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Higher Ground Consulting Group, LLC Earns 2016 Constant Contact All Star Award

Recognized Among Top 10 Percent of Customers Driving Powerful Email Marketing Results

SOUDERTON, PA Higher Ground Consulting Group, LLC, a provider of leadership development and coaching services, has been named a 2016 All Star Award winner by [Constant Contact](#), part of the [Endurance International Group, Inc.'s](#) (Nasdaq: EIGI) family of brands and the trusted marketing advisor to hundreds of thousands of small organizations worldwide. The annual award recognizes the most successful 10 percent of Constant Contact's customer base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

"We're happy to be recognized by Constant Contact for achieving strong marketing results and engaging with our clients. Constant Contact's tools have helped us stay connected and continue educating them after a project is complete," says Byler.

Small businesses and nonprofits using Constant Contact's email marketing tools are eligible for this award. Criteria used to select this year's All Stars included the following during 2016:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"Email marketing continues to deliver the highest returns of any marketing channel. Yet its ability to engage customers, drive awareness, boost sales, and increase donations isn't always a given. It requires a balance of best practices and relevant content delivered through a powerful email marketing engine," said Jamie Waldinger, Senior Director Corporate Development & Strategy, Constant Contact. "This year's All Stars embody that balance and we laud Higher Ground Consulting Group's achievements with this All-Star Award."

About Higher Ground Consulting Group

Since 2002, Higher Ground Consulting Group has been serving a diverse group of regional business and not-for-profit clients with high-quality leadership training, coaching, team-building, and facilitation services. Owner, **Ken Byler**, is known for his ability to make learning practical and fun so it achieves results.

About Constant Contact

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business. For more information, visit: www.constantcontact.com.

About Endurance International Group

Endurance International Group (NASDAQ: EIGI) (em) Powers millions of small businesses worldwide with products and technology to vitalize their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, iPage, Domain.com, BigRock, SiteBuilder and SinglePlatform, among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 4,000 people across the United States, Brazil, India and the Netherlands. For more information, visit: www.endurance.com.

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