

## **SINGER22 Improves Automated Email Marketing Solution To Deliver Better Customer Experience**

*SINGER22 takes pride in being ahead of the curve for everything in the fashion world. The latest net marketing solution reinforces SINGER22's philosophy to ensure that their customers receive instantaneous notifications on the latest trend offerings. Their fashion conscious clientele look to SINGER22 for the most up-to-date in men and women's fashions and as a go-to site for celebrity style.*

East Hills, NY ([PRWEB](#)) April 24, 2012 -- SINGER22 has added the latest automated email and marketing software designed by Data Subsystems, Inc. The new feature combines a number of Internet marketing needs, using Constant Contact developer API for a total notification solution. This launch gives SINGER22 the ability to automatically upload mailers, manage customer contact lists, and add website information to generate email notifications. The software option addresses the ongoing and previously labor intensive problem that every business faces, finding a speedy delivery method to get the word out for product and news to their customer base. [New arrival](#) information is distributed via email notifications and the VIP subscribers are assured of up-to-the-minute information regarding their favorite fashions and styles and immediate notification when something they were unable to purchase previously is [back in stock](#).

“Thanks to email marketing automation, it takes less time for us to set up our campaigns and gives us more time to bring value to our customers. Our email list is called the VIP List, because that is how we feel about our loyal customers.”

- Jon Singer, CEO SINGER22.com

“We are glad that Constant Contact is a developer-friendly company. Integrating Constant Contact, using API, to our e-commerce product was a seamless experience.”

- Alex Shortov, CEO, Data Subsystems, Inc.

SINGER22.com is a top website for everything fashion. Beyond cutting edge, SINGER22 is known as ‘the’ company offering not only the hottest trends, but also the edgy fashion info that its followers are looking for. SINGER22 is renowned for its innovative marketing approaches that go beyond the status quo and achieve a level of excellence for its customers. The fashion industry is in constant flux, changing minute-by-minute and SINGER22 keeps pace through with its focus on flexibility, the latest in technology and a consistent customer centric attitude.

About SINGER22:

SINGER22 is one of the fashion industry's leading retailers featuring the latest in both men's and women's contemporary clothing, shoes and accessories. Its success as a top Internet fashion destination is due to its innovative vision. The site carries hundreds of brands including Halston Heritage, Riviera Club, Winter Kate, Rogue, Alice & Olivia, Steven Alan, J Brand, LnA and many worn by today's celebrities. The customer base looks to SINGER22 to bring them the latest fashions of their favorite icons such as Beyonce, Zac Efron, Megan Fox, Brad Pitt, Nicole Richie, David Beckham, Vanessa Hudgens, Ryan Gosling, Ashley Tisdale, Paris Hilton, Jude Law, Kim Kardashian, and Angelina Jolie, to name a few. Husband and wife team of Jon and Alicia Singer started SINGER22; they opened their first store in Great Neck, NY and soon after complemented their brick-and-mortar site with their online web presence of <http://www.singer22.com>. Within a year the second



store opened in East Hills, NY and their success is certain to bring about more brick-and-mortar retail stores for the future.

For more information about SINGER22 visit: <http://www.singer22.com>

About Data Subsystems, Inc.

Data Subsystems, Inc. is a software and web development company based in Tampa, Florida. The company specializes in vast experience in search engine optimization and marketing. Data Subsystems has a proven record of successful marketing campaigns that reach the first page of Google for targeted keywords. Data Subsystems, Inc. has a team that works within the cutting edge topics of the internet. The combination of professional management, skilled developers and in-depth web and marketing knowledge gives the company the edge that elevates them above the rest.

For more information about Data Subsystems, Inc. visit: <http://www.datasub.com>

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).