



**Supply Chain Matters and the Ferrari Consulting and Research Group Earns 2016 Constant Contact All Star Award**

*Recognized Among Top 10 Percent of Customers Driving Powerful Email Marketing Results*

[BOSTON MA] — [June 19, 2017] – The [Supply Chain Matters](#) blog, a social media provider of supply chain management business process and technology insights, has been named a 2016 All Star Award winner by [Constant Contact](#), part of the [Endurance International Group, Inc.'s](#) family of brands and the trusted marketing advisor to hundreds of thousands of small organizations worldwide. The annual award recognizes the most successful 10 percent of Constant Contact's customer base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

*"We're pleased once again to be recognized by Constant Contact for achieving strong marketing results and engaging with our clients and global blog readers. Constant Contact's tools have helped us to better manage customer/ constituent relationships, engagement, and newsletter distribution,"* stated Bob Ferrari, Managing Director of the Ferrari Consulting and Research Group LLC. As a web-based social medium recognized as one of the top influencers on supply chain management business and technology matters, having a robust and interactive communication stream with readers is very important to our business model.

Small businesses and nonprofits using Constant Contact's email marketing tools are eligible for this award. Criteria used to select this year's All Stars included the following during 2016:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

*"Email marketing continues to deliver the highest returns of any marketing channel. Yet its ability to engage customers, drive awareness, boost sales, and increase donations isn't always a given. It requires a balance of best practices and relevant content delivered through a powerful email marketing engine,"* said Jamie Waldinger, Senior Director Corporate Development & Strategy, Constant Contact. *"This year's All Stars embody that balance and we laud the Supply Chain Matters blog achievements with this All Star Award."*

**About [Supply Chain Matters](#)**

[Supply Chain Matters](#) is an Internet blog providing independent, unbiased views, insights, and

education into today's burning topics surrounding the managing and deployment of global supply chains. The goal of *Supply Chain Matters* is to present a balanced, educational, and insightful view of key topics related to multi-industry supply chain management business processes, technology and services needs. Supply Chain Matters has been consistently recognized by others as one of the top-ten blogs in supply chain management. For more information, visit: <https://www.theferrarigroup.com/supply-chain-matters> or <https://www.supply-chain-matters.com> .

***About Constant Contact***

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business. For more information, visit: <http://www.constantcontact.com>.

***About Endurance International Group***

Endurance International Group (em)Powers millions of small businesses worldwide with products and technology to vitalize their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, iPage, Domain.com, BigRock, SiteBuilder and SinglePlatform, among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 4,000 people across the United States, Brazil, India and the Netherlands. For more information, visit: [www.endurance.com](http://www.endurance.com).

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