

Press Release

SIXT Picks ADITION

- ADITION unified aderving will be the new enterprise marketing platform for SIXT's digital display marketing
- Flexible extension has innovative real-time and customer journey solution and international rollout

Dusseldorf, 12 November 2014. SIXT, an international provider of mobility services, will rely on the leading unified aderving technology by ADITION technologies for its digital display marketing from now on. SIXT's entire international digital onsite and offsite marketing will be managed and optimised via the enterprise marketing platform of the Dusseldorf-based technology specialist in the future.

The deciding factor for choosing ADITION was the comprehensive range of services based on a single, central solution and the platform's flexible customisation according to new market and marketing requirements. The enterprise marketing solution for SIXT is designed in such a way that additional partners can be quickly and easily integrated at anytime and anywhere via open interfaces – an increasingly important requirement for advertisers in the growing interconnection of the media and marketing ecosystem.

Furthermore, a comprehensive range of technology add-ons and additional functions by ADITION technologies and its partners are available to SIXT at the ADITION Store. SIXT can access it at any time so that the company can use its own platform in a highly customisable manner. The store includes marketing applications such as dynamic ads in the area of re-marketing and storytelling, post-tracking functions, programmatic advertising tools such as DSP by Active Agent, real-time data by The ADEX and the new customer journey-based RTA solution by Refined Labs and Active Agent.

After completing the implementation of the new enterprise marketing solution for SIXT Germany in the first quarter of 2015, ADITION aderving will also be rolled out in the other SIXT markets in Europe and the USA.

About Sixt

Headquartered in Pullach near Munich, Sixt SE is a leading international provider of premium mobility services for business and corporate customers as well as private travellers. Sixt is represented in more than 100 countries around the world and is continually expanding its presence. Sixt is the only international provider to develop flexible and tailored concepts for its customers that integrate rental, leasing, car sharing and limousine service products. Strengths such as the high number of premium brands in the vehicle fleet, employees' consistent focus on service and good value for money have enabled the company, which was founded in 1912, to establish an excellent market position. The company collaborates with prestigious hotels, popular airlines and a range of

renowned service providers from the tourism industry. The Sixt Group generates sales revenues of EUR 1.66 billion (2013).
<http://www.sixt.de>

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