Mailtastic Marketing Pro

Technical Integration
Ready for receiver-based campaigns in minutes

We are there to assist you personally.

Customer Success Team
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Background

How does Mailtastic work?

In addition to sender-based signature campaigns, which can be seen in the signatures of all employees assigned to an appropriate department in Mailtastic, the so-called receiverbased campaigns are introduced with Mailtastic Marketing Pro.

This enables your Mailtastic Admin to define a specific recipient group (target group) for which a defined signature banner (recipient-based campaign) is automatically played out when an email is sent to a member of the target group (account) - regardless of the department in which the sender is located.

There are two approaches to defining target groups for recipient-based campaigns:

1. Recipient-based campaigns at account level

For example, an account is "mailtastic.com". When an employee sends an email to a recipient of this account - in this example, to an email address ending in "@mailtastic.com" - the recipient-based campaign will run. In your analysis of clicks and impressions, you will see that someone from mailtastic.com clicked on your banner.

2. Recipient-based campaigns at contact level

For example, a contact is "max.mustermann@mailtastic.com". With our CRM integrations you can easily import your contact lists from HubSpot, Marketo or Pardot into Mailtastic. In your clicks and impressions analysis you will see contacts like "max.mustermann@mailtastic.com" who clicked on your banner.

Technical requirements for use of recipient-based campaigns

When the email is sent, the link through which the signature campaign banner is loaded into the signature is adapted to the recipient.

Depending on the system used, there are various solutions for adapting the link, which are listed on the following pages.

If Mailtastic Marketing Pro Office 365-Rerouting is used, the link is automatically adjusted regardless of the client used.

If EasySync 4G for Gmail is used, no plugin is required. The function is already available in EasySync 4G.

It is not a problem if Mailtastic Marketing Pro is not integrated on all clients.

Another way to use recipient based campaigns is with our Outlook add-in. The add-in works in a similar way to EasySync.

It authenticates the user, retrieves their signatures from the Mailtastic backend, and "injects" the default signature into the email message body.

The add-in must be installed and configured by the customer's Microsoft 365 system administrators.

#1 Mailtastic in the Cloud

Mailtastic Marketing Pro works with all mail clients and devices used in conjunction with Mailtastic Rerouting for Office 365.

Surrounding	Available	Measure
Mailtastic Rerouting for O365	Yes	Mailtastic will be activated by us. The installation of an extension is not necessary. It is no problem if a target integration is active on the client side.

#2 Mailtastic on Clients

If the signatures are integrated on the client side, Mailtastic is available for the following clients:

Email client	EasySync	Outlook Add-in	Chrome Extension	Re-routing
Outlook on Desktop for Windows	Yes***	Yes	No	Yes*
Outlook on Desktop for Mac	No	Yes	No	Yes*
Outlook on Web	No	Yes	No	Yes*
Outlook on Mobile	No	No**	No	Yes*
Gmail on Chrome	No	No	Yes	No
Other email clients	No	No	No	Yes*

Notes:

* Only if your mail is hosted on Exchange Online (Microsoft 365)

** Will be available in near future

***Additional component required

#3 Mailtastic in email traffic

To prevent incorrect targeting, the campaign banner within the signature is personalized to an account (the recipient's domain) or individual contacts under certain conditions:

Case 1	
There's only one receiver.	To: john@companyA.com CC: BCC:

Case 2	
There is more than one main recipient BUT all recipients belong to the same domain. **Example:** „I'm writing an email to two people at the same company."	To: john@companyA.com, tim@companyA.com CC: BCC:
	To: john@companyA.com CC: tim@companyA.com BCC:

Case 3	
There is more than one main recipient BUT all recipients belong to the same domain AND/OR the domains that differ from the main recipient are defined in Mailastic as „Internal Domains". **Example:** „I write an email to an external contact and take a colleague in CC."	To: john@companyA.com, caren@internal.com CC: BCC:
	To: john@companyA.com, tim@companyA.com CC: caren@internal.com BCC:

Still questions?

No worries!

Every day, our entire team works to provide you with an even better solution. Please approach us with your questions and requirements.

We value the dialogue with our users, are happy to advise you personally and respond individually to your challenges. We look forward to hearing from you!

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