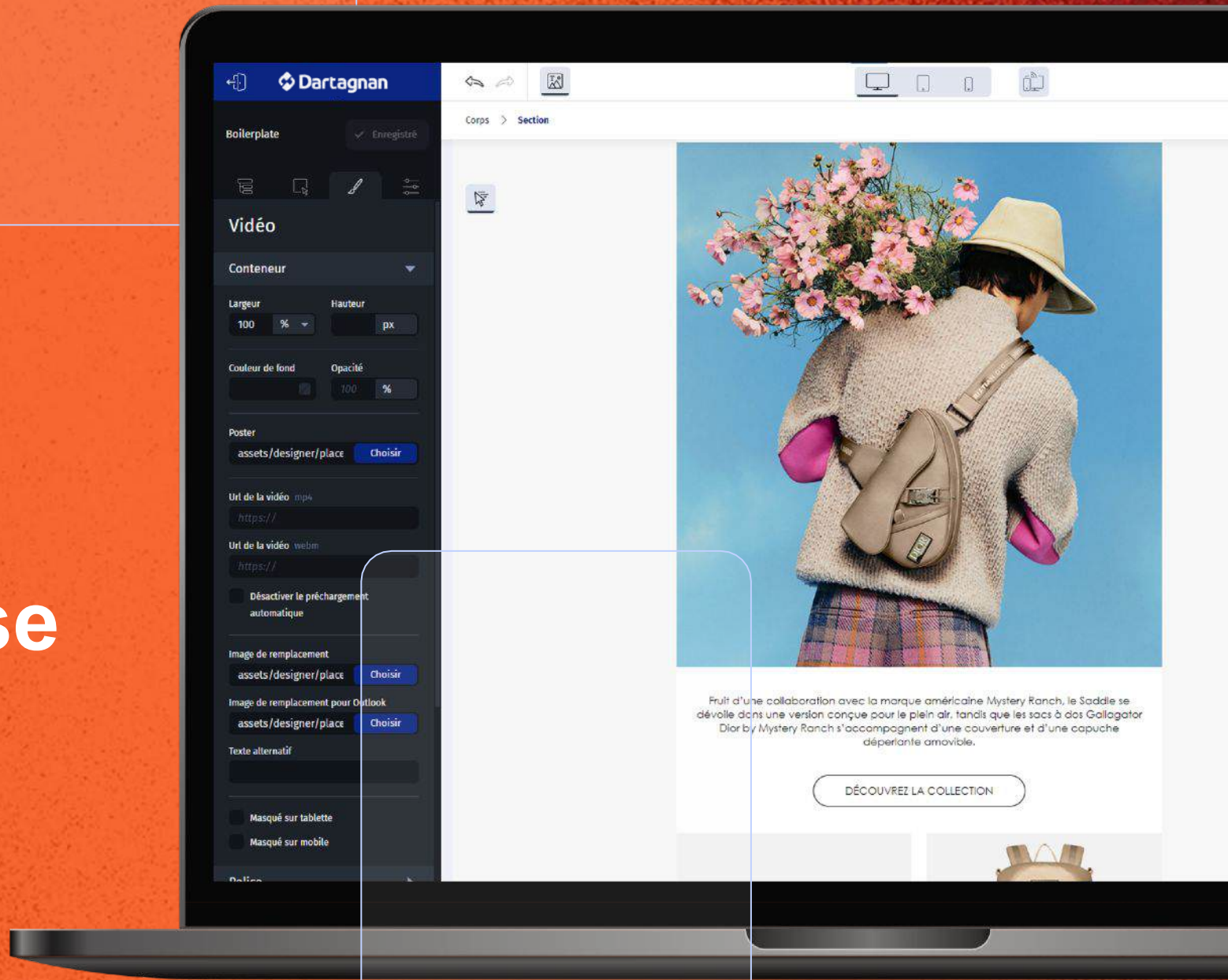


Masterclass

Mail-Kampagnen ohne Kompromisse skalieren

Hamburg
OMR26



**Mehr Output, mehr Performance,
Top-UX:
Globale Kampagnen ohne
Kompromisse skalieren**



HOLGER MÜLLER

—
CSO
JustRelate Group



ELSA DEZ

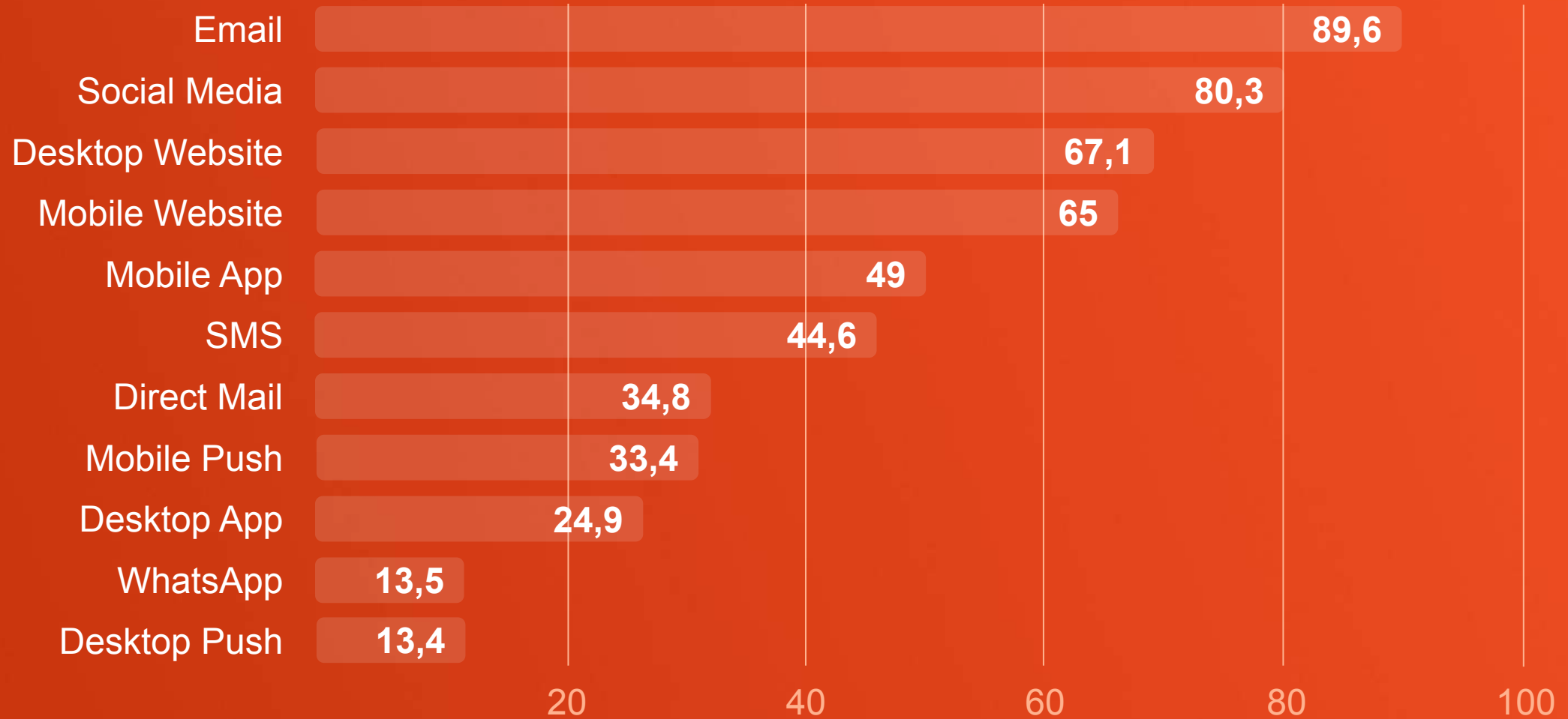
—
Customer Engagement Lead



**EMAIL
IS DEAD.**



Customers use multiple channels



1

Status Email Marketing?

The best way to boost
your marketing strategy

A new Gatekeeper

He doesn't read your ad. He doesn't visit your website. And yet he still makes a decision.

"Your most important customer isn't in your CRM"

— *Sergej Plovs, OMT 2026*

1. **Filter:** Agents decide what is relevant.
2. **Evaluated:** Structure, completeness, timeliness – gaining data, losing emotion.
3. **Recommends:** Only content deemed trustworthy reaches people.

Channel Revolution

94% of B2B buyers use 10 or more channels. GEO (Generative Engine Optimization) is becoming a critical channel alongside SEO — the market is projected to grow from \$886 million (2024) to \$7.3 billion (2031).

Source: Eight Oh Two (2026); Sedestral (2026); McKinsey (2025); Arc Intermedia (2025); HBR (2026); Apollo.io (2026).



Facts & Figures

The Impact AI Search Is Already Having on Organic Traffic (March 2026).

-61 %

Click Loss

Click loss on
position 1 in AI
Overviews

94 %

No Website

Google AI Sessions
end without a website
click

-265 Mio.

