

## Datasquirt Helps Hampsta Increase Revenue And Reduce Customer Acquisition Costs

**Auckland, NEW ZEALAND–March 31, 2010**–Datasquirt (ASX: DSQ) and hampsta, the Christmas savings programme that helps you save for a guilt-free Christmas spend-up, today announced that by using CONTACT™, hampsta has dramatically increased its customer numbers, while at the same time reducing its customer acquisition and management costs.

hampsta uses Datasquirt's CONTACT™ SMS, Email, and web-to-lead modules as the core of its CRM solution.

"CONTACT™ is easy to use for quick campaign launches, customer communications and real-time reporting and analysis," said Annemarie Masterton, Customer Care Manager at hampsta. "Without CONTACT™, we would not be able to run our business," she added.

CONTACT™ is fully integrated with hampsta's website and card management system allowing for automated messaging and process-flow efficiencies, leading to visible cost reductions.

"We are delighted that CONTACT™ is playing a significant role in helping the hampsta team deliver to their customer acquisition targets," said Rob Parker, Business Development Manager, Datasquirt.

"This growth has come with an across-the-board reduction in actual customer acquisition costs that has resulted from the CONTACT™ implementation," added Masterton.

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## **About Datasquirt**

Datasquirt (ASX: DSQ) supplies CONTACT™, an award-winning, enterprise grade, multi-channel (email, SMS, efax and web-chat) communication solution. Businesses use CONTACT™ to optimize communications and improve customer experience to drive revenue growth and improve business efficiency. Datasquirt is headquartered in Auckland, New Zealand, with offices in London, Sydney and Düsseldorf. Datasquirt™ and CONTACT™ are trademarks of Datasquirt Limited. All other brand or product names are trademarks or registered trademarks of their respective holder(s). For more information see [www.datasquirt.com](http://www.datasquirt.com) or call +64-9-358-5878 or +1-888-433-9882, or email: [info@datasquirt.com](mailto:info@datasquirt.com). Follow Datasquirt on Twitter: <http://twitter.com/datasquirt>.

## **About hampsta**

hampsta is a Christmas savings card company that helps people to put aside money each week to enjoy a great Christmas at the end of the year. hampsta was started in 2008 to provide the New Zealand public with a cost effective solution to providing a fantastic Christmas for family and friends. For more information, visit [www.hampsta.co.nz](http://www.hampsta.co.nz).