

APO increases press release email distribution

In an effort to meet the growing demand for press release distribution in Africa, the African Press Organisation (APO), have announced that it will be tripling its press release email distribution capacity to 1 million emails per day.



APO gives its customers the option to enrich their email press releases free of charge by adding multimedia content such as photos, videos, audio files, links, and documents. Enriched emails result in read rates well above industry standards as compared to a simple text news release.

"In response to the increasing demands for press release wire distribution in Africa, we are delighted to be able to support our clients by boosting our press release email distribution capacity. This investment will bring enhanced service offerings for our clients", said executive director of APO, Eloïne Barry.

APO manages Africa Wire, the service for [press release wire distribution and monitoring](#) in Africa, reaching over 25,000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites, Bloomberg Terminal, Lexis Nexis, Dow Jones Factiva, and more.

For more, visit: <https://www.bizcommunity.com>