

**How to acquire new customers
and retain them with
Mediaposte Hit Mail
solutions.**



Direct Marketing and Logistics

Relational
Multichannel
Marketing 4

- 5 Lead Generation
- 6 SMS Marketing – Reach SMS
- 7 SMS Marketing – Location-Based Service (LBS)
- 8 SMS Marketing – M SMS
- 9 RCS SMS
- 10 E-mail Marketing
- 14 Direct Mail
- 15 Direct Communication
- 16 Informative Product Lines

Consumer
Promotions 17

- 18 “Send & Win” Promotions
- 19 Promotional Information Lines

Database
Solutions 20

Fulfill.ro
Integrated
E-commerce
Logistics 23

Loyalty & Motivation
Programs 26

Flyer
Distribution
in Mailboxes 28

Geomarketing 31

Marketing
Automation 32

Promotiful 35

Digital Vouchers 38

About 48

Resources 40

- 41 Call Center
- 42 Email Platform
- 43 SMS Platform
- 44 Logistics Platform
- 45 Geographic Database
- 46 Curated Data
- 47 Flyer Distribution Network

OUR MISSION?

To design and implement tailored, efficient solutions that help our clients increase sales.

4

MULTICHANNEL RELATIONSHIP MARKETING

This strategy relies on selecting the most effective communication channels based on both business objectives and customer profiles.

Every interaction with a potential customer brings us closer to conversion. Integrating channels enhances customer experience and boosts conversion rates.

LEAD GENERATION

5

Lead generation connects multiple Mediaposte Hit Mail resources and tools—databases, email, SMS, call center, direct mail, and online advertising. Leads acquired through online channels are qualified by our call center, enabling the client's sales team to focus entirely on closing deals instead of prospecting.

Each business defines leads differently, so deliverables may include lists of prospects who:

- ✓ have consented to be contacted via email or phone;
- ✓ have enrolled in a specific program;
- ✓ have agreed to meet a sales representative;
- ✓ have exceeded a predefined lead score.

Key B2B practices:

- ✓ Brief and relevant product/service presentation
- ✓ Strong promotional offer
- ✓ Responsive, skilled sales team
- ✓ Project management platform ensuring seamless communication

Key B2C practices:

- ✓ Website or dedicated landing page as the primary point of contact
- ✓ Visitors can request custom offers or place orders via multiple channels
- ✓ Behavioral data from user interactions is collected and analyzed

Personalized SMS campaigns are highly effective for launching products/services, reactivating inactive clients, cross-selling, and upselling. Offers can be delivered within 160 characters using a short URL linking to a dedicated landing page.

Best practices include:

- ✓ Providing value in each message (promo code, discount, welcome gift)
- ✓ Using short URLs
- ✓ Personalized sender ID
- ✓ Offering phone support where needed
- ✓ Analyzing feedback and optimizing campaigns
- ✓ Segmentation and remarketing

Our SMS Solutions

Reach SMS:

Run campaigns using rented databases (up to 4 million contacts) or your own lists.

LBS (Location Based Service):

Create SMS campaigns based on the real-time geographical location of potential customers or using traffic pattern analysis.

M SMS

Launch SMS campaigns using your own database through the M-SMS web-to-SMS platform in just three steps: upload the database, upload the messages, and send them.

SMS campaigns use selections from rented databases of up to 4 million consumers and/or selections from the company's own database. We apply segmentation criteria tailored to the profile of potential customers. Additionally, when sending promotional messages to rented databases for the purpose of acquiring new customers, existing customers can be excluded from the targeting.

Segmentation criteria:

- ✓ Age
- ✓ Gender
- ✓ Address
- ✓ Estimated income
- ✓ Phone type/model
- ✓ OS
- ✓ Location/geolocation
- ✓ Services used (e.g., roaming in specific countries)

3.9 million opt-in customers:

Postpaid: 2.1 milioane

Prepaid: 0.5 milioane

Business: 1.3 milioane

Campaign flow:

① Consumer profile selection;

② Message creation;

③ Cross-channel design & tracking methods;

④ Pilot phase;

⑤ Campaign optimization;

⑥ Full deployment;

⑦ Real-time reporting.

SMS campaigns targeting audiences located in a specific geographical area or location, using rented databases or the client's own database. By combining both sources, different messages can be sent simultaneously to the company's existing customers and potential customers located within a clearly defined area.



How is targeting done?

- ✓ Traffic analysis allows the addition of a geographic profiling of the target audience;
- ✓ In real time: targeting customers or potential customers located in a specific location or in a defined area, in addition to a set of pre-established criteria.



Who are we targeting?

- ✓ Potential customers, respectively the company's customers located in a certain geographical area delimited with the help of our geofencing system, with an accuracy of about 500 m;
- ✓ Company's customers or target located in commercial spaces, office buildings or malls.



How does it work?

- ✓ Establishing the geographical area or locations;
- ✓ Database segmentation and determination of their volume;
- ✓ Creating personalized messages; Our system analyzes customer profile and sends the message based on the profile selected;
- ✓ Reporting;
- ✓ Adjustment;
- ✓ Resuming the action.

A 24/7 application that allows sending SMS messages to a private database.



How do I manage SMS campaigns?

- ✓ The application is easy to use, and after creating an account, the client can manage their campaign independently.
- ✓ The Mediaposte Hit Mail team can also manage campaigns upon request.
- ✓ Any message can be tested before launch using the built-in test section.



