



FOR IMMEDIATE RELEASE: (11th November)

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Action Rocket launches new email content management platform, Taxi For Email

Taxi for Email lets your team create, edit and publish better marketing emails.

London: Email design agency Action Rocket have announced that their in-house email content platform is now available for all email marketers to experience. It has hit success in the first week of being available out of beta, with over 380 marketers using the platform to produce over 100 email campaigns every day.

The platform works alongside a brand's email service provider, helping everyone on an email production team do their job more effectively. Designers can build an email template and then decide how it can be edited. Editors and copywriters can focus on creating great content – using a smart visual editor without needing to know HTML code. Marketers can get an overview of progress and manage the team's workflow.

Once an email campaign is complete, marketers can export the code directly to any email service provider to send an email campaign.

Having been available in closed beta for over a year, companies such as EF Englishtown, Doodle, South West Trains and Global Radio have used the tool to revolutionise their email production process. In that time marketers have reduced their email production time by up to 75%, using the time saved to increase personalisation, be more reactive to competitors, and produce more email campaigns to a higher standard.

Founders Will Lahr and Elliot Ross are confident that Taxi can help many more teams create, edit and export campaigns without the challenges that usually come with the process.

"At Education First we are communicating daily via email to students and prospects around the

world, and it's not unusual for us to need 15 language versions of the same email campaigns at once. Building those manually would be impossible without a team of graphic and HTML designers at our disposal.

"Taxi for Email is a very user friendly system that allows us to create one great master template and then clone that template for all the different versions we need. It is clever enough to be able to inherit important tracking features into each language version, and flexible enough to enable us to modify the versions according to the individual market needs.

*"What's more, we're always confident the build team are using the latest HTML techniques to guarantee a high quality of rendering across all browsers and devices. **It is safe to say that without Taxi for Email, my team would not be able to sustain the production volume required to serve our markets on a daily basis.**"*

Clare McKenna – Director, Global CRM, EF Englishtown

For information about how Taxi for Email can help your email marketing team, or to request a demo and take a trial, visit <http://taxiforemail.com>

About Taxi for Email

Taxi for Email lets your marketing team create, edit and publish better email campaigns.

The platform works alongside your email service provider, helping everyone on an email production team do their job more effectively. Designers can build an email template and then decide how it can be edited. Editors and copywriters can focus on creating great content – using a smart visual editor without needing to know HTML code. Marketers can get an overview of progress and manage the team's workflow. Once an email campaign is complete, marketers can export the code directly to any email service provider to send an email campaign.

Key benefits of Taxi for Email:

- Quick creation of new campaigns, being able to use previous templates and settings.
- Anyone from a designer to a copywriter can edit content.
- Save costs and time on amends that would usually get sent to a design agency.
- Help stay on brand, by controlling how brand elements such as fonts and colours can be manipulated.
- Exporting the campaign doesn't lead to extra code being added, so will always look exactly as you intended when imported to your email sending platform.
- Easily connect to Litmus to preview email campaigns in over 40 email clients.
- Instant support from the team using live chat.

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