

CSN Stores Helps Customers "Shop Easy" With Marketing Email From StrongMail

[Email](#) | [Print](#) | [Share](#) | [Reprints](#) | [Single Page](#) | [Recommend \(0\)](#)

REDWOOD CITY, CA, Jul 09 (MARKET WIRE) -- StrongMail Systems, Inc., the leading provider of on-premise solutions for marketing and transactional email, today announced that CSN Stores (www.csnstores.com), one of the Top 3 online retailers of home and office goods in the U.S., has implemented StrongMail's commercial-grade email marketing solution to power dynamic and relevant marketing programs for promotional and event-triggered email. With StrongMail, CSN Stores will be able to draw on its wealth of customer data to better incorporate marketing content and related resources into its transactional emails.

"At CSN, our customers really do 'shop easy,' as our new tagline suggests," said Melissa Sherman, manager of customer retention for CSN Stores. "Over the coming months and years, we want to use email as a primary vehicle to communicate that message, create more personal relationships with customers, and continue to optimize their experience. StrongMail offers us the ability to leverage all of our customer data using a cost structure that lets us test new campaigns and support the rapid growth of our customer list. And with its on-premise solution, we maintain control over our data and can quickly segment it by an entirely new set of attributes."

CSN Stores plans to use transactional email in a variety of ways to personalize the customer's "shop easy" experience. For example, when a customer purchases a waterbed, StrongMail can automatically send a reminder every six months to buy the required conditioner for the water.

"This is a simple example of the power of using email to provide better service to our customers by delivering more relevant messages," Sherman added. "We can also do far more to personalize our campaigns and increase the possibility that the customer who bought the waterbed will come back to another CSN site to purchase a leather sofa, backyard grill, or power generator."

With StrongMail, CSN Stores also now has greater insight into deliverability, and appreciates StrongMail's pro-active approach to monitoring deliverability and advising CSN on how to address any issues that arise.

"CSN Stores is an excellent example of enabling customers to live their brand," said Kristin Hersant, director of corporate marketing for StrongMail Systems. "By leveraging event-triggered email to extend the 'shop easy' experience to their customers, CSN Stores is able to increase customer loyalty and retention while driving new revenue."

About StrongMail Systems, Inc.

StrongMail Systems provides businesses with commercial-grade, on-premise solutions for marketing and transactional email. StrongMail integrates its proven email delivery, tracking and campaign management software on high-performance servers that are optimized for maximum deliverability. In addition to providing superior control, security and integration capabilities, StrongMail's in-house approach offers companies a more powerful and cost-effective alternative to homegrown or outsourced solutions. Hundreds of companies worldwide rely on StrongMail's solutions to power their mission-critical customer communications. A Silicon Valley company, StrongMail is headquartered in Redwood City, CA, and is funded by Sequoia Capital, Evercore Partners, Globespan Capital Partners, and DAG Ventures. To learn more about StrongMail Systems, visit www.strongmail.com.

About CSN Stores, Inc. (www.csnstores.com)

CSN Stores, an Inc. 500 company, was ranked among the Top 3 leading online retailers in the home goods category by Internet Retailer earlier this year. CSN maintains over 200 web sites in niche market segments. With over one million products across all of its stores, CSN offers consumers the largest selection of leading brands available online, great customer service, and low prices. The online stores include: AllModern.com, Luggage.com, BabyCarSeats.com, Strollers.com, Cookware.com, and WritingDesksAndMore.com. Shop Easy at CSN Stores.

ARTICLE IS ON...

REUTERS |  THOMSON REUTERS



YAHOO! FINANCE
WebCrawler

