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MagnetMail Email Broadcasting Tool Fully Compatible with iMIS

CommPartners and Real Magnet provide seamless e-marketing solution to Associations / Non-Profits

Chicago, IL and Elkridge, MD - August 11 - On Saturday, August 11, CommPartners, a technology-consulting firm in Elkridge, Maryland, will introduce American Society of Association Executives to MagnetMail's new feature: integration with iMIS, a leading AMS (association management software) system, at ASAE's annual meeting in Chicago.

MagnetMail, which is an ASAE-endorsed technology, is the premier email broadcast application for associations and non-profits. The integration enables users to securely transfer email lists and data between MagnetMail and iMIS, resulting in two primary benefits:

- Lists of iMIS member records can easily be passed into MagnetMail for use in e-marketing campaigns (e.g., membership renewals, new-member welcome emails, event announcements).
- Marketing data from MagnetMail may be delivered into iMIS - and mapped to appropriate fields - to create a central repository of member activity. This includes email send, open, bounce, click and unsubscribe data.

MagnetMail also allows clients to schedule automated updates between the two applications.

"What's exciting about this integration, is that these are two heavy-hitter technologies used by association executives; this MagnetMail feature will make it even easier for associations using iMIS to create full-cycle e-marketing campaigns," said Rich Finstein, President of CommPartners. "Essentially, the coordination of data between MagnetMail and iMIS will save associations time, while reducing the likelihood of error."

MagnetMail - developed by Real Magnet, LLC, and offered to associations through CommPartners, LLC - is one of the few email broadcast tools to provide this integration.

Note: Rich Finstein is leading a Learning Lab "Strategies for Effective Online Events," during ASAE's annual on Wednesday, August 14 at 9:00 a.m.

ABOUT COMMPARTNERS

CommPartners (www.commpartners.com) is an Elkridge, Maryland technology-consulting firm, established in 1995. Clients include associations, non-profits, government agencies and businesses, including Fortune 500 companies. In 1998, CommPartners and ASAE Services formed the endorsed-technology program, offering their members the best available tools and services for managed online events, web/audio conferencing, broadcast email and fax services, as well as tools for html email, surveys, forms and e-newsletter creation, delivery and tracking. CommPartners also provides clients with creative design, Web hosting, applications development and computer network consulting.

ABOUT REAL MAGNET

Real Magnet (www.realmagnet.com) is an application development firm with expertise in email technology and deliverability. Nearly 800 organizations use MagnetMail, its flagship email broadcast product, to communicate with customers and prospects. Real Magnet also is the developer of EmailExam, an email deliverability testing and monitoring tool that identifies deliverability problems before messages are sent. The company, which was founded in 2000, is based in Bethesda, Maryland.

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