Less Clicks

Fewer organic clicks
per month in Germany

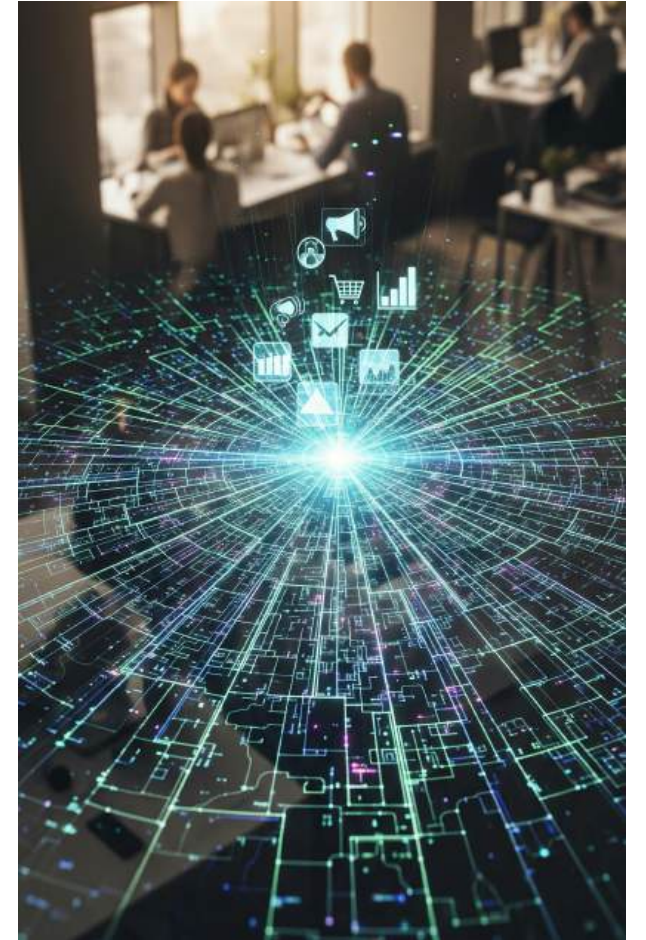
2 Mrd.

KI Users

Monthly users of
Google AI Overviews
worldwide

Status Email Marketing

“Technology is not in the background - it is the interface between you and your audience.”



The Evolution from Newsletter to micro Experience

AI-First - Machines must be able to reliably interpret news

Context-related content for personalized experiences

Interactive Elements

The CTA becomes the action within the email itself

Storytelling instead of pure information

Responsiveness and Accessibility

Performance-optimized Design



Why Interactivity is the new Standard in Marketing

Forms directly in the inbox

Product reviews without clicking to the website

Live data

Mini-surveys & polls

Increased engagement through immediate actions



Email Marketing

Why should you use Emails as one of your first channels



Email Marketing

Why should you use Emails as one of your first channels

High ROI and Low Costs

[Empty rounded rectangular box]

[Empty rounded rectangular box]

[Empty rounded rectangular box]

[Empty rounded rectangular box]

[Empty rounded rectangular box]

Email Marketing

Why should you use Emails as one of your first channels

High ROI and Low Costs

Direct, Controlled Addressing

Email Marketing

Why should you use Emails as one of your first channels

High ROI and Low Costs

Direct, Controlled Addressing

High Reach and Usage



Email Marketing

Why should you use Emails as one of your first channels

High ROI and Low Costs

Direct, Controlled Addressing

High Reach and Usage

Personalization and Segmentation



Email Marketing

Why should you use Emails as one of your first channels

High ROI and Low Costs

Direct, Controlled Addressing

High Reach and Usage

Personalization and Segmentation

Measurable and Scalable

2

Challenges to face for international brands

Major Pain Points

Major Pain Points

The challenges to face for international brands

Lack of Responsiveness

[Empty rounded rectangular box]

[Empty rounded rectangular box]

[Empty rounded rectangular box]

[Empty rounded rectangular box]

[Empty rounded rectangular box]

Major Pain Points

The challenges to face for international brands

Lack of Responsiveness

Lower Performance

Major Pain Points

The challenges to face for international brands

Lack of Responsiveness

Lower Performance

Lack of Quality



Major Pain Points

The challenges to face for international brands

Lack of Responsiveness

Lower Performance

Lack of Quality

Degraded Brand Image



Major Pain Points

The challenges to face for international brands

Lack of Responsiveness

Lower Performance

Lack of Quality

Degraded Brand Image

Low Engagement Rates

2

Rethinking Email-Marketing

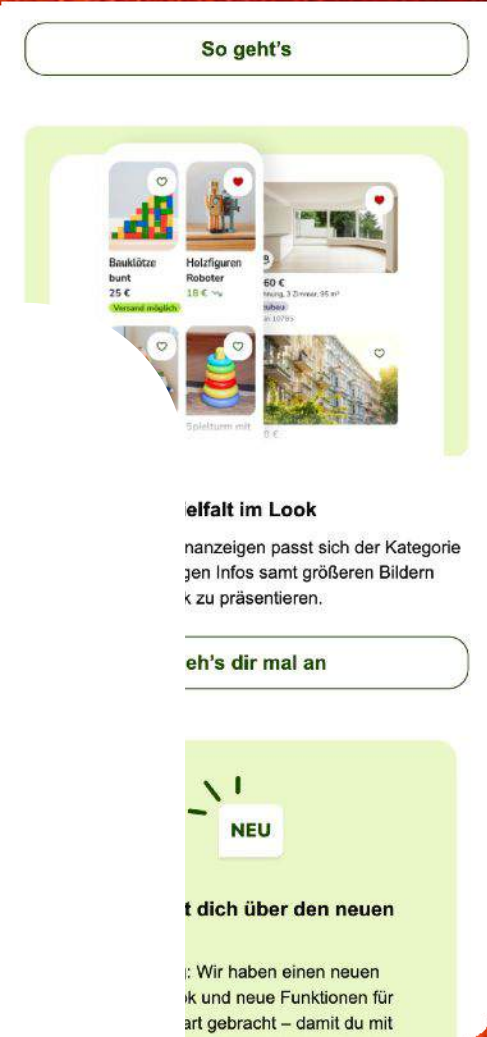
Redesigning our email charter
for performance

anzeigen ist da

hinter die Kulissen

ndneuen Funktionen wird das
infacher. Versprochen!

Jetzt mehr erfahren





Agenda

- 1 Introducing Kleinanzeigen
- 2 Context of our collaboration
- 3 Deploying the new email graphic charter
- 4 Improve your email process performances with an Email Builder



kleinanzeigen

*The leading online classified
marketplace in **Germany***

32 M

visitors / month

291 M

app downloads since
September 2009

+58 M

ads available
simultaneously

449 K

commercial users
in H2 2025

*The leading online classified
marketplace in **Germany***

32 M

visitors / month

291 M

app downloads since
September 2009

+58 M

ads available
simultaneously

449 K

commercial users
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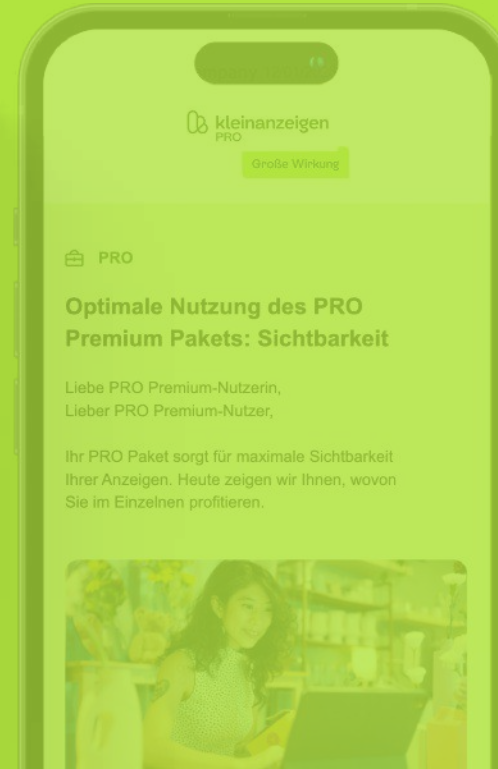
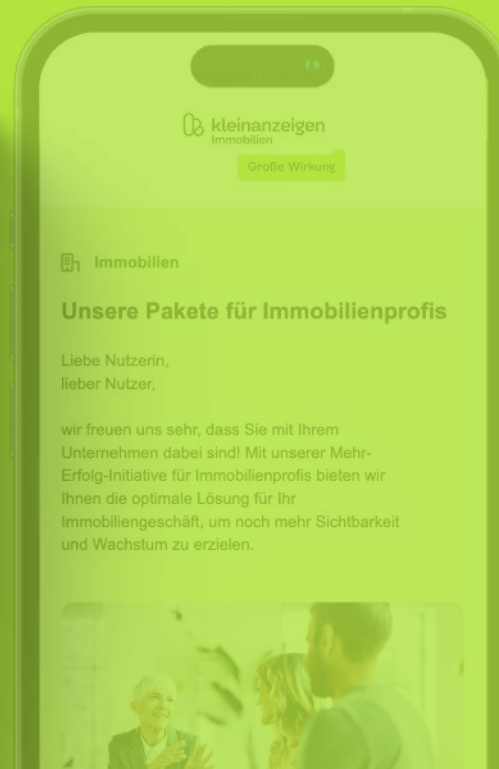
ads available
simultaneously

