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### Edatis unveils the latest version of Dialog

*The French online marketing software provider Edatis launches the 6th version of its integrated platform Dialog. The latest improvements will help agencies as well as advertisers to be at the forefront of their online advertising activities.*

After a year of research and development, Edatis unveils the latest version of its integrated platform: Dialog. New ergonomic interfaces and advanced functionalities to set up and analyse all online advertising actions easily and quickly.

The latest version of the platform guarantees: a compatibility with major browsers, highly intuitive interfaces, alerts to point to any urgent actions that must be taken, as well as shortcuts for an easier navigation. Another new characteristic of Dialog V6 is the online help to assist platform users as they move on in the different stages of their campaigns. Hints and tips are also displayed to advise on the most efficient and appropriate online actions.

Important improvements have also been added to the reporting section: users are now able to view different feedbacks and key indicators returns for their operations of Emailing, Display, Search, WebAnalytics in a single page. Results of campaigns can thus be adjusted instantly. The enhanced version of Dialog is not only dedicated to SMEs who experience limited resources to monitor their online marketing actions, but also to Agencies to help them manage their extensive campaigns easily and quickly as well as Large companies to provide them with the essential information on how to gauge their ROI.

#### **ABOUT EDATIS**

**Edatis** helps companies optimise their online marketing with technology and consulting. Dialog platform provides online solutions for agencies and advertising marketers: **Emailing/SMS, Search, Display, Dataweb and Web Analytics** .

Edatis has offices in France, Belgium, Italy, Spain and Tunisia with more than 250 customers among them big companies and SMBs in Europe; such as: Air France, Ikea, Publicis, SkyTeam...

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