Etapele campaniei

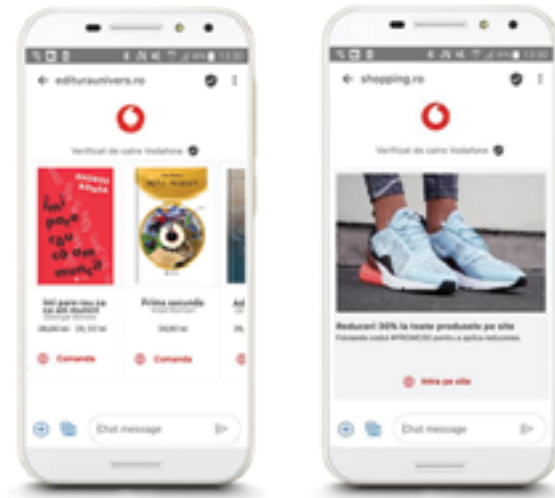
- ① The client accesses msms.ro and creates an account on the M SMS platform.
- ② They upload their database in the supported formats.
- ③ They upload the messages corresponding to the target segments within the database.
- ④ They send the personalized messages to the database



RCS SMS campaigns leverage the advantages of SMS while also offering the option to include video elements, images, or carousels, as well as the ability to create a mini layout for interaction with current or potential customers.

What is it used for?

To promote services or products where multimedia features and complex consumer interaction increase the success of the campaign.



*Example of an RCS

What are the benefits?

Increased click-through rate

Higher activation rate

Improved customer relationship and overall customer experience

Email marketing is not just about sending a message — it involves developing a well-thought-out strategy tailored to the target audience, based on segmentation, personalization, automation, and ongoing optimization.

We always focus on growing your business through a set of email marketing services designed for the three main stages: acquisition, conversion, and loyalty.

These services include automation setup, development of targeted campaigns, performance tracking, and efficient database management.



Automations and email flows for list growth

(Welcome e-mail, Pop-up window, Exit pop-up, Refer-a-friend)



Automations and email flows for conversion

(Cart abandonment, Win-back e-mail, Back in stock)



Transactional email automations and flows

(Order confirmation, Order status, Shipping notification, Reminder)

A well-crafted campaign can increase conversion rates, build customer loyalty, and strengthen the relationship between your brand and its audience.

Customized E-mail Marketing Campaigns

Personalized email marketing campaigns are tailored to different types of audiences. The model we use has transformed the way clients and agencies approach email marketing communication.

Personalization of email campaigns involves several stages:

- ✓ Segmenting the database based on interaction type
- ✓ Creating a segment to be used as a negative audience for bounced, non-engaged, or spam emails
- ✓ Creating relevant content for each segment
- ✓ Sending based on client type, industry, or time zone
- ✓ A/B testing
- ✓ Measuring results: open rate, CTR, website visits, behavior, etc.

Customer Loyalty Programs

The success of a loyalty program depends on the effectiveness of communication. White Image has developed techniques that successfully use email and SMS marketing to support any loyalty program across three key stages:

① Growing the program through new customer enrollment

② Increasing engagement rate and purchase value per customer

③ Increasing retention rate in the loyalty program

A loyalty program requires a holistic approach to customer relationships, regardless of industry.

Consulting services are a smart investment, as they significantly reduce the learning curve and deliver immediate results.

We create relevant messages tailored to each business type. We use advanced tools for email database normalization.

This ensures that messages reach the intended recipients.

Each of these elements can influence the success of an e-mail marketing program.

Strategic services are designed to showcase the most advanced and innovative technological solutions. Without a clear strategic vision, technology becomes a misuse of



Advanced e-mail marketing tools used:

- ✓ Automation platforms
- ✓ Segmentation systems
- ✓ A/B testing tools
- ✓ Dynamic personalization solutions
- ✓ Analytics programs that track open rates, clicks, and conversions
- ✓ Subject line generators that produce optimized titles for improved open rates
- ✓ E-mail address validation systems and removal of invalid contacts
- ✓ Design testing tools for various email clients and screen sizes
- ✓ Anti-spam systems that analyze content to prevent filtering
- ✓ CRM integrations that synchronize customer data for targeted campaigns

DIRECT MAIL

Sending a letter, a sample, or a personalized item to current or potential clients is a powerful way to build an emotional connection with the brand.

Campaign Workflow and Key Activities:

Database Management <ul style="list-style-type: none"> ✓ Full database management ✓ Consolidation of data from multiple sources ✓ Structuring information into a unified format ✓ Data deduplication and segmentation based on targeting criteria 	Personalization <ul style="list-style-type: none"> ✓ Top-tier personalization quality ✓ Design and DTP adapted to personalization type ✓ Definition of addressing method ✓ Printing on both standard and non-standard formats ✓ Personalization of shipped items (e.g. pens), using both fixed and variable data 	Matching and Inserting <ul style="list-style-type: none"> ✓ Ability to manage multiple data sources within the same project ✓ Simultaneous matching and inserting of multiple personalized items ✓ Over 20 years of expertise in complex direct mail projects
Packing and Handover <ul style="list-style-type: none"> ✓ Assembly and preparation of parcels for delivery through postal operators ✓ Extensive experience with postal delivery standards across Romania, Bulgaria, France, and Italy 	Logistics & Personalization <ul style="list-style-type: none"> ✓ 19,000 m² warehouse with 14,000-pallet storage capacity, located in northern Bucharest ✓ Efficient inbound/outbound logistics, supported by multiple loading ramps 	Shipping <ul style="list-style-type: none"> ✓ Partnerships with leading postal, courier, and transport providers in Romania and across Europe

