

Maximum efficiency throughout the whole workflow

Planning

Efficient mail delivery planning and management directly on your campaign calendar

- Manage address lists comfortably
- Profile-supported targeting
- Delivery triggered by pre-defined roles

Production

Create newsletters and direct e-mails easily and save valuable time

- Selection of templates, integrated HTML editor or Copy & Paste from standard HTML programs
- Code alterations any time
- Preview function and test-send possible
- Automatic URL-management of numerous links
- Automatic load of content from RSS data source
- Profile related content

Delivery

Exactly timed delivery for more precision and security reaching your target group

- Full delivery capacity at anytime
- Anti-spam, soft- and hard-bounce management
- Connection to ad serving technology possible

Reporting

Unique efficiency reports on adverts and real-time user activity analysis

- Impressions, Click-Throughs, Transactions etc.
- Graphic visualisations of user reaction directly in newsletter and direct e-mail layout
- Profile-specific reports - flexible combinations of various parameters in Pivot-table format
- Data export / data integration

Optimisation

Permanent qualification of your user-data

- Qualification based on your users' activities
- Subscriber list optimisation
- Contents and ad placement optimisation

The World of Marketing Technologies



As a leading technology partner, ADTECH develops efficient solutions for digital marketing. Key products include the ad-serving technology HELIOS IQ and the e-mail technology HELIOS Messenger. Europe's agencies, networks and publishers profit from ADTECH solutions, which offer a maximum of quality and innovation. With individual support, software development and integration services ADTECH provides its customers with a clear competitive edge. ADTECH customers use the infrastructure and technologies to send digital advertising formats and content to users efficiently, quickly and precisely. With customers in 17 countries ADTECH has established itself in the industry for more than 7 years.



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Newsletters and direct e-mail marketing



More response with newsletters and direct e-mail marketing

Want to connect with your target group without loss and get more out of your customer relations? With HELIOS Messenger you open up the potential of e-mail marketing and eCRM!

Expand your customer reach possibilities and optimise your marketing and sales success. HELIOS Messenger is the solution to sustainably increase customer loyalty and for winning new customers. HELIOS Messenger offers a huge plus to your whole online and mobile direct marketing activities where efficiency and high-performance service functions are concerned. The integrated user-profiling system allows permanent qualification of your users' details. With every direct-mail you are precisely reaching your target group and achieving better results!



Closed loop marketing with HELIOS Messenger: Complete workflow in e-mail marketing.

☉ The complete solution

The powerful platform with three e-mail marketing uses: newsletters, newsletters with adverts and direct e-mails!

☉ Closed loop marketing

Measure the efficiency of contents, adverts and user reaction precisely. The results flow straight into your database for future mailings.

☉ Permission marketing

Gather e-mail addresses through opt-in and double opt-in. Automatic creation of registration sites. Import user-profiles through open interfaces.

☉ High-end technology

Security and reliability through highly scalable architecture and fully redundant structure of all components. Easy integration with external systems.



Show user reactions directly in the mailing.

International advertisers, agents and marketing agencies use HELIOS Messenger because the platform enables maximum return-on-campaign for newsletters and direct e-mails.

You too can gain more attention and a higher response rate from your target group. With HELIOS Messenger you achieve real closed loop marketing.

- ☉ Precise customer targeting and personalisation for every target group
- ☉ Reduce loss and minimise costs for every campaign
- ☉ Extremely advanced evaluation of your campaigns and data-gathering in real time
- ☉ Gain individual customer profiles and increase customer satisfaction
- ☉ Maximise value with e-mail marketing

Email list	Amount of subscribers	Content management														
		WE 8	TH 9	FR 10	SA 11	SU 12	MO 13	TU 14	WE 15	TH 16	FR 17	SA 18	SU 19	MO 20	TU 21	
Business News	12,245	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧
Automotive World	9,174	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧
Fashion Info	18,487	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧
People Talk	98,563	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧	📧

Campaign calendar: Campaign status at a glance.

☉ Easy handling

User-friendly interfaces with campaign calendar and graphic presentations allow a full overview.

☉ Service & customisation

Flexible and competent support. Programming of individual features and reports on demand available at any time.



HELIOS Messenger - an ADTECH/Kiwari product.