

BUSINESS SERVICES & SOLUTIONS

FOR BETTER RESULTS

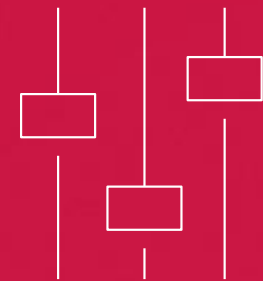
2025



SUMMARY

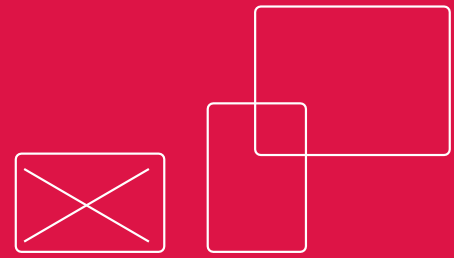
→	Our Services	<u>3</u>
	Digital Marketing	<u>5</u>
	Promotions & Loyalty Programs	<u>11</u>
	Cross-border Ecommerce	<u>16</u>
	Warehouse & Orders Fulfilment	<u>23</u>
	Contact Center	<u>30</u>
	Other Services	<u>37</u>
→	Case Studies	<u>39</u>
→	About Us	<u>46</u>
	History	<u>47</u>
	Key People	<u>48</u>
→	Why Working with Us?	<u>49</u>
→	Our Clients	<u>51</u>

OUR SERVICES



01

DIGITAL
MARKETING
& EMAIL
MARKETING



02

PROMOTIONS
& LOYALTY
PROGRAMS



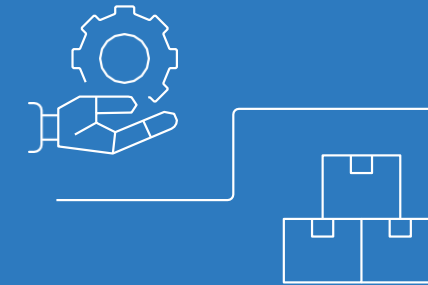
03

CROSS-BORDER
ECOMMERCE



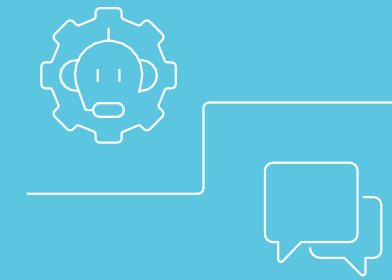
04

WAREHOUSE
& ORDERS
FULFILMENT



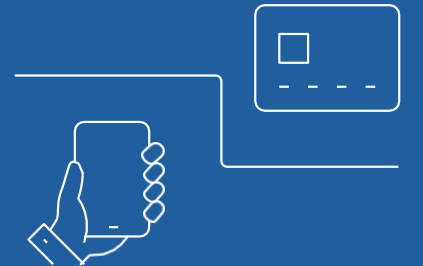
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CONTACT
CENTER



06

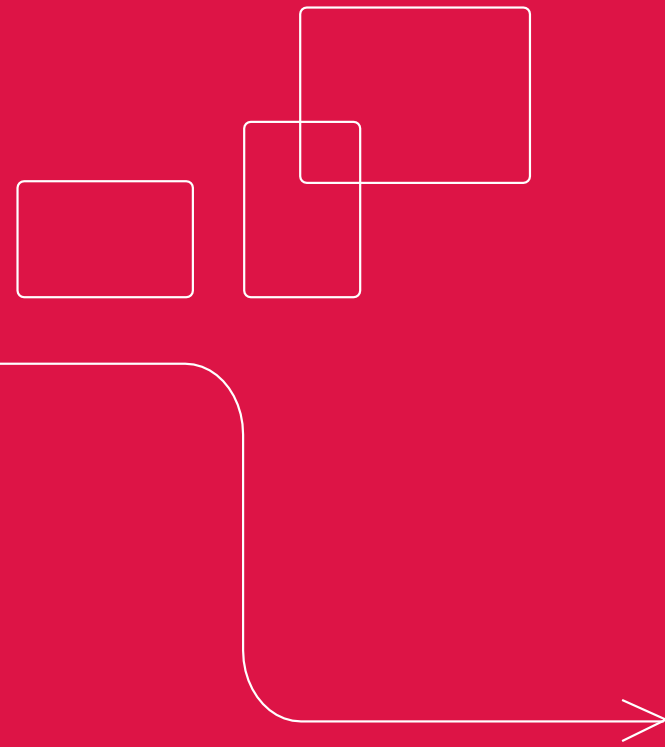
OTHER
SERVICES



OUR SERVICES

01

DIGITAL MARKETING



BENEFITS

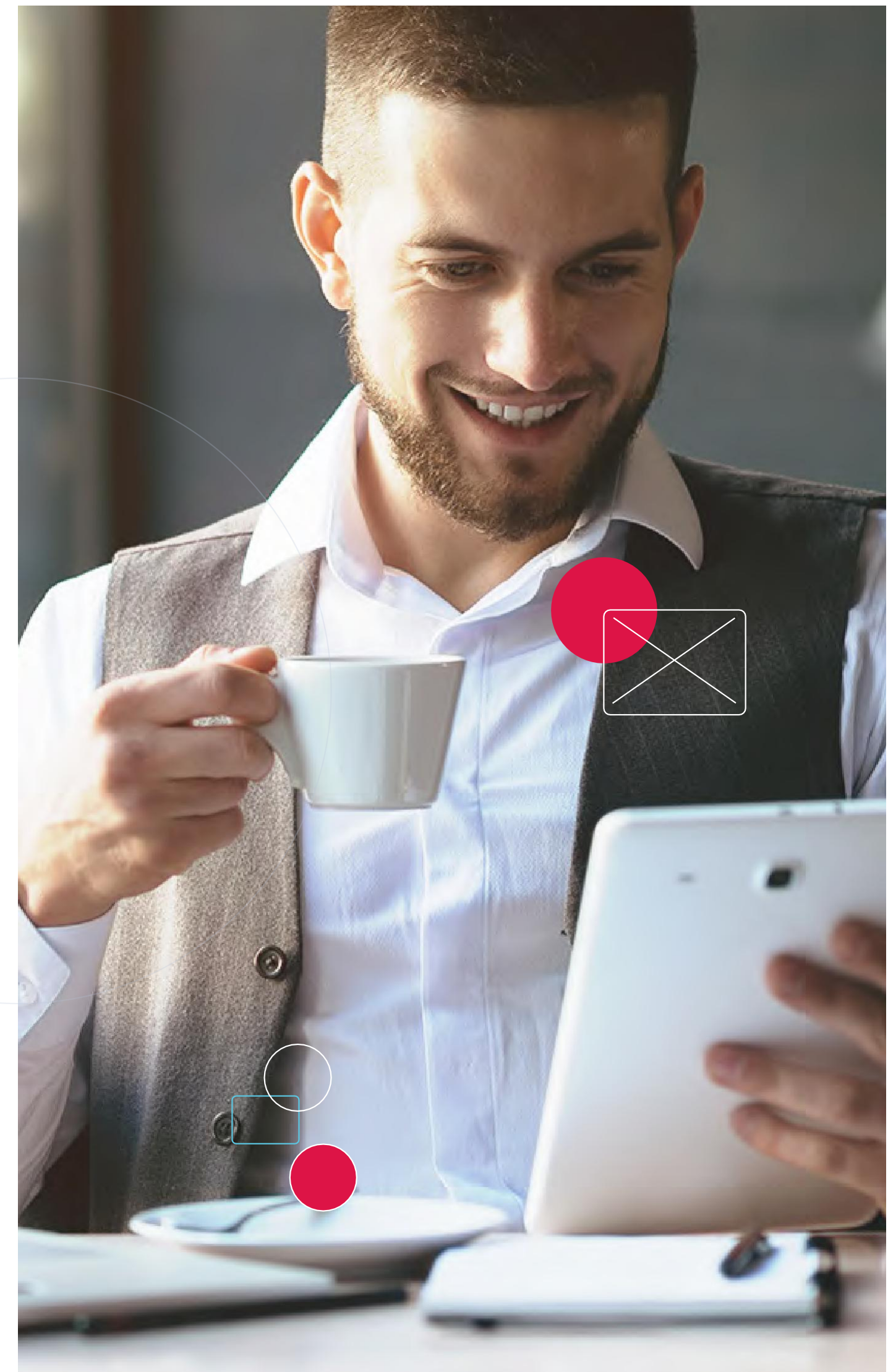
- 01** Full **measurability** and **budget control**
- 02** Flexible **campaigns management**
- 03** Excellent **ROI** and **costs optimization**
- 04** Quick reaction for **urgent campaigns**
- 05** **Personalization** and **automation** of messages/ processes
- 06** Less efforts, **more tasks done**



SERVICES

YOU CAN RELY ON

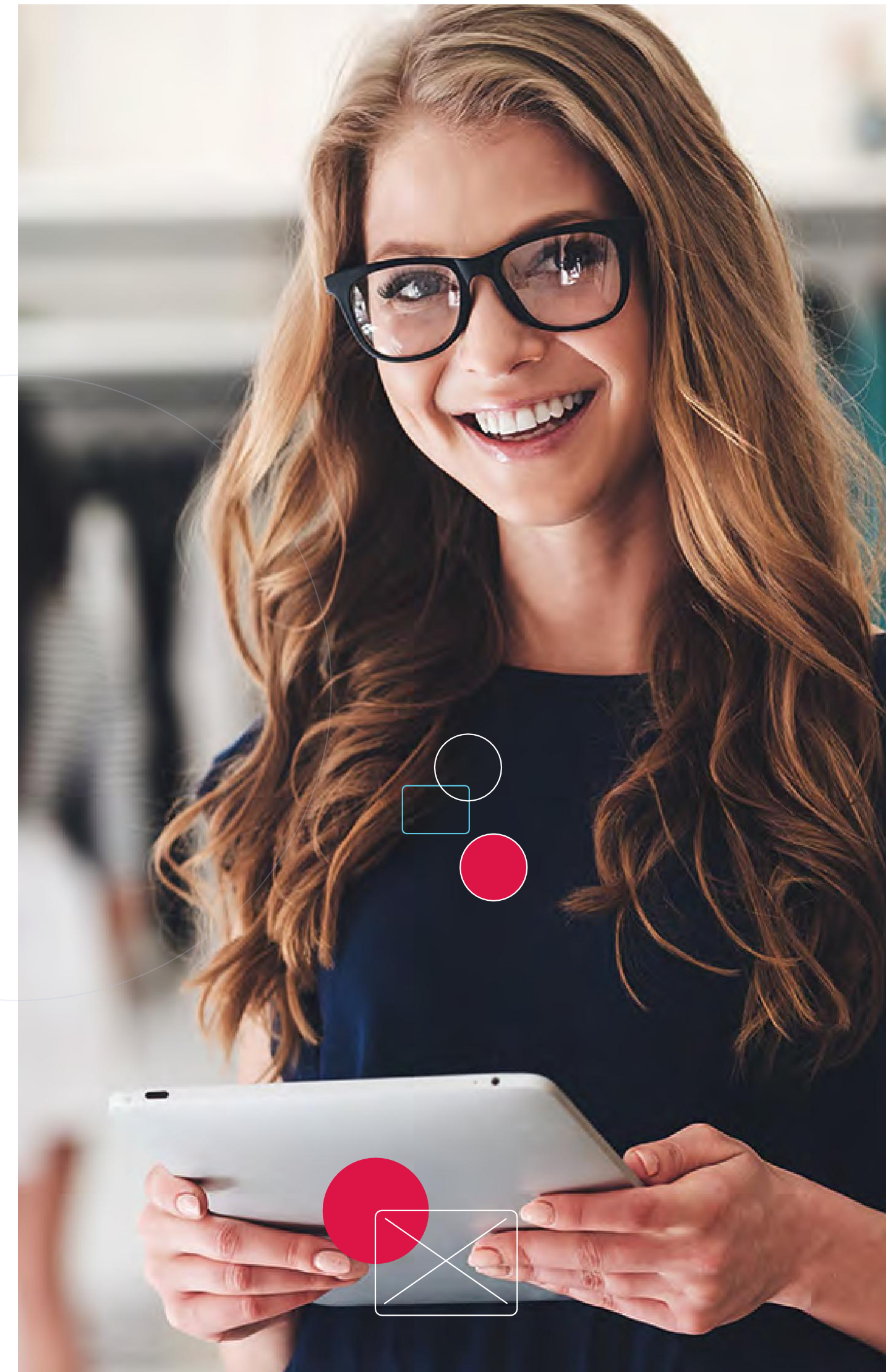
- **Performance Campaigns** in Facebook, Google and local PPC platforms in 10+ countries for scaling up your measurable business results
- **Social Media** – professional management of your business profiles on Facebook, Instagram, LinkedIn, TikTok etc.
- **Landing Pages** – focus your prospects' attention on your most wanted response (e.g. registration, brochure download, or else). Always make proper and data-based decision about key messages, design elements, or general concept with our continuous A/B split tests.