449 K

commercial users
in H2 2025

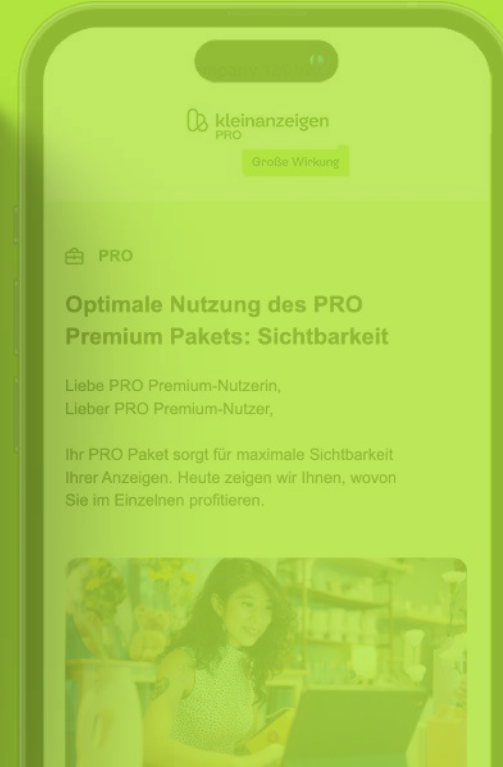
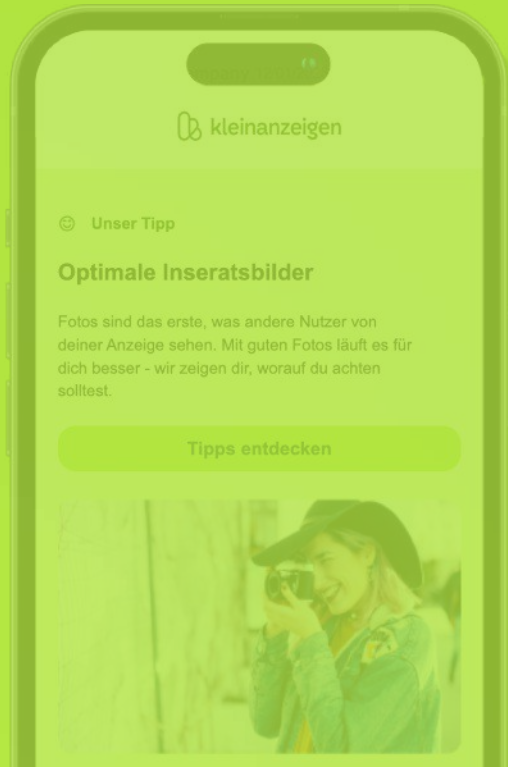
A diverse target audience

Person-to-Person Classifieds



A diverse target audience

Real Estate



A diverse target audience

Professional services



3

Context of our collaboration

How to transition from a marketing email
to a brand email charter?

Email Builder

Why JustRelate Email Builder?

**Understand
the Project**

Email Builder

Why JustRelate Email Builder?

**Understand
the Project**

**Ensure email design compliant
with European Accessibility Act**



Email Builder

Why JustRelate Email Builder?

**Understand
the Project**

**Ensure email design compliant
with European Accessibility Act**

**Maintain and Improve
Performance**



Email Builder

Why JustRelate Email Builder?

**Understand
the Project**

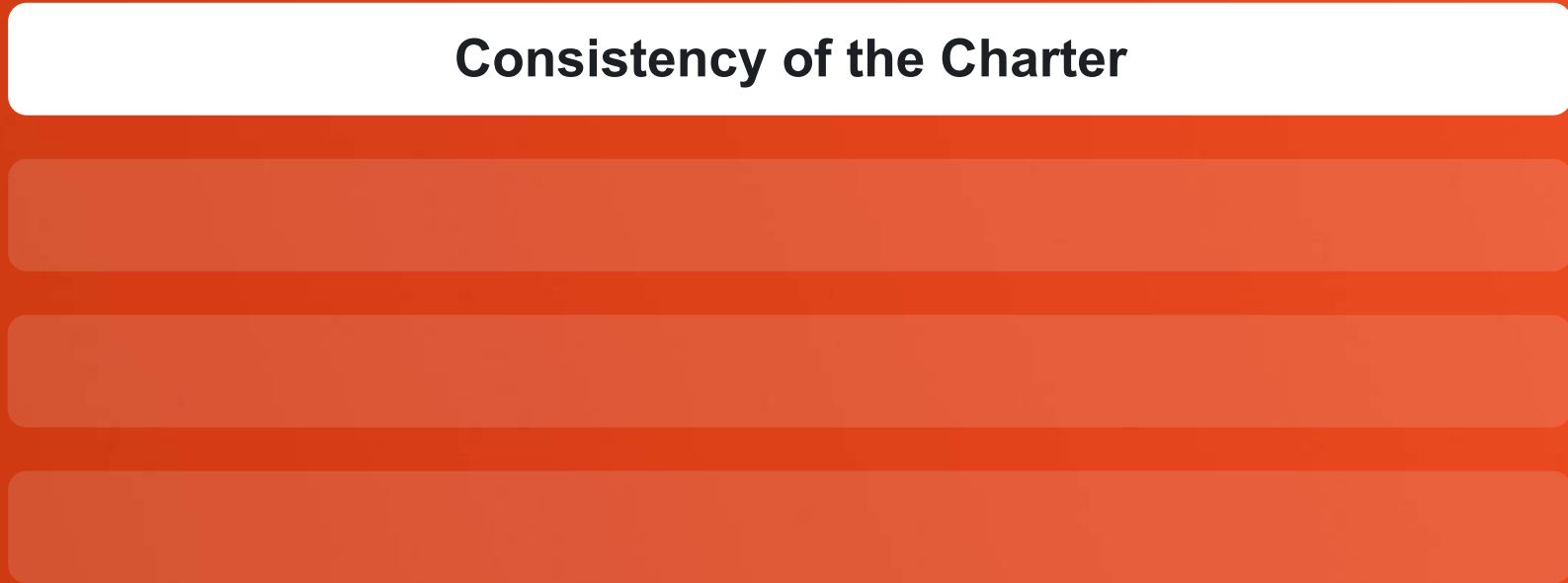
**Ensure email design compliant
with European Accessibility Act**

**Maintain and Improve
Performance**

**Support Change
Management**

Benefits & advantages

Consistency of the Charter



Benefits & advantages

Consistency of the Charter

Capitalizing on Best Practices / Tools



Benefits & advantages

Consistency of the Charter

Capitalizing on Best Practices / Tools

Faster processes & reduced costs



Benefits & advantages

Consistency of the Charter

Capitalizing on Best Practices / Tools

Faster processes & reduced costs

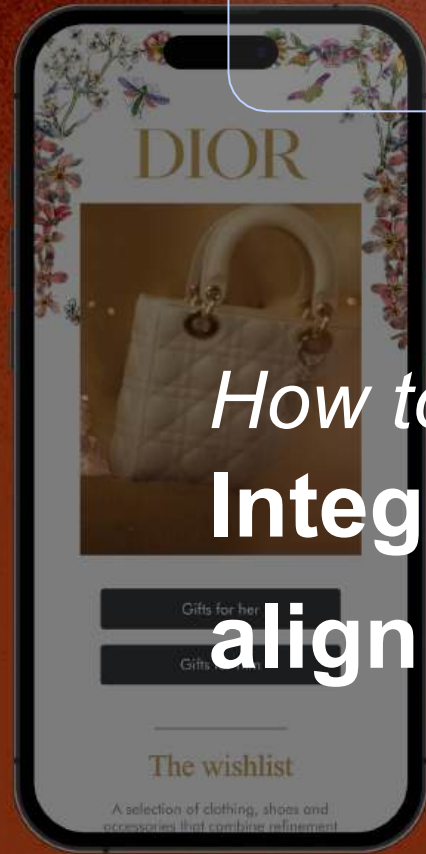
Future-proofing with Accessibility & Scalability

4

Deploying the email graphic charter

Two main challenges
for Kleinanzeigen and JustRelate

Deploying the new email graphic charter

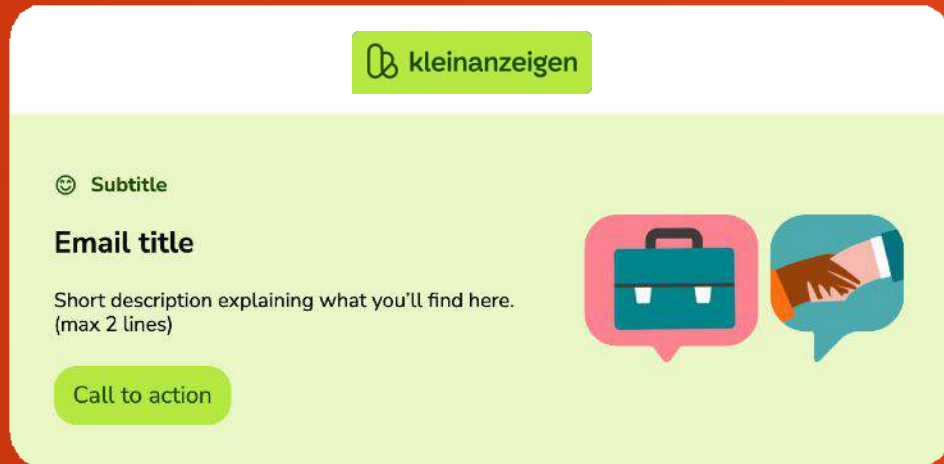


How to

Integrate a new email design to align with the brand identity?

