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Responsys is Poised to Disrupt the Campaign Management Market, According to Independent Research Firm

Responsys Named a Strong Performer in Cross-Channel Campaign Management, Q1 2012

San Bruno, Calif. – February 1, 2012 – [Responsys, Inc.](#) (Nasdaq:MKTG), the leading provider of [email and cross-channel marketing solutions](#), today announced that Forrester Research, Inc. named Responsys a Strong Performer in [“The Forrester Wave™: Cross-Channel Campaign Management \(CCCM\), Q1 2012”](#) (January 2012) report. According to Forrester, Responsys is “poised to disrupt the campaign management market by delivering integrated campaign execution focused on interactive customer dialogues.”

In the Q1 2012 report, Forrester identifies Responsys as “a strong choice for interactive marketers,” noting “Responsys’ continued growth proves that it can sustain the on-demand, interactive CCCM category it created.”

“The Forrester Wave™: Cross-Channel Campaign Management (CCCM), Q1 2012” report evaluated 11 cross-channel campaign management providers and found Responsys’ Interact Suite customers to be “highly pleased with the product’s flexibility, personalization, integration capabilities, and ease of use.” The study also found Responsys customers were very pleased with the company’s level of account management and strategic services, citing the company is a “good partner in the evolution of marketing programs.”

Forrester also found Responsys customers to be pleased with the product’s cost-to-value ratio. Responsys was the only vendor to achieve the highest score (5.0/5.0) in the Cost category.

“Responsys is honored to be recognized by Forrester Research as a ‘strong choice’ for interactive marketers,” said [Dan Springer](#), Chairman and CEO of Responsys. “We believe this latest ranking in Forrester’s Cross-Channel Campaign Management Wave is a validation of our company vision and belief that every marketing organization will need an integrated cross-channel marketing platform with strong support for the key interactive channels of email, mobile, social, display, and the web, to reach consumers across an increasingly digital customer lifecycle.”

“The Forrester Wave™: Cross-Channel Campaign Management (CCCM), Q1 2012” report is Forrester’s second evaluation of the CCCM vendor landscape and assesses “how vendors support traditional campaign management capabilities...as well as meet the emerging needs of marketers in cross-channel execution.” Along with 10 other vendors, Responsys was evaluated against 81 criteria, as well as scenario-based demonstrations, vendor surveys, and customer reference calls.

Responsys’ latest recognition in cross-channel campaign management follows the company’s ranking of a Leader in [“The Forrester Wave™: Email Marketing Vendors, Q1 2012”](#) (January 2012) report for the fourth consecutive time. According to the evaluation of the top six enterprise email marketing vendors, Forrester states Responsys’ current offering as “18 months ahead of the Contenders’.”

For more information and to download “The Forrester Wave™: Cross-Channel Campaign Management (CCCM), Q1 2012” report, please visit:

<http://www.responsys.com/land/forrester-cccm.php>.

About Responsys

Responsys is the leading provider of email and cross-channel marketing solutions that enable companies to engage in relationship marketing across the interactive channels customers are embracing today—email, mobile, social, display and the web. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys’ New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high return on investment, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Brooks Brothers, Continental Airlines, Deutsche Lufthansa, Dollar Thrifty, LEGO, LinkedIn, Newegg, Orbitz, Qantas, Southwest Airlines, and UnitedHealthcare. For more information about Responsys, visit responsys.com.

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