



## **StreamSend Launches Weekly Email Deliverability Webinar**

*The StreamSend Email Marketing Service is proud to introduce its new weekly email deliverability webinars.*

Sacramento, CA, March 20, 2008 --(PR.com)-- In an effort to enhance the subscriber experience, [StreamSend](#), one of today's leading [email marketing](#) solutions provider, is proud to introduce its new weekly email deliverability webinars.

Email deliverability involves practices that improve the percentage of permission-based email communications successfully reaching their destination. Part of this process includes techniques to better manage lists for minimal bounce/complaint rates and reduce the possibility of blocking by ISPs, spam filters and commercial blacklists.

StreamSend Deliverability Webinars air each Wednesday at 10 AM PST, with registration open to subscribers free-of-charge. One-hour presentations address the dynamic and evolving email marketing best practices, helping organizations improve ROI, track and monitor progress, and address challenges. More importantly, participants learn ways to avoid common pitfalls that can work against them in the long run, damaging their reputation with Internet Service Providers and customers. Throughout the webinar, StreamSend customers can submit questions that will be addressed during the session.

"Deliverability is one of the most important yet least understood email marketing components," explains Dan Forootan, CEO of EZ Publishing, creator of StreamSend. "The key to maximizing email delivery lies in understanding and implementing simple best practice strategies. At StreamSend, we offer the tools our customers want and the specialized industry education they need to do it right."

For more information on StreamSend's new deliverability webinar, visit [http://www.streamsend.com/deliverability\\_webinar.htm](http://www.streamsend.com/deliverability_webinar.htm).

### **About StreamSend**

The StreamSend Email Marketing Service offers a number of attractive standard pricing plans for marketers. High-volume mailings cost as little as \$.0008 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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