



Welcome to ContactLab!

The platform is divided into the following sections



Configure



Create



Communicate



Analyse



Support

Configure: manage newsletter configurations, forms, databases and link categories.

Create: prepare newsletter campaigns for delivery and create/modify graphic templates.

Communicate: manage and schedule the delivery of your campaigns.

Analyse: real-time reports and tools to evaluate the effectiveness of your campaigns.

Support: you can consult the user manual or contact customer service.

About ContactLab

"We've been using WURFL for some time. We evaluated competing products before making the final decision for the adoption of device recognition in our platform, as we proceed to apply it beyond reporting into content delivery. ScientiaMobile has the right licensing option for our needs. It's very open, delivers on its performance promises and leverages the WURFL capabilities database we've learned to appreciate over time. We quickly realized the evaluation had a clear winner."

Davide Migliavacca,

CTO, ContactLab

ContactLab is a leading Italian provider of digital direct marketing services, with offices in Milan, Madrid, Paris, London and Munich. The company offers a technology platform for the management and analysis of e-mail campaigns, text messaging (SMS), multimedia messaging (MMS), fax and web surveys - in addition to consultancy on the production of newsletter and email campaigns, competitions, online games, incentives and loyalty programs. ContactLab delivers and manages more than 50 million e-mails each day.

Challenge

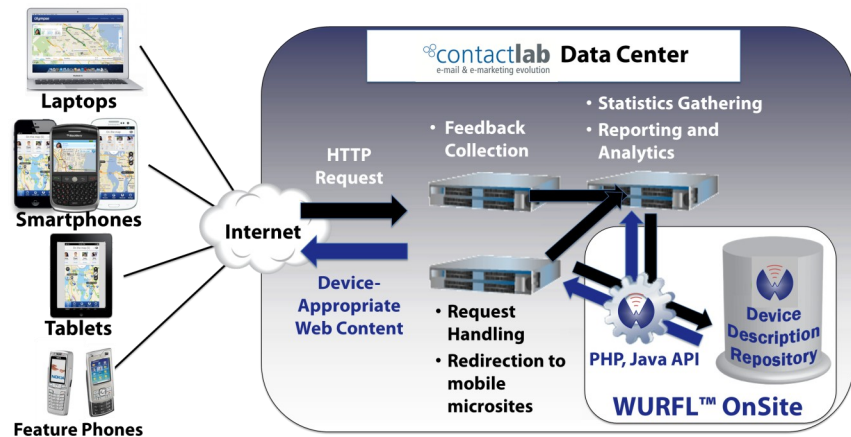
ContactLab offers simple but complete, innovative, effective and precise tools for setting up, managing and evaluating the results of digital marketing campaigns; enabling sophisticated analysis and integrated BI functionalities on the ROI data. Clients use ContactLab's tools through a web interface, enabling access from everywhere. Clients can also integrate their information systems with ContactLab's highly-available tools via secure bidirectional connections. In this sense, ContactLab becomes an integrated IT component, which relieves clients of application availability and performance issues.

As mobile devices have become increasingly more important marketing channels, ContactLab has recognized the need for two new features in its offering:

- **Micro-sites:** Redirection of mobile users to mobile-optimized landing pages and mini-sites. This is particularly important in those cases when traditional web pages would offer a poor user-experience (long loading times, pinch & zoom navigation)
- **Reporting and Analytics:** Accurate reporting of users responding to marketing campaigns through their mobile devices.

Addressing these needs requires an effective device detection solution. The solution must quickly identify and describe the capabilities of a wide range of mobile devices. The solution must integrate ContactLab software which is based on a variety of best-of-breed technologies, primarily Java and PHP.

"We intend to offer the mobile-optimized landing page to our customers and we're sure they will be positively impressed with the innovation. With the growing share of users reading email on their mobile devices, this represents a significant factor to reach even better response rates than traditional e-mail marketing has been able to offer."



Massimo Fubini, CEO,

ContactLab

The ScientiaMobile Solution

In its evaluation phase, ContactLab downloaded WURFL®, which consists of a Device Description Repository (DDR) and an API for both PHP and Java. Based on the incoming HTTP Request, WURFL maps a device ID (the HTTP user-agent string) to a device profile in the DDR. WURFL then returns the device capabilities specified by Contact Lab.

ContactLab evaluated the solution for high-availability, scalability, and performance. The evaluation met these criteria and led ContactLab to conclude that they could easily achieve integration with their existing infrastructure. In addition, WURFL offered an open approach in terms of API and profile repository, with full source-code and data made available for integration and modification. For a fully supported commercial license that would accommodate its scale of operation, ContactLab selected ScientiaMobile's WURFL OnSite.

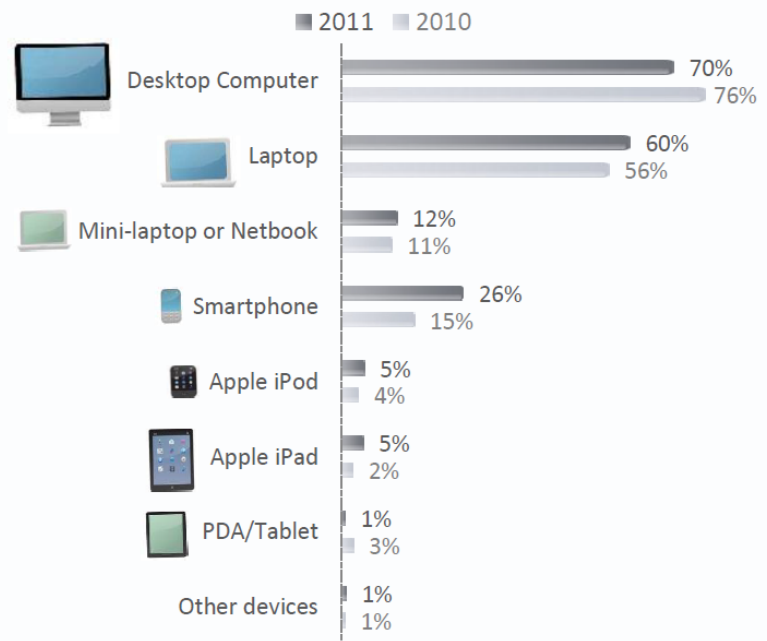
Results

ContactLab utilizes WURFL OnSite in two different ways:

- **Real-Time usage:** Users that browse the site on mobile devices are offered a leaner, more usable versions of the content. This improved experience greatly increases the power of the message.
- **Off-line analysis of data for reporting and analytics purposes for customers.** This allows customers to understand how mobile users respond to their campaign, and also which mobile devices or family of mobile devices their customers use.

With thousands of different mobile devices in the market, mobile device detection is a critical issue for ContactLab. As outlined in ContactLab's 2011 "European Email Marketing Consumer Report", consumers have increased their use of smartphones to access emails by over 70%. As it grows in new regions, ContactLab will encounter more sophisticated competition and a mobile device market which may be significantly different from what is seen in Italy and Europe. With the WURFL OnSite integrated into its services, it can be assured that it will have an up to date, accurate and complete repository of mobile devices. And consequently, ContactLab can use WURFL to ensure the effectiveness of its messaging product and analysis its clients' campaigns.

Which devices do you use to access your email accounts?



Base: all respondents

2011 recorded a marked increase in the use of mobile devices (smartphones and tablets) to access email.

Source: ContactLab "European Email Marketing Consumer Report 2011"