



StreamSend Adds Complaint Monitor to Assist Email Marketers

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Davis, CA, July 19, 2006 --(PR.com)-- In its continuing effort to improve service and reporting for customers, the [StreamSend Email Marketing Service](#) has implemented a SPAM complaint monitoring service.

Because even permission-based email marketers get complaints from their subscribers, it is important to track these so email marketers can make modifications to subject lines, email content, etc. Such modifications are sometimes necessary to reduce the chances that a list subscriber will mistakenly perceive an email as SPAM.

Depending on the number of complaints an email blast generates, the complaint service displays RED, YELLOW, or GREEN on the reporting page. In addition, any subscribers who complain are automatically unsubscribed from the list.

"We urge our customers to monitor their spam complaints and stay in the GREEN, which means receiving below 1 complaint out of 1,000 emails sent," says Dan Forootan, CEO of EZ Publishing, creator of StreamSend. "CAN SPAM compliance is essential but beyond that it is important to monitor how your list subscribers perceive your emails. The complaint monitor will help you understand what is happening and make adjustments when needed."

About StreamSend. StreamSend offers a number of attractive standard pricing plans beginning as low as \$5.95 per month. High-volume mailings cost as little as \$.0004 per e-mail with a monthly plan. StreamSend also has a strong [Email Marketing Reseller](#) program - popular among Marketing, PR, Internet Service, and Web Design and Development firms.

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About EZ Publishing Inc. Founded in 1998, EZ Publishing Inc. provides world-class Web design, hosting, and e-mail marketing services to clients across the United States and much of the world. The company assists in the growth of small and medium-sized businesses by making it easy for them to conduct a successful online venture. EZ Publishing powers more than 10,000 Web sites worldwide. The company is a leader in automated Web hosting programs that help customers develop more profitable and efficient businesses. To learn more, visit www.ezpublishing.com and www.streamsend.com.



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