

NEWS RELEASE FROM



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Your Response, the fast growing response management company, is launching a new circulation fulfilment division assisted by Sheila Skinner, formerly Client Services Manager at the Optima Group.

The new division, called GODATA, has already clinched its first major contract with Datateam Business Media, the Maidstone-based publisher that has a portfolio of over 30 titles.

A delighted Your Response managing director Dave Hooker said: "Following the recent success of GOTXT and an increasing number of media owners choosing us to manage their reader enquiry services this seemed the natural move to make."

Mr Hooker also revealed that Sally Clark, also ex-Optima, will be helping GODATA develop the next generation of user friendly data input and data interrogation circulation management software which will deliver enhanced benefits to media owners.

Sheila Skinner said: "I am delighted to be involved with GODATA and looking forward to helping them meet the challenges and the demands posed by an ever changing media market."

The Gatwick-based company will offer an extensive bureau service for both subscription and controlled circulation magazines including an SMS option which will allow registration and re-verification campaigns to be conducted using text and mobile technology.

Your Response is the company behind GOTXT, the texting service that is changing the way readers respond to advertising, that has recently signed a number of deals with b2b media owners.

The company has been trialling GOTXT in the building and construction press for the past few months and following its success says it's now ready to move into the consumer press, where it has just secured its first contract and other market sectors. Mr Hooker maintains that the system, that is free to users, can help media owners' cut their reader enquiry costs by up to 75 per cent.

Datateam managing director Parvez Kayan said: "Your Response has been managing the reader enquiry service on a number of our titles and we are witnessing the migration of enquiries from traditional cards to text. I have been impressed by the technology and we are looking forward to working in partnership with Dave Hooker and his team on developing and maintaining our circulation databases."

ENDS

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