

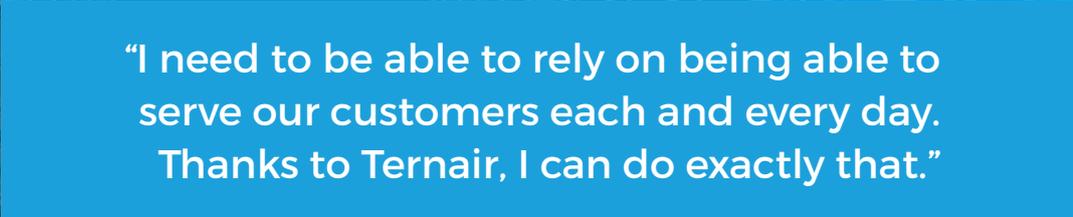
The logo for Admitter, featuring the word "admitter" in a lowercase, sans-serif font. The letter "i" is stylized with a yellow dot above it. The logo is set against a white rounded square background.

# Client case

## INTEGRATED SOLUTION FOR BUSINESS-CRITICAL PROCESS

Admitter is an agency that handles email marketing for business target audiences. This Leiden-based company takes care of partner emails on behalf of advertisers. Most of Admitter's customers are in the Top 200 list of Dutch companies. The address databases for the campaigns are supplied by B2B publishers which jointly produce more than 120 different business and professional titles. Admitter manages these databases but does not own a single address itself.

For the management of databases, the selection of addresses and sending of emails, Admitter sought a new solution which required the possibility of placing the entire process under a single application.

A blue rectangular box containing a quote in white text. The background of the entire page is a photograph of a modern building's glass and steel facade, with the sun reflecting off the windows, creating a warm, golden glow.

“I need to be able to rely on being able to serve our customers each and every day. Thanks to Ternair, I can do exactly that.”

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“The power of Ternair lies in two areas: the solution and the organisation. The solution is fully complete and they are expert and professional.”

### Single application

Admitter was set up in 2007. In 2010 the company worked with around 50 different address databases. That was more than the solution for management and reading of databases in use at the time was able to process. It was for this reason that Admitter went looking for a new solution with the precondition that the entire process from managing databases, selecting addresses and sending emails could be housed within a single application. This application would form the heart of Admitter's business and so it needed to be clear, complete and highly reliable.

The search for a suitable solution took Admitter to a number of parties offering solutions for sending emails; however, the management of databases proved only to be a side issue for them. Given the business-critical importance of the whole process, Admitter opted to go with Ternair.

### Centralise and manage data

Using Ternair Marketingdatabase, Admitter have a dedicated product for managing 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 linked reference data.

In addition, Admitter uses Ternair Campaign. In Ternair Campaign, target audiences are selected on the basis of all fields in the marketing databases and the response to email campaigns. Email campaigns can be set up and circulated on the basis of a single dynamic template and all components (sender, subject

and content) can be personalised for each media brand. The entire implementation took only three months to complete.

### Satisfied

Since the implementation in 2010, Admitter has been working perfectly satisfactorily with Ternair. Errors are virtually non-existent: in more than six years there have been fewer than two days when it has not been possible to send any email.

### Testimonial Erwin van Faassen, Joint owner and founder of Admitter:

“The power of Ternair lies in two areas: the solution and the organisation. The solution is fully complete: 90% of the database issues can be solved using the standard software. For the remaining 10%, Ternair is always at hand to come up with ideas for a solution. This is where the strength of their organisation lies: they are expert and professional; they take our business seriously. A lot of publishers do circulation as an extra service, but for us it is business-critical. I need to be able to rely on being able to serve our customers each and every day. Thanks to Ternair Software Solutions, I can do exactly that.”