



StreamSend Email Marketing Integrates with Google Analytics

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Sacramento, CA, February 06, 2008 --(PR.com)-- StreamSend, one of today's leading [email marketing](#) solutions provider, today announced new Google Analytics integration functionality. Customers now gain access to advanced campaign tracking and data analysis features.

Using Google Analytics, Internet Marketers can easily trace visitor referrals and website navigation following arrival. This information can help improve usability, ad targeting and campaign effectiveness. Now integrated with Google Analytics, StreamSend automatically codes URL links within email body copy. So campaign managers can measure and assess inbound website traffic, test and improve email content, layout and delivery.

“We're thrilled to introduce Google Analytics integration as part of our standard service,” explains Dan Forootan, CEO of EZ Publishing, creator of StreamSend. “Campaign managers can now track the number of visitors, assess new and recurring visitor metrics, page views, click-throughs by URL, e-commerce revenue generation, return on investment, visitor geography, Internet connection speed and more.”

As companies continue to adjust email marketing delivery and presentation to meet their customers' needs, they strengthen their business reputation and bottom line. View an interactive [video demonstration](#) of [StreamSend Email Marketing & Google Analytics integration](#).

About StreamSend

The StreamSend Email Marketing Service offers a number of attractive standard pricing plans for marketers. High-volume mailings cost as little as \$.0004 per e-mail with a monthly plan.

StreamSend is the most comprehensive and cost-effective permission-based e-mail marketing suite available. The company is proud to provide this powerful email marketing suite to marketers, entrepreneurs and online retailers around the world. StreamSend also has a strong Email Marketing Reseller program.

It all started in 1998, when Dan Forootan founded EZ Publishing, a web hosting and design company. The company quickly expanded, as word spread of the company's comprehensive services, wide-ranging infrastructure, exceptional customer support and honest approach,.

But web hosting and design was just the first step. Dan's clients wanted more. Many EZ Publishing customers asked for an e-mail marketing solution to help build sales and strengthen customer retention.

In response, EZ Publishing developed the StreamSend e-mail marketing suite. Because the company had



an existing technological infrastructure in place, they were able to offer this powerful new email marketing service at extremely affordable prices. The response to StreamSend has been extraordinary, and it has since become EZ Publishing's flagship product.

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