



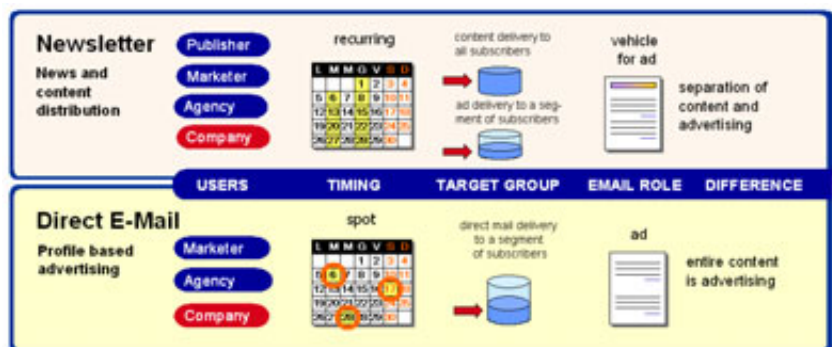
Get more response!

Newsletters and Direct E-Mails with HELIOS Messenger.

Whether an online travel agency, an online bank or a web community – if you want to provide your customers and subscribers regularly with current news and offers you have to focus on professional e-mail marketing solutions. With HELIOS Messenger you plan, book, administer, deliver and report your frequently published newsletters and direct e-mails.



Open up the potential of Newsletters and Direct E-Mail Marketing with **HELIOS Messenger**: address clearly defined target groups on a big scale but all the same individually with specific content and advertising.



Prerequisite for e-mail and permission marketing is a high quality database management. This database is the foundation for newsletters and direct e-mails being delivered to the right addressee with the appropriate content and advertising.

The following example shows the effective use of a direct e-mail campaign with HELIOS Messenger which was booked for a big online travel portal.

OBJECTIVE:

Optimise your marketing and sales success. HELIOS Messenger is the efficient solution:

- ▶ to increase customer loyalty
- ▶ for winning new customers

A big travel portal intends to promote its wellness travels by means of an e-mail campaign concurrent to a banner campaign in order to increase online sales significantly.

STRATEGY:

Through an automatic analysis and storage of customer feedback as well as through a permanent validation of existing customer data, content becomes more and more customised.

Target group of the campaign are the subscribers of the frequently published newsletter and all existing customers. Additionally addresses from a direct marketing provider are also purchased.

Closed-Loop-Marketing becomes a reality with HELIOS Messenger!



"Closed Loop Marketing" with HELIOS Messenger leads to more efficiency in e-mail marketing. With every direct-mail you are precisely reaching your target group and achieving better results.

Advantages at a glance

- The complete solution**
Powerful platform with three e-mail marketing uses: newsletters, newsletters with adverts and direct e-mails.
- Easy handling**
Planning and creating e-mail campaigns with a few clicks. Automated processes reduce manual work. The automatic import of address data via XML is a big time saver.
- More efficient**
Extensive targeting for reaching the right target group, numerous personalisation options.
- Cost-saving**
Only little delivery fees. Web based software, no installation on PC necessary.

CAMPAIGN DESCRIPTION:

The E-Mail advertising campaign starts with the selection of the addresses of the portal's database for the e-mail delivery. Through an XML interface all user data is imported into HELIOS Messenger.

HELIOS Messenger uploads the content of the e-mail, determines the delivery date, defines targeting criteria (e.g. certain regions, gender, profession, age, income, etc.) and activates the mailing. Now the e-mails are delivered as personalised messages. The system collects any feedback through clicks on integrated links or ads and adds this information to the already existing customer profile data. Also HELIOS Messenger displays any delivery error in detail and saves it.

HELIOS Messenger finds out e.g. how many women and how many men have opened the e-mail, which gender has used which link or ad format in order to access the promoted wellness travels and how the geographical distribution of those who have clicked was. This information is of particular importance for the creation of future offers and campaigns.

Already the second placement of the e-mail campaign allows a more efficient loop control thanks to the processed feedback. Furthermore targeting can be improved. HELIOS Messenger is able to find out for example if users living in the north of England have a higher affinity to wellness travels from Lake District and users living in the south of England prefer wellness offers from the coast or continental Europe.

CONCLUSION:

It turned out that both the targeted address and the quality of the addresses have an above average impact on the success of a campaign. Through the continuous collection of customer feedback in all direct e-mailings the profiles in the address database are constantly supplemented and enlarged.

The more extensive the profile information is the more precise and efficient the e-mailings can be placed. The aim is, to reach all addressees only with content that is really relevant to them.

With HELIOS Messenger ADTECH has successfully realised the Closed-Loop-Marketing approach. The solution offers advertisers to manage their e-mail campaigns efficiently and to receive a maximum rate of return.

For any further information please contact: