

WordStream and Constant Contact Announce Partnership

Best-in-class software providers partner to help small businesses find new customers and engage the ones they have

BOSTON--([BUSINESS WIRE](#))--WordStream, Inc., a leading provider of search engine marketing software and services, and [Constant Contact@, Inc.](#) (NASDAQ: CTCT)—both best-in-class digital marketing companies based in the Boston area—have partnered to help small businesses find new customers and grow long-lasting customer relationships through a combination of paid search and email marketing.

“Our [research](#) shows that two of the top concerns for small business owners are finding new customers and engaging the ones they have. Rounding out the top three concerns is having enough time to do everything that needs to get done,” said Arthur Steinert, vice president at Constant Contact. “This partnership looks to solve all three of those, driving customer leads through paid search, keeping leads and customers engaged via email marketing, and providing an integrated experience that will save small businesses real time.”

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As part of the partnership, WordStream and Constant Contact will develop an integration that brings new customer leads collected via WordStream Advisor seamlessly into Constant Contact, letting small businesses engage with those leads without any extra steps.

“As a small business owner, I don’t have time to waste on difficult or ineffective tools. WordStream and Constant Contact are two tools that I count on, and they’ve proven their value over and over again,” says Rick Enrico, CEO of SlideGenius and a customer of both Constant Contact and WordStream. “This partnership will make my life even easier. I can drive affordable leads through paid search and stay in touch via email. It saves me time and money.”

In addition to the integration, the partnership provides small businesses with free or discounted access to the companies’ marketing tools. WordStream will distribute thousands of free and discounted Constant Contact email marketing accounts, including on-boarding and coaching from Constant Contact’s award-winning support team, to new and existing customers. Constant Contact Solution Providers, a network of small business marketing consultants, will have access to a special incentive package consisting of an extended free trial of WordStream’s pay-per-click (PPC) management tools and software as well as complimentary Premier Consulting support. And, as of today, all small businesses have free access to WordStream’s AdWords Performance Grader through the [Constant Contact MarketPlace](#) to help them benchmark their online advertising performance.

“As local Massachusetts companies with proven dedication to supporting small businesses, this partnership is a natural fit,” said Ralph Folz, CEO of WordStream. “We’re thrilled to partner in this completely new way to better serve our customers’ marketing needs.”

To learn more about the partnership, [click here](#).

About WordStream

WordStream Inc. provides software and services that help small and medium-sized businesses and agencies grow and get maximum results from their pay-per-click (PPC) marketing efforts. WordStream’s easy-to-use software allows for more effective paid search campaigns with the 20-Minute Work Week, a customized workflow that guides marketers through steps to greatly improve their AdWords, Bing Ads and Yahoo campaigns, including landing page optimization, call tracking, and visually stunning reporting. WordStream’s managed services team delivers quality traffic, clicks and conversions for businesses looking to improve their PPC campaigns. WordStream also offers award-winning free tools, including the AdWords Performance Grader, which evaluates users’ Google AdWords accounts and provides valuable tips for improvement. Learn more at <http://www.wordstream.com>.

About Constant Contact®, Inc.

Constant Contact introduced the first email marketing tool for small businesses, nonprofits, and associations in 1998. Today, the company helps more than 600,000 customers worldwide find marketing success through the only all-in-one online marketing platform for small organizations. Anchored by our world-class email marketing tool, Constant Contact helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free

award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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