Deploying the new email graphic charter

Benefits from a modular email design system



Header block - Editorial block



Deploying the new email graphic charter

Benefits from a modular email design system

1

Pretium di ullamcorper accumsan

Eleifend fermentum faucibus eget luctus ut risus pretium. Cursus est, tortor quis ornare eu. Consectetur varius.

Call to action

2

Pretium di ullamcorper accumsan

Eleifend fermentum faucibus eget luctus ut risus pretium. Cursus est, tortor quis ornare eu. Consectetur varius.

Call to action

3

Pretium di ullamcorper accumsan

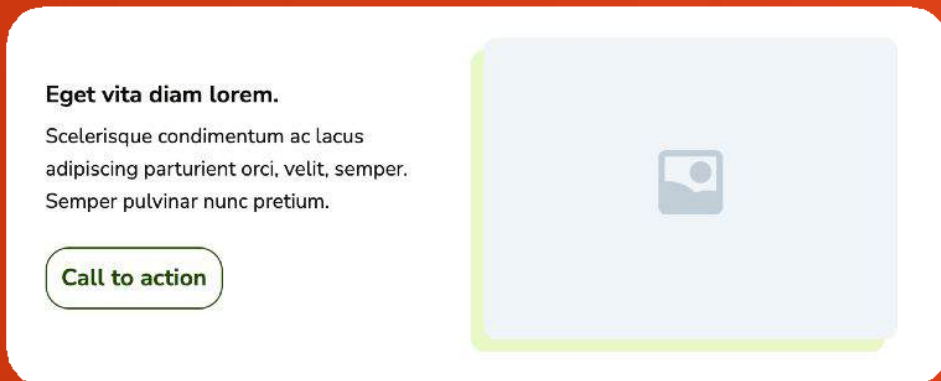
Eleifend fermentum faucibus eget luctus ut risus pretium. Cursus est, tortor quis ornare eu. Consectetur varius.

Call to action

Header block - Editorial block

Bullet points block

Benefits from a modular email design system



Header block - Editorial block

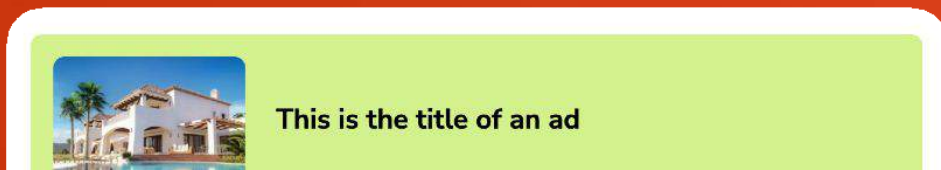
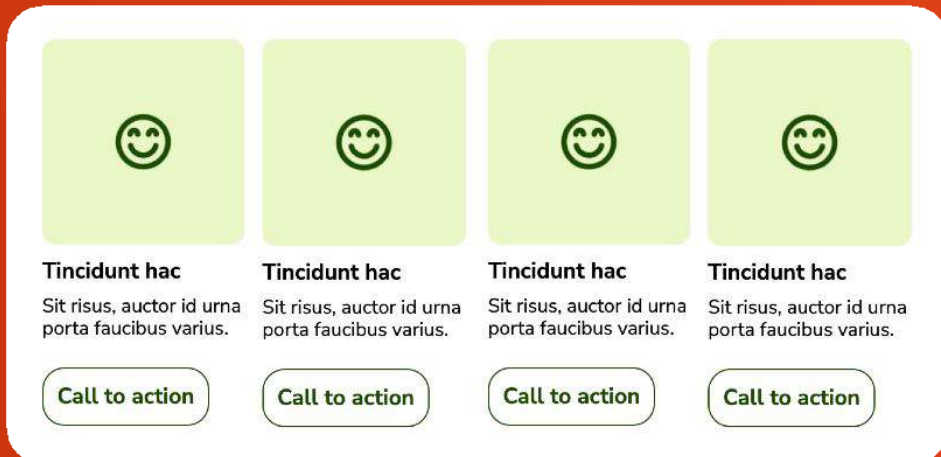
Bullet points block

Product editorial block



Deploying the new email graphic charter

Benefits from a modular email design system



Header block - Editorial block

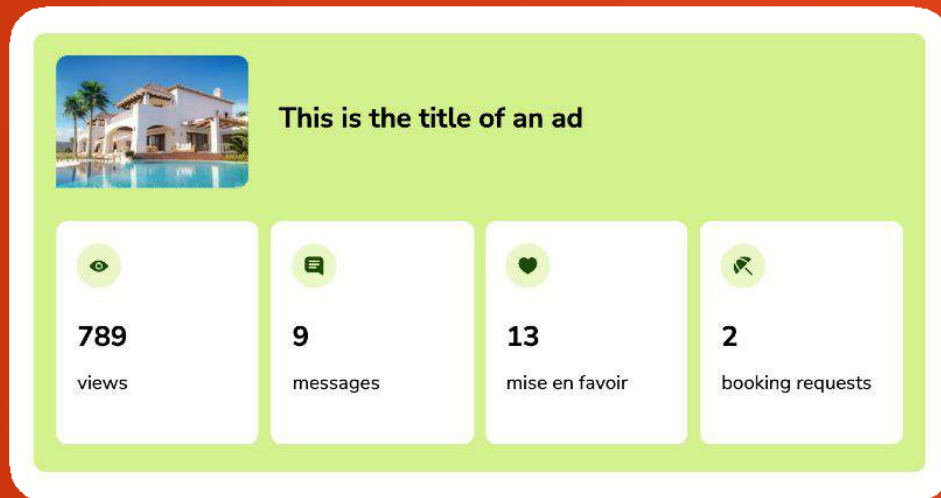
Bullet points block

Product editorial block

Columns block

Deploying the new email graphic charter

Benefits from a modular email design system



Header block - Editorial block

Bullet points block

Product editorial block

Columns block

Insights block

Deploying the new email graphic charter

Benefits from a modular email design system

Subtitle

Beste Aussichten auf Erfolg: Wechseln Sie jetzt ins Plus-Paket!



Suspendisse laoreet cursus tincidunt odio. Tortor morbi mattis sodales sed a mus. Non mauris, massa, nulla sapien velit neque, arcu felis id.

[Jetzt Top-Anzeige festlegen](#)

Header block - Editorial block

Bullet points block

Product editorial block

Columns block

Insights block

Service Block / Editorial block

Boost my ad

Sell factor with options

Deploying the new email graphic charter

Benefits from a modular email design system

Boost my ad
Sell faster with options



Renault Clio quasi neuve Pro
24500 €

Année	Kilométrage	Carburant
2016	56789 km	Diesel

Bordeaux 33000 >

Jetzt den Unterschied machen

Sell faster with options



Header block - Editorial block

Bullet points block

Product editorial block

Columns block

Insights block


Service Block / Editorial block

Product highlight block

Deploying the new email graphic charter

Benefits from a modular email design system

Sell faster with options



ZIMMER in Wohngemeinschaft zu vermieten, 3 WG, 5 Zi Whg Altstadt Pro
24 500 €
Crémieu 38460
[Alles über PRO erfahren](#)

LAUSCHA GLAS URALTE CHRISTBAUMSPITZE REFLEX 2x WEIHNACHTSBAUM Pro
24 500 €
Crémieu 38460
[Alles über PRO erfahren](#)

