

Med-Marketers Wins VR500 Award

Med-Marketers Is One of the Top 500 Small Businesses Recognized For High Customer Engagement Rates in Email Marketing

SAN FRANCISCO, January 17, 2011 – Today Med-Marketers' client, Pavlo Orthodontics, was recognized by VerticalResponse as a winner in their quarterly customer awards program, the [VR500](#). This awards program highlights the top 500 small business customers that have maintained high email engagement rates – as demonstrated by their average email open and click through rates. To qualify for the awards, customers had to have sent at least four email campaigns in the fourth quarter of 2010, and mailed to a list size of between 100-500 opt-in subscribers.

“We are excited to be recognized as a leader for email marketing excellence by executing campaigns on behalf of our client, Pavlo Orthodontics. We work with all of our clients to build strong subscriber lists through several marketing programs, both in-office and online,” said Wendy Hamel, Director of Client Programs at Med-Marketers. “We look forward to creating more effective email campaigns in the future with hopes that each of our clients can receive this honor.”

VR 500 Awards

Client Results: Pavlo Orthodontics

In order to be honored as one of the top 500 small businesses served by VerticalResponse (<http://www.verticalresponse.com>) in Q4 2010, Med-Marketers email campaigns achieved the following results:

- **Open rates:** average above 36%
- **Click through rates:** average above 6%

“VR500 award honorees such as [Med-Marketers](#) are successfully using compelling email content and consistently meeting subscriber expectations for frequency,” said Janine Popick, CEO of VerticalResponse. “The winners prove that email marketing is being used very effectively to help grow small businesses.”

For details and updates on the VR 500 award program, go to:

<http://www.verticalresponse.com/vr500>

For details about Med-Marketers email marketing programs, go to:

http://med-marketers.com/email_marketing.html

About VerticalResponse

[VerticalResponse](#) is a leading provider of self-service [email marketing](#), [online surveys](#) and direct mail services empowering small businesses to easily create, manage and analyze their own direct marketing campaigns. VerticalResponse

bundles email, online surveys and postcards to offer customers an integrated Web-based direct marketing solution that's intuitive and affordable. VerticalResponse is headquartered in San Francisco, California. For additional information, please visit www.verticalresponse.com

About Med-Marketers

The inception of Med-Marketers was based on the clear and compelling need for medical practice owners to be able to drive new business and retain patients through professionally managed [marketing programs](#). We know that consistent contact and effective communication with your patients and referring physicians are the keys to business growth and continued success. We listen carefully about your unique practice needs and take the initiative in working with you to develop a sound strategy within your target market. Finally, we take the lead in making things happen to deliver on your specific business goals. For additional information, please visit www.med-marketers.com.

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