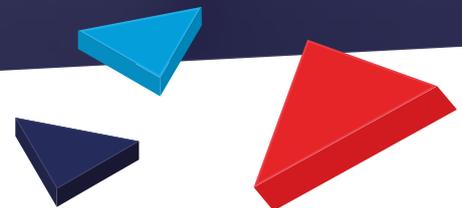


The power of Marketing Automation

# Multi-brand email marketing



## Multi-brand email marketing

Admitter was looking for an integrated solution to manage their customer databases, to select target groups and to send automated multi-brand e-mailings. Using the Ternair Marketing Cloud, Admitter has a product suitable to manage address databases and sending multi-brand e-mail marketing.



Admitter is an agency that handles e-mail marketing for business target groups. The address databases for the campaigns are supplied by B2B publishers which together produce more than 120 different business and professional titles. Admitter manages these databases but does not own a single address itself.

### Centralise and manage data

In 2010 the company worked with around 50 different address databases. That was more than their former email

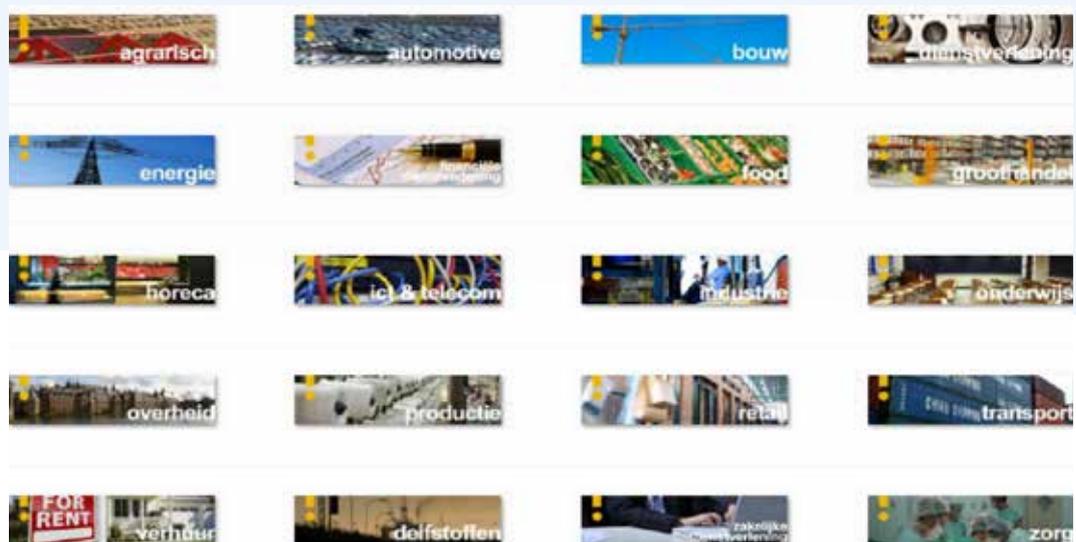
platform could manage. For this reason Admitter required a new solution.

Using the Ternair Marketing Cloud, Admitter has a product suitable to manage address databases. Customers are automatically recognised and merged through fuzzy matching. Profile information is automatically compiled by unifying attributes into distinct classifications (branches, jobs, etc.) and enriched through the calculation of attributes based on reference data.

“The strength of Ternair is in two things, the solution and the organization. The solutions are very complete: 90% of database issues can be solved with the software as standard. For the remaining 10%, Ternair is ready to think about a solution. Here the strength of their organization pops up: they have the knowledge, are professional and they take our business seriously. I need to rely on being able to service our customers each and every day. Thanks to Ternair, I can do so.”

Erwin van Faassen

Co-owner and founder of Admitter

**admitter**

## **Multi-brand email marketing**

With the marketing automation solution, target audiences are selected on the basis of all fields in the marketing databases and the responses to e-mail campaigns. E-mail campaigns can be set up and sent based upon a dynamic email template where all components (sender, subject and content) can be personalized for each media brand. The complete implementation was realized within three months. Since the implementation in 2010, Admitter has been working with Ternair with great satisfaction.

## **About Admitter**

Admitter is an email marketing agency specialized in creating business target groups via opt-in e-mail addresses.

The company provides business email campaigns to a wide range of business target groups. Most of Admitter's customers are in the Top 200 list of Dutch companies.



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# Let's get started



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