



## Responsys and Which? Show How to Drive Engaging and Relevant Communications at Adobe Omniture Summit EMEA 2011

Reading, UK - May 17, 2011 - [Responsys, Inc.](#) (NASDAQ:MKTG), a leading provider of on-demand email and cross-channel marketing solutions, today announced that it will present at [Adobe Omniture Summit EMEA 2011](#). Responsys and Responsys customer, Which?, will share how best to drive engaging and relevant communications by integrating Responsys Interact with Adobe SiteCatalyst in a session at 12:00 p.m. on Thursday 19th May 2011.

[Martin Ruddy](#), Marketing Services Director EMEA at Responsys, alongside [Crispin Westhead](#), Head of CRM at Which?, will present a session titled, "Using Data Driven Content to Drive Engaging and Relevant Communications" at the event. This session will explore how email and online data can be combined, analysed and used to improve campaign conversions and improve engagement levels.

The presentation will also help delegates discover how to use customer preferences effectively to create personalised automated lifecycle conversations. Which? will take attendees through the entire process and share insights and best practices that can be put into action to produce immediate results.

Responsys' sponsorship of Adobe Omniture Summit EMEA 2011 follows the company's recent enhanced integration with the Adobe Online Marketing Suite, which gives marketers a new level of power to automatically summarise web analytics data captured by Adobe SiteCatalyst, powered by Omniture, into pre-defined audience segments within the Responsys Interact user interface.

Simon Robinson, Marketing & Alliances Director EMEA at Responsys, comments, "Adobe Omniture Summit EMEA 2011 is set to answer many of the key challenges faced by today's online marketer on how to optimise and integrate content. We will be offering our guidance on how to best incorporate web, social, email and mobile campaigns into a single cross-channel lifecycle marketing strategy."

Adobe Omniture Summit EMEA 2011 will take place on the 19th and 20th May 2011 at the Hilton Metropole, London. To register, visit <http://www.omniture.com/en/summit11/emea>.

### About Responsys

Responsys is the leading provider of email and cross-channel marketing solutions that enable companies to engage in relationship marketing across the interactive channels customers are embracing today—email, mobile, social and the web. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high ROI, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Continental Airlines, Deutsche Lufthansa, Dollar Thrifty, Lands' End, LEGO, Newegg, PayPal, Qantas, and Southwest Airlines. For more information about Responsys, visit [responsys.com](http://responsys.com).

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