

@miltastic Target

Technical Integration

Ready for receiver-based campaigns in minutes



**We are there to assist
you personally.**

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A white line-art signature of Diana Hatzenböller.

Diana Hatzenböller
Customer Success Manager

Background

What is Maitastic Target?

Maitastic Target is a new product of the Maitastic Marketing Suite and contains the new functions „Recipient based campaigns, target

groups, accounts, performance feed, leads and notifications“.

How does Maitastic Target work?

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

This enables the Maitastic 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.

Only „accounts“ can be combined via a target group, but not individual users. For example, an account is „maitastic.com“.

If an employee sends an email to a recipient whose domain corresponds to the domain of an account - e.g. max.mustermann@maitastic.com - the recipient-based campaign assigned to the corresponding target group is played out.

IMPORTANT: The Maitastic target groups cannot be used to target individual persons, nor is there any kind of evaluation or documentation about the interaction of individual persons with the campaign banners. Targeting and evaluation is carried out exclusively for the entire account/domain and does not allow any conclusions to be drawn about the recipient's personal data.

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 Maitastic Office 365-Rerouting is used, the link is automatically adjusted regardless of the client used.

For Windows workstations on which Outlook signatures are implemented on the client side via EasySync, we provide an Outlook plug-in

which - just like EasySync - can simply be rolled out centrally via GPO. The Outlook plugin is not visible to the end user and has no other function than to adapt the campaign link.

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 Maitastic Target is not integrated on all clients.

#1 Maitastic Target in the Cloud

Maitastic Target works with all mail clients and devices used in conjunction with Maitastic Rerouting for Office 365.

| Surrounding | Available | Measure |
|------------------------------|-----------|---|
| Maitastic Rerouting for O365 | Yes | Maitastic Target 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 Maitastic Target on Clients

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

| Surrounding | Availability Rerouting / | Measure |
|---|-----------------------------|--|
| Outlook Office, WIN Desktop Client, from 2013 | Yes / Yes | In addition to EasySync the „Target Outlook Plugin“ is required. Like EasySync itself, the plugin can be rolled out centrally via GPO. |
| Outlook Office WIN, Desktop Client, older than 2013 | Yes / No | In conjunction with Maitastic Rerouting for Office 365 |
| Outlook Office MAC, Desktop Client | Yes / No | In conjunction with Maitastic Rerouting for Office 365 |
| OWA, Outlook Browser Version | Yes / No | In conjunction with Maitastic Rerouting for Office 365 |
| Gmail | Yes / Yes | Works in conjunction with EasySync 4G. EasySync 4G can be rolled out centrally via GPO. |
| Other Clients | Yes / No | In conjunction with Maitastic Rerouting for Office 365 |
| Mobile Devices | Yes / No | In conjunction with Maitastic Rerouting for Office 365 |

#3 Mailtastic Target in email traffic

To prevent incorrect targeting, the campaign banner within the signature is only personalized to an account (the recipient's domain) 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.

To: john@companyA.com, tim@companyA.com
CC:
BCC:

Example: „I'm writing an email to two people at the same company.“

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 Mailtastic as „Internal Domains“.

To: john@companyA.com, caren@internal.com
CC:
BCC:

Example: „I write an email to an external contact and take a colleague in CC.“

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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A stylized white signature of Diana Hatzenböller on a dark background.

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Customer Success Manager

