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Enprecis Partners with WhatCounts to Increase Customer Engagement and Survey Response Rates in Automotive Industry

January 5, 2011 – Seattle, WA – Enprecis, a leading provider of online information services to global automobile manufacturers, has launched a new partnership with WhatCounts, a leading permission-based email service provider. WhatCounts will support the successful email delivery of Enprecis survey invitations to automobile owners, fostering engagement between vehicle manufacturers and drivers. Both of these Seattle-based companies leverage the software-as-a-service (SaaS) delivery model to provide speedy, streamlined service to customers across diverse technology setups.

Enprecis and WhatCounts understand that successful email delivery lies at the heart of effective online feedback collection. If customers don't know that surveys are available, they won't be able to respond—and the valuable feedback they have to offer to manufacturers will be lost. To ensure successful email delivery to vehicle owners in every target market, Enprecis has chosen an email service provider capable of handling large volumes of email and delivering sophisticated reports on delivery success rates.

WhatCounts offers comprehensive coverage of email delivery essentials, including appropriate authentication measures as well as reliable monitoring and reporting services. Methods of addressing industry fundamentals such as Domain Keys, SPF records, whitelists, list hygiene, and other critical components of email delivery ensure that when WhatCounts sends emails, they get delivered—no matter what the destination. Improved email delivery will help increase survey response rates and provide more data for automakers to analyze using Enprecis' powerful business intelligence tools.

"The partnership between Enprecis and WhatCounts is a win for both companies," notes Eli Israel, Senior Director of Product Development for Enprecis. "Using a proven email delivery service like WhatCounts will allow Enprecis to focus on developing our superior survey and reporting platforms, helping automobile manufacturers use survey data to drive improvements in vehicle quality and customer satisfaction."

In addition to effective email delivery, WhatCounts offers powerful online tools capable of helping Enprecis create targeted campaigns that will elicit more detailed customer feedback. Robust preview capabilities ensure that all email communication is displayed accurately in all languages, fostering higher clickthrough rates and survey completion statistics. Multilingual preview functionality will prove particularly important as Enprecis launches services in new global markets and in different languages. In addition to using WhatCounts to deliver email invitations, Enprecis will leverage the service's robust API to integrate the Enprecis survey platform and WhatCounts distribution systems.

As the partnership develops, Enprecis and WhatCounts plan to create email campaigns that contain additional customer information and advanced segmenting rules that will enhance campaign relevance and engagement. Enprecis also plans to take advantage of WhatCounts' superior reporting capabilities, which can track email recipient behavior in great detail, from delivery confirmation to clickthrough behavior.

"WhatCounts is excited that Enprecis has chosen our proven and innovative email services platform," says Clemens Butz, Director of Marketing at WhatCounts. "We are looking forward to partnering with Enprecis to help drive higher customer engagement and more complete survey results."



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About Enprecis

Founded in 2006, Enprecis is an emerging online information services provider for the global automotive industry. The most responsive customer feedback collection and analysis tool of its kind, Enprecis Continuous Quality Insight (CQI) collects real-time customer data for top automobile manufacturers and offers comprehensive tools for analyzing that data. With offices in Seattle, Seoul, and Shanghai, Enprecis is well positioned to support customer and market research in the growing global automotive market. For more information about Enprecis' innovative approach to information, visit <http://www.enprecis.com>.

About WhatCounts Inc.

WhatCounts, a private Seattle-based company founded in 2000, is a technology leader and innovator in the permission-based email service provider (ESP) space. WhatCounts offers a fully integrated lifecycle marketing platform, including dynamic content delivery, sophisticated polls and surveys, integrated blogging/RSS capabilities, Video Email system and social media tools. Deliverability management, strategic coaching, best practices benchmarking, CRM integration and advanced analytics facilitate ROI maximization. The robust WhatCounts platform can be purchased as a hosted Web-based application or as part of the unique Broadcaster™ appliance. For more information, please visit www.whatcounts.com or call (800) 440-7005.

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