

Constant Contact Adds New Facebook, Automation and Branding Tools to Leading Small Business Marketing Platform

Powerful new features make high-impact email marketing easier and more accessible

WALTHAM, Mass., Sept. 25, 2018 /PRNewswire/ -- [Constant Contact](#), an [Endurance International Group](#) (NASDAQ: EIGI) company and leader in small business marketing solutions, continues to evolve its platform with the launch of a new suite of tools that allows even the most inexperienced small businesses to benefit from sophisticated marketing. Designed, tested and proven to deliver ease of use and more results to any email campaign, the new features include: *Facebook Lead Ads*, *Automatic Resend to Non Openers*, *Branded Template Builder* and *Check for Errors*.

"The world of marketing automation is evolving so quickly that many small businesses are not equipped to take advantage of it, which is why Constant Contact's new automation and personalization features can have a meaningful and measurable impact on their bottom line," said Jonathan Kateman, General Manager of Constant Contact. "By making these seemingly complicated concepts easy to use, small business owners can now confidently run professionally branded marketing campaigns with a level of personalization that today's consumers demand, all while adding little time to their day."

Increased reach: Get found by new customers on Facebook

Small businesses know their audience is on Facebook, but often struggle with high costs, lack of time, and not knowing the best ways to reach them. With Constant Contact's *Facebook Lead Ads* integration, users can find and target the people who are likely to want to know more about their business and make it easy for them to sign up for emails. Constant Contact users can:

- Choose who sees their ads with Facebook's audience builder and target people based on age, location, interests/likes, gender, and behaviors.
- Automatically import new leads to their Constant Contact account and send an automated welcome email.
- Track how well campaigns are performing by viewing contacts added, average cost per lead, ad impressions, and more.

If at first you don't succeed, automate the resend

Emails go unopened for a variety of reasons, often with recipients simply forgetting to return to an email they had been interested in, but Constant Contact now makes it easy for customers to resend messages to their target audiences with no additional time or effort.

With the Constant Contact *Resend to Non Openers* feature, users can automate the delivery of a second email to recipients who didn't open the initial message. Not only does the feature allow users to measure their engagement rates, but it also automatically updates the subject line for the resend email, differentiating it from their original email.

Branded emails created with the click of a button

Small businesses often struggle with creating a consistent look and feel throughout every customer interaction across a variety of platforms, from in-store to online. Only Constant Contact offers the ability to automatically apply the specific branding from a user's website directly to a selection of email templates.

With the new Constant Contact *Branded Template Builder*, customers can quickly customize a wide array of email templates with ease by eliminating the manual task of adding logos, colors and social links to email templates. Customers can now:

- Build a branded template by simply entering a website address and then, with the click of a button, generate an email template that features a company's customized logo and colors. Logos, images and social links are all uploaded and can be easily selected from within the Constant Contact email marketing platform.
- The template can then be further customized by adding content, re-arranging blocks and adding or adjusting columns.

Send error-free emails, every time

Hitting send on an email campaign can cause anxiety in even the most experienced marketers, as concerns over broken links or missing images suddenly emerge. With the new Constant Contact *Check for Errors* feature, Constant Contact customers no

longer need to hesitate before hitting send. Users are notified of any missing or invalid links, default content or default/missing images before they send an email. The new feature will even check to make sure any event dates listed haven't already passed and to ensure coupons are not expired.

In addition to these four core updates, Constant Contact has also rolled out several additional tools that improve the email marketing experience for its customers, including *A/B Subject Line Testing*, *Social Share Bar*, and *Mobile Business Card Scanning*. For more information, visit: www.constantcontact.com.

Connect with Constant Contact on [Facebook](#), [Twitter](#) and [LinkedIn](#).

About Constant Contact

Constant Contact, an Endurance International Group company and a leader in email marketing for more than 20 years, offers an easy-to-use platform that helps small businesses create professional campaigns that can help increase customers and revenue. From advanced automation features to industry-leading integrations, to personalized coaching, Constant Contact is the trusted marketing partner of hundreds of thousands of growth-minded small businesses around the world. For more information, visit: www.constantcontact.com.

About Endurance International Group

Endurance International Group Holdings, Inc. (NASDAQ:EIGI) helps millions of small businesses worldwide with products and technology to enhance their online web presence, email marketing, business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, Domain.com and SiteBuilder, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,500 people across the United States, Brazil, India and the Netherlands. For more information, visit: www.endurance.com.

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