Header block - Editorial block

Bullet points block

Product editorial block

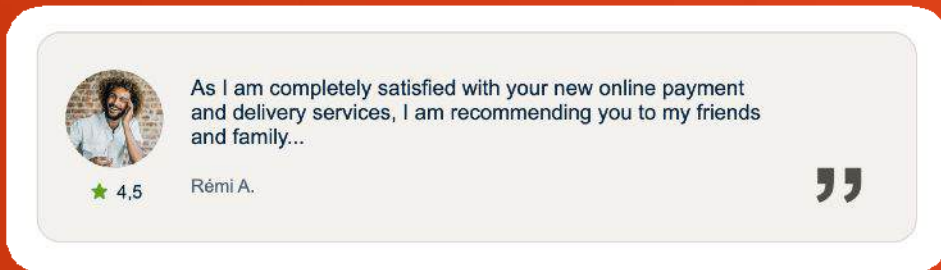
Columns block

Insights block

Service Block / Editorial block

Product highlight block

Benefits from a modular email design system



Header block - Editorial block

Bullet points block

Product editorial block

Columns block

Insights block

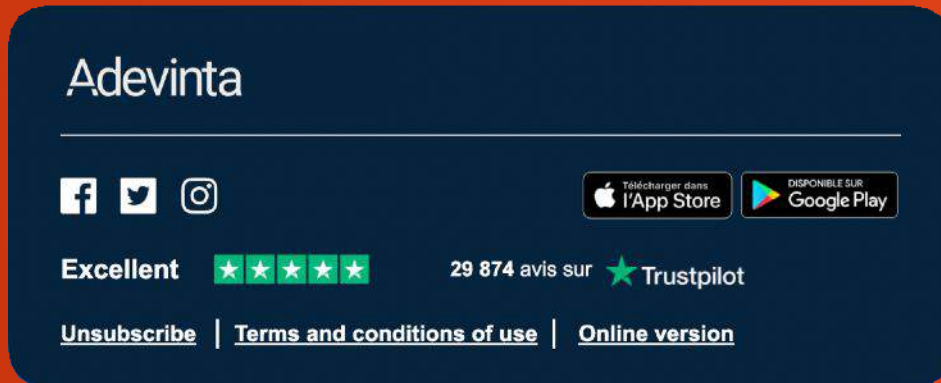
Service Block / Editorial block

Product highlight block

Verbatim block

Deploying the new email graphic charter

Benefits from a modular email design system



Header block - Editorial block

Bullet points block

Product editorial block

Columns block

Insights block

Service Block / Editorial block

Product highlight block

Verbatim block

Footer block

Benefits from a modular email design system

15 to 20 Modules Set up

Deploying the new email graphic charter

Benefits from a modular email design system

15 to 20 Modules Set up

Unlimited Emails Recomposition



Deploying the new email graphic charter

Benefits from a modular email design system

15 to 20 Modules Set up

Unlimited Emails Recomposition

Endless Variations of your Modules

Benefits from a modular email design system

15 to 20 Modules Set up

Unlimited Emails Recomposition

Endless Variations of your Modules

Brand Customised Campaigns

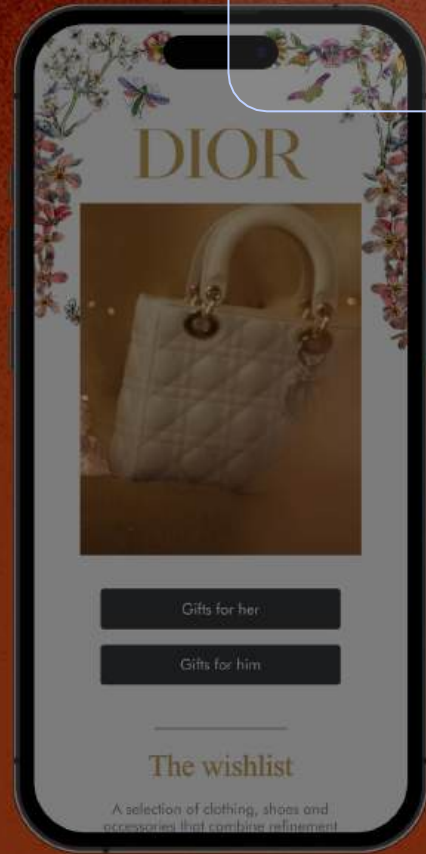
Deploying the new email graphic charter

The screenshot displays an email design tool interface. On the left is a dark sidebar with a menu titled "Elements" containing categories: "Structure" (Section, Wrapper, Spacer), "Content" (Image, Text, Button), "Background", "Code", and "Interactive content" (Form, Slider). The main workspace shows a "Body" section with a subject line field. A large graphic is being edited, with a blue border and a code editor at the top containing the HTML snippet: `< {{content_blocks.{{ka_header_c2c_claim}} } />`. The graphic features a grey header with the text "1152 x 600", a green bar with "Lorem ipsum dolor sit amet", a paragraph of Lorem Ipsum text, and a green button labeled "Jetzt entdecken". A green notification banner at the top right states: "The campaign has been successfully moved to its new location". Below the main graphic, a smaller version of the same layout is visible, with a blue label "Section: 640 x 400" above it, showing a grey header with "566 x 400" and a green button labeled "Jetzt entdecken". The right sidebar contains various tool icons.

5

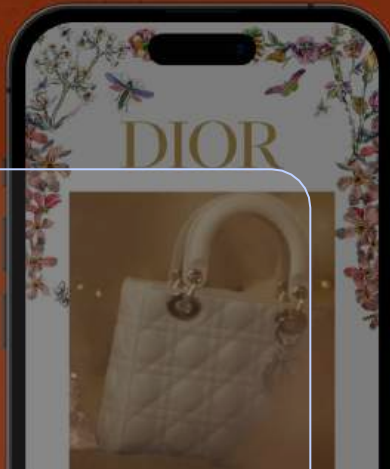
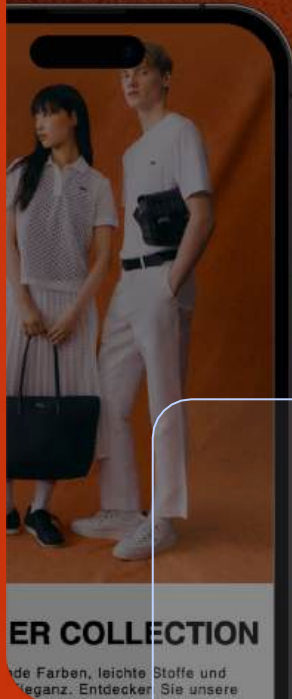
**Improve your email
performances with
JustRelate Email Builder**

Improve your email performances



How to
**Optimize and industrialize
your production processes?**

Improve your email performances



How to
Optimize your costs?

Improve your email performances

A complex email landscape



Improve your email performances

A complex email landscape



Improve your email performances

A complex email landscape



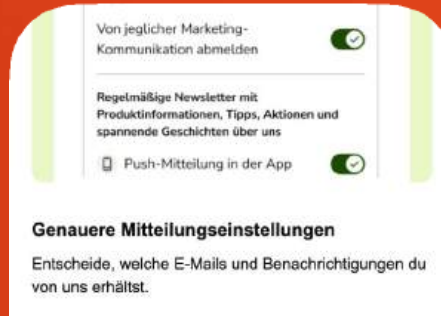
PRIVATE

PROFESSIONAL

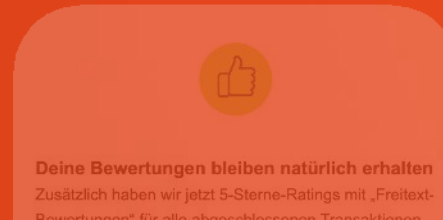
TRIGGERS



AUTOMATED



UNBRANDED



Improve your email performances

A complex email landscape



Improve your email performances

Before JustRelate

100% full agency delegation

• Brief

• Templates
Prop V1

• Templates
Prop V2

• HTML
integration

• HTML
Test

• Sending

• Agency Calls

• Teams Validations
(Marketing-CRM-Legal)

• Teams
Validations

• Teams
Validations

• Teams
Validations



Improve your email performances

*« Heavy, long
and costly creation
and validation cycles »*

Improve your email performances

After using JustRelate Email Builder

100% full internal production

• HQ – Kick Off

• Emails
Templating

• Boilerplate (20/30 blocks)

• Testing and go live



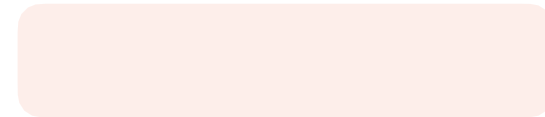
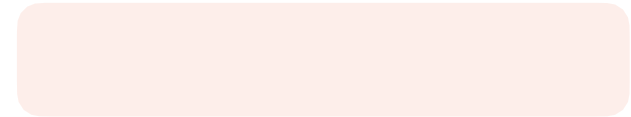
Improve your email performances

Before

Time production: 3 to 4 weeks

After

72h max (includes validations)



Improve your email performances

Before

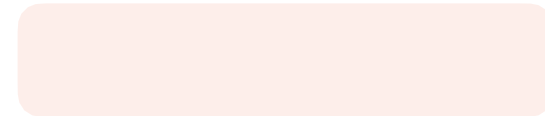
Time production: **3 to 4 weeks**

4 to 6 people are involved in the email production process

After

72h max (includes validations)

1 to 3 people only



Improve your email performances

Before

Time production: **3 to 4 weeks**

4 to 6 people are involved in the email production process

Production cost:
50 to 100k /month

After

72h max (includes validations)

1 to 3 people only

Licence Model

Improve your email performances

What about agencies?

