



Press Release

PAYBACK Integrates ADITION as the Technology Platform for Its Digital Multichannel Marketing

- Innovative 1-to-1 customer addressing of PAYBACK users through online and mobile display, as well as in-app
- ADITION unified ad-serving solution enables the cross-channel communication delivery on the basis of daily up-to-date CRM data

Dusseldorf / Munich, 05 September 2014. The internationally leading multi-partner loyalty programme PAYBACK is pushing its digital multichannel marketing. For a powerful, individual 1-to-1 customer addressing of PAYBACK customers through online and mobile display, as well as in-app, the company has integrated the leading unified ad-serving solution by ADITION technologies into its marketing infrastructure. The enterprise marketing platform of the Dusseldorf technology specialist offers a pinpoint accurate cross-channel communication delivery on the basis of daily up-to-date CRM data. It also makes it possible for PAYBACK to address its customers onsite, i.e. on the online and mobile website, as well as in the PAYBACK App (iOS and Android), with optimally matched dynamic content at any time – even in the form of native content marketing.

For the integrated multichannel display, ADITION technologies has exclusively provided PAYBACK with a customer-specific subdomain through which the company can control all of its onsite marketing activities. Through the ADITION CRM targeting module, the first-party data from the PAYBACK CRM can be modelled to freely definable and flexibly adaptable target groups. Then they are transferred to the ADITION adserver for the cross-channel control of the marketing communication in a way that conforms to data protection and is exclusively available to PAYBACK. By means of multi ads, even the smallest advertising spaces can be simply, conveniently and efficiently delivered to an individual user through one single ad request. The eCPM optimisation that is anchored in the system logic optimises the advertising placements by ad space and individual performance-related KPIs of PAYBACK.

"Advertising isn't always the same. We rely on innovative technologies for the improvement of targeting," according to PAYBACK Managing Director Dominik Dommick. "As PAYBACK with our excellent pool of customer data, especially also from brick-and-mortar retail stores, we have an enormous strategic competitive advantage in addressing consumers with communication about appropriate recommendations and offers during all of the phases up to the purchase – and, in addition – turning them into loyal customers as a result."



"Intelligent, user-centred targeting – today through the digital channels and tomorrow beyond them – is the key factor for successful multi-channel marketing," according to Magnus Schmidt, Director of Digital Marketing at PAYBACK. "With ADITION, we have found a partner that makes a comprehensive technological solution available to us with which we can especially use our own digital media optimally for a powerful integrated customer communication through online and mobile."

Jörg Klekamp, Chief Sales and Marketing Officer, ADITION technologies AG, explains in conclusion: "High-performance customer journey and customer lifecycle-optimised multichannel marketing is the supreme discipline for technology-providers. We are very pleased that PAYBACK takes full advantage of the broad and deep range of services on our unified ad-serving platform for this purpose with a solution that is individually customised to its requirements."

About PAYBACK

PAYBACK is the internationally leading multi-partner loyalty programme and simultaneously one of the biggest and most powerful marketing platforms in the world. In Germany, customers can collect points with PAYBACK at more than 620 companies that are relevant to everyday life and exchange them for vouchers, awards or Lufthansa miles or donate them. In 2013, the value of the collected points was 186 million EUR; 95 percent were redeemed by the customers. As a multi-channel marketing platform, PAYBACK communicates synchronously through all channels – offline, online and mobile – and optimally combines reach with personalisation in the process. Companies have the possibility of running integrated campaigns through all available channels. They can address their customers at the right time and in the right place with the relevant messages and achieve the greatest possible ROI as a result.

....

Press Contact

< elias communications >

Nadja Elias
Telephone: +49 (0)89 15890306
E-mail: presse@adition.com

ADITION technologies AG

Michael Schleusner
Telephone: +49 (0)211 987400 30
E-mail: presse@adition.com