



Press Release 04/11/16

## MailUp launches Enterprise, technology and consulting geared toward large enterprises

**MailUp Enterprise solution provides advanced email and SMS marketing to meet companies' most complex needs, through our wide range of bespoke strategy and consulting services.**

Milan, April 11, 2016. **MailUp SpA** (MAIL.MI) (ISIN IT0005040354) launches **Enterprise**, the day after Investor Day and the presentation of the 2015 financial statements (available at [www.mailup.com/investors](http://www.mailup.com/investors)). The new edition of the platform provides businesses with an advanced email and SMS marketing service, modeled on the customer's specific needs and with dedicated consulting from our support teams.

Based on our experience with over ten years of operation, **MailUp Enterprise** was launched with the goal of providing – in a single solution – all of the resources, expertise and technological tools to meet the most specific market needs, which require a high degree of customization in terms of configuration, integration and deliverability.

With the Enterprise Edition, MailUp is introducing **Professional Services** and **Customer Success Service**, which complement and supplement Delivery+, providing accreditations and personalized consulting to maximize deliverability and achieve the very best mailing quality.

The **Professional Services** lets you delegate your platform configuration to MailUp, who will model its features based on your business: on-boarding activities, platform integration with any external system, creative development of email marketing campaigns (from graphic design through to drafting original texts), and managing high-priority mailings.

**Customer Success Service** provides you with new and advanced team logistics to cover and address all types of requests, from your daily needs through to customized projects. For more information on **MailUp Enterprise** go to: [www.mailup.com](http://www.mailup.com).

**Nazzareno Gorni**, CEO of MailUp, stated: *"With the arrival of social media, mobile communications and big data, marketing is undergoing radical change. Digital marketing tools can no longer exist as isolated areas, but must interact with each other. We launched MailUp Enterprise as a solution provider that can integrate different systems into a context where marketing and its technology evolve rapidly, offering completely new possibilities. As of today, MailUp gives businesses not only a solid and well-established service, but also a solution for the most complex and innovative needs".*



MailUp (MAIL.MI) (ISIN IT0005040354) developed a cloud marketing technology (SaaS) which enables SME and large companies to create, send and monitor newsletters, emails and text messages (SMS). With more than 25 billion emails sent a year and more than 10.000 clients (direct and indirect clients), MailUp is a market leader among the email service providers and email marketing industry. Our platform combines advanced automatic marketing features with SMTP relay and plugins for ecommerce, CRM and CMS systems. Set up in 2004 in Cremona, MailUp has now offices in Milan and San Francisco, CA (US) and is rapidly expanding its presence abroad through resellers and partners.

#### **FOR FURTHER INFORMATION AND INSIGHTS**

##### **MailUp Investor Relations**

Giandomenico Sica

+39 02 71040485

[investor.relations@mailup.com](mailto:investor.relations@mailup.com)

[www.mailup.com](http://www.mailup.com)

##### **MailUp Press Officer**

Andrea Serventi

+39 02 89603047

[press@mailup.com](mailto:press@mailup.com)