SERVICES

YOU CAN RELY ON

- **Instant Messaging** to people in your database via SMS, Viber or WhatsApp (available in some countries). Use it for quick campaigns, urgent messages, special sales, or important news.
- **Email Marketing** – use the channel with highest return on investment to grow your business and add more revenue. Newsletters, email workflows, and welcome series are at your disposal. Read more in the next slide.
- **Marketing Automation** – save time and resources while communicating with people in your database whenever it will bring you the most benefits. Automate repetitive tasks, avoid human mistakes and provide more personalized and relevant content to prospects and customers.



PERFORMANCE CAMPAIGNS

→ META ADS

Get the most of the Meta algorithms and find your potential customers much easier and quicker with our help. We work with all ad formats that would bring your business measurable, timely and optimized results.

→ GOOGLE ADS

Talk to your customers and prospects whenever they need your products or services, or whenever they are looking for solutions your business can provide them with. Grow your brand awareness, database and sales with various ad formats the Google ecosystem provides you with.

→ LINKEDIN ADS

Want a carefully crafted and well planned strategy for your LinkedIn profile? With us your company will stand out among competitors with high quality and engaging content. It will not only polish your corporate image, but it will bring you high quality leads for your services or products.

MARKETING AUTOMATION

→ HUBSPOT

Take the most of your HubSpot account! We'll help you analyze your business needs, decide on an implementation plan, and choose the best HubSpot license you need to scale your business. With us you will get a smooth onboarding, careful analysis of needs, content strategy and creation and many, many more. We are a Hubspot Diamond Partner and, guess what? Only 3% of HubSpot Partners, on a global level, are Diamond Partners. Furthermore, we are one of the only 2 HubSpot Diamond Partners in the CEE region!

→ MONDAY.COM

Monday.com is a customizable Work Operating System where your team can plan, run and track their projects, processes and everyday work, with ease. As a monday.com Channel Partner we will work with you to map all your internal operations and workflows, making sure you get exactly what you need by structuring your monday.com account accordingly.



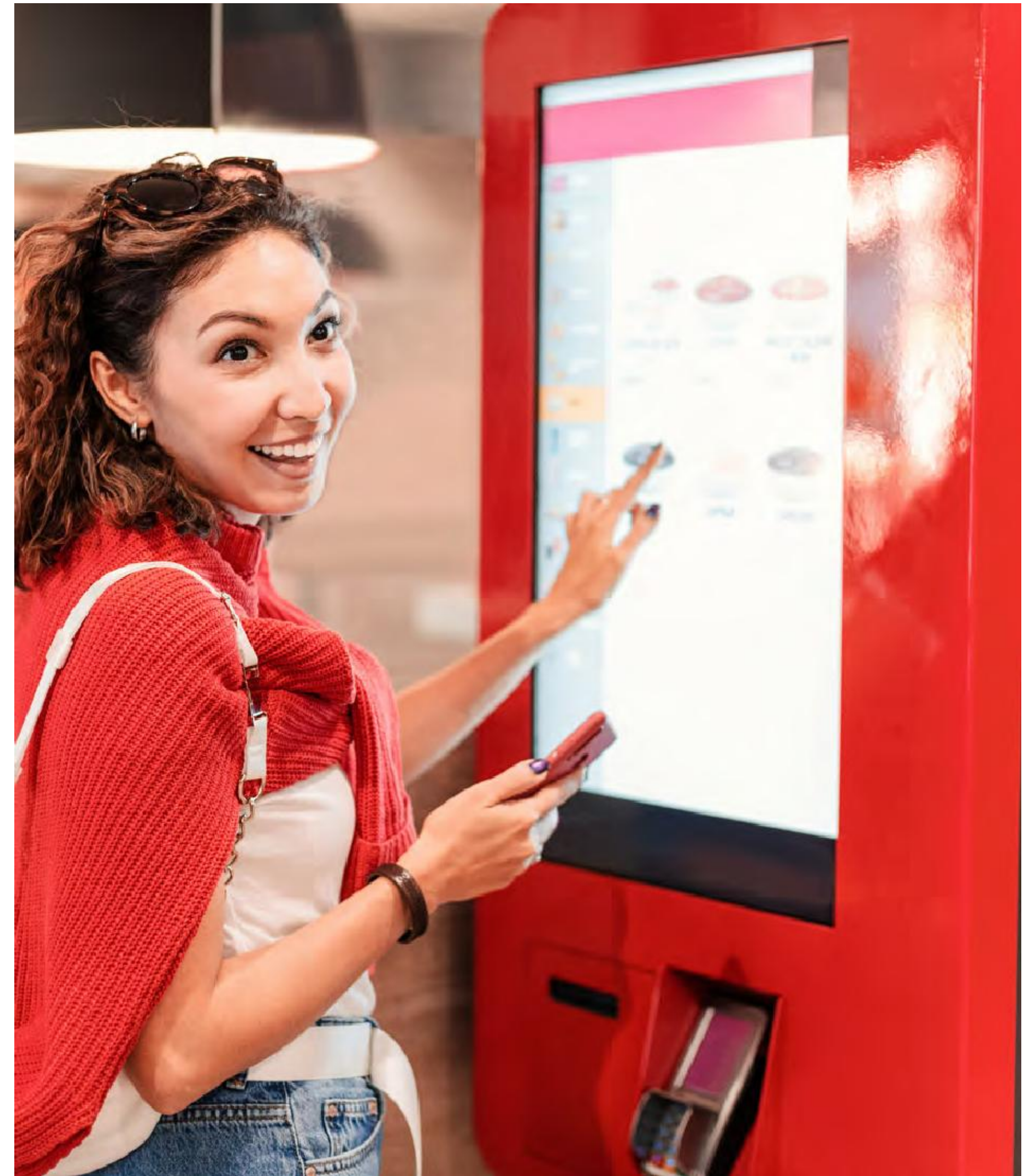
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PROMOTIONS
& LOYALTY
PROGRAMS

BENEFITS

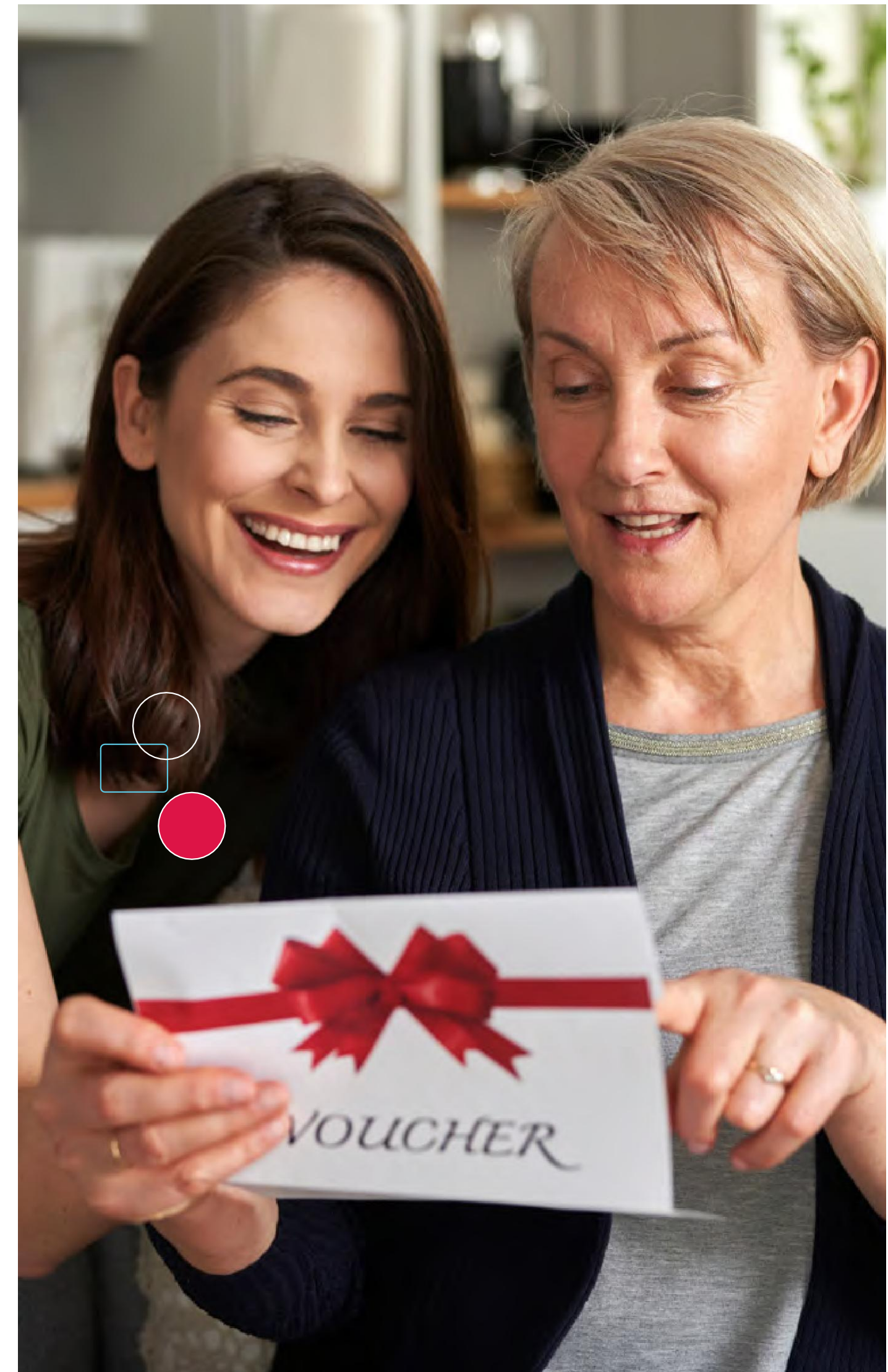
- 01** We manage successful **loyalty and consumer promotion campaigns** for more than 18 years
- 02** With us you will successfully **plan, develop and manage** your activities in a measurable way – you have **end-to-end solution** for higher customer loyalty, considerably more sales and much better incentives at your disposal.
- 03** You can get from us **physical or downloadable prizes, gift cards, and vouchers** to stimulate your customers buy more from you, more often, at a higher price.
- 04** Load your BTL activities with powerful and proven techniques to increase customer engagement and brand awareness, and collect more and better structured data with consent.



SERVICES

YOU CAN RELY ON

- **Consumer Promotions** with mechanics that work like charm and help you increase your sales while communicating better with your customers.
- **Loyalty Programs** will help you incentivize the most beneficial behavior for your business - repeated, regular sales, at higher average value. You can find all the services related to a loyalty program in one place with us.
- **E-vouchers (VouchersDepot)** – VouchersDepot is our SaaS platform for sourcing online vouchers and codes with different values and quantities from well known retailers like Decathlon, eMAG, H&M, Mango etc. Save on logistics costs and distribute your prizes electronically with our help!



CONSUMER PROMOTIONS SERVICES

→ PROMOTION MECHANICS

Tell customers in easy and comprehensible way what they have to do and what they will get. Our experienced team will help you design the promotional mechanic that will best suit your business goals.

→ PROMOTIONAL WEBSITES

Register a fiscal receipt, unique codes, invoices etc. Collect points, jump up levels and get badges. We have it all for you, prepared by our in-house design & development team!

→ PROMOTION LOGISTICS

Don't bother with prize logistics anymore. We have a professional warehouse that can handle all prizes storage, preparation and deliveries for you - for both local and international promotions.

→ BRANDING OF PRIZES

From popcorn machines, through worm traps and even a cow (!), we've seen it all! Just tell us what you need and we will source it for you. We also take care of branding and/ or personalization of merchandise.



