



## **OPODO APPOINTS DIGITAL MARKETING DIRECT AS ITS NEW EMAIL MARKETING AGENCY**

**London, August 19, 2002.** Opodo, the pan-European online travel portal has appointed Digital Marketing Direct (DMD) as its new email marketing agency.

DMD will be responsible for email marketing strategy, segmentation and online measurement reporting and tracking across the three launched country websites – the UK, France and Germany. DMD is also working with Opodo on developing email research techniques.

Commenting on the appointment, Stefan Kovach, Brand Manager of Opodo said, "Email marketing is crucial to our online strategy and an integral part of our overall marketing strategy. We have appointed DMD as they presented the most strategic response to our brief and have a proven track record in delivering targeted email campaigns."

Gavin Sinden, Managing Director of DMD commented, "We are delighted with the appointment and are looking forward to working with Opodo on developing an email strategy which will deliver effective, targeted email campaigns and achieve a real ROI online."

Ends

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## **Notes to editors**

### **About Opodo**

Opodo is an online travel service created by nine of Europe's leading airlines - Aer Lingus, Air France, Alitalia, Austrian Airlines, British Airways, Finnair, Iberia, KLM and Lufthansa. Opodo addresses the real needs of today's traveller by offering an unbiased and competitively priced online travel service for world travel, with access to flights from over 480 airlines, 30,000 hotel properties and a worldwide fleet of over 750,000 hire cars, as well as travel insurance. Opodo will launch throughout Europe during 2002 and beyond.

Further information about Opodo is available at [www.opodo.com](http://www.opodo.com).

### **About DMD**

DMD (Digital Marketing Direct) is an Incepta Online Company, which specialises in delivering strategic marketing solutions for clients who wish to maximise their share of the opportunities presented by new digital channels. Current clients include: Black & Decker, Cisco, House of Fraser and Royal Bank of Scotland.

Further information about DMD is available at [www.digitalmarketingdirect.com](http://www.digitalmarketingdirect.com) or contact Gavin Sinden on 0207 535 9909