DIRECT COMMUNICATION

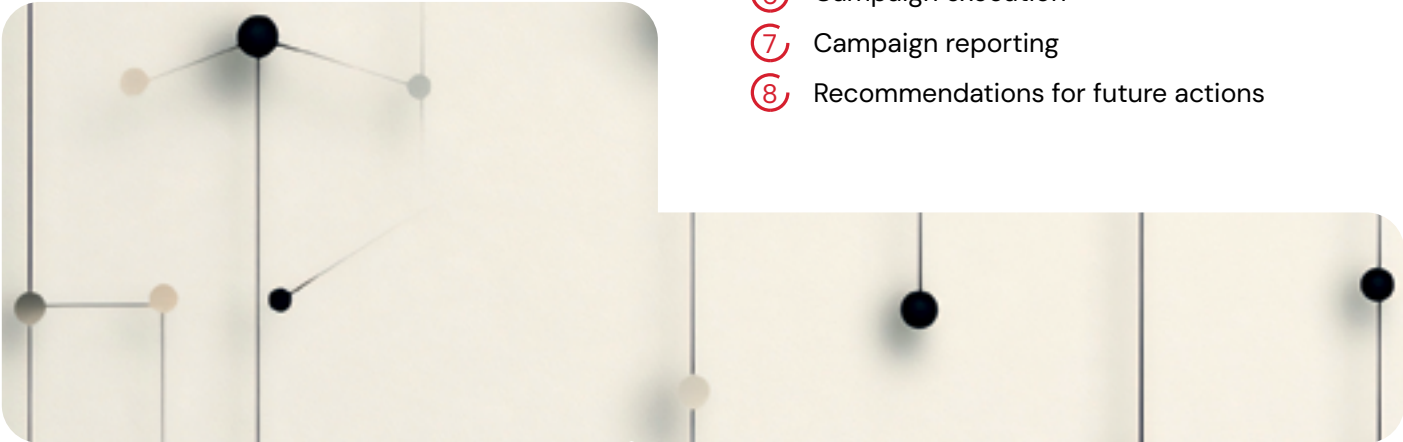
Direct communication involves using either the client’s own database or third-party data sources. By integrating our communication channels, we ensure that the message reaches the intended customer segment through a structured process of segmentation, messaging, testing, and optimization. The goals of direct communication may include: product or service promotion, reactivation of customer segments, or program enrollment.

Multichannel Combinations

- ✓ Call center and chat integrated with email marketing
- ✓ SMS marketing platform combined with email marketing
- ✓ Logistics platform integrated with email, SMS, and call center services

Campaign Stages

- 1 Target group definition
- 2 Segmentation
- 3 Campaign mechanism design
- 4 Concept testing via pilot project
- 5 Campaign adjustment based on pilot feedback
- 6 Campaign execution
- 7 Campaign reporting
- 8 Recommendations for future actions



PRODUCT INFORMATION LINES

16

Our solution supports a customer-centric approach for brands or online stores aiming to build long-term relationships with their consumers. Providing product-related information through our call center enhances the shopping experience and makes it more enjoyable for customers.

Unpleasant experiences with products are sometimes unavoidable. However, a well-trained and attentive call center team can significantly reduce the negative impact of such experiences. It is essential that every request or complaint is addressed and resolved as quickly as possible.



Telefon



Chat



WhatsApp



Facebook
Messenger

When to use product information lines

- ✓ Long-term brand image support
- ✓ Immediately after a product launch
- ✓ When the product requires post-sale services
- ✓ In the early stages following a product launch

Key Deliverables

- ✓ Call recording in compliance with GDPR regulations
- ✓ Integration of chat modules on the product page
- ✓ Real-time access to customer interactions
- ✓ Detailed real-time reporting
- ✓ Frequently Asked Questions (FAQ) database

17



The solution developed by Mediaposte Hit Mail covers all stages of a consumer promotion campaign, integrating both digital and logistical platforms. It reflects over 27 years of experience in designing consumer promotion mechanisms, with attention to both operational efficiency and legal and fiscal compliance.

"SEND & WIN" PROMOTIONS

Our "send & win" promotion solution covers all campaign stages, integrating IT and logistics platforms into a fully managed, turnkey service. We provide clients with complete promotional logistics solutions – from rules creation and draw management to winner contact and prize delivery – along with all communication channels required for the promotion mechanism: short code SMS entries, campaign microsite, integration of entry points, and support via call center and SMS.

Through the solution developed by Mediaposte Hit Mail, access to campaign entry reports is available in real time. Moreover, upon request, we can integrate advanced reporting modules tailored to the client's specific requirements.

Most Popular Consumer Promotion Mechanisms:

- ✓ Submitting a unique code printed on or inside the product packaging;
- ✓ Submitting a purchase receipt.

Types of Promotions:

- ✓ Instant prizes;
- ✓ Prize draws (Lucky Draws);
- ✓ Lucky moments (real-time instant wins);
- ✓ Rewards for the first "x" participants;
- ✓ Points-based rewards or tiered prize;

Key Deliverables:

- ✓ Unique code generation
- ✓ Dedicated short code for SMS entries
- ✓ GDPR consulting on data flow and promotion rules
- ✓ Real-time management and tracking platform for entries
- ✓ Participant activation through tailored communication scenarios
- ✓ Winner validation and contact process
- ✓ Prize delivery and proof of delivery tracking

PROMOTIONAL INFO LINES

The success of a promotion that requires consumer interaction—such as submitting a code, uploading a receipt, or claiming a prize—depends largely on the quality of support provided throughout the campaign. Our solution supports all types of promotional mechanisms, enabling consumers to access clear and helpful information about the promotion.

A dedicated promotion information line ensures efficient communication with consumers by providing quick responses to frequently asked questions and managing dissatisfaction before it escalates into major financial or reputational risks for the brand.



Telefon



Chat



WhatsApp



Facebook Messenger

Common Inquiry Topics:

- ✓ Contest mechanics
- ✓ Prizes available
- ✓ Participating retailers (where to find eligible products)
- ✓ Campaign duration
- ✓ Draw dates
- ✓ Promotion winners
- ✓ Communication with winners

Key Deliverables:

- ✓ Call recording in compliance with GDPR regulations
- ✓ Chat module integration on the promotion page
- ✓ Real-time access to conversations
- ✓ FAQ (Frequently Asked Questions) database
- ✓ Detailed real-time reporting
- ✓ Campaign evaluation report

DATABASE SOLUTIONS

With 27 years of experience in data processing—especially marketing data—Mediaposte Hit Mail relies on proprietary data libraries built over time, as well as its own postal address normalization solution, Date Curate, and other advanced tools for database development.



