

Stand-Alone Newsletter

With the stand-alone newsletter we distribute your information to specific target groups. You can address 5 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	SECURITY
Package S 22,000 Contacts 9,900 €	Package S 22,000 Contacts 9,900 €	Package S 22,000 Contacts 9,900 €
Package M 39,800 Contacts 17,910 €	Package M 27,000 Contacts 12,150 €	- - -
Package L* 57,000 Contacts 25,650 €	Package L* 30,000 Contacts 13,500 €	- - -

INDUSTRIE	BUSINESS	Minimum booking volume: 9,900 Euro, only agency commission applicable ALL technical costs are already included *Package L always corresponds to the total target group
Package S 22,000 Contacts 9,900 €	Package S 22,000 Contacts 9,900 €	
Package M 35,000 Contacts 15,750 €	Package M 60,000 Contacts 27,000 €	
Package L* 49,000 Contacts 22,050 €	Package L* 230,000 Contacts 103,500 €	

Our services

Targeting ato one of the 5 target group clusters, at the desired scale

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

A second mailing in the following week with identical template, but varied subject if desired, to non-responders from the initial mailing (surcharge: 4,500 euros).

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 (no surcharge).

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 at least 10 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.