BEFORE
JustRelate



Improve your email performances

What about agencies?

**BEFORE
JustRelate**

Operational

Variations



Improve your email performances

What about agencies?

Strategy

**AFTER
JustRelate**

Conception

A conclusive experience **but
more to come**

+38%

OCR

+15%

Conversion

- 46%

Unsubscribe rate

- 50%

Time to market

6

More Success Stories

Unlock Potential and Inspire Customers
with the help of platforms and AI

After



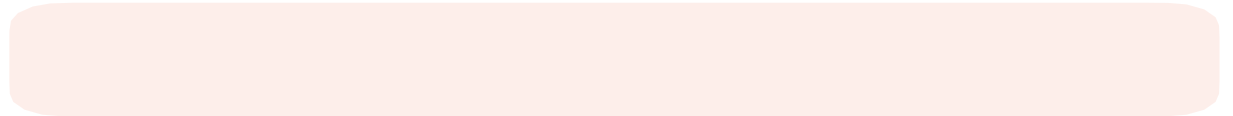
Campaign Production completed in 1 Day

After



Campaign Production completed in 1 Day

12-20 high-quality campaigns per month



After



Campaign Production completed in 1 Day

12-20 high-quality campaigns per month

All Emails are multilingual and A/B-tested

After



Campaigns increased by 8.2%

After



Campaigns Increased by 8.2%

Conversion Rate increased by 26%



After

Campaigns increased by 8.2%

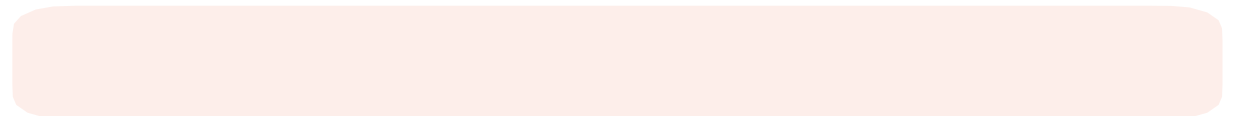
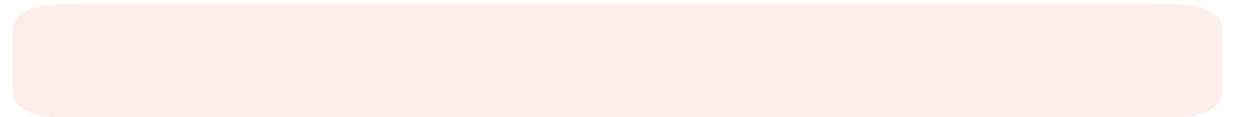
Conversion Rate increased by 26%

Increase in Sales by 28% (1 Mio.)



After

Campaigns increased by 75%

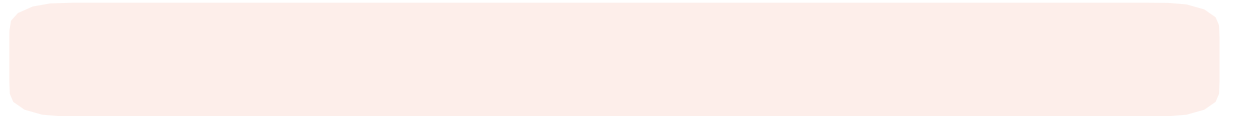




After

Campaigns Increased by 75%

Reduction of Production Cost by 25%





After

Campaigns increased by 75%

Reduction of Production Cost by 25%

Restructuring: Agency no longer required

7

How can we help?

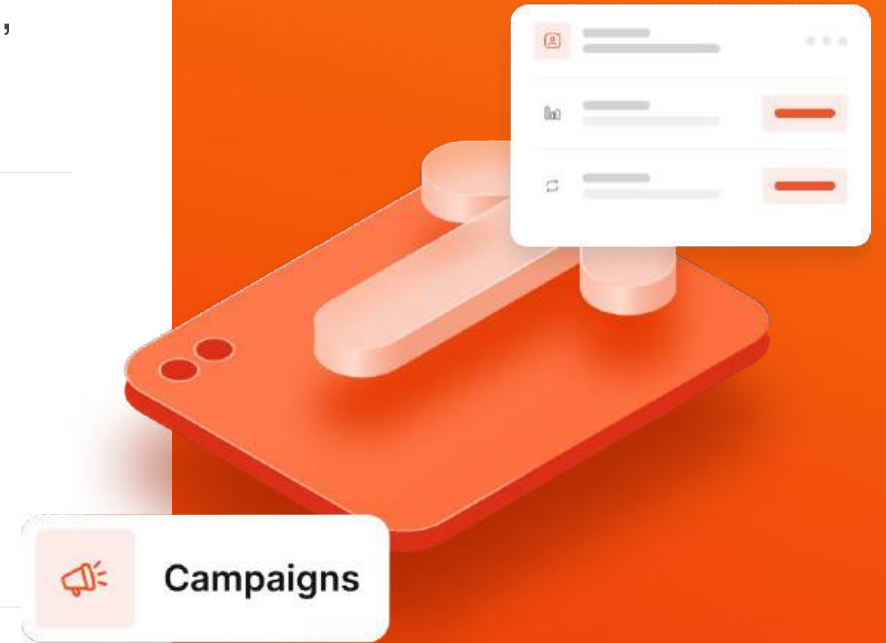
Unlock potential and inspire customers
with the help of platforms and AI

What are we up to?

The ideal customer experience of the future is **data-driven**, **personalized**, and **user-friendly**.

Volatile markets and rapid technological advancements demand **speed** and **flexibility**.

AI is an essential building block!



The Fragmentation Trap

The image displays a grid of 100 small, colorful icons, organized into 10 columns and 10 rows. Each icon represents a different marketing or business concept, such as advertising, social media, data analysis, and customer experience. The icons are arranged in a way that suggests a complex, interconnected system, with some icons appearing more frequently than others. The overall effect is one of overwhelming information and fragmentation, illustrating the 'Fragmentation Trap' mentioned in the title.

Advertising and Promotion	Content and Experience	Social and Relationships	Commerce and Sales	Data	Management
Display & Programmatic Advertising	Content Marketing	CRM	Retail, Promotions & POS	Marketing Analytics Performance & Attribution	App & User Management
Multi-Marketing	SaaS & Web Experience Management	CRM Analytics & Engagement	Offline Marketing & Management	Customer Marketing Data & Data Enhancement	Customer
Native Content Advertising	Brand & Media Hub	Customer Experience Center & Success	Event Marketing & Management	Issue/Cloud/Integration & Tag Management	Channel Management
PPC	Brand & Media Hub	CRM	Event Marketing & Management	Business Customer Intelligence & Data Science	Learning & Events
Print	Brand & Media Hub	CRM	Event Marketing & Management	Business Customer Intelligence & Data Science	Learning & Events
Search & Social Advertising	Brand & Media Hub	CRM	Event Marketing & Management	Business Customer Intelligence & Data Science	Learning & Events
Video Advertising	Brand & Media Hub	CRM	Event Marketing & Management	Business Customer Intelligence & Data Science	Learning & Events

**Platforms are the coordinating layer
that make every other tool in the
stack more coherent.**

The intelligent platform of tomorrow

01 Autonomous Campaign Orchestration

AI agents that plan, execute, and optimize full marketing campaigns end-to-end - from content creation to delivery and performance tuning - without manual intervention

02 Hyper-Personalized Customer Journeys

Real-time, individual-level personalization across every touchpoint - web, email, portal - powered by unified CRM data and predictive behavioral model

03 Agentic CRM & Sales Assistance

Proactive AI agents that surface the right opportunity, draft proposals, update records, and guide reps through complex B2B sales cycles automatically

04 Predictive Analytics & Decision Support

From reactive reporting to predictive intelligence - AI that forecasts churn, identifies revenue opportunities, and recommends next best actions across all teams