**We have an
experience of over**



Development and profiling of B2B databases based on complex criteria (industry sector, financial data) and a custom set of requested fields. In addition to public data sources, we also leverage our in-house call center.

Management of all types of consumer databases. Proof of consent for personal data processing, whether on paper or in digital format, is professionally archived and can be retrieved within days or even hours.

Data correction, standardization, and enrichment using our proprietary tool, Date Curate (see page 46).

Processing and sorting of postal addresses for direct mail campaigns in Romania, Bulgaria, France, and Italy.

DATA DIGITIZATION

22



The data digitization process:

- ① OCR (Optical Character Recognition) scanning of handwritten materials;
- ② Data entry using customized and optimized interfaces developed in-house;
- ③ Data validation – most data is validated during input by cross-checking information with database libraries;
- ④ Data standardization and deduplication based on agreed criteria.



Aplicații

- ✓ Surveys and questionnaires
- ✓ Fiscal receipts
- ✓ Postal documents
- ✓ Promotion entry forms
- ✓ Order forms

23



FULFILL.RO – LOGISTICS FOR E-COMMERCE

Fulfill.ro is an end-to-end logistics solution that covers warehousing, order processing, packaging, and shipping – all fully integrated with the online store's operations, in a seamless workflow.

Once Fulfill.ro is connected to the online store, all logistics activities are handled, allowing the store owner to focus on marketing, customer relationships, and supplier management.



The operational process (logistics and IT) is carried out in the following stages:

① Setup and integration with the client's platform

② Receiving the client's products

③ Storing the products in our warehouse

④ Processing validated orders for delivery

⑤ Picking products according to standards agreed with the client

⑥ Handing over parcels to the courier

⑦ Funds are transferred by the courier directly into the store's account

⑧ Returns are received and restocked

Costurile soluției sunt direct corelate cu volumul comenzilor lunare, astfel încât cheltuielile logistice vor fi direct proporționale cu activitatea magazinului, susținând magazinul în efortul de variabilizare a costurilor.

Additional Notes:

- ✓ Voice and chat call center
- ✓ SMS marketing platform
- ✓ Email marketing platform

Why Choose Fulfillment Services

Outsource your entire logistics process and enjoy all the benefits of the Fulfill.ro

Lower Costs

During low-activity periods, you eliminate expenses like underutilized staff or rented warehouse space and all its associated costs.

Save Time & Energy

More time to focus on consumers, product development, and expanding into new segments (B2B, international).

HQ Support

Access additional services such as call center support and multi-channel communication systems (SMS, email, push notifications).

Included Insurance

Product insurance is included in the price. You stay ahead of the competition, since few online stores insure their goods.

Stress-Free Operations

A dedicated specialist is available to discuss your operational processes between 08:00 and 18:00.

No Constraints

With our fulfillment service, you eliminate the need for hardware, software, storage, and pick & pack operations.

No Delays

Avoid the stress of late deliveries during peak shopping seasons like Black Friday or Christmas.

Business Growth Support

We manage your business activity spikes and eliminate the need to modify your infrastructure.

No Worries About Permits & Legalities

We handle all required certifications: operating licenses (ISU, DSP, DSV), ANAF location declarations, employee safety regulations,

A complete solution for rewards and incentive programs, based on a points system, designed for business partners, reseller networks, distributors, and end customers through loyalty clubs.

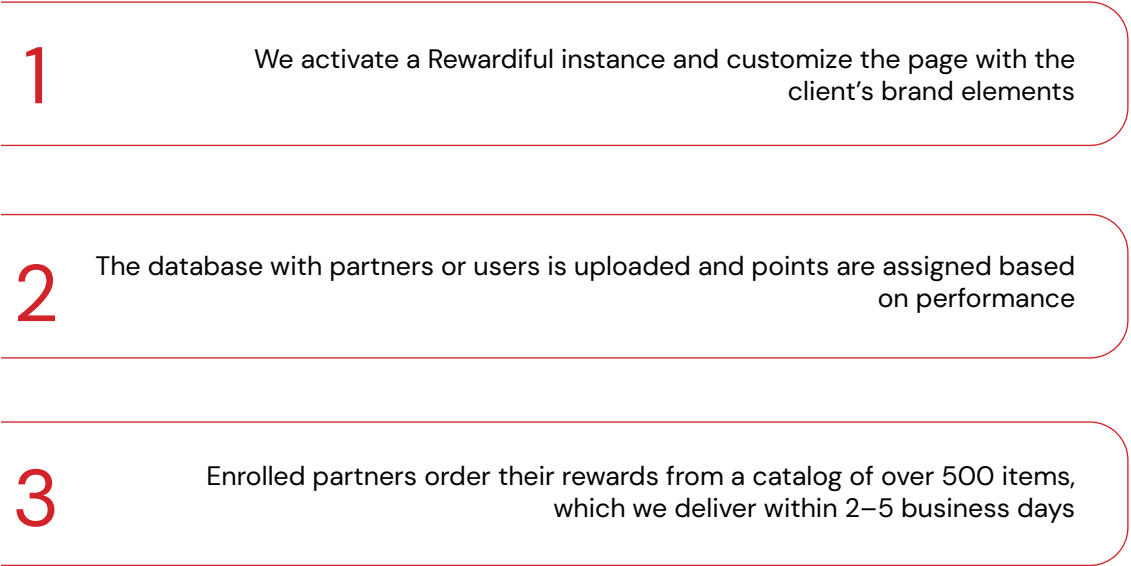
With the Rewards Direct platform, the motivation program is set up through the following steps:



The reward program can be based on a percentage of partner sales and allows for precise control over the reward levels.
Access to partner performance reports, accumulated points, or campaign results is available in real-time.

