

## About mission<one>

**mission<one> eRelations AG is one of the leading agencies and technology partners in Europe for digital direct marketing.**

Our highly committed teams develop **individualised customer solutions** for e-mail marketing, customer relationship management and database management for B2C as well as B2B markets. Our portfolio ranges from managing marketing campaigns over designing independent promotional actions to evaluating audience and marketing objectives.

Based on an experience gathered in countless projects, we developed the concept of DIAL – a system encompassing measures that can be deployed either modularly or combined with any of the other stages: D for Dialogue (e. g. generating permission-based address lists), I for Individualisation (e. g. profiling), A for Activating (e. g. sales campaigns), and L for Loyalty (e. g. customer retention programmes).

All our on-line and off-line measures are aimed at **successful customer relationship management** and **continuous increases in sales**.

mission<one> manages and handles campaigns in various markets: trade and industry, services, retailing and mail order companies. Achieving a business volume of several millions of euros, our campaigns are being launched in 32 countries.

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