

**FOR IMMEDIATE RELEASE**



## **GPPA Named One of Constant Contact's 2010 All Stars**

*Nonprofit's use of Constant Contact products and services helped increase its overall marketing performance and deepen its engagement with the community*

**SCOTTSDALE, AZ – April 8, 2011**– The Greater Pinnacle Peak Association (GPPA) has received the [2010 All Star Award](#) from [Constant Contact<sup>®</sup>, Inc.](#), the trusted marketing advisor to more than 400,000 small organizations worldwide. GPPA is one of Constant Contact's 2010 top performers and most prolific user of its tools, whether within Constant Contact's [email marketing](#), event marketing, social media marketing, or survey products – or a combination of all four.

Les Conklin, the president of GPPA says, "We're happy to be recognized by Constant Contact for our use of e-mail marketing system. Constant Contact's tools have helped us keep in touch with GPPA members, *e-Peak Monthly Newsletter* subscribers, *A Peek at the Peak* magazine advertisers and digital edition readers by helping to efficiently produce and distribute organization newsletters and notices. Constant Contact's polling and survey applications have also enabled us to obtain valuable insights into community issues."

Constant Contact looked at criteria including the following when selecting this year's All Stars:

- Frequency of campaigns, events and surveys
- Open, bounce and click through rates
- Usage of social features
- Mailing list sign up and reporting tools

"We work hard to listen to our customers, and we use that feedback to create products and services designed to help them better engage with *their* customers and prospects," said Gail Goodman, chairman, president and CEO of Constant Contact. "The Constant Contact All Star Awards are our way of recognizing our customers that have successfully used Constant Contact to market their companies. We have some of the most committed, passionate customers out there and we're proud we can be a part of their continued success."

### **About Constant Contact, Inc.**

Constant Contact is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than 400,000 small businesses, nonprofit organizations, and member associations worldwide rely on Constant Contact as their engagement hub for starting and driving ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys

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