

BlueHornet Taps Feintuch Communications for Public Relations Support

NEW YORK, June 6, 2016 /PRNewswire/ -- BlueHornet (www.bluehornet.com), a leading provider of all-inclusive email marketing software and services, has selected Feintuch Communications (www.feintuchcommunications.com) to implement its integrated public relations program.

Founded in 2000 and headquartered in San Diego, BlueHornet helps companies reach their email potential with a unique combination of enterprise-scale email marketing solutions and award-winning services. BlueHornet enables customers to get the most out of their email programs by leveraging its data-driven email marketing solutions to deliver increased ROI.

"The marketing landscape is evolving rapidly and marketers in businesses of all sizes – from emerging companies to the Fortune 500 – need effective tools and support to unlock the value of their data to grow customer lifetime value and ROI," said Michael Biwer, chief executive officer, BlueHornet. "As BlueHornet accelerates enhancements to our technology platform and service offerings, we sought a b-to-b partner that understands the digital marketing industry and has a proven track record of generating results. We found that partner in Feintuch Communications."

BlueHornet works with companies across multiple industries including retail and e-Commerce, entertainment and events, publishing and media, food and hospitality, nonprofit and agencies. Clients include Xerox, Columbia Sportswear Company, KFC, CNET, Pacific Sunwear among others.

"Email marketing consistently provides the highest ROI of all the marketing channels, for b-to-b and b-to-c companies," said Henry Feintuch, president, Feintuch Communications. "BlueHornet's technology platform and service offerings provide marketers with a complete range of options to help them optimize their campaigns. It's time to let the world know!"

The account will be led by Mr. Feintuch; Doug Wright, senior account director; and Bennie Sham, account director.

About BlueHornet

BlueHornet helps companies reach their email potential with a unique combination of enterprise-scale email marketing solutions and award-winning services. From emerging businesses to Fortune 500 companies, BlueHornet's customers rely on our powerful, intuitive cloud-based software to implement highly-targeted lifecycle messaging programs that optimize email marketing ROI. BlueHornet was founded in 2000. Contact BlueHornet for more information at 866-586-3755 or sales@bluehornet.com; visit Bluehornet.com and follow [@bluehornetemail](https://twitter.com/bluehornetemail) on Twitter.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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