

## **PRESS INFORMATION**

### **hvv Deutschlandticket: Datalogue and team go direct work together as digital lead agencies to market the Hamburg Transport Association's new offer**

- **Digital marketers and dialogue specialists develop the appearance and commercial implementation of the hvv Deutschlandticket including hvv Plus, the partner benefits offered by the hvv Deutschlandticket**
- **Easier, more affordable, more relevant: largest fare reform since the founding of the Hamburg Transport Association focuses on digital processes**

**Hamburg, 3 May 2023. May 2 marked the launch of the new Deutschlandticket. The Hamburg Transport Association (hvv) flanks its hvv Deutschlandticket with extra benefits. With hvv Plus, customers with a valid hvv Deutschlandticket can enjoy attractive perks at selected local partners. For this, the Hamburg-based companies Datalogue and team go direct, experts in digital marketing, dialogue communication and analytics, developed the appearance and technical implementation of the supporting campaign. It ranges from the conception to a microsite with a connected customer data platform to dialogue marketing. The campaign is aimed at existing and potential new customers and part of hvv's largest tariff reform since its founding. In addition to the conceptual development of the new microsite including graphic and technical implementation, the two service providers were also responsible for the creation of various advertising materials for the hvv Deutschlandticket (online/offline) and supported the development of hvv Plus.**

Since the beginning of May, people in Germany can travel nationwide for 49 euros a month on local and regional public transport using the Deutschlandticket. The Hamburg Transport Association (hvv) links this with the launch of hvv Plus. Those who not only want to have the nationwide ticket but also want to take advantage of attractive benefits in their region at the same time, can do so at various partners of hvv Plus. "The hvv Deutschlandticket is an attractive product for mobility in itself, but with hvv Plus, our customers can benefit from great offers by the strong local brands Budni and Junge Die Bäckerei. Welcome to hvv! Use the Deutschlandticket only as a ticket? You can do that or use other selected advantages in the region with hvv Plus in the future," says Christian Backen, head of market communication at hvv. The first partners are the drugstore chain Budnikowsky and the bakery Junge Die Bäckerei. Others will follow.

### **hvv ventures into new territory with Datalogue's Customer Data Platform**

To make a broad audience aware of this new offering and hvv's Deutschlandticket, Datalogue and team go direct, specialists in digital marketing, conceived a comprehensive campaign to support the sales activities. It includes the complete customer communication, the basic communication design (including the style guide), the set-up of the microsite's hvv-deutschlandticket.de digital infrastructure (including UI/UX), and the integration with an intelligent Customer Data Platform.

The two companies also contributed to the development of the hvv Plus concept. Their service also covered the design and implementation of the entire email communication around hvv Plus, including the implementation of technical foundations and processes in the shipping system.

"We are very happy that, together with hvv as a partner, this milestone project is now on the right track in the truest sense of the word," says Andreas Hannemann, Managing Director of Datalogue. "The aim is to convince people in the metropolitan region of the new offer and to draw their attention to relevant additional benefits. Nobody wants to be spammed with useless ads. The platform makes communication more effective so that every customer gets exactly the information they need to take full advantage of the ticket." The newly created microsite is connected to a customer data platform developed jointly with hvv to enable existing customers to be informed in real-time about relevant offers.

### **Increasing passenger numbers and retaining existing customers with data analytics and digital marketing**

As a full-service provider for data analytics and digital marketing, Datalogue has been supporting the hvv in the further digitization of its product and customer communication since mid-2022 together with the dialog marketing agency team go direct. The focus is particularly on the automation of marketing processes and the creation and implementation of campaigns with the aim of increasing passenger numbers and retaining existing customers. Both partners contribute their respective core competencies to the cooperation: Datalogue stands for comprehensive expertise in all aspects of data intelligence and innovative analysis methods based on artificial intelligence (AI) and machine learning, team go direct is a proven expert in cross-media dialogue marketing and customer experience.

### **Über den hvv**

Ein Tarif, eine Fahrkarte, ein Fahrplan. Mit diesen Zielen entstand 1965 der hvv als weltweit erster Verkehrsverbund. Heute umfasst das Verbundgebiet drei Länder sowie acht Kreise und Landkreise mit 3,7 Millionen Einwohnern. Mehr als 25 Verbundverkehrsunternehmen sind auf über 700 Bus-, Bahn- und Fährlinien unterwegs.

### **Über Datalogue: The Customer Relevance People**

Data Monetization by Customer Relevance: Dafür steht Datalogue. Das 2012 gegründete und auf Umsetzung orientierte Beratungsunternehmen unterstützt seine Kunden dabei, mithilfe innovativer Data Intelligence-Methoden aus Daten und Insights messbare Geschäftserfolge zu generieren. Auf das datengetriebene Know-how von Datalogue und das eigens entwickelte Customer Growth Ecosystem vertrauen namhafte Marken aus der Finanz- und Versicherungswirtschaft, aus Touristik, Entertainment und Telekommunikation sowie aus der Energie- und der Konsumgüterbranche – darunter die Hamburger Sparkasse, Metro HD, A-ROSA, oder der Schweizer Augenoptik-Experte Visilab. Am Hauptsitz in Hamburg sowie an den Standorten in Amsterdam (Niederlande) und Zürich (Schweiz) arbeiten für das expandierende Unternehmen über 65 Beschäftigte – digitale Marketer\*innen, Data Scientists, IT-Expert\*innen und Consultants



## **Über team go direct**

team go direct ist ausgewiesener Spezialist für ganzheitliche Dialogberatung und bietet von der Idee über die Strategie, Konzeption, Text, Design bis hin zur Programmierung und Produktion der crossmedialen Ausspielung und Werbeerfolgskontrolle alles aus einer Hand für eine erfolgreiche Neukundenakquise, Kundenbindung oder -rückgewinnung sowie für die Entwicklung des Kundenwerts. Das 25-köpfige Team des 2000 gegründeten Hamburger Unternehmens wird dabei von ausgewählten Spezialisten seines strategischen Partnernetzwerks unterstützt.

### **Ansprechpartner:**

#### **Datalogue GmbH**

Malte Günther

Director Marketing & Business Development

Email: [malte.guenther@datalogue.de](mailto:malte.guenther@datalogue.de)

Telefon: 040 4711 34 830

Dammtorwall 7a

20354 Hamburg

#### **team go direct Dialogmarketing GmbH**

Klaus Poerschke

Geschäftsführer

Email: [k.poerschke@godirect.de](mailto:k.poerschke@godirect.de)

Telefon: 040 – 650 555 39

Dorotheenstraße 48

22301 Hamburg