Select from 10 ready to be implemented mechanics and start your promotional campaign tomorrow! Our SaaS platform Promotion Box will help you manage all urgent campaigns with ease!

LOYALTY PROGRAMS SERVICES

→ **CONCEPT**

Your loyalty program is a long-term project that should be carefully planned. It also needs a really great concept as well. We will guide you through the process of crafting the most suitable one, aligned with your business goals.

→ **DEVELOPMENT**

Our vast experience with big local and international programs will help you develop quickly and accurately the platform your program is based on - even if it is a complex one!

→ **PRIZES MANAGEMENT**

Automatic or manual selection of winners, direct integrations with warehouse or courier companies, real-time updates on stock availability etc. You have total control over prizes and their distribution.

→ **rewardiful**

If you need a loyalty program on a budget, then Rewardiful is your best choice! As easy as 1,2,3 - choose your loyalty mechanics, upload your key visuals, add the legal documents and you already have your program up & running!

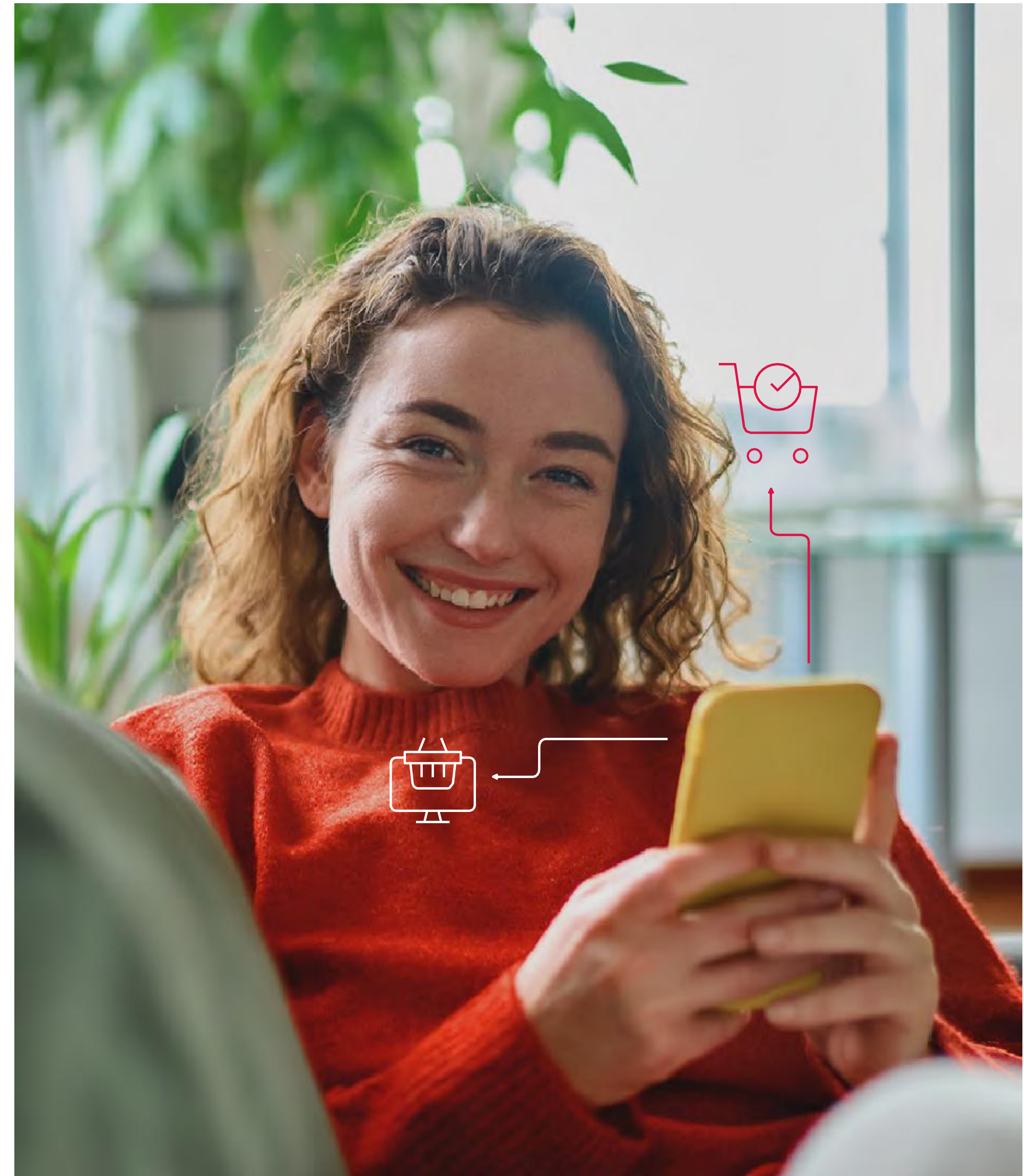
03

CROSS-BORDER ECOMMERCE



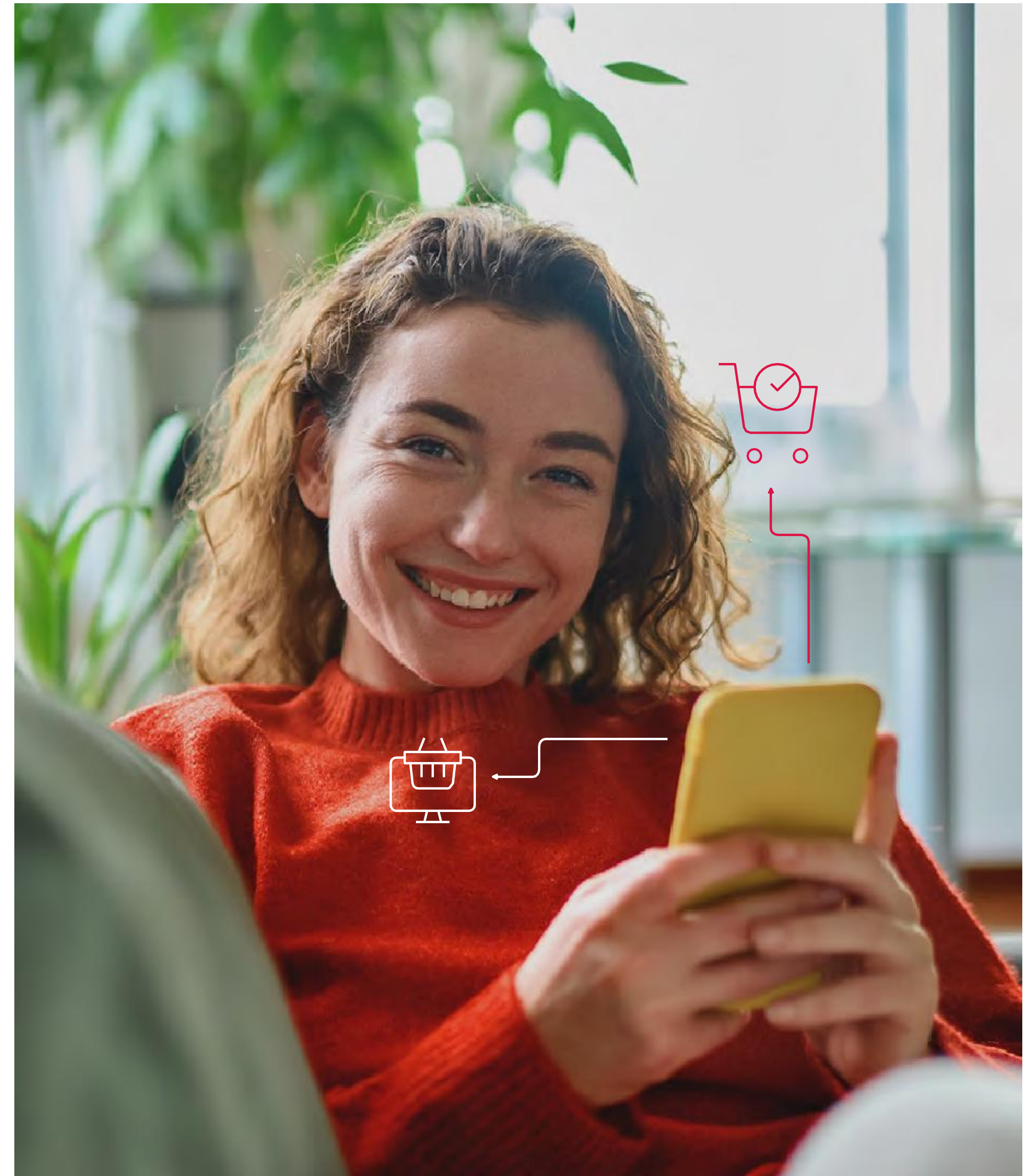
BENEFITS

- 01** Store your products in one or more of our warehouses in Europe
- 02** AI-supported quick and accurate **translation and localization** of your e-shop and products
- 03** Avoid issues related to seasonal drops or peak periods with our orders fulfillment and returns management services. Get local addresses in **15+ European countries** and **optimize your logistics costs!**
- 04** Sell more, to more people, in more countries, with our package of digital marketing services for cross-border ecommerce merchants



BENEFITS

- 05** Manage products' data with ease with our **products information management (PIM) platform**. Send stock availability in real time to supporting sales channels like marketplaces or ecommerce platforms.
- 06** Sell to your customers even if you don't have the products in stock. Link your suppliers' products and stocks and send them directly an order request whenever you sell something.
- 07** Last mile and cross-border **delivery**
- 08** Market research



SERVICES

YOU CAN RELY ON

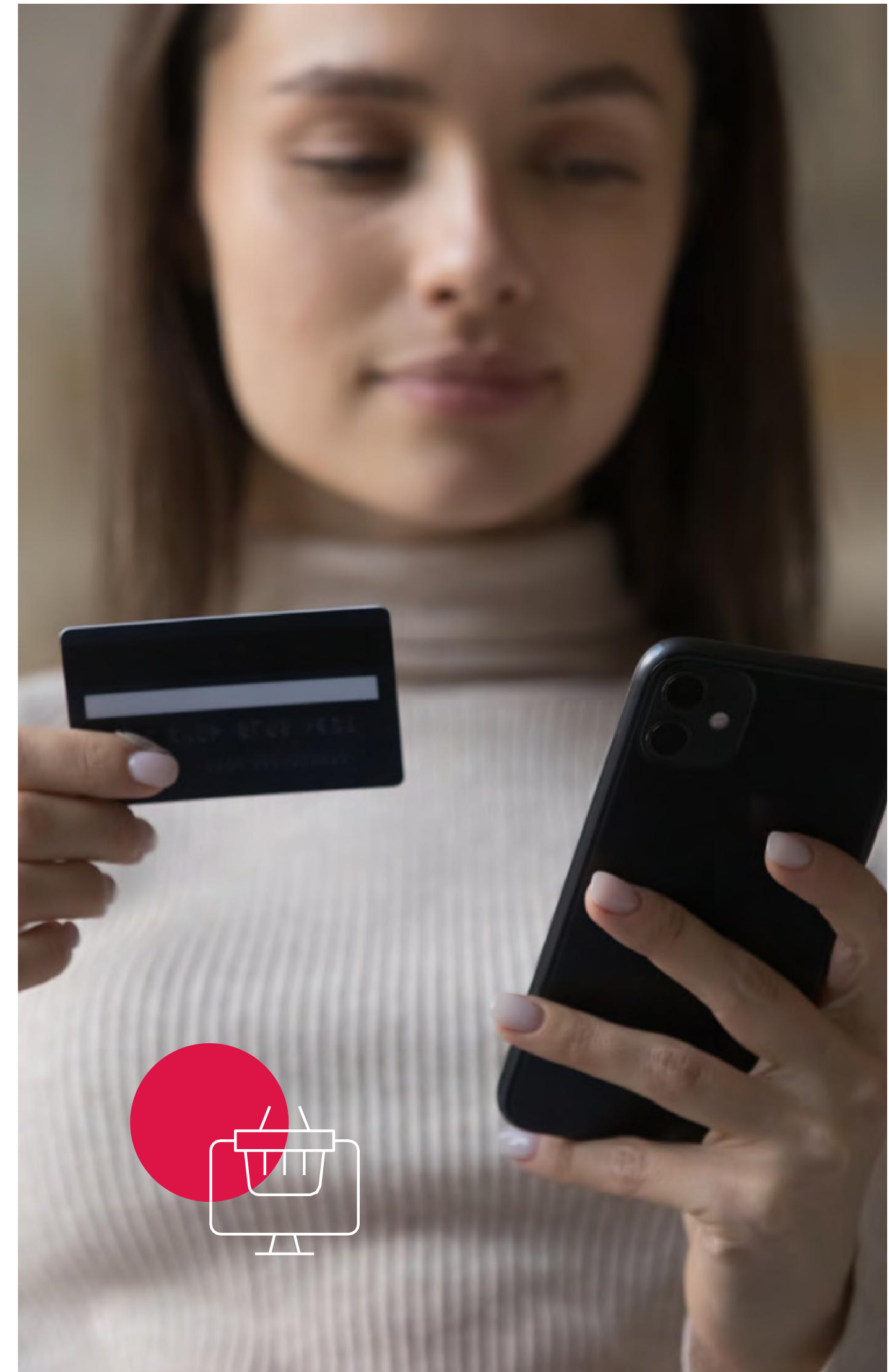
- **Last Mile Courier Delivery** in 15+ European countries, incl. North Macedonia and Serbia. Options for pick-up/ drop-off (PUDO) locations, automated lockers etc.
- **Fulfillment Network** – interconnected warehouses allow you to store your product in different locations and easily move them from one country to another, without additional integrations. If you run out of stock in one country you can transfer the fulfillment request to another warehouse with just a click!
- **Translation and Localization** – from any language to any language, with our AI-supported tool, in just a seconds. We provide you with native speakers for fine tuning of the translations.



