



Press Release

01/25/2013

FOR IMMEDIATE RELEASE:

DocuMatix announces Release of 2012 Credit Union Email Marketing Metrics Study

SALT LAKE CITY (January 25, 2013) - DocuMatix, LLC announced today the release of the 2012 Credit Union Email Metrics Study. The study is an unprecedented collection of statistics that looks at information gathered from over 6,000 email marketing campaigns launched by credit unions across the nation.

Specifically created for the credit union industry, the DocuMatix 2012 Credit Union Email Marketing Metrics Study is broken down not only by type of campaign, but by the size of the credit union. This makes it an ideal tool for helping credit unions measure their success and set marketing goals that result in greater performance.

To download the study, visit <http://www.documatix.com/downloadbrochures.aspx>

About DocuMatix

At DocuMatix we simplify communications for credit unions and other financial institutions. DocuMatix is a trusted provider of email marketing solutions used by over 250 credit unions. Our services include traditional and trigger-based email marketing, secure web forms, events, surveys, polls, PURLs, financial calculators, SMS text messaging and on-line elections.

CONTACT:

Paul Jaramillo

President

DocuMatix, LLC

<http://www.documatix.com>

pjaramillo@documatix.com

877.DOCUMATIX (877.362.8628) x200