

*In our final Contact Point news for 2007, I would like to thank you very much for your custom and support during the year, and to wish you a very merry Christmas, and a safe and prosperous New Year.*

*2007 has been a great year for Contact Point, and we are very proud of our achievements. A summary of what we've been up to is in the 2007 Wrap Up below.*

*In our January edition, we will resume our regular technology news, ideas and case studies to aid your business.*

*Merry Christmas,  
**Heather Maloney***



Hey Mike, I was wondering. If we really don't want to be seen, How come we fly around with all these fancy lights on?

## **2007 Wrap Up**

What a year! Here's a brief summary of what we've been up to during 2007:

- **eNudge has grown** dramatically with subscribers, based both nationally and internationally, sending email campaigns, sms campaigns, and taking advantage of the expanding productivity tools within eNudge.
- Significant **improvements in eNudge** this year especially in the area of web services enabling: building your database directly from your website, from your website contacts can keep their information up to date, automated delivery of an email series to web subscribers in true "set-and-forget" style.
- Our web development expertise has been put to good use, allowing us to work with our clients on:
  - 15 **ecommerce websites**, all custom-built, ranging from consumer goods to dating services
  - 8 website re-designs / new **corporate websites**, often including dynamic flash elements, ranging from manufacturers to accommodation
  - providing ad hoc **website and application maintenance** for 20+ sites
- We've had a great time working on **leading edge online and offline solutions**, such as online parties, unique consumer website interaction, synchronising data amongst distinct entities using XML and web services, and much more.
- Many of our eNudge subscribers have utilised our growing team of marketing experts, copy writers, and graphic designers to execute successful **email and sms marketing campaigns**
- We have assisted a number of our clients with search engine optimisation and other **strategies to drive traffic** to their websites
- We've been active **publishing** useful [we hope!] information around the web and in print, including in the Women's Network Australia quarterly magazine and the Finally at 40 women's magazine. Heather Maloney also had the opportunity to **present** to a Chamber of Commerce group in Morningson and at a Corporate Chicks breakfast on electronic marketing.

But, enough about us! **It's our ongoing successful relationships with our clients, supporters and suppliers, such as you, that make it all possible.** We are looking forward to keeping in touch with you next year and seeing your businesses and other interests moving from strength to strength.

## Cyber Monday Sets One Day USA Spending Record

According to comScore, Inc. statistics reported on 3rd December, more than \$10.7 billion had been spent online in the USA during the Christmas season up to that date, marking a 17% gain versus the corresponding days last year. Cyber Monday (November 26 - the Monday after Thanks Giving) saw \$733 million in online spending, representing a 21% increase on last year and an 84% jump from the average daily online spending totals during the preceding four weeks.

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