SERVICES

YOU CAN RELY ON

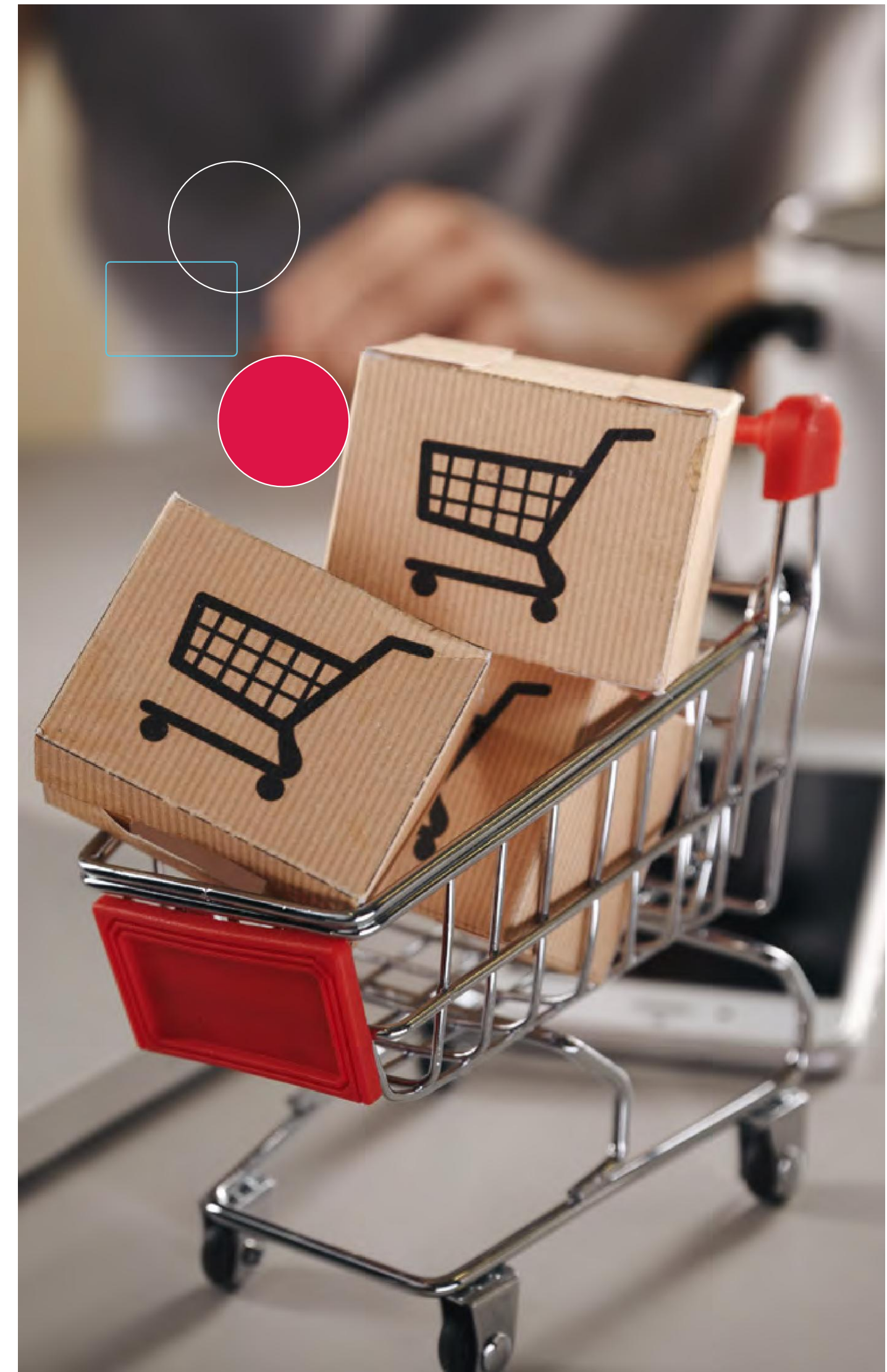
- **Digital Marketing for Ecommerce** - reach your potential customers in any country you want to sell online to. Use the big platforms of Meta and Google, but also strong local publishers that will help you sell more. Rely on our email marketing team to get the most out of your digital communication and scale up your sales much quicker.
- **Market Research** – know your target market, the habits of your customers, your strongest local and international competitors. Get reliable data and reports from our desk research team.



SERVICES

YOU CAN RELY ON

- **Product Information management (PIM)** – have your products' data organized and standardized in a single point of truth. No more Excel worksheets and human mistakes! Distribute all data in real time to all available sales channels, like your ecommerce website(s) or local marketplaces.
- **Paperwork** – need somebody to help you with VAT reporting, customs papers, or the monthly reports for your accountants? Get the data about your online sales sorted and standardized so you can save time and resources big time!



PRODUCT INFORMATION MANAGEMENT (PIM)

- **PRODUCTS INFORMATION MANAGEMENT**
- **ECOMMERCE PLATFORMS & MARKETPLACE INTEGRATIONS**
- **ORDERS MANAGEMENT**
- **ANALYSIS**
- **RETURN MANAGEMENT**

Get all product titles, characteristics, images, labels, manuals etc. all in one place! Update data only once and let the automated processes do the rest. Manage language versions and translations with just a click!

No need to deal with technical integrations anymore. We've already done it! Sync data across your sales channels in real time via API or XML feeds, where applicable.

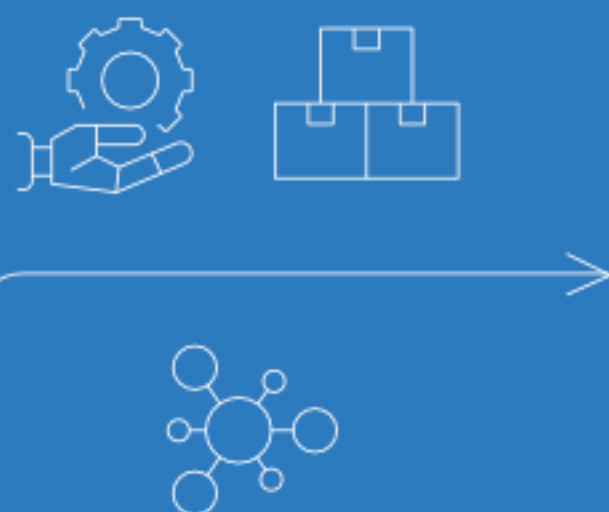
Get all your orders, from all the channels, in one place! Have all your ecommerce business at a glance. Send orders to either your own warehouse(s) or fulfillment provider(s) automatically. Get stock availabilities and report them back to all your sales channels - in real time!

There's a way to talk to your clients while saving time and human resources for managing your campaigns. Send relevant messages when your customers expect you to do it.

Use our local addresses in different European countries as return points for your end customers. Save a fortune on reverse logistics with our consolidation service. Refund your customers faster and increase their loyalty and client service satisfaction!

04

WAREHOUSE & ORDERS FULFILMENT



BENEFITS

- 01** Warehouses with enough capacity to satisfy your stock and orders processing needs, spread all across Europe.
- 02** Full traceability of order and shipment statuses, all in one place.
- 03** Full range of supporting services for your logistics needs, incl. gift wrapping or personalization.
- 04** Ready integrations with carriers or sales channels to make your life much easier!



SOLUTIONS

YOU CAN RELY ON

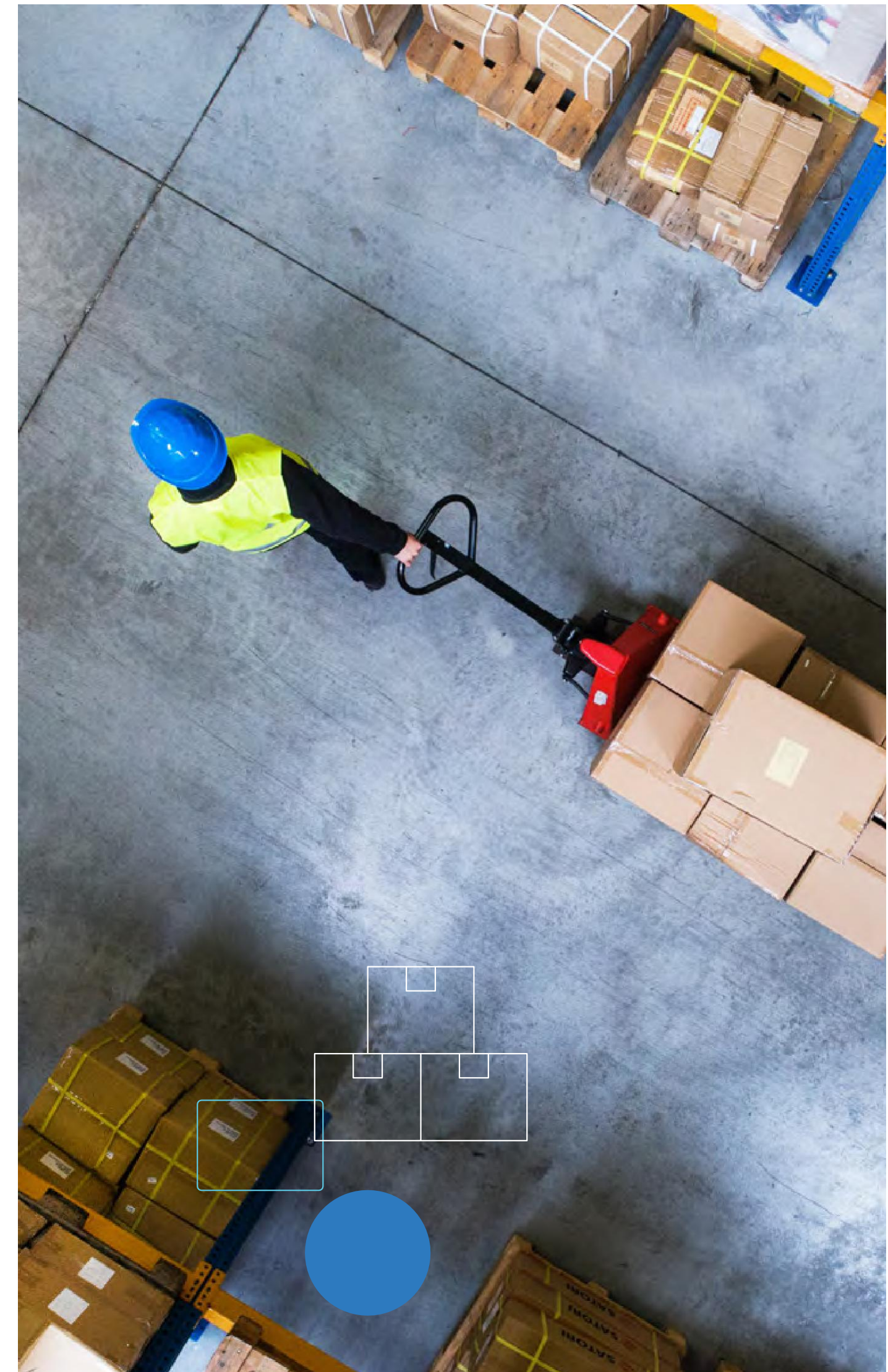
- **Warehouse Storage** on pallets or shelves for smooth processing of your orders.
-
- **Warehouse Services** – loading/ unloading of pallets or boxes, containers, labelling, barcoding, gift wrapping, custom packaging, personalization, re-arranging or decomposing etc. Get it all with us.



