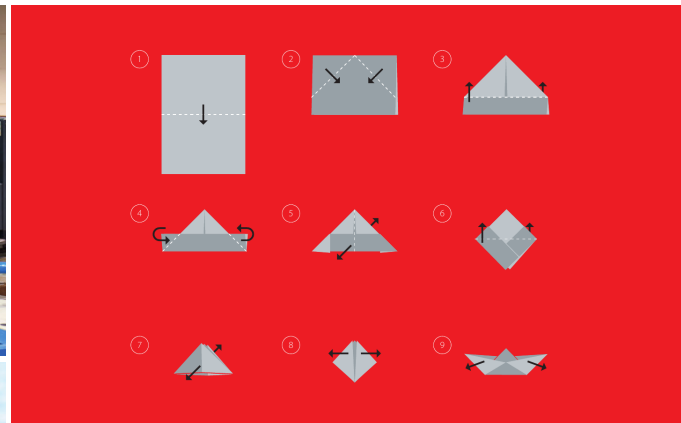


@miltastic



SUTHOR®



„After a very short time, we were already able to create a huge ROI and Miltastic has been delivering better results than our traditional email marketing since the beginning!“

Lars Bühler, Marketing Leader, Suthor GmbH & Co KG



The company

Suthor Papierverarbeitung GmbH & Co KG is a leader in the production of promotional, festive and decorative paper articles. With Maitastic, the medium-sized company was able to further increase its turnover.

Since 1928, Suthor has been manufacturing various paper articles: from paper flags, mini flags to flag chains, the company's product range is as diverse as its customers. „Accordingly, our marketing should be tailored to individual needs,“ explains Marketing Manager Lars Bühler. In addition, efficiency is very important to him. Suthor is the market leader in the production of promotional, festive, and decorative paper products.



The chance

The company, headquartered in Nettetal on the Lower Rhine, supplies customers from various industries throughout Europe and communicates with them mainly by email.

When marketing manager Lars Bühler became aware of an advertisement from Maitastic on Facebook, the spark was quickly ignited: „I immediately realized that we had previously given away valuable advertising space to a customer with every mail“. At Suthor, we're talking about six-figure customer emails per year. Within the scope of legally prescribed signature contents, the mails previously contained only static information.

With Maitastic's marketing and management solutions, Suthor can now leverage the full potential of the many daily employee emails to better reach their customers and deepen their marketing campaigns.



The implementation

Since marketing manager Lars Bühler became aware of Maitastic, Suthor has been using the marketing solution. Even in the initial phase, the simplicity of use was convincing: The employees were familiar with the use of Maitastic MultiSignatures within ten minutes.

Employees can now insert banners in their emails that are individually tailored to each customer. In this way, customers in France can quickly and easily advertise the latest product - in French, of course. With just a few clicks, the Oktoberfest banner can then be used for the German customer.

The marketing solution, which is practically imposed in view of Suthor's diverse product range and the various customer wishes. Marketing Manager Lars Bühler appreciates the direct feedback via the tracking function. In this way, he can immediately see how his customers react to the banners.

Suthor has customers all over Europe. Thus, multilingual signatures had great potential to simplify customer contact for employees. Maltastic expanded its signature solution with the MultiSignatures feature to meet this requirement.

„The service and response times at Maltastic are sensational. No matter what requests we had, they were resolved immediately. This is where customers are heard and feedback is accepted and implemented quickly,“ says Lars Bühler.

The result:

13.981 Impressions

610 Clicks

4,36% Click Rate

25,5% Conversion-Rate



Signature editor

A screenshot of the 'Signature editor' interface. At the top, there's a toolbar with icons for undo, redo, link, image, table, list, and zoom. Below that are text formatting options: bold (B), italic (I), underline (U), bulleted list, numbered list, indent, and font settings (Schriftart, Größe, A+, A-). The main content area shows a signature for 'Lars Bühler, Marketingleitung' with contact information. Below the signature is an advertisement for 'RecyCup' featuring three different cup designs and the text 'recyclbare 100% Becher!'. At the bottom, there's a footer with company details for Suthor Papierverarbeitung GmbH & Co KG.

Inhalte

Unternehmen

Mitarbeiter

- platziert, Wert hinterlegt
- platziert, Wert wird vom Mitarbeiter gesetzt
- platziert, kein Wert hinterlegt

Peer Wierbitzki

Kontakt

+ Kampagnenban

Zwei erfolgreiche Bsp. für E-Mail-Signatur-Marketing

Kontakt (6)

+ Firmenna
Bearbeiten

+ Ort Unterneh
Bearbeiten

+ Strasse Unterneh
Bearbeiten

3

Already after the trial phase, Maitastic was one of Su-
thor's most important marketing tools. After a very short
period of time, it has recovered its comparably low costs
and delivers better results than the classic email marke-
ting via newsletter, which the company regularly sends
out in its constantly growing database.

„Maitastic's signature and banners are a charming way
to draw attention to new products and campaigns - wi-
thout flooding our customers with flat advertising mails,“
says Marketing Manager Lars Bühler. „With Maitastic, we
have a significantly higher conversion rate compared to
other channels, which can probably be explained by the
trusting environment in which the marketing message is
placed - personal emails.“



About Maitastic

Maitastic is a SaaS solution that enables organizations to transform their email signature into a true marketing channel. Marketing executives can create professional and consistent signatures for their employees and assign them to employees and different departments. At the same time, they can display clickable marketing banners in the signatures that link to their websites and then track the impressions and clicks on the banners - and thus the success of the campaign - in the central dashboard.

Would you also like more attention for your marketing messages?

Get to know the application possibilities in a free, personal online demo:

REQUEST DEMO

www.maitastic.com