Current proof points

50x

Faster campaign production

+38%

Improved engagement

+ 50%

Direct purchase influences

ONE PLATFORM

Multiple apps within **one platform**

Email Builder

Designed for speed, simplicity,
and scale

CRM & Services

CRM, marketing, sales, websites,
and analytics together

Web Builder

Unified business platform for
growing companies

Portal

CRM, marketing, sales, websites,
and analytics together

Marketing Automation

CRM, marketing, sales, websites,
and analytics together

Analytics

Unified business platform for
growing companies

Shared data

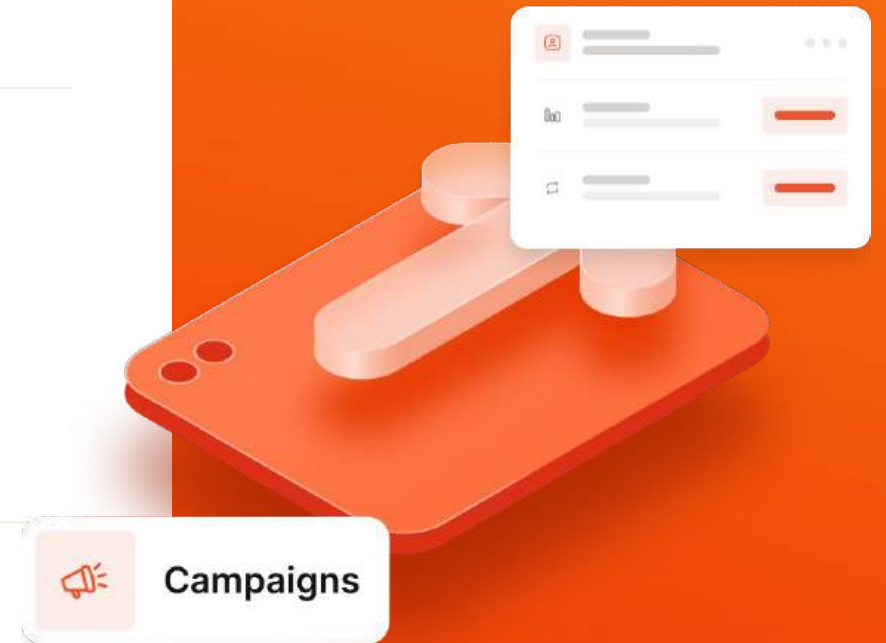
One customer record across CRM, email, automation, portals, and analytics. No sync delays. No conflicting contact profiles. No CSV imports between systems.

Shared brand

One asset library, one set of brand guidelines, and one design system. Enforced across every email, web page, portal, and quote your team produces.

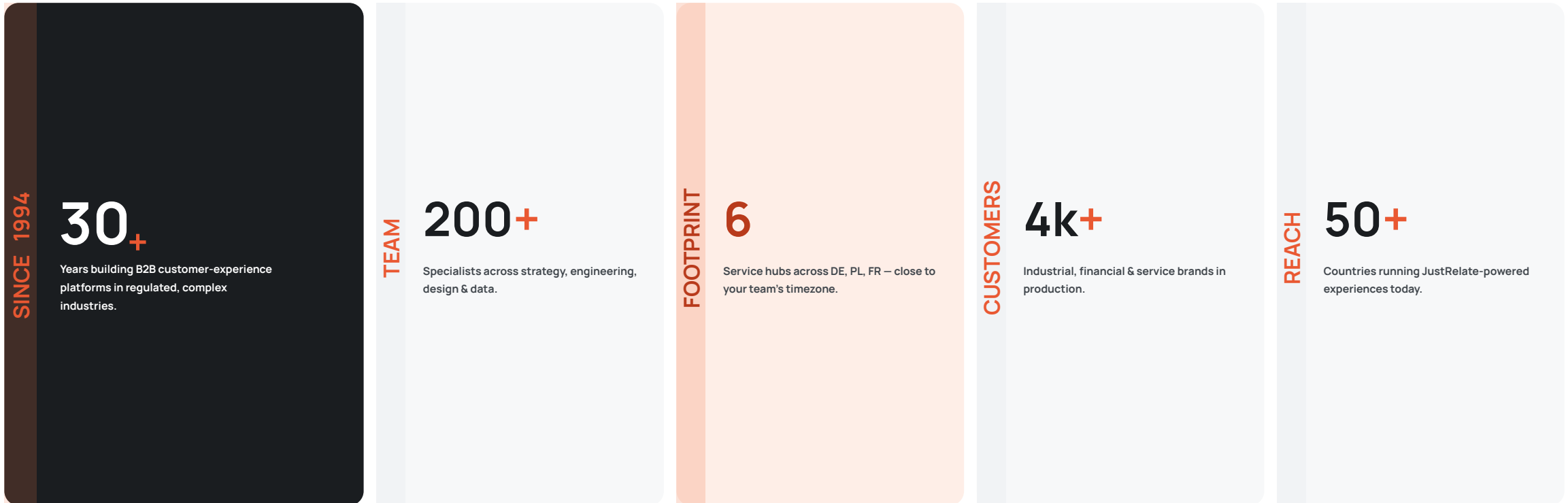
Shared AI

One intelligence layer that generates content, translates across languages, and checks brand alignment. Available inside every product, trained on your brand context.



IN NUMBERS

The numbers behind the platform.



INTEGRATES WITH ALL MAJOR PLATFORMS

SAP • Salesforce • Microsoft • AWS • HubSpot • Adobe ...and more

References

+2.000 users and +600 brands
use our solution for email marketing

Luxury & Beauty

L'ORÉAL

DIOR

LVMH

GUERLAIN

PONANT

Fashion

LACOSTE

SANDRO

UNIQLO

TAG HEUER

CELINE

Retail

PRINTEMPS

Galeries Lafayette

UNIBAIL
RODAMCO
WESTFIELD

LEROY MERLIN

YVES ROCHER

Bank & Insurance

GROUPE
BPCE

BNP PARIBAS

Amundi
ASSET MANAGEMENT

Crédit Mutuel
ARKEA

AMERICAN
EXPRESS

Tourism & Travel

AIRFRANCE

Club Med

evaneos

Center
Parcs

SNCF

E-Commerce

kleinanzeigen

showroom
prive
com

Rakuten

Back
Market

3 SUISSES

Others

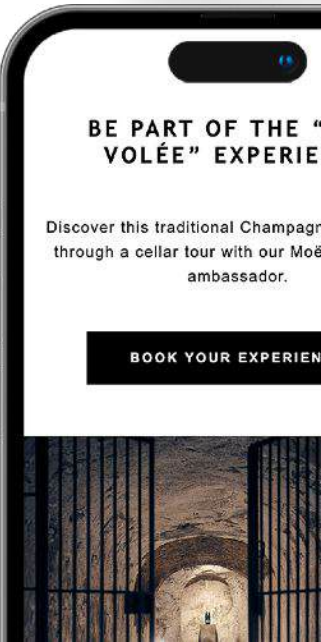
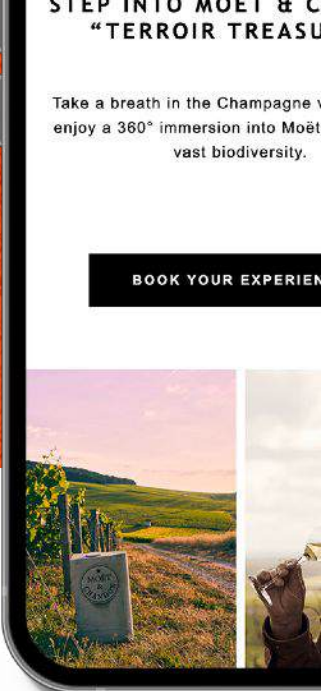
RENAULT

ENGIE

edf

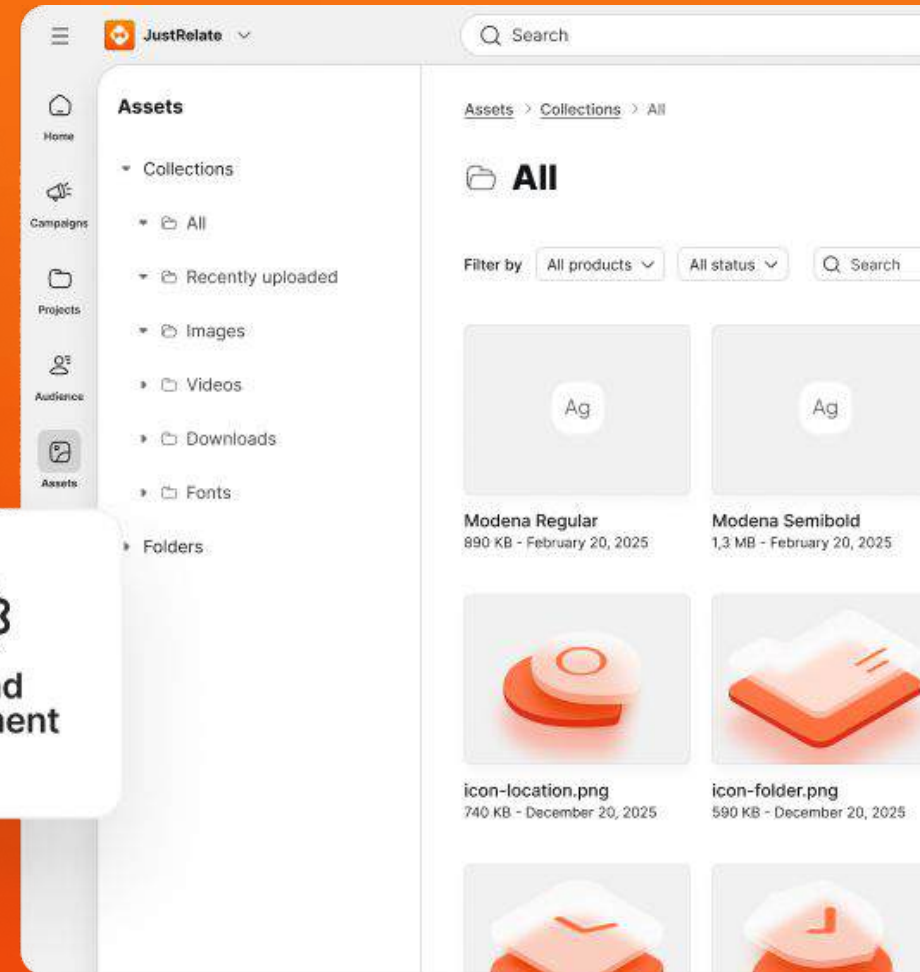
apec

HEINEKEN





JustRelate – the hub for marketing, sales,
and service



Any Questions?