More info at:
www.rewardsdirect.ro

Rewardiful is a fast, efficient SaaS solution for rewarding partners, sellers, influencers, and customers. Trade campaigns, incentives, loyalty clubs, and reward programs can be launched in just a few hours.



Rewardiful is a platform that enables ongoing dialogue with partners regarding marketing activities, promotions, and engagement in the reward program – keeping them connected to the brand long-term.

More info at:
www.rewardiful.com

LEAFLET DISTRIBUTION IN MAILBOXES

Our mailbox leaflet distribution service is backed by an advanced customer targeting system, using our proprietary geographic database — unique in Romania.

This solution is built on a project-specific approach, supported by a highly experienced team operating nationwide.

LEAFLET DISTRIBUTION

The strategy behind a leaflet distribution campaign is based on customer profile analysis, using a geomarketing solution to define target distribution areas.

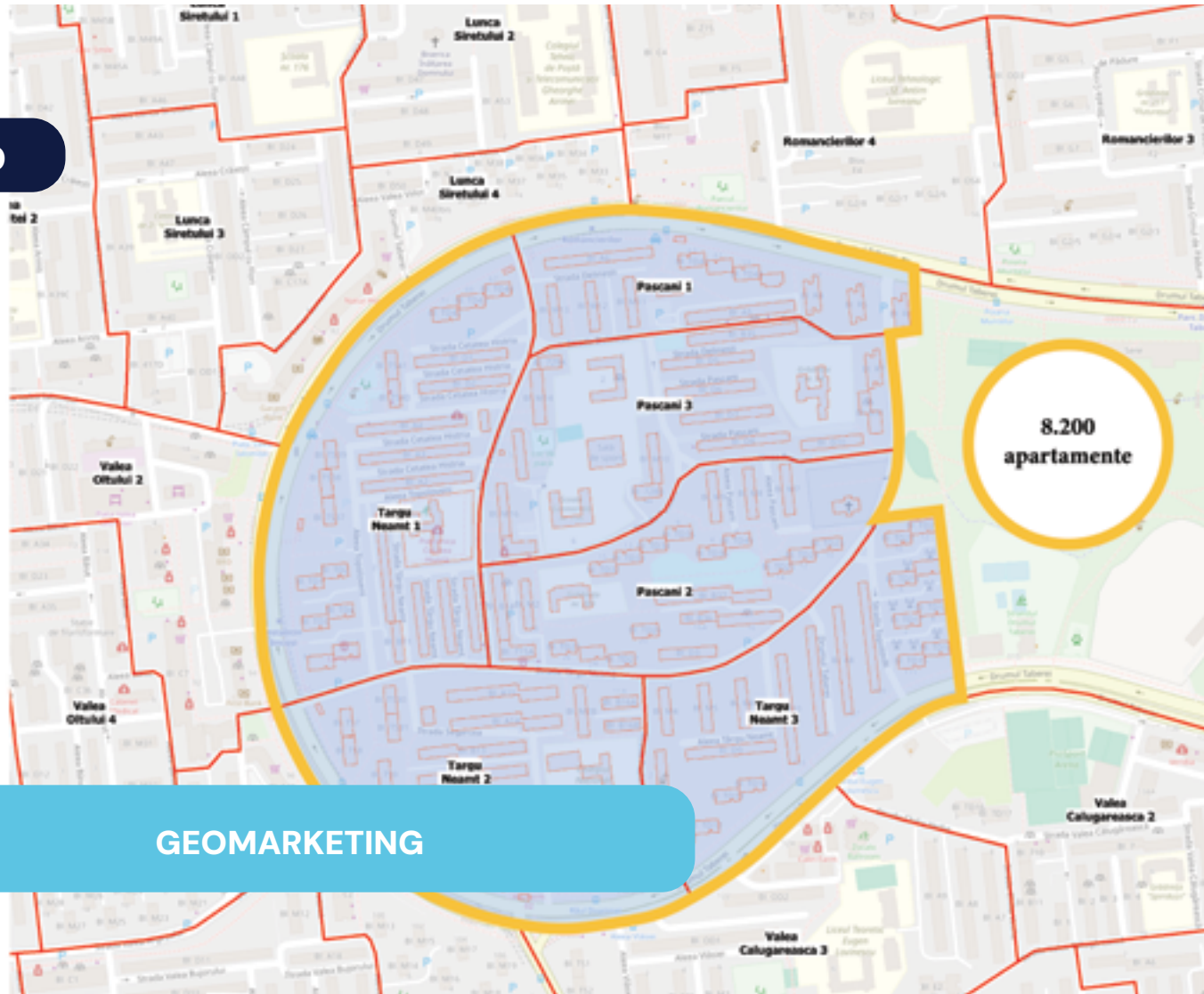
Our operational model is rigorous and efficient, refined through the experience of thousands of projects and the expertise of La Poste France, the parent company of Mediaposte Hit Mail. The accuracy of a leaflet distribution campaign is the most crucial part of the process and is backed by a network of 420 agents and supervisors interconnected nationwide.

Types of Campaigns

- ✓ Leaflet, flyer, or letter distribution directly in mailboxes within a carefully selected area
- ✓ Door hanger distribution – one of the most impactful methods, as the message cannot be ignored
- ✓ Street distribution in fixed points, intersections, or near/in shopping centers
- ✓ Product sampling – offering free trial products to consumers

Key Deliverables

- ✓ Target audience profile analysis
- ✓ Recommendation of optimal distribution zones
- ✓ Leaflet transport
- ✓ Leaflet distribution
- ✓ Quality control and distribution verification



GEOMARKETING

Our geomarketing solutions provide geographic data such as the number and types of households within a precisely defined area, or the customer density of a specific company across different zones within a geographic region.

