



Responsys Expands Footprint in Europe With New Office in Germany

SAN BRUNO, CA -- (MARKET WIRE) -- 08/25/11 -- [Responsys, Inc.](#) (NASDAQ: MKTG), the leading provider of email and [cross-channel marketing solutions](#), today announced the opening of a new office in Munich, Germany, which further strengthens Responsys' offering and presence in Europe.

[Responsys'](#) expansion into Germany is an important move for the company given the rapidly growing local market for email and [cross-channel marketing](#). According to a recent study by eMarketer, Germany has the largest online population of any country in the EU and is a major force in Europe for online advertising, ecommerce, social networking and other digital activities.(i)

"Marketers in Germany have embraced the email channel and are increasingly adopting cross-channel marketing as a way to drive customer engagement and ROI," said Simon Robinson, Senior Director, Marketing & Alliances, Responsys EMEA. "We look forward to partnering with German-based companies to design, automate, and execute the most efficient and effective campaigns and interactions across [email, mobile, social and the web](#)."

"Responsys is always looking for opportunities to expand our global reach and deliver on the [New School Marketing](#) vision," said [Dan Springer](#), Chief Executive Officer of Responsys. "A Munich office provides access to some of the top local talent in a country that's becoming increasingly influential in the digital marketing space."

Responsys already serves some of the largest brands in Germany, like Deutsche Lufthansa, and is aggressively adding new clients to the roster including leading publisher Unister Holding ([ab-in-den-Urlaub.de](#)).

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, Brooks Brothers, Continental Airlines, Deutsche Lufthansa, Dollar Thrifty, Lands' End, LEGO, LinkedIn, Newegg, Orbitz, Qantas, Southwest Airlines, and UnitedHealthcare. For more information about Responsys, visit [responsys.com](#).

Additional Resources

- Like Responsys on Facebook -- <https://www.facebook.com/Responsys>
- Follow @responsys on Twitter -- <https://www.twitter.com/Responsys>

(i) "Germany: Digital Market Trends," by Karin Von Abrams, eMarketer http://www.emarketer.com/Report.aspx?code=emarketer_2000756

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