The image shows a laptop displaying the Dartagnan website editor. The interface is split into two main sections: a configuration panel on the left and a preview area on the right.

Configuration Panel (Left):

- Boilerplate:** Includes a checkmark for "Enregistré" and a "Boilerplate" label.
- Vidéo:** The main section for video content.
 - Conteneur:** A dropdown menu.
 - Largeur:** Set to "100 %".
 - Hauteur:** Set to "px".
 - Couleur de fond:** A color selection tool.
 - Opacité:** Set to "100 %".
 - Poster:** A button labeled "assets/designer/place" and a "Choisir" button.
 - Url de la vidéo:** Two input fields for video URLs, one labeled "mp4" and the other "webm".
 - Désactiver le préchargement automatique:** A checkbox.
 - Image de remplacement:** A button labeled "assets/designer/place" and a "Choisir" button.
 - Image de remplacement pour Outlook:** A button labeled "assets/designer/place" and a "Choisir" button.
 - Texte alternatif:** An input field.
 - Masqué sur tablette:** A checkbox.
 - Masqué sur mobile:** A checkbox.

Preview Area (Right):

- Corps > Section:** The page structure breadcrumb.
- Image:** A photograph of a person from behind, wearing a light-colored hat, a textured sweater, and a plaid skirt. They are carrying a large bouquet of pink flowers and a tan messenger bag.
- Text:** A paragraph of text in French: "Fruit d'une collaboration avec la marque américaine Mystery Ranch, le Saddle se dévoile dans une version conçue pour le plein air, tandis que les sacs à dos Gallagator Dior by Mystery Ranch s'accompagnent d'une couverture et d'une capuche déperforante amovible."
- Button:** A button labeled "DÉCOUVREZ LA COLLECTION".



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Kostenloses
VIP-Ticket
bei JustRelate
am Stand:
Halle 6,
F12+F13

Special Offer JustRelate GEO-Checkup



01 GEO Checkup



Website analysis

02 Result

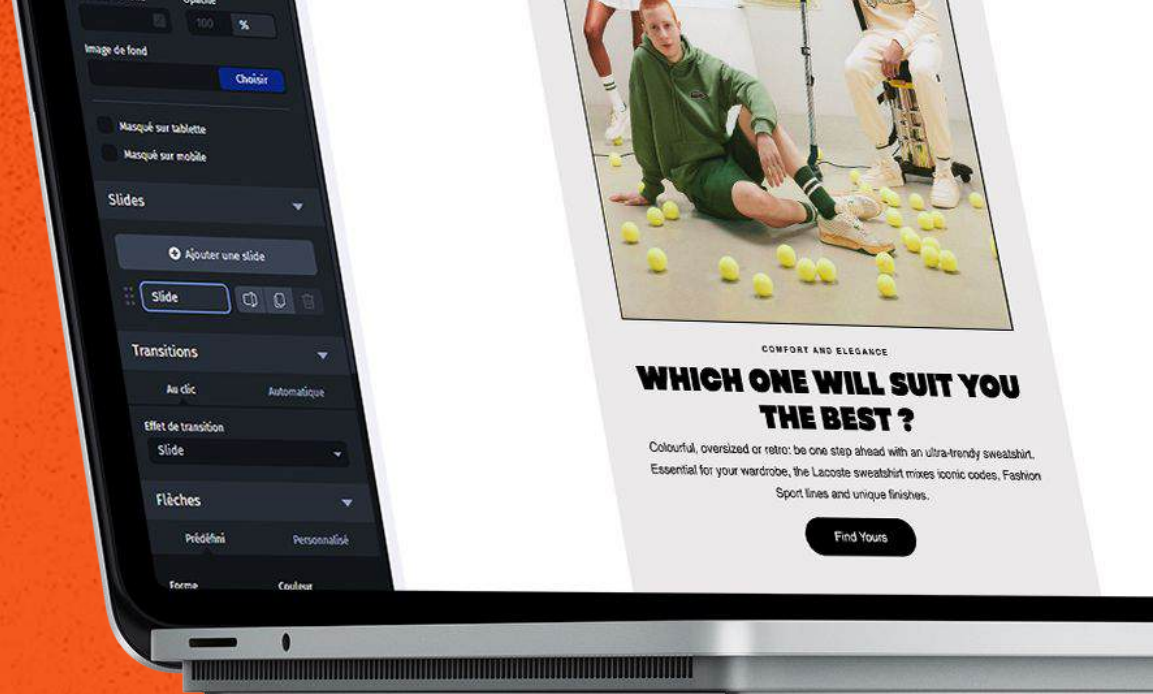
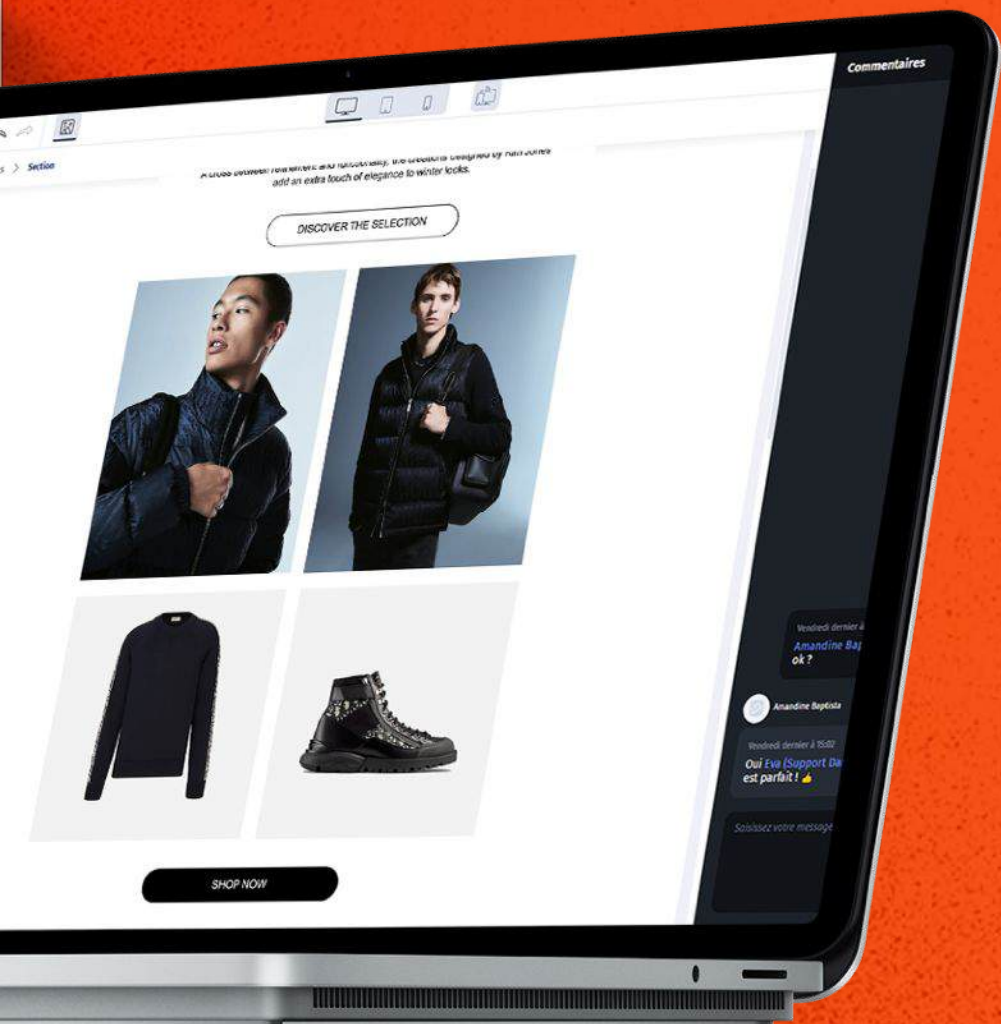


Scoring across 6 dimensions with specific recommendations for action

03 Follow up



Expert discussion and implementation plan



 JustRelate

Thanks for
your attention