



Adam Mesh Trades Up with StreamSend

Sacramento, CA, September 16, 2009 --(PR.com)-- StreamSend, a leading [email marketing](#) software provider, has helped Adam Mesh Trading Group use email marketing to educate its stock investor membership, while building and strengthening those relationships.

Adam Mesh Trading Group is a recognized leader in stock market investment coaching. As featured on CNN, Fortune, Forbes, CNBC, and Trading Monthly, Adam's unique stock market system has helped thousands of beginner investors around the world transform their financial lives for more than 10 years.

Daily emails containing tips, market snapshots and new perspectives are a critical factor in creating and building relationships with Adam's members, but his group was hampered on several fronts:

Although trying to maintain regularity by mailing at nine am every day, messages sometimes would not reach their destinations until hours later.

There was no way to learn from previous mailings.

Since staffers had to share a public IP address, they might also have to wait to use the address for mailings, not to mention risk being tainted by other users' spam practices.

When something went really wrong, Adam Mesh staffers were basically on their own.

Turning to StreamSend Email Marketing, the Adam Mesh Trading Group found the solutions it needed.

The first step was to offer Adam Mesh its own private IP address, then helping the group get “whitelisted” with all the major ISPs that had judged them by the public IP address they shared. StreamSend supplied the resources and deliverability to let Adam's staffers push the “send” button at precisely nine am every day, so that members knew just when to expect their emails.

With StreamSend's expert service and Google Analytics capability, Adam's group can now learn and improve from each mailing, dissecting each component for the most effective combination, including imagery now made possible with HTML capability.

Although Adam's subscriber base has tripled to over 100,000 since signing on with StreamSend, complaints have plummeted and deliverability has jumped to 99%. Viewership and click-through now exceed 15% and continue rising as the Adam Mesh Trading Group builds profitable relationships by using StreamSend email marketing to effectively share expert, timely financial guidance and insights with its members.

“StreamSend has given us the ability to run precise, profitable email campaigns, successfully reaching our members with timely information they want on a reliable schedule,” said Johnathan Bezalel, managing director of Adam Mesh Trading Group.

“Since we can examine performance statistics and put that knowledge to use in continuing campaigns, we are able to boost the direct response, effectively turning metrics into money.”



About StreamSend

StreamSend offers an easy-to-use, affordable and reliable [email marketing software](#) solution designed to help businesses make the most of their time and money when sending [email newsletters](#) or other email campaigns. StreamSend offers a number of industry-leading standard pricing plans and also has strong private-label and affiliate programs. Started as part of EZ Publishing, a web hosting and design company founded in 1998, StreamSend is now EZ Publishing's flagship product.

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