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Responsys Named a Leader in Email Marketing by Independent Research Firm for Fourth Time

Responsys Receives Highest Score in Technology Platform; Perfect Score in Strategy

San Bruno, Calif. – January 20, 2012 – [Responsys, Inc.](#) (Nasdaq:MKTG), the leading provider of [email and cross-channel marketing solutions](#), today announced that Forrester Research, Inc. named Responsys a Leader in “The Forrester Wave™: Email Marketing Vendors, Q1 2012” (January 2012) report. According to Forrester, “This is the fourth time that Responsys qualifies as a Leader in this evaluation.”

“[The Forrester Wave™: Email Marketing Vendors, Q1 2012](#)” report states, “Responsys lands as a Leader in [the] study most notably for its flexible data model, which allows users to self-define segment parameters while a campaign is running, and for its leadership and clear product and international vision.”

The only vendor to achieve a perfect score (5.00/5.00) in the Strategy category, Responsys received perfect scores in all four subcategories: Executive Vision, Development Strategy, Global Strategy, and Strength of Management Team. According to Forrester, “It [Responsys] develops a concise corporate vision and then rallies people, plans, products, and positioning toward enabling this vision.”

Responsys also received the highest score in the Technology Platform category, citing “Its current offering is 18 months ahead of the Contenders’.”

“We pride ourselves on being the innovator in the email and cross-channel marketing space,” said [Dan Springer](#), Chairman and CEO of Responsys. “To be recognized by Forrester as a leader for the fourth time in the Email Marketing Wave we believe is an

incredible reinforcement of our team's hard work and commitment to continued excellence.”

“The Forrester Wave™ : Email Marketing Vendors, Q1 2012” report is a comprehensive evaluation of the industry's six significant marketing vendors. The evaluation included an assessment of each vendor offering against 37 criteria, as well as scenario-based demonstrations, vendor surveys, online customer surveys, and customer references calls. The criteria were grouped into three high-level categories: current offering, strategy, and market presence. All vendors in this evaluation had approximately \$100 million in global revenue from their email business in 2010 and have an enterprise market focus.

For more information and to download The Forrester Wave™ : Email Marketing Vendors, Q1 2012 report, please visit: <http://www.responsys.com/land/forrester-wave-email.php>

About Responsys

Responsys is the leading provider of email and cross-channel marketing solutions that enable companies to engage in relationship marketing across the interactive channels customers are embracing today—email, mobile, social, display and the web. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high return on investment, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Brooks Brothers, Continental Airlines, Deutsche Lufthansa, Dollar Thrifty, LEGO, LinkedIn, Newegg, Orbitz, Qantas, Southwest Airlines, and UnitedHealthcare. For more information about Responsys, visit responsys.com.

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