

ST. PETERSBURG, FL, October 06, 2013 **/24-7PressRelease/** -- GetResponse today announced a major new upgrade for their very popular email marketing system with the release of Responsive Email Design - a breakthrough feature offered by none of the other major email service providers. With this new functionality, any email designed with the platform's built-in Email Creator automatically adjusts to the smaller screens when viewed on a mobile device. Mobile Preview — a feature unprecedented in the industry — provides a real-time mobile preview of the design, whether it is based on a pre-formatted template or created from scratch using the Email Creator design engine.

GetResponse is the first company to enable truly responsive emails. The designer creates an email, and it looks fantastic whether viewed on desktop or mobile device. And unlike other current systems available in the market - all GetResponse pre-designed templates are responsive. "Up until now, designers were faced with the laborious chore of creating a separate mobile design for each newsletter using HTML specifications or pre-designed mobile-friendly templates, typically offered in a very limited selection," said GetResponse Founder {and|&} CEO Simon Grabowski. "Responsive Email Design is an ideal solution to help marketers keep pace with recent mobile-use trends

MARKET ANALYSIS

Mobile phone trends show a growing need for a Responsive Email Design: • 82% of mobile owners check their email on mobile devices. • 42% of people delete emails that don't display correctly on mobile phones. • 41% of all emails are viewed on a mobile device. • 34% of consumers have made a purchase on their smartphone at least one time. • Only 25% of marketers optimize their email for mobile devices.

With email marketers potentially losing more than 40% of their customers due to design-rendering problems on smartphones, the world is ready and excited for a solution.

ABOUT THIS NEW TECHNOLOGY

Email Creator (GetResponse's drag-and-drop interface for design editing) automatically adds tags that make every email template mobile-friendly. No extra steps are required. Designers have the option of using built-in Mobile Preview to view and adjust the design to make sure it looks beautiful on mobile devices.

GetResponse Automatically Makes Every Email Template Truly Mobile-Ready

Written by Australian Business

When the email is clicked on a mobile phone or pad, it automatically adjusts to fit the display size of the mobile device. All elements of the newsletter — images, texts, graphics, and column layout — are resized and rescaled for both horizontal and vertical viewing, giving you total design freedom. All 500+ of the current GetResponse email templates have been re-coded as responsive emails. Also, Responsive Email does not cost extra but it comes installed with every GetResponse email system. "Responsive Email Design is no longer a luxury; it's a necessity," said Simon Grabowski. "Today's busy consumers are quick to get their hands on new technologies and quick to develop high standards of how they should work. So unlike other companies, we made this unique feature available as a standard feature rather than a expensive add-on. We know consumers will be thrilled with Responsive Email Design."

Current GetResponse owners can simply start using it within Email Creator. Those who are not yet part of the GetResponse community and would like to try Responsive Email Design for themselves can sign up for a GetResponse 30-Day Free Trial, No Credit Card Required.

ABOUT GETREPONSE EMAIL MARKETING

GetResponse comes with a suite of innovative features including drag-and-drop email and landing page creator, advanced email analytics, email automation and smart list import. Its user-friendly interface, best-in-class 99.5% deliverability and 5-star Customer Service, make it one of the top solutions available in the market, all at an affordable price.

The system is fully scalable and can handle everything from small lists for solo entrepreneurs to high-volume email campaigns delivered with superb reliability and 24/7 consulting services. In the past years GetResponse has grown to serve more than 300,000 Customers from 193 countries, managing and delivering 12 billion permission-based emails per year. For more information - and a FREE 30-Day Trial - please visit: <http://www.lala9.com/gr7>.

GetResponse - Email Marketing Services Find out more at: <http://www.lala9.com/gr7>