticalResponse was incredibly easy to deploy. It allows us to show clients the business value of their email marketing campaigns," said Scott Robertson, Managing Partner, at Grand River. "Very few email marketing providers see the value of analytics tracking, and VerticalResponse provides the most cost effective email marketing services for our customers."

As a result of the VerticalResponse partnership, Grand River's clients have immediate access to the results of their email campaign – including opens, clicks, bounce backs, unsubscribes, and purchases. The first trial of the new partnership was on behalf of Grand River client Discount Office Supplies, who have seen click-through rates average twenty percent in the first three months. In email marketing, the target is above 18 percent click-through rates. This email campaign took less than two days to set up initially, which included custom-built Salesforce.com applications.

Future plans for Grand River include using VerticalResponse's robust List Segmentation tool to test the performance of different variables in their email campaigns on behalf of customers. They plan to split their large lists in half and conduct random splits to test different subject lines, the use of capital letters, and creatives. In the recession, many marketers are finding that coupons are increasing their overall sales numbers. Grand River has capitalized on this with the help of VerticalResponse's Partner Success Manager, a dedicated contact that provides expert consultation on the best practices and how to best leverage advanced reporting features.

"It's exciting to offer creative shops the opportunity to be a full service agency by providing the email marketing software," said Alan Keller, Vice President of Business Development at VerticalResponse. "Grand River is just one example of a successful partner who is providing a one-stop-shop for reporting on the success of their campaigns, and helping companies to thrive in the struggling economy."

VerticalResponse's partnership with Grand River is the latest in a series of partnerships that have helped bring VerticalResponse to nearly 60,000 small businesses and over 300 partners around the world. VerticalResponse for AppExchange has long topped Force.com's list of most popular applications, and the product has also been incorporated into other leading small business software, including: Intuit QuickBooks via VerticalResponse for Intuit Workplace, Advantage QuickBase's eResults, PaloAlto Software's eMail Center Pro, and Longjump.

For more information about VerticalResponse, please visit: www.verticalresponse.com

About VerticalResponse

[VerticalResponse](http://www.verticalresponse.com), Inc. is a leading provider of self-service email marketing, online surveys and direct mail services empowering businesses of all sizes to create, manage and analyze their own direct marketing campaigns. VerticalResponse's flagship product, which allows customers to deliver sophisticated yet easily deployed email campaigns, is the most intuitive and affordable Web-based direct marketing solution available. VerticalResponse is headquartered in San Francisco, California. For additional information, please visit www.verticalresponse.com.

About Grand River

Grand River is an industry leading ecommerce design and development company specializing in e-commerce solutions for retailers, e-Tails and manufactures. Strategically headquartered in Ann Arbor, Michigan, and Chicago, Illinois, Grand River focuses on designing, building and implementing transactional Web sites using open source technologies. For more information about Grand River or its services, please call 734.913.8000 or visit <http://www.thegrandriver.com>