SOLUTIONS

YOU CAN RELY ON

- **Orders Fulfillment** - we get all the orders from your ecommerce website or from the marketplaces you are selling on through system integration. We pick, pack and ship the parcels, ensuring full traceability and recording each step of the process. Turn your fixed costs into variable and pay only for the services you really get from us!
- **Returns Handling** - we accept your returned parcels in the warehouse and process them in accordance to your requirements.



WAREHOUSE STORAGE

→ STORAGE ON PALLETS

With a capacity of 1800 pallets, you can store your products in a safe, class A warehouse

→ STORAGE ON SHELVES

Use the shelves for quicker pick up, especially if you are selling online

→ HIGH VALUE PRODUCTS STORAGE

Do you offer valuable products? Store them in our well protected areas and don't worry about security.

→ ADVERTISING MATERIALS STORAGE

Ideal for you if you want to distribute materials among B2B partners or stores all across the country.

→ BTL ITEMS STORAGE

Oversized materials, special signs or any other BTL-related items will be stored for you with utmost attention.

→ FOODS/FOOD SUPPLEMENTS STORAGE

If you need a warehouse that is certified for storing canned/ processed food and supplements, look no further.

WAREHOUSE SERVICES

→ PRODUCTS LABELLING

You can send us products for labeling if you import from anywhere or if you are manufacturing and preparing items for export. Being compliant is crucial for your business.

→ PRODUCTS ASSEMBLING

Give us separate products and we will bundle them in accordance to your instructions.

→ GIFTS WRAPPING

Holidays or any other special occasion is coming? We have rich experience with wrapping all kinds of gifts - from wine bottles to Christmas trees.

→ PRODUCTS RE-PACKAGING

We open the pallet or box, take out the products and re-assemble them for your needs. Just give us instructions and deadlines.

ORDERS FULFILMENT FOR ECOMMERCE

→ B2C ORDERS

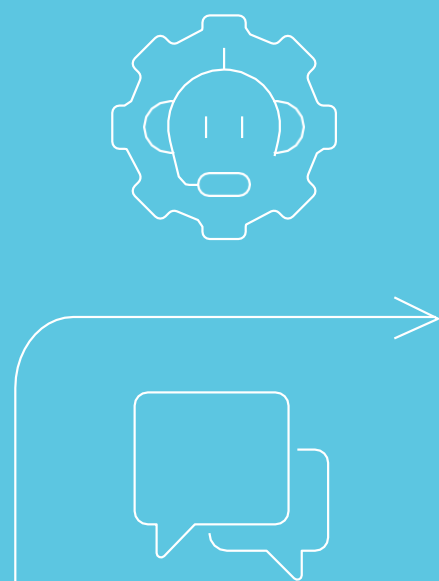
You need experts in single parcels to take care of your fulfillment process. We are the pioneers of these services in Bulgaria so you will work with the most experienced team for your reliable and timely picking, packing and shipping.

→ B2B ORDERS

You might need to send boxes or pallets, not single parcels. No problems! We work with some of the biggest wholesalers in the country, so we are well aware of their strict requirements about packing, sorting and labeling. We can also organize the transportation for you.

05

CONTACT
CENTER



BENEFITS

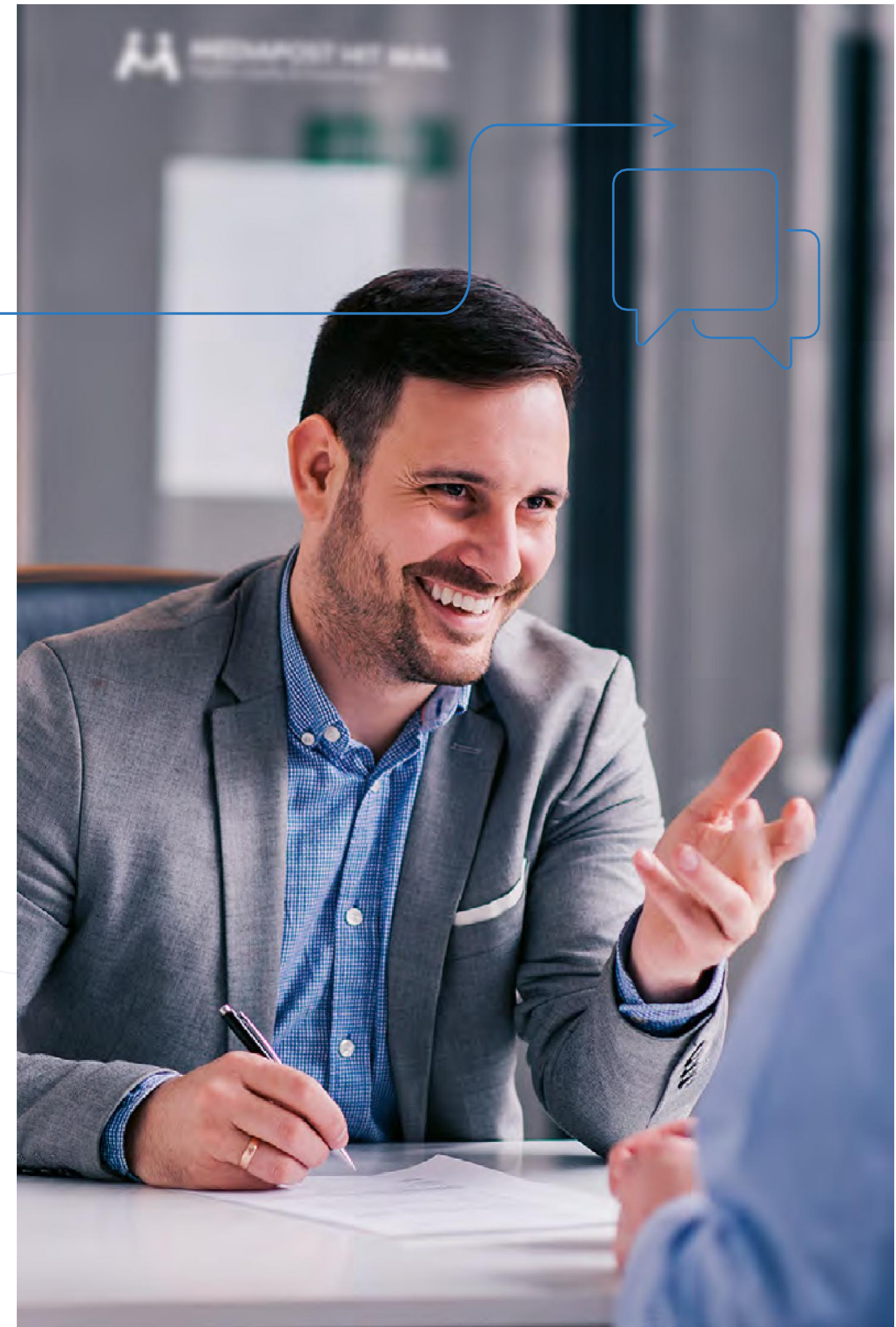
- 01** Turn fixed costs into variable
- 02** Take advantage of 20+ years of expertise
- 03** Stay in touch with customers across all channels
- 04** Know better your target audience
- 05** Get access to an up-to-date B2B database
- 06** Sell more over the phone



SOLUTIONS

YOU CAN RELY ON

- **Customer Care** via all the channels you might need - email, phone, chat, social media etc.
- **Market Research and Social Media Monitoring** – get any preliminary or current information about the market or the attitude of customers towards specific products or services. We can organize your surveys online, via phone or with the desk research methods.
- **Telemarketing/ Telesales** – there are products and services that require experienced operators to nudge customers towards your most desired action. You need specific skills that will turn prospects into clients.
- **Lead Generation** – Sometimes the sales cycle takes time and you need to get a list of prospects first. We combine online and offline channels to attract, nurture and convert leads into your customers.



CUSTOMER CARE SERVICES

→ **PRODUCT INFOLINES/ CONSUMER INFOLINE/ GREEN LINE**

Some companies need an infoline where they provide customers with answers of frequently asked questions (FAQs) and address special requests that are out of the standard. Are you one of them? Then get in touch with us.

→ **EMAIL & CHAT HANDLING**

If you have a small team answering an overwhelming amount of emails and chat requests might be hard. Focus on your more important tasks and leave this to us.

→ **PROMOTIONS LINE**

If you organize consumer promotions you know how many questions and reactions you can get from end customers - related to mechanics, participation, prizes distribution etc. You can easily outsource this task to our team.

→ **LOYALTY PROGRAM**

Loyalty program members need your special attention - after all repeated purchases are the fuel of any business. Don't neglect them - ensure they get the answers they need either via phone, email or chat.

→ **ECOMMERCE CUSTOMER SERVICE**

Information about delayed deliveries or issues with a product like wrong size, color or item etc. Online shoppers can have so many requests! Handle them with ease.

→ **ORDER CONFIRMATION CALLS**

In countries where cash on delivery is the preferred payment method for online purchases, you need to ensure maximal deliverability and low return rate. That's why sometimes it is wise to confirm the orders by calling the customers. Do it and you will get better results for your business.

→ **FIRST LEVEL CUSTOMER SUPPORT**

Your customer care staff need to answer only questions that require profound expertise. We can be your firewall for the regular, common questions you don't want to bother your people with.

→ **VIRTUAL OFFICE ASSISTANT**

Don't bother with hiring people for day-to-day administrative tasks when you can outsource it. You will get from us an office assistant who will handle all your requests, arrange meetings and reminders for you or take care of your busy agenda.

→ **CUSTOMER SATISFACTION SURVEYS**

Net Promoter Score (NPS) or after sales surveys are crucial for keeping high satisfaction levels among your clients. We can organize them in accordance to your preferences for frequency and recency of communication.

→ **MYSTERY SHOPPER/ CLIENT**

If you want to monitor closely the performance of your sales or customer care teams, you can organize mystery shopper or client calls. We follow a script and a pre-defined use case to ensure that your staff is delivering whatever you expect from them.

TELEMARKETING SERVICES

→ **UPSELL/CROSS SELL**

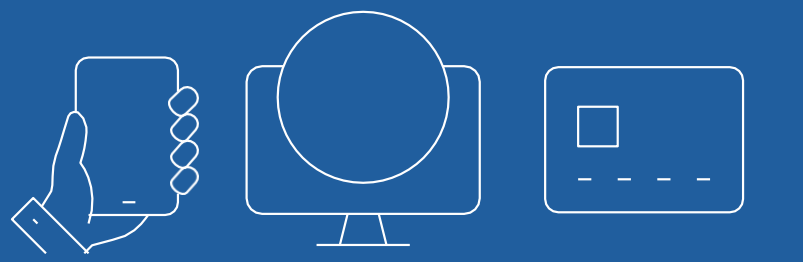
You can increase significantly your average order value (AOV) if you offer something on top of what has been ordered or you suggest a relevant add-on to the product or service. Do it wisely and you will be pleasantly surprised with the result.

→ **EVENTS CONFIRMATION**

Organizing big events is quite a challenging task - you have to deal with so many tasks at once. Leave to us the participation confirmation and focus on the other things that matter for you.

06

OTHER SERVICES



OTHER SERVICES

→ DESIGN & COPYWRITING

Our designers and copywriters know that the final goal of each communication material is to bring the client closer to your most wanted response. That's why they focus on clarity of message, emphasize on crucial elements and benefits, and convert your leaflets, brochures, ads, posters etc. into something your clients will understand, remember, and act upon.

→ DIRECT MAIL

How often did you receive a direct mail in the last few years? This old, but provenly working communication channel can help you stand out. The success rate in selling complex or high-profile products and services is some of the best across all the marketing channels. Use direct mail to gain strong competitive advantage!

