

# Stand-Alone Newsletter

With the stand-alone newsletter we distribute your information to specific target groups. You can address 4 target group clusters and define the desired scale. A second dispatch in the following week is included, also an A/B- test is possible to act with the more successful template. You will receive a detailed report with the number of recipients, openers, optouts and clicks. Stand-alone newsletters can be booked well in combination with native articles or advertorials on heise online, in order to provide the content to the appropriate target groups.

## TARGET GROUP PACKAGES

IT-DECISION MAKER			CLOUD			<b>Minimum booking volume:</b> 9,900 Euro, only agency commission applicable  <b>ALL</b> technical costs are already included  * <b>Package L</b> always corresponds to the total target group
<b>Package S</b>	22,000 Contacts	€ 9,900	<b>Package S</b>	22,000 Contacts	€ 9,900	
<b>Package M</b>	39,800 Contacts	€ 17,910	<b>Package M</b>	27,000 Contacts	€ 12,150	
<b>Package L*</b>	57,000 Contacts	€ 25,650	<b>Package L*</b>	30,000 Contacts	€ 13,500	
INDUSTRY			BUSINESS			
<b>Package S</b>	22,000 Contacts	€ 9,900	<b>Package S</b>	22,000 Contacts	€ 9,900	
<b>Package M</b>	35,000 Contacts	€ 15,750	<b>Package M</b>	60,000 Contacts	€ 27,000	
<b>Package L*</b>	49,000 Contacts	€ 22,050	<b>Package L*</b>	230,000 Contacts	€ 103,500	

## Our services

**Targeting** ato one of the 4 target group clusters, at the desired scale

**Creation of the newsletter** in the chosen template (Heise Business Services or own layout)

**Including a second mailing** in the following week with identical template, but varied subject if desired, to non-responders from the initial mailing.

**A/B test is possible.** In this case, 5% are tested with template A, 5% with template B, and 90% with the more successful template fed by clicks.

Three working days after sending, we send a **report** containing the number of recipients, opt-outs, openers, clicks and clickers as well as the clicks on the respective links.

The lead time is five business days. You will receive a draft for approval before each shipment.

External tracking of the newsletter is not possible for legal and technical reasons. You will receive detailed reporting from us. As a special form of advertising, newsletters are also read offline after download. Therefore, there may be significant counting differences. The Heise reporting is authoritative for billing.

*heise Business Service works together with MB-Medien as a technical partner, who takes care of the shipping including technical processing.*

