



April 10, 2012

Constant Contact Adds New Customization Options, Mobile Registration, and Event Directory Integrations to Event Management Product

New features make it easier than ever for small businesses and nonprofits to host successful events

WALTHAM, Mass.--(BUSINESS WIRE)-- [Constant Contact® Inc.](#) (Nasdaq: CTCT) is making its [event management](#) product even more effective with new features designed to enhance customization options, drive more mobile-friendly event experiences, and increase the reach of promotional efforts for small business and nonprofits hosting events.

Constant Contact's event product was built to help small organizations hold successful events with an affordable, easy-to-use, and professional-looking online event marketing and management service. The new features include:

- **Custom Themes:** In addition to using one of more than 140 pre-created event templates, customers can now create their own custom template for their event invitation, registration page, and home page, including background and foreground colors, header color, button, text color and type of font. Custom Themes makes it easy for an organization to match their brand to all event communications so they are easily recognizable and consistent with other marketing materials.
- **Mobile Friendly Registration:** Building on the mobile event check-in application released last year, Constant Contact has created a full mobile experience for those invited to attend events. Those invited to attend events can now register, submit payment, and check-in to events directly from their mobile phones.
- **Event Directory Integrations:** With a simple check of a box in the product, Constant Contact customers can add their events into popular event directories [SocialVents](#) and [Events in America](#), further extending the reach of their organization's promotional efforts.

"Events offer a fantastic opportunity for small businesses and nonprofits to create powerful engagement moments with their key constituencies," said Christopher M. Litster, vice president and general manager, Event Marketing, at Constant Contact. "Before they can have those experiences, they have to get attendees through the door. As a host, it is critical to make yourself stand out from the crowd and the new features added to Constant Contact's event management tool were created to empower event hosts to do just that."

Over the past year, Constant Contact has enhanced its event product, adding new features and integrations to optimize the event management and promotion from start to finish for small businesses and nonprofits. Some of the more notable additions include: Items for Sale, which enables event hosts to sell additional items (such as t-shirts and meal options) or collect donations as part of the registration process; Customized Event Fees, which enables event hosts to charge one flat fee for all guests, or charge multiple fees based on the type of guest (e.g. member vs. non-member, adults vs. children, etc.); and Google Analytics, which anonymously tracks and provides reports on how visitors interact with an event homepage (e.g., where people are coming from, where they live, and at what point, if any, they drop out of the registration process).

"We take customer feedback to heart, and consistently look for opportunities to increase the value of our product for them," said Litster. "The combination of a powerful event management tool, our award-winning free customer support and education options, and our success-focused pricing ensures that customers can host the most successful events possible, and truly reap the benefits of their efforts."

For more information about Constant Contact's event management product, or to sign up for a free 60-day trial, please visit: <http://www.constantcontact.com/event-marketing/index.jsp>.

About Constant Contact, Inc.

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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Source: Constant Contact, Inc.

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