This information is essential for developing field communication strategies, making informed decisions about launching new commercial locations, or optimizing logistics operations within a targeted area.



Isochrones

- ✓ Number of households/ residents around a point of interest, within a maximum number of minutes reachable by car or on foot
- ✓ Households within the isochrone can be segmented by type: apartment blocks, houses, villas
- ✓ Map-based visual



Commercial Influence Area Analysis

- ✓ Includes isochrones
- ✓ Results can be overlapped with other segmentation data
- ✓ Can include competitor store locations and their isochrone areas, along with overlap zone analysis



Customer Density Analysis by Zone

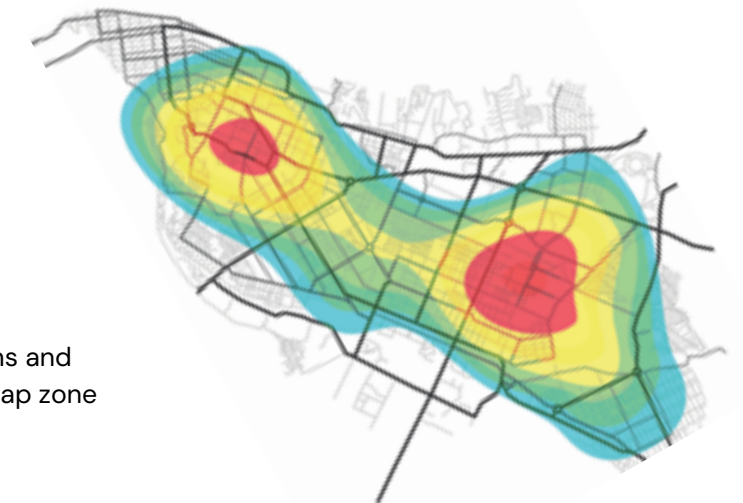
- ✓ Potential clients or company customers located within a specific, geofenced area, with an accuracy of ~500 meters
- ✓ Customers located in commercial spaces, office buildings, or malls



Geocoding

Purpose: Territorial optimization of advertising (leaflet distribution, outdoor, hand-to-hand).

- ✓ Connection to the geographic database
- ✓ For each geographic segment (relatively homogeneous areas of 500–1,000 households), the percentage of customer households is calculated
- ✓ Heat map representation of zones, based on target density





Marketing Automation

Servicii complete de suport HubSpot, personalizate pentru automatizarea proceselor de marketing, vânzări și suport pentru clienți

Onboarding HubSpot

Our onboarding services provide a solid foundation for maximizing HubSpot's implementation potential. The onboarding process is structured to guide each step, starting with selecting the best license.

HubSpot Automation

Covers the setup of automated workflows to streamline marketing, sales, and service processes. This includes email automation, lead nurturing, and sales sequence automation — saving time and boosting efficiency.

Implementare CRM

Includes data migration, pipeline setup, workflow creation, and ensuring the efficient use of the CRM system for lead tracking, contact management, and closing deals.

HubSpot Training

Our HubSpot experts deliver hands-on training covering CRM management, automation tools, campaign tracking, and analytics.

Custom Integrations

We integrate HubSpot with external databases or business platforms (ERP, third-party apps) to enable full connectivity and data flow.



Smart Project Management

We implement and customize monday.com to match your organization's specific needs.



From helping you choose the right plan to customizing monday.com for marketing, sales, IT, or HR—regardless of your industry—we ensure a perfect fit for your business.

monday.com Implementation

Professional support for seamless setup and integration into your workflows, with minimal disruption and maximum efficiency.

monday.com Consulting

Our experts first understand your business needs, then recommend the best licensing and configuration options to maximize the platform's impact.

monday.com Training & Support

Ongoing support and comprehensive training for teams to make the most out of monday.com.

monday.com Automation & Integration

Whether it's building automations to streamline processes or integrating monday.com with your existing tools, our team is always ready to deliver tailored solutions.





Automation, Segmentation, E-mail Marketing

✓ Klaviyo Setup

We ensure complete account setup and technical configuration, including backend integration with the online store and analytics connection.

✓ E-mail Automation

Automated email flows (sequences) are the backbone of recurring revenue for any eCommerce brand. From abandoned cart emails to replenishment reminders, we can implement any type of automation along with refining existing flows.

✓ E-mail Marketing & Newsletter Strategy

Based on a clear email marketing strategy, newsletters are professionally crafted and sent to the right audience, aligned with marketing and sales goals.

✓ E-mail & Copywriting Design

Echipa internă execută toate necesitățile creative, de la textele on-brand la designuri personalizate de template-uri, create pentru conversie.

✓ List Growth Strategy

Creative ideas help expand your contact list while keeping subscribers engaged and primed to purchase.

✓ E-mail List Migration

We securely migrate email lists from any email marketing platform, including Mailchimp or Brevo.

Promotions in Under 3 Hours

Promotiful is a SaaS platform designed to build consumer promotion websites. It enables the creation of a promo site — which would typically take a month of design and development — in less than a day.

Promotiful

It features a modern, fully responsive design, allowing access from any device — desktop, tablet, or mobile. It includes an SEO module and offers remarketing options on Facebook and Google.



4 Reasons to Use PROMOTIFUL in Promotional Campaigns

① It's fast

Site configuration and management for promotional campaigns or product activations in under 3 hours.

② No coding required

Brands can launch large-scale web and SMS promotions in just a few hours — without writing a single line of code. Just drag and drop.

③ Fully customizable

Complete visual customization to match your brand. Mechanics can also be customized: unique codes, instant wins, fiscal receipts, betting, quizzes, and more.

④ Real-time reporting

Instant reporting through a GDPR-compliant platform.





