



EZ Publishing Announces Innovation in Permission-Based Email Marketing Email Deliverability

The StreamSend permission-based email marketing service now offers an innovation in deliverability: All customers will receive a private IP address that can be whitelisted with the major ISP's. While many email marketing services offer private IP addresses to large customers, StreamSend is the first to offer a private IP address to all small business and non-profit customers.

Davis, CA, March 01, 2006 --(PR.com)-- EZ Publishing—creator of the [StreamSend](#) permission-based [email marketing](#) service—announces that starting immediately all StreamSend customers will receive a private IP address.

"Our email deliverability immediately increased by over 10% when we began using StreamSend and our own private IP address", says Arthur Swanberg, President of [DermStore](#). "We are very happy with the results! Before our customers were not receiving our email promotions, but now as a result of our increased deliverability, we are making more revenue per email blast."

While many email marketing providers offer a private IP address to select large customers, StreamSend's innovation is in offering a private IP address to all customers, including small business and non-profit organizations. StreamSend also offers assistance in the process of whitelisting the private IP addresses. A private, whitelisted IP address is crucial to achieving the highest possible email deliverability rates.

"We have in essence taken a feature that was previously only available to large enterprise companies, and made it available to all of our customers," says Dan Forootan, President of EZ Publishing. "A private IP address, which can be whitelisted, will have an enormous impact on email deliverability. It will help our clients be competitive in their respective markets."

Currently, other email marketing service providers have a very limited pool of IP addresses that all their customers share. In some cases, thousands of customers share a single IP address. Inevitably, some of these customers make mistakes and get the shared IP address blacklisted by a major ISP (such as AOL, Comcast, Hotmail, etc). The ISP then blocks all email origination from the IP address until it is removed from the blacklist, which can be a difficult and time consuming process.

With a private IP address, StreamSend's customers do not have to worry about the actions of other customers affecting their email marketing campaigns. This offering from StreamSend levels the playing field for email deliverability.

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