→ MARKETING/BUSINESS CONSULTANCY

You can ask us also to have a look at your current materials and suggest improvements, or to find ways to measure the effectiveness of a current communication channel you are using, like billboards, leaflets, or else. We have more than 20 years of experience with this!

→ PLATFORMS DEVELOPMENT

Custom platforms fit properly to your internal processes and requirements. You can tailor them accordingly without trying to find workarounds - like it often happens with ready solutions. Get the most of our in-house development team and let us know your needs.

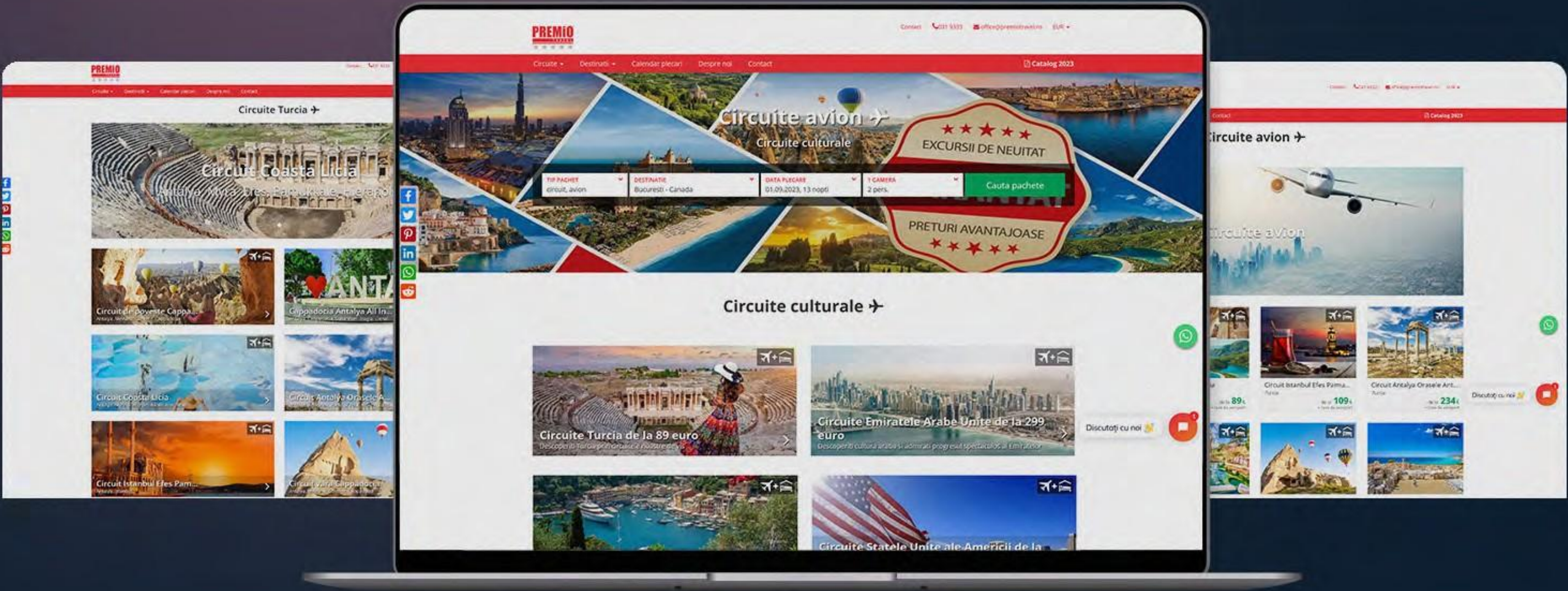
CASE STUDIES



PREMIOTRAVEL

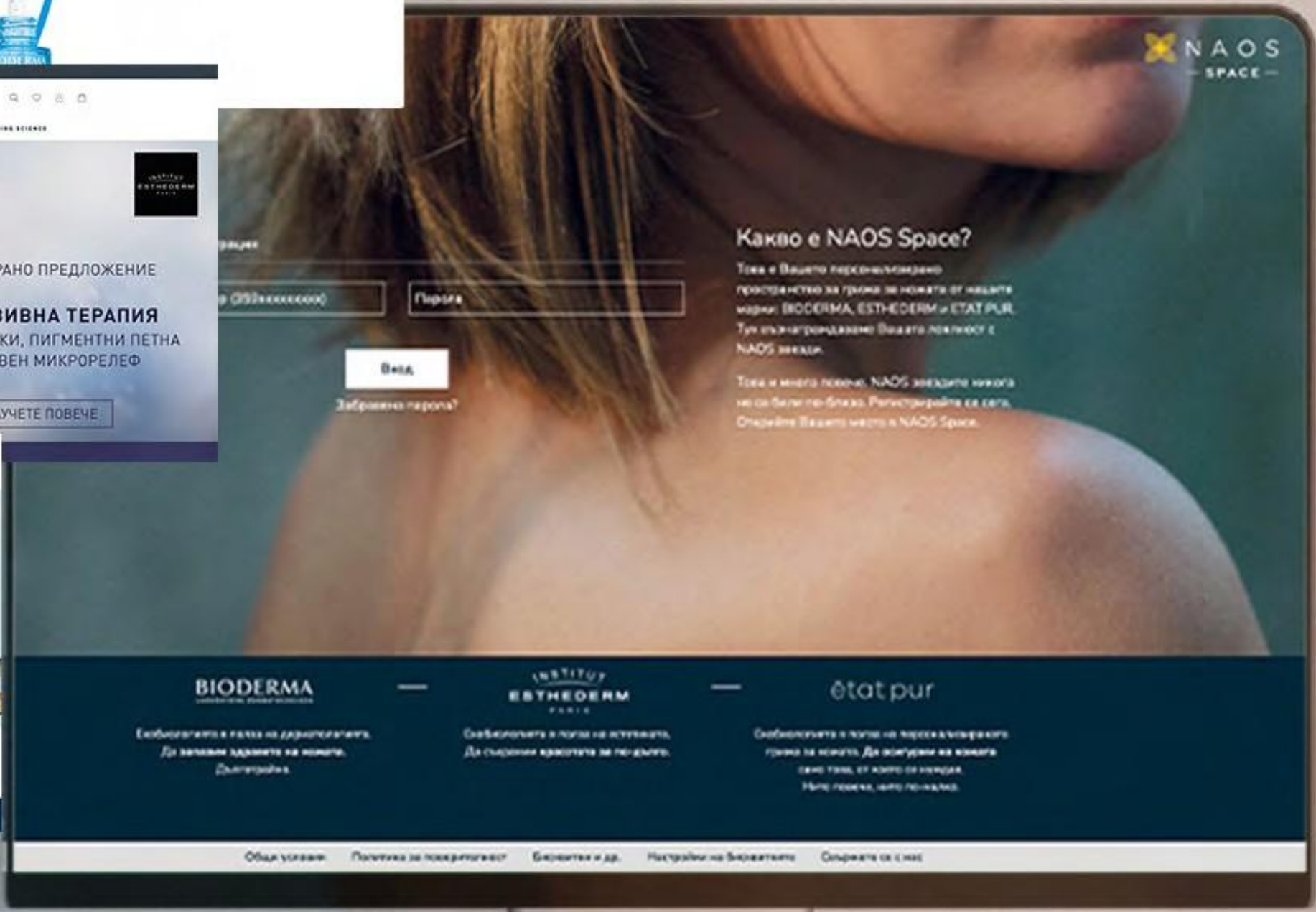
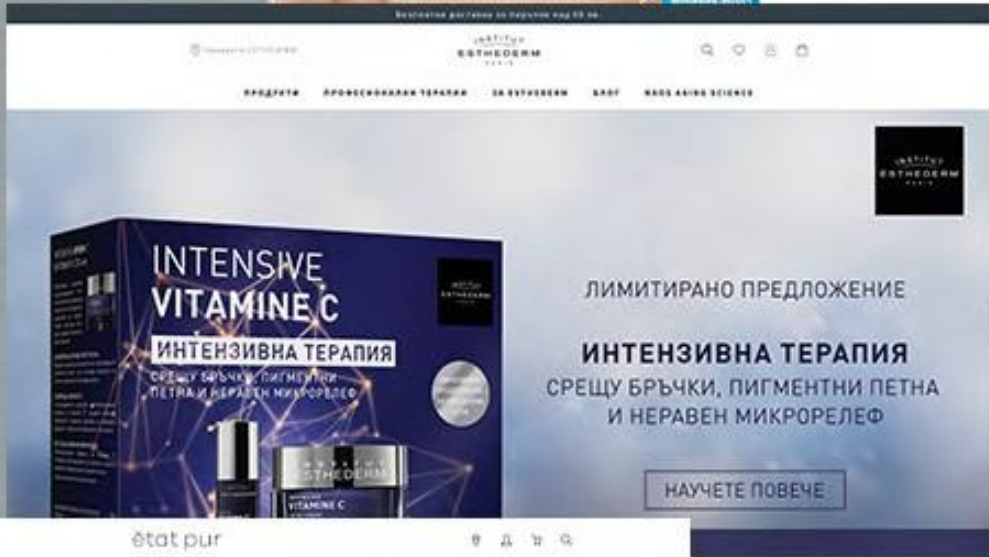
Premio Travel is a tour operator with several branches across Central and Eastern Europe. The company is known for its wide variety of excursions with excellent quality and affordable prices. The products are very popular among people aged 65+, so Premio Travel's communication was mainly focused on direct mail, newspapers and magazines.

In 2016 the company chose Mediapost Hit Mail to build an efficient digital marketing strategy with strong focus on performance. 8 years later we are already working on 9 markets providing our agency full portfolio of services. Our cooperation throughout the years resulted in 300% increase in reservations (all covered markets) and more than 800% increase in Bulgaria solely.



CASE STUDIES

Promotions & Loyalty



NAOSSPACE

NAOS is one of the leading independent cosmetics companies with a history of over 40 years. The company holds more than 60 unique patents and has 3 skin-inspired brands – BIODERMA, ESTHEDERM and ETAT PUR.

In the beginning of 2021, Mediapost Hit Mail Bulgaria developed and launched NAOS Space - a loyalty program designed to allow customers of the three brands to stay informed about useful & up-to-date content, register purchases, participate in promotions, test new brand products, etc. The platform brings together clients of BIODERMA, ESTHEDERM and ETAT PUR and engage with them to boost consumers loyalty.

3 years later, the loyal customer base of NAOS brands continues its stable growth, while Mediapost Hit Mail Bulgaria takes care of all operational activities - validating proofs of purchases, updating content on the platform, communicating with clients, etc.



