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**Email marketing company Pure's solution crosses the language divide**

*Pure announces its new language module as part of its pure response email marketing software.*

BRIGHTON, UK, October 04, 2008 **/24-7PressRelease/** -- One of the many benefits of email marketing is that, unlike direct mail, it's so simple and inexpensive to go global. And of course being able to create, deliver and manage email marketing campaigns from anywhere in the world has massive advantages. It's one of the reasons why Brighton-based email marketing company Pure360.com have seen an unprecedented increase in clients with an international presence - brands like FT, Pepsi and Starbucks to name just a few.

Already their web-based email marketing software, PureResponse, is used by over 1,200 native-speaking marketers in over 40 countries. However up to now, it was only available in English which isn't ideal when customers' language is French, German or Spanish. But that's all changed now that PureResponse is available in a multi-lingual platform.

The email marketing company's Managing Director Stuart Hobbs explains: 'With such a huge increase in international names, it makes sense to offer a multi-lingual email marketing solution rather than expect everyone to work in English. Now, if a base in another country needs to collaborate on a project, then they can - because PureResponse screens, help menus and other collaterals appear in the native language. This move also delivers huge flexibilities for larger organisations using our email marketing software, enabling them to gain economies of scale across their different countries using one multi-lingual platform whilst being able to centrally manage and control their campaigns using the approval and central reporting systems. It's easier for everyone and removes the risk of error or misunderstandings.'

Also, as Stuart points out: 'It makes sense that when a company is targeting, say, a Spanish market with a Spanish email marketing mailout, created, delivered and managed by a Spanish-speaking marketer they are going to get a better result than if he or she was having to switch between two languages all the time, one of which may be unfamiliar.

'Then, if other countries need to collaborate on the same email marketing project, they can - in their own language. It's a great move forward for global businesses keen to centralise their planning and control whilst allowing for local market variations, without language barriers getting in the way.'

French, English and German versions of email marketing company Pure's PureResponse software have just been released; more languages will be made available later this year.

**About Pure:**

Award-winning Pure ([www.pure360.com](http://www.pure360.com)) is a top UK\* SMS and email marketing company. Pure provides companies large and small with the technology, know-how and support to run effective email marketing campaigns that have a measurable, positive impact on business.

Pure's email platform, PureResponse, was created by marketers for marketers - it's used in 40 countries by over 1,200 people. Pure counts innocent drinks, Rightmove, Truprint, Hachette Filipacchi, EMAP and the FT among its stable of over 700 clients. Brighton-based Pure also publishes the Email Marketing Manual ([www.emailmarketingmanual.com](http://www.emailmarketingmanual.com)); a best practice web site and newsletter featuring brand case studies.

\*Recommended by respected online marketing publisher E-consultancy's Email Marketing Platform Buyers Guide 2007.

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