

## MailPerformance enables clients to maximise mobile email ROI with Litmus partnership

**Collaboration will provide direct access from MailPerformance accounts across all mobile platforms.**

**London, July 11th 2012** - MailPerformance, a leading email marketing services provider and member of the NP6 group, has announced a strategic partnership with Litmus aimed at simplifying the process of content optimisation and maximising the return on investment (ROI) for mobile campaigns.

The partnership will see MailPerformance working alongside Litmus, a solution provider for testing emails and web pages across browsers and email clients, to deliver speedy, in-depth and accurate analysis of email marketing campaigns. This will be provided through a direct integration by Litmus into MailPerformance that will ensure that campaigns can maximise their reach and present a consistent and positive experience for their customers.

The service will run across all mobile platforms, including iOS and Android, and will enable MailPerformance's clients to preview their email campaigns on the most popular devices and leading email clients, directly from the MailPerformance accounts.

*"It's never been more important for marketers to make use of the dedicated tools available to them in order to remain at the top of their customers' inboxes," said Stuart Armstrong, UK Country Manager, MailPerformance. "Recent statistics gathered by Litmus across 87 million email opens suggest that more than a third (38%) of all emails are opened on mobile devices. This represents a 111% change over the previous year."*

*"What this demonstrates is that optimising email campaigns for mobile devices has to be a major priority for all marketers, which is why we're looking forward to working alongside Litmus and benefiting from their experience and innovation in this field."*

*"We are all looking forward to working alongside an email marketing leader such as NP6," said Paul Farnell, Chief Executive Officer of Litmus. "With the Litmus tools, MailPerformance's clients will now be able to ensure that their email campaigns will render correctly on, and be compatible with, all major browsers, email clients and mobile devices. The integrated Litmus application will also include content checking against all major anti-spam filters as well as delivery analysis."*

*"The integration of our unique analytics solutions in MailPerformance will also allow clients to optimise their emails campaigns for the mobile platforms that are most popular amongst their subscribers, giving them the intelligence they need to significantly maximise the ROI they get from their mobile campaigns".*

### **About MailPerformance**

MailPerformance is part of the NP6 Group which achieved excellent results in 2011 with turnover in excess of 9.3 million Euros. Recognised as an expert in email deliverability, NP6 Group with its solution, MailPerformance, remains the only Email Marketing solution in Europe to carry ISO 9001 quality-certification.

The MailPerformance brand and technology is owned entirely by NP6 Group. Founded in France in 1999 NP6, as an emarketing solutions provider, it has become one of Europe's largest Email and SMS broadcasters.

NP6 Group now offers its expertise and email broadcasting platform to the UK market from their offices in London's Soho. With over 50 employees in the UK and France NP6 is able to offer a number of services, including: Email and SMS broadcasting, Self Service or Full Service Management of Campaigns, Full API platform integration, Deliverability consultation, White-listing accreditation, Behavioural and Dynamic Segmentation, Advanced personalisation, A/B Split testing, Personalised barcodes in emails, Form and questionnaire building and Anti-Phishing certification.

With a customer rate as high as 95%, MailPerformance strives to serve its clients with the highest quality and performance possible. Customers include Microsoft, Total, Natixis, Endsleigh Insurance, Qsoft Consulting Ogilvy, American Express...

[www.mailperformance.co.uk](http://www.mailperformance.co.uk)

### **About Litmus**

Agencies, designers and marketing teams worldwide use Litmus' web-based email testing and tracking solutions to test, target and optimize their campaigns. Our products help you understand how subscribers view and interact with your messages, enabling teams to focus testing efforts and gain insight into subscriber behavior. View compatibility in major desktop, webmail and mobile email clients, scan content and reputation against server-side and ISP filters, and discover where and how your audience is reading messages.

[www.litmus.com](http://www.litmus.com)

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