



MADtv Tunes in to Top Fans with the StreamSend Email Marketing Service

The StreamSend Email Marketing service helps MADtv communicate with its fans.

Sacramento, CA, October 31, 2008 --(PR.com)-- [StreamSend](#), a leading [email marketing](#) solutions provider, today announced its role in helping client [MADtv](#) create specialized communications with its fans.

The fast-paced, Emmy award winning comedy series has proven to be an audience favorite for fourteen seasons with its unrivaled pop-culture parodies and politically incorrect humor. MADtv enhances and personalizes that relationship by reaching its core group of over 20,000 enthusiastic show viewers through its e-newsletter, offering weekly updates about upcoming episodes, new sketches and future guest stars. The MADtv newsletter also features extra content for subscriber first-viewing, and resulting emails are printed and delivered to the cast member they address.

Originally, MADtv had a huge, unruly email list of email addresses captured from site visits which needed to be cleaned up, pared down and used as a basis for building relationships. MADtv found email service providers either unable to work with the condition of their list, or unable to supply the reporting and list cleaning needed.

Turning to email provider StreamSend, MADtv found the solution to creating and enhancing relationships with its most devoted fans, insuring that its messages would only be sent to welcoming readers.

First, StreamSend helped them whip the subscriber list into shape, removing inaccurate or uninterested addresses and reducing the list by almost 30,000 names. But the remaining list was golden: for the first time, MADtv had an accurate, direct link to make sure these top fans received timely, relevant show information. ISP concerns about Spam were allayed as opt-outs were recognized and respected, allowing emails through to eager readers.

MADtv saves time and effort by taking full advantage of StreamSend's user-friendliness to keep its weekly newsletter -- and viewer relationships -- running smoothly. The show now considers its newsletter subscriber list "self-cleaning," and easy to monitor through advanced, but simple-to-use StreamSend features, including clear, detailed campaign reports.

MADtv can now engage with its most dedicated fans and also discover valuable viewer input on show content by tracking the frequency of links visited in the newsletter. The e-newsletter has become a valuable, two-way relationship tool for MADtv and its subscribed viewers.

"I am now able to maintain a pristine database of over 20,000 subscribers with confidence," said Dylan Stewart, web director for MADtv. "The StreamSend interface is simple and powerful, with a variety of options for managing subscribers, creating custom emails, reviewing detailed click-through activity and viewing and printing reports for each mass mailing."



About StreamSend

The StreamSend Email Marketing Service is the most comprehensive and cost-effective permission-based e-mail marketing suite available, used by marketers, entrepreneurs, online retailers and resellers around the world. StreamSend offers a number of industry-leading, standard pricing plans and also has a strong email marketing reseller program. StreamSend is the flagship product of web hosting and design company EZ Publishing, founded in 1998.

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