DIGITAL GIFT CARDS

Digital gift cards are the ideal solution for quickly rewarding consumers and business partners. Gift cards can be purchased directly from the **VouchersDepot.com** platform or via API, and can be customized with your company branding or tailored to the specific occasion. Recipients receive secure download links by email, along with clear download instructions.

DIGITAL GIFT CARDS

The catalog includes digital gift cards from top brands, highly appreciated by both Romanian and international clients.



The digital gift card catalog covers various categories:

- ✓ E-commerce
- ✓ Electronics
- ✓ Supermarkets
- ✓ Fashion & Footwear
- ✓ Cosmetics
- ✓ Home & Décor
- ✓ Experiences & Travel



Multibrand digital gift cards can be offered, allowing recipients to purchase digital vouchers from multiple brands within the portfolio.

Gift cards can be issued in various amounts depending on the available budget. Recipients can use the digital cards for full or partial payment of their purchases, with the option to pay the remaining balance online.

Flexibility, lower costs, and instant prize delivery.
Gift cards can be used in your marketing or sales campaigns.



Loyalty campaigns

Sales incentives

Consumer promotions

Social media exposure

Employee recruitment campaigns

Employee motivation campaigns

Holiday campaigns

Gathering feedback or surveys

Giveaway distribution at events

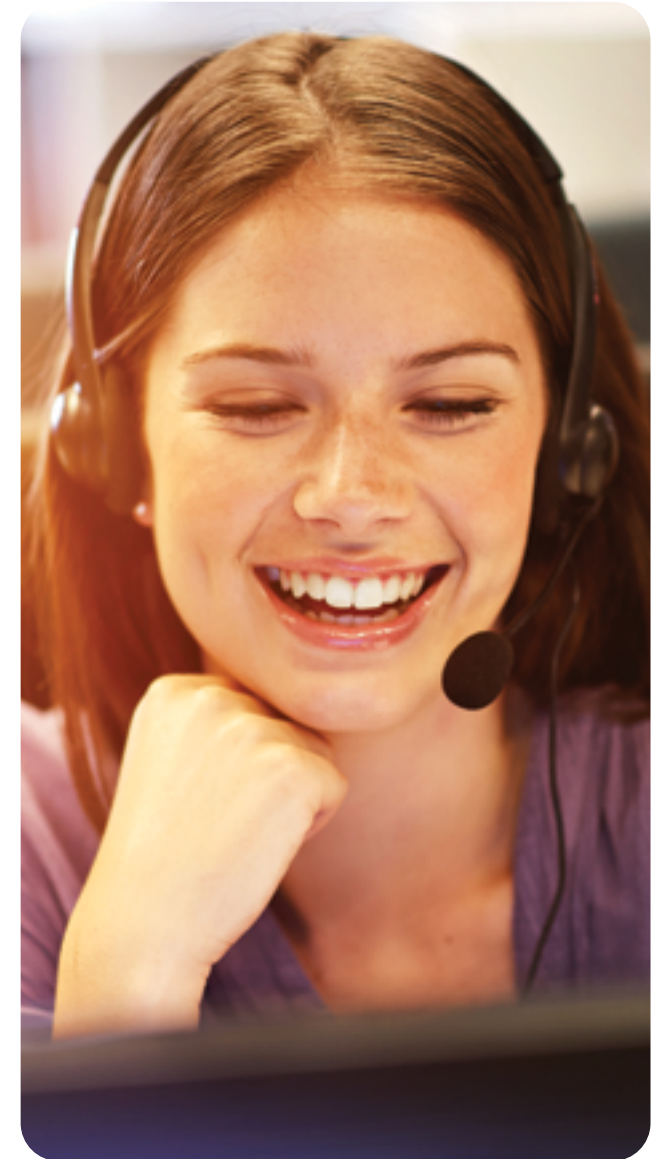


OUR RESOURCES

Our resources support the broad range of solutions we offer. They are the result of continuous investment, 28 years of experience in Romania and Bulgaria, and the know-how received from our parent company, La Poste France.

We are ISO 9001, 14001, and 27001 certified — proof of the reliability and robustness of our systems.

- ✓ 30 workstations
- ✓ Experienced telemarketers specialized in customer relations, relationship marketing, and consumer promotions
- ✓ CTI (Computer Telephony Integration) and CRM
- ✓ Toll-free numbers, accessible from all networks
- ✓ IVR (Interactive Voice Response) system
- ✓ Call recording in full compliance with GDPR regulations
- ✓ Clients can listen to calls in real time via web access
- ✓ Integrated real-time reporting platform
- ✓ In-house developer for creating and optimizing custom data entry interfaces when required
- ✓ Copywriting services for script creation





- ✓ Campaign Conception
- ✓ Segmentation based on consumer interactions
- ✓ In-house copywriting and design
- ✓ HTML coding
- ✓ Scenario scripting
Trigger-based automation
- ✓ Integration with marketing automation tools
- ✓ Advanced personalization
- ✓ Cross-platform email testing
- ✓ Deliverability enhancement tools & whitelisting
- ✓ Responsive design
- ✓ Hosting and management of interaction databases
- ✓ Opt-out management
- ✓ Detailed reporting and analytics with visuals and strategic recommendations
- ✓ Fully GDPR compliant solution

- ✓ Integrated bidirectional SMS platform capable of receiving, validating, and responding to up to 1 Mil. SMS messages per day
- ✓ 30 shortcodes available across all 4 major mobile network operators
- ✓ Fully integrable with consumer promotion web entry systems
- ✓ Customizable to match each client's campaign requirements
- ✓ Real-time web-based reporting
- ✓ Secure and compliant with best practices for data security and protection
- ✓ Web-to-SMS platform for clients who wish to manage their own campaigns
- ✓ Integrates with CRM systems and marketing automation tools
- ✓ Access to over 4,000,000 permission-based records, segmented by 14 criteria via partner SMS platforms
- ✓ Location-Based Services (LBS) using Vodafone's database
- ✓ Database management aligned with international best practices, fully GDPR compliant
- ✓ Custom module development tailored to client needs
- ✓ Extensive experience with API integrations



