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Constant Contact Integrates Email Marketing with Top E-Commerce Tools

Integrations seamlessly sync contact information and provide engagement opportunities to help small businesses drive efficiency and repeat business

CHICAGO--(BUSINESS WIRE)-- In an effort to drive efficiencies that help small businesses save precious time, Constant Contact®, Inc. (NASDAQ: CTCT) today announced multiple e-commerce integrations with its Email Marketing tool. Customers can now capture and sync customer data to keep their email databases up to date, create more targeted email lists based on purchase data, engage with their audience through videos or games, and create a better shopping experience that drives repeat business.

"Small business owners will tell you that repeat business is the lifeblood of their organizations," said Kevin O'Brien, senior director of the AppConnect Program, Constant Contact. "A key component of driving repeat business is consistently engaging with customers through email marketing campaigns. These integrations will help small businesses save time and money by adding additional value to their email marketing efforts."

At this week's Internet Retailer Conference and Exhibition taking place in Chicago, IL from June 5 - 8, Constant Contact will highlight these integrations and its MarketPlace, an online resource that connects small organizations with tools and services for growing their business. The Constant Contact team will also highlight the AppConnect Development Platform, which takes third-party applications, like these e-commerce tools, and integrates them seamlessly into Constant Contact's core offering. The new e-commerce integrations include:

- **Viewbix:** Viewbix provides a powerful yet simple-to-use platform that turns online video viewers into action takers. With the Constant Contact AppConnect integration, small business owners have the ability to drive mailing list signups directly within the video player. The Constant Contact Viewbix app works across the web, mobile and social platforms, allowing for enhanced user engagement wherever their videos are viewed.
- **Fanplayr:** With this application, small businesses can now add social game mechanics to Constant Contact Email Marketing. The games reward a small business' consumers with a Fanplayr social coupon that can be used instantly or shared with friends on Facebook and Twitter.

These integrations are available now. To learn more about these or other applications that integrate with Constant Contact's online marketing tools, please stop by booth #471 at the conference. Not at the show? No problem! For more information, please visit the Constant Contact Marketplace: http://marketplace.constantcontact.com/

About Constant Contact, Inc.

Constant Contact wrote the book on Engagement Marketing™ the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate repeat business and referrals through email marketing, social media marketing, event marketing, local deals and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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