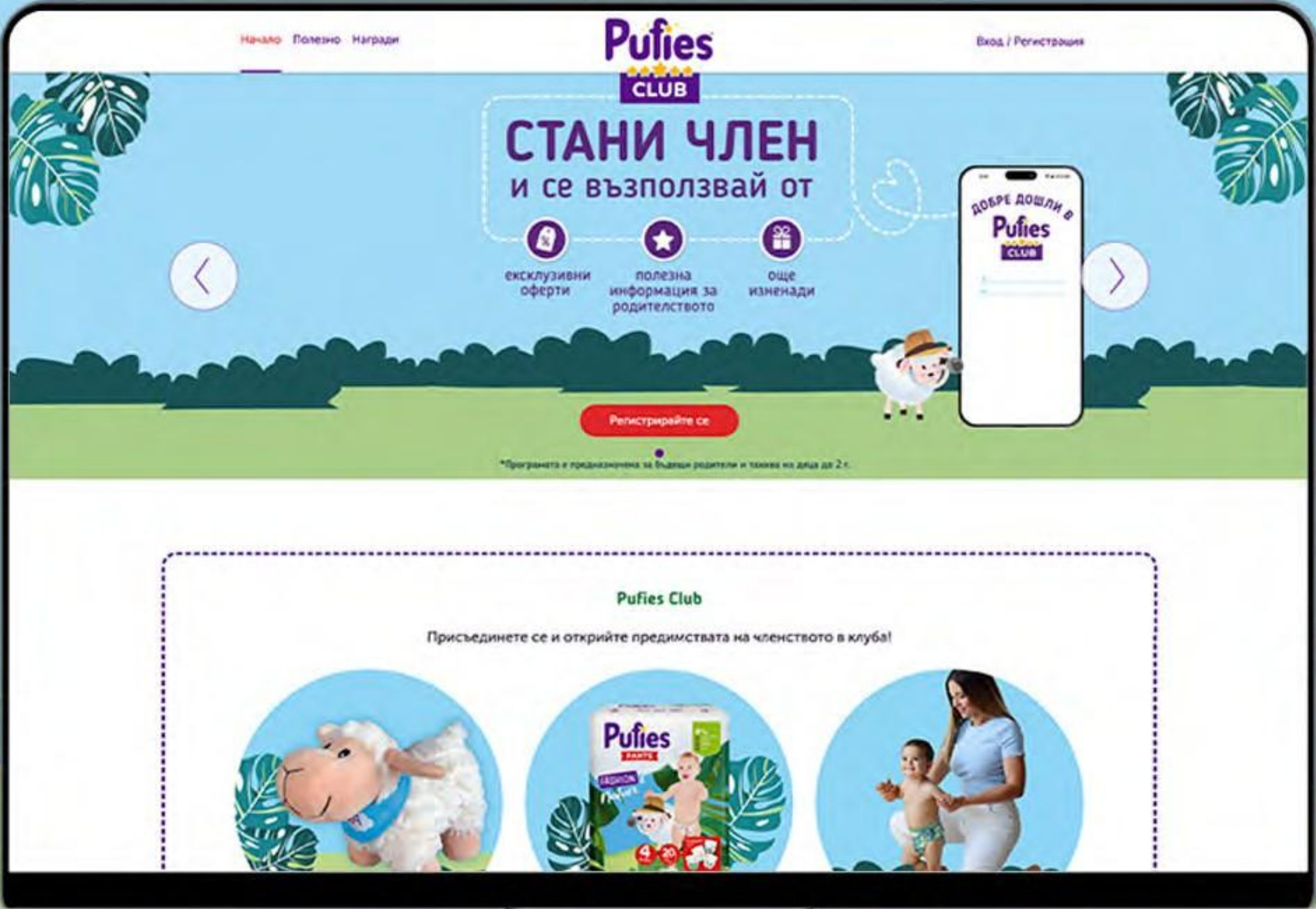
PUFIESCLUB

Pufies is a high-quality brand for baby diapers & baby wet wipes, part of Ficosota. Their special mission is to support every parent and baby in their happy moments together!

In 2023, they chose Mediapost Hit Mail Bulgaria to develop Pufies Club - a loyalty program targeting young parents.

The platform allows its users to participate in various engaging activities and claim special rewards. Apart from development, Mediapost Hit Mail Bulgaria takes care of the logistics and the communication with the customers through automated emails, newsletters, SMS, etc.

Since the launch of the program, the number of registered users is rapidly increasing, exceeding all initial targets many times.



CASE STUDIES

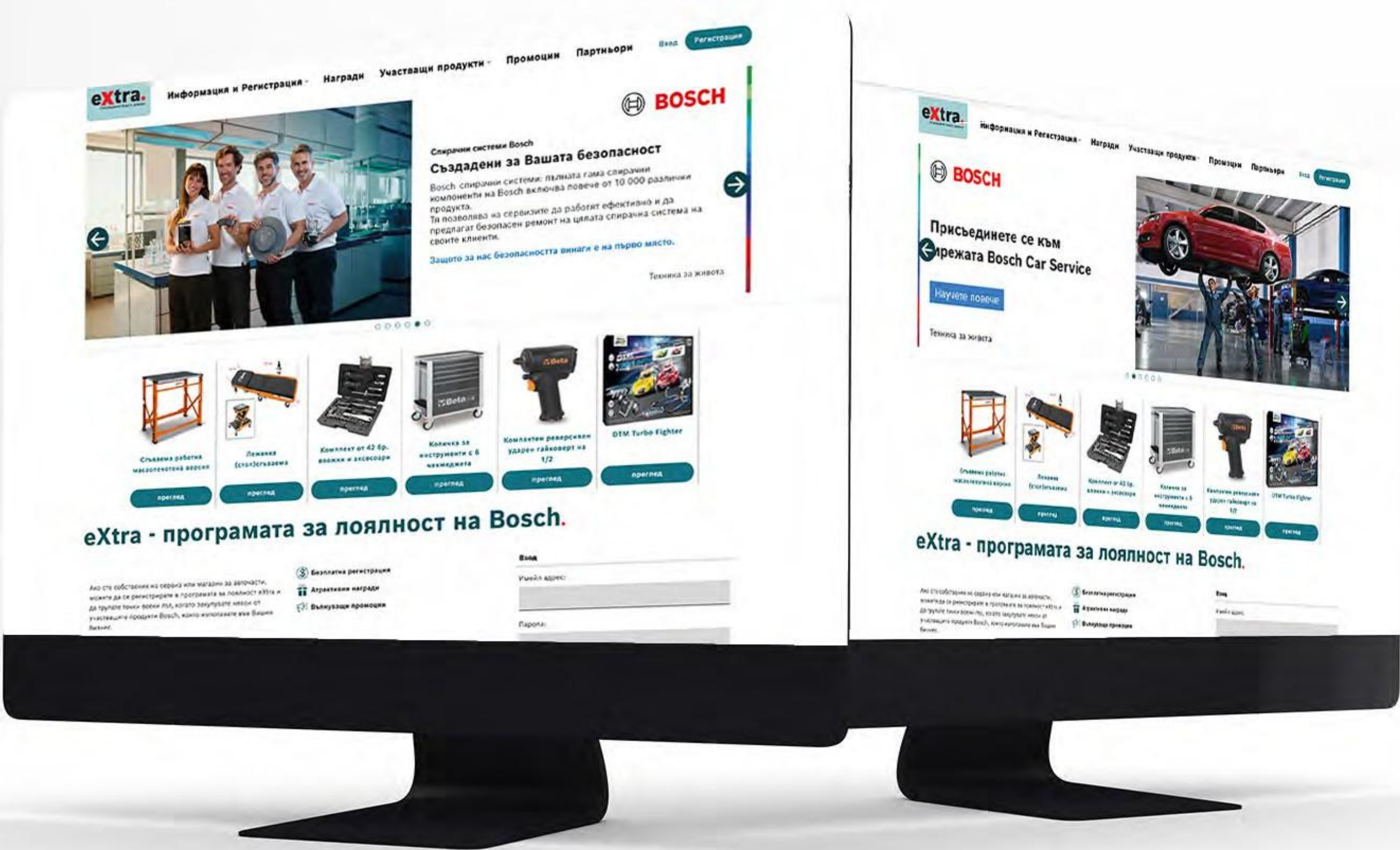
Promotions & Loyalty

eXtra – BOSCH AUTO
LOYALTY CLUB

Bosch Group is leading global supplier of technologies and services. The company products and services are designed to inspire the customers and improve the quality of life by offering innovative and efficient solutions.

Since 2016 Mediapost Hit Mail Bulgaria has been providing various services for the local branch - prize storage and logistics, email marketing, social media support, support for various marketing activities, etc.

In 2017 together with Bosch Automotive Equipment, we launched eXtra, a loyalty program designed for car service and auto parts stores owners. The platform uses various activities to stimulate them to buy more products of Bosch. Mediapost Hit Mail Bulgaria is involved in development, prize logistics and communication with club members.



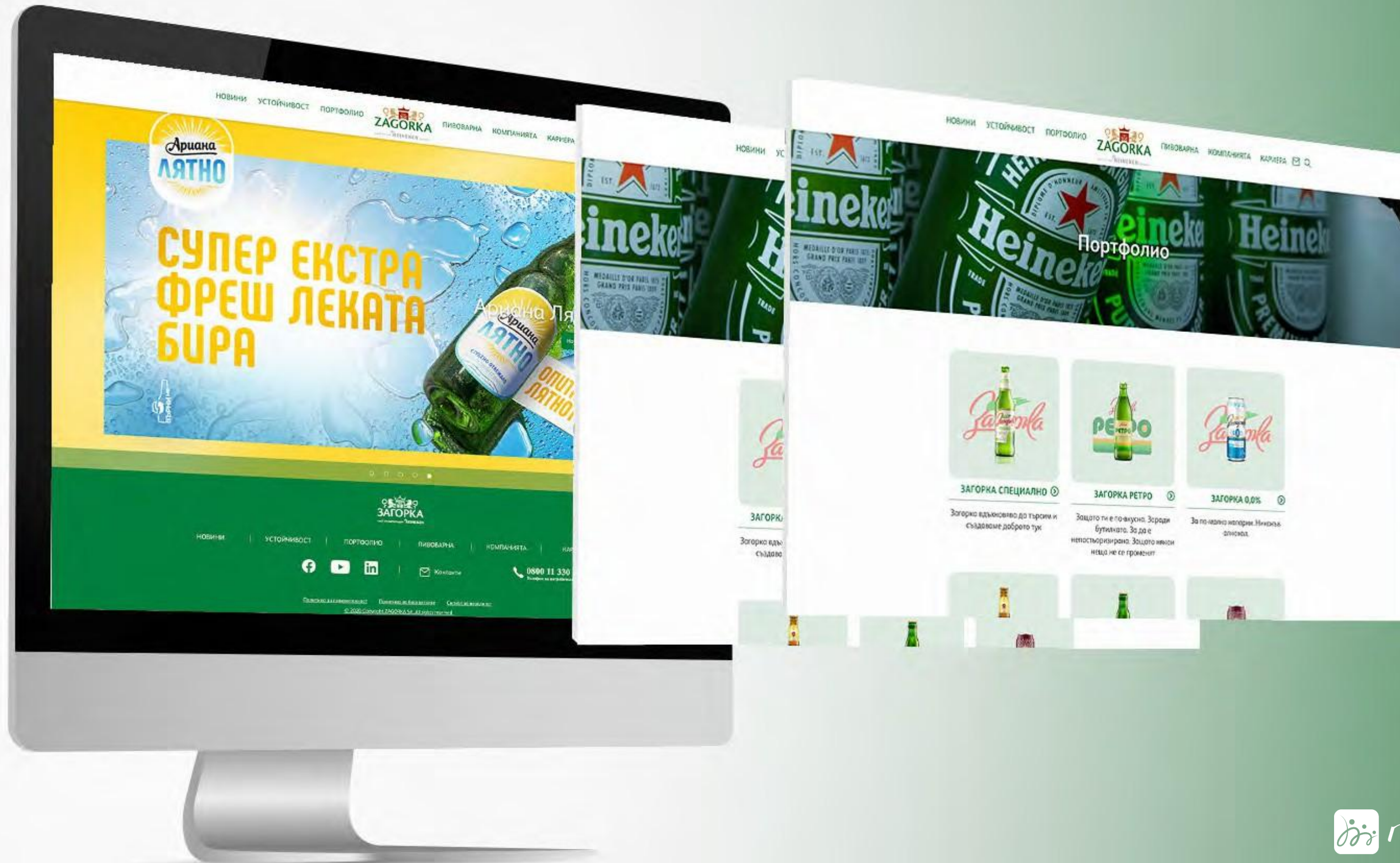
CASE STUDIES

Customer Care

ZAGORKA

ZAGORKA is part of the multinational brewing company HEINEKEN. With more than 300 international and local brands of beer and cider, it's one of the largest brewers by volume in the world. ZAGORKA has over 120 years of history, dating back to the establishment of the first brewing company in Stara Zagora. Today the company offers a wide variety of brands for the local market such as Zagorka, Ariana, Heineken and Stolichno.

In 2016 ZAGORKA chose Metrica to be the company main customer service partner. In addition to handling consumers and partners inquiries, Zagorka relies on Metrica for its national promotional campaigns by taking care of participants validation, communication with winners, packaging and delivery of prizes.



