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**For Immediate Release:**

**JangoMail Announces Integration with Google Analytics  
To Improve E-Mail Campaign Reporting and Tracking**

*New Capability Provides Users with Advanced Campaign Tracking and Analysis Features*

**Dayton, OH (March 4, 2008)** – JangoMail, an industry leader in permission-based e-mail marketing, today announced new Google Analytics integration functionality. With this new capability, users of JangoMail’s permission-based e-mail marketing solution can track and analyze different behavioral aspects of their campaigns as it relates to their respective Web sites. Google Analytics, a free service, enables users to measure visitor behavior such as Web site page views, landing pages, exit pages, funnel paths and conversions. This data is delivered to users as raw data or via a graphical dashboard.

With Google Analytics, JangoMail users can track how many and how long visitors stayed on a Web site or page as well as determine the geographic location of specific visitors. According to Gartner, Inc., “Web analytics shows how companies can use online behavior metrics to help create consistency around online interaction within multiple Web experiences. A Web analytics platform can measure who is coming to the site and what drove them there, and it can track activity across multiple visits while building and maintaining a profile of visitor demographics as details are captured.”<sup>1</sup>

This integration is designed to improve upon the company’s existing built-in Web analytics tool called Web Site Activity Tracking: [http://www.jangomail.com/documents/Public/JangoMail\\_Tutorial\\_Web\\_Site\\_Activity\\_Tracking.pdf](http://www.jangomail.com/documents/Public/JangoMail_Tutorial_Web_Site_Activity_Tracking.pdf).

“We are pleased to offer Google Analytics to our customers as a standard feature,” said Ajay Goel, President of JangoMail. “Through this integration, users can optimize both JangoMail’s built-in analytics tool and Google Analytics, providing a broader range of intelligence to further optimize e-mail marketing campaigns.”

For more information on the Google Analytics integration, please visit: [http://www.jangomail.com/documents/Public/JangoMail\\_Tutorial\\_Google\\_Analytics.pdf](http://www.jangomail.com/documents/Public/JangoMail_Tutorial_Google_Analytics.pdf).

JangoMail is widely used by leading organizations for a range of marketing and sales purposes, including customer loyalty programs, newsletters, product announcements, and other sales and promotional activities. The Web-based JangoMail service enables organizations to develop, distribute and measure targeted e-mail marketing campaigns.

### **About JangoMail**

JangoMail is an industry leader in permission-based e-mail marketing. More than 1,400 organizations on six of the seven continents rely on JangoMail to send personalized, targeted e-mails to their customers and prospects. JangoMail sports a number of unique features in the Web-based e-mail marketing service industry, including direct connectivity to customers' external databases. To learn more, go to [www.JangoMail.com](http://www.JangoMail.com) or call 1-888-GO-JANGO.

1. Gartner, Inc., "Improving the Online Customer Experience" by Adam Sarner et al, March 7, 2007.

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