- ✓ 19,000 m² warehouse
- ✓ 12 vehicle access ramps, including for heavy-duty trucks
- ✓ Ability to store oversized or non-palletized items
- ✓ Variable data personalization: up to 100,000 pages per day
- ✓ Fulfillment capacity: up to 100,000 pages inserted daily
- ✓ Expertise in managing complex projects involving multiple inserts and matchings that cannot be automated
- ✓ Shipping capacity: up to 10,000 parcels per day
- ✓ In-house production systems for variable data printing on promotional materials made of plastic or metal (e.g., recipient's name printed on a pen with economic efficiency)



Contains geographical coordinates (longitude and latitude) for 5,533,640 households in Romania and 2,060,000 delivery points, including complete, standardized postal addresses.

Coverage includes:

All urban and suburban areas in Romania

- ✓ 1.497 de localities:
- ✓ 320 cities;
- ✓ 1177 suburban rural areas

(in proximity to major cities and part of urban administrative units)



The database was collected point by point (no extrapolations), exclusively by our company, and is unique in Romania.

We cover 100% of all urban households and 95% of the total number of households in Romania.

We closely monitor the most dynamic areas for new residential developments.

Additional targeting criteria for houses:

- ✓ Condition of the facade;
- ✓ Roof condition;
- ✓ Presence or absence of a garden

Date Curate is an application that standardizes, validates, and enriches postal addresses. It can operate in real-time or process existing databases.

Process Steps

- ① Data normalization
- ② Standardization of field content using reference data libraries
- ③ Completion of missing information
- ④ Address qualification (valid, corrected, or invalid address)
- ⑤ Postal code enrichment (optional)
- ⑥ Address geocoding (optional)

Date Curate uses complex data libraries and nomenclatures, including:

- ✓ The Geographic Database (property of Mediaposte Hit Mail), containing lat/long coordinates for over 5 million Romanian households
- ✓ Street nomenclature (new vs. original naming)
- ✓ The SIRUTA national registry of Romanian localities
- ✓ The official Postal Code Directory

Date Curate can operate in batch mode, client-server, or as a web service. It can be integrated into any website form that collects postal addresses.



Coverage All urban and suburban areas in Romania

- ✓ 1.497 localities;
- ✓ 320 cities;
- ✓ 980 suburban rural areas in proximity to major cities and part of urban administrative units

Member of ELMA (European Letterbox Marketing Association), an organization committed to maintaining high-quality standards in direct marketing and distribution across Europe;

Network Overview:
400 employees, 60 delivery vans;

Geo-demographic data available at mailbox level for over 5 million households;

Advanced targeting based on proprietary geospatial data

Selective distribution based on building type and characteristics.

Four levels of distribution verification:

1

Real-time supervision by team leaders;

2

Random checks conducted by professional inspectors;

3

Joint verification for increased transparency — carried out by mixed teams including a Mediaposte Hit Mail representative and a client-appointed representative

4

Phone verification — a representative sample of addresses from the distribution area is checked by the call center department.

GRUPUL MEDIAPOSTE HIT MAIL ÎN CIFRE

MEDIAPOSTE
HIT MAIL

Integrated multichannel relationship marketing, consumer promotion solutions, promotional and e-commerce logistics, and database solutions.

36 mil. Euro 218 employees mhm.ro

Inbox Marketing, o companie **MEDIAPOSTE**
HIT MAIL

Leaflet distribution, geomarketing.

3,8 mil. Euro 138 employees inboxmarketing.ro

MEDIAPOSTE
HIT MAIL Bulgaria

Integrated multichannel relationship marketing.

2,6 mil. Euro 30 employees mediaposthitmail.bg

MEDIAPOSTE
Martech

CRM solution development.

0,5 mil. Euro employees mediaposte-martech.com

whiteimage

Digital advertising and email marketing agency.

1,1 mil. Euro 20 employees whiteimage.net

create direct
Incentive Marketing

3,2 mil. Euro 15 employees createdirect.ro

IDEOLOGIQ

Integrated marketing and communication solutions.

4,5 mil. Euro 34 employees ideologiq.com



interactions
Digital marketing, web development.

1 mil. Euro 9 employees interactions.ro

metrica

Promotional and e-commerce logistics, call center.

1,4 mil. Euro 54 employees metrica.bg

Vouchers Depot
.com

Gift card platform.

9,2 mil. Euro 5 employees vouchersdepot.com



Year Hit Mail was founded in Bucharest

The French Post becomes majority shareholder in Mediaposte Hit Mail (60%)

The French Post becomes sole shareholder

1997

2009

2015

973

active clients
(Decembrie 2024)

60

million EURO turnover
(2024)

516

employees
(Decembrie 2024)

380

"Send & Win"
promotions organized

47

multi-year incentive
marketing programs
managed
(Decembrie 2024)

84.000.000

leaflets distributed in 2024

440.000

parcels processed
(2024)

635

SMS push campaigns – own and
rented databases (2024)

361

email campaigns – own and
rented databases (2024)

MEDIAPOSTE
HIT MAIL

CLIENT PORTFOLIO

50



CLIENT PORTFOLIO

51

Mediaposte Hit Mail SA

42–46 Siriului Street, 3rd Floor
(Aviației District), Sector 1, Bucharest
Postal Code: 014354

Phone: (+40) 21 224 40 20

E-mail: office@mhm.ro

www.mhm.ro

 [Linkedin.com/company/mediaposte-hit-mail](https://www.linkedin.com/company/mediaposte-hit-mail)

 [Facebook.com/MediaposteHitMailRO](https://www.facebook.com/MediaposteHitMailRO)



MEDIAPOSTE 
HIT MAIL