CASE STUDIES

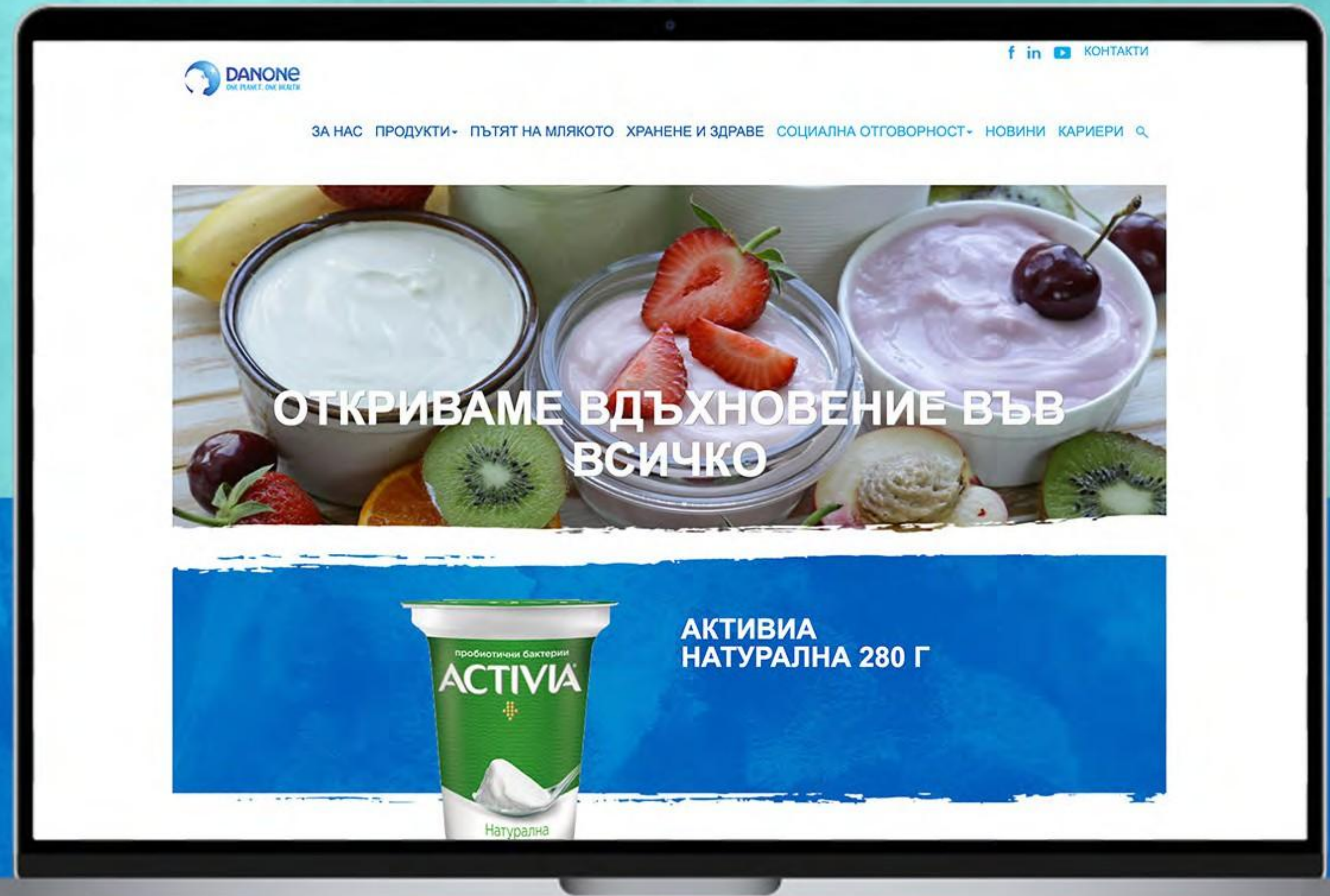
Customer Care

DANONE

DANONE is multinational food-products corporation founded in 1919, Spain. In 1993 the company entered the Bulgarian market and since then it has been a major innovator in the field of fresh dairy products.

DANONE Bulgaria chose Metrica for its hotline. This way consumers can easily get information about the company products, current promotional campaigns and policies. The hotline is also used to report and seek assistance for irregularities in product quality, storage and promotion.

Thanks to the partnership with Metrica, within just 24 months, DANONE Bulgaria was able to incorporate new system for customer satisfaction and thus meet the increased quality requirements in the technological and distribution process, as well as communication with consumers.



ABOUT US



ABOUT US

HISTORY

2003

Metrica launches direct marketing call center service

Hit Mail opens its Bulgarian office as a specialized agency for direct marketing and logistics of promotional campaigns.

2008

Metrica launches logistics service for direct marketing campaigns

2009

In March 2009, Hit Mail was acquired by the French group La Poste and changed its name to Mediapost Hit Mail. We have been developing a broad portfolio of digital marketing services since 2011. The first Facebook app we developed for a cosmetics company became number 1 in its category in less than a week, leaving big brands with huge budgets far behind.

2015

In December 2015, Mediapost Hit Mail acquired 60% of Metrica (customer service and logistics agency). This allowed us to manage complex projects and grow our e-commerce business line. As of 2022, Metrica is 100% owned by Mediapost Hit Mail.

2024

In 2023, we have sent over 480,000 rewards for promotional campaigns and loyalty programs in Bulgaria alone! For 2024, we plan at least 15% more!

We have offices in Bulgaria, France, Portugal, Romania and Spain.



ABOUT US

KEY PEOPLE

If you work with us, you will be in good company of proven and performance-oriented experts with broad experience.



HRISTO RADICHEV
Country Manager



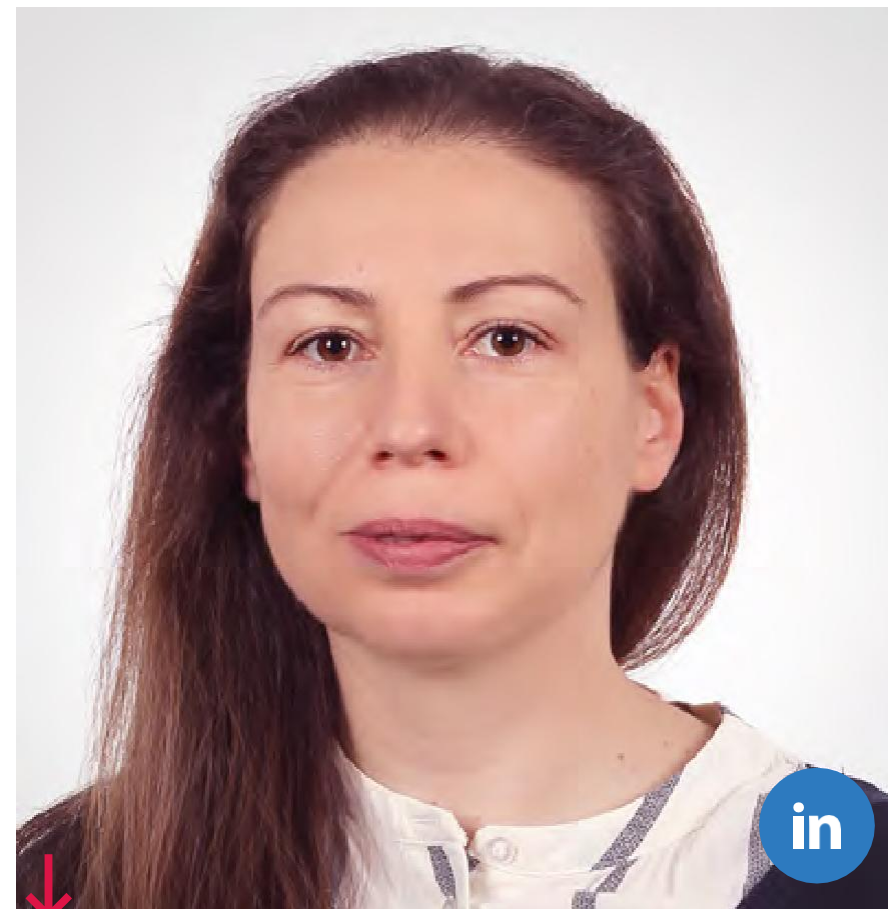
MILENA RAMCHEVA
Executive Director



VALENTINA MINCHEVA
Digital Marketing



NADEZHDA RASHKOVA
Promotions & Loyalty Programs



DELYANA KOLAROVA
Warehouse & Logistics



STANISLAVA BANDROVA
Cross-border Ecommerce



TSVETELINA BUROVA
Contact Center

WHY WORKING WITH US?



WHY WORKING WITH US?



We treasure equally creative, technical proficiency and client service excellence.



We have in-house resources for a broad set of services you could benefit from.



We answer to client's request in less than 8 hours. In most of the cases we can implement creative or copywriting modifications, technical upgrades or submission of reports in the same day or next business day.



We ask a very fair price for everything that we do. Last but not least, we always keep our word, in everything.



We are managing great multichannel campaigns in 10+ countries from our office in Sofia.

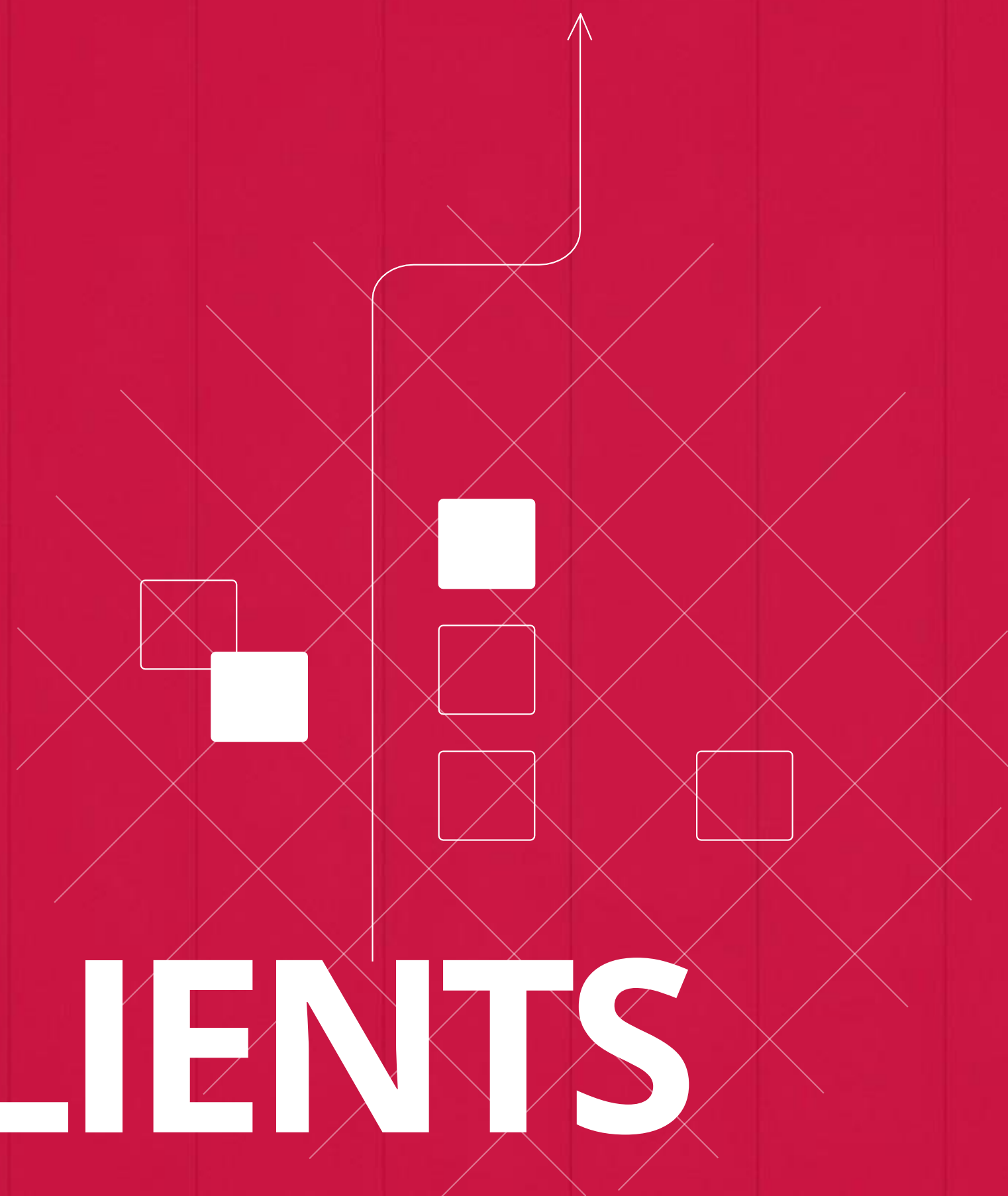


We think long-term instead of designing one-shot projects and we always use the results of a previous activity to improve the next one.



We always meet our launch deadlines. We uplift results in 93% of all cases.

OUR CLIENTS



OUR CLIENTS





CONTACT

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Thank you!

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