



CONTACTS

Barry J. Friedman, CPA
CEO
BizActions, LLC
301.947.1429
bfriedman@bizactions.com

Kristy Short, Ed.D
Public Relations
SAS Communications 360, LLC
734.481.0186
kristy@sascommunications360.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS ANNOUNCES INTEGRATED ADDITION TO PLATFORM—INBOX INSIGHT

BizActions urges customers not to gamble with the appearance of e-communications—Insight Inbox provides ability to preview message formatting across multiple email programs

Potomac, MD, June 8, 2010—[BizActions](#), the nation's leading provider of B2B [email newsletters](#) for CPA's, announced the newest addition to its integrated platform—Inbox Insight. This new module allows system users to preview the rendering of e-communications across email applications, including multiple versions of Outlook, AOL, Gmail, and many more. This new feature helps ensure proper formatting across email programs, which will ultimately help to boost deliverability, open, and click thru rates.

“Our main goal is always to increase the value of our platform for customers,” stated [Barry Friedman](#), CEO at BizActions. “With Inbox Insight, users can perform ‘tests’ on how their e-communications appear within a recipient’s inbox. For email applications that render poorly, the module will highlight unaccepted HTML code in red so users can fix the issue.”

The module provides users with access to a Results screen where they can review the layout of e-communications within select email programs. Users can opt to test communications in up to 12 different email applications. BizActions offers users three free tests for up to 3 email applications. Users can purchase tests in bundles thereafter.

Inbox Insight was launched May 24, 2010. For more information, please visit the website at www.bizactions.com.

About BizActions, LLC

Headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich email newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions easy-to-use integrated suite of applications helps firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit BizActions.com or call **866.240.8477**.