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## **MagnetMail Adds Google Analytics Integration**

October 8, 2008 – Bethesda, MD – Real Magnet today announced the integration of Google Analytics with MagnetMail, its web-based email, RSS, fax, events and surveys application.

MagnetMail users will now be able to use Google Analytics to track traffic from emails to their web site. This new feature will provide a variety of metrics to establish email campaign ROI, including clickthroughs, conversions, page visits, time on site and more.

Users will also be able to compare results from email marketing initiatives to those of other efforts, such as search engine marketing, online advertising and public relations. MagnetMail clients can use this data to see which efforts generated the best results and help refine future communications.

“More and more, marketing is about metrics,” said Tom Pines, President and CEO of Real Magnet. “The integration with Google Analytics allows our clients to track their campaigns from start to finish and quantify the results. This is a significant step for email marketers.”

The integration is free and requires only that MagnetMail clients use Google analytics to track visitors on their web sites.

### **About Real Magnet**

Real Magnet, LLC, is the developer of MagnetMail, a comprehensive email marketing application that includes integrated mobile, RSS and fax distribution, as well as event management and surveys modules. More than 1,000 organizations use MagnetMail to communicate with customers and prospects. Real Magnet also is the developer of EmailExam, an email deliverability testing and monitoring tool that identifies deliverability problems before messages are sent. The company is based in Bethesda, MD, and was founded in May 2000.

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