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## Widget technology claims to ensure 90% click-thru rate

**Patented messaging widget runs on any browser or operating system and sends 'real-time' non-intrusive alerts to users, driving website interaction.**



**Elertz** launches its widget technology, a patented desktop messaging system which provides online marketers with a new way of communicating with their users and driving website interaction.

The elertz widget is non-intrusive to users and sits in the system tray of their computer waiting quietly for notifications. Critically, end-users are always in complete control of the communication channel and they can manage the information they receive, meaning they are more likely to respond positively to brand marketers who are providing relevant services or innovative products.

Utilising the latest technology from Adobe, the elertz widget will run on any browser, operating system or hardware platform, ensuring timely, guaranteed delivery of messages to opted-in users within 30 seconds, and click-through rates in excess of 90%. The alerts are delivered in the form of a discreet flashing red star in the user's widget. Clicking on the star takes the user directly to the relevant part of the website where the requested information is published.

Steve Morris, CEO of elertz, comments: "Marketers are allocating huge amounts of budget to online campaigns, yet they must wake up to the need for a far more sophisticated approach to online marketing that reflects customer demand and enables users to manage their own information requirements.

"The elertz widget allows users to pull information on demand – and by putting more power in the hands of the user marketers can actually boost customer loyalty and brand value.

"Most online marketers see broadcast email as their favourite direct response channel but they all get frustrated with decreasing delivery and open rates. The elertz widget is the best way to enhance these broadcast email campaigns to drive up delivery rates, open rates, customer value and boosting revenue but it has to be reliable and trusted. Whilst email marketing remains a strong online option, companies are now achieving a 70% delivery rate at best, and 20% open rates are typical.

"Using the elertz widget, online marketers can transform the online relationship with customers, with delivery rates well in excess of 90%, and open rates in the same range and it can be completely integrated into their broadcast email marketing



flair typography



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campaigns.”

The subscription process is HTML-based and just involves cutting and pasting a code on to a webpage in much the same way as Google analytics.

An additional feature is that alerts can be easily branded to suit the look and feel of the company by uploading a graphics image from the private control panel on the elertz website and by selecting a personal colour scheme. Changes in the image of a company will not pose a problem because as soon as an alteration has been made every user will be instantly updated.

Morris concludes, “To date, email marketing has been the method of choice for driving web site interaction, yet too many campaigns are now either blocked by good spam filters or ignored by users feeling ‘phished-out’ by information overload. However, the arrival of ‘real-time’ alert technology now offers marketers a new edge in the competitive online environment and a far greater return on investment.”

[www.elertz.com](http://www.elertz.com)

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