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Warning: Campaigner(R) Reports Evidence of Zombie Attacks on Several Email Marketing Campaigns

As Email Marketing Zombie Apocalypse Threatens to Reach Peak on Halloween, Campaigner Issues Survival Guide for At-Risk Email Marketers

LOS ANGELES, CA -- (Marketwired) -- 10/23/13 -- Today Campaigner[®], the email marketing and CRM brand of j2 Global, Inc. (NASDAQ: JCOM), issued a warning that it has detected an increase in flat-lined email marketing campaigns that are similar to those that are executed by email marketing zombies. If the increase holds steady, it's likely that email marketing campaigns across the country could be overrun by zombies by this Halloween.

It's easy to tell when email marketing zombies have taken over a campaign -- dazed employees who only respond with grunts and moans while routinely executing against a check list with little emotion or creativity. For those in marketing departments that have not yet been infected, it is critical to take action now, before Halloween and in time for the Holiday shopping season, to revive their marketing campaigns (and colleagues) from zombification.

In an effort to put an end to the email marketing zombie apocalypse before it's too late, Campaigner is providing free survival guidance with its "9 Tips to Avoid Becoming an Email Marketing Zombie" to help marketing departments fight back, allowing them to bring their email marketing efforts back from the dead. Some valuable tips for surviving that can be put in place right away include:

Clean up the Mess

It's important every now and then to clean up your list and get rid of those zombie-like contacts. Plan a monthly or quarterly list clean up. This can allow you to remove any dead weight you have on your list and make more room for new contacts.

Sleep with One Eye on Your Audience

In a post-apocalyptic zombie-driven world everyone has to have eyes and ears open. The same applies for your email marketing campaigns. Understand what makes your targets engaged -- this is the key to survival. Ask for feedback so you can deliver more relevant offers and keep them from frothing at the mouth.

Awake the Dead - Get Your Customers to Take Action

Don't forget that customers do have brains. You need to feed them with good information or their brains will slowly deteriorate and they will die off. Include a call-to-action in your email campaigns to keep those brains engaged. You may have an amazing newsletter filled with great content but if your readers aren't asked to take action, the content may be ignored or unsubscribed from all together. Compel and entertain your readers so it becomes second nature for customers to "click" or "sign up here."

Campaigner's "9 Tips to Avoid Becoming an Email Marketing Zombie" can be found at <http://www.campaigner.com/resources/pdfs/Top9-tips-email-zombie.pdf>.

About Campaigner[®]

Campaigner sales and marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQ: JCOM). Learn more and visit Campaigner at www.campaigner.com.

About j2 Global[™]

j2 Global, Inc. (NASDAQ: JCOM) and its affiliates provide Internet services through their two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online

backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax](#)[®], [eVoice](#)[®], [FuseMail](#)[®], [Campaigner](#)[®], [CampaignerCRM](#)[™], [KeepItSafe](#)[®], and [Onebox](#)[®] and operates a messaging network spanning 49 countries on six continents. The Digital Media Division, created with j2 Global's November 2012 acquisition of [Ziff Davis, Inc.](#), offers trusted news and reviews of technology products on its web properties, which include [PCMag.com](#), [ExtremeTech.com](#), [ComputerShopper.com](#), [Toolbox.com](#) and [Geek.com](#). The Digital Media Division also operates [BuyerBase](#)[®], an advanced ad-targeting platform; [LogicBuy.com](#), a leading provider of online deals; and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 Global had achieved 17 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

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