

Help | Contact Us

DATAMONITOR

[Home](#) [Industries](#) [Companies](#) [Services](#) [Knowledge Centers](#) [My Homepage](#) [My Account](#)

SEARCH OUR PRODUCTS USING


You are here: [Home](#) > [Industries](#) > [Technology and Communications](#) > [Software](#) > [Software Infrastructure](#) > [E-Mail, Messaging and Corporate Communications Servers](#) > News Article

Welcome back...
Torlet-Lucie Anne-Catherine
[Press Index](#)

Elertz launches desktop messaging system

Published: 25 Jan 2008

Related Research



[eHealthInsight Series: Business Blogging for Pharma](#)
Published 23 August 2007

[eHealth for the Pharmaceutical Industry: What companies need to know about trends in physicians and consumers' use of the Internet](#)
Published 8 February 2007

[Moderation and Avoidance Trends in Food and Drinks: Implications For 'Better-For-You' Offerings](#)
Published 12 July 2007

[Disease Management and Drug Adherence: Strategies to support patients and enhance treatment persistence](#)
Published 2 July 2007

[Febreze case study: utilizing the Internet to attract young adults to the laundry market](#)
Published 12 December 2007

Elertz launches desktop messaging system
Elertz, a website alerting system, has launched 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, said: "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."

Source: Datamonitor

This article...

is in the following industry sectors:

[Technology and Communications](#) > [Software](#) > [Software Infrastructure](#) > [E-Mail, Messaging and Corporate Communications Servers](#)

and mentions the following companies:

[Adobe Systems Incorporated](#) (1)

This list is automatically generated and occasionally companies may appear that have similar names to those mentioned.

Make the Most of our Industry Information

[Sign up for free industry newsletters and product updates](#)

[About Datamonitor](#) | [Investor Relations](#) | [Careers](#) | [Help](#) | [Contact Us](#) | [Press Center](#) | [Log out](#)