



FOR IMMEDIATE RELEASE

## Real Estate Data Firm Picks ExactTarget to Power International Customer, Prospect Communications

*CoStar Group to Rely on ExactTarget's Integrations to Build Relevant Emails*

**INDIANAPOLIS (Aug. 11, 2009)** – [ExactTarget](#) announced today that International commercial real estate research and information firm [CoStar Group, Inc.](#) has selected the emarketing provider to power its revamped email marketing effort to clients throughout the United States, United Kingdom and France.

CoStar, which provides real estate professionals the world's most comprehensive online database of commercial real estate information, will use [ExactTarget's Advanced Edition](#) to automatically build and send personalized property information to clients around the globe.

"With thousands of real estate professionals logging into our application every day, we needed a way to connect with them once they left our system," said Dan Kimball, vice president of marketing at CoStar. "ExactTarget's powerful integration with our in-house CRM will allow us to automatically send personalized property information, follow-up messages and lead nurturing campaigns to clients based on their usage of our system."

CoStar will rely on ExactTarget's [Automated Interaction Management](#) to automate data aggregation from its customer relationship management database and [Omniure Web analytics](#) to build a complete profile of customers and prospects. Using ExactTarget's [Content Syndication](#) and [Dynamic Content](#), the software will automatically build and send personalized email campaigns to clients and prospects featuring information based on the recipients' preferences and needs.

"Whether its lead nurturing or client communications, ExactTarget's sophisticated platform provides CoStar the power to truly harness its data and build meaningful, relevant communications," said Tim Kopp, ExactTarget's chief marketing officer. "The flexibility of our platform and its ability to automate data aggregation and routine sending has allowed ExactTarget to emerge as the clear leader in B-to-B and B-to-C communications."

The news of CoStar choosing ExactTarget to power personalized email campaigns follows the launch of [ExactTarget's Dynamic Content Whitepaper](#). The five-page paper provides insights into how some of the world's biggest brands are harnessing the power of ExactTarget's technology to build and send personalized, relevant email marketing messages to customers around the globe. The [ExactTarget Dynamic Content Whitepaper](#) is available for free download [here](#).

### **About CoStar Group, Inc.**

*CoStar Group, Inc. (Nasdaq:CSGP) is the number one provider of information/marketing services to commercial real estate professionals in the United States as well as the United Kingdom. CoStar's suite of services offers customers access via the Internet to the most comprehensive database of commercial real estate information throughout the U.S. as well as in the United Kingdom and France. Headquartered in Bethesda, MD, CoStar has approximately 1,400 people working for the company worldwide, including the largest professional research organization in the industry. For more information, visit <http://www.costar.com>.*

### **About ExactTarget**

*ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. The company's on-demand one-to-one marketing applications enable clients to send business-critical and event triggered communications to increase sales, optimize marketing investments and strengthen customer relationships. ExactTarget offers four editions of its on-demand software application along with integrated solutions such as ExactTarget for Salesforce.com AppExchange, ExactTarget for Microsoft Dynamics CRM and ExactTarget for Omniure Genesis. ExactTarget offers a range of optimization services including support, implementation and training, integration, deliverability, account management, design and deployment and strategic consulting. ExactTarget's software powers permission-based email communications for thousands of organizations including CareerBuilder.com, Expedia.com, Florida Power & Light, Gannett Co., Inc/USA TODAY, the Indianapolis Colts, The Home Depot, The Leukemia & Lymphoma Society, Liberty Mutual Group, Papa John's and Wellpoint, Inc. For more information, please visit [www.exacttarget.com](http://www.exacttarget.com) or call 1-866-EMAILET.*