

# Catch Everlytic at IMC

Issued by [Everlytic](#)

26 Oct 2015

On November 2 and 3, the IMC Conference will return to Johannesburg for its fifth annual conference in the City of Gold.



The IMC Conference brings together top marketing brass and influencers and allows delegates to seek and find information pertinent to their marketing and communication strategies.

To be held at Vodaworld in Midrand, Everlytic, proud Silver Sponsor and workshop hosts, will be presenting the much acclaimed Benchmark Survey. The workshop offers insightful research findings on the state of email marketing in South Africa that distinguishes email as the ultimate digital communication channel. Everlytic carried out an analysis on over one billion emails that it sent out on behalf of its clients across multiple industries, providing insights into what people do with marketing emails when they receive them.

"We are delighted to partner with the IMC Conference. We have always enjoyed a successful showing at the event; we have had the opportunity to meet with like-minded marketing professionals. We look forward to presenting meaningful email and mobile marketing research that has a very real impact on marketing strategies for businesses," says Vera Romano, Everlytic Marketing Manager.

Those attending the Johannesburg leg of the conference can also look forward to marketing and agency thought-leaders report on the current state of South Africa's marketing nation and how to build a world-class marketing programme using consumer insights.

Visit [IMCConference.com](http://IMCConference.com) for more information on the conference.

- **Everlytic frees up email marketing capacity for SA businesses** 15 May 2024
- **Enter Everlytic's You Mailed It Email Marketing Awards today** 23 Apr 2024
- **Everlytic launches new playbook for email marketing success** 22 Mar 2024
- **Everlytic demystifies new email authentication protocols** 11 Mar 2024
- **Boost open rates with inspiration from top 10+ valentine email subject lines** 13 Feb 2024

## Everlytic



Everlytic is the leading Cloud Marketing Software solution in South Africa. Every day hundreds of top South African and international companies use our software to send millions of messages to their customers and subscribers. With our bulk and transactional email and SMS engines you can manage all of your digital communications from one central hub. Whether it be newsletters and notifications, to statements and system generated messages, Everlytic is the leader in ensuring top delivery rates.

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