

Ebix Joins Constant Contact's AppConnect® Partner Program

Integration allows seamless syncing of contact information between Ebix SmartOffice CRM and Constant Contact's Email Marketing

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact® Inc. (NASDAQ: CTCT) today announced that Ebix (NASDAQ: EBIX) has joined its AppConnect Partner Program to [integrate the Ebix SmartOffice](#) Customer Relationship Management (CRM) solution with Constant Contact's [Email Marketing](#) tool to help Ebix's customers harness critical data to drive successful email marketing campaigns. The integration now enables the more than 100,000 SmartOffice CRM users to seamlessly sync their existing contacts and filtered lists with Constant Contact's Email Marketing tool. SmartOffice CRM users who don't have a Constant Contact account can also create one directly through SmartOffice CRM.

"In the insurance industry, it is critical to stay top-of-mind with your customers and to create a positive experience through marketing efforts," said Dan Delity, corporate senior vice president and global head of sales, Ebix. "This partnership with Constant Contact addresses a clear pain point for our users: being able to easily create and send targeted email marketing campaigns based on information stored in our SmartOffice CRM tool. We're confident this integration will help drive real business results for our customers."

Ebix's SmartOffice CRM solution is considered the insurance industry standard for agency management, practice management, and enterprise CRM. The offering helps insurance professionals improve their marketing efforts, provide valuable reporting capabilities that drive better business decisions, and create a customer-centric environment that helps increase sales.

"We are always looking for ways to simplify our marketing efforts while not inhibiting the success of our campaigns," said Emily Green, marketing assistant, Single Point Partners. "This new integration between Ebix and Constant Contact streamlines the whole marketing process and keeps us connected with our customers."

"There's a really nice synergy between Constant Contact and Ebix as we are both focused on helping our customers create great relationships with their customers," said Chris Litster, senior vice president of sales and marketing, Constant Contact. "We know that accurately targeting customers to provide the most relevant information is critical to maintaining those great relationships. The robust data housed in Ebix's SmartOffice CRM tool coupled with Constant Contact's proven Email Marketing tool gives our joint customers the tools they need to get the job done."

Constant Contact's [MarketPlace](#) is an online resource that connects small organizations with tools and services to help make the most of Constant Contact tools and marketing campaigns for growing their business. Making the MarketPlace possible is Constant Contact's new [AppConnect Development Platform](#), which makes it easy to integrate third-party applications, like Ebix's SmartOffice CRM, seamlessly into Constant Contact's core offering.

To learn more about Ebix or other applications that integrate with Constant Contact's online marketing tools, please visit the Constant Contact Marketplace: <http://marketplace.constantcontact.com/>

About Ebix, Inc.

A leading international supplier of On-Demand software and E-commerce services to the insurance industry, Ebix, Inc., (NASDAQ: EBIX) provides end-to-end solutions ranging from infrastructure exchanges, carrier systems, agency systems and BPO services to custom software development for all entities involved in the insurance industry.

With 30+ offices across Brazil, Singapore, Australia, the US, New Zealand, India and Canada, Ebix powers multiple exchanges across the world in the field of life, annuity, health and property & casualty insurance while conducting in excess of \$100 billion in insurance premiums on its platforms. Through its various SaaS-based software platforms, Ebix employs hundreds of insurance and technology professionals to provide products, support and consultancy to thousands of customers on six continents. For more information, visit the Company's website at www.ebix.com.

About Constant Contact®, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today’s socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company’s online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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